

Brand id is an Italian front-runner offering innovative integrated services in the IT and Digital Communication sectors with a strong focus on Research and Development as the incubator of innovative Startups.

Since 2011 Brand id has provided highly innovative services valuable to governmental agencies and to small, medium and large businesses for improving the quality of life of citizens, customers, end users, and for reaping economic savings by guaranteeing an elevated degree of environmental conscientiousness. In a short period of time, the company demonstrated its value, becoming a reality capable of integrating IT solutions and services on national as well as international territory.

In the final months of 2017, Brand id's management took on a new challenge by creating the Smart Working Business Unit. Smart Working / Smart Business solutions offer companies a new way to redesign spaces, resulting in a new and modern work experience and implementing a new, flexible work model already widely used abroad.

Brand id believes in Quality, extended to all company levels. Through contact and communication with its Partners, the company is able to respond to the needs of its clients and monitor their satisfaction.

Brand id's approach is based on:

Professionalism and Flexibility

The first guarantees the necessary skills for identifying products and services which meet technical specifications indicated; the second allows Brand id to have an approach adapted to the peculiarities and specifications of Partners/Clients, also, and above all, regarding quality, time frames and costs.

The corporate objective is to offer and supply specific products/services tailored to the real needs of each client. Strengthened by the experience acquired in the specific sectors of competence and by consolidated relationships with partners, the company is able to produce offers and projects which satisfy the requests of even the most demanding clients.

This policy, in accordance with the corporate Mission and company Values, sets forth the following objectives and strategies:

Pursuit of on-going improvement

- ▶ Define tangible, measurable *objectives and goals*, and *indicators*, also considering, in every action and decision taken, those aspects which regard quality.
- ▶ Promote initiatives aimed at monitoring and improving *customer satisfaction*.

Guarantee of legislative compliance

- ▶ Activate a thorough and constant monitoring of the quality of service provided to clients in regard to compliance with applicable national and international regulations.

Involve stakeholders and promote transparency

- ▶ Raise awareness of policy commitments and involve company employees, suppliers, customers and all interested parties in objectives and targets.
- ▶ Motivate workers at every level to take an active part in reaching company objectives.
- ▶ Promote dialogue with all interested parties, taking into account their requests, activating adequate participation tools and communicating the performance of company activities in a transparent manner.

Company management recognizes the development of a Quality Management System as a strategic choice, and is involved in respecting and implementing these commitments, ensuring and periodically verifying that the Policy is documented, put into practice, maintained active, periodically reviewed, communicated to all staff, and made available to the public and to all interested parties.

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CEO
Salvatore Perrot