	The Corporate Quality Policy	<i>COR3.00_PROC_002</i>
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Lotus Bakeries is active worldwide in the snacking segment with the Lotus, Lotus® Biscoff®, Dinosaurus, Peijnenburg, Suzy, Annas, Snelle Jelle, nākd, TREK, BEAR and Kiddylicious brands. Both tradition and innovation are at the heart of the company.

Consumers worldwide are offered a versatile range of high-quality, tasty products. The aim is to be an established part of consumers' daily lives, in as many countries as possible. To realise this ambition and achieve sustainable growth, Lotus Bakeries has a clear strategy in mind, centred on building brands. This strategy is based on three pillars.

LOTUS® BISCOFF®

The first pillar focuses on the globalisation of the Lotus® Biscoff® cookie, Lotus® Biscoff® spread and Lotus® Biscoff® ice cream. These products enjoy success across national borders and cultural differences - a quite exceptional situation in the food sector.

LOTUS™ NATURAL FOODS

Lotus Bakeries targets a second international growth area: natural and healthy snacking. This with the BEAR, nākd, TREK and Kiddylicious brands.

LOCAL HEROES


Finally, there are our local core brands: the 'hero' products. We are present in Belgium, the Netherlands, France and the United Kingdom with a wide range of local 'hero' products : biscuits, waffles, cakes, gingerbread and natural snacks.

Lotus Bakeries wants to continuously strengthen its leadership in each of its specialty areas and is working to stimulate both its more traditional markets as well as to internationalize these products.

The strong position of the different brands of the Lotus Bakeries Group confirm this leadership. The strength of our brands is determined by the value they provide to our consumers. The brands are supported by quality, price and innovative power. We endeavour to make our products increasingly attractive and are committed to make our brands increasingly competitive through a long term vision with suitable investments in marketing, production, research and product development.

This leadership is continuously reinforced by applying a number of consistently implemented strategic choices:

1. Implementation of a strong food safety *and quality* culture in the organisation: assuring that employees receive an appropriate training scheme in their food and feed safety responsibilities, create risk awareness and commitment, foresee the necessary resources, a strong leadership and create the environment for an open communication. *This will support the goal to deliver safe, qualitative, authentic and legal compliant products to our consumers.*

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2. Giving priority to clear and consistent communication with the consumer and allocate sufficient resources to this.
3. Focused product innovations, aimed partly at format innovation, and partly at introducing products for new consumption moments.
4. A clear focus on continuously improving our manufacturing efficiency. This is in order to continue to produce the best quality products at the most competitive cost.
5. Lotus Bakeries' approach to Corporate Social Responsibility (CSR) is reflected in our sustainability programme 'Care for Today – Respect for Tomorrow'. At the heart of this programme, are our 4 pillars of sustainability:

SOCIETY



Lotus Bakeries has a role to play in society. We are only too happy to assume our responsibilities, time and time again. As part of this first pillar, we deliberately focus on educational project. Because education is a way of rescuing children from poverty

EMPLOYEES



Every employee deserves our respect. After all, it is thanks to the motivation and commitment of our employees that we make a difference. Key objectives within this pillar are our employees' well-being and an inspirational corporate culture. Hence our focus on safety in the workplace.

PEOPLE



Our aim is to ensure in a responsible way that consumers can enjoy our products produced in a sustainable manner. That is why we work to achieve high-quality products and processes every day.

ENVIRONMENT



Because all of our ingredients come from nature, we like to give something back. We continuously monitor and improve the impact of all our processes on nature. Main focus is on responsible packaging and our ecological footprint.

We count on the commitment of each of our employees in the execution of our strategy.