Quality Policy of the dab Group

The dab Group is committed to providing our customers with outstanding software products and top-notch consulting services that surpass their expectations. Our pursuit of continuous improvement and the highest quality is reflected in our corporate culture. The implementation and maintenance of a Quality Management System according to ISO 9001 are intended to enable and strengthen the following points.

The cornerstone of the Quality Policy is a focus on a holistic approach. This is based on the conviction that high quality for our customers, essentially outwardly, is achieved by ensuring that the quality of all company processes, both inwardly and outwardly, is of the highest standard. We believe that this can be achieved through a combination of soft factors (attitude, motivation, mindset, corporate culture), necessary formalities (processes, documentation, know-how management), appropriate supportive hardware and software solutions (such as Sharepoint for sustainable knowledge management, a CRM system where customer relationships can be well represented, suitable project management solutions, etc., powerful hardware), and finally, a positive, ergonomic, modern working environment (best-in-class modern workplace).

Customer Satisfaction: Our Commitment to Outstanding Solutions

At the dab Group, customer satisfaction takes precedence. We understand that our customers' needs and expectations form the basis of our work, driving us to consistently deliver top-notch products and services. Our employees are not just experts in their fields; they are also empathetic problem solvers aiming to develop unique and innovative products that adhere to the highest quality standards.

Deep Understanding of Customer Needs:

Our employees undergo comprehensive training to develop a profound understanding of our customers' requirements. We listen attentively, analyze carefully, and actively strive to capture our customers' needs. Through proactive communication and collaboration, we

ensure that we gather all relevant information to develop solutions that maximize the utility of our products for our customers.

Innovation as the Key to Success:

We believe that innovation is the key to meeting our customers' expectations. Our employees are encouraged to think creatively and develop new approaches that go beyond conventional solutions. We aspire to generate groundbreaking ideas that not only support our customers in the present but also prepare them for future challenges.

Continuous Improvement as Standard:

Our commitment to customer satisfaction is reflected in our constant pursuit of improvement. We continuously analyze our processes, obtain feedback from customers, and use insights to further optimize our services. The pursuit of utmost customer satisfaction is an ongoing journey driven by our employees. This journey includes the personal development of all employees through training and educational initiatives, as well as continuous encouragement and consideration of employee feedback regarding the optimization and expansion of our solutions, processes, and overall organization.

Measurable Results and Feedback:

We set clear standards for our performance and regularly monitor our progress. Customer feedback serves as a valuable source for improvements and adjustments. Through open and transparent communication with our customers, we ensure that their perspectives are heard and incorporated into our continuous efforts for performance enhancement. Customer satisfaction is not just a goal; it is a continuous path that we follow. Through our dedication, expertise, and innovative solutions, we strive not only to meet expectations but also to establish the foundation for long-lasting partnerships and the success of the dab Group.

Innovative Excellence: Fuel for the Future

The dab Group recognizes that our employees are the vibrant engine powering our innovation. We value and nurture creative thinking to develop software products and consulting services that not only meet current requirements but also guide our customers into the future. Innovative excellence is not just a buzzword for us; it is a mindset that propels our company forward.

Innovation as our DNA:

Innovation is deeply rooted in our DNA. We encourage our employees to think beyond conventional boundaries and develop bold ideas that open new horizons. This mindset permeates every aspect of our work, whether it's designing groundbreaking software solutions or delivering top-notch consulting services.

Shaping Solutions for the Future:

Our employees are inspired to create solutions that not only support our customers in the present but also prepare them for the ever-changing demands of tomorrow. We believe that our innovative approaches help create competitive advantages for our customers, enabling them to successfully position themselves in a changing market environment.

Collaboration and Idea Exchange:

Innovative excellence doesn't happen in isolation; it thrives in a culture of collaboration and idea exchange. Our teams work closely together to develop creative approaches and collectively explore new avenues. We create platforms for the exchange of thoughts and encourage dialogue to harness synergies and bring forth the best ideas.

Investing in the Future:

Our commitment to innovative excellence extends beyond projects. We invest in research and development to explore and integrate the latest technologies and trends. Through these investments, we not only ensure our competitiveness but also that of our customers by offering innovative solutions that challenge the status quo. Innovative excellence is the driving force that sets the dab Group apart from others, enabling us to provide

transformative solutions to our customers. Our collective pursuit of continuous innovation strengthens our position as pioneers in our industry.

Collaborative Partnership: A Connection for Quality

At the dab Group, we view collaborative partnerships as the foundation upon which we build a culture of quality and excellence. We aspire to establish long-term, close relationships with suppliers, partners, and customers who share our deeply rooted quality standards. This collaborative partnership is the key to creating a trusting foundation and ensuring the highest quality throughout the entire value chain.

Shared Pursuit of Excellence:

Our partnerships are built on a shared pursuit of outstanding performance and continuous improvement. We carefully select suppliers, partners, and customers who share our values and are equally committed to prioritizing quality. Through this shared alignment, we create an environment where ideas, innovations, and best practices are exchanged to achieve continuous progress.

Open Communication and Transparency:

Our collaborative partnerships are characterized by open communication and transparency. We foster a culture of open dialogue where we communicate honestly and respectfully with each other. By regularly exchanging information, challenges, and successes, we build trust and establish the basis for effective collaboration.

Shared Responsibility for Quality:

Collaborative partnership means jointly taking responsibility for quality. Our suppliers and partners are actively involved in our quality processes and encouraged to contribute their expertise and perspectives. This enables us to develop and deliver our products and services at a higher level.

Long-term Perspective and Sustainable Success:

We aim for partnerships that are oriented toward a long-term perspective and sustainable success. Our joint efforts are focused on creating lasting value that goes beyond short-term gains. We see our partners and customers as extensions of our team, contributing to the realization of dab Group's vision of quality and excellence.

This collaborative partnership is the cornerstone of our success and contributes to the dab Group's leading position in the industry. Together, we create a platform for continuous innovation, quality, and mutual support.