

QUALITY POLICY

Sameer Africa shall consistently strive to develop, manufacture, sell, purchase and distribute high quality tires, tubes, flaps and tire mounting grease that meet and exceed all customer and statutory requirements. This Quality mandate shall be achieved through our Mission, Vision, Core Values and the following policy framework which sets out the organizational direction and commitment:

COMPLIANCE TO ISO/TS 16949 QUALITY MANAGEMENT SYSTEM

We will comply with ISO/TS 16949, Quality Management System requirements as defined in the QUALITY MANUAL and its supporting documents.

CONTINUAL REVIEW AND IMPROVEMENT

The management is committed to continually improve the effectiveness of the Quality Management System through short and long-term business plans, where specific quality goals and objectives shall be established. In turn we will consistently review the quality objectives in accordance with the relevance and purpose of the organization.

TEAM WORK AND COMMUNICATION

There will be active involvement and commitment of all *Sameer Africa* Limited employees in the implementation of this quality policy and to achieve high quality standards. We will ensure that matters pertinent to this Quality policy, Mission, and Vision as well as our Core Values are openly communicated to Sameer Africa Limited employees and its stakeholders.



Michael Karanja
Managing Director
Sameer Africa Limited.

