AD HOC
Communication Advisors | PART OF EXCELLERA ADVISORY GROUP

QUALITY POLICY

The quality of the services provided is a primary factor in the success of AD HOC.
In this regard, our foremost objective is to ensure full Client satisfaction, both with the work performed and with the services delivered. Being selected and valued by our Clients requires excellence in efficiency, quality, performance and reputation. This necessarily entails engaging highly qualified and committed professionals who serve as strategic points of contact for our Clients.

Membership of Excellera Advisory Group and Strategic Development
AD HOC's entry into Excellera Advisory Group, a leading Italian-rooted group with a significant international network, specialising in integrated advisory services in institutional relations, strategic communications and reputation management, marks a new phase of growth and development for the Company.
Membership of the Group constitutes significant recognition of the track record established over the years in collaboration with our Clients and through the expertise and professionalism of our Consultants.
This development enables AD HOC to broaden its expertise, geographical reach and range of services, including through synergies with the other specialist companies within the Group, with a view to providing Clients with increasingly comprehensive and integrated advisory support.
At the same time, AD HOC confirms the continued preservation of its identity, values, advisory approach and the professionals with whom its Clients work. Membership of the Group further reinforces Management's commitment to Client satisfaction, the development of its Consultants and the continual improvement of the Quality Management System, in accordance with UNI EN ISO 9001.

In order to achieve its established quality objectives, AD HOC undertakes to promote and develop the following activities:

- Establishment and implementation of a quality programme in accordance with UNI EN ISO 9001;
- Establishment, implementation and support of the "Quality" function to ensure the proper and effective management of the programme;
- Involvement of all business functions and Consultants in pursuing Client satisfaction through conformity of the work performed, competitive pricing, flexibility and timely delivery of services;
- Formal certification of the Quality Management System by an independent, accredited certification body;
- Compliance with applicable occupational health and safety legislation and regulations;
- Targeted recruitment of Consultants according to the requirements of their respective teams, together with their professional development, recognition and long-term growth;
- Due consideration of Clients' environmental, social and governance (ESG) strategies, supported, where requested, by strategic advisory services.

In particular, the following objectives are established to promote ongoing organisational improvement:

1. Establishment of the Quality Management System and maintenance of ISO 9001 certification;
2. Enhancement of the synergies arising from membership of Excellera Advisory Group by expanding expertise collaboration opportunities and the services offered, while maintaining the Company's quality standards:
3. Strengthening Client satisfaction and loyalty by ensuring continuity of the advisory approach, leveraging internal expertise and continually improving services within the new organisational context;
4. Design, implementation and management of a system for measuring Client satisfaction;
5. Implementation, on the basis of the findings referred to in item 2, of corrective and improvement actions addressing any identified areas of concern;
6. Establishment of a system for monitoring and reviewing work performed;
7. Assessment of Consultant satisfaction and any areas of concern through periodic meetings between the Office Manager and personnel;
8. Continuation of remote-working arrangements, which are particularly valued by AD HOC personnel;
9. Maintenance of a cybersecurity insurance policy providing for real-time response measures, with a view to ensuring continuity of service and protecting the confidentiality of data stored on the Company's servers.

Top Management establishes, implements and maintains a Quality Policy that:

- is appropriate to the purpose and context of the organisation and supports its
- strategic direction;
- provides a framework for setting quality objectives;
- includes a commitment to satisfy applicable requirements;
- includes a commitment to the continual improvement of the Quality Management
- System.

The Quality Policy shall:

- be available and maintained as documented information;
- be communicated, understood and applied within the organisation;
- be made available to relevant interested parties, as appropriate.

The Quality Manager shall have full responsibility and authority to ensure compliance with the provisions of the Quality Manual and the related Procedures.

Milan, 28 October 2026

GENERAL MANAGEMENT
Quality Manager

