

# Group Quality Policy

McBride is committed to achieving a long-term and sustainable business in line with our vision of extending our position as the leading value producer of everyday consumer hygiene products. McBride recognises that the success of our business is dependent upon the Quality and Safety of our products and services, wellbeing of our employees and the impact of our activities on the environment.

The Group Quality Policy describes how we manage the Quality of our products and services:

## 1. McBride Leadership:

McBride's leadership is committed to improving its Quality performance. This means:

- Applying a consistent and zero-tolerance approach to non-compliance with individual Quality procedures.
- Providing the resources to translate Quality needs and expectations into SMART objectives and targets.
- Providing resources to ensure that Quality management processes, systems, machinery, equipment, and buildings are kept up-to-standard.
- Evaluating and reconciling the impact of business decisions, organisation changes and investments in Quality performance.
- Communicating progress and celebrating Quality success both internally and externally.
- Promoting consultation and participation of workers, employee representatives, stakeholders and customers.

## 2. Focus on the Needs and Expectations of Interested Parties:

McBride is committed to meeting its customers Quality needs and expectations. This means:

- Ensuring close collaboration and understanding, as requirements evolve.
- Complying with all applicable legal and regulatory requirements, as well as corporate policies, procedures and industry standards, that relate to quality and product safety.
- Delivering products which incorporate the relevant functional and aesthetic properties.
- Proactively assessing and addressing the potential impact of climate change to enhance our operational resilience and meet evolving customer and regulatory requirements.

## 3. Continuous Improvement:

Continuous improvement is integral to Quality performance and McBride takes every opportunity to continuously raise the standards of its Quality and Product Safety processes and systems. It does this by:

- Applying a proactive, preventative, systematic and risk-based management approach to eliminate Quality issues, reduce risk, and support change.
- Ensuring consistency and visibility of Quality standards, processes, and performance indicators.
- Inviting regular independent external audits of industrial sites, by accredited agencies.
- Investigating all complaints, non-conformities, environmental events, Quality incidents, product safety issues and product defence issues.
- Identifying and determining actions to address Quality issues, risks and opportunities.

## 4. Quality is Everyone's Responsibility:

McBride ensures that Quality is the responsibility of all its employees, who are required to:

- Strictly adhere to individual company procedures applied across the Group, without compromise.
- Raise awareness and share experience and good practices across all locations.
- Provide advice, information, training, instruction, and supervision to minimise risks that would jeopardise the quality, integrity and safety of our products.
- Ensure that everyone can work in a safe, healthy, and sustainable manner, and with good practices that minimise risks to people, assets, processes, products and the environment.
- Align with suppliers, who share the same values and Quality principles as McBride.



## **5. Responsibilities:**

The Chief Executive Officer (CEO) is accountable for ensuring that the Group operates in accordance with this policy. Responsibility is delegated to the relevant divisional and central teams for ensuring compliance with agreed Quality practices and standards.

The divisional and central teams are responsible for monitoring adherence to the Quality Management System, working in conjunction with relevant outside agencies, including consultants, insurers, and national and local authorities.

Each divisional and central leader is responsible for ensuring that the Quality Management System is adhered to in their areas of responsibility and that policies and procedures are developed, which are in alignment with the standards outlined above.

All employees are responsible for adhering to the Quality Management System, and exercising personal responsibility to prevent harm to themselves, others, the environment, the communities in which we operate, and for stopping work if they feel the situation is unsafe.

## **6. Review:**

This policy is published on the Company's website ([www.mcbride.co.uk](http://www.mcbride.co.uk)).

This policy is reviewed annually by the Board. This policy was reviewed and approved by the Board in February 2026.

Chris Smith  
Chief Executive Officer