

Since its foundation **Macro Group** has developed an experience and culture, which allows it to present itself with a prestigious image within the sector.

The management strategic orientations are defined in the company policy manual and are based on the following principles:

- 1) **Customer satisfaction** by ensuring the conformity of the agreed requirements, proposing product improvements, promoting a partnership relationship, and making a world support network available.
- 2) **Supplier involvement** by promoting relationships with a view to increase cooperation, costs reduction and the continuous improvement of the value chain environmental performance.
- 3) **Co-worker involvement and valuation** by promoting communication, interactivity, motivation, accountability, participation and rigor, and valuing their personal performance and satisfaction, in order to develop their competences and their commitment with the continuous environmental performance improvement.
- 4) **Accidents prevention and health and safety risks minimization** for workers, customers, suppliers, and visitors.
- 5) **Continuous updating of knowledge and technologies**, through a continuous search for the most recent trends, reaching for processes, methodologies and products' innovations, and for the Group's growing consolidation market position, within its sector of activity.
- 6) **Environment protection** through continuous environmental performance improvement, always focusing in pollution prevention and in the sustainable use of the environmental resources, including:
  - (a) Minimizing the waste production by applying reduction, re-use and recycling measures;
  - b) Reduction and control of energy consumption and raw materials;
  - (c) Awareness and training of all workers for the environmental risks inherent in their activity.

- 7) **Quality and environmental systems**, constantly reviewed, in order to ensure its continuous improvement and effectiveness.
- 8) **Compliance with legislation and regulations** applicable to the sector, to the quality and environmental management systems implemented and to any other requirements related to its activity, in order to comply with all obligations.
- 9) **Production profitability maximization** by selling at the best price allowed by the market and producing at the lowest possible cost, supported by an efficient and effective functioning of the production resources.
- 10) **Solidarity image** by supporting social institutions, as well as public interest initiatives.