QUALITY DIRECTIVE

1 BACKGROUND AND PURPOSE

This directive is intended to be a benchmark, both for management and all employees, in the daily work of creating memorable mountain experiences, in line with our ambition to be a long-term force in the mountains, carrying the mountain experience forward from generation to generation.

2 SCOPE

This directive applies to SkiStar AB including group companies.

3 SAFE & SECURE FOR OUR GUESTS

As the leading Scandinavian mountain tourism group we take responsibility for ensuring that the products and services we offer our guests are of good quality. We call this quality commitment to our guests *Safe & Secure*, by which we intend to:

- deliver memorable mountain experiences all year round with quality, activation, experiences and safety throughout the customer journey; from the moment of booking to the stay in our accommodations and in our ski systems.
- to provide guests with relevant information about their trip in an easy way. We are available to answer the guest's questions and promptly handle any complaints in the channels requested by the guests.
- take care of nature, as nature takes care of us. We will enable our guests to make climate-smart and responsible choices for their holidays.
- our guests will feel safe and secure when alpine skiing and doing activities at our destinations. With the right judgement, knowledge and equipment, the risk of accidents and injuries on holiday is minimized. At our destinations, we cooperate with the Swedish ski areas industry association (SLAO) and Norske Alpinanlegg og fjelldestinasjoner (ALF) to ensure the safety of our slopes, both in summer and winter.
- meet our snow guarantee. Our guests should be able to enjoy alpine skiing on their skiing holiday. If we can't meet the snow guarantee at the chosen ski resort, the guest can choose to rebook the trip to another of our destinations or cancel and get a refund.
- the activities and products we offer to guests must be safe and these must be offered to the guest at a pre-determined price of which the guest is informed in a clear manner.

We fulfil the quality commitment and make decisions according to these guiding principles:

- We will naturally involve our employees in fulfilling *Safe & Secure* for our guests.
- Quality work is carried out systematically with a clear structure. We shall continuously develop our working methods to ensure good quality in the most efficient and rational way.
- What our customers demand is the focus of our development. Minimum requirements for the quality we must deliver are found in legislation and other external requirements, which thus contribute to our development.

- We actively promote greater inclusion by ensuring that relevant products and services are designed with due consideration for accessibility and usability for people with diverse abilities.
- All communication with guests must be responsible and, in the case of advertising, comply with good marketing practices. Communication shall be free from discrimination and promote inclusion in both text and images. Skistar.com shall be accessible to facilitate booking active holidays throughout the year for people with disabilities. To counteract language barriers, the website is available in several languages.
- The leadership is responsible and quality-conscious.
- SkiStar's delivery to the guest should, by being of high quality, contribute to the guests' return to our destinations. Eventual complaints on site during the guest's stay should be handled quickly and efficiently so that that the guest has a memorable holiday experience as much as possible.
- Skills development ensures that employees have the right skills to lead others and contribute in quality management internally and in the requirements set for suppliers.
- Contact with guests, partners, suppliers, authorities and other stakeholders are based on dialogue and interaction, which contributes to the achievement of *Safe & Secure*.
- We shall inform guests about how they can contribute to taking responsibility in a social as well as a during their stay with us. Guest feedback should be received respectfully and be part of our development work.

As the leading holiday operator in Scandinavia, SkiStar wants to stand for responsible business through its development work, working methods and offerings. Our quality work will be permeated in the daily work of all employees.

4 EXEMPTIONS

Any deviations and exceptions from this directive must be decided by SkiStar AB's Group Management.

5 FOLLOW-UP OF COMPLIANCE

Compliance with this directive must be monitored regularly by all SkiStar managers and executives responsible for guest services. The company's customer satisfaction measures shall include quality measures, which shall be monitored on an ongoing basis to assess our ability to improve based on guest demand as well as changes in the environment, operating conditions and legal requirements. If deviations from the Directive is identified, it shall be reported to the line manager, who in turn shall report the deviation to the Operations Director. Deviations can also be reported to the relevant person responsible via SkiStar Hub. The Operation Director shall ensure that reporting on outcomes and actions is made to relevant employees at least on a quarterly basis. The monitoring of compliance with the policy document shall be reported to the group management in connection with the annual update of the policy document. However, should significant deviations be identified, such reporting shall be done without delay.

6 OTHER ADDITIONAL DOCUMENTS

As the directive is an overall management document and the quality of the services and products offered by SkiStar must permeate the work of all employees, the directive is supplemented by several

management documents that describe how the company is to achieve good quality. See examples of related documents below.

- SkiStar's Code of Conduct
- SkiStar's Sustainability Policy
- SkiStar's Code of Conduct for Suppliers & Partners
    - SkiStar's Purchasing Directive
- SkiStar's Co-worker Policy
- SkiStar's Work Environment Policy
- SkiStar's Information Policy
    - SkiStar's Directive on the Processing of Personal Data