

## THE PRINCIPLES UNDERLYING OUR QUALITY POLICY

We give our customers and the end consumers of our products guarantees concerning the defined quality of those products and ensure that the products meet all statutory requirements and can be consumed without risk.

### 1. GOAL

- 1.1. We regard the RMB quality policy as a key prerequisite for RMB to create a distinctive profile, operate successfully in the market and secure its future.
- 1.2. In adopting the RMB quality policy, we are pursuing the following specific objectives:
  - a) We give our buyers and consumers of our products a guarantee that they will receive a safe, transparent and modern overall service with a price-performance ratio in line with the market.
  - b) We ensure that RMB fulfils its statutory duty of care and its commitment to manufacture wholesome foods that comply with legal requirements.
  - c) We minimize the cost of errors and hence the likelihood of possible customer complaints.
  - d) We motivate our staff to engage with the needs of our buyers at all times so that we can continually improve our products and services.
  - e) We promote confidence among our buyers and among consumers in the performance of our products and in our reliability.
  - f) We give our buyers and consumers of our products a guarantee that our products comply with the social and ethical rules laid down by SA8000.

### 2. PRINCIPLES

- 2.1. With our quality policy, we cover the entire value chain of RMB, from product purchasing through to delivery to our buyers.
- 2.2. RMB quality encompasses all the product-specific properties and characteristics that meet the expectations of our buyers and consumers.
- 2.3. Ensuring that the quality policy is upheld is the responsibility of all levels of RMB's management, which adhere to the clearly defined quality requirements, responsibilities, processes and directives, and help ensure their implementation.
- 2.4. All staff contribute toward ensuring RMB quality in the context of their responsibilities.

### 3. RMB QUALITY

- 3.1. With our quality, we provide our buyers and consumers with a guarantee that we conform to the following criteria:
- a) Our products comply with legal requirements in every respect.
  - b) Open information on product origin, composition, preparation and storage and, where necessary, on other relevant product characteristics.
  - c) Manufacturing, purchasing and logistics geared to maximum safety, sensible, environmentally friendly use of energy and social/ethical standards.
  - d) Use of packaging materials appropriate for the products in question, and selected on the basis of environmental criteria.
  - e) Open information on the disposal of packaging materials.

- 3.2 We ensure the quality attributes of our products by means of product-specific quality agreements with our suppliers and through in-house process-oriented quality assurance measures.

We comply with the statutory regulations and the following standards: ISO 9001.2000, ISO 14001-2004, BRC, IFS, BIO SUISSE, FLO CERT

- 3.3 RMB undertakes to act in accordance with the social and ethical principles of the globally recognized standard SA8000. For RMB, the introduction of the standards means, among other things:

- clearly regulated procedures and responsibilities
- maximum possible product safety
- continuous monitoring of production at all stages based on critical points
- clearly regulated, fair rules of conduct in purchasing, selling and management
- recognition of our environmental responsibility (no CO2 emissions)
- fair working conditions with particular emphasis on health and safety aspects
- no child or forced labour (also applies to our suppliers)
- generous, age-related holiday entitlement of at least 5-7 weeks a year
- maintaining a dialogue with our partners (suppliers, customers, employees, authorities, etc.)
- commitment to fair trade and environmentally responsible products.

### 4. ORGANIZATION OF RMB QUALITY MANAGEMENT

- 4.1. The organization of our quality management consists of process-oriented cooperation between the managers in charge and specialist units.
- 4.2. We define quality-oriented tasks and instruments for all areas, on all levels of the value chain.
- 4.3. Quality management in the value chain

### a) Purchasing

We require our suppliers to

- conclude binding quality agreements as part of their contract with us, incl. regular self assessments
- comply with the defined minimum requirements in the general supplier agreement regarding the social and ethical requirements laid down by standard SA8000, incl. submitting a self-assessment.
- ensure that transport aids are clean and sealed
- ensure the traceability of the products, as far as is feasible
- provide evidence of investigations and/or test protocols from recognized testing agencies
- We prepare risk-related sampling plans on arrival of the goods

### b) Production

We require our employees to

- think in terms of quality and be conscious of hygiene on all levels
- comply with the defined standards, guidelines and directives
- comply with their duty to report any irregularities

### c) Warehousing

We conclude corresponding quality agreements with external warehouse operators in relation to

- appropriate warehousing of products
- observance of duty of care
- inspection plans for spot checks
- regular monitoring
- reporting of irregularities

The same applies to internal warehousing.

### d) Dispatch

We check haulage contractors with a view to

- ensuring that transport vehicles are clean and sealed
- the legal guidelines governing the transport sector
- compliance with deadlines and reliability

We prepare appropriate instruments according to process-oriented criteria on the basis of critical hazard points (HACCP) with accordingly defined instructions.

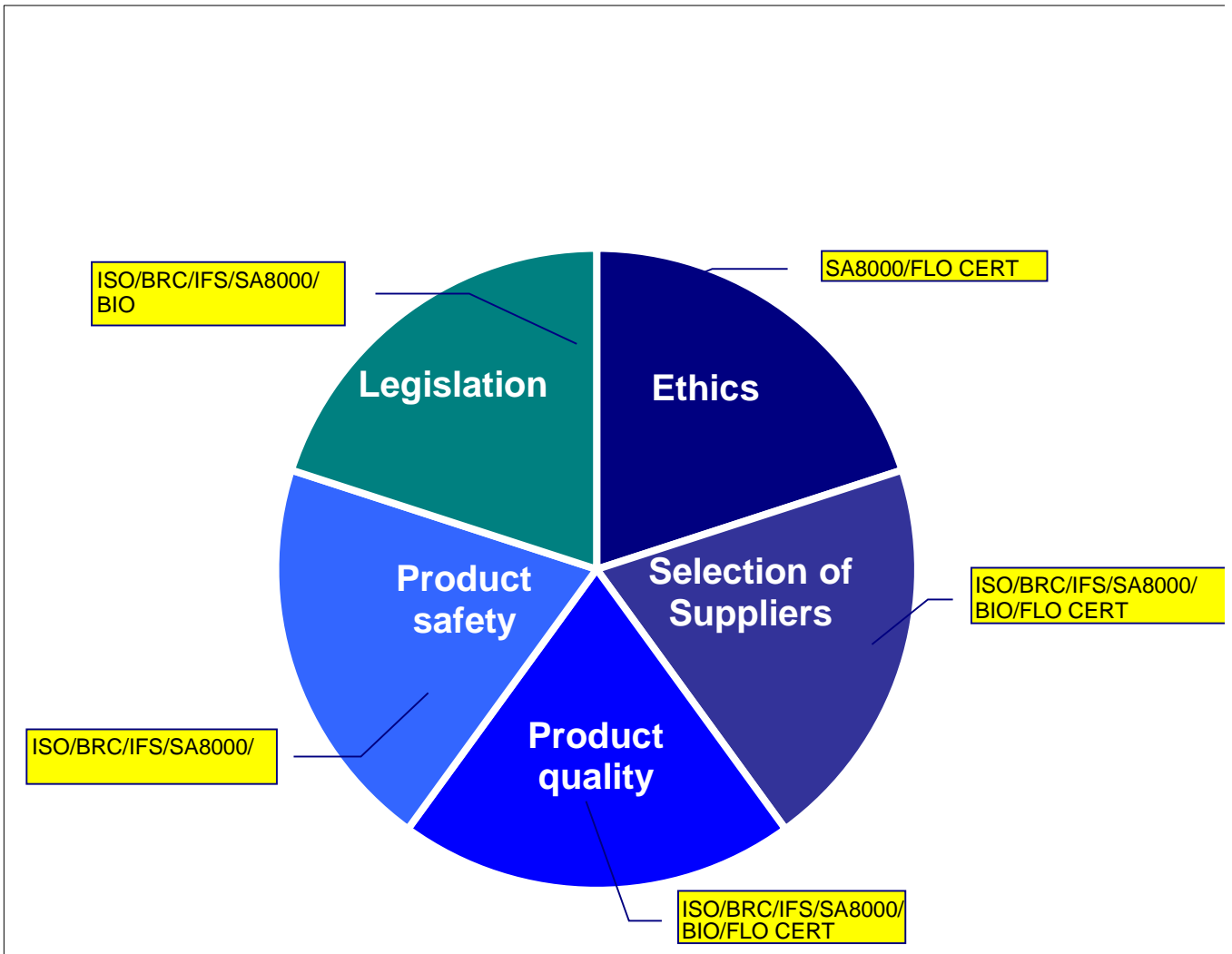
This updated quality policy enters into force on 18 January 2012 and replaces the version issued on 21 July 2005. It is binding for all employees of Reismühle Brunnen.

Brunnen, January 2012

Executive Board

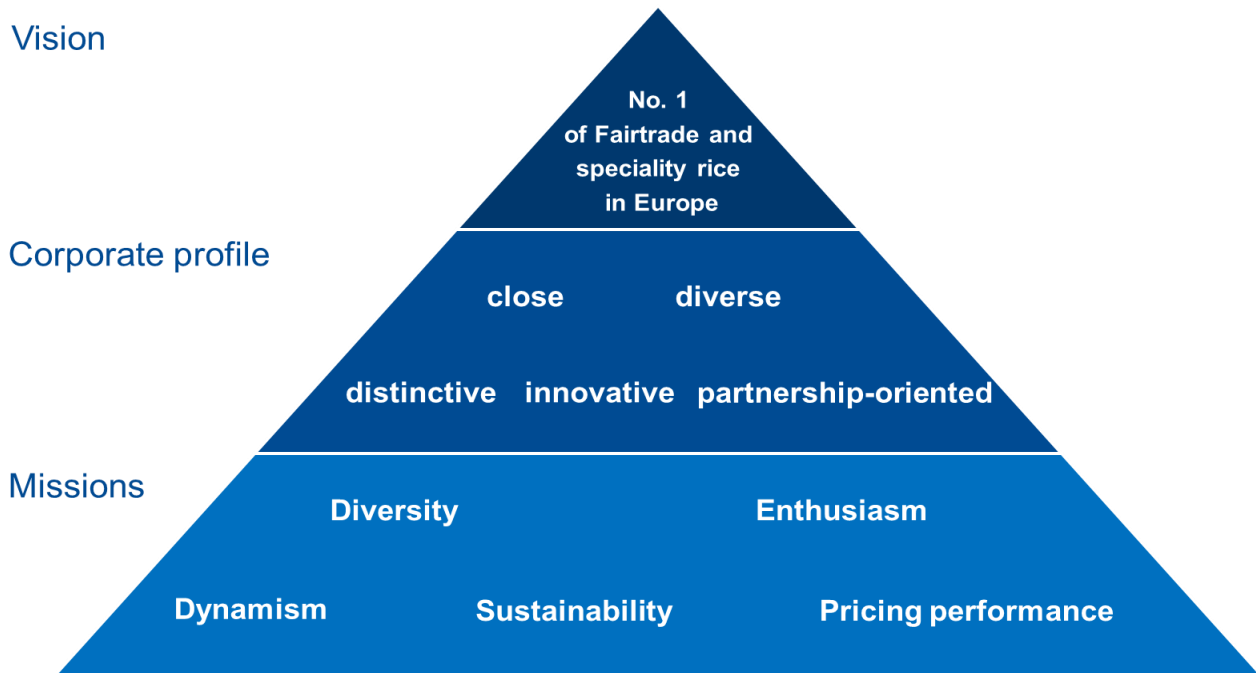
Enclosed: Quality strategy

Our quality strategy



- Legislation: Food legislation  
Food ordinances  
EKAS guidelines (safety in the workplace)  
Environmental legislation
- Product safety: Safety from the perspective of consumers
- Product quality: Defined quality standards and product guarantees
- Selection of suppliers: Availability of goods and security of supply
- Ethics: Practising social responsibility throughout the process chain

## Success pyramid



## Extracts from the corporate profile:

### Close - We reach out to one another

- We maintain personal relationships with our internal and external customers in the framework of our communication strategy and this has a high priority.
- We communicate the benefits of our products rationally and emotionally in a systematic and targeted fashion.
- We make a point of promoting system partnerships with attractive customers.
- We promote customer loyalty through electronic integration.
- We promote the image, awareness profile, sale and turnover of our products through effective communication.
- Through intensive maintenance of our networks, we secure price advantages, detailed market knowledge and an information lead over our competitors. We systematically expand our networks.

### Diverse - We achieve excellent products and services

- We offer our customers a comprehensive range of rice products in different variations and processing levels in the quality standards required.
- We provide our customers with professional advice and offer excellent service.
- We employ qualified and motivated staff who think and act in a business-like and result-driven way.
- We firmly adhere to the guiding principle of continuous improvement.
- We promote performance and satisfaction among our employees through professional personnel management.
- We promote continuing professional development for all employees.
- We keep our warehousing costs low through optimum inventory management.
- We systematically examine the pros and cons of make or buy.

### **Distinctive - We create added value**

- We focus on Fairtrade, organic and convenience products and specialities.
- We sell our products at competitive prices in various price categories from budget to premium.
- We are sellers, and our salespeople are advisors with extensive technical expertise and product knowledge. They provide professional, friendly advice.
- We ensure optimum management of the company and transparency in relation to earnings, costs and profitability through an efficient controlling system.

### **Innovative – We shape our future**

- We continuously update our product portfolio for our customers and develop innovative new products for attractive customer segments working in close cooperation with our partners.
- We make active use of the most important IT tools. An up-to-date IT structure supports our operational processes.
- We systematically update our production facilities to enable us to meet requirements in terms of markets, quality, technology and efficiency and we focus on flexibility.
- We continuously develop the production process and our problem-solving skills.
- We produce sustainably and energy efficiently.
- We look for innovative packaging options.

### **Partnership-oriented – We inspire trust**

- We systematically practise the management principles and corporate profile of Coop/RMB.
- We act in an ethical, socially responsible manner in accordance with all major management and quality standards.
- Our management focuses on goals and results and functions by example.
- We pay particular attention to protecting and preserving the environment in all areas (innovation, procurement, production, etc.).
- We consistently implement the Coop/RMB sustainability strategy.

## **Our mission statements**

### **Diversity**

We are proactive in sensing trends and cooperate closely with our customers to fulfil their wishes. We quickly bring new products to market.

### **Enthusiasm**

We are passionate about producing rice and offer superior quality as "Your rice partner from Switzerland".

### **Dynamism**

We are continuously expanding our core competencies and are achieving targeted, rapid growth in our defined markets.

### **Sustainability**

Genuine values influence our mindset and action. We pay particular attention to the balance between environmental and economic aspects.

### **Pricing performance**

We produce sustainable, innovative and competitive rice products. We are quality leaders in the medium and upper price segments.