

QUALITY POLITICS

The Basic Principles of Hovima Hotels determine that customer satisfaction is a value in itself and therefore the Company owes its customers 365 days a year and 24 hours a day.

To achieve the highest level of customer satisfaction, quality management is based on the following objectives and commitments:

- Establish a close and permanent contact with customers to be able to anticipate their needs and meet them.
- To measure objectively the level of satisfaction of our customers as a basis to make continuous improvements in our product and our service.
- Promote participatory management and teamwork, encouraging training and learning of the workforce staff.
- We seek to differentiate ourselves by the service that our employees transmit, which must be:
 - *With extreme care to the small detail.*
 - *With cordial treatment with the client.*
 - The client must feel at home and as the most important person.*
 - *With empathy.*
 - *And above all with a SMILE.*
- To Guarantee the quality of the product and service, maintaining the margins of profitability that allow us to continue growing and creating wealth, according to the Basic Principles.
- Comply with the legal requirements, the applicable regulations and the commitments subscribed by the Company.
- Improve the efficiency of management processes continuously.
- Maintain and update the management system through the development and compliance of manuals, procedures and instructions that allow its effective implementation; with the policies as a reference framework to establish and revise the annual objectives.

Our policy has been communicated to our entire team and is available to the public, customers, and our partners.

