

As the leading regional manufacturer of cigarettes, aware of its role and responsibility in the environment in which it operates, **TDR d.o.o.** has introduced the following

QUALITY AND ENVIRONMENTAL POLICY

for the purpose of continuously improving product quality, increasing satisfaction of customers, consumers and other concerned parties and protecting environmental and natural resources.

Quality and environmental management is a part of our business strategy. Satisfaction of employees, customers, consumers and other concerned parties is our key commitment and orientation. Our strategic goal is not only to maintain the present position, but also to improve it significantly.

The Management Board shall take all actions necessary to satisfy the requirements of the concerned parties through continuous evaluations of and improvements in the management system and quality of our products and business processes, also through introduction of new technologies, improved process organization and employee education and motivation.

The Management Board shall manage all environmental aspects in a professional and responsible manner, reducing so impacts of their activities to the environment to a minimum. Employees develop greater environmental awareness through stimulating development and modern control of business processes and technologies in order to reduce harmful impact to the environment.

Both - use of environmentally friendly materials and technologies, and implementation of continuous improvement program – are reducing harmful impacts to the environment and increasing level of usability of energy and raw materials. By proper waste management we are reducing all types of waste produced during our manufacturing processes. We are contributing to the principle of sustainable development through effective rationalization of use of energy and other natural resources.

TDR d.o.o. continually plans, implements, controls and evaluates efficiency of activities taken and oriented toward quality management and environmental protection through fulfillment of the requirements included in the international standards and regulations as well as in the regulations of the Republic of Croatia. Our main objective is to achieve better results in the area of quality management focused on processes, products and services, to improve environmental quality and reduce harmful effects to the environment.

Introduction and implementation of the quality and environmental management system, education and motivation of employees at all levels of the organization ensure development of innovative products and processes for the global market. They also raise awareness of necessity to satisfy customers and protect the environment, so reducing and/or preventing the pollution wherever possible.

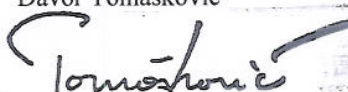
For the purpose of this environmental policy, the Management Board shall ensure any organizational, professional and financial resources required, and shall, through development of quality and long-term relationships with customers, local and broader community, suppliers and other concerned parties, ensure higher quality level of our products and services. They will employ every effort to improve the conditions in the area of environmental protection in the location where we operate.

We should like to be the best in what we do. We are focused on what is important for building and improving our environmental management system and we build relationships with our employees, customers, consumers and other concerned parties based on mutual trust and respect.

The policy is publicly available and is applicable as of the day of signature.

At Kanfanar, 1 June 2011

CEO of TDR d.o.o.
Davor Tomašković



TDR d.o.o.
Rovinj