

## Company Quality Policy

Transportes Afonso Herrera, S.L, is a company dedicated to discretionary road transport of passengers in Tenerife. With over 30 years of experience in the tourism and VIP services sector, employing chauffeured high-end vehicles. The company possess the facilities, appropriate vehicles and equipment required to plan and provide the highest-quality services capable of meeting the demands of our customers.

Vision: In the medium term we aim to be the leaders in the Tourist Transport for small groups sector on the island of Tenerife, providing our customers with an easy and accessible reservation system at very competitive prices.

Values:

- Professionalism: being professionals in all facets of the business from customer attention to the completion of all aspects of our services.
- Innovation: incorporating new vehicles to offer top quality services and making every effort to remain at the forefront of the sector.
- Communication: promoting the importance of good communication between all the departments of our organization, our clients, our supplier and of course with all our vehicles in the field in real time.
- Teamwork: teamwork does not mean competition but rather working together to achieve our objectives. Our company believes that the collaboration and active participation of all its staff is essential.
- Loyalty: towards the team, collaborators and clients, treating them with the upmost confidentiality.
- Goodwill: One of the principal premises of the company is to ensure that both clients and colleagues are treated at all times in a friendly and pleasant manner.
- Respect for the Environment: we are committed to safeguarding environment and we intend to control our services by acting accordingly to prevent pollution, reducing the production of hazardous waste, noise emissions and atmospheric emissions. Being respectful of our environment is a priority for the company.
- Commitment to comply with the legislation that affects the sector in which we operate and through the use of voluntarily regulations chosen by the company itself.
- Data protection and the security of the information handled by the entity.
- Prevention of occupational hazards.
- Emphasize on staff training as a means of achieving better productivity and excellence in the provision of our services.

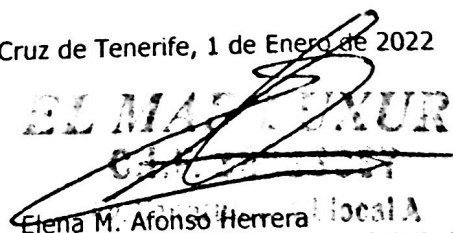
General objectives:

As part of our commitment to quality improvement we aim to provide efficient services which satisfy our customer's expectations in areas such as comfort and safety while reducing costs associated with transfers and/or services by incorporating the latest technological advances available to the company.

Ensuring vehicle safety by carrying out periodic reviews of our fleet, facilities and specialized workshops with special emphasis on preventive maintenance. Continually updating and improving our internal processes, providing the necessary recourses and training so that our staff can constantly improve their abilities and expand their capabilities. Transportes Afonso Herrera is committed to the continual improvement of it's quality management system by incorporating whenever possible the latest innovations and improvements, complying with all the legal and specific regulatory requirements of its clients and making every effort to distinguish itself in the market place by increasing customer satisfaction and the quality of its services. To this end the company agrees to comply with the requirements of the international quality standard UNE-EN- ISO 9001: 2015.

By increasing the quality of our services, we will be in a position to surpass our customers' expectations thereby ensuring their total satisfaction while optimising our resources and constantly improving our business.

In Santa Cruz de Tenerife, 1 de Enero de 2022



**EL MAR SERVICES**  
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