



Because it is necessary to ensure the satisfaction of our customers, while ensuring the safety of our employees and reducing our ecological footprint; because it is imperative to target objectives without forgetting the origin of the success of the company, the management of the Afrikisol Group advocates values in order to perpetuate the corporate culture:

**Teamwork**

**The customer is the king**

**Ethics**

**Communication**

**Excellence**

These values are the keys to the success of the following strategic axes set by the Group Management:

**Internationalization**

**Business intelligence adapted to business opportunities**

**Optimization of business process performance**

**Capitalization on business knowledge**

**Vertical Integration**

Preventing non-conformances, anticipating injuries & ill health, eliminating sources of pollution is the guiding principle of our commitment.

In a context that is more and more respectful of Man, Environment and its Customers, Afrikisol Group at the highest hierarchical level and in line with the above axes commits:

- **Prioritize Occupational Health & Safety**
  - By maximizing the safety in shopfloor, on sites and in its close environment as well as during professional journeys;
  - Preventing personal injuries and damage to health;
- **Reduce the impacts generated by our business:**
  - By saving natural resources;
  - By minimizing waste and ensuring optimal recycling;
  - By preventing pollution risks;
- **Sustainable satisfaction of compliance obligations:**
  - By establishing a regulatory and legal surveillance
  - By continuously analyzing the needs and expectations of relevant stakeholders;
- **Establish and promote a B2B Marketing process**
  - By setting up a marketing activity at the level of the organization;
- **Define business performance optimization sources**
  - By setting performance optimization targets for the subject processes and monitoring them;
- **Provide the necessary resources to consolidate the main strategic axes while aiming at compliance with International Standards**
- **Identify business knowledge and capitalize it**
  - By identifying all knowledge and ensuring its capitalization in an appropriate way;
- **By continuously improving the company's integrated management system and performance.**

These objectives are reviewed in case of need during the management review to ensure the effectiveness, relevance and adequacy of our Integrated Management System.

Finally, we need to raise awareness of quality, safety and environment at all levels as it is a permanent responsibility of all staff.

AFRIKISOL INDUSTRIE SARI  
Tél. 72.570.625 / 72.572.998  
Fax : 72.571.322  
M. F. : 140591Y/A/W/000



Date: 30/06/2017

Direction: Madam Wafa DHIFI