

## CUSTOMER CARE POLICY

The company has chosen “Alpha” in our name and logo to represent its commitment to becoming the first choice amongst our customers, suppliers and employees alike – number one.

AlphaFence therefore strives to set a high standard within the industry, in providing a level of technical expertise, products and services that are second to none. AlphaFence therefore places the highest importance on the quality of its work, and strives to ensure that all persons who come into contact with the company benefit from the experience.

During the early stages of the company’s development, a panel of employees decided upon the company’s five Core Values. These are the standards of behaviour expected of all employees and at all times:

- **Honesty**
- **Professionalism**
- **Reliability**
- **Respectfulness**
- **Responsibility**

AlphaFence’s Core Values are at the heart of our commitment to becoming “the best of the best”, and outline the manner in which we interact with each other, our suppliers and our customers.

Despite our good intentions and taking the greatest care to manage all aspects of our business, working with some external and unknown factors such as the weather and difficult ground conditions, it is still possible that something may go wrong and may result in customer dissatisfaction and/or complaint. In such an instance, we will ensure that the matter is resolved quickly, and in a fair and consistent manner.

To that end, we have developed and implement a formal Customer Complaints Procedure, which clearly sets out how our customer can expect the matter to be dealt with, by whom, and when. Our procedure and this Policy also invites our customer to seek satisfaction through our Trade Association (EFIA) if the matter cannot be dealt with satisfactorily in-house.

NOTE - at time of writing we have received no recordable complaints whatsoever.

The MD has responsibility for the implementation, monitoring and review of this policy. This policy will be reviewed annually in May each year and its content disseminated to all our employees.

END OF POLICY