



QUALITY AND PRODUCT SAFETY

METRO Cash & Carry Croatia takes responsibility for offering sustainable, high-quality, safe, and health-compliant products.

The quality, safety, and health compliance of our products are the result of the efforts of all employees. Each individual employee is responsible for conscientiously performing their tasks and contributing to the continuous improvement of our products and services. Our principles:

- Maintaining and continuously improving the quality and product safety management system
 - in compliance with Croatian and EU legal regulations
 - in alignment with internal, corporate, and globally recognised guidelines and standards
 - in accordance with the requirements of the Codex Alimentarius
- Understanding customer needs when developing our product range and offering high-quality and safe products across the entire food and non-food assortment
- Maintaining and fostering partnerships with suppliers, particularly in the development of our own brand assortment and fresh product offerings, to achieve high standards of quality, sustainability, and safety, while enhancing transparency throughout the entire supply chain
- Optimising processes to create greater value for the company and our customers, in line with the sCore strategy, by leveraging multichannel sales tools (MFC concept) and digital technologies
- Continuously enhancing knowledge and increasing employee and customer satisfaction, raising awareness of sustainability, quality, and product safety through shared values, beliefs, and norms that support the development and establishment of a food safety culture and a product safety culture
- Ethical behaviour and personal responsibility that influence the mindset and actions of employees through a culture of food safety and non-food product safety
- Commitment to environmental responsibility and a sustainable system for developing our own brand products

Our mission is to build customer trust by meeting their expectations and legal requirements related to sustainability, quality, and product safety, while fostering a culture of food safety, food defence, food fraud prevention, and ensuring the safety of non-food products.

Zagreb, 1st October 2025

Chief Executive Officer
Tomislav Smolčec