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## Quality Policy

BlueUp's Management is committed to promoting continuous improvement of its activities, considering it as an effective means for gaining market share and enhancing operational efficiency. This improvement is achieved through an increasingly accurate and precise definition of the organisation's activities in terms of processes, and through a plan of clearly defined objectives, with the aim of making the organisation increasingly effective, flexible and committed to improving its performance in order to enhance customer satisfaction.

To achieve these objectives, the Management recognises the Quality Management System as a valuable and effective tool, addressing both market needs and business processes, taking into account the context in which the company operates and the expectations of stakeholders, whilst monitoring any changes to identify the need for adjustments.

The scope of our Quality Management System covers the design, development, production and sale of devices and systems for automatic identification, localization, tracking and distributed monitoring.

In this context, the role of Quality Manager is established to ensure proper application of and compliance with the standards, procedures and documentation of the Quality System.

As part of the company's quality-focused strategies, Management has identified the following objectives:

1. To meet customers' needs and expectations by complying with the applicable product quality standards and by continuously improving them;
2. To operate in a manner that ensures the effectiveness, reliability and conformity of the offered products;
3. To carry out activities in compliance with applicable regulations, laws, and standards;
4. To systematically review the quality level of the offered products;
5. To involve suppliers as an integral part in achieving the defined quality standards;
6. To promote innovation through continuous research and development, ensuring the continuous improvement of the necessary knowledge and technologies;
7. To ensure the professional growth of personnel at all levels and the availability of appropriate tools and resources for the continuous improvement of company's performance;
8. To promote environmental sustainability through the adoption of sustainable procedures, the use of recyclable packaging, and the recycling of materials.

BlueUp strives to achieve organisational Quality by involving the personnel at all levels, by sharing its Quality Management System, by creating and maintaining a collaborative spirit among employees that encourages motivation, mutual trust and active participation.

Management is committed to communicating the Company Policy and its Objectives by distributing this document and the documentation related to the Quality Management System, both within the company and to all interested parties.

Colle di Val d'Elsa, 28/01/2026

Management