



PRINCIPLES OF INTEGRATED MANAGEMENT SYSTEM

We are the provider of a unique television, radio, and internet infrastructure that empowers our customers to deliver quality media content. We translate technology trends into innovative media, telecommunications, and IT infrastructure services that add value for our customers.

To achieve the highest standard of quality and efficiency, we have an Integrated Management System in place. This system combines the best practices from various areas, including quality, environmental and energy management, cybersecurity, and information security management.

We recognise our responsibility at all levels of our business. We firmly believe that responsible and sustainable business practices are not incompatible with achieving significant corporate performance. We consider ourselves part of the society in which we operate and accept responsibility for all the impacts of our business, which directly influence our reputation, profit, and long-term development. To meet the criteria for sustainable business, we actively seek strategic alignment across key areas, encompassing environmental, social and governance aspects.

Our principles of sustainability and our integrated management system rest on five fundamental value pillars:

CUSTOMER ORIENTATION

Customer satisfaction is a priority for all of us. We provide timely and professional services that consistently meet or exceed customer expectations, fostering strong, long-term relationships. We strive to maintain a leading position in the DTT platform market while offering a competitive portfolio of products using our unique infrastructure.

We value transparent and effective communication based on trust, honesty, transparency, good faith, and understanding with all stakeholders. By embracing modern technologies, we aim to enhance business efficiency while reducing costs.

RESPONSIBILITY AND PROFESSIONALISM

We hold ourselves accountable for our results, actions, and performance as individuals as well as a team. We approach every task with professionalism, care, and responsibility, emphasising maximum efficiency. Our commitment extends to meeting the long-term needs of all business segments, including establishing appropriate regulatory position. Additionally, we actively minimise our environmental impact by reducing energy intensity and greenhouse gas emissions across all aspects of our operations.

We maintain vigilance by monitoring risks, vulnerabilities, and hazards related to our activities. When necessary, we take preventive measures to mitigate these risks. Our compliance extends to national and European legislation, international agreements, and adherence to implemented standards—especially ISO 9001, ISO 14001, ISO/IEC 27001, ISO/IEC 20000-1, and ISO 50001. We avoid any activities that could harm our reputation or negatively impact our customers.

TEAM SPIRIT

Although each of us has a specific role within the company, we all share a common goal. By working together as a team, we complement one other and recognise that achieving our objective is possible only through collective effort. We foster a company culture that promotes work performance and prioritises a healthy and safe work environment – for both our employees and stakeholders. Our employees are our most valuable asset, and their motivation, development, and commitment to continuous improvement are integral to our core values.

ENTHUSIASM

We actively seek ways to solve challenges more efficiently, effectively, and intelligently. We encourage fresh ideas, thoughts, and opinions that will move us forward. We are developing our distinctive tower and optical network, reinforcing CRA's position as a leader in broadcasting and a major tower operator. We build a technologically advanced and scalable infrastructure for selected business segments, ensuring the sustainability and competitiveness of technology platforms that support CRA's operations. We prioritise the security and protection of confidential information, regularly assessing risk and updating security measures in accordance with the latest standards and threats.

INTEGRITY

In our actions, each of us adheres to fundamental ethical and moral principles, honesty, and compliance with the company's internal rules. We champion open and direct communication. Our approach involves systematic monitoring of technological trends, leading to the development of innovative technologies and products. We enhance our processes and systems based on feedback and data analysis, using modern analytical tools, including AI.