

CUSTOMER EXPERIENCE POLICY

At MOLDCELL, we serve thousands of people every day. This trust is our most valuable asset. To protect it, we're committed to doing business with honesty, integrity, and respect for the law. Our actions should always reflect positively on Moldcell and the communities we serve.

Respecting the Law

We operate in full compliance with all relevant national and international laws. Every employee at MOLDCELL is expected to be well informed about these regulations and our internal policies, especially regarding the rejection of corruption.

Honesty and Integrity

We stand firmly against corruption, bribery, and fraud. Our employees are expected to act with personal integrity, avoiding any actions that could be seen as dishonest or create conflicts of interest. This means:

- **No Bribery:** We prohibit any form of bribery, ensuring no one offers or accepts gains to influence decisions or obtain improper advantages.
- **No inappropriate gifts:** We do not allow gifts, invitations, or incentives that could influence business decisions.
- **We have measures** in place to prevent potential conflicts of interest, ensuring our employees maintain professionalism and impartiality in their roles.

Fair Competition

We believe in free markets and fair competition. Our decisions are made responsibly, respecting competition laws and avoiding practices that could restrict or distort competition. We ensure that our business practices align with fair competition laws and promote a healthy business environment for everyone.

Responsible Communication

MOLDCELL promotes freedom of speech, diversity, and inclusion. We ensure that our communications are ethical, truthful, and respectful. Our content should uplift, inform, and inspire. We create a positive impact on our audience while upholding the highest ethical standards. Our advertising should be truthful, respectful, and appropriate for everyone. Therefore, our advertising and sponsorships:

Customer Experience Policy

Public Document

Approved: CEO of Moldcell SA

Date: 01.07.2024

- Avoid exploiting consumer trust.
- Respect human dignity.
- Do not promote harmful behaviors or discrimination.
- Encourage legal and environmentally friendly behavior.
- Protect minors from exploitation.

Commitment to Our Customers

Our customers are the heart of our business. They deserve our absolute best. This year, we are making a "FACEM" promise as a gentleman's agreement to our customers. We go beyond to meet their needs, exceed their expectations, and build lasting relationships. Transparency, honesty, and reliability are essential to earning their trust. Every interaction with our client is an opportunity to create a positive customer experience. We ensure our products and services meet customers' expectations by:

- **Providing Clear, Accurate, and Honest Information:** We commit to offering straightforward and truthful details about our products and services, ensuring customers fully understand what they are getting.
- **Offering Detailed Billing and Pricing Information:** We make sure all billing and pricing details are transparent and easy to comprehend, preventing any confusion or misunderstandings.
- **Maintaining Open Channels for Feedback and Complaints:** We encourage customers to share their thoughts and concerns through various channels, including call centers, online platforms, shops and social media. This helps us continuously improve our offerings.
- **Acting Promptly to Resolve Issues:** We prioritize quick and efficient resolution of any issues that arise, demonstrating our commitment to customer satisfaction and trust.

By adhering to these principles, we aim to create a supportive and responsive environment where our customers feel valued and heard. This year, with our "FACEM" promise, we are more dedicated than ever to enhancing your experience with us.

Communications with Customers via Advertising

Customer Experience Policy

Public Document

Approved: CEO of Moldcell SA

Date: 01.07.2024

In our communications with customers, we strive to ensure that all information is complete, clear, and detailed. We avoid technical jargon and small print, making sure customers fully understand the conditions of our products and services.

Our advertising messages and sponsorships respect the following principles:

- **Respect Consumer Trust:** We never take advantage of the good faith of our consumers.
- **Uphold Dignity:** Our messages respect the dignity of all individuals.
- **Promote Healthy Behavior:** We do not include content that promotes alcohol consumption, smoking, drug taking, eating disorders, or terrorism.
- **Encourage Inclusivity:** We never incite hatred, violence, or discrimination based on race, nationality, religion, gender, or sexual orientation. We promote the use of neutral and non-sexist language.
- **Support Lawful Conduct:** Our communications do not encourage illegal behavior or actions that harm the environment.
- **Protect Minors:** We ensure our content does not exploit children's naivety.

We also make a concerted effort to avoid airing Moldcell advertising campaigns during programs or on channels that do not align with our values and business principles. These standards are reflected in our contracts with the advertising and media agencies we collaborate with.

Complaints

Our dedicated teams work continuously to reduce both the number of complaints and the number of dissatisfied customers, regardless of the channel through which they reach us. To achieve this, we have implemented the following measures:

- **Multiple Channels for Complaints:** We provide various channels for our customers to express their complaints at any time. These channels include call centers, online platforms, physical stores, social media, and postal mail.
- **Reporting and Transparency:** We diligently report trends in the number of complaints and resolution times to the relevant authorities. We also provide any additional information required about the quality of our service, adhering to the guidelines and parameters set by the regulatory bodies in each country.

Quality and Reliability of Our Network and Services

Customer Experience Policy

Public Document

Approved: CEO of Moldcell SA

Date: 01.07.2024

We ensure the highest performance and reliability of our network and services. Additionally, we prioritize the health and safety of our products, including adherence to standards for electromagnetic fields.

Customer Service Management

We are committed to ensuring ease, speed, and transparency in all customer interactions. Our approach is built on the following core principles:

- **Accessibility:** Making sure customers can easily reach us through various channels, including phone, email, online chat, shops and social media.
- **Responsiveness:** Promptly addressing customer inquiries, complaints, and requests. We also implement formal feedback channels like surveys, open email addresses, and social media monitoring to gather customer insights.
- **Efficiency:** Efficient processes to minimize customer wait times and effort. We establish key performance indicators (KPIs) to measure customer satisfaction, response times, and resolution rates.
- **Transparency:** Clearly communicating policies, procedures, and resolutions to our customers.
- **Empathy:** Demonstrating understanding and compassion for customer concerns and needs. We define service standards and expectations for our employees.
- **Accountability:** Taking responsibility for resolving customer issues and ensuring customer satisfaction. We develop clear guidelines for handling customer complaints and resolving issues efficiently.

BREACHES AGAINST THE POLICY

Any Moldcell employee who suspects violations of this Policy must speak up and raise the issue to their line manager, to the Sustainability Officer, or through the following email:

whistleblowing@moldcell.md, being also available for concerns raised from external parties on Moldcell's internal and external webpages.

Adaptation to Customer Needs

At Moldcell, we are dedicated to a customer-centric approach, focusing on understanding and fulfilling the evolving needs of our customers. We strive to develop and deliver products and services that precisely meet their expectations, ensuring optimal value and satisfaction. Our

Customer Experience Policy

Public Document

Approved: CEO of Moldcell SA

Date: 01.07.2024

pricing strategies are carefully aligned with customer perceptions of value, fostering long-term loyalty and trust.

Sustainable Offerings

We are building a sustainable future. Our range of products and services incorporate environmental, social, and ethical sustainability criteria. We aim to minimize negative impacts and maximize positive outcomes, offering options like refurbished devices to support sustainability.

At MOLDCELL, we are dedicated to building a relationship of trust and mutual benefit with our customers, ensuring their satisfaction through every interaction.