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QUALITY POLICY STATEMENT

At PRIME INSURANCE LTD, our vision is to be the leading and most admired financial institution in Rwanda by all customers and employees.

We are committed to delivering exceptional insurance services that consistently meet or exceed our customers' expectations. Our dedication to quality is ingrained in our culture and is fundamental to our success in providing peace of mind to our clients.

In our pursuit of quality excellence, we pledge to:

- ❖ Understand and anticipate the needs of our customers, ensuring that our insurance products and services are tailored to provide the best possible coverage and support.
- ❖ Base our decisions on accurate and relevant data, promoting a data-driven culture to enhance our decision-making processes.
- ❖ Comply with the requirements of ISO 9001:2015 Standard, applicable laws, regulations, and industry standards, while upholding the highest ethical and standards in all our activities.
- ❖ Commit to a continual evolution of innovative insurance products and novel distribution channels, ensuring that our offerings remain dynamic and responsive to the changing customer needs.
- ❖ Continuously monitor and improve our processes, products, and services through regular reviews, assessments, and feedback from our customers and stakeholders.
- ❖ Invest in the development and well-being of our employees, ensuring they are adequately trained, empowered, and motivated to deliver high-quality services.
- ❖ Be continually guided and live by the core values, ethics and beliefs of the Company
- ❖ Foster open and transparent communication with our customers, employees, suppliers, and other relevant parties to build trust and strengthen relationships.
- ❖ Pursue and monitor our performance in line with our strategy.

While the Chief Executive Officer has ultimate responsibility for quality, our commitment to quality is a shared responsibility among all employees within their own areas of work to ensure that quality is embedded within the whole operations of the company. We encourage everyone to actively participate in our quality improvement initiatives.

This Quality Policy Statement is communicated throughout our organization and is reviewed for continuing suitability during management reviews. We are dedicated to achieving our quality objectives, ensuring the satisfaction of our customers, and continually improving the effectiveness of our Quality Management System.

Signed: _____



In Capacity of the Chief Executive Officer

Date: Friday, September 22, 2023