

Quality Policy Statement

It is the stated quality policy of this company and all subsidiaries of - hotelshopUK Ltd- to endeavour to continuously improve and add value to our customers and clients profitably whilst adopting a sustainable approach where possible. This will be achieved by operating a comprehensive and co-ordinated business management system (BMS) to assure the quality of our processes, products and services offered by the company.

The BMS is designed to meet the requirements of ISO 9001:2015 and will be implemented across the whole group. This includes the three trading names of HotelshopUK Ltd; Great Little Breaks, OnBusiness, CustomerhubUK and its subsidiary Rapid Relocate. The BMS will address the design, development and provision of accommodation services, leisure breaks, and travel and call centre fulfilment.

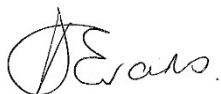
The Executive Directors are committed to ensuring that the BMS is effective in achieving the highest standards of quality and satisfying customers both now and in the future. Quality Objectives will be set across the group alongside key business objectives, and they will be regularly measured and reported on.

In conjunction with the Executive Director team, the Senior Management and Management team will be responsible for implementing enhancements to the BMS in order to ensure we are continuously improving the effectiveness of the system.

Our overarching quality objectives are:

- To provide a consistently high level of service to our customers.
- To be efficient and accurate in our interaction with suppliers.
- To provide leadership to our employees to closely align them to our values.
- To achieve profitability and growth by focussing on quality in all aspects of our business.

The company will meet all of the statutory requirements for our area of work and will review its products and services regularly to ensure that they continue to meet the needs of our customers.



Name: Diana Evans

Position: Group Managing Director

Date: January 2026

SMART Quality Objectives

Objective 1 - To provide a consistently high level of service to our customers:

1. Achieve and maintain an average customer satisfaction rating of 95% or above.
2. Ensure all customer complaints are handled within the company standard guidelines.
3. Achieve and maintain a compliance score of over 85% for all customer service agents.
4. To ensure all staff are accurately trained and multi skilled within their specific department within 12 months of starting employment.

Objective 2 - To be efficient and accurate in our interaction with suppliers:

1. Ensure we pay on time within agreed time scales.
2. Communicate with key contracted suppliers (in excess of 250 room nights per annum) through accurate partner revenue reports and regular account management meetings.
3. Ensure business critical suppliers undergo annual review (or ad-hoc review where non-conformance occurs) to monitor compliance to the relevant SLA.

Objective 3 - To provide leadership to our employees to closely align them to our values:

1. Ensure all staff are aligned to company goals and objectives through biannual company update briefings.
2. Ensure new staff are compatible with our values by integrating our values into the recruitment process.
3. Include Values in every staff member's personal KPI's.
4. Conduct an annual staff values/satisfaction survey.
5. Implement and embed our three-year Environmental, Social and Governance (ESG) plan (2026-2028) across the business.

Objective 4 - To achieve profitability and growth by focusing on quality in all aspects of our business:

1. Set profitability targets for the business on an annual basis and review monthly.
2. Ensure growth targets are in line with the individual strategic goals each business area – metrics included within the annual business plans.
3. Conduct monthly management meetings to highlight company financial performance and key business opportunities and risks to be highlighted.
4. Continue with our carbon reduction plan with greater focus on scope three emissions.
5. Continue to undertake an annual carbon emission's audit.