

QUALITY POLICY

DAMAC DIGITAL is committed to delivering world-class data center services that uphold the highest standards of quality, reliability, and operational excellence. We strive to consistently exceed customer expectations through secure, resilient, and innovative data center operations. Our commitment to quality is embedded in every aspect of our business and guided by a culture of continuous improvement, customer satisfaction, and compliance with local and international standards

As a Quality conscious organization **DAMAC DIGITAL** shall

- Deliver excellence by consistently meeting and exceeding customer expectations through secure, reliable, and innovative data center services that enable their business success.
- Adhere to all statutory, regulatory, contractual, and industry-specific data center standards to ensure compliance, and strengthen stakeholder trust.
- Measure & improve performance through continuous monitoring, analytics, and data-driven decision-making for optimal service delivery.
- Advance innovation in IT infrastructure, cloud integration, and facility management to meet evolving digital demands.
- Cultivate a quality culture where ownership, accountability, and customer focus are embedded across all teams and operational tiers.
- Drive process efficiency by applying a process-based approach to data center management, ensuring consistency, resilience, and operational excellence.
- Invest in people by training our technical teams on the latest data center management practices and technologies.
- Gain stakeholder trust through transparent communication, robust security measures and ethical business conduct.
- Integrate quality objectives into strategic and operational planning to maintain continual relevance and alignment.
- Tailor solutions to client-specific workloads, capacity needs, and uptime requirements while maintaining cost-effectiveness.
- Achieve sustainable growth through continual enhancement of our Quality Management System, supporting both core business and data center expansion.
- Leverage collaboration with technology partners, external providers and clients to co-create innovative and reliable data center solutions.

This policy statement is an expression of **DAMAC DIGITAL**'s commitment to operational excellence and its belief that meeting the needs and expectation of its Customers shall be considered as a fundamental management responsibility. It shall be ensured that **Quality Policy** is communicated and understood within the organization.