Commitment to our customers

At Cosentino we put our customers at the heart of our business model and meeting their needs and expectations is therefore one of our main goals. Our customers from every corner of the globe, trust Cosentino Group because every day we uphold our commitment to offering them the most cutting-edge brands and best quality products. Our fabricator customers and partners from the world of architecture, design, kitchens and bathrooms are our best ambassadors for taking our brands to the end users. Our challenge is to do so in a way that is entirely customer-oriented, gaining their trust with a business model that centres around proximity, excellence, constant dialogue and support.

Proximity to our customers

Cosentino Group remains strongly committed to international expansion and geographical diversification based on our own assets and has achieved quick and in-depth market penetration in recent years. Our ongoing growth allows us to be increasingly closer to our clients and partners, consolidating our deployment and innovating in our model of international expansion. Our sustained effort to reinvest resources in productive assets, distribution, innovation and technology has resulted in a worldwide presence. We closed the 2019 financial year with over 160 business and sales units in 32 countries.

Each of these is a space for bringing our products and brands closer to our clients and partners, and we provide them with an exclusive information and advisory service in addition to transferring our know-how as added value.
**Activity**

**Proximity to our customers**
- Cosentino Cities
  - 12
- Cosentino Centers
  - 119

**Excellence in quality and service**
- ISO 9001 & 14001
  - We renewed our ISO 9001 & 14001 quality certification.

**We care about your health and safety**
- Best Practice
  - Best Practice Guide and Safety Datasheet.
- Health and Safety
  - Specific training in health and safety.

**An open dialogue**

**Loyalty programmes**
- Cosentino Loyalty Programme launched in 25 markets.

**Social networks**
- 50
  - Over 92,567,600 users reached through our 50 social media channels.
**Cosentino Center**

Cosentino Center are innovative facilities with combined functions for storage, brand and product display, and distribution. These platforms demonstrate our total commitment to customers, offering them exclusive top-quality service. In addition to being at the heart of our distribution network, our Cosentino Centers double as storerooms and showrooms for our products and brands. These facilities also host a dynamic, never-ending training programme, tailor-made to suit the different professionals in attendance: fabricators, architects, interior designers, and kitchen and bathroom retailers. Cosentino Group has made a considerable effort to put into place new spaces that enable us to get closer to our customers.

We closed 2019 with 119 Cosentino Centers around the world, with the opening of:

**Europe:**
- France: Cosentino STRASBOURG

**North America:**
- United States: Cosentino SAVANNAH
- Canada: Cosentino OTTAWA

**Asia:**
- Malaysia: Cosentino KUALA LUMPUR

This year we also closed the Cosentino Center in Fortaleza (Brazil).


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**Cosentino City**

Cosentino City is a new exhibition space concept located in the heart of the world’s largest cities. As well as boosting the relationship between Cosentino and our clients in a dynamic, social venue where everyone speaks the same language, these spaces are designed for visitors to interact with the materials and use all five senses to discover the latest market trends.

These showrooms seek to bring the Cosentino experience closer to architects, planners, interior decorators, designers and end users, thus becoming a more intimate experience for clients.

They offer complete and personalised information and service to professionals and end users alike, giving them the chance to discover all the company’s products first hand through an interactive experience. Visitors are immersed in a sensory experience where they can interact with their project, define, create and visualise it in digital format using the computer equipment available.

Since adopting this approach in 2013, we have opened 12 Cosentino Cities in Sydney (Australia), Singapore (Singapore), Toronto (Canada), Montreal (Canada), Milan (Italy), London (UK), Madrid (Spain), Dubai (United Arab Emirates), New York (USA), San Francisco (USA), Miami (USA) and, in 2019, Los Angeles (USA).

We aim to continue expanding our network by opening more centres in other cities around the world.


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**Other facilities**

Cosentino has logistics operators in Christchurch (New Zealand), Tokyo (Japan), Cape Town (South Africa), Dubai (United Arab Emirates) and in Puerto Rico. We also have 3 Hubs, or logistics centres, two in the United States and one in Australia.

In those countries where we do not have our own assets, our sales activity is based on exclusive agreements with local distributors and partners.
Activity

New opening: Cosentino Center Malaysia
New opening: Cosentino Center Malaysia
Activity

New opening: Cosentino Center Marseilles
Excellence in quality and service

We want our products to inspire our customers and partners to create innovative spaces. This challenge requires us to meet the expectations of increasingly demanding users who seek high-quality, beautiful and functional products that are also environmentally friendly and meet the highest safety standards with regard to their production and handling.

In addition, the Cosentino Group sets the quest for quality in its products and services, environmental protection and safety as the guide for its business activities.

These strategic routes are included in our Integrated Management policy, specifically in the Quality and Environmental Management Policy implemented in Cosentino S.A.U. and diffused amongst employees and stakeholders.

Cosentino operational principles:

- To seek maximum satisfaction of all stakeholders, meeting all their requirements.
- To continuously improve our processes and products.
- To ensure compliance with legislation and current regulations.
- To establish environmental objectives and targets while taking into account the environment as a variable in the planning and development of our activity.
- To adopt the necessary measures to prevent potential contamination of soil, atmosphere and water.
- Raising awareness amongst our employees and involving them in protecting and taking care of the environment.
- Promote company knowledge and competence in the Design and Development activities.
- Promote our company image through the Integrated Management system.
**We renewed our ISO 9001 & 14001 Quality Certification**

In line with our company DNA and commitment to continuous improvement, in 2019 we decided to change to a new certification body, choosing DNV, GL, a leading global certification body, to verify the effectiveness and efficiency of our Management System. Our aim was to generate more value, guaranteeing the future development of our company, products and facilities.

In November 2019, Cosentino S.A again obtained the ISO 9001 and ISO 14001 Integrated Management System certification, with the adaptation of the 2015 version, corresponding to the design, manufacturing, production, distribution and sale of quartz, ultra-compact, natural stone and recycled surfaces. This system certifies the company’s capacity to provide products that satisfy the requirement of its clients and that they comply with quality and environmental regulations. The main aim of the IMS is to pursue and achieve continuous improvement in our end-to-end design, manufacturing, processing, distribution and sales processes, placing particular emphasis on the processes directly involving clients.

Likewise, over this year we have worked to initiate a philosophy and strategy based on generating a solid Management System that incorporates Cosentino’s various standards, working in line with the different processes and generating a broad vision that drives the company's growth.
Claims systems, complaints received and resolution

To establish a single criteria for the management of settlements (complaints associated with the quality of the product), in October 2019 Cosentino updated the Quality Settlement Policy for all its centres and distributors. The principal objectives of this policy are:

- To establish single evaluation criteria
- To improve timing and quality of services
- To establish a bilateral exchange of information
- Rapid detection of possible faults related to material

As a result of improved analysis of these claims, we have achieved a deeper analysis of the root cause of defects in our products and continue improving our manufacturing process to ensure the highest quality expected by our customers at all times.

To submit a complaint or claim about any of Cosentino’s products, customers should contact the sales network in their area, providing the minimum information required as stipulated in our policy. The sales manager can then leave a record of it in the Salesforce system, whereupon an evaluation is carried out after they visit the customer. In the end, the Customer Quality team will evaluate the information provided as to whether the claim is associated with product Quality or not.

In 2019, the total number of complaints registered in Salesforce associated with Product Quality was 16,543, among the various markets and brands.

Of this amount, 65.23% was approved, 20.68% was rejected, and the remaining 14.09% was either closed or resolved without generating any payment.

Quality Audits and process improvements

To verify the effectiveness of the quality system implemented in our processes as well as to ensure the quality of our products and/or services, a total of seven internal quality audits were conducted in 2019 to check that the characteristics of the processes comply with the required specifications.

Improvements were also made to control incidents detected in the different processes. These have helped improve management and decision making, analysed root causes and allow us to implement improvements and risk reduction in each of the production plants.
Customer health and safety

For Cosentino to set a benchmark in health and safety, we are expanding the scope of this aim to our customers and partners. This commitment is set out in our Health and Safety Policy.

We provide continuous, high-quality training regarding occupational safety and preventive measures, giving our customers and partners information and advice via collaborative partnerships with agents from the sector as well as training workshops. In addition, we maintain constant communication about information and best practices in order to encourage a culture of prevention following a holistic, integrated approach.

We work on a daily basis to perform our activities in a safe and healthy way and we safeguard the well-being of the people in our own facilities and in all our areas of influence.

As part of our strong commitment to the health and safety of professionals in the stone industry, during 2019 we conducted classroom sessions that included health and safety training. These promote a culture that prevents exposure to silica dust and identifies the hazards associated with working with natural or artificial stone.

Over this year we have conducted 15 sessions in Sydney, Auckland, Brisbane, Newcastle, Cairns, Canberra, Christchurch, Wellington, Adelaide, Perth and Melbourne.
Labelling

Cosentino Group continues to take the necessary action to communicate and inform our clients about possible hazards and the preventive measures to take with our products.

A new feature in 2019 was the creation a web area, Cosentino® Safety Space, to make access to this information even easier for our clients and partners. This Safety Space presents health and safety information in an easily readable, structured, and multilingual way. It is accessible from any device with Internet access, mobile phones, tablets, etc., via the address osh.cosentino.com or by scanning the following QR code, which is incorporated into product labels, delivery notes, invoices, general sales conditions or good practice guides.

The information on the labelling of our main brands

**Local applicable regulations**
Indication of the obligation to comply with applicable local health and safety regulations and to consult with an industrial hygienist to implement risk mitigation measures as appropriate.

**Safe Handling Notices (SGA)**
Warnings regarding the risks and precautions to be taken for safe handling of these products, together with the corresponding pictograms, in compliance with international GHS regulations.

**Emission mitigation processes**
Reference to the existence of adequate processes for emission mitigation and product disposal.

**Notices of prolonged exposure**
Indications on possible health issues arising from prolonged exposure to dust resulting from cutting and handling materials without recommended safety measures.

**Cosentino Safety Space QR Code**
QR Code that directs users to the Cosentino® Safety Space, where they can find additional health and safety information, download Safety Data Sheets and Good Practice Guides or watch videos demonstrations on how to safely handle products.
The Cosentino Group also makes its product Safety Data Sheets available to clients and partners in multiple languages. These are created and revised in compliance with the international GHS (Globally Harmonised System) regulations for the classification and labelling of chemical products and mixtures.

Other documents made available to clients and partners of the Cosentino Group are the Good Practice Guides covering the tasks of cutting, carving, polishing and installation of our products. In addition to these guides, a specific Prevention and Safety Guide was created and published in 2019 for the prevention of health risks during the installation of worktops and prefabricated modules.

With regards to the treatment and labelling of chemical products, we comply with the following international standards:

**REACH regulation**
For the protection of human health and the environment against risks from chemical products.

**CLP labelling regulation**
Which seeks to harmonise label information at an international level.

**Customer data privacy and loss of data**

This office deals with requests to exercise rights, performs the Data Protection Impact Assessment when necessary for new projects and processes new data in the Register of Data Processing Activities.

The Data Protection Delegate office ensures that we comply with both the General Data Protection Regulations and the new Organic Data Protection Law, using suitable legal and technical advisory systems. Likewise, a Data Protection Committee (DPC) was created to check that the actions carried out by the office of the Data Protection Delegate are correct.

For 2019, the company has no knowledge of claims being made for breaches in the law or voluntary codes concerning client privacy and the loss of data.
Activity

In constant dialogue with our customers

Dialogue with our clients and partners from around the world is a key factor in achieving excellence in the positioning of our brands. Innovation in our communication tools allows us to reach clients and stakeholders locally, directly and in their own language, providing them with interesting content and adapting to the market, its needs and preferences. Thanks to this dialogue, we are able to establish the best activities for our loyalty members, improve the experience of our clients and partners and respond to their needs and expectations.

Loyalty programmes

We are making great progress in the evolution of the Cosentino Group loyalty programme. Over 2019, we launched the Cosentino loyalty programme in 25 markets within the framework of the company’s digital transformation project concept.

The project is based on a new digital environment for our clients in which the loyalty scheme plays a key part. It is presented as part of an ambitious deployment plan that will allow for improved contact with our partners and a better experience. In turn, it will allow us to offer new benefits; not only online services, but also offline operations that will result in a comprehensive service.

We are also consolidating two new areas, with architects and interior designers joining fabricators and kitchen and bathroom retailers. Although these two new segments share common ground, they must be treated differently, as they have very specific motives and needs.

We launched the Cosentino Loyalty Programme in 25 markets
Dialogue channels with our clients

We’re harnessing the potential of new technology to expand our online community, using digital resources forgetting the power of personal communication, which helps us to develop bonds and strong, dynamic relationships. For this reason, we’re innovating in our use of communication tools in the pursuit of excellent brand positioning.

**Personal communication**

- Direct relationship with the Account Manager and General Manager.
- Communication by email.
- Visits to our facilities around the world.

**Social Networks**

Our global social media strategy was created with the aim of expanding our online community through active communication with clients via the main social media channels on which we are present.

In 2019, these channels enabled our publications to reach more than 92,567,600 users, to be viewed more than 211,217,600 times and receive more than 5,414,300 interactions. Some very positive results, which we aim to optimise year on year among our audiences.

- Spain/Corporation
- Germany
- Asia
- Australia
- Belgium
- Brazil
- Canada
- Scandinavia
- USA
- France
- Israel
- Italy
- Mexico
- Middle East
- Netherlands
- Portugal
- UK/Ireland
- Switzerland
- Turkey
News Blog

www.cosentino.com/blogs-news/

21 versions for different markets.

389,402 page views
across all countries.

Press Offices

21 offices covering 26 countries.

Average impacts: total estimated advertising value worldwide of €61,872,540 (vs. €60,025,750 in 2018). Number of clippings obtained:
13,330 (vs 10,880 in 2018).

26 versions of news blogs: Page views obtained in 2019: 389,402
Strategic relationships with influencers.

Publicity campaigns

Once again, Cindy Crawford is our ambassador for Silestone with the “Tops on Top 2019” campaign.

For professionals, we’ve created the “Architectural Campaign 2019”. On the one hand, campaigns feature images of some of our real projects created in Dekton®, such as Toha and Gunni. In a more inspirational line, meanwhile, we show the application of products in detail in kitchens.

Cosentino TV

youtube.com/user/CosentinoTV

Our television channel on YouTube.

Newsletters

News, events, advice and promotions.

Global developments and specific ones for each market.

C-Top Magazine

Articles and interviews about fashion, design, architecture, culture, travel and cuisine.

Two issues per year of 50,000 copies each.
### Advertising value 2018

<table>
<thead>
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<th>Activity</th>
<th>Visits (online impressions) X0.37 X 0.025 (the probability of the article being read)</th>
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<td>TOTAL</td>
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<th>Advertising value 2019</th>
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*The estimated advertising value is calculated by adding the estimated price of advertising space in print publications, radio or TV in accordance with the official advertising rate. The advertising value of online publications is calculated according to the standard formula: Number of Unique Monthly Visits (online impressions) X0.37 X 0.025 (the probability of the article being read)*
By creating spaces for meetings and training, we can share knowledge and experience in all the markets where we have a presence. Sharing this knowledge and experience with clients and partners all over the world is a fundamental part of Cosentino Group’s annual agenda.

In 2019, we conducted over 2,200 training sessions for over 29,700 participants.

<table>
<thead>
<tr>
<th>Regions</th>
<th>No. of Classrooms</th>
<th>Attendees</th>
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<td>Oceania</td>
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</table>

These meetings enable us to:

- Establish a personal communication flow and to share best practices with our clients and partners.
- Identify customers’ needs and respond directly to their doubts and concerns.
- Share our commitment to health and safety and promote the prevention-based culture as a fundamental value.