

Rai Way uses its assets and skills to guarantee the public broadcasting service the transmission and broadcasting of television and radio content, in Italy and abroad, and to offer integrated services to its Customers.

A unique heritage of infrastructures and experience and the constant monitoring of innovation allow Rai Way to meet the challenges of the digital & agile transformation, technological and market evolution, both in the field of broadcast networks, with the transition to more efficient transmission and encoding standards, and in that of innovative platforms.

In line with the objectives of the Industrial Plan, Rai Way operates by paying increasing attention to its economic performance and social and environmental impacts, within the framework of sustainability, generated towards its Stakeholders and the Community in a perspective that acts in the following directions:

- **QUALITY OF SERVICE:** for Rai Way, the fulfilment of quality requirements is the cornerstone of its activity; to this end, the Company offers extensive territorial coverage, high technical quality of infrastructures, reliability in the provision of services that comply with contractual and regulatory specifications as well as with corporate standards, and operational efficiency;
- **INNOVATION:** in the evolving scenario, in response to the challenges of a constantly evolving and highly competitive market, innovation is a distinctive and systematic component of the corporate activity, which involves and feeds, in an ongoing process of research and development, the different sectors of the corporate organisation;
- **COMMITMENT TO THE COMMUNITY:** with a capillary presence across Italy, aware of its responsibilities not only in economic but also in social and environmental terms, Rai Way confirms its commitment to the community, pursuing relations with different parties at the local level, also with a view to corporate social responsibility;
- **CONTINUOUS DEVELOPMENT OF THE CULTURE OF QUALITY** at all levels of the organisation, through awareness, training and information initiatives.

Within the framework outlined, the company's organisation and operations are based on a Quality Management System, which complies with the requirements of the international standard ISO 9001:2015, which takes the form of well-defined processes, applied in a systematic, planned and documented manner, having the following aims:

- to identify, measure, manage and monitor the main business risks and translate them into opportunities for continuous improvement;
- to increase efficiency to ensure that the requests and full satisfaction of customers and other corporate stakeholders are met;
- to ensure that the activities are carried out in compliance with the current provisions of regulations and laws applicable to the company;
- to define objectives and targets, to be integrated into operational management and company development programmes;
- to identify, reduce and/or eliminate corporate non-compliance;
- to motivate internal resources through adequate training and information programmes, ensuring working conditions in line with best market practices;

In this context, **with a view to ensuring constant upgrading**, Rai Way considers the continuous improvement of the effectiveness of the Quality Management System to be of central importance, achieved through the identification of strategic objectives by the Management and the parallel involvement and collaboration of its resources, aiming to:

- propose actions for the continuous adaptation of processes and the achievement of quality targets according to a model of a technology-propelled and asset-smart company;
- ensure compliance with operating procedures and rules;
- ensure compliance with assigned roles;
- overcome any inefficiencies, also through the implementation of organisational and operational measures aimed at fully satisfying customers and other corporate stakeholders;
- develop an open, participatory model of corporate leadership;
- increase motivation, knowledge and skills according to a model of lifelong learning of the organisation;
- evaluate and monitor:
 - the effectiveness of the Quality System in meeting the specified requirements and providing evidence of the conformity of the services provided;



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- the efficiency of the Quality System implemented and, in general, of the economic and organisational management performance.
- verify the capacity of the Quality System and of the organisation in general to pursue the identified objectives;
- identify and implement suitable actions to improve the efficiency and effectiveness of the Quality System.

Senior Management and the Quality Management System Reference Person, designated by management, undertake to plan and implement the process of continuous staff engagement, with a view to constantly raising awareness of Quality concepts and tools, in order to ensure the active participation of all employees in achieving the objectives identified therein.

Rai Way S.p.A.
Chief Executive Officer
Roberto Cecatto



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