

MISSION

To be recognized as a brand of excellence and prestige in the ceramics and crystal sector and to develop innovative, quality and competitive products and services adjusted to the needs and expectations of customers and partners, aiming to their total satisfaction and loyalty.

STRATEGIC VISION

Vista Alegre aims to be the main global brand of prestige/luxury tableware, decorative, gift and hotelware items in porcelain, crystal and glass. Maintaining a strong connection to design and culture, balancing tradition and modernity. It's strategy is based on two fundamental pillars:

- Internationalization;

- Innovation;

- **Innovation in products** – Products with differentiating design, functional and competitive;

- **Innovation in processes** – Produce in a competitive, efficient and sustainable way;

- **Innovation in management** - Competent people, motivated and committed to the objectives, attracting and retaining the best resources; create and establish a culture of rigor and continuous improvement in all areas; strength strategic partnerships across the supply chain.

ORGANIZATION VALUES

Creativity, Innovation, Dynamism, Competitiveness, Ambition.

VAA, SA'S INTEGRATED POLICY - QUALITY, ENVIRONMENT, SAFETY AND SECURITY

To guarantee its sustainability, supported by the pillars: ethical, economic, and environmental, satisfying all stakeholders, in a balanced way and, adopting the ISO 9001 Quality Management Model, ensuring customer focus throughout the organization, Vista Alegre Atlantis, SA. commits to:

1.

To comply with the requirements, legislation and statutory and regulatory requirements identified and continuously improve the effectiveness of the Management System;

2.

To define, monitor and systematically analyse the indicators / objectives and targets that implement this policy;

3.

To implement an HR policy that promotes the motivation, cohesion and skills development of the company's employees, promoting continuous improvement and profitability of the business. Ensuring adequate conditions of hygiene, safety and health protection at work and recognizing the importance of training for all employees, implementing good practices in an economically viable way and to guide them towards understanding their responsibilities;

4.

To identify resources and technological needs for innovative products, minimizing environmental impacts and safety risks, promoting the rational use of natural resources, preventing pollution and prioritizing the elimination and / or minimization of the risks that underlie all activities;

5.

To preserve the integrity of equipment's, through adequate inspection, control and more recommended maintenance techniques, to obtain compliant products, in a safe and environmentally responsible manner;

6.

To ensure customer loyalty, continuously monitoring their satisfaction, ensuring high levels of quality and service;

7.

To attract new customers and new markets through marketing campaigns, presence at international fairs and establishing strategic partnerships with world-renowned designers, artists and brands;

8.

To ensure and develop partnerships with suppliers for the continuous improvement of our products and services, encouraging them and guiding them to their responsibilities to environmental and safety values;

9.

To ensure the security of the international supply chain (involving business partners, suppliers and customers, employees, facilities, information and final product), AEO – Authorized Economical Operator.

Management will assume a posture of high and conscious social responsibility, with an increasingly active and focused role on social, environmental and safety issues, involving, for this purpose, employees, suppliers and customers.