

# Quality Management Statement

## 1. How we work

Tuff<sup>1</sup> uses a structured Quality Management System (QMS) that complies with ISO 9001:2015. We don't treat quality as a tick-box exercise; it is our main toolkit for ensuring our training is delivered accurately and consistently.

Our system is based on facts and a clear-headed look at risks. We are committed to continuous learning, ensuring that every project we complete meets the high standards our clients expect from us.

## 2. Putting the client first

At Tuff, we define quality by how successful our clients are. We keep our standards high by:

- Asking for feedback: We collect and review client feedback after every single programme and course.
- Moving fast: We have clear routines to deal with any issues or mistakes immediately. We focus on quick response times and honest communication.
- Refining our services: We use what our clients tell us to directly shape and improve our training materials and the way we deliver them.

## 3. Our Quality Targets (2026–2027)

To make sure we are performing as we should, we have set these specific targets for the 2026–2027 period:

- Client Satisfaction: We aim for an average satisfaction score of at least 90%.
- Recommendations: At least 80% of our clients should feel confident enough to actively recommend Tuff to others.
- Deadlines: We aim for 100% accuracy on project deadlines through sensible planning and clear work processes.
- Team Stability: We aim to keep staff turnover and sickness rates below 10% so our clients get a consistent experience with the same team.

## 4. Our people and expertise

Because we are a knowledge-based business, our people are our most important asset.

---

<sup>1</sup> Note: For the purposes of this statement, Tuff Ledarskapsträning Stockholm AB ("Tuff Sweden") and Tuff Leadership Training UK Ltd ("Tuff UK") are together referred to as 'Tuff' or 'the Group'. Both entities work under a single Quality Management System (QMS) designed to meet the highest standards required in both the UK and Sweden.

# Quality Management Statement

- Training our team: Every person at Tuff has a development plan to keep their skills at the top of the industry.
- Storing knowledge: We use a shared digital system to record project experiences and client feedback. This ensures important expertise is shared across the Group and remains with us, regardless of staff changes.

## 5. Who is accountable

In our self-governing model, quality is everyone's job, but we maintain clear lines of formal oversight:

- Group Oversight: The Board of Directors of Tuff Sweden oversees the QMS to ensure the entire Group stays on track.
- UK Lead: Trevor Hudson is the lead representative for Tuff UK. He is responsible for ensuring these quality standards are followed in the UK and for conducting our annual internal reviews.
- Friction Checks: We use our own "friction-checking" routines to find and fix delivery issues before they can affect the client's experience.

## 6. Documentation and Group Standards

This statement is a summary of the full, technical Quality Management System records kept by our Group headquarters in Stockholm. These master records - including our risk registers, audit reports, and process descriptions - ensure that Tuff UK operates with the same level of professional care as Tuff Sweden.