



QUALITY POLICY

Affinity Data is committed to building a quality national KPO (Knowledge Process Outsource) business that is the leading provider of quality Outsourced data / list services. This commitment includes complying with, and exceeding the expectations of all business stakeholders.

To achieve this commitment we will aim to create and maintain a working environment that strives to:

- 1 Do what is in the best interests of all stakeholders, including our customers, staff, management, agents, contractors and shareholders.
- 2 Continuously innovate and improve our services, systems, data quality and processes in order to achieve the goal of being the leading provider of data and related services nationally.
- 3 Encourage a team approach to all business interactions.
- 4 Recruit and reward staff and management according to the value they deliver to our customers.
- 5 Act with responsibility and integrity to our clients, colleagues, shareholders and environment.

By achieving the goals and mile-stones we will earn the trust and confidence of our customers and become one of the leading data and related product suppliers in South Africa.

Signed at Sandton on 01/01/2006.

A handwritten signature in black ink, appearing to be 'M. Hewlett', written over a horizontal line.

Murray Hewlett

Director