



2025 CUSTOMER RELATIONSHIP STATEMENT

Dawn Meats recognises that we must act responsibly and fairly with all stakeholders. Our relationship with customers has a key impact on the commercial success of our business and because of this we continuously strive to improve the level of customer satisfaction. Our mission, vision and value statements are built around doing the right thing for all our stakeholders and the customer relationship is specifically and repeatedly referenced.

To ensure our level of customer engagement is achieving the standard required, objectives have been established, which are monitored on an ongoing basis:

- Increasing levels of customer satisfaction
- Improving customer relationships
- Consistency of messaging
- Reducing customer complaints

Dawn Meats is committed to providing the highest level of service to its customers. To ensure we are meeting expectations, we are keen to receive feedback from customers, both positive and negative, through our account management teams. An escalation procedure will be brought into effect, where performance is deemed deficient and will involve a review of the relevant issues between the account manager and the sales/commercial director.

All communication in relation to product and promotion will follow the guidelines laid out in the responsible product information and promotion statement. Company communication follows the guidelines set out in the external communication statement.

Dawn Meats mission and primary focus is “providing consistent quality meat products from sustainable sources” and will not prejudice the type of channels or outlets through which it sells its products, unless it runs contrary to our mission, vision or values. Dawn Meats will work with its customers to develop products that meet the needs of our customers’ customer.

Dawn Meats is committed to protecting customers data and employees are bound by confidentiality clauses, breaches of which are subject to the disciplinary code. Access to customer’s confidential data stored on Dawn Meats databases is limited to team members who have a need to have access to the data for genuine business purposes.

All customer facing employees are trained and mentored to provide the best possible experience for customers.

Niall Browne,
Chief Executive
June 2025