

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT



A. GENERAL PRINCIPLES

At ŞOK Marketler, environmental, social, and corporate governance (ESG) issues, along with sustainability initiatives aimed at enhancing value creation, are overseen by the Sustainability Committee, which reports directly to the CEO. The Committee provides strategic guidance on sustainability efforts, driving initiatives that create value and raise awareness while fostering a culture of sustainability across the company. Meeting at least twice a year, the Sustainability Committee plans its activities and collaborates with specialized sub-working groups covering all aspects of environmental, social, and corporate governance. The Committee is responsible for identifying and managing sustainability-related risks and

opportunities, formulating strategies, setting goals, developing policies and roadmaps, promoting internal adoption of sustainability principles, and ensuring effective stakeholder communication.

Executives from the company's key departments, including the Chief Executive Officer, Chief Financial Officer, Investor Relations, Sales and Operations, Trade, Human Resources, Marketing, Quality, Construction, Investment, and Technical Procurement, actively engage in the Sustainability Committee. Established in 2018, the Working Group was created to provide support to the Sustainability Committee and to facilitate the implementation of its decisions. The group is composed of executives and employees from the Quality, CEO Office, and Loss Prevention departments.

The activities conducted are reported to the CEO in all instances, adhering to the established timeframes for the public disclosure of annual activity reports.

Key Performance Indicators (KPIs) related to environmental, social, and corporate governance issues are published annually in the sustainability report with comparative analyses. Certain environmental and social KPIs are continuously monitored and assessed in alignment with both local and international industry benchmarks. In addition, the requirements of the Turkish Sustainability Reporting Standard (TSRS S1 & S2) and sector-based performance indicators will explain through the sustainability report.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

ŞOK Marketler continues to drive innovation to enhance the sustainability performance of its business processes, products, and services. As part of these efforts, several key projects have been completed, including Advanced Planning and Demand Forecasting, Product Distribution Algorithm, Development of the Order Suggestion System, Logistics Optimization in the Supply Chain, CepteŞOK and WIN Customer Loyalty Program, and Automatic Invoice Closing. Enhancements to these projects are implemented annually as part of ongoing business process improvements.

Aligned with its mission, vision, and values, ŞOK Marketler strives to maximize control over the financial, social, and environmental impacts of its operations by integrating global sustainability objectives into its core principles.

With a strategic perspective and a strong governance structure, ŞOK Marketler embraces sustainability as a fundamental principle, ensuring responsible practices for the environment, its employees, and its customers while achieving corporate goals across its entire product portfolio, including its own brands.

In 2024, a governance structure was established to strategically and systematically manage sustainability efforts. As part of the sustainability strategy, stakeholder interviews were conducted with ŞOK Marketler's partners, the existing Materiality Analysis was updated using a Double Materiality Analysis approach, and the impacts of sustainability priorities, risks, and opportunities were evaluated. Sustainability-related updates made throughout the year, along with targets and action plans for 2024, are publicly disclosed through the sustainability report. Information regarding the

company's position, performance and development is presented to stakeholders through presentations on the company's corporate website, as well as in the interim and annual activity reports.

ŞOK Marketler voluntarily adheres to the majority of the principles established by the Capital Markets Board's "Sustainability Principles Compliance Framework." This commitment is demonstrated through the Sustainability Reports the company has published since 2018. ŞOK Marketler is currently undertaking various initiatives within the "Sustainability Principles Compliance Framework" that have not yet been implemented. These initiatives encompass the establishment of Environmental, Social, and Governance (ESG) policies, the identification and public disclosure of short- and long-term objectives aligned with the partnership strategy and ESG policies, and the execution of reporting activities directed to the board of directors. Moreover, the organization is dedicated to developing implementation and action plans in alignment with the defined short- and long-term targets. The company is also committed to providing information on which of the United Nations (UN) 2030 Sustainable Development Goals its activities are related to. Furthermore, ŞOK Marketler is focused on climate crisis mitigation strategies and actions, Scope 1 and 2 emission management, and implementing measures to reduce greenhouse gas emissions from third parties. The organization is also working to increase the use of renewable energy, transition to zero or low-carbon energy management, and disclose renewable energy production and consumption data. In addition, ŞOK Marketler is engaged in energy efficiency projects, assessing whether its operations or activities are subject to any carbon pricing system, and carrying out efforts regarding membership in international organizations.

The implementation of these efforts is scheduled to occur upon the completion of the requisite administrative, legal, and technical infrastructure tasks. This approach is intended to enhance the effective management of the company.

ŞOK Marketler is committed to exercising the highest level of diligence in ensuring transparency and reliability in the preparation of reports in accordance with Corporate Governance Principles. Adopting a balanced approach, the organization objectively discloses all developments related to priority issues in its statements and reports.

The company has no active lawsuits filed against it related to environmental, social, or corporate governance matters.

As part of its 2024 sustainability efforts, ŞOK Marketler will obtain independent assurance services for various performance indicators, including environmental metrics such as energy and water consumption, greenhouse gas emissions, and waste generation; social metrics such as employee distribution by gender, category, and working hours; occupational health and safety (OHS) performance, number of subcontracted employees, and training hours; as well as an analysis of the financial impacts of sustainability risks and opportunities. Plans are in place to gradually expand the scope of assurance services in the coming years, starting with material issues. The independent assurance statement is available in Annex-4 of the 2023 Sustainability Report. (<https://kurumsal.sokmarket.com.tr/uploads/20240809173337301.pdf>) Sustainability performance measurements are publicly disclosed in the sustainability report.

B. ENVIRONMENTAL PRINCIPLES

Believing that its most important duty is to protect the natural capital that will be needed by future generations, ŞOK Marketler strives to become an ethical and environmentally friendly company by managing its environmental impacts. The Company's environmental priorities include reducing its carbon footprint, ensuring energy efficiency, treating waste and packaging effectively, managing water use, and protecting biodiversity.

ŞOK Marketler continues its strategic activities to increase the value produced in environmental, social, and corporate governance areas. All the teams, Sustainability Committee and the Study Group, in particular, continue their efforts to raise the sustainability performance throughout the year. On the environmental performance side, it was focused on improving the operations within the scope of ISO 14001 in order to reduce carbon emissions and fight against climate change. Accordingly, an Environmental Policy and Integrated Management System Policy were developed and published on the corporate website of the Company. As part of these policies and activities, the Company seeks compliance with the laws on environmental management.

<https://kurumsal.sokmarket.com.tr/en/environmental-policy>

<https://kurumsal.sokmarket.com.tr/en/integrated-management-system-policy>

The scope, reporting period, data collection process, conditions of reporting, and relevant limitations of the environmental report under the Sustainability Report, prepared in line with Sustainability Principles, are explained in the same report. The Annual Report and sustainability report of the Company also describes the roles and responsibilities of the Sustainability Committee, where sustainability matters are examined, as well as high-level executives serving at relevant committees.

<https://kurumsal.sokmarket.com.tr/uploads/20240809173337301.pdf>

ŞOK Marketler is a socially responsible company that strives to contribute to the resolution of social issues in Turkey and develops corporate social responsibility projects aimed at these issues. So as to meet the goals determined in this area, employees are encouraged to take part in social activities relating to the environment, health, education, and sports.

Efforts in connection with energy management, packaging and waste management, and use of water are managed in line with the business model, while targets are determined and strategies are developed in this regard.

We assess the latest sustainability issues with the members of the Sustainability Committee and the Working Group on an annual basis.

ŞOK Marketler has adopted the motto, "sustainability is our promise for future generations," which involves a holistic management approach. The motto adds to the performance of the Company in three areas - product, people, and the planet - which constitutes the basis of all sustainability activities.

Accordingly, the Company's corporate goals are as follows:

Inspire

To inspire customers to adopt a healthy diet and lifestyle, and to make customer safety a focal point and ensure that products are delivered to customers at the highest standards with transparency and under attractive terms.

Empower Together

To empower together with the community, by engaging in efforts that will contribute to social and economic development for employees and society and embracing business models that improve social equality.

Restore the World

To restore environmental conditions for future generations by protecting natural resources and prioritizing energy efficiency and savings.

Activities developed to serve this approach also contribute to the achievement of Sustainable Development Goals.

ŞOK Marketler extends the quality and safety-driven approach not only in its own operations but also throughout the value chain of the Company.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

The Company works to inspire a healthy life and contribute to it through the products offered to its customers. The Company works with suppliers that meet national and international food safety, quality standards and Integrated Management Policy conditions to ensure that various products brought to customers on the shelves are safe and of high quality. The Company also contributes to suppliers' development by raising their working conditions to its own standards. ŞOK Marketler partners with over 1,000 suppliers on average. Product safety and quality processes are managed in accordance with the Integrated Management System, certified with the ISO 9001: 2015 Quality System Management standard. The Company requires suppliers to obtain at least one of the certificates, such as BRC Global Standard for Food Safety and FSSC 22000 Food Safety System certifications; and relevant audits are carried out accordingly. Existing suppliers are audited at least twice a year, while support is extended to help them improve their performance and address certain requirements as per the findings of these audits. The audits include inspections on compliance with the Ministry of Food, Agriculture and Livestock, Turkish Food Codex Legislation; halal food inspections; and inspections in other areas, depending on the type of product, such as weight, packaging, labeling, etc. Suppliers are divided into certain categories.

While approximately TL 59 million was allocated for energy efficiency projects, the following investments were also made: TL 2 million for installation of energy saving systems in 109 stores; TL 13 million for the cooling systems purchased to reduce the electricity consumption of cold storage rooms in 2 warehouses with high electricity consumption; TL 38 million for the replacement of 100 refrigerated

cabinets that consumed too much electricity due to reaching the end of their useful economic life; TL 6 million for the replacement of 100 air conditioners that consumed too much electricity and were nearing the end of their useful economic life.

Product Safety and Quality

For ŞOK Marketler, it is a priority to offer products that care for the health of millions of customers who shop in its stores and not compromise on national and international quality standards so as to ensure product safety from the farm to the table and to provide reliable products to customers.

Product safety and quality processes are managed in accordance with the Integrated Management System, certified with the ISO 9001: 2015 Quality System Management standard. The Company requires suppliers to obtain at least one of the certificates, such as BRC Global Standard for Food Safety and FSSC 22000 Food Safety System certifications; and relevant audits are carried out accordingly. The current suppliers are audited twice a year or more frequently as needed. These audits also contribute to suppliers' performance development. Moreover, the audits include inspections on compliance with the Ministry of Food, Agriculture and Livestock Turkish Food Codex Legislation; halal food inspections; and in other areas, depending on the type of product, such as weight, packaging, labeling, etc. ŞOK Marketler manufactures all of its private label products in international food safety management certified facilities and controls the conformity of the products with the principles of customer health and safety.

In addition to audits conducted with suppliers, product safety checks are performed in the stores and warehouses, ensuring compliance with international quality standards.

Effective Communication in Operations: Call Management

Thanks to the Call Management System set-up on ŞOK NET, products with physical and organoleptic quality problems originating from the supplier are prevented from reaching customers. Stores can easily report defective products to the Quality Department. The quality team performs product control following the calls, and the suppliers take the necessary actions to correct the product problems arising from production through the same system. ŞOK Marketler Call Management System protects the health and safety of customers, reduces customer complaints and product disposal rates, and improves suppliers' quality and food safety systems.

For ŞOK Marketler, the sustainability of the business and leaving an inhabitable world for future generations is only possible with good and effective environmental management. ŞOK Marketler strives to minimize its environmental impact and improve its performance for livable world. Although it is not a member of an environmental foundation, the Company regularly attends the conferences, congresses, seminars, and similar events organized by non-governmental and professional organizations.

Natural resources and ecosystems are fundamental for the continuation of life. The severity of the climate crisis, scarce natural resources, ever-rising environmental pollution, and an eroding biodiversity all bring along direct negative consequences for agricultural activity. Therefore, conservation of the natural capital requires all stakeholders the businesses and public institutions to take on responsibility. ŞOK Marketler evaluates the environmental impact of its operations and strives to manage this

impact in the best manner to become an environmentally sensitive and responsive company. In this regard, the Company makes investments to fight against the climate crisis, reduce carbon emissions, and increase energy efficiency, and develops effective water, waste, and packaging management practices to minimize the impact on the environment and natural resources.

Energy Management

Due to the negative impact of climate change, natural resources get scarce and ecosystems are damaged. As a result of this, productivity in agricultural activities decreases. The business world needs to take responsibility for the protection of natural capital to minimize the effects of climate change.

ŞOK Marketler values energy management to reduce its carbon footprint by managing its environmental impact and have effective resource management. Practices to reduce environmental impact play an important role in strengthening corporate perception and providing a competitive advantage. ŞOK Marketler strives to achieve the goal of creating a better world for all stakeholders with the effective environmental management, which is part of its corporate citizenship approach.

The basis of the environmental management approach are the impacts of this approach within the sector and the Environmental Policy adhered to under all circumstances. ŞOK Marketler entered the ISO 14001 certification process in 2018 in order to manage the environmental impacts of its activities in accordance with international standards, and awarded with ISO 14001 certification in 2019 specifically for the head office and stores.

Under the In-Store Energy Efficiency Project, launched in 2019 and adopted approximately 10,000 stores by the end of 2024, energy consumption per store was reduced by 12-15% on average thanks to Energy Efficient Stores.

While approximately TL 59 million was allocated for energy efficiency projects, the following investments were also made: TL 2 million for installation of energy saving system in 109 stores; TL 13 million for the cooling systems purchased to reduce the electricity consumption of cold storage rooms in 2 warehouses with high electricity consumption; TL 38 million for the replacement of 100 refrigerated cabinets that consumed too much electricity due to reaching the end of their useful economic life; TL 6 million for the replacement of 100 air conditioners that consumed too much electricity and were nearing the end of their useful economic life.

In 2024, within the scope of energy efficiency, efforts were made on the replacement of devices with high electricity consumption that completed their lifecycle in air conditioning and refrigerated cabinet systems.

Efforts are ongoing for increased use of renewable energy and transition to zero or low carbon electricity.

The Company is not involved in any carbon pricing system for operational activities. During the reporting period, no carbon credit has been accumulated or purchased and no carbon pricing has been implemented.

Effective Waste Management, Environmental Sustainability and Deposit

ŞOK Marketler, committed to minimizing its environmental impact, reduces waste by transporting fruits and vegetables in reusable crates.

Since its launch in 2020, the initiative has continued with four different types of IFCO crates used to transport vegetables, fruits, and cold products from main distribution centers to stores. Currently, operations utilize over 10.5 million IFCO crates. This initiative minimizes reliance on non-reusable plastic and cardboard crates, contributing to waste reduction. By using IFCO crates, which undergo thorough disinfection and cleaning processes before reuse, millions of crates have been diverted from waste streams. The ability to disinfect and reuse IFCO crates in compliance with food safety standards has helped reduce packaging waste and environmental impact while enhancing product display uniformity, improving transportation efficiency through ergonomic handling, and lowering costs.

In accordance with the Zero Waste Regulation published in the Official Gazette on 12.07.2019, chain markets are required to establish a "Zero Waste Management System" and obtain a "Zero Waste" certificate by 31.12.2020. In this context, all distribution center and store employees receive training on environmental legislation requirements and fostering an environmental culture. As part of the Zero Waste Regulation, an integrated environmental information system record was created for all stores. Distribution centers and stores have been equipped with all necessary resources to establish and effectively implement the Zero Waste Management System. Aligned with our growth strategy, we aim to obtain Zero Waste certificates for all newly opened distribution centers and stores. A TL 1.6 million investment was made to develop leak-proof pooled hazardous waste sites at distribution centers. A total of 14.3 million kg of packaging waste has been successfully recycled.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT



ŞOK Marketler continues to register first-class beverages introduced to the market by suppliers, in compliance with the requirements of the Deposit Management System. Discussions with the Ministry, the Turkish Environment Agency (TUÇA), and the Food Retailers Association (GPD) continued to facilitate the clean collection of deposit-returnable empty packaging for all glass, aluminum, and PET beverage containers placed on the market. Pilot region trials were proposed for the project's implementation. All feedback and recommendations were shared with the Turkish Environment Agency to support the establishment of the necessary infrastructure for recycling deposit-returnable empty packaging and ensuring the efficient operation of the system. The disposal of packaging waste in landfills contributes to the national economy by generating employment opportunities,

discourages wasteful behavior among consumers and the community, ensures active public participation in waste sorting and collection systems, and supports Turkey's global sustainable development initiatives by helping to prevent environmental pollution caused by discarded bottles.

ŞOK Marketler actively works to minimize waste impact through initiatives such as recycling programs, waste sorting systems, and the integration of recyclable materials within its supply chain. By prioritizing environmentally friendly materials and low-waste packaging from the product design stage, the company reduces its environmental footprint across the entire product lifecycle. A total of 102.2 tons of plastic waste was eliminated, including 67,678 kg from transportation packaging materials and 34,535 kg from plastic bags.

Water Management

ŞOK Marketler is committed to ensuring the long-term and efficient use of water resources through a responsible and sustainable approach. Recognizing the critical importance of water conservation, ŞOK Marketler emphasizes the need to manage water resources in a way that meets both present and future generations' needs while preserving ecosystem health.

Despite three-quarters of the Earth's surface being covered by water, the availability of freshwater for human use remains extremely limited. Only approximately 3/10,000 of the total global water supply is currently accessible and usable, making the protection of existing freshwater resources vital. ŞOK Marketler actively works to minimize excessive water consumption through targeted conservation efforts.

C. SOCIAL PRINCIPLES

Human Rights and Employee Rights

Focusing on customer experience is critical to have a distinctive place in the highly competitive retail industry. The most important factor in the satisfaction of customers with their experience is competent and happy employees. The company aims to always provide a happy shopping experience to its more than 49 thousand employees and its customers both at its headquarters and at its nearly 11 thousand stores across Turkey. It continuously invests in its employees and develops practices to boost their know-how, commitment, motivation, and happiness so as to reach this goal.

ŞOK Marketler stands against all forms of discrimination in line with its Human Resources Policy, which covers equal opportunities in recruitment, impacts of supply and value chains, a workforce based on fairness, improved working standards, women's employment, and inclusion (namely, no discrimination on the grounds of gender, religious belief, language, race, ethnic origin, age, disability status, refugee status, etc.). ŞOK Marketler Human Resources Policy was made available to the public and all stakeholders via the corporate website of the Company.

<https://kurumsal.sokmarket.com.tr/en/human-resources/our-hr-policy>

A Corporate Human Rights and Employees Rights Policy committed to full compliance with the Universal Declaration of Human Rights, ILO conventions that Turkey is a party to, as well as the legal framework and legislation that govern human rights and working life in Turkey, has not yet been developed, and efforts in this regard are ongoing.

Believing that making a difference in a highly competitive retail industry centered on customer satisfaction is deeply connected with the satisfaction of employees, ŞOK Marketler strives to foster an equal, fair, and healthy working environment, embracing diversity for employees' comfort and satisfaction, and offering training opportunities that allow employees to develop professionally within the sector.

In order to manage its team growing every year in the most effective way, ŞOK Marketler reviews and improves its human resources practices. The Company not only contributes to the employment of the country but also contributes to the national economy with the added value it creates. Providing employment to 49,393 employees in its 10,981 stores located in 81 provinces of Turkey, ŞOK Marketler enlarges its family by creating new employment every year.

Measures have been taken within the value chain to guarantee equal opportunities and minority rights for certain economically, environmentally, and socially vulnerable groups (low-income groups, women, etc.). Accordingly, ŞOK Marketler attaches great importance that women join the workforce and return to their jobs after taking a break. With this perspective, the Company provides suitable working conditions for female employees to return to their jobs after having children. At ŞOK Marketler, approximately 78% of employees who have been on maternity leave in the last three years returned to their jobs.

ŞOK Marketler implemented the "From Housewives to Employees" project in order to facilitate engagement of housewives in business life and to empower them socio-economically.

This project aims to increase employment by enabling high school graduate housewives aged up to 50 years to work in stores in close proximity to their homes.

Performance and Career Management

Employees can evaluate their performances, set future goals, and identify their fields of development only by means of effective performance management. ŞOK Marketler not only increases the competencies and motivation of its employees, but also strengthens their sense of belonging through the Performance Management System it has put into practice.

ŞOK Marketler applies the Performance Management System to all its white-collar employees. Accordingly, employees' business results are evaluated based on their targets and competencies. As of 2023, head office employees began to use the OKR (Objectives and Key Results) methodology. On the other hand, white-collar employees in the field continue to use the Balance Scorecard approach in the Annual Performance System.

OKR is intended to support a high-performance culture, promote a more agile approach in which targets are adapted according to changing conditions, and to increase communication and collaboration. This approach aims to strengthen internal relations within the Company by prioritizing employee-manager communication and feedback. OKR is viewed not only as a performance management tool, but also as a means of cultural change. ŞOK Marketler aims to implement the new generation performance system in new generation working models.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

Taking great pride in being a company preferred by professionals, ŞOK Marketler supports its employees with long-term and accurate career planning. In this regard, employees are offered career journeys which allow them to unlock their potential in the most effective way. Career planning processes are handled in a holistic manner along with performance management and training processes.

Career Planning and Succession Plan

The Human Resources Career Planning process is carried out on a yearly basis to make the organization and human resources plans in advance, to prepare the ŞOK Marketler organization for the future, and to position the employees' talents and skills at the right time, in the right place and in the right way, in line with their career growth plans. In this context, meticulous succession plans are created for critical positions (managers and above).

Employee Development

The retail industry has to quickly adapt to technological developments and changes in customer habits. In an environment where customer expectations and demands are constantly changing, ŞOK Marketler believes that it can adapt to the changing conditions in the sector, focus on strategic goals and demonstrate exemplary practices only through dedication and development of its employees. Based on its understanding of equal opportunity and fair management, the Company aims to offer training, development and career planning opportunities to its employees.

Need-Based Training Sessions

ŞOK Marketler offers personalized training to each of its employees based on their competencies and job descriptions and continues to lead with innovations. All employees working in

the head office have the opportunity to choose from a wide range of special training catalogs by focusing on their own competencies. These training programs are intended to not only develop general social skills, but also to strengthen individual competencies. Training programs on leadership, communication, effective presentation techniques, time management and problem solving are designed according to each employee's job description.

Senior managers have the opportunity to add value to their careers by integrating special leadership training in the same catalog into their duties and responsibilities. ŞOK Marketler aims to evaluate and develop the potential of each employee in the best way possible with these trainings.

Academy ŞOK

ŞOK Marketler follows digital transformation processes meticulously and constantly re-defines its practices and services. Academy ŞOK, which has been implemented as per this vision, stands out as a prominent e-learning and development platform. Academy ŞOK supports development of all employees, including head office and store employees, and lays the foundation of a corporate culture in which "everyone learns from each other."

Academy ŞOK offers a user-friendly structure with easy-to-understand contents that can be accessed anytime, anywhere. Academy ŞOK platform can be accessed from any computer, tablet and smart mobile device, and gives employees the opportunity to take training on various subjects. Academy ŞOK offers training content on store processes as well as on other various subjects, such as basic management skills, and contributes to the career development of employees.

Academy ŞOK has powerful features such as the ability to reach all employees in the field, to offer position-based development opportunities, and to increase engagement through gamification. Academy ŞOK, which is also used as a social platform, was made available to all employees upon successful completion of a pilot project. Academy ŞOK received the TEGEP 2019 Learning and Development Award and is actively used by 93% of the Company employees. This success contributes significantly to the creation of a strong company culture by effectively supporting development paths specific to employees in the field. Academy ŞOK was awarded the Gold Award in both the Training category and the Training/Orientation category at the Stevie Awards in 2022. In 2024, Academy ŞOK received the "Master of Gamification" award at the "Leave Your Mark on the Future" event, organized by Enocta, one of its business partners.

Human Resources Career Planning for Employees

ŞOK Marketler carries out Human Resources Career Planning every year for its employees at the head office and branch offices. Employees' strengths and areas for improvement are analyzed and a career roadmap is created to provide resources for the next year. The ŞOK Marketler also put into use development tools, covering processes such as coaching, mentoring, class training, rotation, project ownership compatible with Human Resources processes, in this case, the 70-20-10 model.

In stores, Store Managers who achieve top rankings in monthly performance evaluations are selected for participation in the evaluation center program. The evaluation process includes a case study, individual presentation, and a Q&A session,



after which candidates for promotion are identified, and personalized development plans are provided to support their career growth.

Leadership Development Program

The “Retail Management Program” is designed to equip regional managers—who hold critical field positions—with the skills needed to ensure seamless operational management. As part of the program, regional managers completed 100 hours of training. The training curriculum focused on developing eight key leadership competencies outlined in the competency framework for field managers. At the conclusion of the program, regional managers graduated after delivering project presentations.

First Step Executive Leadership Program

The main goal of the First Step Executive Leadership Program is to provide trainees with guidance on how to develop their practical leadership

skills. This program, which includes current leadership approaches, supports the careers of trainees by focusing on strengthening individual skills, team skills and business management skills. The First Step Executive Leadership Program offers a strategic knowledge set that includes up-to-date information in the field of management and the business world and prepares participants for future business trends.

The program focuses on developing effective communication and feedback skills. In this way, trainees can contribute to the creation of a reliable and collaborative working environment. The First Step Executive Leadership Program aims to increase leadership competencies by strengthening team management, goal-oriented management and motivation skills.

The program provides trainees with the ability to identify areas for improvement both on an individual and a team level and to set goals in these

areas, and contributes to trainees’ personal and professional progress. The First Step Executive Leadership Program, which provides a perspective that leads to collective success by equipping trainees with basic management competencies, supports trainees in demonstrating more effective and successful leadership both on an individual and team basis.

\$OK Yellow Book Program

\$OK Marketler developed the “\$OK Yellow Book” program to adopt a corporate culture in which everyone learns from each other and to further strengthen this culture. This program is designed to create a common language by encouraging engagement of all field employees and to effectively reflect the corporate culture in the field work. The “\$OK Yellow Book” program aims to create a community that learns from each other by emphasizing acquisition of basic knowledge as well as collaboration and knowledge sharing within teams.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

In the “ŞOK Yellow Book” program, special roles and responsibilities are assigned to all managerial positions. Acting with the motto of “Learn While Teaching,” managers adopt the core values of the company culture and strive to transform these values into behavior by training their team on the identified training topics in order to incorporate these values. The management’s ownage of the process not only inspires employees, but also brings with it the responsibility of leading the development of a culture in which everyone learns from each other.

The “ŞOK Yellow Book” program aims to strengthen the culture of collaboration and solidarity among employees by encouraging information sharing. In this way, the transfer of knowledge is ensured and the opportunity to evolve into a stronger corporate structure is achieved by creating a culture of continuous learning from each other within the team.

Manager Training Program

Launched in 2020, the Manager Training Program was designed to develop future regional managers by selecting new university graduates or individuals with up to one year of experience through assessment center evaluations. Selected candidates participated in a six-month orientation program within stores to gain hands-on experience. Candidates who successfully completed the training process progressed through roles as store sales representatives, assistant store managers, and store managers before being appointed as regional managers.

In 2023, 100 manager candidates were recruited through the Manager Training Program. Continuing in 2024, the program welcomed 104 regional manager candidates to strengthen the talent pipeline for the retail sector. As part of the program, regional manager candidates underwent a one-month intensive training program at Academy ŞOK.

Compensation Policy Based on Merit

ŞOK Marketler implements a compensation system structured around job content and managed through a standardized grade framework. Based on annual market salary surveys, this system ensures that employees receive fair, competitive, and market-aligned compensation. Additionally, employees are offered benefit packages tailored to their positions.

Managers and senior employees at the head office receive an annual performance bonus determined by the results of the Performance Management System evaluation. Sales bonuses are also applied to encourage the performance of employees in the sales team. The “Instant Rewarding” system was introduced to recognize and reward employees who make significant contributions to ŞOK Marketler in a timely manner. Through this system, employees nominated by their managers are rewarded upon approval by a senior manager.

Employee Loyalty and Satisfaction

The annual internal communication calendar, along with various events and celebrations held at the head office and branch offices, plays a crucial role in fostering employee engagement and strengthening workplace culture.



Blue Collar
97%

White Collar
3%



Female
58%

Male
42%

Occupational Health and Safety

ŞOK Marketler's occupational health and safety services are structured in accordance with the "Guidelines for Workplace Occupational Health and Safety Committees" issued by the General Directorate of Occupational Health and Safety under the Ministry of Labor and Social Security, as well as Yıldız Holding's internal directives.

The company continuously updates its occupational health and safety practices based on audit results conducted in line with Yıldız Holding's standards. Each month, ŞOK Marketler evaluates key safety metrics, including employee numbers, field audits relative to total working hours, lost workdays, occupational accidents, risks, near misses, and significant incidents. In 2024, risk assessments and emergency plans for 7,674 stores were reviewed.

As part of its annual training plan, ŞOK Marketler provided a total of 137,439 training hours (hours*people) in occupational health and safety, first aid, fire safety, emergency response, and working at height across all distribution centers and stores.

Throughout the year, fire extinguishers in approximately 10,700 stores, distribution centers, and office locations were systematically inspected.

In early 2020, a digital archive was established, allowing field officials to quickly access documents from multiple locations, effectively preventing real-time crises.

Occupational Health and Safety (OHS) professionals conduct monthly routine site visits and inspections, promptly addressing any identified deficiencies or unsafe behaviors. Board

meetings are held in all workplaces at least once every two months. The goals outlined in the annual evaluation report are systematically tracked through quarterly progress reports. Workplace physicians have increased the frequency of health checks and hygiene inspections, while improvements have been made to social areas at distribution centers.

OHS professionals continue to conduct distribution center and store safety assessments, proactively eliminating risks and reducing them to acceptable levels.

Protected battery charging areas, which are planned for all distribution centers, have been successfully established.

Crisis management procedures were updated, and primary and secondary backup warehouses were established for each distribution center to ensure operational continuity in emergencies. Earthquake containers at distribution centers were strategically placed in safe areas away from buildings, fully stocked with essential materials. A total investment of TL 741,600 was allocated for earthquake containers in newly opened warehouses. Emergency fire and earthquake drills are conducted at least twice a year, involving all employees, including subcontractors and security personnel.

Under the supervision of the Central Inventory Control Department, a total of 44,911 general counts were conducted across 11,271 stores, 192 counts at 49 distribution centers, 114 counts at 22 UCZ production units, and 46 counts at 8 Mevsim platforms, with all results reported to management.

Field Operation Control managers carried out 544 inspections at 45 ŞOK warehouses, 188 inventory inspections at 47 ŞOK warehouses, 11,474 inspections at 5,908 stores, 4,832 inventory inspections at 3,663 stores, and 157 inspections at 16 Mevsim-UCZ facilities. All activities and findings were systematically reported to the Company's senior management.

ŞOK Marketler Code of Conduct

Regulatory Compliance and Responsibilities

We conduct all activities and operations in Turkey and abroad in compliance with applicable laws and international law. We value accurate and timely communication in our relations with regulatory authorities. We conduct business in compliance with the laws, regulations, and professional standards, as well as the Yıldız Holding Code of Conduct.

Human and Employee Rights

We respect human rights, individual differences, and the personal traits of individuals. We are committed to providing equal opportunities to our employees and candidates who apply for a position in the Company. We protect the confidentiality of their personal information. We do not discriminate with regard to gender, race, religion, language, marital status, political opinion, age, and disability.

We provide our employees with a working environment where they feel safe, comfortable, and valued, and that fits the nature of the job performed.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

As ŞOK Marketler, we reject the use of child labor other than in those cases permitted by law. We do not work with any supplier or contractor that uses children as a means for labor. We utilize impartial methods and practices to measure our employees' performance and ensure, looking at their results, that they are offered opportunities for improvement in the related areas. We promote a system where solidarity and collaboration are fundamental, and achievements are shared, rather than tolerating a negative environment based on competition. We encourage off-time social activities that enrich our employees' social lives.

We consider it fundamental to stand in solidarity with employees and their families in extraordinary situations such as natural disasters.

Mobbing

Mobbing is defined as intimidation of employees by psychological violence, pressure, obstruction, and harassment. We develop measures to prevent mobbing attempts – which are considered a crime in Turkish Criminal Law – that will protect our employees against such treatment.

We care about protecting our employees' dignity and we do not tolerate any breach of their personal values or allow them to be terrorized by emotional attacks of any kind, including psychological pressure and harassment, from any person or organization.

Environment, Health and Safety

As an environment-friendly company, we conduct our activities in full compliance with environmental legislation. We work to prevent the pollution of air, water, and soil while implementing recycling and re-use processes to minimize the amount of waste. We develop methods to protect natural resources including energy and

water conservation and undertake efforts for efficient use of energy and materials.

We identify risks for urgent environmental issues and take measures to minimize them. We provide employees and subcontractors with courses on environmental protection to raise their awareness. We observe all laws and regulations on occupational health and safety. We implement the principles of 'Risk Management' in order to create a safe and healthy working environment. We ensure and require that adequate personal protective equipment is used and that safety measures are taken.

We prohibit the use of alcohol and drugs at work, and/or in a manner to impact work performance, and we prohibit smoking in areas other than designated smoking areas.

We ensure that our employees are aware of their important responsibility and role in the implementation of corporate policies and regulations on workplace health and safety. We value the health of society and consumers as a retail company.

Our Responsibilities to Shareholders

We manage the resources and assets of our company with efficiency and foresight, in favor of the interests of our shareholders. We also consider shareholders' opinions in decision-making processes. We regulate our relations with them in the context of financial discipline and transparency. Any share sales and purchase transactions regarding our public company are conducted in accordance with legal procedures.

We invest in areas that will boost our competitive power and generate high returns by taking into account sustainable profitability. Our announcements to the public and

shareholders provide timely, accurate, and comprehensible information regarding our financial statements, strategies, investments, and risk profile within the scope of the applicable laws.

Political Activities

ŞOK Marketler does not engage in collaborative or supportive actions with political parties or groups acting for their interests and does not conduct activities on behalf of political parties. Any decisions by our employees to contribute to any political or social activity are entirely personal decisions. However, we request that our employees conduct their political activities outside working hours and that they do not solicit their colleagues regarding these topics. Furthermore, our employees are strictly prohibited from using the Company name, their position, their title, or the Company's resources for any political activities.

Social Responsibility, Volunteering, Donations and Sustainability

In line with our social awareness, we participate in projects to contribute to the development of society and we make donations. We require that our corporate donations and social support are carried out for projects, organizations, and institutions in compliance with our internal regulations, the Yıldız Holding Code of Conduct, and the Company's reputation. We do not provide donations for private accounts and for-profit organizations. We encourage employees to participate in social activities in fields such as environment, health, education, and sports, provided that their individual volunteering efforts are undertaken with own resources, take place outside the workplace, and do not interfere with their work performance. We pursue human and social healthcare and protect the environment in our own activities and in the activities of our suppliers and business partners.

Our Responsibilities to Third Parties

Relations with Public Organizations and Institutions

In conducting our activities and operations, we treat public institutions, organizations, civil society organizations, and political parties equally, without seeking interest. We avoid any relation, influence, and action that may interfere with making fair and impartial decisions regarding our activities. We do not provide any benefits of pecuniary and non-pecuniary value to public officials. We provide timely, accurate, correct, and comprehensive information to the public and our shareholders. We provide the public with any kind of information, including developments and changes, that might have an effect on the value of the investments traded in the capital markets, within the legally defined terms. We protect the confidentiality of insider information that has not yet been made public. We hold employees who are involved in bids, tender preparations, and negotiations accountable for the accuracy and truth of all their statements, correspondence, and declarations to relevant parties.

Relations with Suppliers and Business Partners

Honest and fair treatment in our relations with suppliers and business partners is always essential for us. We expect suppliers and business partners to comply with ŞOK Marketler's Code of Conduct and Working Principles, to share these values, and act accordingly. We make it mandatory for our suppliers and business partners to maintain compliance with laws and regulations, to respect their employees' rights, and to observe standards in fields such as environmental protection.

Relations with Customers and Consumers

The satisfaction and comfort of our customers is a top priority. We abstain from practices that are unfair or misleading in our relations with them. We handle customers' opinions, requests, and complaints and take them into account in our decisions. We promptly solve any and all supplier-related problems from the time of shipment to delivery and work to make sure product quality exceeds customers' expectations. We aim at providing the best service by focusing on changing customer and market needs.

Relations with Competitors and Compliance with Competition Laws

We are committed to acting in full compliance with applicable fair competition rules and applicable laws and regulations in effect in Turkey. We require our employees to comply with these laws and regulations. We do not deliver statements against our competitors and their directors and abstain from any remarks that may lead to speculations about them. We do not resort to unethical means to access information about other companies. We also have practices in place that prevent employees from resorting to such means. We prohibit employees from delivering remarks on information that shapes or impacts our competitive actions. Furthermore, we do not tolerate industrial espionage by our employees, nor bribery and/or theft.

Media Relations

We follow an open and transparent communication model with the media. We ensure that our corporate messages, information, and announcements do not mislead public opinion. We treat all media organizations equally and impartially. We respond to the requests from the media regarding ŞOK Marketler's

financial data or the industry in coordination with the Corporate Communication Department in charge of these matters. We forward inquiries and requests from the media to the relevant departments. We prefer to have written communications with the media.

Distinction of Corporate and Personal Interests

Definition of Conflict of Interest

A situation in which employees, family members, and close relatives benefit from commercial activities conducted with the suppliers of ŞOK Marketler is defined as a conflict of interest. We do not permit employees to work in the position of the Company's supplier. Similarly, neither their family members nor relatives may be suppliers of the company our employees are affiliated with. We prohibit employees from investing in, or lending money to, our suppliers in a manner that conflicts with corporate interests. Similarly, we do not allow our employees to benefit from special advantages and conditions provided by the supplier to the Company for their personal interests. We advise employees to consult Yıldız Holding's Ethical Board and their supervisors to determine whether actions of this nature constitute a conflict of interest.

Accepting or Giving Gifts or Benefits (Credit, Discount, etc.)

We prohibit employees from giving or receiving cash or redeemable gifts from ŞOK Marketler's suppliers that might have an impact on their impartiality and decisions. Our employees are rewarded with gifts through the internal reward system in place at the Company. Employees are obliged to comply with relevant corporate regulations on accepting and giving gifts.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

Investments by Employees

We compel the employees of our public companies and their employees who have access to insider information to act in accordance with the Disclosure Policy and regulation of the relevant company. We prohibit our employees from investing in or lending money to the parent company or branch of any supplier affiliated with the Company without the permission of the Chair; or demanding profit from special benefits and conditions introduced to the Company for the suppliers or customers, for personal interest.

Purchase and Sales Policy of the Company's Equity Shares

We compel our employees to comply with legal regulations and the Company's internal procedures regarding the trading of Company equity shares to avoid any conflict of interest.

Duties Outside the Company

We expect our employees to comply with their employment agreements and loyalty rules. In accordance with the Company's regulations in force, we do not permit our full-time employees to work for any other organization outside our Company. We do not permit our employees to conduct activities directly or indirectly defined as "tradesman" or "artisan." Likewise, our employees are not permitted to be employed by competitors or companies that have business relations with the Company. We allow our part-time employees, or employees with consultant status, to conduct outside activities, with the exception of competitors, provided that they inform the management of the company they are affiliated with.

Participation by Employees as Speakers in Events

According to the Company information policy, appointed Company spokespeople/representatives may share information approved by the corporate communication and other

relevant departments with the public.

Any charges incurred due to any duty representing the Company, conducted in any kind of association, employer union, or similar non-governmental organization shall be covered by the relevant organization. Any payments made by third parties to the employees of ŞOK Marketler in exchange for a seminar speaker fee or similar service shall also be covered by the relevant organization. With the exception of gifts with pecuniary value, our employees may accept symbolic mementos such as awards, shields, plaques, etc.

Relatives and Friends

Managers authorized for employment decisions may not hire their first-degree relatives and their relatives. We require our employees to notify the Company in written form within one month in the case that any of their first-degree relatives are employed in critical positions by any competitor.

Representation and Entertainment

We have representation funds available for supplier entertainment and expenses for business meeting costs. We prefer representation costs to be used only in the relevant areas. We don't allow their transfer from one budget spending area to another. It is essential that all expenditures are documented by invoices; invoices from other entities may not be obtained for expenditures that are not invoiced. We require legally compliant notes of expenses where necessary. Non-deductible expenses are kept in non-deductible expense accounts and are recorded to the receivable accounts of the relevant companies. Business-related entertainment activities are carefully examined according to corporate standards and relevant internal regulations and are approved by the Company's senior management. Any entertainment expenses other than these are not permitted.

Insider Information

Our employees are prohibited from disclosing any publicly undisclosed information to third parties, either for their personal interest or for the interest of anyone outside the Company. It is strictly prohibited for any employee with access to insider information to profit and/or provide profit to third parties by using such information (insider trading). Persons with access to insider information include the Chair and the Members of the Board of Directors of the public company, managers (directors and senior management), auditors, those who may have access to insider information during the execution of their professions and duties, and those who directly or indirectly may have access to insider information because they are known to have contact with the persons mentioned above. We compel the employees of the publicly held ŞOK Marketler, and our employees with access to corporate information, to comply with the obligations indicated in the relevant Communiqué of the Capital Markets Board and Company policies. Employees of ŞOK Marketler, other than those indicated above, may freely purchase and sell ŞOK Marketler equity shares, by assessing publicly disclosed information without any time limitation. The practices indicated above are also applied to first-degree relatives of the persons mentioned above, and any procedures conducted by first-degree relatives shall be considered to have been conducted by the persons mentioned above.

Anti-Money Laundering and Anti-Corruption

Any kind of aiding and abetting of a person committing a crime or breaking the law by means of legitimizing the sources of income or merchandise, providing direct or indirect profit using deceptive means and tools, participation in any process aimed at investment, or concealment or laundering of the resources obtained

by means of such activities, are defined as money laundering. We compel our employees to take great care to fight against money laundering and corruption. For this purpose, our employees are obliged to comply with all provisions of the enforced laws, regulations, and Company policies. ŞOK Marketler is committed to fighting against money laundering activities and supporting efforts regarding the prevention of money laundering activities.

Protection of Company Assets and Data Confidentiality

Protection of Corporate Assets

Our employees are responsible for the proper use of all active assets and resources of the Group, including intellectual property rights, technology, computer hardware, and support, software, immovable properties, machinery and equipment, raw materials, company vehicles, and cash reserves. The equipment, systems, facilities, and assets of ŞOK Marketler may be used solely to execute the operations of the Company, or for purposes permitted by the management. Unless it is otherwise specified in the regulations published by the Company, Company assets may not be used by our employees for personal purposes or for the benefit of any person outside the Company. We expect our employees to use Company assets in compliance with corporate principles and regulations. We take preventive measures against the use of Company assets by unauthorized third parties or damage to Company assets.

Use of IT Resources

The IT resources of ŞOK Marketler contain all computer hardware owned, leased by, or leased to the company. The hardware in question covers any kind of software, PCs, laptops, network servers, internet access, intranet, and e-mail access devices. All IT resources of ŞOK Marketler, any information

created, stored, or transmitted using these resources are the property of ŞOK Marketler. Our employees are required to use these resources properly and responsibly for work purposes in accordance with the laws and company regulations and take necessary precautions to protect these resources and prevent access by unauthorized third parties.

Confidential Information and Principles of Protection of Confidential Information

The scope of the confidential information of ŞOK Marketler includes, but is not limited to, the following:

“Commercial information, technical data, financial data, production data, customer information, personal information, product information, equipment and application information, technical formulas and drawings, system and program information, purchase information, engineering information, regulations, work plans and all information not disclosed to the public.”

This information is not defined as confidential but is confidential. While performing their duties, our employees protect all confidential information/documents they have access to. The confidential information they access is used only for the benefit of the work they conduct for the Company, within the framework of legal and ethical rules. Our employees are strictly prohibited from disclosing any publicly undisclosed information to third parties for personal gain or for the benefit of anyone outside the Company.

Even when our employees terminate their employment, they are strictly prohibited from directly or indirectly using or allowing the use of any confidential information or documents of the Company that are indicated above, either in writing or verbally, for

personal gain or for the benefit of third parties, without the written permission of the Company.

We expect our employees to pay utmost attention to matters of data confidentiality and security while using any kind of IT resources and electronic communication tools. We expect our employees to comply with the Company's policies and instructions without exception, and to take the necessary precautions to prevent access by unauthorized parties to confidential information or any leakage of confidential information.

Intellectual Property Rights

The scope of the “Intellectual Property Rights” of ŞOK Marketler includes, but is not limited to, the following:

“Intellectual rights of ŞOK Marketler such as brands, patents, databases, printed communication materials, processes, advertisements, product packages, labels and plans (marketing, production, technique), product designs, know-how and any information, including any kind of innovations written, invented, developed, produced or implemented by employees.”

Any commercial/financial rights of intellectual properties generated by our employees during their employment and execution of their duties using Company resources, such as products, designs, programs, etc., are the property of the Company and no person or party may make any claims against the Company regarding this matter.

We expect our employees to be aware that any correspondence, written material, documents or records, special process information, regulations, and the Company's private workflow information – confidential or not confidential – are the property of Yıldız Holding and its affiliated companies and must remain within the Company.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

We stipulate that our employees comply with all rules and laws regarding software licenses, patents, and copyrights and, in order to enable them to conduct their work, we legally supply all necessary software and copyrights. Employees may not use our account illegally.

Product and Service Quality

We act in accordance with the legislation of the countries where we conduct our activities and contribute to the establishment of legal regulations aimed at providing product quality and consumer wellbeing.

We conduct our activities in accordance with such international quality standards as ISO 90001,14000, and 450001, and implement all our quality certificates together with our employees. We provide our customers with easily accessible high-quality products and strong brands, along with the best service.

Abuse and Irregularity

We abstain from bribery, deception, or any other unethical conduct in the countries and business areas where we conduct activities.

In business relations where our employees are responsible, we compel our employees to act in accordance with relevant laws or regulations, to avoid deliberate partnerships with parties that violate such laws and regulations, and to abstain from any means that are deceptive, dishonest, or unethical.

We prohibit our employees from using their authority for their personal gain and/or for the benefit of their relatives, and from exercising their agency beyond the due care expected of them, which could cause harm to ŞOK Marketler.

We do not permit our employees to gain any direct or indirect personal profit from any purchase and sale activities, transactions, and agreements to which ŞOK Marketler is a party.

We expect our employees to immediately notify their managers and/or the Yıldız Holding Ethical Board in the case of any irregularities of such nature in any business relations.

Accuracy in Records and Financial Reporting

Accurate and Complete Bookkeeping

It is essential at ŞOK Marketler that all records are kept in accordance with the legislation. The documents of commercial and financial transactions must reflect the real situation. No payment used outside its intended purpose shall be made or approved.

Presenting Accurate Information and Financial Reports to All Necessary Parties

In all their services and transactions, ŞOK Marketler provides accurate, complete, and timely information transfer to all investors, customers, suppliers, and official authorities in accordance with the legislation.

Advertising and Promotion

ŞOK Marketler does not give deceptive or misleading advertising or make false statements in their sales and marketing activities. The advertising does not contain any gender, religion, or race discrimination or any elements of individual humiliation and violence.

Compliance Responsibility and Notification of Violations

If and when the ŞOK Marketler employees need guidance with respect to the Code of Conduct and Working Principles, they should consult the relevant ethical conduct guide, a senior manager, the relevant human resources manager, and the Ethics

Committee (bildirim@sokmarket.com.tr). Employees are required to report any action or situation they consider to be in violation of ethical rules, as follows: In writing, to ŞOK Marketler's CEO, or to the Ethics Board via e-mail (bildirim@sokmarket.com.tr). Although signed notifications of ethical violations are preferred, anonymous notifications of ethical violations are also taken into consideration. The evaluation of violations is conducted by the Ethics Board. The opinion of the relevant support department (Legal, Audit, HR, etc.) is solicited when necessary. All notifications are kept confidential. Notifications are reviewed by the Ethics Board and appropriate actions/measures are taken in accordance with the Board's decision. ŞOK Marketler is committed to protecting the rights of employees who submit reports to the Ethics Board. Retaliation against employees who report ethical violations is prohibited, and necessary actions are taken against persons who attempt to retaliate. We expect our employees to adopt attitudes in accordance with an awareness of their responsibilities and work ethics, and to act in line with the meaning and the purpose of the Code of Conduct.

Employees are notified of Environmental, Social, and Corporate Governance policies and practices via internal informative e-mails, Academy ŞOK, meetings, ŞOK.net (intranet system), surveys, social media, the Sustainability Report, and annual report.

Stakeholders, International Standards and Initiatives

ŞOK Marketler conducts sustainability activities by considering the needs and priorities of all stakeholders including but not limited to employees, customers, suppliers, service providers, public institutions, shareholders, society, and non-governmental organizations. Efforts conducted with Stakeholder Groups are summarized in the table below.

Stakeholder Group	Method of Communication	Communication Frequency
Employees	Internal notification emails, ŞOK Academy, meetings, ŞOK.net (intranet system), surveys, social media, sustainability report	Continuously
Shareholders, Investors	The Investor Relations department's communications, annual report, sustainability report, website, Public Disclosure Platform, conference attendance, other meetings and webcasts	Continuously
Customers	Website, Cepte ŞOK, Communication Center, product catalogs, notification emails and short messages, social media, surveys, and meetings	Continuously
Suppliers	Audits, Chain (intranet system), B2B meetings, emails, social media	Continuously
Public Institutions	Visits, annual report, sustainability report	At least once a month
Business Partners and Consultants	Joint projects	Continuously
Media	Press releases, press meetings, social media	Continuously
Non-Governmental Organizations and Professional Associations	Events such as congresses, conferences, seminars, etc. and joint projects	Continuously
Universities and Research Centers	Joint projects, conferences, training	Continuously
International Organizations	Events such as congresses, conferences, seminars, fairs, etc.	Continuously
International Certification Agencies	Visits (system monitoring audits)	At least once a year

Focusing on customer satisfaction across all operations, ŞOK Marketler aims to provide a comfortable and easy shopping experience in stores across 81 provinces of Turkey, as well as on its online channel. The Company closely follows consumer trends in Turkey and designs its stores taking into consideration five fundamental factors: proximity, price, product variety, private label products, and convenient shopping experience. ŞOK Marketler fully renovated the store concept and diversified its product range in 2015 and opened 437* new stores in 2024, increasing the total number of stores in 81 provinces to 10,981 stores.

ŞOK Marketler's product portfolio, which determines the prices of its products to suit every budget and contributes to the purchasing power of its customers with various promotions, consists of both national and private label products. The company delivers fresh fruits and vegetables to its customers at affordable prices thanks to its direct supply method.

Featuring a store design that creates a pleasant atmosphere for customers and provides them with a convenient shopping experience, ŞOK Marketler offers customers the opportunity to purchase almost all of their basic needs from the ŞOK store closest to their homes.

Renovated stores, with wide and bright corridors and regular shelves in which products are separated by categories, offer customers the opportunity to easily find all the products they seek in a comfortable shopping environment. Along with the opportunity to purchase quality products at an affordable price, customers also benefit from promotions that offer advantages in various product groups. Activities that have been carried out to improve the shopping experience also positively affect the number of sales transactions.

SUSTAINABILITY PRINCIPLES COMPLIANCE STATEMENT

"Cepte ŞOK" application, from which it is possible to make orders both from the application, from the website and over the phone in 81 provinces, will increase the current customer experience with an understanding of operational excellence. The company aims to offer its customers a comfortable and easy experience through different channels. ŞOK Marketler constantly expands the scope of support provided to agriculture and farmers through projects launched and strategic partnerships. Under the project, "Fair Agriculture from Farm to Table," ŞOK Marketler implements subcontracted agricultural practices and direct procurement methods, providing a procurement guarantee to protect farmers and promote production. Efforts to support agriculture, which is one of the sectors most affected by the pandemic, continue with this project. Thanks to the vertical integration in agricultural products, ŞOK Marketler is able to produce the raw materials it produces in-house instead of supplying them from other manufacturers, thus contributing to the budgets of its customers by offering quality products at the right prices.

** During the period from January 01 to December 31, 2024, 437 new stores were opened. This represents a net increase of 256 in the number of stores, including 181 stores closed due to the efficiency studies.*

Customer Relations Management

While carrying out research in order to create a better shopping experience, ŞOK Marketler also establishes dedicated communication channels with its customers by managing consumer expectations. In this context, it is among the priority issues that customers communicate their requests, opinions and expectations through ŞOK Marketler communication channels. Responding to customer feedback through the call center of Customer Services at 0850 808 00 00, the ŞOK Marketler quickly takes actions regarding customer complaints.

Aiming to manage the customer experience in the most effective way, ŞOK Marketler conducts customer satisfaction surveys in order to follow changing customer trends and respond them in a timely manner. In this way, ŞOK Marketler aims to continuously review its stores in terms of product, fruits and vegetables aisle, personnel's service quality, store physical and Cepte ŞOK service, and to increase customer satisfaction by continuously improving these areas.

The company discloses the international reporting standards it has adopted to the public through the Sustainability Report and the Annual Reports and Audit Reports published quarterly.

Currently, the Company is not a signatory or member of international organizations or principles, nor has it adopted international principles.

ŞOK Marketler releases Sustainability Reports on a voluntary basis since 2018 and has been listed on Borsa Istanbul's Sustainability Index since 2019.

D. CORPORATE GOVERNANCE PRINCIPLES

In line with the article 17 of the Capital Markets Law dated December 6, 2012 and numbered 6362, and Corporate Governance Communiqué (II-17.1) released on January 3, 2014, compliance with specified Corporate Governance Principles have become mandatory for companies traded on Borsa Istanbul (BIST) by Capital Markets Board (CMB). In this regard, it has been accepted that the provisions stipulated by the CMB to be mandatory should be complied with; work continues to ensure compliance with other principles specified in the Communiqué, which are not mandatory.

Although full compliance with non-mandatory Corporate Governance Principles is a target, it has not yet been achieved due to difficulties regarding implementation of some principles and some principles failing to align with the existing structure of the market and the Company.



The principles that have not been implemented yet have not resulted in a conflict of interest among stakeholders up today. However, they are being worked on and the plan is to adopt them upon the completion of the administrative, legal and technical infrastructure works that would contribute to the Company's effective management.

Sustainability, the environmental impact of operations, and principles to this end are taken into account while establishing the corporate governance strategy.

As provided for in the Corporate Governance Principles, the Company takes necessary measures to comply with principles regarding stakeholders and strengthen communication with them.

ŞOK Marketler conducts social responsibility projects such as "ŞOK'ta Ben de Varım/Count Me In" while performing activities to raise awareness via different platforms.

The Company substantially complies with international sustainability standards, while continues efforts aimed at membership in related initiatives and contributions to these activities.

Thanks to the Code of Conduct developed, ŞOK Marketler is engaged in efforts related to Anti-Corruption and Anti Bribery, as well as tax integrity.