



The Future is **Great** At Teknosa!



2024

Integrated Report

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About the Report

With the motto “The Future is Great at Teknosa” and through a double materiality approach, we present our second integrated report to all our stakeholders.

As **Teknosa İç ve Dış Ticaret A.Ş. (Teknosa)**, this second integrated report we published this year reflects our commitment to continuous improvement in the areas of environmental, social, and governance (ESG). With this report, we aimed to transparently share with all stakeholders how we manage our priority issues that may impact both society, the environment, and the financial performance of our company, as well as the value we created with our performance in 2024.

We prepared our report in compliance with the **Global Reporting Initiative (GRI)** Standards. In our report, we explained our Integrated Value Creation Business Model through the six capital elements recommended under the Integrated Reporting Framework of the **International Integrated Reporting Council (IIRC*)**.

Our report also includes our contributions to the United Nations (UN) **Sustainable Development Goals (SDGs)**, the **Women’s Empowerment Principles**

(**WEPs**), and the principles of the **UN Global Compact (UNGC)**, which we signed in 2023.

Unless otherwise stated, the data in our report covers, in full (100%), all of our activities carried out in Türkiye between January 1, 2024, and December

31, 2024, including Teknosa stores, İklimsa dealers and authorized services, solar energy systems (SES) installation services, and our online platforms www.teknosa.com and www.iklimsa.com.

The content of our report was prepared based on the

data and feedback shared by our departments and approved by the Teknosa Sustainability Committee.

In addition, we obtained independent external assurance services for selected disclosures related to non-financial sustainability performance. Within this scope, the assurance engagement was carried out in accordance with the International Standard on Assurance Engagements (ISAE) 3000 (“Assurance Engagements Other Than Audits or Reviews of Historical Financial Information”) and ISAE 3410 (“Assurance Engagements on Greenhouse Gas Statements”) by an independent auditor. The assurance statement is included in the **Appendices** section.

All our reports are available under the Sustainability section at <https://yatirimci.teknosa.com>. You may also share your feedback and suggestions regarding the report with us via surdurulebilirlik@teknosa.com.

**The Sustainability Accounting Standards Board (SASB) and the International Integrated Reporting Council (IIRC) merged in 2021 under the Value Reporting Foundation (VRF). In 2022, the VRF was consolidated under the International Sustainability Standards Board (ISSB), established by the International Financial Reporting Standards (IFRS) Foundation.*



TEKNO SA

Yeniliği Keşfet



Yeniliği Keşfet

Messages from the Management

Message from Chairman of the Board of Directors

Message from CEO

Message from Chairman of the Board of Directors



Dear Investors, Business Partners and Esteemed Employees,

The year 2024 was marked by global economic fluctuations and geopolitical uncertainties. In response to changing global dynamics, countries strived to adapt to their domestic conditions.

Although Türkiye was also affected by macroeconomic challenges, it continued to make progress through strategic steps. At Teknosa, we have remained committed to our goal of sustainable growth, adopting as our foremost mission the creation of value for the society we serve. In this process, we have advanced not only by following developments in the Turkish market but also by closely monitoring major global trends.

The retail sector, which gained strong momentum during the pandemic, continued to evolve in 2024 with “phygital” strategies that prioritize digitalization, e-commerce, and sustainability. While consumer expectations have been shifting, retailers have made

significant progress in offering more personalized and seamless customer journey experiences by adopting innovative, AI-driven solutions.

Since 2019, when we launched our comprehensive transformation journey with the vision of becoming the “New Generation Teknosa” we have achieved numerous firsts. With the goal of transforming into a digital consumer electronics platform with a strong physical presence, we completed our transformations in the areas of “Financial and Operational”, “Services and Private Label”, and “Marketplace”. We made significant progress in our “Digital-First Transformation” project, further strengthening the competitiveness of our company. Thanks to this program, designed with a focus on digital infrastructure and solutions, we continue to transform our store network into an experience-oriented structure aligned with rising trends.

In our marketplace, we are strengthening the services we provide to sellers, increasing both the diversity of sellers and the range of products. We aim to

unify the customer experience across all channels and ensure seamless transitions between them. To better meet customer expectations and adapt to evolving market dynamics, we are transforming our supply chain while also leveraging AI-powered tools to enhance the effectiveness of our sales force. Alongside these, we are embedding numerous digital solutions and AI technologies at the core of our operations.

To implement all these solutions, we are carrying out a comprehensive technology transformation under three main pillars: ERP transformation, enterprise architecture transformation, and data transformation.

Thanks to the initiatives that have reinforced our leadership in the sector, in 2024 we achieved growth beyond the market. Teknosa recorded turnover exceeding 69 billion TL, with 1.6% real growth compared to the previous year. In line with our goal of providing the best service to customers across all channels, we strengthened our infrastructure, expanded our product range, and implemented

innovative applications. By maintaining financial stability and pursuing our controlled growth strategy, we achieved a Gross Merchandise Volume (GMV) of 13.3 billion TL in e-commerce.

At the heart of everything we do lies our commitment to creating value for our business, our planet, our society, and our employees. In 2024, we published our first integrated report, a milestone that underscores the progress we have made in sustainability and reaffirms our determination to reach our “2050 Net Zero Emissions and Zero Waste” targets. In addition, we published our first Türkiye Sustainability Reporting Standards (TSRS)-compliant report within the legal timeframe (August 2025), disclosing our climate change mitigation and adaptation performance for 2024.

This year, as a tangible demonstration of our commitment to sustainable growth, we will continue to accelerate our strategic investments in digitalization and technology. With our

comprehensive transformation program, we aim not only to continue growing but also to further strengthen our operational performance metrics. Guided by our strong multi-channel strategy, we are determined to perfect the truly superior customer experience. By fully transforming into a “digital-first” company, we are focusing on creating even greater value. With our 65 million TL R&D and innovation investments in 2024, we completed the electronic shelf label transformation in 105 of our stores.

The year 2025 marks Teknosa’s 25th anniversary. Over this quarter-century, we have pioneered many firsts in the technology retail sector, leading the industry’s growth and transformation. Through our customer-centric approach, innovative solutions, and investments in digitalization, we have become one of the most trusted brands in Türkiye.

In our 25th year, we are more determined than ever to strengthen our leadership in the industry, achieve new successes, and continue to provide the best

service to our customers through our forward-looking investments and sustainability vision.

On this journey, I would like to sincerely thank all our stakeholders—particularly our employees, as well as our customers, business partners, and investors—for their invaluable support.

Sincerely,

GÖKHAN EYİĞÜN

Chairman of the Board, Teknosa

**As of April 2025, a change took place in the Chairmanship of Teknosa. Following the resignation of Max Roger Speur, Gökhan Eyigün was appointed as Chairman of the Board*

Message from CEO



Dear Investors, Valued Business Partners and Employees;

The year 2024 was a period in which the challenges of global and local economic conditions were strongly felt. With persistently high inflation and rising interest rates, our economy took on a fragile structure, and the retail sector was also affected by these fluctuations. The decline in consumers' purchasing power led to changes in spending habits and further intensified market competition.

At Teknosa, despite these conditions, we successfully completed 2024 with strong operational performance through our dynamic and proactive actions. For us, 2024 was a year in which we significantly increased operational efficiency, improved customer experience and supply chain, and focused on cost optimization and healthy working capital management. Thanks to the contribution of our multi-channel strategy, we sustained our growth above inflation and increased our turnover to 69.4 billion TL, achieving 1.6% real growth.

In 2024, we continued our investments to position ourselves in line with changing customer expectations and to become a company aligned with our digital transformation roadmap. To meet our customers' technology needs with a holistic experience, we directed our investments mainly toward digitalization, customer experience across multiple channels, technological infrastructure, and next-generation artificial intelligence solutions. Including store openings and renovations, we realized a total investment of 863 million in 2024.

We continued to expand our product variety in the industry's first technology-focused marketplace, serving our customers with over 200,000 SKUs and more than 1,000 sellers. In the long term, we aim to grow our marketplace with new categories. As a step toward this goal, we became the first company in our sector in Türkiye to embrace corporate well-being by opening a new category.

As a new line of business, we launched our "Retail Media" practice, which is rapidly developing

worldwide. Brands are able to reach the right target audiences with their products through various communication channels on teknosa.com, which hosts more than 180 million visitors annually.

Alongside our digital channels, we are also transforming our store network with an experience-focused approach. In 2024, we transformed 23 of our stores into our industry-first digital concept, while a total of 68 stores are now serving customers with this new, more comfortable, digital, accessible, and sustainable design.

In our journey to transform Teknosa into a digital platform with a strong physical presence, artificial intelligence solutions and IT transformation remain our top priority. To ensure a seamless customer experience, we effectively implement technological solutions such as data analytics, strategy development, AI-powered chatbots, and live support applications.

We have incorporated next-generation AI-based digital technologies into our supplier

negotiation processes, while also working on new-generation digital solutions to support our sales force. In this context, in August 2024, we introduced Bilge, Türkiye’s first AI-powered digital sales consultant assistant, to our team. Following this, we launched Bilge 2.0, our “Sales Wizard,” for use by our teams. We also continued our comprehensive technology transformation across three main areas: “ERP Transformation,” “Enterprise Architecture Transformation,” and “Data Transformation.”

Today, it is no longer possible to exist in the future without creating value environmentally and socially. For this reason, we believe sustainability must be an integral part of business strategies, and that the first steps in this journey involve transitioning to a low-carbon economy. While setting targets to reduce emissions from our operations, we are also advancing with strong partnerships by undertaking projects in the field of Solar Energy Systems (SES) with our pioneering climate control brand, İklimsa. By the end of 2024,

the number of active dealers in our SES sales process reached 109.

Aligned with the goals of Sabancı Group, Teknosa aims to achieve “Net Zero Emissions and Zero Waste” by 2050. In 2024, we were delighted to publish our first integrated report under the motto “The Future is Beautiful at Teknosa.” At the same time, we earned a place on the A List by achieving the highest level “A (Leadership)” score in the CDP (Carbon Disclosure Project) Climate Change category, joining the ranks of global leaders. In line with our Science Based Targets initiative (SBTi) commitment, we are targeting a 42% reduction in Scope 1 and 2 emissions by 2030. Our decarbonization roadmap focuses on renewable energy, energy efficiency, waste management, and practices contributing to the circular economy, while conducting climate risk and opportunity assessments. In 2024, the share of renewable electricity in our total electricity consumption reached 66.5%, and we achieved the recovery of 386 tons of waste.

As a company taking a leading role in gender equality, we are continuously increasing the ratio of female employees, who now represent 31% of our workforce. We are implementing numerous projects such as the TeknoSAHA Young Women Program, which focuses on our field teams that make up the majority of our employees.

With the “Technology for Women” project, which we have been carrying out with the Habitat Association for 18 years to increase the digital literacy of women across Türkiye and to enable them to use technology more actively, we have touched the lives of 35,000 women so far. In 2024, within the scope of our inclusivity programs, we reached 3,300 women. We also launched the “Inspiring Meetings” initiative, bringing together women participating in the project with women making a difference in professional life for the first time.

At Teknosa, our mission is to bring the world’s technology to everyone and create joyful

moments. With the efforts we carried out around this mission, in 2024 we were honored with nearly 100 national and international awards.

In our 25th anniversary year of 2025, we are determined to create even more value in the world of technology together with our customers, business partners, and entire ecosystem. On this journey we embarked on with the motto “Technology for Everyone,” I sincerely thank the Teknosa Family, our investors, our business partners, and all our esteemed stakeholders for being with us. Sincerely,

SİTARE SEZGİN

Teknosa CEO

Technology is Great at Teknosa

Teknosa at a Glance
Value Creation Model
Operational and Financial Performance
Our Industry, Mega Trends, and Outlook

Teknosa at a Glance

As Teknosa, we began our operations in 2000 under Sabancı Holding, and since 2012 we have been listed on Borsa İstanbul. **As the brand that first introduced consumers in Türkiye to the technology retail store concept**, today we are the closest technology retail chain to our customers through our extensive store network, our e-commerce website teknosa.com, and our mobile platforms. Acting with the motto “**Technology is Great at Teknosa**”, we offer our customers easy access anytime, anywhere, and provide an enjoyable shopping experience.

By combining our e-commerce platform [Teknosa.com](https://teknosa.com) with our retail business, we support our extensive store network and high service quality with a wide product range. We offer consumer electronics, imaging, information technologies, telecommunication products, and home appliances to our customers through an omnichannel model. By introducing the industry’s first technology-focused marketplace model, we have significantly expanded our e-commerce capabilities.

Under the umbrella of “Tekno Hizmet”, we address after-sales needs with comprehensive services such as “Full Support”, “In-Store Service”, “Remote Support”, “On-Site Installation”, “On-Site Maintenance”, and “Cyber Security” packages, prioritizing customer satisfaction. Our goal is to extend the lifespan of our products and fulfill our environmental responsibility.

With our dynamic and innovative structure, we are shaping the future together with our stakeholders. With a sustainability focus, we aim to create more value for society and all our stakeholders through activities centered on digital transformation. In this context, we continuously invest in our brand and employees, nurturing a qualified workforce. We are taking steps toward building the largest service ecosystem for electronic products in Türkiye. By initiating digital transformation within the supply chain, we extend it to cover delivery to the end

consumer and after-sales processes. Guided by our data-driven management culture, we continue our CRM (Customer Relationship Management) investments, analyze data with artificial intelligence algorithms, and launch new applications to optimize the customer experience. Furthermore, through our customer-focused new concept stores, we provide a digital, accessible, and sustainable shopping experience.

As Teknosa, with our investments for the future,

we aim to deliver a comprehensive and innovative retail experience. For the “Teknosa of the Future”, we continue to work on continuous improvement and excellence in every area, from our stores to our website, from our marketplace to customer experience. With investments ranging from business continuity and operational efficiency to human capital, we aim to reinforce our leading position in the sector and continue to transform our achievements into value for our stakeholders and for our country.



Since 2006, we have been offering services in the field of air conditioning under Teknosa's dealership brand İklimsa. With more than 500 sales and service points across Türkiye and five regional directorates, İklimsa offers customers energy-efficient and inverter technology air conditioners of Sigma, Mitsubishi Heavy Industries, and Fujitsu brands. Our product range includes professional series air conditioners such as floor-standing, cassette, ducted, ceiling, and ceiling-floor types; and in the multi-series, wall-mounted, cassette, one-way cassette, and ducted types. In 2023, İklimsa added world-renowned Fujitsu to its product portfolio and achieved 70% growth in units sold for wall-mounted air conditioners and 11% growth in units sold for the multi-series product group over the past two years.

Sigma-branded heat pumps with high energy efficiency provide both heating and cooling. With Sigma, we deliver VRF air conditioning systems for large projects and professional solutions for banks, hospitals, and business centers. In ventilation systems, we guarantee indoor comfort and high energy savings with Sigma Flex brand air handling units and heat recovery devices. Over the past two years, İklimsa has achieved 68% growth in outdoor units sold.

Since 2022, under İklimsa, we have been carrying out industrial rooftop and land-based solar energy systems (SES) projects on a turnkey basis, while also offering residential SES systems with or without batteries. By signing authorized dealership agreements, we have expanded this line of business, and by the end of 2024, the number of active dealers in our SES sales process reached 109 nationwide. In addition, 49 İklimsa authorized services, previously certified with UGETAM professional qualification certificates for SES installation, have been trained for assembly. Thus, the total number of İklimsa SES dealers and services reached 182. Moreover, through the sale and installation of mobile AC charging stations for homes and workplaces, which can be used in plug-and-play format, we continue to fulfill our environmental responsibility while offering a wide range of corporate electronic products and fast support.



Business Model - Brands

preo

Preo is a Teknosa Brand

Introduced to our customers in 2015, Preo has become one of the most comprehensive private labels in the industry with nearly 1,500 product varieties and more than 14 million products sold. Preo offers a wide product range from wearable technologies to smart toys, from personal care products to small home appliances, and from gaming accessories to notebook and smartphone accessories. In 2024, we enriched our Preo brand by adding new product categories such as portable music systems, televisions, and Turkish coffee machines to our portfolio. With Preo, we offer our customers innovative, reliable, and cutting-edge products at affordable prices.



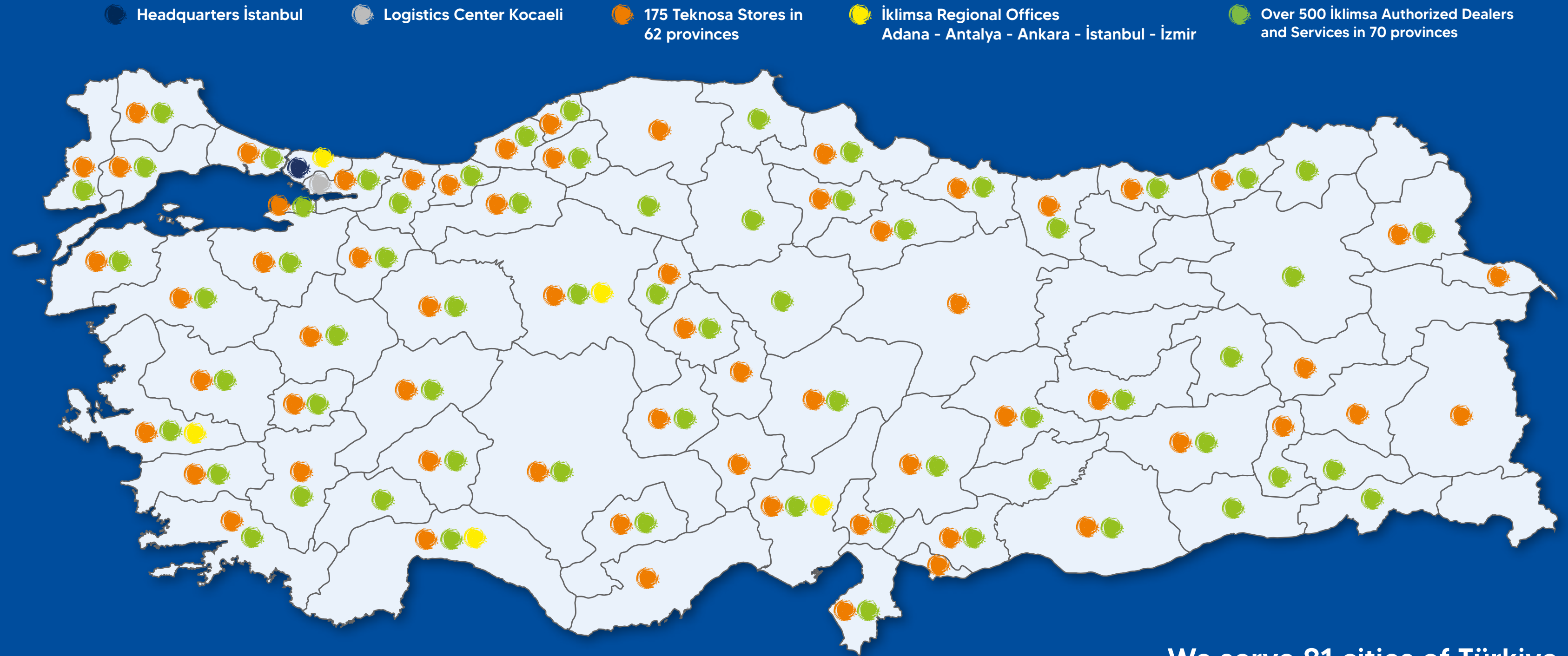
SIGMA

Sigma, the Technology That Changes Your Air

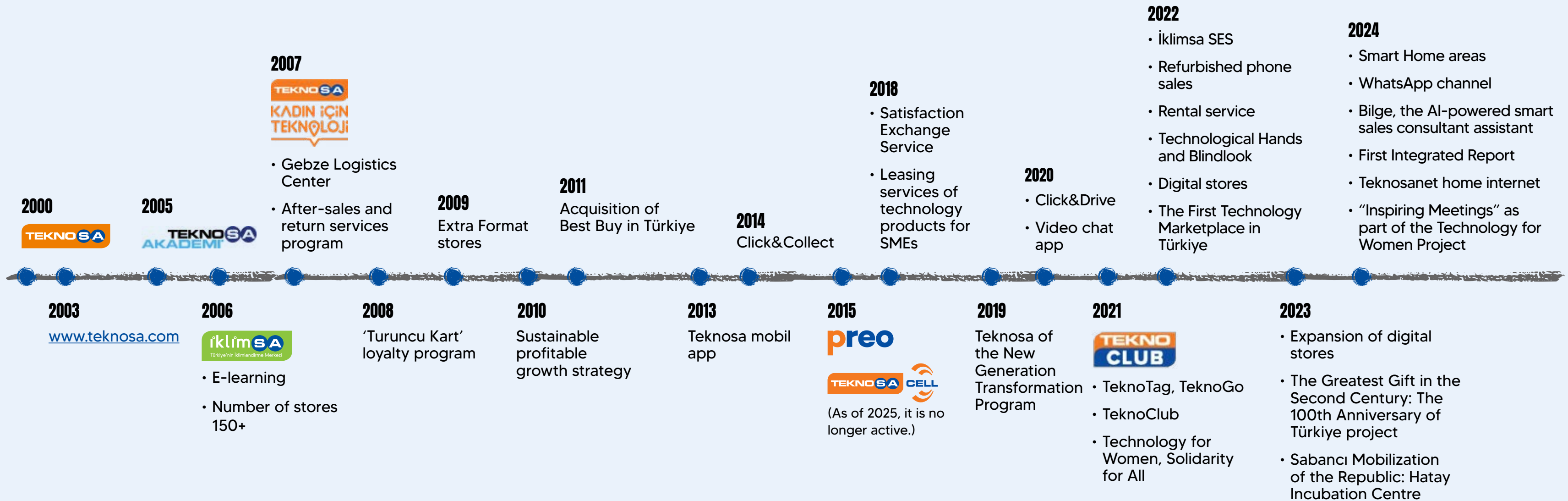
Sigma is İklimsa's private label brand and provides energy-efficient, environmentally friendly air conditioning solutions. With professional air conditioning options, Sigma offers solutions for large spaces, while with heat pumps, it provides alternatives to heating systems that use electricity or fossil fuels. Through our Sigma brand, we deliver a comfortable and efficient air conditioning experience to our customers.







Locations of Operations






We serve 81 cities of Türkiye through teknosa.com



Value Creation Model

Capitals and Material Topics*	Inputs	Our Value Creation Process	Teknosa Business Model Outputs	Value Created	Sustainability Achievements and Affected Stakeholders
 FINANCIAL CAPITAL (Financial Performance)	TRY 18.2 Billion Total Assets	<ul style="list-style-type: none"> Our new Investor Relations Program Digitalization and store investments Innovations in retail and e-commerce Profitable growth strategy Cost control and efficiency-improvement projects Optimization of investments Financial risk management Advertising and marketing activities Campaigns and promotions carried out 	Our Products	TRY 2,9 Billion EBITDA	Direct Impact Investors & Shareholders: Increase in share value, dividend payments Indirect Impact Employees: Job security, training and development opportunities Suppliers: Continuous business relations, timely payments, financial assurance
	TRY 2.3 Billion Equity			TRY 74.5 Billion Payments to Suppliers	
	TRY 8 Billion Market Value			TRY 979 + Million Taxes Paid to the State	
 MANUFACTURED CAPITAL (Sustainable Products & Services, Product Packaging)	175 Teknosa Stores	<ul style="list-style-type: none"> Store transformation: product experience areas, information and kiosk screens, disabled accessibility arrangements Energy-efficient products Teknosa Marketplace and Teknosa Partner Solutions Technology Support Package Repair and maintenance services İklimsa SES business model Refurbished phone sales Old Device to a New One Full Support Packages In-Store Service Packages Rental services Strong logistics infrastructure 	198 Thousand Product variety on Teknosa.com 18,500+ Product variety in Teknosa stores Product portfolios of Preo, Teknosacell, İklimsa, and Sigma 6,958 İklimsa climate and SES product varieties 230 Eco-friendly products and services	TRY 13.3 Billion Gross Merchandise Value (GMV) in E-commerce	Direct Impact Customers: Improved customer experience and service quality, sustainable and innovative product/service options Suppliers: Efficient business relations and sustainable supply chain Indirect Impact Investors & Shareholders: Increase in share value, dividend payments
	106 Thousand m² Sales Area			TRY 69.4 Billion Net Sales	
	60 Thousand m² Teknosa Logistics Center			TRY 4.6 Billion SDG-linked product and service revenue	
	200 Thousand SKUs (Stock Keeping Units) on Teknosa.com			123 % Growth in sustainable product & service revenues	
 HUMAN CAPITAL <i>(Occupational Health & Safety, Prevention of Violence & Harassment, Training & Talent Development, Gender Equality & Equal Pay, Diversity, Child Labor, Employment & Inclusion of People with Disabilities)</i>	2.989 Employees	<ul style="list-style-type: none"> Human Resources, Human Rights, Equality, Diversity and Inclusion Policies Teknosa Academy Development-focused programs Career management initiatives Perfx Performance Management System Young Talent Program Mother Mentors of Teknosa 	Our Services and Solutions Our Waste 	31% Women Employees	Direct Impact Employees: Training and development opportunities, performance-based rewards Indirect Impact Investors & Shareholders: Increased productivity and corporate performance Customers: Customer satisfaction linked to improved employee competencies
	100 Thousand Hours Of total training			53.8% Women Employees at Headquarters	
				36 Hours Average Training Duration	
	TRY 24.7 Million Training Expenditures			4.55 Points Recruitment Evaluation Survey Score	
				4.7/5 HR Satisfaction Survey Score	

* **Capitals and Material Topics:** Topics in **bold** in this column are of double importance, while topics in *italics* are of only positive, only negative, or only financial impact.

Capitals and Material Topics*	Inputs	Our Value Creation Process	Teknosa Business Model Outputs	Value Created	Sustainability Achievements and Affected Stakeholders
SOCIAL CAPITAL  (Data Security and Privacy for the Company's Consumers and End Users, Responsible Marketing Practices) <i>(In the Value Chain: Relationships with Suppliers, Forced and Child Labor, Inadequate Wages)</i>	7,756 Local Suppliers	<ul style="list-style-type: none"> • Teknosa Code of Ethics and Ethics Line • ISO/IEC 27001:2013 Information Security Management System & ISO/IEC 27701:2019 Personal Data Management System • Quality & Complaint Management Policies • Competition Rules Compliance E-learning Program • Sustainable Supply Chain Policy • Supplier Code of Conduct • Strategic partnerships and memberships 	<p>Our Products</p> <p>↕</p> <p>Our Services and Solutions</p> <p>Sales Network Customer-focused stores</p> <p>Online / Omnichannel</p> <p>After-sales services under “Tekno Hizmet”: TeknoGaranti, In-Store Service, On-Site Installation, Remote Tech Support, Full Support Service Packages</p> <p>Our After-Sales Services Under the Roof of “Techno Hizmet”</p> <p>İklimsa climate and Solar Energy Systems (SES) services</p>	99.7% Local Procurement Rate (by spending)	<p>Direct Impact Customers: Safe, transparent, and ethical shopping experience Suppliers: Prioritization of local suppliers, support in social & environmental compliance, sustainable supply chain cooperation</p> <p>Indirect Impact Investors & Shareholders: Reputation linked to responsible supply chain</p>
	TRY 1.86 Million Expenditure for Inclusion Programs			3,330 Women Reached via Inclusion Programs	
	4.5 Million TeknoClub Loyalty Program Members			93.5% Call Center Satisfaction Score	
	24 Million Total Customers			230+ Million Annual Visitors (via E-commerce & Stores)	
INTELLECTUAL CAPITAL  (Anti-Competitive Behavior, Corporate Culture)	TRY 64.7 Million R&D and Innovation Investments	<ul style="list-style-type: none"> • Store network transformation • E-commerce development and marketplace growth • Development of omnichannel model • Next-generation digital applications • IT and data transformation • TeknoTube • TeknoBlog • TeknoDictionary • TeknoGuide • TeknoThink • TeknoBulletin • TeknoBox • Digital infrastructure: ERP, Corporate Architecture and Data • TeknoLive • Bi'Link • Digital Ambassadors • TeknoClub Projects 			<p>Direct Impact Customers: Improved customer experience, innovative applications, alternative shopping platforms Dealers & Authorized Services: Quality and customer satisfaction standardization, improved service quality Employees: Improved digital infrastructure and training, efficient working environment</p> <p>Indirect Impact Investors & Shareholders: Increased financial performance and sustainable growth</p>
	500+ İklimsa Authorized Dealers and Services			100% SDG-linked R&D and innovation investments	
	Customer Communication Brands and Applications			105 Stores Completed electronic label transformation	
	Digital Data Platform			Bilge Türkiye's First AI-powered Field Sales Consultant Tool	
NATURAL CAPITAL  (Energy & Greenhouse Gas Emissions & Resource Inputs & Circular Material Use) <i>(Resource Outputs, Waste, Materials of Concern, Air and Soil Pollution, Water Consumption)</i>	TRY 24 Million Total Environmental Expenditures	<ul style="list-style-type: none"> • Sustainability strategy focused on minimizing environmental impacts • Scope 1 & 2 emission reduction targets aligned with SBTi • Active ESG policies • Decarbonization approach including the supply chain • Evaluation of climate-related risks & opportunities • Circular economy approach • WWF Türkiye Green Office Diploma • CDP Climate Change & Water Reporting • 2023 CDP Climate Change Score: A 	<p>Our Waste</p> <p>540 Tons Total Waste</p> <p>2.25 Million Ton CO_{2e} Total Emissions (Scope 1, 2 and 3)</p>	2.97 Million kWh Energy Savings Achieved via Environmental Investments	<p>Direct Impact Natural Environment: Reduced pollution, conservation of resources Public & Regulators: Legal compliance Employees: Increased environmental awareness</p> <p>Indirect Impact Customers: Eco-friendly products and services Suppliers: Demand for eco-friendly materials</p>
	TRY 3.8 Million Waste Management, LED, and Automation Expenditures			1.3 Million CO₂ Emission Reduction Achieved via Environmental Investments	
	75 Thousand kWh Renewable Electricity Generated			TRY 13.9 Million TL Savings Achieved via Environmental Investments	
	386 Tons Waste Recycled			66.4% Renewable Electricity Share in Total Consumption	
				9.9 Million Paper Labels & 1,966 Toners Saved via electronic label technology	
				71.5% Recycling Rate	

* **Capitals and Material Topics:** Topics in **bold** in this column are of double importance, while topics in *italics* are of only positive, only negative, or only financial impact.

Operational and Financial Performance

Operational Performance

In 2024, we continued to take significant steps toward combining physical and digital retail and reinforced our leading position in the sector with the innovations we implemented in both retail and e-commerce. Our total sales area reached 106,000 m², and with 175 stores across Türkiye, we

contributed to our goals of improving the customer experience and increasing accessibility. In addition, we gained 1.7 million new customers and raised the product range offered on our online platforms to 200,000 SKUs (Stock Keeping Units).



Financial Performance

At Teknosa, we express financial performance as the overall value we generate for all stakeholders, including employees, investors, and the broader economy. We aim to create positive economic contributions through job creation, generating revenue and profit, and paying taxes, ultimately contributing to economic growth and development.

In 2024, we directed our investments mainly toward digitalization, customer experience in omnichannel, technological infrastructure, and next-generation AI solutions, and we made a total investment of TRY 863 million, including store openings and renovations. Preserving our financial stability and in line with our controlled growth strategy, we increased our e-commerce gross merchandise value (GMV) by 32% year-on-year to TRY 13.3 billion.

With the innovations we implemented in both retail and e-commerce, we achieved growth above inflation in 2024 and generated TRY 69.4 billion in revenue, corresponding to a 1.6% real increase.

Alongside our profitable growth strategy, taxation is a priority for us both in terms of regulatory compliance and our corporate values. As a result of these requirements, in 2024 we paid TRY 979,333,502 in taxes, making a significant contribution to the national economy.

Key Financial Indicators

Indicator	TRY 2022 (Million)	TRY 2023 (Million)	TRY 2024 (Million)	Growth Rate	Ratios	2022	2023	2024
Net Sales	32,712	68,322	69,436	+2%	Current Ratio (Current Assets / Short-Term Liabilities)	1.08	1.08	0.95
Total Assets	10,981	21,210	18,176	-14%	Liquidity Ratio (Current Assets - Inventories / Short-Term Liabilities)	0.42	0.35	0.26
Total Equity	1,842	3,707	2,275	-39%	Total Liabilities / Equity	4.96	4.72	6.99
EBITDA	91	1,557	2,911	+87%	Total Liabilities / Total Assets	0.83	0.83	0.87
Net Profit (Loss)	523	1,079	(1,420)	-232%				

Share Performance

In 2024, thanks to our new investor relations program, significant increases were observed in our share price and trading volume. Outperforming the BIST 100 index, our shares gained substantial value and our trading volume grew strongly. As of year-end, our Company’s market value reached TRY 8 billion, and by delivering returns above the BIST 100 Index, we ranked among the companies providing the highest returns in the retail sector.

[Click](#) to access the TKNSA Share Price and Trading Volume Development.

Capital and Shareholding Structure

Teknosa’s authorized and issued capital consists of 20,100,000,000 shares with a nominal value of TRY 0.01 each. Shareholders holding more than 5% of the capital and their voting rights are as follows: **Hacı Ömer Sabancı Holding A.Ş.:** 50.00%, **Ferhat Chassemi:** 12.98%, **Others:** 37.02%. *As of the Company’s report date X.09.2025, apart from Hacı Ömer Sabancı Holding A.Ş., there is no other person or entity holding more than 5% of the capital and voting rights.

Our Industry, Mega Trends, and Outlook



Sectoral Analysis and Teknosa's Position

In 2024, the real growth in the global consumer electronics market slowed after the rapid increase of the previous year, reaching 0.6% compared to the prior year, with the market size reaching 950 billion. According to the Technology Retail Panel Research by category, the highest growth was observed in large white goods (including air conditioners) with 5%. This was followed by small home appliances with 1% growth, telecommunications at nearly the same level as last year, consumer electronics with a 3% decline, and information technologies with an 8% decline. In light of these developments, the e-commerce volume in Türkiye increased by 15% in USD terms, reaching TRY 3.16 trillion.

As Teknosa, in 2024 we continued to serve our customers through both our online platforms and stores while maintaining uninterrupted investments. Within the framework of our "Next Generation Teknosa" vision, we continued to achieve growth above inflation, raising our turnover to 69.4 billion, with a 1.6% real increase, through innovations focused on digitalization, omnichannel customer experience, technological infrastructure, AI solutions, and sustainability.

To strengthen our position in e-commerce, we further developed our marketplace business model, doubling the number of sellers compared to the previous year, reaching 1,065. With the widespread

adoption of mobile devices and the increasing use of mobile-compatible e-commerce platforms, the online shopping rate rose from 49.5% in 2023 to 51.7% in 2024. We closely follow these trends while aiming to continuously improve the customer experience.

Advancements in automation technologies are providing major opportunities in the retail sector to increase efficiency and service quality, while also enabling companies to work at high detail and speed, and achieve cost savings. Artificial intelligence, machine learning, and robotics are ushering in the era of smart automation and supporting data-driven decision-making processes. At Teknosa, we closely monitor these technological advancements to improve operational efficiency.

By leveraging digital solutions and AI technologies, we place many digital solutions at the core of our business operations. With AI-based digital tools that support the supply chain, we are making our processes more efficient. As of 2024, in addition to the next-generation AI-based technologies already integrated into our supplier negotiation processes, we worked on new digital solutions to support our sales force. In August 2024, we introduced Bilge, Türkiye's first AI-powered digital sales consultant assistant, to our team.

Through our digital channels such as website, mobile site, WhatsApp, and mobile app, our AI chatbot provides uninterrupted 24/7 service to customers. Using our Speech Analytics AI tool to measure communication quality, we raised the monitoring rate of our call center conversations to 99%. With sentiment analysis, acoustic analysis, and

automated quality assessments, we are now able to fully control all calls. This has allowed us to enhance communication quality by improving our call center processes. To maintain our leadership in the sector, we continue to integrate generative AI applications across all our business processes with a forward-looking perspective.



Digital-Focused Transformation

With our Digital-Focused Transformation program covering 2023–2026, we target a comprehensive strategy built around enhancing customer centricity, advancing digitalization, strengthening technology usage, and improving operational efficiency. In 2024, we continued to develop the sustainable, accessible, and experience-focused store concept we launched in 2022, by opening new stores and renovating existing ones. In our innovative stores, we introduced digital kiosks for customers who prefer self-service. These kiosks allow customers to log in or create membership, build a cart and send it to checkout, search products via barcode, review product details, compare products, and access in-store campaign information. Additionally, sales consultants can process contactless payments via handheld terminals, enabling customers to complete purchases quickly without waiting in line.

Through Smart Home areas integrated into the digital store concept, customers can experience products enhanced with new technologies in a home-like atmosphere. In 2024, we launched the Teknosa Virtual Universe Project, offering customers an interactive and enjoyable shopping experience. Accessible via PC, mobile devices, and VR headsets on sanalevren.teknosa.com, this platform allows users to explore Teknosa products and experience them virtually.

We expanded walking areas for visually impaired customers and dedicated sections at checkout and Tekno Hizmet areas for physically disabled customers



across many stores. With the “Sustainability Interaction Area” in our stores, we offer informative content on topics such as energy savings and carbon footprint, encouraging action for a sustainable world.

To maximize the employee experience in stores, we reviewed all sales equipment and replaced devices with limited lifespan or performance issues with next-generation hardware and updated operating systems. We ensured terrestrial and mobile redundancy of store data lines, maintaining annual connectivity above 99.50%.

We continued our electronic label investments and, in 2024, implemented the system in 44 more stores, completing the transformation in 105 stores in total. This allowed our sales consultants to dedicate time spent on label changes to customer needs while also reducing paper and printing usage, contributing to sustainability.

As Teknosa, by advancing our digital transformation strategies, we continued investing in e-commerce and achieved TRY 13.3 billion GMV with our strong infrastructure and broad product variety. We also maintained investments in digital advertising channels such as retail media and Teknosa ADS, diversifying the Teknosa ADS portfolio with new ad formats in 2024. During the year, we expanded our advertiser

portfolio to serve over 100 advertisers, generating TRY 46 million in revenue from this channel.

Through our ERP project, we are transforming the existing ERP structure to increase end-to-end efficiency and enhance the performance and quality of processes. We renewed the server infrastructure supporting the ERP application with devices equipped with next-generation processors and technology, making all business processes and corporate applications more accessible. By replacing disk units in the backup infrastructure, we shortened daily backup time by 400%.

With the projects implemented on our digitalization journey, we are making our operations more flexible and customer-focused, reducing costs, and increasing profitability. Through these solutions, we aim to strengthen our competitive advantage further and achieve significant improvements in both sales and profitability. With this forward-looking vision, we continue to reinforce our sector leadership and deliver the best service to our customers.

Digitalization Investments and Best Practices

In 2024, we developed Bilge, the first and most comprehensive AI-powered field sales consultant tool in our country, with around 40 features. Introduced in all our stores, Bilge analyzes the personal performance of sales teams and overall store performance, informs the entire sales organization, provides end-of-month forecasts, and offers suggestions on areas for improvement. Recently, we also launched Bilge 2.0, known as the Sales Wizard, for our teams. While Bilge supports staff in preparation before sales, the AI-based Sales Wizard provides real-time technical product information, campaigns, payment options, and product details

during sales, thereby increasing conversion rates. To meet evolving customer communication needs, in 2024 we expanded our omnichannel communication network by launching a WhatsApp channel. We engaged with customers through 20 different communication alternatives, listening to them and providing solutions to their questions and issues. To further enhance the customer experience on our website, we launched a new Wellbeing section on Teknosa.com, carrying out awareness initiatives on themes such as “mental health,” “physical wellness,” and “work-life balance.”

Additionally, live chat and chatbot modules were introduced on both the website and mobile apps. These features aim to improve user experience by providing instant responses to customer requests. We also implemented an email verification function to enhance security during user registration, ensuring a safer experience. Through the Displayed Price Project, we began publishing the past 30 days of price history for products listed on our site—in line with legal requirements—allowing customers to evaluate price changes more consciously.

With our focus on delivering tangible benefits quickly and in line with our “Digital First” vision, we continue to implement **AI applications**. These initiatives enhance Teknosa’s operational efficiency and effectiveness while driving sustainable improvements in sales and profitability. In 2025, we aim to maintain full momentum in our Transformation Program, further improve customer experience and operational efficiency, and increase growth-focused initiatives. In 2024, we invested TRY 65 million in R&D and innovation.

Digital-focused transformation was built on six core transformation areas.

Taking the service we provide to our customers to the highest level



Transformation of the Store Network



Development of E-commerce and Marketplace Growth



Development of the Omnichannel Structure

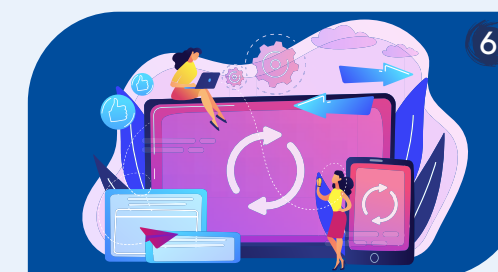
Making our operations more effective to increase company performance



Supply Chain Transformation



Next-Generation Digital Applications



Information Technology and Data Transformation

Before Sales

Bilge

Our AI-powered new sales assistant “Bilge” **dynamically and effectively mobilizes our large sales force** in line with our company strategy.

During Sales

Sales Wizard

Our new tool enables our sales team to instantly access all the information they need at the point of sale, allowing more **informed and effective customer interactions**.

Key Features

An AI-powered tool developed for Teknosa, **easily accessible through handheld terminals used by field teams**.

Provides **more than 30 personalized nudges**: informs teams with sales insights, celebrates achievements to boost motivation, and guides with actionable recommendations.



Key Features

Supports sales consultants in 4 main areas:

- **Product Information:** Offers prices and technical details via barcode scanning or advanced search.
- **Attractive Information:** Shares relevant campaigns, payment options, and alternative products.
- **Cross-Selling:** Recommends complementary and cross-selling products.
- **Employee Benefits:** Highlights benefits available to the sales consultant.



Launched in **August 2024**

Implemented in **October 2024, with ongoing developments**

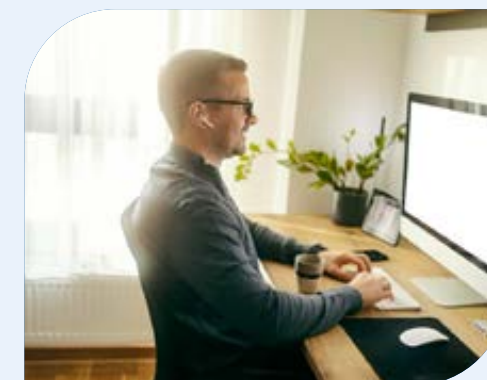
SAP S4 HANA ERP



- **With a comprehensive revision of technical infrastructure, we made a pioneering move** in the Turkish e-commerce sector.
- Preparing the ground for **future digital transformation** to improve **efficiency, capabilities, and customer satisfaction** results.

Went live on April 1.

Digital Data Platform



- Focused on improving **data quality, usability, and revenue generation** through better governance and consolidation of data platforms.
- **Accelerates decision-making processes** and increases **operational efficiency**.

Went live on April 1.

Enterprise Architecture Transformation



- Created the 2025 Enterprise Architecture Transformation **Roadmap** to align with **strategic goals**.
- Aims to **align the organization**, increase **efficiency** and **agility**, and achieve sustainable **growth**.

Mega Trends in Technology Retail

OUR BUSINESS

- **Omnichannel Retailing:**
Seamless integration of physical and digital sales channels requires technology retail chains to optimize both in-store and online experiences.
- **Supply Chain Resilience:**
Disruptions such as pandemics and geopolitical tensions make it essential to build more resilient and flexible supply chains.
- **Sustainability and Ethical Consumption:**
Rising demand for sustainable products and practices is pushing retailers to adopt eco-friendly practices.

OUR NATURE

- **Rise of the Circular Economy:**
Technology retailers may need to implement take-back programs to facilitate the refurbishment or recycling of old devices.
- **Transition to a Low-Carbon Economy:**
Retailers may be required to invest in energy-efficient technologies for store and warehouse operations.
- **Climate Risk Management and Resilience Planning:**
Retailers must develop strategies for climate-related risk management, influencing logistics and operational decisions.

OUR CUSTOMERS

- **E-commerce Growth and Digital Transformation:**
The continued shift toward online shopping is pushing retailers to enhance digital stores, affecting how they engage with customers, manage inventory, and sell products.
- **Cybersecurity Concerns:**
Rising interest in data privacy and security requires retailers to invest in robust cybersecurity measures.
- **AI and Automation - Personalization:**
Integration of AI and automation into retail operations is becoming widespread, improving personalized customer experience through data analysis and streamlining operations.

OUR STAKEHOLDERS

- **Changing Consumer Behavior:**
Continued remote work leads to shifts in spending habits and demand for certain technology products.
- **Health and Safety Standards:**
Increased expectations for hygiene and safety in retail environments shape store layouts and customer interactions.
- **Diversity and Inclusion:**
Greater emphasis on diversity and inclusive practices in corporate strategies significantly affects recruitment, workplace culture, and brand preference.

Adapting to Mega Trends at Teknosa

As Teknosa, we closely follow the technology retailing trends in both the global and Turkish markets and quickly adapt to developments.

The Future is Great at Teknosa	Protecting Nature is Great at Teknosa	Creating Customer Value is Great at Teknosa	Creating Stakeholder Value is Great at Teknosa
Mega Trends			
Omni-Channel Retailing	Rise of the Circular Economy	Growth of E-commerce and Digital Transformation	Changes in Consumer Behavior
Supply Chain Resilience	Transition to a Low-Carbon Economy	Cybersecurity Concerns	Health and Safety Standards
Sustainability and Ethical Consumption	Climate Risk Management and Resilience Planning	Artificial Intelligence - Automation - Personalization	Diversity and Inclusion
Our Response to Trends			
We are increasing our CRM and data analytics investments to strengthen our omnichannel model.	We donate a sapling to Teknosa Forest for every customer who brings electronic waste to our stores.	We're expanding our marketplace business model, a first in technology retail. We're opening new concept stores that are digital, sustainable, accessible, and focused on the experience.	We meet customer expectations at the highest level with the TeknoPlus, TeknoPro, and TeknoElit programs we offer under the TeknoClub umbrella.
We include supply chain transformation among our six key digital transformation steps. We are integrating our Decarbonization Strategy into procurement processes.	We are working towards our net-zero emissions and zero waste goals.	To mitigate data security risks, we analyze corporate data through data classification and prevent uncontrolled data disclosure through Data Loss Prevention (DLP) applications.	We've launched a new Wellbeing tab on Teknosa.com, conducting awareness-raising activities around the themes of "mental health," "physical fitness," and "work-life balance."
We promote sustainable and ethical consumption through responsible marketing principles.	We aim to increase renewable electricity consumption to 80% by 2030.	We offer uninterrupted service to our customers 24/7 with our AI chatbot. We've added Bilge, an AI-powered digital sales assistant, to our team.	In our stores, we've designed dedicated walking areas for our customers with disabilities, buttons to easily reach sales representatives, and dedicated sections for customers with physical disabilities.

Responsible Governance is Great at Teknosa

Corporate Structure

Risk and Opportunity Management

Corporate Structure

Vision, Mission, and Values

Our Vision

To maintain leadership in the geographies in which we operate through products and services that are “innovative” and “make a difference”.

Our Mission

To create happy moments by providing the world’s technology to everyone.

Değerlerimiz



Cooperation

The key to our success is our cooperative approach.



Sincerity

The key to developing strong relationships lies in our sincere approach.



Sympathy

We find solutions through sympathy.



Trust

Our greatest motivation is the trust our stakeholders have in us.



Happiness

We believe that happy people create moments of happiness.



Proactivity

We take initiative to shape the future.

Corporate Governance Approach



We recognize that corporate governance practices are of critical importance for sustainable growth in business. At Teknosa, these practices are shaped on the basis of a solid structure and strong corporate culture, and are implemented in line with Sabancı Holding's vision and international principles. In all our business processes and in our stakeholder relations, we act within the principles of **transparency, fairness, responsibility, and accountability**, while paying utmost attention to safeguarding their rights, expectations, and needs.

Our General Assembly Meetings, which play a key role in our relations with shareholders, are open to shareholders but closed to the public, including the media. The minutes of these meetings are shared with all stakeholders through the Public Disclosure Platform (KAP) and the Company's corporate website. Our Company does not have any privileged voting rights, and each share entitles its holder to one vote. This ensures that all shareholders enjoy equal rights and guarantees fair representation in voting processes.

Our [Dividend Policy](#), approved by the General Assembly, is designed to allow shareholders to foresee the principles and procedures regarding the distribution of future profits. There are no restrictions that make the transfer of shares difficult in our Company.



Minority rights are defined within the framework of applicable legislation. There are no special provisions in the [Articles of Association](#) regarding the extension of these rights, nor are there any restrictions concerning voting caps or ownership limits. Shareholders have the right to vote for all shares they own. For major decisions affecting stakeholders, their views are obtained through surveys and consultations. In our relations with shareholders, we fully comply with the Corporate Governance Principles set forth by the Capital Markets Board of Türkiye and continuously strive to improve our structure by taking global best practices as reference.

We ensure employee participation in management through periodic meetings held at least twice a year, as well as annual goal-setting and performance evaluation meetings. In addition, with the 360-degree feedback mechanism, our employees can provide feedback to management and colleagues. These views are addressed in various management meetings, and action plans are created for necessary changes or adjustments. However, employee participation is not regulated in the Articles of Association or in internal regulations.

For more detailed information about our corporate governance approach, you may access the [Corporate Governance Compliance Reports](#) and [Sustainability Principles Compliance Reports](#) on our website.

Board of Directors Structure

The structure, duties, management rights, and representation authorities of our Board of Directors are regulated in accordance with the rules set out in the Company's Articles of Association. Elected by the General Assembly in accordance with the provisions of the Turkish Commercial Code and Capital Markets Legislation, our Board of Directors consists of six members and is responsible for the management and representation of the Company. Minimum qualifications required for board members are not specified in the Articles of Association; however, the qualifications expected of our board members are aligned with those described in the Corporate Governance Principles.

Two of our board members have been elected as independent members in accordance with the [Corporate Governance Principles and Regulations of the Capital Markets Board](#). Prior to their appointment, our independent members submitted their independence declarations, and no circumstances arose during the year that would compromise their independence. The term of office for board members is a maximum of three years, and members whose term has expired may be re-elected. In case of a vacancy, the Board of Directors appoints a

new member and submits this appointment to the approval of the first General Assembly meeting. The newly elected member completes the term of his/her predecessor.

With respect to potential liabilities arising from the faults of board members during their duties and the damages they may cause to the Company, Teknosa has taken out directors' liability insurance with coverage exceeding 25% of the Company's capital. Board members are expected to dedicate sufficient time to Company affairs and avoid transactions in their external business activities that may result in conflicts of interest. However, there are no written rules or restrictions regarding the external duties of board members.

Our board structure follows a classic two-tier system, consisting of a board of directors and a separate executive committee, as well as an audit committee. The positions of Chairman of the Board and CEO are held by different individuals at Teknosa, ensuring greater effectiveness and independence in our governance processes. The Chairman of the Board determines the meeting agenda in collaboration with other members and the CEO. This process enables the issues on the agenda to be discussed openly and thoroughly. Our Board of Directors meets at least four

times a year to safeguard the Company's long-term interests and to achieve strategic goals.

Each year, the board members elect from among themselves a chairman and, in the chairman's absence, a vice chairman to ensure effective and orderly management of meetings. Our Chairman also strives to ensure the active participation of non-executive members in meetings, thus allowing different perspectives and expertise to be incorporated into decision-making processes. In addition, our Board of Directors has established an internal control system suitable for the scale and complexity of the Company's operations. To resolve disputes and ensure communication between the Company and its shareholders, the Investor Relations Department works in close collaboration with the Corporate Governance Committee.

In 2024, the Teknosa Board of Directors held four physical meetings. No dissenting opinions were expressed on the decisions taken at these meetings, and no objections were recorded in the minutes. Furthermore, board members did not engage in any transactions with the Company or undertake competing initiatives in the same field of activity during 2024.

Board of Directors and Senior Management Remuneration Policy

Board members are paid on a pro-rata basis according to the duration of their service within the appointment and resignation dates. Board members with executive roles are compensated in line with the policy established for senior executives. For independent board members, performance-based remuneration plans cannot be used. The remuneration to be paid to board members is determined each year at the ordinary general assembly meeting and disclosed on an individual basis. Senior executive remuneration consists of two components: fixed and performance-based. Payments to senior executives are made in accordance with performance criteria and in line with remuneration policies. These payments are disclosed publicly in aggregate in the notes to the financial statements; however, they are not disclosed on an individual basis as they constitute personal information. More detailed information is available in our [Remuneration Policy](#).

Our Board of Directors



Chairman of the Board of Directors*

Max Roger Speur

Sabancı Group (Years): 2
Teknosa Experience (Years): 2
Total Work Experience (Years): 31

He is the Founder and CEO of AT10TION Group, Chairman of the Board of Directors at SabancıDx, and the Head of the Sabancı Group's Digital Division.

**Teknosa's Chairman of the Board of Directors changed in 2025. The Chairman of the Board of Directors who was in office at the time our report was published was Gökhan Eyigün.*



Vice Chairman

Burak Turgut Orhun

Sabancı Group (Years): 7
Teknosa Experience (Years): 3
Total Work Experience (Years): 27

He serves as the Chairman of the Board of Directors at Afyon Çimento, Akçansa, Çimsa, and Çimsa Sabancı Cement BV; a Board Member at Teknosa, CarrefourSA, and SabancıDx; and the Head of the Sabancı Holding Material Technologies Division.



Board Member

Mehmet Fırat

Sabancı Group (Years): 16
Teknosa Experience (Years): 2
Total Work Experience (Years): 23

He holds the position of Head of Information Technology and Digital Business Management at Enerjisa, Vice Chairman of the Board of Zack AI, Board Member at Eşarj, Executive Committee Member and Head of the Energy Working Group at Blockchain Türkiye, Founding Member and Head of the Energy Working Group at the Artificial Intelligence and Technology Association, and Board Member at the Digitalization in Energy Association.



Board Member

Ahmet Cevdet Alemdar

Sabancı Group (Years): 32
Teknosa Experience (Years): 3
Total Work Experience (Years): 33

He continues to serve as Sabancı Holding Mobility Solutions Group President, Chairman of the Board of Brisa, Temsa Skoda Transportation Vehicles and Temsa Motor Vehicles companies, Chairman of the Board of SUNUM (Sabancı University Nanotechnology Research and Application Center), Member of the Board of TÜSİAD, and Chairman of the Chapter Zero Türkiye Executive Committee.



Independent Board Member

Nevgül Bilsel Safkan

Sabancı Group (Years): 18
Teknosa Experience (Years): 13
Total Work Experience (Years): 32

She serves as the General Manager of Sabancı Foundation, Vice President of the Third Sector Foundation of Türkiye (TÜSEV), Board Member of the Education Reform Initiative (ERG), Advisory Board Member of Sabancı University's Center of Excellence for Gender and Women's Studies (SUGENDER), Ambassador for the Essl Foundation's Zero Project, and Advisory Board Member of the European Foundation Centre (Philea).



Independent Board Member

Kamuran Uçar

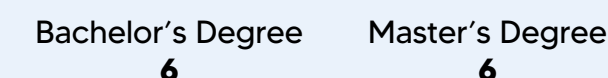
Sabancı Group (Years): 3
Teknosa Experience (Years): 1
Total Work Experience (Years): 25

She serves as an Independent Board Member of Enerjisa Energy Inc., a Member of the Advisory Board of the Advertisers Association, a Member of the Arya Women Investor Group, a Dream Partner of the non-governmental organization Young Guru Academy, and an Investor/Mentor in various start-ups.

Area of Expertise



Educational Status



Participation Rates in Board of Directors Committees



Gender Distribution



Nationality



Committees Reporting to the Board of Directors

Committees Reporting to the Board of Directors

Corporate Governance Committee

Name	Role	Nature of Position on the Board
Kamuran Uçar	Chair	Independent Board Member
Nevgül Bilsel Safkan	Member	Independent Board Member
Sibel Turhan	Member	Teknosa Investor Relations Manager

Minimum Number of Meetings: 4

Meetings Held: 4

Purpose: To ensure the continuity of the Company's management process based on ethical values, transparency, and the protection of stakeholder interests. Operates in line with the principles of the Capital Markets Board (CMB) and international corporate governance practices.

Structure: Consists of a chair, up to two members, and two rapporteurs. If the chair appointed among independent board members resigns for any reason, a committee member is temporarily appointed by the Chairman of the Board, and a new chair is elected at the following board meeting.

Duties: To ensure the implementation of Corporate Governance Principles, to oversee investor relations activities, to evaluate performance and remuneration policies, and to review the compliance of independent board member candidates with independence criteria and receive their written statements.

Early Detection of Risk Committee

Name	Role	Nature of Position on the Board
Kamuran Uçar	Chair	Independent Board Member
Nevgül Bilsel Safkan	Member	Independent Board Member

Minimum Number of Meetings: 6

Meetings Held: 6

Purpose: To detect strategic, operational, financial, and compliance risks that may jeopardize the Company's existence at an early stage and to take the necessary measures.

Structure: Consists of a chair and at least one member. The members of the committee are determined by the Company's Board of Directors. The committee chair is appointed from among independent board members. Committee members are preferably selected from non-executive board members. The committee is re-formed following the election of board members.

Duties: To identify and manage potential risks the Company may face in the future, to develop strategic measures to minimize risk impacts, to oversee their implementation, and to provide regular reports to the Board of Directors to ensure the Company's sound and sustainable progress.

Audit Committee

Name	Role	Nature of Position on the Board
Nevgül Bilsel Safkan	Chair	Independent Board Member
Kamuran Uçar	Member	Independent Board Member

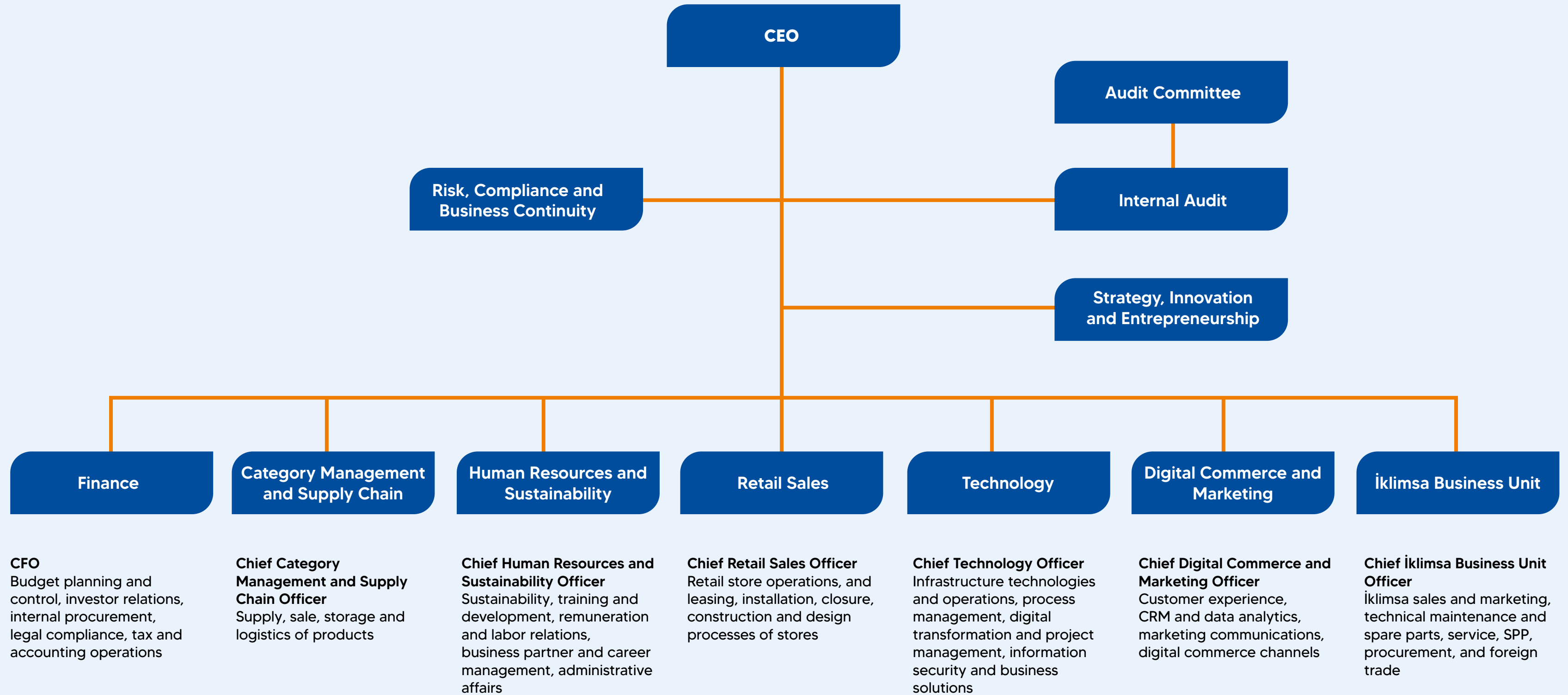
Minimum Number of Meetings: 4

Meetings Held: 4

Purpose: To oversee the effectiveness of the Company's accounting, financial reporting, independent audit, and internal control systems.

Structure: Consists of a chair and one member. At least one committee member appointed from among independent board members must have a minimum of five years' experience in auditing, accounting, or finance.

Duties: To ensure the accuracy and transparency of the Company's accounting system and financial reporting, to oversee the disclosure of financial information to the public, to monitor the effectiveness of the independent audit, and to identify potential risks to safeguard the Company's financial management.



Our Senior Management

2
minute



CEO
Sitare Sezgin

Total Work Experience (Years): 25
Sabancı Group (Years): 13
Teknosa Experience (Years): 3



CFO
Ümit Kocagil

Total Work Experience (Years): 30
Sabancı Group (Years): 23
Teknosa Experience (Years): 9



Chief Retail Sales Officer
Nail Enver Yelkenci

Total Work Experience (Years): 30
Sabancı Group (Years): 4
Teknosa Experience (Years): 4

Area of Expertise



Chief Category Management and Supply Chain Officer
Cenk Yenginer

Total Work Experience (Years): 28
Sabancı Group (Years): 11
Teknosa Experience (Years): 11



Chief Digital Commerce and Marketing Officer
Emre Kurtoğlu

Total Work Experience (Years): 27
Sabancı Group (Years): 9
Teknosa Experience (Years): 4



Chief Technology Officer
Ersen Gelçin

Total Work Experience (Years): 24
Sabancı Group (Years): 5
Teknosa Experience (Years): 3

Distribution of Educational Status

Bachelor's Degree 8 Master's Degree 4



Chief İklimsa Business Unit Officer
Tansu Öztorun

Total Work Experience (Years): 35
Sabancı Group (Years): 21
Teknosa Experience (Years): 10



Chief Human Resources and Sustainability Officer
Ersin Aydın*

Total Work Experience (Years): 29
Sabancı Group (Years): 3
Teknosa Experience (Years): 4

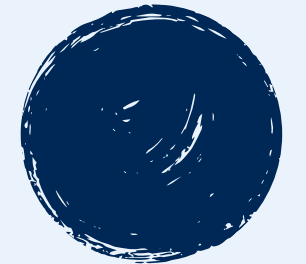
Gender Distribution

Male (7/8) %88
Female (1/8) %12



Nationality

Türkiye (8/8) %100



Transparent, Fair, and Ethical Business Approach

At Teknosa, our ethical values form the foundation of how we conduct business. Guided by the [Teknosa Code of Ethics and Ethical Guidelines](#), which are aligned with the Sabancı Holding Code of Business Ethics and the Sabancı Principles of Conduct and Management, we carefully implement these principles across our operations. These guidelines are reviewed at least once a year and updated when necessary by the Risk, Compliance and Business Continuity Department. The Sabancı Holding Code of Business Ethics is reviewed and updated during the year by the Sabancı Holding Human Resources and Sustainability Group Presidency, and such updates are communicated to the Holding and Group Companies with the approval of the Sabancı Holding CEO and Chairman of the Board.

Our Code of Ethics and Ethical Guidelines cover issues that concern all our employees, including conflicts of interest, gifts and gratuities, illegal acts, misuse of confidential information, favoritism and discrimination, behaviors that may be considered physical or verbal harassment, alcohol and drug use, and the disciplinary measures to be applied in such cases.

Sabancı Holding and Teknosa's codes of ethics guarantee that employees who report violations will not be subject to retaliation (dismissal, punishment, exclusion, obstruction of career opportunities, etc.). This assurance is the responsibility of senior management.

Corporate Culture

Our Code of Ethics and Ethical Guidelines, together with our mission, vision, and values, form the foundation of our corporate culture. While guiding the behavior of our employees toward each other and other stakeholders, they also foster shared awareness and facilitate professional life. Commitment to ethical and sustainable business practices strengthens positive impacts such as increased employee morale and enhanced reputation.

We expect our employees to comply with our ethical rules as well as all corporate policies, work principles, and legal obligations, and we support them in achieving this compliance. To strengthen awareness of a transparent, fair, and ethical business culture among employees, we conduct regular training. In 2024, we delivered training to 591 employees on anti-bribery, anti-corruption, and ethical principles. These trainings help employees better understand business ethics risks and comply with ethical rules.



Prevention of Violations and 2024 Performance

The Sabancı Holding and Teknosa Risk, Compliance and Business Continuity Department is responsible for raising awareness about our ethical rules, monitoring their implementation, and providing training on these topics. To prevent and manage violations of ethics, all reported cases are reviewed periodically by the Internal Audit Department, and necessary measures are taken. All reported cases are also regularly reported to the Sabancı Holding Ethics Committee. If cases involve managers or higher-level positions, necessary actions are taken under the guidance of the Ethics Committee.

In 2024, 26 reports of ethics violations were received and investigated to support a culture of honesty and transparency at the workplace. No irregularities were found in 5 cases, while disciplinary actions were taken in the remaining 21 cases: 4 verbal warnings, 53 written warnings, 16 dismissals, and 1 criminal complaint against a former employee.

All stakeholders may report ethics violations via etik@teknosa.com or by calling (0216) 468 36 36.

Anti-Bribery and Anti-Corruption

Full compliance with laws and regulations under the [Sabancı Holding Anti-Bribery and Anti-Corruption Policy](#) and the [Teknosa Anti-Bribery and Anti-Corruption Policy](#) is among our top responsibilities. The main principles to be followed are detailed in the Ethical Guidelines, and disciplinary processes applicable to these cases are specified in the Disciplinary Procedure. Furthermore, all employees and senior management are required to read and comply with policies, procedures, and instructions available on the document management system.

Internal audit activities regularly check process compliance, provide recommendations for improvement or updates, and ensure corrective actions are taken. This increases awareness within the Company, improves perspectives against

misconduct, and prevents potential irregularities. It also facilitates reporting and resolution of such cases.

We regularly assess anti-bribery and anti-corruption risks across all our workplaces. Such risks may cause direct financial losses as well as indirect value losses such as employee and customer dissatisfaction and reputational damage. Therefore, we adopt a proactive approach in this area, using data analytics to generate scenarios related to business processes in our stores and headquarters and applying systematic controls. Within the reporting period, we created and monitored 187 scenarios through regular reports.

In 2024, 23 sales and procurement cases in breach of procedures were investigated, and corrective

actions were implemented. The detailed investigation and swift reporting of these cases strengthened the culture of transparency and accountability in our business processes.

Within our value chain, no contracts with business partners were terminated or not renewed due to corruption or violations of ethical principles. Similarly, no lawsuits were filed or concluded against our Company or employees regarding corruption.

In addition to anti-bribery and anti-corruption measures, Teknosa has internal audit processes addressing fraud and anti-money laundering. Complaints regarding these issues can be submitted through the Company's ethics hotline and are reviewed and resolved within ethical resolution processes.

Anti-Competitive Behavior

As Teknosa, we are a key member of the technology retail market. We avoid all actions that restrict competition, such as price-fixing, market sharing, and abuse of dominant market position. Such practices could lead to negative impacts on consumers, including higher prices, reduced product quality, and stifled innovation, while also creating legal and reputational consequences for Teknosa. These impacts would indirectly affect our employees, investors, and shareholders as well.

Therefore, our legal, strategy, sales, and marketing teams work together to prevent these risks before they arise.

Risk and Opportunity Management

Assessing Corporate Risks and Opportunities

At Teknosa, we place great importance on risk management in order to ground our operations on sustainable and solid foundations. Risk management not only involves identifying potential threats in advance and taking measures against them but also includes evaluating opportunities and shaping our corporate strategy accordingly. At Teknosa, our risk management activities are carried out within the framework of our Risk Management Policy, which sets out the principles guiding our risk management processes and approaches. Our Risk Management Policy and related procedures define the rules and principles for identifying, assessing, prioritizing, monitoring, and reporting risks that may arise in our activities, as well as determining and implementing the necessary measures and strategies. In this context, our risk management processes are integrated into all of Teknosa's business units and operations.

Risk management plays a critical role in our corporate strategy and is designed to ensure the sustainability of our products, operations, employees, reputation, and financial strength. Based on analyses conducted with our stakeholders, we identify risks and opportunities and implement continuous and systematic corporate risk management practices accordingly. For crisis preparedness, we make use of the Crisis Management Action Plan document included in our Integrated Management System.

Risk management at Teknosa is coordinated by the Risk, Compliance and Business Continuity Department, which reports directly to the CEO. Comprehensive risk reports are regularly submitted to the Early Detection of Risk Committee, fully supporting its oversight responsibilities. Process audits of headquarters departments are conducted by our Internal Audit Department, based on risk

analyses and specific topics communicated by the Sabancı Holding Audit Department. After completing process audits, the Internal Audit Department reports its findings to the Audit Committee, which includes members of the Board of Directors.

We evaluate the risks the Company faces under four main categories—strategic, financial, operational, and compliance risks—and their subcategories. Within our proactive risk management approach, we monitor critical risks through defined key risk indicators, which are followed on a monthly basis.

At Teknosa, all risks are classified by their potential impact and likelihood of occurrence. Following risk assessments, we determine risk mitigation strategies for areas deemed necessary.

To identify measures for preventing and addressing risks, we held a Risk and Opportunity Identification Workshop with the participation of employees from relevant departments. During the workshop, we defined actions to strengthen our operations against identified risks, and in 2024 we implemented these actions, ensuring we could also make the most of opportunities.

Internal Control and Audit

At Teknosa, the Senior Internal Audit Department effectively manages internal audit and control processes, overseeing audits and investigation/review activities at headquarters, warehouses, and stores. Store audits, investigation/review work, and process audits of warehouses and headquarters departments are carried out respectively by the Store Audit and Investigation/Review Assistant Department and the Process Audit Department.

Additionally, the Data Analysis and Project Management Department within the Senior Internal Audit Department provides data support for both processes. Under Data Analysis and Project

Management, the aim is to proactively detect potential irregular or non-compliant transactions—even without a formal report.

In line with our audit plan approved by the **Audit Committee** reporting to the Board of Directors, all Company functions are examined on a scheduled basis, and the results are reported. Identified areas for improvement are shared with senior management, and action plans submitted by process owners are monitored. Audit results and investigation/review work are presented to the Audit Committee four times a year by the Senior Internal Audit Department.

Our store audits are carried out based on our Store Audit Questionnaire Form, which is updated annually following discussions with departments. This form covers training and awareness, service, security, cash handling, printed documents, records, and inventory. Each store is audited at least once a year. For stores scoring below 7.5 out of 10, improvement plans are prepared. Within the framework of our audit plan, the Senior Internal Audit Department conducts two or more follow-up visits if necessary to identify areas for improvement. Findings are shared with the Responsible Store Manager via the Integrated Management System, and senior management is informed of the results.

We ensure that our internal audit and control mechanisms are continuously improved to contribute to the sustainable growth of our Company. In this way, we safeguard the overall performance and reliability of our business.

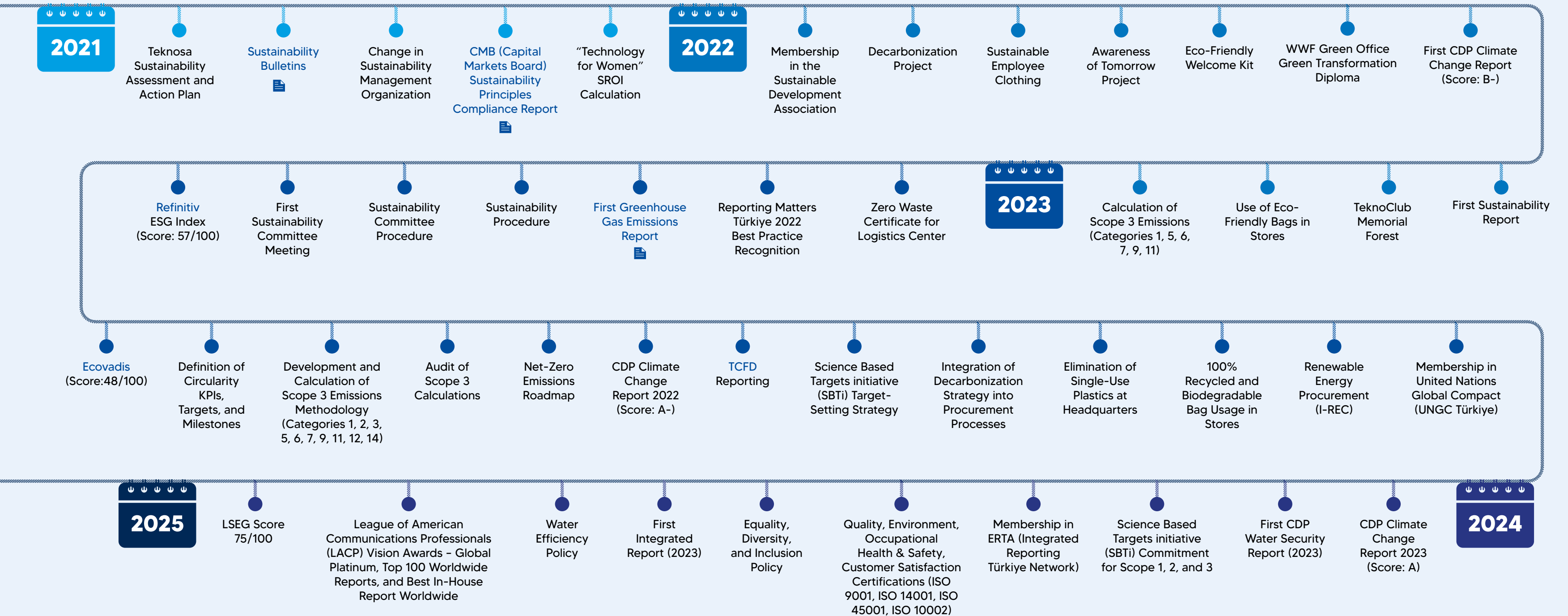
The Future is Great At Teknosa

Sustainability Journey
Sustainability and Climate Strategy



Sustainability Journey

Sustainability Milestones



Sustainability Management

At Teknosa, we took a significant step in 2023 by establishing the Sustainability Committee to identify our ESG (Environmental, Social, and Governance) impacts, risks, and opportunities, to develop relevant policies, set our targets, and design our implementation plans. The purpose of the Committee is to integrate the concept of sustainability into all business processes, core policies, and strategies of Teknosa.

The Committee, which aims to hold at least two meetings a year, convenes with the participation of at least two-thirds of its members. Decisions are taken by simple majority, and in the event of a tie, the Chairperson's vote counts as two.

In 2024, the Committee undertook critical responsibilities such as carrying out, monitoring, auditing, reviewing, and continuously improving our sustainability efforts, while also providing technical support to the Board of Directors when needed and playing an active role in decision-making processes.

The Committee held one meeting in 2024. Participants included all our chief officers except the CEO and the HR & Sustainability DGM, along with the Director of Finance, Investor Relations & Financial Planning, the Director of Marketing & Corporate Communications, the Manager of Strategy, Innovation & Entrepreneurship, the Investor Relations Manager, the Assistant Manager of Corporate Communications, the Manager of Risk, Compliance & Business Continuity, and the Sustainability team.

Duties and Responsibilities of the Sustainability Committee

Sürdürülebilirlik Kavramının Entegrasyonu: Sürdürülebilirlik kavramının kurumun tüm iş süreçlerine entegre edilip tüm Employeesın sürdürülebilirlik süreçlerine dâhil olmasını sağlamak.

Integration of Sustainability: Ensure that sustainability is integrated into all business processes of the Company and that all employees are involved in sustainability processes.

Promotion of Sustainable Products and Services: Encourage the development of sustainable products, services, and business opportunities to create economic, environmental, and social value, and raise sustainability awareness in the retail sector and the business world in general.

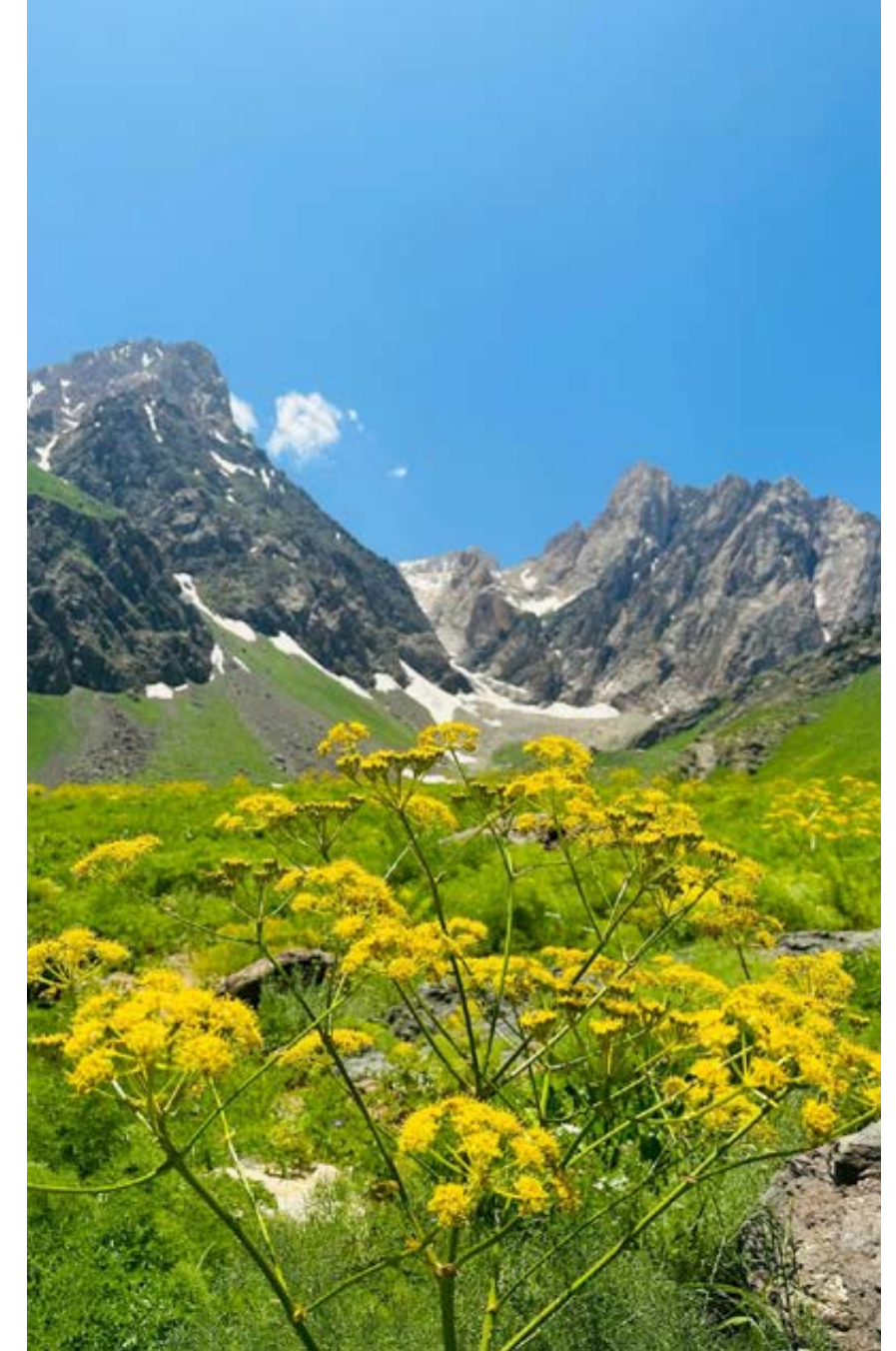
Performance and Target Setting: Define the Company's sustainability performance metrics and targets (SMART – specific, measurable, achievable, realistic, time-bound). Provide support regarding the resources required to achieve these targets.

Strategy and Implementation Monitoring: Design the corporate sustainability strategy, oversee processes and practices, monitor audits, and report to the Board of Directors when necessary.

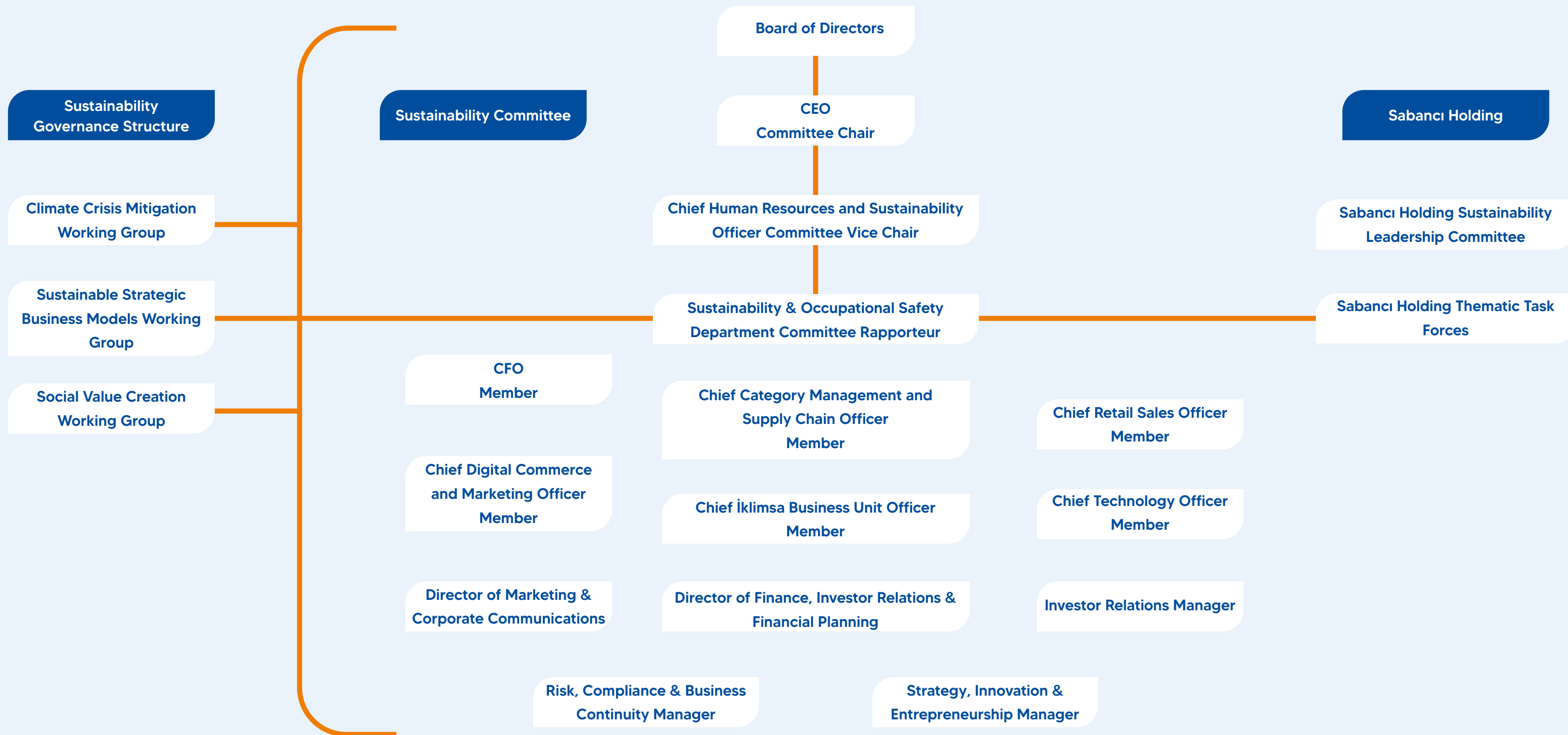
ESG Standards Development and Impact Analysis: Identify, monitor, record, and report ESG-related impact areas, challenges, risks, and opportunities. Contribute to the development of Company ESG standards.

Carbon Reduction and Climate Action: Implement projects to reduce carbon emissions as part of the fight against climate change, and support the transition to a low-carbon and circular economy.

Governance and Oversight: Support the Board of Directors in fulfilling its governance and oversight responsibilities regarding sustainability. Manage, monitor, audit, regularly review, and improve sustainability policies, targets, practices, working principles, and management systems; follow legal regulations; and submit matters to the Board of Directors for approval when necessary.



Sustainability Governance Structure



Our Sustainability Committee is supported by three separate sustainability working groups.

These groups design programs and projects for the implementation of our ESG initiatives and operate with an agile working approach. Their outputs are reported to the Sustainability Committee. Coordination of the Committee and the working groups is carried out by the Sustainability and Occupational Safety Department.

The Sustainability and Occupational Safety Department is responsible for setting sustainability goals and monitoring progress, developing strategies, conducting awareness campaigns, establishing collaborations, monitoring climate-related trends, ensuring regulatory compliance, identifying risks and opportunities, and taking necessary actions. The Department reports to the Chief Human Resources and Sustainability Officer, which facilitates direct communication and collaboration among management levels. Furthermore, the CEO is the ultimate authority and company spokesperson for sustainability issues.

Climate Crisis Mitigation Working Group

This group addresses climate crisis and related environmental issues.

Relevant Departments

- Category
- Construction and Design
- Logistics Sales and Marketing
- Warehouse
- Private Label Products and Services
- Internal Procurement
- Retail
- Administrative Affairs
- Training and Development
- Corporate Communication
- Marketing Communication
- Customer Experience, CRM and Data Analytics

Sustainable Strategic Business Models Working Group

This group focuses on sustainable products and services, as well as sustainability risk management.

Relevant Departments

- Risk, Compliance and Business Continuity
- Strategy, Innovation and Entrepreneurship
- Finance, Investor Relations and Financial Planning
- İklimsa Sales and Marketing
- İklimsa Solar Energy Systems
- Process Management
- Category
- Private Label Products and Services
- Infrastructure Technologies and Operations
- Information Security

Social Value Creation Working Group

This group primarily deals with topics related to human resources and governance, among other societal issues.

Relevant Departments

- Human Resources Business Partner and
- Career Management
- Training and Development
- Internal Audit
- Customer Experience, CRM and Data Analytics
- Marketing Communication
- Corporate Communication

For more information, you may review our [Sustainability Procedure](#) and [Sustainability Committee Procedure](#).

Sabancı Holding Sustainability Leadership Committee

In addition to the internal governance structure, within the framework of our collaboration with Sabancı Holding, the Sustainability Leadership Committee within Sabancı Holding monitors the progress of the targets and actions in our Group's sustainability roadmap. It also works on managing

risks that could negatively affect the Holding's reputation and operations in the field of sustainability. The Sustainability Leadership Committee follows international developments and legal regulations regarding sustainability and, when necessary, provides recommendations to the Thematic Task Forces within its structure.

The Thematic Task Forces, under the themes of Climate Emergency, Sustainable Business Models, and People and Society, meet regularly to share information on current developments and the status of defined targets. In this context, as Teknosa, we participated in a total of eight Thematic Task Force meetings in 2024. Thanks to this comprehensive structure and coordination, we adopt an integrated approach to achieving our sustainability goals.

Material Topics and Double Materiality Analysis



Year	Sources	Number of Topics (Short List / Long List)	Stakeholders Consulted* (Online Survey)
2021	Reports of international sector members Internationally recognized reporting guidelines (GRI)	14/ 23	462
2022	We reviewed our universe of material topics based on feedback received from stakeholders throughout the year and made no changes.		
2023	Internationally recognized reporting guidelines (GRI, SASB, MSCI)	14/14	689

**Stakeholders: Our employees, customers, Sabancı Holding, authorized services and dealers, investors and shareholders, public and accreditation bodies, NGOs and associations, our suppliers, media, universities*

At Teknosa, we carefully identify our material topics by also taking into account the opinions of our stakeholders, in order to effectively define and implement our sustainability management strategies. These material topics are reviewed on an annual basis.

We first identified our sustainability priorities in 2021 with a participatory and inclusive approach based on international standards. A summary of the prioritization studies we carried out during 2021-2023 is presented in the table below.

Periods	Very Highly Material	Highly Material	Material
2021-2022 Period Material Topics (Stakeholders)	<ul style="list-style-type: none"> • Our Customer-Centric Approach • Strong Financial Performance • Stakeholder Engagement and Collaborations • Equality and Inclusion • Health and Safety of Our Employees 	<ul style="list-style-type: none"> • Responsible Supply Chain • Digitalization • Environmentally Friendly Products and Services • Creating Social Value • Our Transparent, Fair, and Ethical Business Approach 	<ul style="list-style-type: none"> • Development and Satisfaction of Our Employees • Combating the Climate Crisis • Effective Waste Management • Risk and Crisis Management
2023 Period Material Topics (Stakeholders)	<ul style="list-style-type: none"> • Equality, Diversity, and Inclusion • Workforce Management • Responsible Supply Chain 	<ul style="list-style-type: none"> • Data Privacy and Security • Our Transparent, Fair, and Ethical Business Approach • Occupational Health and Safety • Customer-Centric Approach • Life Cycle Management • Greenhouse Gas Emissions • Energy Management 	<ul style="list-style-type: none"> • Creating Social Value • Environmentally Friendly Products and Services • Economic Performance • Digitalization

Double Materiality Analysis

Between May and December 2024, over a seven-month period, we carried out a double materiality analysis with a project team consisting of our Chief Human Resources and Sustainability Officer, our Sustainability and Occupational Safety Manager, and our Sustainability Manager. During the analysis, we initially benefited from insights provided by our consultancy firm, which had previously conducted double materiality analyses for

companies in Europe operating in the consumer electronics retail sector with value chains closely resembling that of Teknosa. We later evaluated this analysis in detail and aligned it with Teknosa's local context.

In the first phase of the study, the project teams of Teknosa and the consultancy firm reviewed the value chain in the insights study from Teknosa's perspective. By adding "marketplace for vendors" and "iklimsa dealers" to our own operations, we completed our value chain study.

In the next stage, we identified the internal stakeholders within Teknosa who would contribute to the evaluation process of the material sustainability topics. Our main criterion in selecting internal stakeholders was to ensure that each topic would be assessed in a balanced and comprehensive manner by at least different stakeholders representing both financial and impact perspectives. With this approach, we planned to evaluate the material topics in detail with 23 stakeholders organized into four groups, consisting of the managers listed below:

- Chief Human Resources and Sustainability Officer, Senior Manager of Recruitment and Career Management, Manager of Risk, Compliance and Business Continuity, Manager of Sustainability and Occupational Safety, Sustainability Executive,
- Category Directors, Managers, Assistant Managers, and Executives,

- Director of Customer Experience-CRM and Data Analytics, Senior Manager of CRM and Market Research
- Group Manager of Private Label Products and Service Packages, Senior Manager of Supply Chain Planning, Manager of Purchasing, Assistant Manager of Private Label Product Development and Supply

- Senior Manager and Manager of Warehouse & Logistics
- Senior Legal Manager
- Finance, Investor Relations and Financial Planning Group Manager
- Information Security Manager



During the process, we also worked on the extended list of material topics presented as an output of the insights study. (This reference list of 125 items was prepared by the Europe-based consulting firm using the sustainability topics in the European Sustainability Reporting Standards – ESRS, SASB sector guides, GRI standards, and sector research.)

Based on the impact materiality and financial materiality scoring in the referenced insights study, the long list of 125 items was reduced to a mid-list of 64 items. Together with our project team – including our Chief Human Resources and Sustainability Officer– we worked closely with the consulting firm to thoroughly analyze this list, confirming its accuracy and relevance in the context of our local operations. Following our internal evaluations, we further narrowed the list down to 60 items.

Subsequently, we held briefing and explanatory meetings with the internal stakeholders mentioned above regarding the project details and preliminary work, and shared the file containing the 60 topics, along with all explanations and scores, for their evaluation. After the explanatory workshops held with our 23 stakeholders divided into four groups, we collected their assessments in writing. The topics that exceeded the defined threshold values based on score results were then listed in groups.

In the evaluation, impact materiality was calculated by considering the severity of the impact. Severity was scored based on scale, scope, and—in the case of negative impacts only—the irreversibility of the impact.

Financial materiality referred to risks or opportunities

related to a sustainability topic that have, or could reasonably be expected to have, a significant impact on Teknosa’s development, financial position, financial performance, cash flows, access to finance, or cost of capital in the short, medium, or long term. The materiality calculation was therefore based on scoring both the potential magnitude of the risk or opportunity and the likelihood of these financial impacts.

Defined Threshold Values:

- **Negative Impact Materiality:** 8 (out of 12) – A topic with a score of 8 or higher is considered material in terms of impact.
- **Positive Impact Materiality:** 5 (out of 8) – A topic with a score of 5 or higher is considered material in terms of impact.
- **Financial Materiality of Risks and Opportunities:** 1.2 (out of 4) – A topic with a score of 1.2 or higher is considered material in terms of financial risk or opportunity.

At the final evaluation stage, we determined our material topics as shown in the table by taking into account the opinions of both internal and external stakeholders. This final stage consisted of sequential steps: preliminary validation by the project team, external stakeholder validation (Sabancı Holding, CarrefourSA, Sabancı Foundation, Lenovo), and final validation sessions with the project team and the consulting firm. The process was completed with the CEO’s approval.

As a result of our double materiality analysis, 29 subtopics under 11 main headings were identified as material for Teknosa. Of these 29 topics; 10 are

environmental, 13 are social, and 6 are governance-related. Nine of them were identified as double material. These nine topics were determined to have not only financial impacts on the company but also positive or negative impacts on society and the environment. These impacts are listed in the table below.

From a double materiality perspective, our double material topics—identified above both the financial materiality and the positive/negative impact materiality thresholds—are; Greenhouse Gas Emissions, Energy, Circular Material Use, Product Packaging, Resource Inputs (Including Resource Use), Responsible Marketing Practices, Sustainable Products and Services, Data Privacy & Security for Consumers and End Users.

The topic of Privacy for Consumers and End Users, under the Consumers heading, was combined with Data Security and explained in the report under [Data Privacy and Security](#). With this consolidation, the number of double material topics was reduced to eight. The subtopics of Forced Labor and Child Labor, under the heading of Workers in the Value Chain within the Business Administration category, which were not double material, were combined and explained in the report under [Responsible Supply Chain](#).

The topics of Anti-Competitive Behavior and Corporate Culture, under the Business Administration heading, were explained in the report under [Our Transparent, Fair, and Ethical Business Approach](#).

Throughout the report, double material topics were explained under separate headings, distinguishing

them from other topics. Topics expected to have only financial, only negative, or only positive impacts were also included in our report, but in less detail compared to double material topics. The reason for this is our desire to share transparently with our stakeholders the results that emerged from very comprehensive evaluations. With interim evaluations in future reporting periods, we aim to simplify our report by focusing only on double material topics.

Double materiality consists of two dimensions: Impact Materiality and Financial Materiality

Impact materiality evaluates the effects of our activities on society and the environment. This covers both negative and positive impacts that we cause or contribute to, either directly or indirectly, through our own operations, products, or services.

Financial materiality evaluates the effects of environmental and social impacts on our financial performance. In risk and opportunity assessments, the potential magnitude of financial impacts, the size of potential losses or gains in financial performance, and the likelihood of the risk or opportunity materializing are taken into consideration. Our impacts extend across the entire value chain—from our supply chain (upstream) to our own operations and product use (downstream). This covers a wide spectrum ranging from mining to electronic assembly, from energy supply to recycling.

Double Materiality Analysis Summary Topics

ESG	Main Material Topic	Material Topic	Positive	Negative	Financial	Heading in the Report
Environmental	Climate Change	Greenhouse Gas Emissions		✓	✓	Greenhouse Gas Emissions
		Energy		✓	✓	Energy Management
	Resource Use and Circular Economy	Resource Inputs, Including Resource Use		✓	✓	Resource Inputs, Including Resource Use
		Circular Material Use	✓		✓	Circular Material Use
		Product Packaging		✓	✓	Product Packaging
		Resource Outputs Related to Products and Services		✓		Resource Outputs Related to Products and Services
		Waste		✓		Waste Management
	Pollution	Substances of Concern			✓	Substances of Concern
		Air and Soil Pollution		✓		Air and Soil Pollution
	Water	Water Consumption		✓		Water Consumption
Social	Own Employees	Measures Against Violence and Harassment	✓			Measures Against Violence and Harassment
		Occupational Health and Safety	✓			Occupational Health and Safety
		Training and Skills Development			✓	Training and Skills Development
		Gender Equality & Equal Pay for Work of Equal Value	✓			Gender Equality & Equal Pay for Work of Equal Value
		Diversity	✓			Gender Equality & Equal Pay for Work of Equal Value
		Child Labor	✓			Gender Equality & Equal Pay for Work of Equal Value
		Employment & Inclusion of Persons with Disabilities	✓			Gender Equality & Equal Pay for Work of Equal Value
	Workers in the Value Chain	Forced Labor and Child Labor		✓		Responsible Supply Chain
		Inadequate Pay			✓	Responsible Supply Chain
	Consumers	Responsible Marketing Practices	✓		✓	Responsible Marketing Practices
		Consumer Health and Safety			✓	Consumer Health and Safety
Governance	Business Administration	Anti-Competitive Behavior	✓			Transparent, Fair and Ethical Business Approach
		Corporate Culture	✓			Transparent, Fair and Ethical Business Approach
		Relationships with Suppliers	✓			Responsible Supply Chain
	Responsible Business	Sustainable Products and Services	✓		✓	Sustainable Products and Services
	Data Security	Data Security (Privacy for the Company's Consumers and End Users)	✓		✓	Data Privacy and Security
	Economic Performance	Economic Performance			✓	Operational and Financial Performance

Green: Double material topics Blue: Other material topics

Sustainability and Climate Strategy

The focus of our sustainability and climate strategy is to minimize our potential negative impacts on society and the environment while maximizing our positive impacts. We foresee that, when these impacts are properly prioritized and managed, they can also generate positive effects on our company's financial results and create value for our key stakeholders, primarily our employees, customers, shareholders, and investors.

In this context, with a focus on our own operations, governance structures have been established and are operational to assess, plan, implement, monitor, and improve the impacts, risks, and opportunities that may arise at every stage of our value chain.

In 2024, we conducted a detailed analysis to identify the impacts, risks, and opportunities within the scope of influencing and depending on resources related to sustainability. Our double material topics are: Greenhouse Gas Emissions, Energy, Circular Material Use, Product Packaging, Resource Inputs (Including Resource Use), Responsible Marketing Practices, Sustainable Products and Services, and Data Security & Privacy for Consumers and End Users. In our report, we present our performance, targets, and progress towards these targets under main headings.

To date, we have based our climate risk and opportunity analyses and reporting on the Carbon Disclosure Project (CDP) and the Task Force on Climate-Related Financial Disclosures (TCFD) frameworks. Starting from our 2024 performance, beginning in 2025, we will continue to present these to our stakeholders under the Türkiye Sustainability Reporting Standards (TSRS), which are based on IFRS S1 and S2 Sustainability Reporting Standards.

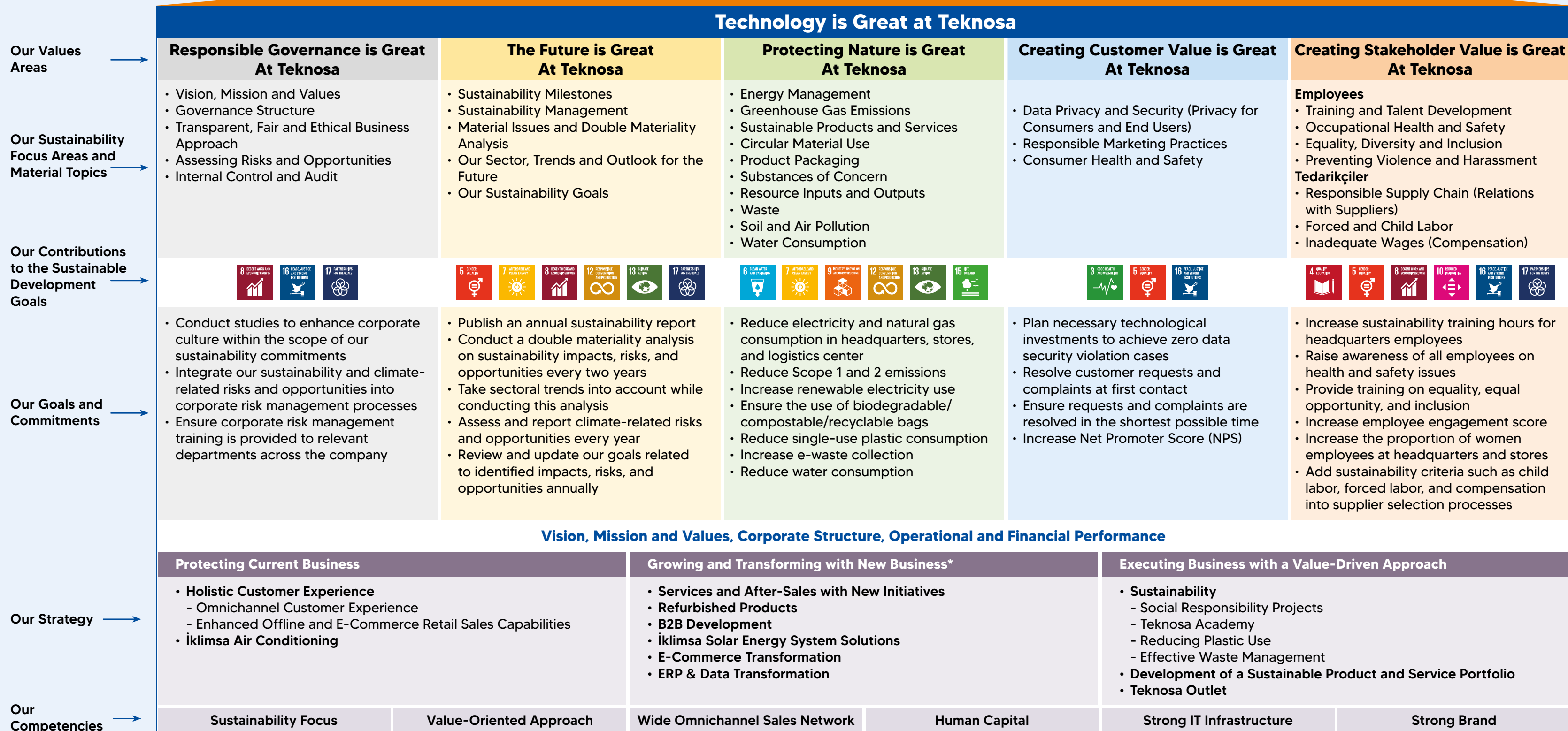
Our most up-to-date governance, risk management, strategy, and target disclosures on climate are included in the **Teknosa 2024 TSRS Report**.

The main goal shaping our strategy is to achieve net-zero emissions and zero waste by 2050. In line with the SBTi, our interim target on the path to this main goal is to reduce our Scope 1 and 2 emissions by 42% by 2030 compared to the base year 2021. By adding the integration of decarbonization efforts into our supply chain to these targets, we continue to advance resolutely in combating climate change.



Teknosa Sustainability Strategy House

The Future is Great At Teknosa



Sustainability Goals

In 2024, based on the results of the double materiality analysis (DMA), we reviewed our goals related to the focus areas. We maintained the relevant existing goals and initiated discussions with responsible

departments for goals related to new topics. Due to the final DMA meeting taking place in the last period of 2024 and uncertainties in data trends, we postponed setting some goals to the new reporting period.

We continue to uphold our Net Zero Emission by 2050 target, set in 2021.

Goals Related to Material Topics

Double Material Topic	Goal Definition / Type	Metric	Base Year	Base Year Data	2024 Target	2024 Performance	Goal Progress Rate (Analysis)	Short-Term Goal (2025)	Medium-Term Goal (2030)	Long-Term Goal (2050)	Revision Status
Greenhouse Gas Emissions	Scope 1 + 2 emission reduction	% (Quantitative)	2021	10.972 (tCO ₂ e)	33	39	(+) 18%	40	42	0	None
Energy Management	Increase share of renewable electricity in total electricity consumption	% (Quantitative)	2021	0	65	66,4	(+) 2.2%	70	80	100	None
Sustainable Products and Services	Increase turnover of environmentally friendly products and services compared to previous year	Milyar TL (Quantitative)	2023 (Previous year)	1.99	Increase	4,43	(+) 123%	Continuous goal	Continuous goal	Continuous goal	None
Resource Inputs	Use FSC-certified paper	% (Quantitative)	2024	0	100	100	100	100	100	100	None
Data Privacy and Security (Consumers)	Improve cyber maturity level with compliance to international information and data security frameworks	Qualitative goal	2024	-	-	-	-	Continuous goal	Continuous goal	Continuous goal	None
Responsible Marketing Practices	In Determination Process										
Circular Material Use	In Determination Process										
Product Packaging	In Determination Process										

Other Company-Specific Goals

Diversity and Inclusion	Increase the ratio of women employees at headquarters	% (Quantitative)	2022	51	52	43	(-) 17%	50	50	-	None
Diversity and Inclusion	Increase the ratio of women employees in stores	% (Quantitative)	2022	22	24	27	(+) 11%	26	30	-	None
Diversity and Inclusion	Increase the ratio of women employees at managerial level	% (Quantitative)	2022	33	35	38	(+) 8.5%	37	40	-	None

Sustainability Goals of Our Senior Management

Owner	Relevant Material Topic	Goal Definition	Metric	2022	2023	2023	2024	2024
				Realization	Goal	Realization	Goal	Realization
Chief Human Resources and Sustainability Officer	Greenhouse Gas Emissions	Scope 1 + 2 emission reduction	tCO ₂ e	8,287	4.7%	(+) 7.1%	4.2%	(+) 13.6%
Chief of Retail Sales Officer	Energy Management	Increase use of renewable electricity (I-REC, YEKG)	(%)	35.05%	41.5%	(+) 43.3%	43.5%	(+) 66.8%
CEO	Sustainable Products and Services	Increase in number of sustainable products and services	(%)	170 items	6.0%	(+) 17.0%	5.0%	(+) 11.0%
Chief Category Management and Supply Chain Officer	Sustainable Products and Services (A+++, A++ Beyaz Eşya)	Increase in number of sustainable products and services	(%)	148 items	6.0%	(+) 23.0%	5.0%	(-) 32.4%
		Sustainable products and services revenue growth	(%)	515,726,698 TL	%25,0	(+) %188	%55,0	(+) %87,5
Chief İklimsa Business Unit Officer	Sustainable Products and Services (A+++ Klima)	Increase in number of sustainable products and services	(%)	17 items	18.0%	(+) 47.0%	18.0%	(+) 320%

All increase and reduction targets are compared to the previous year and are recurring continuous goals. These KPIs impact the annual bonuses of senior management. The actual figures on which these ratios are calculated are presented in the performance indicators section of our report.



As SKD Türkiye, we are pleased to observe the momentum that our valued member Teknosa has achieved in its reporting process.

In its activities in the field of technology retail and electronic products, Teknosa adopts a sustainability approach that balances economic growth with environmental and social responsibilities. While offering innovative and inclusive solutions in the services it provides to its customers, it also takes concrete steps in priority areas such as combating climate change, resource efficiency, reducing environmental impacts, and creating social value; operating with a business model that is based on long-term value creation.

We closely observe the determination and progress in reporting demonstrated by Teknosa, one of the major players with a strong position in Türkiye's technology retail sector, following the evaluation it received since 2022 within the scope of our

Reporting Matters project. Since 2021, our member has shown remarkable progress by aiming to increase the quality and impact of the sustainability and integrated activity reports it has published.

In particular, the diversification of communication methods used in customer and stakeholder engagement, its transparency-focused approach, and its regular information sharing across various platforms have made significant contributions to making its sustainability performance more visible and comprehensible.

Teknosa regards integrated reporting not merely as a reporting obligation but as a core element of its business strategy. Its announcement of a comprehensive roadmap towards the 2050 Net Zero target, the development of emission reduction commitments aligned with the SBTi, and the support of this target with a long-term decarbonization plan are strong indicators of its strategic approach. Moreover, with transparency in reporting processes,

consideration of stakeholder expectations, and continuous improvement efforts, it demonstrates an exemplary momentum of development.

This approach reflects Teknosa's determination to present its corporate sustainability performance in a more transparent and holistic manner. We believe that in the coming period, by linking materiality analyses more strongly with business strategy, supporting targets with a financial dimension, and enhancing external assurance processes, Teknosa will create an even greater impact. We are pleased to contribute to this transformation journey.

Konca Çalkıvık

SKD Business and Sustainable Development Association

Protecting Nature Is Great at Teknosa

Double Material Topics
Other Material Topics

Sürdürülebilir Yaşam

ELEKTRONİK ATIK
GERİ DÖNÜŞÜMÜ
TEKNOSA'DA

2

güzel

TEKNOSA

Double Material Topics

Energy Management

In the double materiality analysis, we identified that the topic of Energy Management—which includes all types of energy such as electricity, natural gas, petrol, and coal used in a company's operations, along with their consumption levels—creates a negative impact by Teknosa and also generates financial consequences for our company.

As Teknosa, we recognize that energy management holds great importance in reducing the impacts of climate change within the sector in which we operate. In addition to gasoline and diesel, we also use natural gas and indirectly, electricity. Efficient and sustainable management of the energy required for our stores and logistics center plays a critical role both environmentally and operationally. We are aware that increasing GHG (greenhouse gas) regulations may create additional costs for fossil fuel-based energy consumption through mechanisms

such as carbon taxes or emission trading systems. At the same time, we recognize that renewable energy incentives make alternative energy sources more competitive in terms of cost. With this awareness, we aim to both shift towards alternative energy sources and enhance our energy efficiency in order to reduce costs and contribute to our environmental sustainability goals.

Our target is to increase renewable energy consumption to 80% by 2030.

To ensure energy management in our stores, we continued our automation projects. For this purpose, we used smart sensors and software to automatically monitor and control energy consumption in heating, cooling, lighting, and other energy-intensive systems, aiming to improve energy efficiency and optimize energy use. In 2024, 42.8% of the total 37.4 thousand MWh energy we consumed across all operations came from renewable sources.

Our Initiatives for Clean Energy Use and Energy Efficiency	Period	Outputs and Results
Our headquarters building has received LEED (Leadership in Energy and Environmental Design) certification.	2015	We received a 67 out of 110 points on the LEED Gold Scorecard.
We collaborated with WWF-Türkiye (World Wildlife Fund) at our headquarters building.	2022	We achieved a 5% annual electricity consumption savings, earning us a Green Office Certificate.
We completed the LED lighting conversion in all stores.	2024	We saved 425 thousand kWh of energy. This represents a savings of 1.2 million TL.
We implemented solutions using automatic sensors in the air conditioning and lighting systems in 73 of our stores.	2024	We saved 2.55 million kWh of energy. This represents a savings of approximately 11 million TL.
With a Renewable Energy Supply Certificate (I-REC), we are providing all of the energy consumption for our logistics center and 70 stores from renewable energy sources.	2024	We achieved 66.4% of our 2024 renewable electricity consumption target of 65%.
We generated 75.14 MWh of energy through the 175 MWh solar energy systems installed on the roof of our Adana Sabancı Business Center store through the Energy Performance Model.	2024	We prevented 33.21 tons of CO ₂ e emissions with the 65.88 MWh of clean energy we consumed. We sold 35.31 MWh of electricity to the grid, generating a profit of 118 thousand TL.

To transition to renewable energy sources, we are evaluating options such as acquiring renewable energy certificates (I-REC and YEK-G), signing Power Purchase Agreements (PPAs), implementing on-site and off-site renewable energy installations, and generating our own energy.

Total Electricity Consumption (MWh)	23,999.95
Total Natural Gas Consumption (MWh)	10,291.00
Total Gasoline Consumption (MWh)	3,048.44
Total Diesel Consumption (MWh)	74.97
Total Energy Consumption (MWh)	37,414.36

Greenhouse Gas Emissions

Greenhouse gases (GHGs) such as CO₂, CH₄, and N₂O are released into the atmosphere, trapping heat and causing global warming. Fossil fuel use and industrial processes are significant contributors to greenhouse gas emissions. In the double materiality analysis, we identified that the topic of Greenhouse Gas Emissions creates a negative impact by Teknosa and also generates financial consequences for our company.

We believe that data-driven approaches play a critical role in advancing our sustainability goals in combating climate change. Therefore, in line with Sabancı Group's "Net Zero Emissions" target, we are committed to achieving net zero emissions across all operations by 2050. We measure our GHG emissions in accordance with the GHG Protocol Corporate Accounting and Reporting Standard, and we develop data-driven strategies for a greener future.



CDP (Carbon Disclosure Project) Climate Change Program

In line with these strategies, as an indicator of our efforts in sustainability and climate change, we achieved significant success in the CDP (Carbon Disclosure Project) Climate Change program, raising our score from A- in 2023 to A (leadership level) this year. Positioned well above the global retail sector average of

C, our new score demonstrates that our efforts to reduce carbon emissions and environmental impacts and to increase our energy efficiency have been recognized by international standards. This year, for the first time, we also responded to the CDP Water Security Program, strengthening our focus on water management.

Science Based Targets initiative (SBTi) Commitment

As Teknosa, within the scope of our sustainability strategy, we entered the process of setting targets aligned with the Science Based Targets initiative (SBTi). This process, which includes time-bound strategies and targets, forms the basis of our decarbonization action plan and future emission reduction efforts. In 2024, we submitted a commitment letter to SBTi.

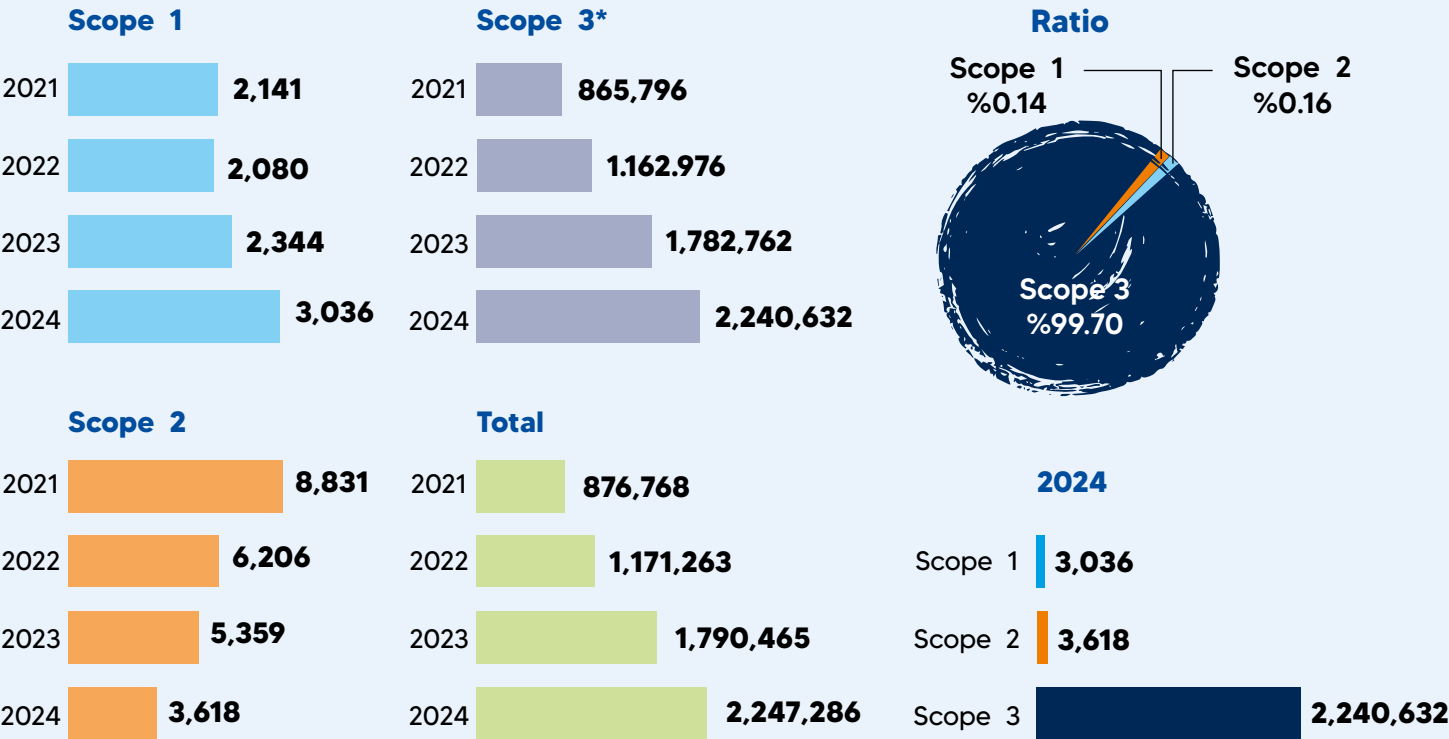
At the target-setting stage, we selected the base year, target year, and time horizon. By calculating our Scope 1, 2, and 3 emissions, we determined our reduction targets in line with the most appropriate SBTi methodology. Using 2021 as the base year for Scope 1 and 2, and 2023 for Scope 3, we plan to include all business unit activities in Scope 3. Our Scope 1 and 2 emissions totaled 10,972 tCO₂e in 2021, and with an absolute reduction target of 42%, we aim to reduce them to 6,347 tCO₂e by 2030.

We plan to reduce our Scope 1 and 2 emissions through optimized energy systems and the purchase of renewable energy certificates (I-REC). We are also considering a transition to electric models in our company fleet. By 2030, we target 80% renewable electricity consumption. At the same time, we are assessing the risk of Scope 1 and 2 emissions increasing due to business growth. In 2024, we continued efforts to access more data each year, particularly for Scope 3, which accounted for 99.7% of our total emissions.

For Scope 3, we plan to focus on reducing emissions related to purchased goods and services (Category 1) and use of sold products (Category 11). As of the 2023 base year, these two categories account for 99% of our total Scope 3 emissions. Our targets were set using an economic intensity reduction approach, selected to align with our high growth expectations.

As Teknosa, by setting targets aligned with SBTi, we are strengthening our sustainability strategy. As an important step towards our goals, we converted the forklifts in our logistics center to electric models to reduce fossil fuel consumption. Our energy system optimizations, investments in renewable energy use, and collaborations with our suppliers will play a critical role in achieving our targets.

Greenhouse Gas Emissions (ton CO₂e)



*Scope 3 was calculated as Categories 1, 5, 6, 7, 9, and 11 in 2021 and 2022, and Categories 1, 2, 3, 5, 6, 7, 9, 11, 12, and 14 in 2023. The majority of our Scope 3 emissions come from the products we purchase and the use of the products we sell. The increase in Scope 3 in 2024 is due to the increase in our sales volume.

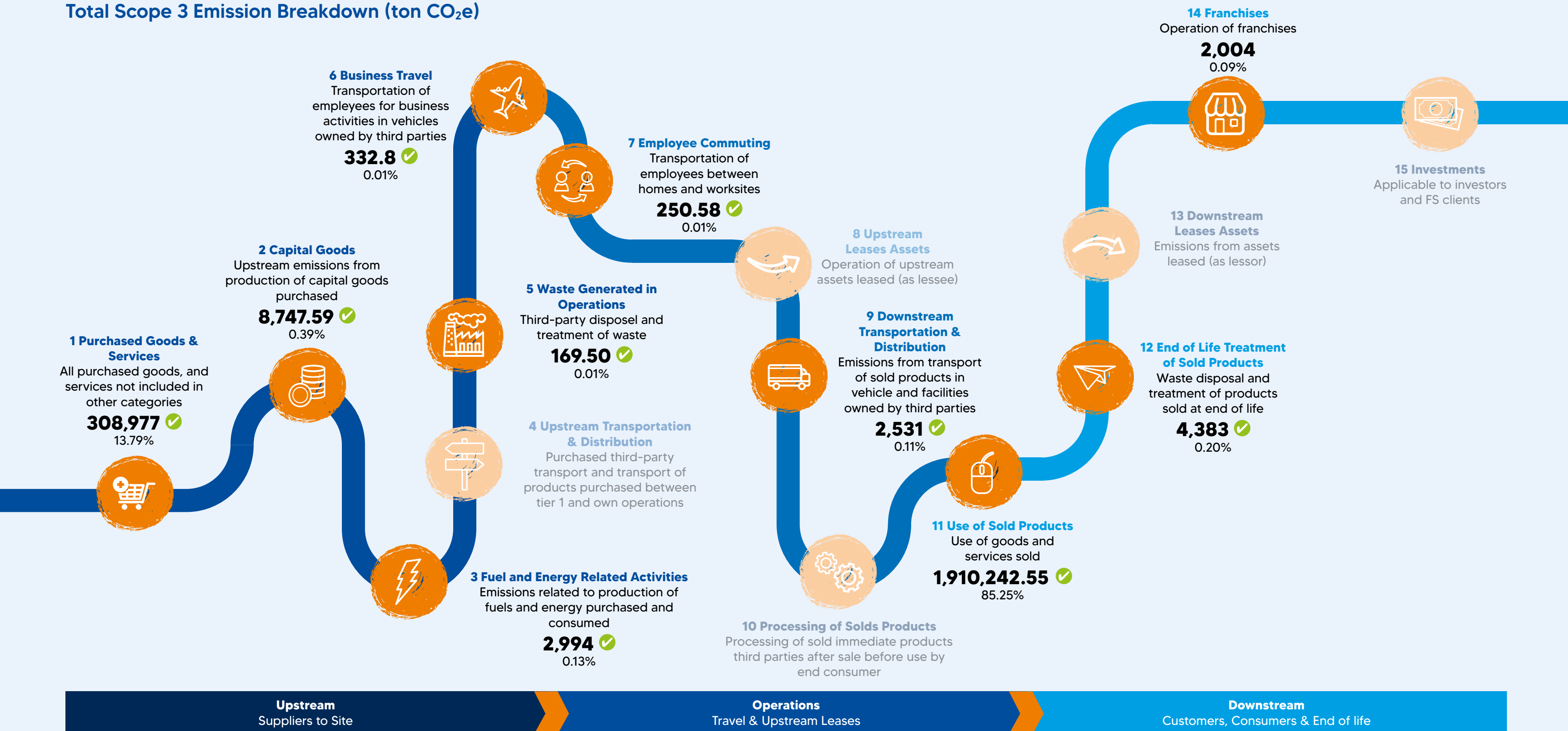
Emission Scope	Emission Type	Emission Source	Total
Anthropogenic Scope 1 - Direct Greenhouse Gas Emissions	Stationary Combustion	Natural gas	2,135.74
	Mobile Combustion - (Company Vehicles)	Diesel	14.05
	Mobile Combustion - (Company Vehicles)	Gasoline	743.47
	Other Stationary Combustion (Generators)	Diesel	7.10
	Fugitive Emissions	Refrigerant Leakage	135.99
	Fugitive Emissions	Fire Extinguishers	0.029
Scope 2 - Energy Indirect Greenhouse Gas Emissions	Purchased Electricity - Market Based		3,617.59
	Purchased Electricity - Location Based		10,590.37

Our Headquarters employees use shuttle vehicles to go to and from work.

Scope 3 Emissions by Business Unit

Emissions (tCO ₂ e)	Change from 2023	Accuracy
<div>TEKNO SA</div> <div>Category 1301,858</div> <div>Category 111,198,717</div>	<ul style="list-style-type: none">Purchased products decreased by 13%, while spending increased by 74%.Sold products increased by 4%.	Emissions are calculated using a combined methodology: <ul style="list-style-type: none">Category 1: For Network Devices with the Product Carbon Footprint (PCF) approach and Spend-based method for the remaining items.Category 11: PCF where available for the use phase; for other product categories, average energy consumption data (half standard assumptions and half Energy Star Label) combined with product lifetime.
<div>iklim SA</div> <div>Category 11,470</div> <div>Category 11593,145</div>	<ul style="list-style-type: none">Spent has decreased by 95%.Sold products increased by 33%.	Emissions are calculated using a combined methodology: <ul style="list-style-type: none">Category 1: Spend-based methodCategory 11: Average data method using product lifetime and energy consumption inputs (half standard assumptions, half Energy Star Label)
<div>preo</div> <div>Category 15,649</div> <div>Category 1150,724</div>	<ul style="list-style-type: none">Purchased products decreased by 43% and spending decreased by 3%.Sold products decreased by 68%.	Emissions are calculated using a combined methodology: <ul style="list-style-type: none">Category 1: For Network Devices with the Product Carbon Footprint (PCF) approach and Spend-based method for the remaining items.Category 11: PCF where available for the use phase; for other product categories, average energy consumption data (half standard assumptions and half Energy Star Label) combined with product lifetime.
<div>Pazaryeri</div> <div>Category 1167,655</div>	<ul style="list-style-type: none">Sold products decreased by 2%.	<ul style="list-style-type: none">Category 11: Average data method using product lifetime and energy consumption estimates.

Total Scope 3 Emission Breakdown (ton CO₂e)

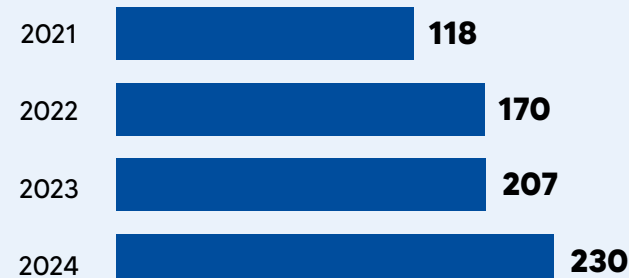


Sustainable Products and Services

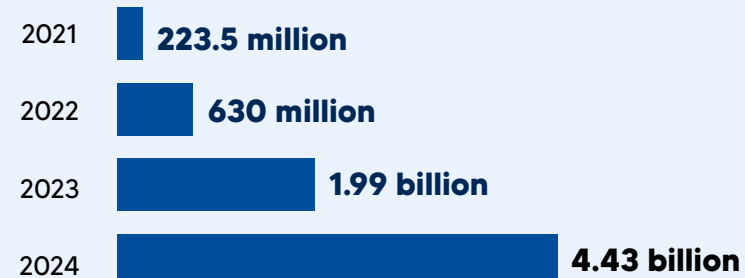
Sustainable products and services create positive environmental and social impacts by promoting sustainable and eco-friendly practices among consumers. For an electronics retailer, providing repair and maintenance services to extend the life of products, implementing e-waste take-back programs, or offering educational services to encourage responsible electronic use are opportunities to generate positive impact in this area. In the double materiality analysis, we identified that “Sustainable Products and Services” generate both positive impacts by Teknosa and financial outcomes for our company.

Taking into account consumers’ increasing demand for eco-friendly products, and with the awareness that our marketing activities also influence consumption habits, we continuously enhance our product and service portfolio with low-emission and eco-friendly products. As a sign of our commitment to sustainability, we offer additional discounts to customers to promote the sales of A+++ products in our portfolio. Furthermore, in collaboration with Sabancı Holding, we established criteria to meet industry expectations. By marketing products with minimized environmental and social impacts, we aim to spread sustainable consumption habits. In this context, we increased the number of eco-friendly products and services by 11% compared to 2023, reaching 230. Revenues from eco-friendly products and services increased by 123%, reaching 4.43 billion TL.

Eco-Friendly Products and Services



Revenue from Eco-Friendly Products and Services (TL)



High Energy-Efficient Products:

Across all sales channels, we offer 119 types of white goods and 105 types of air conditioners with high energy efficiency, helping reduce carbon footprints by lowering energy consumption. On A-class white goods and services that extend product lifespan—such as screen protection and coating—we provide special discounts to encourage responsible consumption.

Technology Support Package:

We provide 24/7 technical support via phone, remote connection, and assistance to resolve issues encountered in the use of electronic devices, ensuring devices are used more efficiently and last longer. [Click here for more information.](#)

Repair and Maintenance Services:

Regardless of whether purchased from Teknosa or not, we offer repair services for all portable electronic devices such as phones, tablets, laptops, and small household appliances. In 2024, we repaired approximately 265,000 products, increasing reuse and recycling rates, and working to prevent waste generation. Our expert team carefully inspects the repaired products and informs customers of their status. As a result of evaluations, some products are reused as spare parts, while others are resold through our outlet stores and teknosa.com/outlet website. [Click here for more information.](#)

TeknoGaranti:

With TeknoGaranti, we provide up to three years of additional warranty for purchased products, extending product lifespans, reducing the need for new purchases, and consequently lowering resource consumption. [Click here for more information.](#)

Refurbished Phone Sales:

Through teknosa.com, we offer refurbished phones that have undergone all necessary maintenance, repair, and testing at Ministry of Trade-approved Refurbishment Centers, are 100% functional, and come with a 14-day return guarantee. This initiative contributes to reducing electronic waste and conserving natural resources. [Click here for more information.](#)



İklimsa Solar Energy Systems (SES) Business Model:

Through İklimsa, we provide solutions for residential, agricultural irrigation, industrial facilities, and land-based solar projects, reducing fossil fuel use and promoting renewable energy consumption. To support the adoption of sustainable energy solutions, we collaborated with Akbank, Garanti, Vakıf Katılım, and Şekerbank to provide financing options for our customers. [Click here for more information.](#)

Launched in 2022, the İklimsa SES business model enabled 19 projects with a total capacity of 6,358 kWp in 12 provinces in 2023, and 19 projects with a total capacity of 5,300 kWp in 13 provinces in 2024, helping achieve an annual carbon saving of ~6,576 tons over two years. In the coming years, we plan to launch the SES Service System to double our contribution to sustainability through the İklimsa SES business model.



Old Device to a New One:

With our “Old Device to a New One” initiative, customers who bring their old devices to our stores or send them via teknosa.com receive discounts on new purchases, enabling the recycling and reuse of old devices. Between 2017–2024, 240,868 devices were replaced through this program. Our target is to recycle 500,000 devices by 2031. [Click here for more information.](#)

Full Support Packages:

We offer customers a range of services under a single package—such as in-store installation, remote support, virus protection, and free basic repairs—helping them use their products more efficiently for longer. Customers also benefit from discounted TeknoGaranti and out-of-warranty repair services, promoting sustainable consumption. [Click here for more information.](#)

In-Store Service Package:

We provide services such as installation, software loading/updating, and antivirus installation for products purchased in-store, enhancing product performance.

Product Health and Performance Test:

By offering solutions to technical and software issues that arise during the product’s lifecycle, we help products operate more efficiently and last longer, reducing the need for new purchases. In turn, this lowers electronic waste and contributes to environmental sustainability. [Click here for more information.](#)



Improvement Studies:

Through our Preo and Sigma brands, we have introduced improvements in durability, material quality, and energy efficiency, ensuring products are long-lasting and high performing, thereby supporting sustainable consumption.

Rental Service:

Through teknosa.com and selected stores, we offered a rental service via our “Kiralabunu” collaboration, where more than 200 electronic products could be rented. This service promoted reuse and reduced electronic waste. The rental model ended on November 1, 2024, but supported the creation of a sustainable cycle by extending product lifespans.

Circular Material Use

Circular material use refers to a system in which resources are utilized through the reuse of products for different or similar purposes at the end of their life cycles, or through redesign for recycling. In the double materiality analysis, we identified that for Teknosa, circular material use both generates positive impact and has financial implications. At Teknosa, our goal with this approach is to minimize material use and consequently waste, achieve positive environmental impacts by conserving resources and reducing pollution, while also identifying opportunities to reduce costs.

At Teknosa, we evaluate the life cycle of our products and services starting from the production phase, covering packaging, distribution, resource intensity during use, and environmental and social externalities that may arise at the end of use. We monitor relevant regulations and invest in improvements accordingly. In this context, we aim to meet the growing demand from our customers and society for more sustainable products and services, while ensuring compliance with evolving environmental and social regulations. Particularly in production-related circular material use, although we have no authority to direct other brands, our evaluations for Preo and Sigma products are ongoing, and this remains an area where our impact is limited.

In 2024, Teknosa fully complied with the Environmental Law and regulations, and our company was not subject to any penalties. Within the scope of compliance and improvements, we made 24 million TL in environmental expenditures.

With our ISO 14001 Environmental Management System certification process, we aim to manage the design, production, distribution, consumption, and disposal processes of our products and services more effectively. This certification enables us to continuously improve our environmental

performance, manage environmental risks more effectively, and contribute to sustainable development for long-term success.

We are aware that waste management is important not only for environmental sustainability but also for economic efficiency and regulatory compliance. Therefore, we continuously develop and improve our waste management policies. Thanks to this approach, in 2024, we did not engage in any activities leading to environmental non-compliance and were not subject to any penalties.

In line with our Environmental Policy, we adopt an effective waste management system based on the principles of circular economy and waste hierarchy for the waste generated as a result of our operations. We continued to expand the zero-waste system implemented at our headquarters and logistics center to our stores.



Amount of Recovered/Recycled Waste (tons)

Waste Type		2023	2024
	Paper	96	149.65
	Mixed Packaging	155	126.25
	Plastic	83	107.5
	Electronic	2.2	2.2
	Battery, Accumulator & Toner	0.017	0.23

Data obtained from relevant departments or licensed companies to which waste is delivered.

In 2024;

Digitalization and Paper Consumption:

We began procuring all paper used in our operations as FSC-certified.

Single-Use Plastics:

Within the scope of the Business Plastics Initiative (IPG) Plastic Reduction Commitment, we eliminated plastic bottles and single-use products causing environmental pollution at our headquarters and replaced them with eco-friendly alternatives. We provided thermoses and recycled-material cups for employees. As a result, we completely eliminated single-use plastics at the headquarters.

E-Waste and Battery Recycling:

We expanded our e-waste, battery, and recyclable packaging collection activities. We continued the project “Let Waste Batteries Turn into Saplings!” with VARTA & TEMA Foundation to promote battery recycling and prevent environmental pollution. In collaboration with the Aegean Forest Foundation, we donated 1,005 saplings on behalf of customers who brought e-waste to our stores. We also conducted e-waste awareness surveys and shared informative content to increase public awareness.

Employee Clothing:

45% of our employee uniforms are made from recycled materials and 55% from organic fabrics, designed to be 100% eco-friendly.

Welcome Kits:

We renewed the contents of our onboarding kits for new employees, filling them with eco-friendly products made from sustainable materials.

Promotional Products:

For İklimsa dealers, we distributed notebooks, calendars, and promotional items made only from recyclable materials.

E-Commerce Operations and Logistics:

In our e-commerce operations, we used recycled or recyclable materials for all packaging except adhesive tape. In December 2024, in collaboration with Exitcom, we held a “Sustainability and E-Waste Training” and an “E-Waste Upcycling Workshop” at our logistics center to raise awareness about how e-waste can be repurposed.

Store Bags:

In our stores, we use biodegradable bags made of 100% recycled plastic with 100% recyclable raw materials.



Circular Economy Approach

At Teknosa, we take strategic steps to adopt circular economy principles as part of our sustainability goals. Circularity plays a critical role in achieving our net zero emissions targets. By optimizing resource use, reducing waste, and extending product lifespans, we aim to minimize our environmental impacts.

We manage this process with a three-stage approach to mainstream circular economy principles across the company and set circularity targets. In the first stage, we focused on the concept of circular economy and its impact on Teknosa and sector stakeholders. We identified potential circular economy targets and shared them with employees. In the second stage, we defined Teknosa's circularity targets and developed metrics aligned with these targets. We assessed our current situation and created circular economy profiles specific to our business units. In the final stage, we initiated data collection activities to support our circular economy goals. These data were used to develop circularity profiles tailored to our business units.

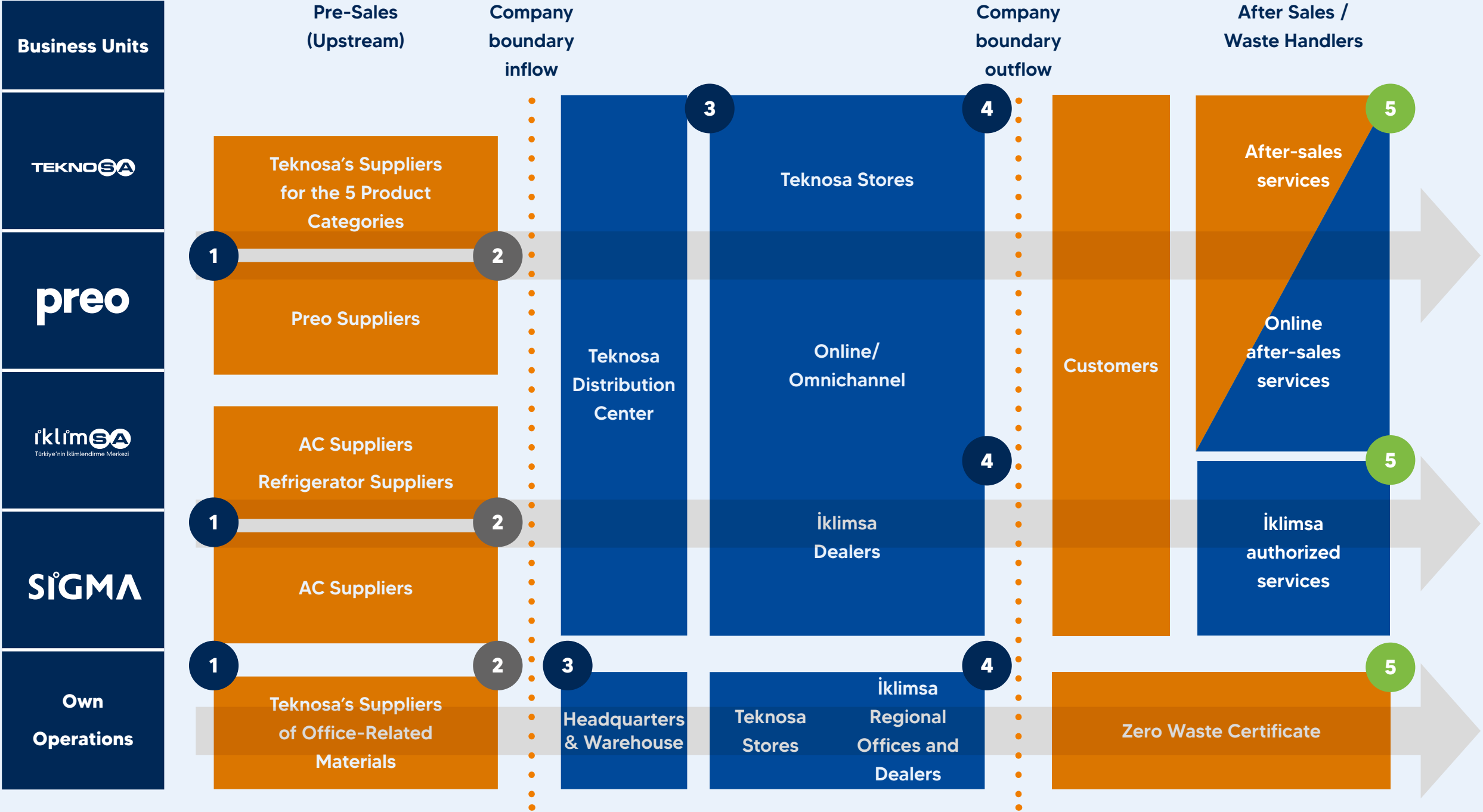
Our circular economy practices are supported through the use of recycled materials, alternative raw material sources, design strategies to extend product lifespans, and end-of-life recovery. Recovery of materials leaving our company and waste management form the foundation of our circular economy approach. Collaborating with suppliers to increase circular material use, reduce dependency on critical raw materials, and apply circular principles in product design are among our key strategies.

At Teknosa, we are committed to achieving our sustainability goals through circular economy practices. This process will not only reduce our environmental impacts but also minimize supply chain risks and support our company's long-term success. Within the scope of our circular

economy initiatives, we also evaluate alternatives for reintegrating source-separated waste and end-of-life products into the economy in line with circular economy principles, guided by the Circular Business Design Training organized by the Circular Economy Platform of Türkiye.



Our Operations



Key intervention points for circular principles

- 1- Product Suppliers:** Engaging with suppliers on increase of circular material usage and decreases dependency on critical raw materials.
- 2- Design & R&D:** Engaging with suppliers on the potential further utilize Circular Design Principles in products which include: Durability, reparability, modularity & material composition of products.
- 3- Procurement:** Including Circular Procurement Criteria in supplier contracts, actively steering on improving circular inflow-and circular design.
- 4- End-User:** Introduce Circular Business Models (e.g. buy back scheme or rental business models).
- 5- Lifetime Extension:** Repair and refurbishment conducted.
- 6- Waste Recovery:** Waste handles recovering waste from own operations e.g. office waste from the HQ. Aim at avoiding landfill.

- **Inflow Intervention**
- **Design Intervention**
- **Outflow Intervention**

Product Packaging

The topic of “Product Packaging”, which covers packaging design, the use of environmentally friendly materials in production, and minimizing the environmental impact of packaging throughout its entire life cycle, including disposal processes, was identified in the double materiality analysis as having both a negative impact caused by Teknosa and financial consequences for our company.

Product packaging forms an integral part of our sustainability strategy due to its direct impact on both environmental performance and customer experience. In the retail sector, where we deliver a wide variety of product groups to customers, we use significant amounts of plastic, cardboard, and other packaging materials in packaging activities. Therefore, choosing environmentally friendly, recyclable, and resource-efficient materials in the production and design of packaging is critical for reducing our environmental footprint. Sustainable packaging not only provides environmental benefits such as waste reduction and lower carbon emissions, but also strengthens our eco-conscious brand image.

Moreover, with rising consumer awareness, reusable, space-saving, and recyclable packaging has become an expectation among customers. Accordingly, sustainable packaging practices have

become factors that increase customer satisfaction and loyalty. In short, sustainable packaging is a priority for Teknosa in terms of environmental responsibility, operational efficiency, and brand reputation.

Within our value chain, sustainable product packaging comes to the forefront particularly at the logistics and customer experience stages. In logistics and storage, packaging plays a key role in both operational efficiency and waste management. The volume and material of boxes, protective elements, and handling equipment directly affect our carbon footprint. At the customer experience stage, product packaging reaching the consumer matters both functionally and perceptually. Plastic-heavy packaging can create a negative perception among environmentally sensitive customers, while simple, recyclable packaging with informative labeling can enhance brand value. For this reason, sustainable packaging practices have a multi-stage impact across our value chain, generating environmental, operational, and reputational outcomes.

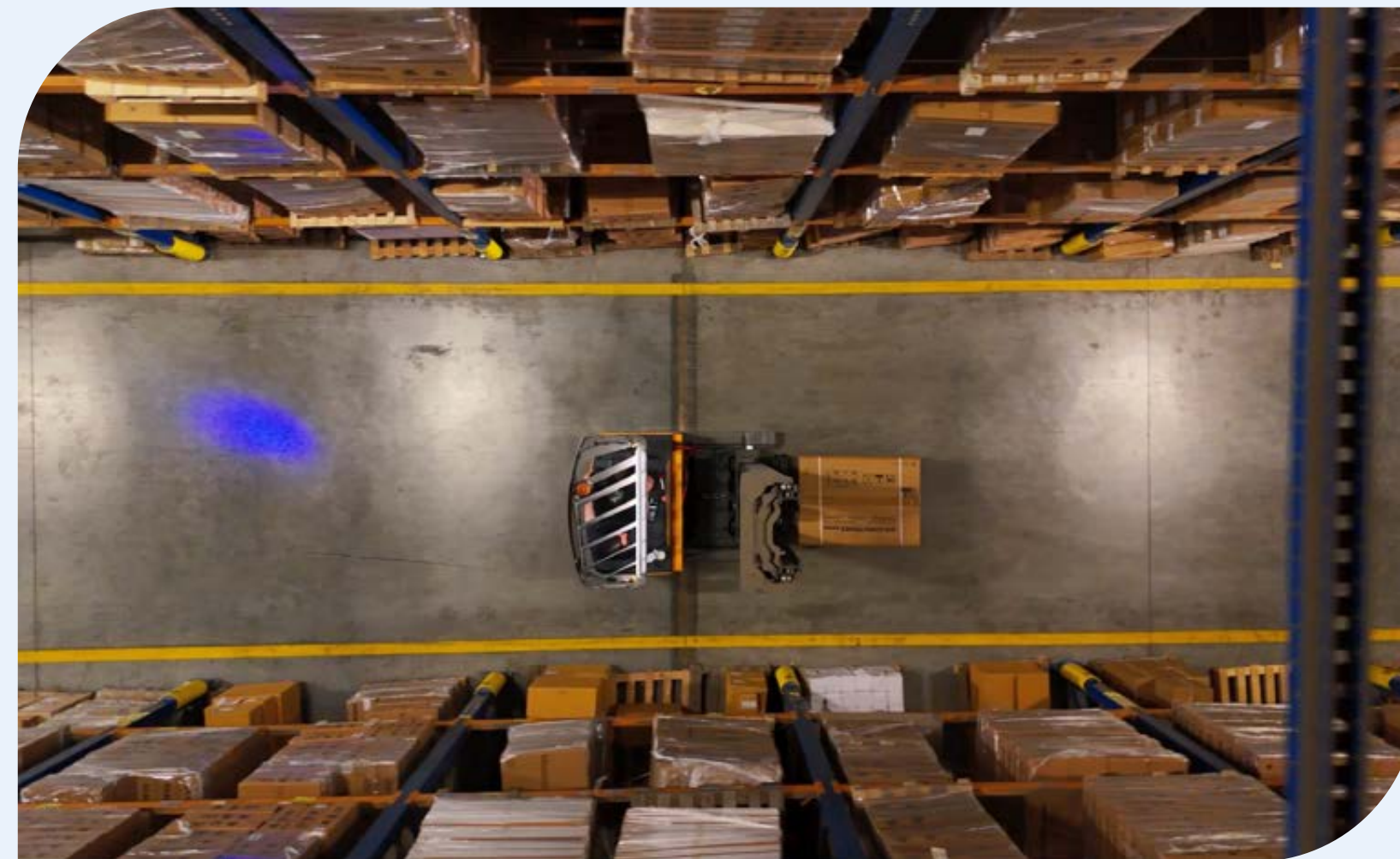
Sustainable packaging is not only an environmental responsibility but also a financial priority. Making packaging materials more efficient and environmentally friendly reduces our logistics and storage costs. Compact, lightweight, and

modular packaging allows products to take up less space, creating cost advantages in transportation and stocking, ultimately improving operational efficiency and profitability.

Furthermore, the use of sustainable packaging positively influences consumer perception and loyalty, contributing to sales performance. In recent years, consumers have increasingly tended

to choose sustainable brands, enabling Teknosa to expand its customer base and enhance brand value through eco-friendly practices. In summary, sustainable packaging is both a cost-reducing and revenue-increasing area of investment for Teknosa.

Non-sustainable packaging practices can create serious negative impacts for Teknosa both environmentally and institutionally. The use of non-



recyclable, plastic-heavy, and oversized packaging increases our carbon footprint and conflicts with our environmental sustainability goals. This can result in negative scores in sustainability reports and environmental performance assessments. Additionally, environmentally harmful packaging use can damage consumer perception. Today's conscious consumers care not only about product quality but also about packaging's environmental impact. Products delivered with excessive plastic or unnecessary packaging materials can undermine brand loyalty, reduce customer satisfaction, and become subject to criticism on social media and other platforms.

In 2024, we launched a significant transformation project in sustainable packaging, particularly in physical stores. In November, we introduced FSC-certified recyclable kraft bags across all our stores in Türkiye, halting plastic bag orders. With this initiative, by the end of 2024, we completely eliminated plastic bag orders in our store operations, achieving significant environmental and financial gains. Approximately 1.5 million plastic bags used annually led to around 30 tons of carbon emissions, equivalent to the carbon emissions generated by a vehicle traveling 150,000 km.

With this practice, we not only replaced packaging materials but also laid the foundation for a social benefit-oriented donation model. We planned to transfer revenues from kraft bag sales to a non-governmental organization, and in 2024, we began research and evaluation processes to select an NGO with significant environmental and social impact. Thus, this transformation not only reduced the environmental impact of packaging but also initiated a new contribution mechanism in social responsibility, serving as a concrete step in sustainable packaging and an innovative approach that strengthens our brand value.

Additionally, in line with our sustainable packaging vision, we introduced another practice in 2024. We sent specially designed kraft gift bags to our stores for New Year purchases, offering them to customers buying gifts. These eco-friendly, simple, and aesthetic packaging designs not only supported sustainability perception, but also achieved commercial success. Within just one month, approximately 10,000 gift bags were sold, generating 140,000 TL in revenue and 85,000 TL in net profit.

At Our Gebze Logistics Center, Two More Projects Implemented in 2024 in Line with Our Sustainability Strategy on Packaging Processes:

Project to Eliminate the Use of Plastic Separators in Packaging Processes

Through this project, instead of externally sourcing protective materials used inside packages in our e-commerce order preparation operations, we produced them from waste cartons, thus recycling waste. We repurposed waste boxes with a shredding machine, making them reusable. In this way, we reduced our carbon footprint by replacing plastic-heavy packaging materials with recycled cartons, while also contributing to raising environmental awareness among our employees.

Project for the Use of Recycled Plastic Crates in Retail Shipments

In partnership with LogD Yeşil Sürdürülebilir Lojistik A.Ş., we implemented this project by replacing cardboard boxes in retail distribution processes with crates designed according to the Milk Run principle. These crates, made of highly durable recycled materials, circulate between our stores and Logistics Center and can be used for long periods without damage. With this practice, we contributed to our environmental sensitivity goals aimed at reducing carbon emissions. (Milk Run ensures minimum distance is traveled and maximum demand is transported on the truck or delivery vehicle to meet demand requirements at the lowest cost.)



Resource Inflows

Resource inflows refer to all resources used in an organization's operations. Resource use includes the consumption, management, and disposal of these inflows. In our double materiality analysis, the topic of "Resource Inflows" was identified as one where Teknosa both creates negative impacts and experiences financial consequences. At Teknosa, we recognize that how we use resources can significantly affect both the environment and society. By reducing the inflows and use of resources such as energy, packaging materials, and water, we aim to create positive financial impacts for Teknosa.

Resource inflows are important for Teknosa because the raw materials and other inputs used in products and operations create both environmental and social impacts. Irresponsible use of resources can lead to the depletion of natural reserves, increased pollution, and social problems, whereas responsible sourcing and efficient resource use contribute to sustainable development. For Teknosa, responsible sourcing practices not only reduce environmental impacts but also strengthen supply chain resilience and sustainability. This plays a critical role in maintaining operational continuity, reducing costs, and minimizing risks. In addition, external stakeholders emphasize that Teknosa can have a strong impact by collaborating with suppliers to adopt a more efficient and responsible approach to resource use.

This represents an important opportunity to reinforce the company's position as both an environmentally conscious and reliable brand.

Resource inflows stand out at every stage of Teknosa's value chain. During the sourcing stage, raw materials, components, and packaging materials used in the production of electronic products form the basis of resource inflows. In production processes, energy and water are consumed intensively while processing these raw materials. In logistics and distribution, the fuels and packaging materials used for transportation are part of resource inflows. In store operations, energy and water consumption, along with materials used in daily activities, are considered resource inflows. In after-sales services, the repair and recycling of faulty or end-of-life products also involve resource use. Thus, resource inflows are not limited to a single stage but are present throughout the value chain—from sourcing and production to logistics, store operations, and after-sales services—making them a critical issue to manage from a sustainability perspective.

The environmental impacts of these resources also create indirect financial effects. For example, reducing energy use not only lowers carbon emissions but also saves energy costs. Optimizing packaging materials reduces transportation expenses and lowers waste disposal costs. Furthermore,



reporting on the environmental impacts of resource use facilitates compliance with international frameworks such as CDP, TCFD, and GRI, thereby strengthening corporate reputation. Altogether, these factors create long-term competitive advantage for Teknosa.

Inefficient resource use, on the other hand, creates various negative effects for Teknosa. Unnecessary energy consumption not only increases carbon emissions but also drives up costs. Insufficient resource efficiency undermines the credibility of sustainability commitments while creating non-

compliance risks in environmental audits. Excessive or unplanned material use can cause waste in inventory management and lead to operational imbalances. In this context, inadequate or fragmented data management regarding resource use can also negatively impact the company's strategic decision-making processes.

At Teknosa, the most intensively used resources in our operations are energy, product packaging materials, and water. Details regarding our management approach and performance on these topics are explained under the relevant headings.

Other Material Topics

Resource Outflows

Resource outflows refer to the resources that materialize as final outputs of an organization's operations, typically in the form of products and services. They also include waste, emissions, and other by-products. In our double materiality analysis, the topic of "Resource Outflows" was identified as one where Teknosa may create negative impacts. At Teknosa, by managing resource outflows sustainably, increasing circular material use, and eliminating risks of waste accumulation and pollution, we aim to mitigate these impacts.

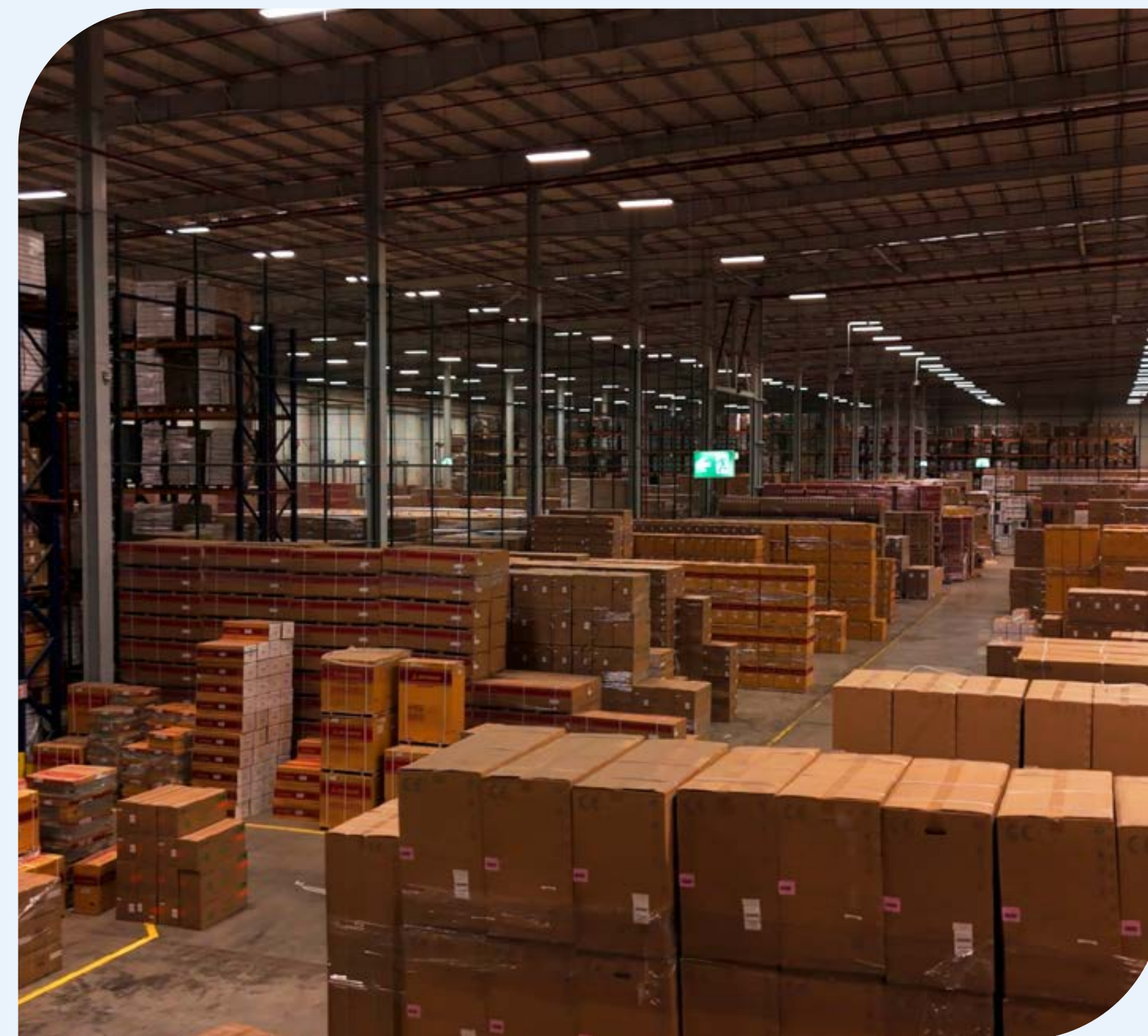
For a technology retailer like Teknosa, which has an extensive store and logistics network and delivers a high volume of products through e-commerce, managing resource outflows sustainably is of both environmental and operational importance. Sustainable management of resource outflows enables waste reduction, expansion of recyclable material use, and minimization of environmental impacts across product life cycles. In this regard, Teknosa's contribution to sustainable development goals is directly linked to the control and monitoring of resource outflows.

Resource outflows stand out at multiple stages of Teknosa's value chain. In the sourcing and production stages, by-products, emissions, and packaging materials generated during manufacturing form the

main components of resource outflows. In logistics and distribution processes, emissions from transportation and packaging waste create significant impacts. In after-sales services and the use phase, electronic products that have reached end-of-life or are returned (e-waste) constitute the most critical resource outflows. Thus, resource outflows are prominent at many links in Teknosa's value chain—from sourcing to logistics and after-sales processes—making them an issue of critical importance for sustainability.

Failure to manage resource outflows can create various risks for Teknosa. First, large amounts of unmanaged waste accumulation can result in non-compliance with regulations and increased carbon emissions. The use of plastic packaging and single-use products is directly associated with environmental pollution. Another area of risk is deficiencies in the disposal of non-recyclable or hazardous waste (e.g., scrap electronics, toners). This not only causes environmental harm but also poses threats to occupational health and safety.

At Teknosa, the most significant resource outflows in our operations are waste materials. Details regarding our management approach and performance in this area are explained under the **Circular Material Use** and **Waste** headings.



Waste

Waste refers to materials and substances discarded because they are no longer needed. Depending on their potential to harm human health or the environment, they can be classified as hazardous or non-hazardous. Hazardous waste includes materials such as chemicals, batteries, and medical waste, while non-hazardous waste includes materials such as paper and food waste. Waste can have significant negative impacts on the environment and human health, including air and water pollution, greenhouse gas emissions, and the spread of diseases. Improper disposal of hazardous waste can also lead to soil and water pollution. For these reasons, the topic of “Waste” was identified in our double materiality analysis as one where we may create negative impacts.

For Teknosa, waste management is at the core of our sustainability strategy. Proper waste management plays a critical role in reducing environmental impacts, optimizing resource use, lowering financial risks, and maintaining customer trust. It is also a strategic priority for the company in terms of regulatory compliance and protecting corporate reputation.

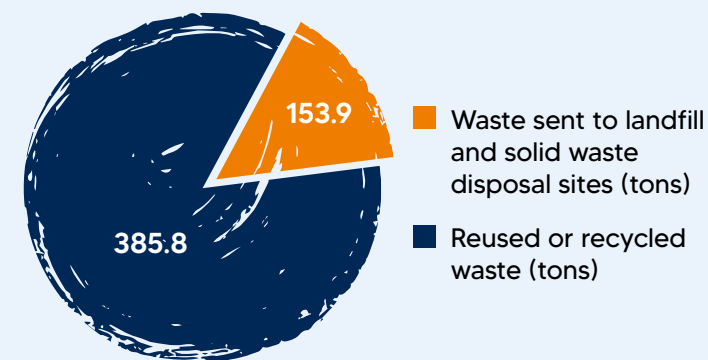
Waste management stands out at multiple stages of Teknosa’s value chain. In the production and sourcing stages, by-products and hazardous waste generated during the manufacturing of electronic products create environmental risks. In after-sales services,

faulty, end-of-life, or returned electronic products (e-waste) collected from customers are a key issue. In logistics and transportation processes, packaging, plastic, and operational waste are noteworthy. Additionally; paper, plastic, packaging, food, and office-related waste generated at headquarters, logistics centers, and stores are important types of waste that need to be managed across different links of the value chain. Thus, waste management is not confined to a single stage for Teknosa but emerges as a critical issue throughout the entire value chain—from production to logistics, from store operations to after-sales services.

Improper management of waste can create multiple negative impacts for Teknosa. From an environmental perspective, improper disposal of electronic and other hazardous waste can lead to air, soil, and water pollution, harming ecosystems and human health. This also increases greenhouse gas emissions, further driving climate change. From a corporate and financial perspective, improper waste management may result in legal sanctions, additional costs, operational inefficiencies, and reputational damage. Loss of reputation can reduce customer trust and, in the long term, lead to a decline in market share. Therefore, improper waste management poses not only environmental but also social, financial, and reputational risks for Teknosa.

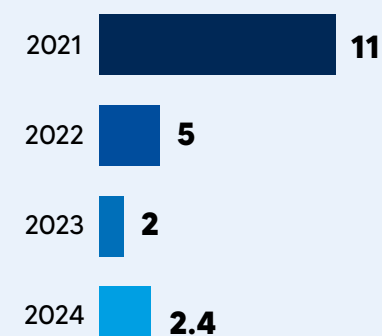
As a result of the initiatives we carried out in 2024, our recycling rate reached **71.5%**.

Waste Management 2024 (tons)

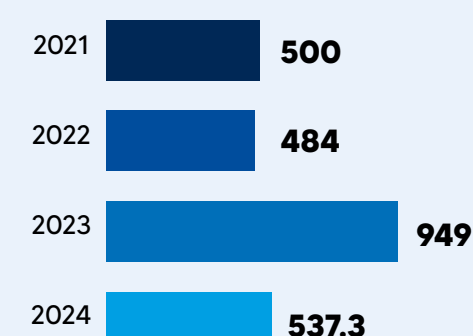


Daily per capita waste generation: 1.03 kg/person. It is assumed that employees generate one-fifth of their daily waste while at work, calculated over 301 working days.

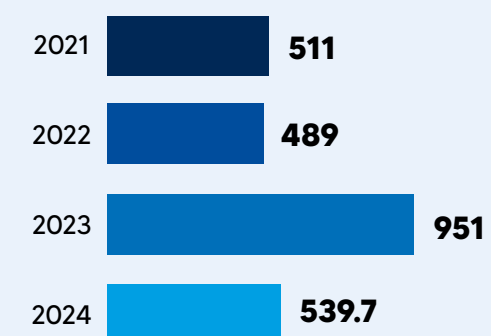
Hazardous Waste (tons)



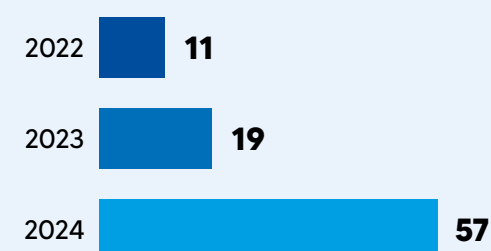
Non-Hazardous Waste (tons)



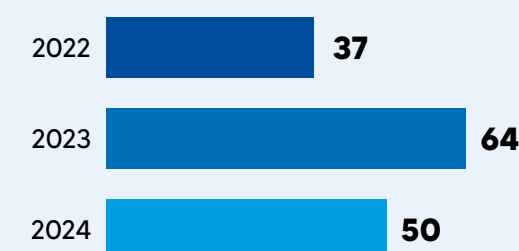
Total Waste (tons)



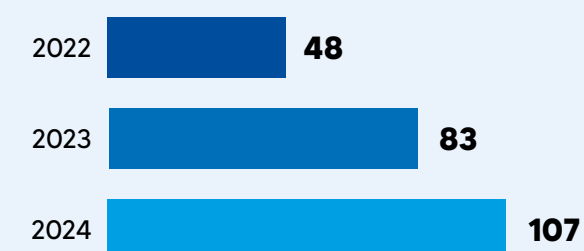
Single-Use Plastic Consumption (tons)



Other Plastic Consumption (tons)



Total Plastic Consumption (tons)



In 2023, pallet waste and large electronic waste such as scrap air conditioners were included in the calculation, but in 2024 they were excluded as they were classified under second-hand product sales within the circularity framework.

Water Consumption

Water consumption refers to the volume of water withdrawn from a source that is permanently consumed and not returned to its environment. In our double materiality analysis, the topic of “Water Consumption” was identified as one where Teknosa may create negative impacts. Water consumption can significantly affect the environment, leading to water scarcity, deterioration of water quality, and changes in the flow regimes of rivers and wetlands. Excessive water consumption can also create challenges in access and availability of water.

Teknosa holds a strong position in the technology retail sector with its wide product range and numerous suppliers. Raw materials used in the production of these products, especially semiconductors, require large amounts of water. The need for ultra-pure water in chip manufacturing makes this requirement even more critical. Therefore, efficient and sustainable management of water resources is highly important for Teknosa, both for ensuring supply chain security and for fulfilling environmental responsibilities.

Water consumption is particularly prominent in the upstream part of Teknosa’s value chain, namely

suppliers and production processes. Semiconductors and other components used in products consume water during manufacturing. High water consumption may negatively impact Teknosa, especially upstream in the supply chain. Semiconductor and other component production may be disrupted due to high water use, water scarcity, or changes in water-related regulations. This can lower suppliers’ production capacity, causing delays in product supply, cost increases, and inventory issues. Moreover, working with suppliers located in high water-stress regions may create negative perceptions about Teknosa’s environmental reputation. These impacts can harm customer trust and negatively affect sustainability performance in the eyes of investors.

In our operations at Teknosa, water is mainly used for domestic purposes and is fully supplied from the municipal grid. Although Türkiye is increasingly experiencing water stress, due to the nationwide distribution of our stores and our low consumption levels, our operations do not create additional stress on local water resources. We continue to collect and monitor our water consumption data regularly. However, full water data for all of our stores is not yet available. Accordingly, our data completion efforts continued in 2024.

Water Management (m³)	2021	2022	2023	2024
Freshwater Withdrawal	16,443 ✓	25,067 ✓	23,850 ✓	10,659



Air and Soil Pollution

Air pollution refers to the presence of harmful substances in the air we breathe, such as particulate matter, ozone, nitrogen oxides, sulfur dioxide, and other toxic pollutants. These pollutants can come from various sources including industrial activities, transportation, agriculture, and natural sources. Soil pollution refers to the presence of a chemical or substance in the soil at abnormal or elevated concentrations, causing adverse effects on organisms. The main sources of soil pollution include chemicals used or produced as by-products in industrial activities, municipal waste, agricultural chemicals, and petroleum products. Soil pollution reduces food security, contaminates drinking water through runoff into surface and groundwater, and directly harms biodiversity. For all these reasons, in our double materiality analysis, the topic of “Air and Soil Pollution” was identified as one where Teknosa may create negative impacts.

Air and soil pollution from production and transportation is not only an environmental issue but can also create social and corporate risks. Environmental damage can lower the quality of life in local communities, leading to social backlash and legal sanctions, which

directly and negatively affect the company’s reputation, customer trust, and brand value.

Although air and soil pollution may not be a critical issue for the direct operations of an electronics retailer, it carries high impact potential across the broader value chain, including mining, production, and logistics processes. Negative impacts from these processes can harm the environment and local communities, leading to social backlash, legal sanctions, and reputational loss. Additionally, these impacts can increase financial risks, weaken the company’s long-term sustainability goals, and erode customer trust. In other words, the negative impacts are essentially a result of environmental risks within the value chain reflecting back onto the company.

Since these risks can cause both serious environmental damage and financial risks, air and soil pollution is a significant concern for Teknosa.

Substances of Concern

Substances of concern are materials with carcinogenic or toxic properties that have the potential to harm human health or the environment. In our double materiality analysis, the topic of “Substances of Concern” was identified as one that may create financial impacts for Teknosa.

In the electronics retail sector in which Teknosa operates, managing substances of concern within the value chain is critical to protecting consumer health, ensuring regulatory compliance, contributing to environmental sustainability, and maintaining a strong brand reputation. Components used in the production of products sold—such as batteries, screens, cables, and circuit boards—may contain substances in this category. For this reason, carefully monitoring product compositions and obtaining transparent, reliable data from suppliers is an indispensable requirement for both regulatory compliance and brand credibility.

The management of substances of concern stands out particularly in the upstream flow of Teknosa’s value chain. During the product sourcing process, the risk of such substances being present in batteries, screens, cables, and circuit boards is high. Therefore, requesting transparent and reliable data on product components from suppliers, ensuring compliance with international standards, and conducting regular audits are of critical importance.

Failure to effectively control substances of concern may create significant financial risks for Teknosa. First, in

cases of non-compliance with environmental regulations in Türkiye, the company could face penalties, product recalls, or sales bans. Furthermore, the presence of such substances in products could negatively impact customer perception of the brand, leading to sales losses. Corporate clients and environmentally conscious investors may avoid working with companies that do not comply with sustainability criteria, placing business partnerships at risk. Finally, the storage, transportation, and disposal of products containing substances of concern require special procedures, which can create additional logistics and operational costs—directly impacting profitability.

At Teknosa, all products we offer for sale are sourced from authorized and licensed suppliers. Therefore, with respect to the presence of “substances of concern” in products, compliance with relevant regulations and the required testing/certification processes are ensured by the manufacturers and supplier companies. In supplier selection and product acceptance, we make it a priority to work only with manufacturers and suppliers that hold the necessary regulatory compliance documents and certifications; through these documents, we verify that the products meet safety, environmental, and health standards. As a result, these checks and verifications are carried out by the manufacturers and suppliers before the products reach Teknosa, and thus Teknosa does not conduct any additional production or content control processes in this regard.



We are bringing together our 39 years of strong experience in the air conditioning sector with a vision focused on sustainability. Through the steps we take in critical areas such as energy efficiency, environmental responsibility, and the transition to renewable resources, we aim to create value not only for our customers but also for nature and society. Our greatest goal is to contribute permanently to the green future of our country while leading the transformation of our sector.

In the air conditioning sector, we sometimes face challenges related to energy efficiency, costs, or technological adaptation. However, we view these challenges as opportunities to develop sustainable solutions and reduce our environmental impact.

Since 2023, the turnkey EPC model solar energy systems (SES) installation services we have offered have become an important part of our sustainability journey. In more than 20 cities across Türkiye, from factories to farms, and from residences to

workplaces, we have supported the transition to renewable energy. Thanks to the 30 MWp SES installations we have carried out to date, we have contributed to the generation of approximately 37,000 MWh of electricity. In this way, we have reduced the carbon footprint and enabled an environmentally conscious energy transformation. Together with our 109 authorized dealers, we continue our efforts to expand this transformation even further. By supporting our strong service network with regular training, we aim to be a reliable business partner not only in today's energy solutions but also in the future.

In the field of air conditioning, we support this goal with our environmentally friendly, energy-efficient products. Alongside our Sigma and Fujitsu brand individual air conditioners with A+++ energy efficiency, we also provide sustainable climate solutions through Sigma, Fujitsu, and Samsung brand commercial air conditioners and Sigma brand heat pumps.

Through our corporate electronics sales model, with the participation of our authorized dealers and service providers, we meet all the technological needs of companies; by increasing operational efficiency, we support the acceleration of sustainable business processes. In this way, we strengthen our pioneering role in the sector by providing end-to-end services to both individual and corporate customers.

With Teknosa's innovative approach and the strength we draw from Sabancı Holding's sustainability vision, at İklimsa we think not only of today but also of the future; we work for a cleaner, more efficient, and more livable world. We will resolutely continue to contribute to sustainable growth and to lead this transformation.

Tansu Öztörün

Chief İklimsa Business Unit Officer

Creating Customer Value Is Great At Teknosa

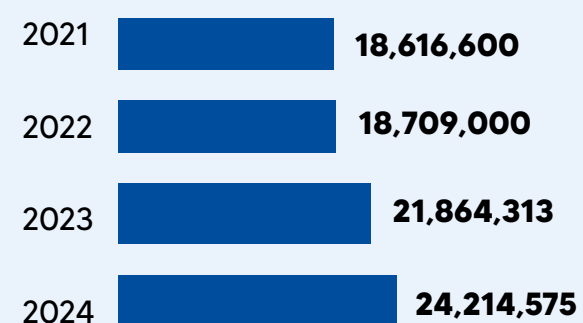
Double Material Topics
Other Important Topics

Creating Customer Value

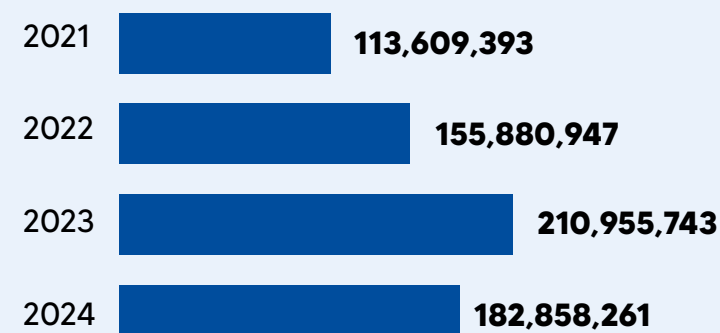
On our transformation journey with the vision of “New Generation Teknosa,” we continuously implement innovations and improvements to provide the best service to our customers and exceed their expectations. In this context, we closely follow sectoral developments, local and international regulations, as well as the expectations and changing needs of our customers. To effectively manage customer

satisfaction, we base our efforts on the Teknosa Quality Policy and the Complaint Management Policy. Within the scope of our Integrated Management System efforts, we have also completed the certification processes for the ISO 9001 Quality Management System and the ISO 10002 Customer Satisfaction Management System.

Total number of customers



Number of sessions opened throughout the year on online services/electronic sales platforms



Customer-Oriented Digital Store Transformation

We continued to rapidly develop our sustainable, accessible, and experience-focused store concept in 2024 through new store openings and store renovations. Within this concept, we transformed our store network into a structure focused on experience and product diversity in larger spaces. Opening new stores and optimizing existing ones supports our goal of providing better service to our customers.

With our new store concept, we created a model that is smart, human-centered, creative, and inspiring for visitors. In our stores, we offer customers the opportunity to experience products as if they were at home through product information screens and experience areas created for many product groups. In addition, we provide services such as finding products, reviewing product features, and making comparisons via kiosk digital screens. For our disabled customers, we designed special walking areas, buttons to easily reach sales consultants, and dedicated sections. With the Sustainability Interaction Areas created in our stores, we raise awareness among our customers about energy efficiency, carbon footprint, and waste management, and invite them to take action for a sustainable future.

Measuring customer experience plays a critical role in evaluating and improving the effectiveness of the solutions and practices we develop. Feedback from our customers helps us understand satisfaction levels and expectations, while also allowing us to identify the improvements needed to enhance service quality. By organizing raffles, surveys, and reward-based competitions, we improve the quality of digital customer data and gain a better understanding of the customer profile visiting our stores.

We also conduct NPS (Net Promoter Score) measurements at all touchpoints to continuously monitor and improve customer satisfaction. As of the end of 2024, we ranked among the leading companies in the sector with the highest NPS score, achieving a Recommendation Score (NPS) of 72, and we are focused on further increasing this success. The satisfaction survey score filled out by customers after contacting our call center increased from 92.8% in 2023 to 93.5% in 2024. Thanks to all these practices, we are able to make strategic decisions to increase customer loyalty, strengthen our brand image, and gain a competitive advantage.

TeknoClub

- TeknoPlus, TeknoPro, and TeknoElit memberships offered under TeknoClub; in three years, our TeknoClub loyalty program reached over 4.5 million members!
- On June 5, World Environment Day, we planted 1,000 saplings on behalf of TeknoClub members in the Istanbul-Gebze afforestation site. Encouraging our customers to contribute to a greener world, we donate a sapling to our memorial forest for each customer who brings electronic waste to our stores under the motto “Let’s green the world together.”

Other Applications

- To meet customers’ technology shopping needs, we offer the “Click & Collect” service, allowing products purchased from our website to be collected from our stores.
- In addition, as consumer financing alternatives to facilitate product purchases, we provide shopping loans through various banks in both stores and online channels. Since the introduction of shopping loans, more than 1.6 million loans have been utilized as of the end of 2024.

Solutions We Developed to Improve Customer Experience

- Experience areas
- Online sales from stores
- Digital kiosks for member login, new membership, cart creation, and sending the cart to checkout
- Touch information screens to review product features in detail
- Mobile checkout payment terminals
- Sustainability interaction areas
- Walking paths for visually impaired customers
- Experiential strengthening of the app-store connection
- Digital labels
- Dedicated sections at checkout and Tekno Hizmet areas for physically disabled customers
- Voice mapping feature for visually impaired customers

E-commerce Development

The e-commerce capabilities of teknosa.com reached a leading position in the sector with the Teknosa Marketplace, which we launched in the first half of 2022 as a technology-focused marketplace. To maintain this position and maximize the online customer experience, we continuously work on and strengthen our online channels with new developments.

We are expanding the diversity of sellers and products day by day so that our customers can find the products they need on teknosa.com. Furthermore, customers can receive notifications for price and stock changes and personalize their shopping with special lists. With quick purchase, improved search experience on the website and mobile app, and a smart product selection robot, we provide product recommendations tailored to customer needs and make it easier for them to make choices.

With our advanced infrastructure, wide product range, and innovative methods, in 2024 we achieved a Gross Merchandise Value (GMV) of 13.3 billion TL in e-commerce.



Our Innovative Customer Experience Practices:

TeknoCanlı

At Teknosa, we aim to present our products and create sales opportunities through live broadcasts, a rising trend in the digital world. Thanks to these live streams, we explain product features and advantages in detail while offering viewers special prices and promotions. With this interactive method, we aim to be closer to our customers and deliver the latest opportunities directly to them.

Share & Earn with Bi'Link

Believing in the importance of social commerce, we launched the "Share & Earn with Bi'Link" project to encourage users to shop by engaging with their social circles. Within this project, users earn rewards from the shopping links they share with friends while also enriching their shopping experience. This innovative practice not only provides additional benefits to our users but also helps us expand our community by leveraging the power of social commerce.

Digital Ambassadors: Selin and Burak

Launched in the third quarter of 2023 to improve customer experience, our digital ambassadors project aims to build a stronger bond with users. Our digital ambassadors, Selin and Burak, increase our brand's visibility on digital platforms while enriching the customer experience. Through our ambassadors, users can easily access up-to-date information on Teknosa's innovations and campaigns, and by sharing their shopping experiences, they contribute to building a community.

Technological Hands

We broke new ground in the sector by removing barriers to communication and access to technology. With our "Technological Hands" video call center service, we provide customer support in sign language specifically for hearing-impaired customers. In 2024, 183 customers benefited from this service.

Premium Service Package

Within the Premium Service Package, we offer customers on-site installation, repair support, home delivery service, and mobile device repair services as a single package. Additionally, while their phones or tablets are being repaired, we provide them with a temporary replacement device.



BlindLook Collaboration

Together with BlindLook, we introduced a voice simulation service on teknosa.com for our visually impaired customers. We plan to expand this service by integrating it into our mobile application as well, aiming to make access to technology easier for everyone.

Webchat/Live Support and WhatsApp Support

To provide a better customer experience, we have diversified our communication channels and now respond to customer requests through digital channels such as webchat/live support and WhatsApp support. With state-of-the-art technology and infrastructure in our call center processes, we provide our customers with the best communication experience. We evaluate all customer requests received through all channels with an AI system to improve communication and resolution experiences. With AI-supported chatbots on our website, mobile application, and WhatsApp channels, we provide uninterrupted 24/7 customer support.

Virtual Assistant

Through our virtual assistant, we measure the post-purchase customer journey with satisfaction survey calls, thereby enhancing service quality. With this practice, we received the "Best Customer Experience Provider Brand" award for the sixth time in the "Electronics Store" category at the ALFA Awards, and for the first time in the "Virtual Assistant & Chatbot Experience" category.

Yapı Kredi Sustainable Choice Program: Step Collaboration

Taking another step to protect our future, we joined Step in 2023. With Teknosa, sustainable shopping choices turn into Step points, and Step points transform into donations for non-governmental organizations. We continued this practice in 2024.

Communication Channel	Contact Address	Actions Taken
Teknosa Customer Service	0850 222 55 99	We respond to all requests and complaints received by our Customer Service call center 7 days a week between 09:00 and 22:00.
Teknosa WhatsApp Support	0850 222 55 99	We respond to all messages received via the Teknosa WhatsApp Support with our Customer Service team 7 days a week between 09:00 and 23:00.
Headquarters Customer Services	0216 468 3636	We address the requests of customers who call the Headquarters switchboard number on weekdays from 08:30 to 17:00.
Teknosa WebChat	teknosa.com / Mobil APP Support Line	We respond to all chat conversations received through the Teknosa website and mobile application with our Customer Service team between 09:00-23:00, seven days a week.
Corporate E-mail Addresses	https://www.sabanci.com/tr/iletisim https://www.teknosa.com/kurumsal/iletisim/bilgilendirme@teknosa.com yatirimciiliskileri@teknosa.com	We respond to all feedback received through the web contact form on Teknosa.com , our corporate email addresses, and the Sabancı website contact form.
Social Media Accounts	App Store / Google Play / Twitter / Facebook / Instagram / LinkedIn Youtube / Google My Business/ TIKTOK	We reply to all feedback received through the web contact form on Teknosa.com , our corporate e-mail addresses, and the Sabancı website contact form.
Other Digital Platforms	Şikayetvar	As a corporate member of Şikayetvar, we respond to and resolve complaints related to Teknosa and İklimsa that are shared on this platform.
	Ekşi Sözlük	Together with our agency business partner, we monitor customer reviews on the platform and provide the fastest and most appropriate solutions.
Technological Hands	teknosa.com mobil site	We also provide solutions for our hearing-impaired customers on every matter they may need.
Teknosa Chat Bot	teknosa.com mobil site	We respond to all requests and complaints received through the chat bot channel 24/7.



Double Material Topics

Data Privacy and Security

Data security refers to the protection of digital information from unauthorized access, corruption, or theft throughout its entire life cycle. It is a concept that covers every aspect of information security, from the physical security of hardware and storage devices to management and access controls and the security of software applications. It also includes corporate policies and procedures and can result in operational, financial, strategic, and legal damages. Consumers may become victims of data breaches, identity theft, or fraud, which may lead to financial losses and the compromise of personal information. Privacy refers to the right of individuals to control and keep their personal information confidential. It involves protecting personal data from unauthorized access, use or disclosure. For all these reasons, in our double materiality analysis, we identified the topic of Privacy for Consumers and End-Users as one where, on the one hand, we create positive impact through our measures to protect personal data, and on the other hand, this impact may have financial consequences for our company. At Teknosa, our goal with this approach is to ensure that our customers can shop with confidence and feel comfortable interacting on our digital platforms.

At Teknosa, we maintain information security at the highest level and actively take precautions against evolving threats and breaches to protect the personal information—such as contact addresses and demographic data—that we collect with consent not only from our employees and customers but also from individuals participating in our projects. In this context, we accelerated our efforts in information security by conducting trainings and social engineering tests to increase user awareness. We implemented privileged account management processes to control transactions performed with privileged accounts and to ensure that authorizations are assigned effectively and accurately. We also activated active monitoring processes in the databases where corporate applications store data, carrying out efforts to instantly report manipulation risks that may occur on the data. In addition, in order to minimize data security risks, we analyze corporate data by performing data classification and prevent uncontrolled extraction of data with Data Loss Prevention (DLP) applications. In this way, we aim to maintain high standards in information security and business continuity, ensuring the trust of our customers and carrying out our operations without interruption.

We continue our efforts in cybersecurity with the same diligence. By conducting risk and impact analyses for critical sales applications, we prepared a data center infrastructure in another city to ensure

uninterrupted continuation of the sales process in the event of an outage at the main data center. To standardize these efforts and address them within the management system, we obtained the ISO/IEC 27001:2013 Information Security Management System and the ISO/IEC 27701:2019 Personal Data Management System certifications for our headquarters. Within this scope, critical records such as system logs on critical systems and 5651 log records are handled within the SIEM process, and actions are completed regarding exposed data within the scope of cyber threat intelligence processes. In this way, controls are carried out on all traffic leaving the organization, and classified data is protected to prevent unauthorized violations.

We promptly review notifications related to data privacy and security received by our Call Center through our Legal, Information Security, and CRM units. We also include our stores in the problem-solving process to quickly resolve errors originating from stores. In 2024, complaints originating from stores constituted 42% of our total complaints, and the errors mostly stemmed from staff providing incorrect information. Of the total 711 complaints received from external parties and verified by the organization, no errors were found in 178 cases, while 134 cases were not processed due to insufficient data.



Responsible Marketing Practices

Responsible marketing practices are applications in which ethical and socially responsible methods are used to promote and advertise products and services to consumers. They also include avoiding misleading claims, presenting information accurately and transparently, and refraining from harmful marketing practices. In our double

materiality analysis, we identified Responsible Marketing Practices as one of the topics where, on the one hand, we create a positive impact on consumers through our correct practices, and on the other hand, this impact has financial results for our company.



At Teknosa, we present our products to our customers with a responsible marketing approach and meticulously take into account relevant legal requirements while carrying out our marketing, labeling, and advertising activities. While complying with the requirements of the Price Tag Regulation, we provide transparency, accuracy, and consumer rights-oriented information on our product labels. As a retailer, we make every effort to label all information completely and accurately, from the place of production of our products to their distinguishing features, from sales prices including all taxes to unit prices. In this process, we also comply with all legal obligations such as the domestic production logo, packaging costs, and country of origin information of imported products. In this way, we both fulfill our legal obligations and provide our consumers with a safe and transparent shopping experience.

The “Green Dot” symbol of the Environmental Protection Foundation (ÇEVKO) on our packaging demonstrates that we fulfill our legal obligations regarding the recovery of packaging waste and that we make a significant contribution to the recycling system. This symbol represents the steps taken to minimize the environmental impact of packaging waste as part of the recycling processes supported by ÇEVKO.

In 2024, through the Compliance with Competition Rules e-training program, we delivered a total of 803.8 hours of training. These trainings, organized to ensure that our employees act ethically and in compliance with laws, are part of our efforts to raise awareness within the company and promote an ethical business culture.

We take care to comply with ethical rules in all our activities and to avoid any unlawful behavior. In 2024, we received a total of twelve administrative fines due to non-compliance with the Price Tag Regulation*, and eight administrative fines due to non-compliance with the Consumer Protection Law**.

To prevent anti-competitive behavior and improve ethical business relations, we continuously renew our internal controls and trainings and update our business processes accordingly. These efforts are an indication of Teknosa’s responsibility towards our customers and society, and they constitute one of the cornerstones of our sustainable business model.

** In 2024, a total of twelve administrative fines were imposed due to violations of the Price Tag Regulation, and the total amount paid was 37,836.00 TL.*

*** In 2024, a total of eight administrative fines were imposed due to violations of the Consumer Protection Law, and the total amount paid was 42,251,768 TL.*

Other Important Topics

Consumer Health and Safety

Consumer (customer) health refers to the physical, mental, and emotional well-being of consumers or end users. A positive impact on consumers may include improved health outcomes, while a negative impact may involve exposure to harmful products or services. Consumer Safety refers to protecting end users from damage and injuries that may arise from the use of goods and services. In our double materiality analysis, we identified Consumer Health and Safety as one of the issues that could have a financial impact on Teknosa.

Maintaining health and safety standards in consumer electronics is critically important for Teknosa both in terms of commercial success and corporate reputation—strengthening brand trust, preventing product recall risks, and avoiding potential lawsuits. Consumer health and safety is not only one of the foundations of our commercial activities but also one of the fundamental pillars of our corporate ethical approach. As Teknosa, adopting customer satisfaction as a priority principle in all our business processes, we aim to minimize the effects of situations such as physical risks, technical malfunctions, or user errors on consumers' quality of life and safety. In this respect, we take on the responsibility of not only meeting technological needs but also providing products and services whose safety is guaranteed.

Consumer health and safety stand out critically in three main stages of our value chain. First, at the **procurement and product selection stage**, we ensure that products comply with legal safety standards and quality control processes. The verification of international certifications and the special inspection processes for products containing flammable, pressurized, or harmful substances are of vital importance at this stage. Indeed, our products are manufactured by suppliers who produce in compliance with international standards and reliability. Second, at the **sales and information stage**, we ensure that customers have access to accurate, clear, and understandable information in order to use the product safely. Product labels, warnings, and user manuals provide consumers with information that helps prevent risks. Finally, at the **after-sales support and technical service stage**, ensuring the sustainability of consumer safety plays a critical role. Timely and accurate intervention in defective products prevents hazardous situations and ensures the protection of customer satisfaction.

Consumer health and safety is an issue that can have direct financial consequences for Teknosa. First, the sale of products that do not comply with safety standards or that are risky may result in highly costly outcomes such as product recall processes, compensation lawsuits, and administrative fines. Such



situations not only cause immediate financial losses but also create operational disruptions and additional logistics costs.

On the other hand, providing safe products strengthens brand trust, increases customer loyalty, and raises repurchase rates. Damage to customer trust, however, may lead to declining sales, loss of market share, and reduced revenues in the long term. Especially in consumer electronics, safety is a factor

that creates competitive advantage; therefore, strong performance in this area helps Teknosa maintain sustainable sales even under price pressure.

In 2024, no consumer complaints were received regarding product safety, nor were there any cases requiring our suppliers to recall their products. Product and service quality is evaluated within the framework of our [Integrated Management Systems Policy](#).

External Stakeholder View



The collaboration we carried out with Teknosa was not limited to improving the customer experience; it also delivered remarkable results in terms of sustainability.

Thanks to the introduction of next-generation technologies, customer interactions have become more efficient, more accessible, and most importantly, more environmentally friendly. Processes that previously required more resources have been digitalized, streamlined, and modernized. As a result, there has been a direct reduction in energy consumption, and the carbon footprint of operations has been significantly reduced.

The adoption of cloud-based systems enabled a move away from traditional solutions with high energy consumption. This not only helped Teknosa fulfill its environmental responsibilities but also paved the way for society to benefit from more efficient, sustainable, and innovative services.

In my view, this approach has become a concrete example of sustainability and responsible technology use in Türkiye's retail sector. Teknosa's steps are highly critical in combating climate change, reducing environmental impacts, and preparing for a greener future. Moreover, this transformation provides society with a fairer, more accessible, and more sustainable service model.

This experience clearly demonstrates that when technology is used correctly, it can advance not only business processes but also the environment and society.

Metin Ögetürk

SPECHY Business Development Manager

Creating Stakeholder Value is Great at Teknosa

Employees
Suppliers















Stakeholder Relations



We are aware that our sustainability performance is made possible with the contributions of all our stakeholders. Therefore, we prioritize identifying the expectations and needs of our stakeholders accurately and comprehensively. We not only take stakeholder perspectives into consideration; we also systematically integrate them into our governance, strategy development, and operational processes, thereby continuously improving our corporate performance.

Understanding the different perspectives of various stakeholder groups, their requirements and expectations, enables us to ensure inclusiveness and transparency in our decision-making mechanisms. By creating an open and honest communication channel, fostering mutual respect and understanding is vital for long-term relationships and a positive brand image. Proactively identifying and addressing potential opportunities and risks related to stakeholder relations allows us to develop adaptive and strategic responses to external challenges.

Stakeholder Category	Employees	Customers	Tedarikçiler	Sabancı Holding	Investors and Shareholders	Authorized Services and Dealers	Universities	Public and Accreditation Bodies	Civil Society Organizations and Associations	Media
Objectives	Enhancing employee satisfaction, gathering feedback, providing training and development	Increasing customer satisfaction, monitoring service quality, collecting feedback	Monitoring supply chain performance, ensuring quality and sustainability	Ensure strategic alignment with the Holding, strengthen cooperation	Sharing company performance transparently and increasing trust and loyalty	Monitoring service and dealer performance, resolving issues, strengthening collaboration	Attracting future talents and enhancing university collaboration	Ensure compliance with regulations, manage accreditation processes	Developing social responsibility projects and enhancing community engagement	Managing the company's image, informing the public
Communication Methods	Training, meetings, newsletters, Teknobox Suggestion System, Tekno Bülten, satisfaction surveys, internal audits  At least once a week	Reports, call center, teknosa.com, SMS, e-mail, satisfaction surveys, digital platforms  At least once a day	Meetings, reports, Icecat Platform, e-mails, audits, digital platforms, Supplier Code of Conduct  At least once a day	Meetings, statements, X-Lab / X-Teams projects, reports, bulletins, digital platform  At least once a week	Annual Reports, Investor Relations Website, General Assembly meetings, Public Disclosure Platform (KAP), Teleconferences  At least once a month	Meetings, Icecat Platform, digital platforms  At least once a month	Career days and events, Step Internship Program, sponsorships  At least once a month	Meetings, Presentations, Digital Platforms  At least once a month	Strategic Partnerships, Conferences, Panels, Digital Platforms  At least once a month	Press Releases  As needed

 Direct Communication
  Indirect Communication

Creating Social Value

As Teknosa, we act with a sense of social responsibility and sustainability, and we consider creating social value among our priorities. With this vision, we develop projects that touch different segments of society and improve their quality of life. Our goal is to further advance our contributions to society every day by providing sustainable benefits in the areas of social equality, education, environment, and economic development. In this context, we carry out a wide range of activities, from our volunteering projects to programs that support gender equality. We implement

our corporate social responsibility projects and our donations and aids meticulously in full compliance with the “[Sabancı Holding Social Responsibility Policy and Principles](#)” as well as in line with the “[Teknosa Donation and Aid Policy](#)”.

In 2024, while we invested 1,861,067 TL in the field of corporate social responsibility, we continued our contribution to society by donating 207,052 TL to non-governmental organizations within the scope of the Preo Kindness Movement in the field of philanthropy.

Teknosa Volunteers

As Teknosa Volunteers, in the projects we carry out, we aim to increase the sense of social responsibility and volunteering among our employees. By prioritizing the creation of social benefit in our projects, we establish collaborations with various NGOs throughout the year on topics such as children, women, health, environment, and education, while also contributing to Sabancı Volunteers projects.

Through these projects, as Teknosa Volunteers, while fulfilling our responsibility towards society and the environment, we continue to encourage the active participation of our employees in projects that create social benefits.

In reporting time

- Within the scope of the Preo Kindness Movement, we donated 207,052 TL to non-governmental organizations focusing on different issues, based on the revenue obtained from our Preo products.
- Due to the February 6 Earthquake, we provided food aid to earthquake victims in need in cooperation with the Buradayız Hatay Association.
- On the occasion of March 8 International Women’s Day, we hosted the Nahl Shop stand at our office in cooperation with the Kadın Emeğini Değerlendirme Foundation



Corporate Social Responsibility Projects

Technology for Women

Since 2007, we have been running the 'Technology for Women' project to support women in benefiting equally from the opportunities offered by the digital age. Implemented in cooperation with the Habitat Association, this project aims to increase women's digital literacy and make them more active in the use of technology. With the free training sessions offered under the project, we have supported the improvement of digital skills of more than 35,000 women across Türkiye, enabling them to realize technology-based business ideas and participate in social life.

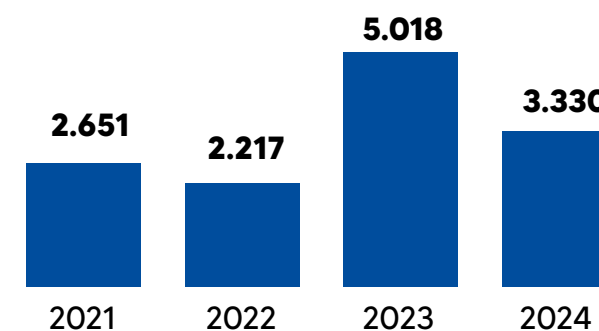
As of 2024, more than three thousand women participated in online and face-to-face workshops organized within the scope of the project. In addition, 29 online training sessions and 22 face-to-face workshops were held. According to an analysis conducted by an independent company using the Social Return on Investment (SROI) method, in the last three years, every TL 1 invested in the project has generated a social benefit worth TL 4.16.

As a new step within the project, we launched the "Inspiring Meetings" events, bringing together project participants and women making a difference in the business world. The first event took place at the Facebook Station Habitat Hub in Istanbul with strong participation, where entrepreneurial women shared their success stories with the attendees. We plan to organize these events in various cities across Türkiye in the coming periods within the scope of the Technology for Women Project.

Technology for Women, Solidarity for All

Within the scope of Technology for Women Project, we also continue the "Technology for Women, Solidarity for All" Project, which we launched in cooperation with the Sabancı Foundation and the Federation of Women's Associations of Türkiye (TKDF). Within this project, anyone can donate their unused smartphones to support women who have been subjected to violence and have limited access to technology, helping them make their voices heard. Donated smartphones, once delivered to Teknosa stores or collected from homes, are maintained and repaired, and then sent to TKDF to be delivered to women in need.

Number of Women Reached Through Our Social Responsibility and Inclusion Programs



* In 2023, the number of women benefiting from the Women for Technology Trainings reached 3,896. Through the Republic Mobilization Hatay Incubation Center, 970 women entrepreneurs received training. In addition, 152 women were supported within the scope of the Women for Technology, Solidarity for All Project.

** The reason for the decrease in 2024 compared to the previous year is that the Hatay Incubation Center program did not continue.

Refresh Memories: Türkiye Alzheimer's Association Project

This project, implemented in cooperation with Teknosa and the Türkiye Alzheimer Association, aims to improve the quality of life of Alzheimer's patients. Within the scope of the project, through specially designed keychains and digital content prepared to prevent memory loss and improve quality of life for Alzheimer's patients and their relatives, we aim to facilitate the daily lives of Alzheimer's patients and strengthen family ties.



Askıda Ne Var

In order to provide young people with access to technology and contribute to their social development, we cooperate with the "Askıda Ne Var" and "Kampüste Ne Var?" platforms. In this project, we support university students' educational lives by providing them with the technological products they need. In addition, we contribute to the social activities of young people by participating in various university events.



Our Entrepreneurship Activities

In order to contribute to sustainable development by supporting entrepreneurship and the micro-economy, we became a member of the Entrepreneurial Institutions Platform and participated in various networking meetings to develop cooperation opportunities. We contributed to the ecosystem by providing mentorship support at Sabancı ARF events. In addition, we encouraged the sharing of knowledge and experience in synergy meetings we organized with Sabancı Holding Innovation teams. In this context, we completed the necessary preparations to launch TeknoThink, our in-house entrepreneurship platform, in January 2024.

Relations with the Local Community

As Teknosa, we leverage the advantage of having a wide operational area by building strong and sustainable relationships with the local community. By benefiting from local communities in the employment of our store employees, we support regional development and especially aim to increase the number of female employees. In this context, we encourage women's employment through posters placed in our stores and informative announcements.

Our company has adopted policies and commitments based on respect, transparency, and participation in its relations with local communities. We collect data such as contact addresses and demographic information from participants in our projects by obtaining the necessary permissions and protect this data with confidentiality. By monitoring the effectiveness of the actions implemented, we aim to benefit more people each year and expand our inclusive activities. Based on the feedback received, we diversify our projects and offer innovative solutions to the needs of local communities. With these approaches, we strengthen our relations with local communities and contribute to our sustainable development goals.

Employees

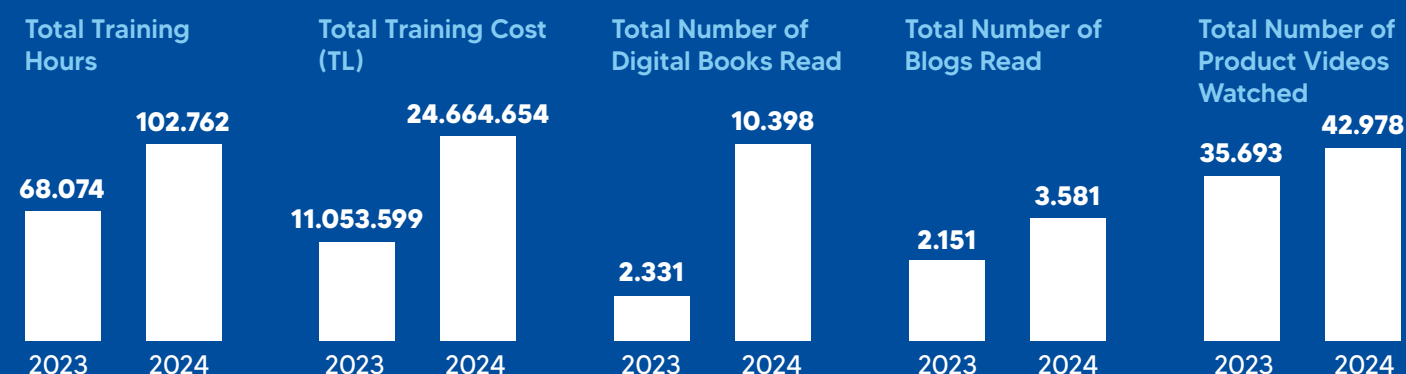
Training and Development

Training and talent development refers to providing employees with training and resources to improve their knowledge, skills, and job performance. This topic can have a positive impact by increasing individuals' job satisfaction, earning potential, and employability. On the other hand, the lack of training and development opportunities can negatively affect employees by limiting their career growth. For these reasons, we identified "Training and Talent Development" as a material topic that could have a financial impact on Teknosa in our double materiality analysis.

As Teknosa, we consider our employees as one of our most important stakeholders and prioritize investing in their training, talent development, and career journeys. We also recognize that the key to enhancing our competitiveness lies in the continuous training and development of our employees. With this awareness, and in order to adapt to the rapid technological advancements in the retail sector and changing customer expectations, we offer various training programs that improve our employees' knowledge and skills. Through Teknosa Academy, which we established in 2015 within the framework of our principles of "equal opportunity in education" and "continuity of training and development," we support the professional development of our employees, contribute to their career advancement, and enhance the performance of our company.

Teknosa Academy

We ensure continuity in training by constant TL renewing Teknosa Academy, which is the first in technology retailing in Türkiye, in terms of technological infrastructure and user experience.



As Teknosa Academy, through the training programs we provide to our store employees across Türkiye, we enhance their skills in identifying risks, reporting, and taking proactive measures. At the headquarters, we organize priority training programs for issues identified together with team leaders. To reinforce the positive impact of new behaviors, we carry out coaching and follow-up activities, while also strengthening our employees' problem-solving capabilities.

To ensure equal opportunity in training, we implement a modular training schedule based on function and position. We set targets according to readiness scores determined by criteria such as participation rate, exam averages, and training satisfaction. With an annual target of at least 16-18 hours of training per employee, we ensure continuity of learning, while performance monitoring helps

us improve efficiency. By addressing challenges encountered in stores and at headquarters, Teknosa Academy strengthens employees' competencies through its training programs. To manage negative feedback and ensure sustainable improvements, we designate pilot regions and plan store visits to bring managers and employees together. With our training opportunities, we support equal development for all employees, and we enhance online learning by sharing 12 product videos, 10 development videos, 10 blog posts, and two digital books each month. Our Digital Library application also provides access to nearly 200 resources.

To assess the effectiveness of the training, we regularly monitor satisfaction scores and measure the quality of training through participant feedback. Exam results and feedback enable us to evaluate how

In addition to classroom training, we created six main channels under the teknosaakademi.com platform to provide digital learning opportunities for our employees. These channels are:

- **Teknosa Training Platform (LMS)**
- **TeknoTube:** Video-based learning platform
- **TeknoBlog:** Communication platform
- **e-Orientation:** E-training organized for our new employees
- **TeknoDictionary:** Platform containing retail-specific terms and abbreviations
- **TeknoGuide:** Platform for tracking on-the-job training, coaching, and mentoring processes

well employees adopt and apply the knowledge they gain. We also analyze the performance of on-the-job training to track employees' progress in real work environments.

Every two years, we meet with our chief officers to update training modules according to evolving needs. Through these comprehensive monitoring processes, we ensure continuous improvement, supporting our employees' professional growth and securing the success of our company.

Through Teknosa Academy, over the past 19 years, we have provided an average of 28 hours of classroom or online training per year, reaching a total of 1,969,769 hours of training and 25,208 graduates. In addition, in 2024, 64% of our employees received training on environmental topics.

Our Highlighted Development-Oriented Programs

- **All Star and Competent Manager Programs**
38 participants received approximately **1,808** hours of training.
- **Store Manager Development Program**
18 participants received approximately **288** hours of training.
- **Management Training Program**
51 participants received approximately **3,821** hours of training.
- **The Art of Stage Performance for Managers Program**
16 participants received approximately **432** hours of training.
- **Business Coaching Advantage Program**
13 participants received approximately **296** hours of training.
- **Management and Leadership Development Program.**
18 Regional Managers received a total of **1,152** hours of training.
- **Train-the-Trainer Program**
24 participants received approximately **560** hours of training.
- **Orientation Program**
430 participants received approximately **12,755** hours of training.
- **English Language Training Program**
53 participants received approximately **1,741** hours of training.
- **Graduate Studies Support**
Two employees received a total of **114,600** TL in support.

Performance and Talent Management

Within the scope of our performance and talent management activities, we continuously monitor our employees’ achievements, their behaviors aligned with our corporate culture and values, and their high performance. Through our performance management system, which comprehensively evaluates the competencies and business objectives determined each year, we focus on employee development and examine in detail their competencies and contributions to business results throughout the process.

At the end of the year, we conduct one-on-one meetings between employees and their managers, enabling employees to receive feedback on their performance and identify areas for improvement. During these meetings, we also assess the training needs that will enhance performance, while considering the outputs of the performance management system for career planning and compensation management. In 2024, we included 100% of our 2,989 employees in the performance evaluation system. Through one-on-one meetings, focus group studies, and annual organizational success planning conducted with team managers; we evaluated strengths, development areas, and career processes, completing the necessary plans. Through our Organizational Success Planning (OSP) process, which

we carry out in integration with Sabancı Group Human Resources, we prepare succession, and career plans each year for all management levels and critical positions. In this way; we focus on identifying, developing, and planning career paths for potential leadership candidates to meet future leadership needs and retain critical talent, thereby ensuring the sustainable growth of our company and the preservation of its leadership strength.

In addition, through our internal application system, which ensures transparent and fair promotion and rotation processes, we prioritize internal talent in line with position requirements. We provide employees with opportunities to transition from interdepartmental and store roles to headquarters positions. For promotions, we carry out a performance-based process: monthly through the assessment center for stores, and twice a year for headquarters. In 2024, a total of six employees from both our stores and headquarters were promoted.

Furthermore, by supporting our employees’ personal and professional development with the Sabancı Group’s common competencies of “Grow/Ensure Growth,” “Transform/Ensure Transformation,” and “Build Connections,” we contribute to achieving our company’s long-term goals.

Competency Model		
Grow/Ensure Growth	Transform/Ensure Transformation	Build Connections
<ul style="list-style-type: none">• Accountability• Result Orientation• Qualified Decision-Making• Resilience*	<ul style="list-style-type: none">• Strategic Thinking• Bringing the Vision to Life• Courage• Global Perspective*	<ul style="list-style-type: none">• Building Social Networks• Learning from Experiences• Building Effective Teams• Balancing Stakeholders*• Persuasion*

*GM ve üstünü kapsar.

Our Career Management Practices

Headquarters Promotion and Career Management Procedure:

In 2024, the Headquarters Promotion and Career Management Procedure was updated. Processes related to promotion, assignment, and lateral transfers were restructured with the aim of enhancing transparency, accessibility, and employee experience.

Training Module:

A comprehensive training module was implemented for both store and headquarters employees. Through functional reports, the system enables systematic tracking of which employee participates in which training on specific dates, ensuring training processes are managed in a more planned and efficient manner. In 2024, 2,858 employees benefited from career and skill development training through this module.

Talent Management:

For employees in high-potential and strategic roles, access to the E-Learning MIT and Premium catalogs was provided. These extensive training resources contribute to enhancing employees' knowledge and skills, while supporting their career development.

Learning Culture:

To foster a learning-oriented corporate culture at Teknosa, various practices were introduced. Leaders received coaching training, and effective feedback mechanisms were established. These initiatives enable employees to recognize their strengths and development areas, aiming for higher levels of performance.

Flexible and Hybrid Working Model:

At Teknosa, flexible and hybrid working models are applied to allow employees more time for career development and personal learning. These models are supported with social activities, aiming to further increase employee motivation.

Perfx System:

To enhance the effectiveness of performance feedback, mentorship relationships between employees and their managers are encouraged. This process is supported by the Perfx system, which serves as an effective tool to help employees improve their performance and achieve their career goals.

Recruitment

Within the scope of talent acquisition, our recruitment processes are carried out transparently in line with our [Human Resources Policy](#). We prioritize representing and strengthening our reputation on social media to attract talents whose competencies and qualifications match the requirements of the position and who can adapt to Sabancı Holding values as well as our corporate culture and strategy. For this purpose, we actively use

our Teknosa Career pages on LinkedIn, Facebook, and Instagram. Through these channels, we simultaneously share best practices within our company, job postings, announcements, and news. In order to continuously improve our recruitment processes, we conduct a recruitment evaluation survey once a year. At the end of 2024, this survey resulted in a score of 4.55 out of 5.

Our Young Talent Programs

With our Young Talent Programs, such as HTTP (High-Tech Team Power), What'SUP! (Women're Here at Talents in Supply), TeknoSAHA, and Teknosa Step, which we launched in 2023, we continue our young talent recruitment both at our headquarters and in our stores.

Through these programs, which we implement with the aim of increasing the youth employment rate, we aim to:

- Include recent graduates and women in employment,
- Attract young talents into our company,
- Strengthen our employer brand.

In this way, while we achieve economic gains such as higher productivity with the workforce of young talents and the creation of a talent pool within our organization, we also achieve social gains in terms of diversity and inclusion. Strengthening our employer brand and building a corporate culture that embraces the younger

generation are also among our corporate achievements. As part of talent acquisition efforts carried out within the headquarters, young talents were employed through different programs. In 2024:

- Under the HTTP program, 21 people started working, of whom six were hired as permanent staff.
- Under the What'SUP! program, eight people started working, of whom four transitioned to permanent positions.
- Under the TeknoSAHA program, 31 people started working.

In the upcoming period, we plan to continue recruitments through young talent programs in line with the needs of our teams.

In the upcoming period, we plan to continue recruitments through young talent programs in line with the needs of our teams.

Employee Satisfaction and Engagement

At Teknosa, in line with the vision of “Sabancı of the New Generation”, the “Sabancı Group Human Resources Policy”, and the “Future of Work Adaptation Program”, we shape our Human Resources Policy and Human Rights Policy with the aim of safeguarding employee rights, enhancing their development, and ensuring the highest levels of satisfaction. Accordingly, we not only comply with internationally recognized labor standards such as the International Labor Organization (ILO) standards and the United Nations Global Compact, but also take proactive measures to improve employee satisfaction and engagement. In parallel, with our target of increasing the number of female employees, we strive to create more opportunities for women in technology retail.

Employee satisfaction and engagement are among Teknosa’s top priorities in workforce management. We place great importance on evaluating our employees’ opinions and suggestions. Through our TeknoThink suggestion system, we collect ideas in critical areas such as digitalization, lean process management, innovation, employee engagement, customer experience, occupational health and safety, and sustainability. We ensure that these suggestions are reflected in decision-making and reward contributing employees, thereby boosting motivation.

Additionally, with our TeknoBülten practice, we share our achievements and projects with employees once a month via e-mail. This initiative accelerates the internal flow of information, keeping employees informed about company developments and allowing them to see their contributions more clearly. Supporting the adaptation process of new employees is one of our priorities. We conduct regular meetings to monitor their satisfaction and adaptation, while constantly working

to improve their experiences. Through our Human Resources Business Partner model, we provide support to both current and new employees, offering various orientation programs. These steps aim to strengthen the sense of belonging among new employees and help them start their careers with a strong foundation.

Employee satisfaction and engagement positively influence overall performance and productivity. To reduce our workforce turnover rate in the retail sector to more reasonable levels, we develop motivation and recognition programs and diversify our benefits. For example, regardless of legal regulations, we updated our paid paternity leave to two weeks. We also reviewed our title structure and introduced level-based positions, which streamlined our organization and created clearer career progression opportunities. Furthermore, we continuously review our competitive compensation structure and support work-life balance through practices such as flexible working hours and our Hybrid Remote Working Policy.

In line with our objective of ensuring work-life balance and creating an ethical, safe, and healthy working environment, we regularly conduct employee satisfaction and engagement surveys through independent companies. We also measure employees’ perceptions of organizational structure and the leadership styles of our management team. Through our HR Business Partners, we carry out one-on-one meetings and satisfaction surveys. The data obtained is used to improve satisfaction, and action plans are implemented accordingly. Exit interviews are conducted with every departing employee, and results are shared with relevant managers and used to enhance satisfaction further. In the 2024 Human Resources Satisfaction Survey, our satisfaction score was 4.7 out of 5.

“We Want to Get to Know You Better”

As part of our efforts to strengthen employee recognition and engagement, we launched the “We Want to Get to Know You Better” survey. We also revamped our Multisport program, in which Teknosa covers 50% of the cost, to further encourage employees’ participation in sports and wellness activities. In addition, we worked together with all employees to define Teknosa’s purpose and values and introduced the “Living the Values Awards.” To ensure these values are embraced across the company, we developed and implemented dedicated action plans.



Occupational Health and Safety



Occupational health and safety encompasses the measures and policies designed to protect employees from hazards that may cause illness, injury, or death. These measures support employees' physical and mental well-being, reduce absenteeism, and improve productivity. In our double materiality analysis, OHS emerged as a topic where we create positive impact for both our employees and stakeholders.

At Teknosa, mindful of retail-sector risks such as heavy lifting and long working hours, we prioritize the health and safety of our employees and business partners and adopt a proactive approach to risk management. All OHS policies, procedures, forms, and instructions are managed through our Integrated Management System and are updated annually in line with international standards and trends. In this way, we systematically meet OHS requirements, aim to reduce workplace accidents, ensure a safe working environment, and prevent productivity losses arising from incidents

Our OHS approach also covers contractors and suppliers. We implement a Contractor/Supplier Occupational Health, Safety and Environment Commitment, which requires all contractors operating at Teknosa premises to comply with OHS-related legislation, procedures, and instructions. The commitment outlines OHS and environmental rules

for activities such as transportation, construction, manufacturing, maintenance, assembly/disassembly, painting, excavation, cleaning, security, personnel transportation, and technical services. It also governs site access for contractor employees, on-site supervision of activities, and the application of sanctions for non-compliances.

Risk Assessment

Among the occupational accidents frequently encountered in our sector are tipping/overturning, falling from height, impact, crushing, sprains, striking, cuts, and burns. We analyze risk factors that carry the potential for accidents, injuries, and fatalities by combining them with past incidents, and we adopt

a proactive approach according to the identified risk factors. In risk assessment studies, we use the Fine Kinney Method to ensure that hazards in the working environment are identified before they lead to accidents and are prioritized according to their risk scores. To eliminate hazards and minimize risks, we immediately stop, and control works that involve intolerable risks. We establish procedures to eliminate risks, conduct regular site inspections in all our workplaces, and carry out risk assessment reports and corrective action studies.

Employee Participation

The work we carry out by taking into account the suggestions and opinions of our employees makes an important contribution to reducing risks. Our employees report work-related and hazardous situations to the OHS unit via near-miss incident notification forms and e-mail. The notifications submitted are evaluated by our OHS unit, and our employees are informed in detail about the flow of actions to be taken. In addition to incident notification forms, our employees can also provide instant feedback during our site inspections. In such cases, we record the feedback, create an incident determination report, and inform the employees about the process. Furthermore, through the Integrated Management System and the TeknoBox Suggestion System, our employees can report near-miss incidents, hazardous situations and behaviors, as well as improvement suggestions.



Occupational Health and Safety Committee

Our occupational health and safety committees make the necessary recommendations to our employer representatives to ensure the provision of tools that will prevent occupational accidents, as well as the implementation and control of safety measures. In addition, we aim to ensure that our employees are taught these measures and procedures and that continuous compliance with the relevant regulations is maintained. The Occupational Health and Safety Committee also encourages the participation of our employees in decision-making and implementation processes related to occupational health and safety.

Our committee members include our employer representative, our occupational safety specialist, our workplace physician, our employee representatives, and our human resources official. To supervise and regulate OHS processes, our Chief Human Resources and Sustainability Officer serves as the employer representative. Our OHS targets are included in the annual performance evaluation system of our Sustainability and Occupational Safety Manager and our OHS Manager and are monitored through defined KPIs.

Our employee representatives identify hazards in the field based on their own experience and/or notifications from their colleagues and report them to the committee. We cooperate on the determination, implementation, and adherence to occupational health and safety measures. We provide feedback to the committee—through our employee representatives—regarding the decisions taken or the challenges encountered in practice.

OHS Procedures

- Occupational Health and Safety Internal Directive
- Occupational Health and Safety Risk Assessment Procedure
- Occupational Health and Safety Emergency Procedure
- Health and Safety/Accident Notification Procedure
- Health Surveillance Instruction
- Personal Protective Equipment Usage Instruction
- Occupational Health, Safety and Environmental Legal Monitoring, Periodic Inspection and Measurement Procedure
- Safe Working Instruction for Construction Opening Processes
- Store Health and Safety Management Instruction
- Other Permit Forms and Instructions

OHS Trainings

- Basic OHS trainings
- On-the-job OHS orientation trainings
- Trainings organized according to job-specific risks
- Emergency Team Trainings
- Safe Working at Heights
- First Aid Refresher Trainings
- Hygiene/Cleaning Trainings
- Trainings for work equipment requiring special competence

Special Health, Wellness, and Safety Trainings

- Breast examination training
- Cervical cancer seminar
- Heart health seminar
- Breathing techniques for stress management
- Face yoga, back and neck exercises
- Healthy drinks workshop
- Earthquake awareness training

Some of these trainings are delivered online through the Teknosa Studio Live platform.

Our OHS Targets and Performance

In 2024, we obtained ISO 45001 Occupational Health and Safety Management System certification, covering our headquarters, logistics center, and two stores. Considering all our locations, in 2024 the rate of facilities where environmental risk assessments were conducted was 4%, while the rate of ISO 14001 / ISO 50001 certified facilities was 2.21%. Our improvement efforts to gradually increase these rates will continue in the upcoming period.

In 2024, a total of 38 occupational accidents occurred across all Teknosa locations, and the accident frequency rate was calculated as 1.2 per 200,000 working hours. During the same year, we provided our employees with a total of 5,842 hours of OHS training. Through these trainings, we aim to ensure the continuity of our OHS culture at Teknosa and to continuously raise health and safety awareness.

OHS Targets	2022 Actual	2023 Target	2023 Actual	2024 Target	2024 Actual
Workforce loss rate due to occupational accidents at headquarters	0,00004	<0,001	0,00002	<0,001	0
Workforce loss rate due to occupational accidents at Gebze logistics center	0	<0,002	0,00018	<0,002	0,000124
Workforce loss rate due to occupational accidents at our stores	0,00015	<0,002	0,00004	<0,002	0,000354
Average score of the OHS-related item in audits conducted by the Internal Audit Unit	8,17	>7,5	*4,21	>7,5	6,05
Percentage of all employees successfully completing legally required trainings	%61,42	%82,5	%79,6	%90	%96,7

* In 2023, due to changes made in the Internal Audit questionnaire, the average score of the OHS folder content item in audits was lower.

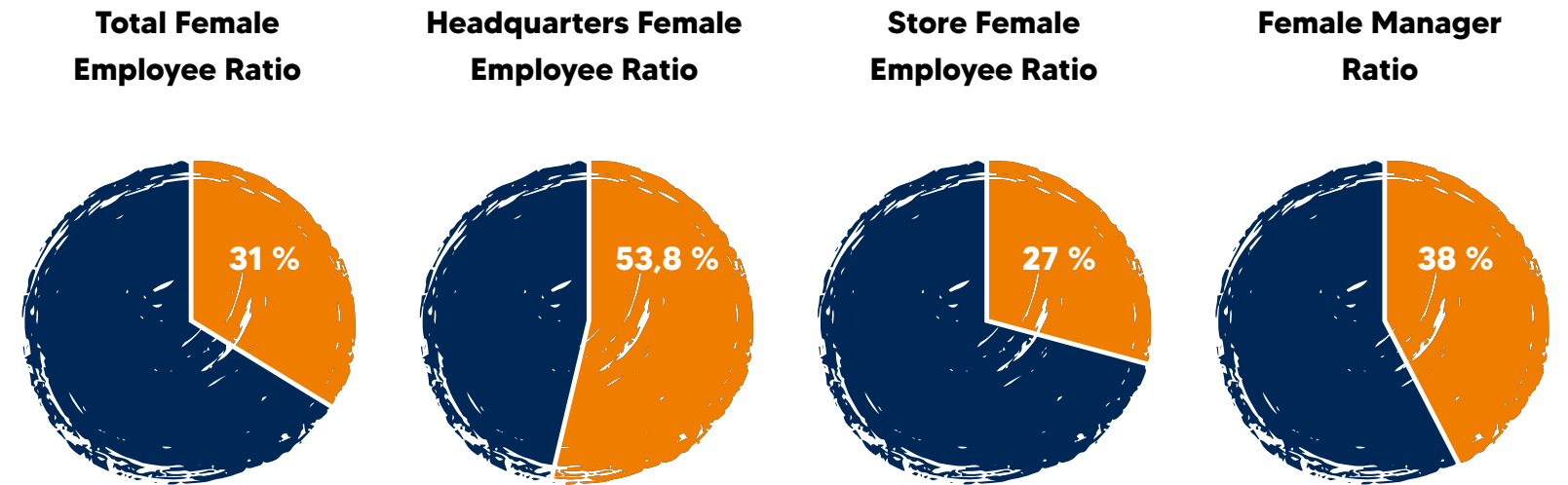
Equality, Diversity, and Inclusion

Gender equality and equal pay for work of equal value cover the fair treatment of men and women in the workplace in terms of pay, benefits, and advancement opportunities. Promoting fairness and reducing discrimination in the workplace positively affects employees, increasing both satisfaction and motivation. Diversity, on the other hand, refers to the presence of individuals from different demographic backgrounds, in addition to race, ethnicity, gender, age, and physical abilities. A diverse workforce brings different perspectives, skills, and experiences, enhancing creativity, innovation, and problem-solving within the organization. In our double materiality analysis, the topics of Diversity and Gender Equality and Equal Pay for Equal Work were identified as areas where we generate positive impact.

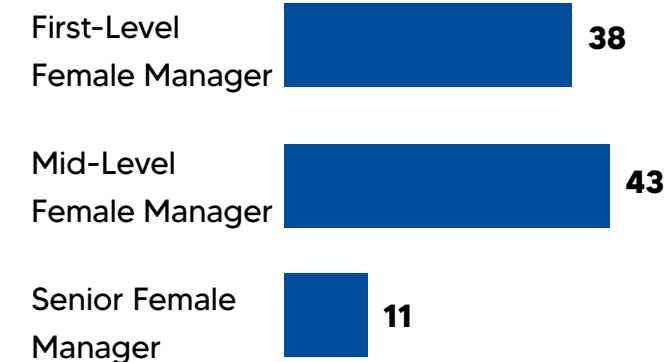
As Teknosa, we see equality, diversity and inclusion among our core values and place these principles at the center of our business processes. Our aim is to create a working environment where all our employees feel valued, free from prejudice and inclusive. Our [Code of Ethics](#) is based on the principles of honesty, transparency, fairness and respect. By ensuring that all our employees act in accordance with these rules, we ensure the continuity of a safe and respectful working environment.

In line with the [Sabancı Group Equality, Diversity and Inclusion Policy](#), we aim to provide equal opportunities to all our employees and apply an equal employment policy in our recruitment procedures. Accordingly, we inform our Human Resources team to prevent discrimination in our talent management processes and adopt a fair and inclusive approach to recruitment processes. We prepare our job postings with expressions that do not request features such as candidates' language, race, gender, age, culture, ethnicity, disability status, political and religious beliefs, and that do not imply a particular social identity or group. In this way, we ensure that our recruitment processes are fair and inclusive and offer equal opportunities to candidates. With our [Human Resources Policy](#), we aim to protect the rights of our employees, support their development and increase their motivation.

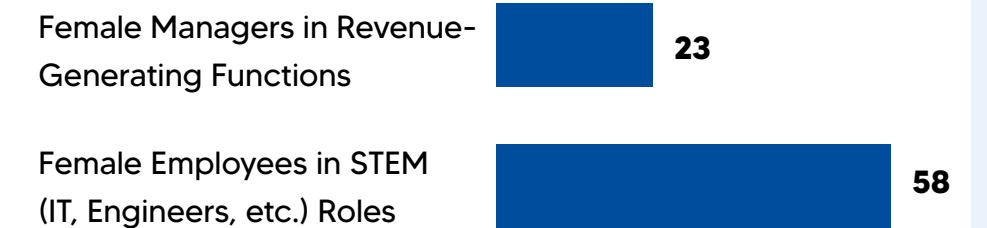
By signing the United Nations Women's Empowerment Principles (WEPs), we continue our efforts for gender equality and the empowerment of women in business life. In this direction, we regularly monitor the ratios of female employees and employees with disabilities in both our stores and our headquarters.



Female Manager Ratios by Management Level



Female Manager Employee Figures



Detaylı performans göstergelerine erişmek için [tıklayınız](#).

Equality in Maternity Leave

We include the duration of maternity leave in the calculation of premiums and in the waiting periods for promotion processes, thereby supporting the career development of our female employees. In addition, independent of legal regulations, we have updated paternity leave to two weeks. This not only allows fathers to spend more time with their newborn child but also encourages them to participate more in childcare, helping to balance gender roles.

Equality in Training and Development

We implement our training, development, and performance evaluations with an approach aligned with gender equality, and we conduct our promotion processes in a transparent and fair manner. In this way, we aim to raise awareness among employees and create a more positive workplace climate. Through equal opportunity trainings, we aim to raise awareness about reducing gender bias and discrimination. The content of the training focuses on the concept of gender equality, its importance, and the steps that can be taken to achieve it. Within the scope of the programs organized in 2024, we provided our employees with a total of 18 hours of training on gender equality, diversity, and inclusion.

Equality in Compensation

Our compensation policy is committed to ensuring fairness, regardless of employees' religion, language, race, gender, or age. Accordingly, salary levels are equal for both female and male employees. In the

periodic surveys we conduct with our employees, we observe that our gender equality practices are regarded as one of our strongest aspects.

As there is no legal obligation to disclose wages in Türkiye, Teknosa does not disclose the ratio of the annual total compensation of the highest-paid individual to the median annual total compensation of all employees (excluding the highest-paid individual). However, our company's wage policy and related practices are accessible on our website in line with our principle of transparency.

Employment and Inclusion of Persons with Disabilities

The topic of "Employment and Inclusion of Persons with Disabilities" refers to the policies and practices that companies implement to recruit, employ, and support individuals with disabilities. Approaching individuals with disabilities in an inclusive manner and offering them employment opportunities not only strengthens their independence and self-sufficiency but also increases inclusiveness within society. According to World Bank data, the employment rate of individuals with disabilities is generally lower than that of non-disabled individuals, which often leads to poverty and social exclusion. In the double materiality analysis, we conducted at Teknosa, this topic was identified as one of the areas where we create positive impact. We provide appropriate physical conditions to enable our employees with disabilities to realize their potential,

and we regularly review these conditions to make necessary improvements. In 2023, we provided employment opportunities to 52 individuals with disabilities.

Collective Agreement

As of 2024, none of our employees are represented by independent trade union organizations or covered by collective bargaining agreements. However, as a company, we continuously take various initiatives to protect and improve the rights of all our employees. We have no practices that restrict the union rights of any of our employees. Our fair and transparent wage policies and the benefits we provide are designed to increase the well-being and satisfaction of our employees. In this context, we remain committed to safeguarding all employee rights and ensuring high motivation in the workplace.

Initiatives We Support in the Field of Gender Equality

Since 2018, as a signatory of the Women's Empowerment Principles (WEPs) created in partnership by UN Women and the UN Global Compact, our company has committed to seven principles aimed at developing policies that advance gender equality. In doing so, we became the first technology retail company in Türkiye to sign the WEPs.

We are a corporate member of Yanındayız Association, which aims to ensure that men take an

active role in the struggle for gender equality, and of the Lead Network, which supports female leaders working in the retail and consumer products sectors, seeks to increase the number of senior women executives, and contributes to their professional development.

Mother Mentors of Teknosa (TAM)

At Teknosa, with Mother Mentors of Teknosa (TAM), our mothers have both their motherhood and their careers!



With the "Mother Mentors of Teknosa" project, launched in 2019 and also open to our pet-owning "mothers," we support our female employees on their career journey and enable them to share their experiences with one another. Through our TAM program, volunteer mother employees at Teknosa mentor new mothers or expectant mothers at Teknosa, showing them ways to balance motherhood with professional life. In 2024, 12 of our Mother Mentors held more than 76 hours of meetings with their mentees.

The "Mother Mentors of Teknosa" Project was granted the Women-Friendly Brands Awareness Awards – Women's Employment and Equal Opportunity at Work Award in 2024.

Measures Against Violence and Harassment

Measures against workplace violence and harassment cover the policies and practices a company implements to prevent incidents of violence and harassment against employees. The absence of such measures can have negative effects on employees' physical and mental well-being and may lead to an undesirable working environment. In our double materiality analysis, this topic was identified as one of the areas where we create a positive impact on our employees. By implementing measures in this regard, we create a safer and more respectful working environment, ensuring the well-being of our employees and enabling them to exist within a positive workplace culture.

At Teknosa, we adopt a zero-tolerance policy against violence and harassment. In line with our principle of transparency, we regularly report on our human rights performance and implement an effective grievance mechanism against potential violations. In addition, we provide mandatory Code of Conduct trainings to raise awareness among our employees regarding human rights and other related responsibilities. These trainings help our employees understand the ethical and behavioral rules that must be followed in the workplace while also ensuring their adherence to our company's core values.

The security personnel we work with to provide security services also commit to delivering their services in compliance with our Code of Conduct and internal policies, in a manner that does not harm human rights, and operate in accordance with Law No. 5188 on Private Security Services. Security practices are continuously monitored and audited through the practices of our Corporate Affairs Department and Center of Excellence. The integration of our service providers in training, professional development, center of excellence, operational performance, and the relevant legislation is ensured by our corporate affairs departments. In 2024, no situation was reported within security duties that would have a negative impact on human rights.

Combating Harassment and Discrimination

In line with our zero-tolerance policy against workplace harassment and discrimination, we take swift action in cases of potential discrimination. Our [Code of Ethics](#) provides our employees with a framework that allows them to report ethical concerns they encounter. All reports of ethical violations are meticulously evaluated by our Internal Audit unit. In 2024, 16 cases containing allegations of discrimination were thoroughly investigated. For nine of these allegations, the necessary disciplinary processes were implemented, resulting in the termination of three employees. Seven employees received written warnings, and five employees received verbal warnings. Related employees were coached and placed under observation. Regarding the remaining seven allegations, no further action was taken since the accuracy of the issues could not be confirmed.

"Business Against Domestic Violence"

We are among the participants of the "**Business Against Domestic Violence (BADV)**" project, carried out by the Sabancı University Corporate Governance Forum. The project aims to establish workplace support mechanisms against domestic violence and to make violence against women more visible.

Suppliers

Supplier Relations

The management of supplier relations, including payment practices, covers the approach and activities an organization undertakes to efficiently maintain and develop all interactions with its suppliers. As a consumer electronics retailer, we identified the topic of Supplier Relations in our double materiality analysis as one of the areas where we create a positive impact on our suppliers.

The supply chain is one of the cornerstones of sustainable growth and customer satisfaction. At Teknosa, we manage our supply chain in line with the principles of sustainability and efficiency. To build an agile and sustainable supply chain, we closely monitor critical performance indicators such as on-time delivery, inventory and product safety, and cost information. While carrying out our operations under an omnichannel model, we also ensure that our products and services fully comply with legal regulations.

Our chain begins with raw materials, which, after being transformed into products, reach Teknosa warehouses and stores through manufacturers and suppliers. In supplier selection, we consider many factors such as quality and diversity, and we evaluate the products received from our suppliers in line with the Teknosa Quality Policy. At our Teknosa logistics center, which has 30,000 m² of open and 30,000 m² of closed space, we store our products and deliver them from there to our

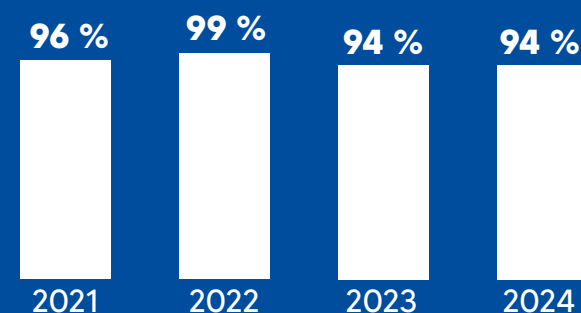
stores, İklimsa authorized dealers, and our customers through online platforms. With our pre-sales and after-sales services, we aim to maximize customer satisfaction.

We recognize the critical role of our supply chain in the value creation process and aim to create sustainable value by building strong collaborations with all our stakeholders. Ensuring that our suppliers comply with environmental, social, and ethical standards is among our fundamental responsibilities. Accordingly, by sharing our understanding of responsible supply chain management with our suppliers, we aim to spread our sustainability approach and create collective value. To achieve these objectives, we have established our Sustainable Supply Chain Policy and act within the framework of this policy.

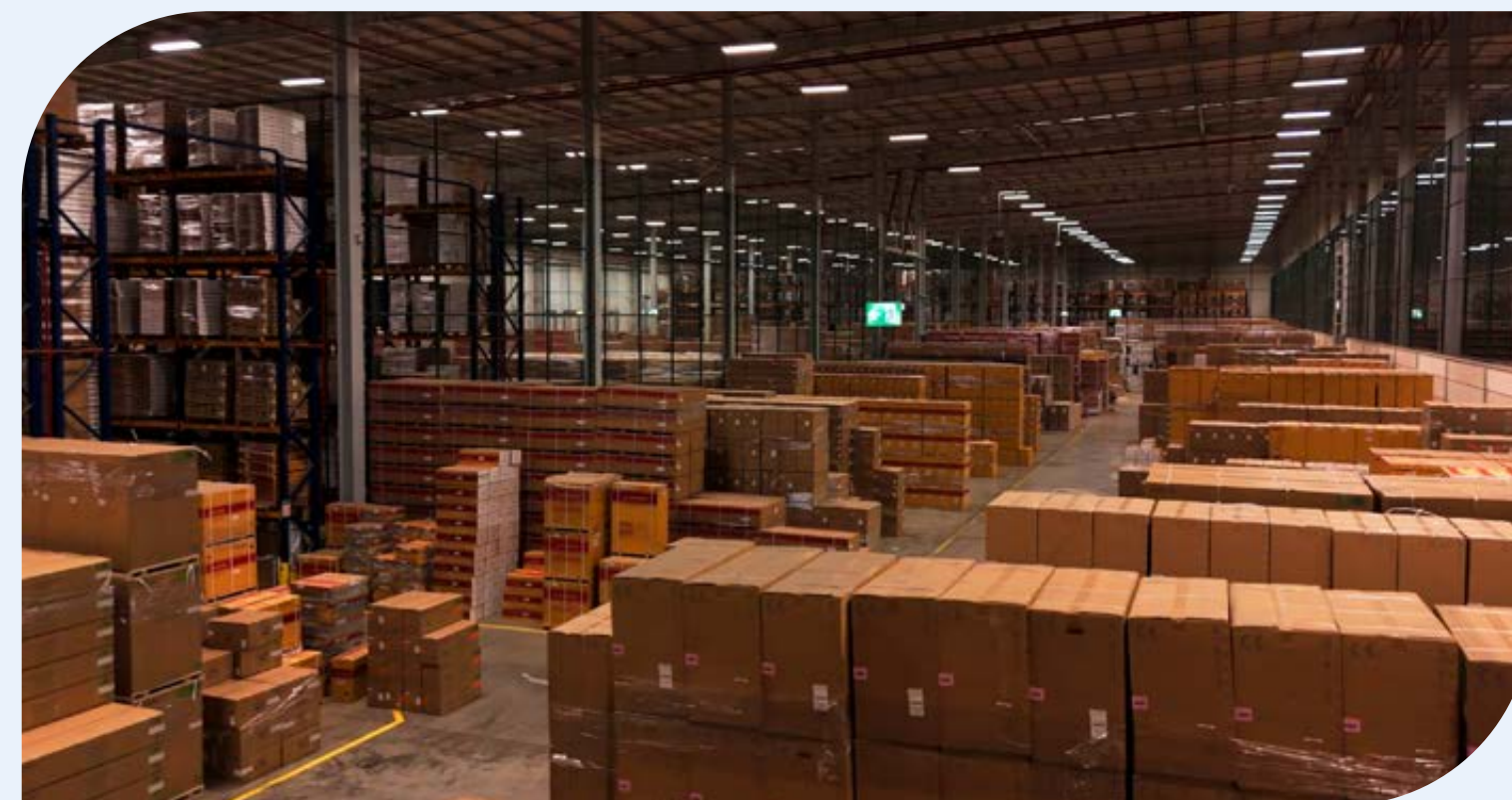
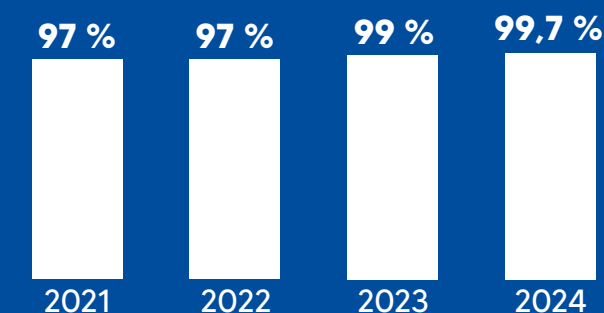
In line with our sustainable supply chain approach and responsible procurement principles, we continue our efforts to fulfill our commitments to establishing fair and transparent relationships, ensuring continuous communication, raising awareness and organizing training, conducting performance evaluations, and prioritizing local suppliers. We evaluate our suppliers in terms of their environmental and social performance and prioritize them according to the results of these evaluations. In addition, whenever conditions allow, we prefer local suppliers in order to support the local economy.

In 2024, payments made to our 8,224 suppliers reached approximately **74.5 billion TL**, of which **99.7%** was directed to 7,756 local suppliers. In the same year, **1,698 new local business partners** were included in our supply chain.

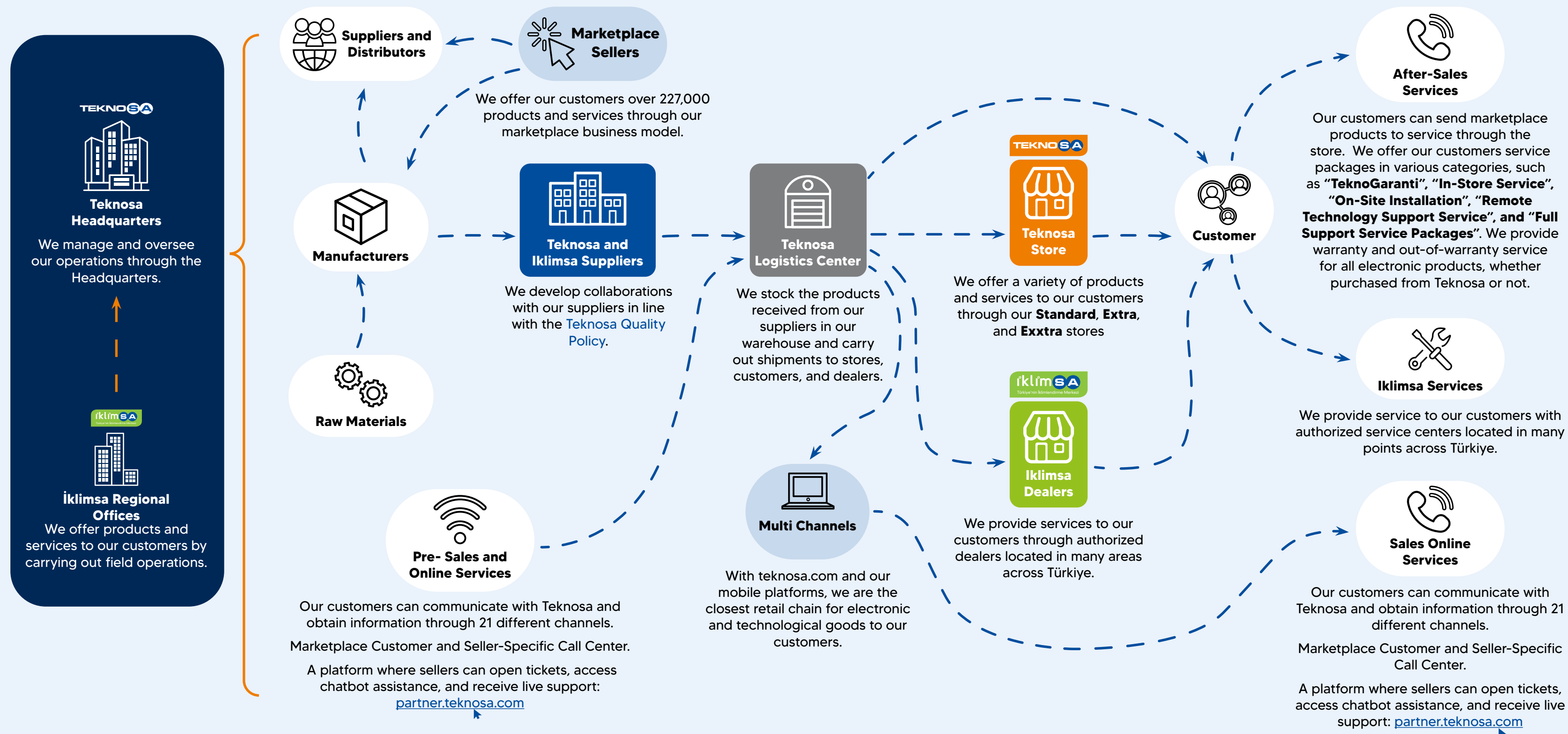
Local Supplier Ratio



Local Procurement Ratio Based on Expenditure



Responsible Supply Chain



Responsible Procurement Practices

Teknosa, we see our commitment to sustainability and ethical values as the foundation of the way we do business. We also care that the suppliers we work with adopt the same values. Our [Supplier Code of Conduct](#) sets out the fundamental principles that all suppliers we cooperate with must comply with while carrying out their activities. Compliance with these rules is not only an obligation but also the key to making our

long-term business partnerships strong and sustainable. In addition, we expect our suppliers to inform other suppliers in their own supply chains about this policy and ensure that they also operate in accordance with this policy. In this way, we aim to collectively create sustainable value and ensure high-standard working conditions throughout the entire supply chain.

1. Labor and Human Rights:

Decent Working Conditions for Everyone.

Respecting the rights of our employees and the employees of our suppliers is our first priority

2. Environmental Responsibility:

Working Together to Protect Our Planet.

Protecting our environment is the most important way to secure our future. It is very important for us that our suppliers also act with environmental responsibility.

3. Ethical Business Conduct:

Honesty and Transparency Are Indispensable for Us.

As Teknosa, we base our way of doing business on honesty and transparency. We also expect our suppliers to adhere strictly to these values.

As Teknosa, in order to ensure that all of these supplier expectations are effectively fulfilled, we plan to carry out regular and comprehensive evaluations in the future. These evaluations will be conducted to analyze the compliance of our suppliers with the defined standards, to identify possible deficiencies, and to determine improvement opportunities

4. Health and Safety:

The Safety of Our Employees Is Our Priority.

The health and safety of our employees come before everything else. We expect our suppliers to show the same sensitivity in providing a safe working environment.

5. Management Systems:

We Work for Continuous Improvement and Compliance.

We continuously improve the management systems necessary to comply with our rules and expect our suppliers to cooperate with us in this regard

Integration of Sustainability into Our Procurement Processes

In the past period, we successfully completed our project called “[Integration of Sustainability into Our Procurement Processes](#)”, which we carried out with validation workshops and in which we aimed to align our procurement processes with many of our practices such as decarbonization and circularity.

A wide range of our stakeholders participated in our workshops. Thanks to this diversity, we obtained enriched feedback from different perspectives. Before the workshops, we provided our participants with materials that included our current sustainability metrics, the challenges we faced, and our future opportunities. This preparation process enabled everyone to participate in the workshop in a more informed way and ready to contribute. At every stage of the process, open dialogue and cooperation were at the forefront for us. Participants made constructive criticisms and offered valuable suggestions for us to achieve our sustainability goals.

With the feedback we obtained from the workshop, we evaluated the current situation of our suppliers and identified the suppliers with whom we would establish sustainability dialogue or on whom we could have an impact in line with our decarbonization strategy. In line with the suggestions of our participants, we updated our sustainability strategy to reflect our environmental and social responsibilities more strongly. In addition, we regularly informed our stakeholders about how their feedback was evaluated and what steps were taken.

With this project, we carried out an advanced analysis for our strategy to reduce **Scope 3 emissions**, which constitute a large part of our emissions profile, in our 2050 net-zero journey. In addition, our project contributed to making our sustainability strategy compatible not only with our financial goals but also with our social and environmental responsibilities. We will continue such projects in the future and continue to move forward with determination toward our sustainability goals.

Inadequate Wages

Inadequate wages refer to a company's failure to pay its own employees, as well as those in its supply chain, fair and livable wages. This includes not only minimum wage but also benefits such as healthcare services and retirement plans. From this perspective, we regard it as a fundamental human rights violation and, as a key element of social and economic development in a company's value chain, we addressed this issue in our double materiality analysis under the title "Inadequate Wages." We determined that if this issue is not managed well in our supply chain, it could financially affect our company.

Considering Teknosa's human-centered management approach and corporate sustainability strategy, the issue of inadequate wages is critically important for strengthening social responsibility standards both within our own organization and across our supply chain. As a company in Türkiye that supports equal pay for equal work, Teknosa can contribute to fairness, motivation, and productivity in the workforce by encouraging its suppliers to adopt this principle as well. Ensuring fair wages strengthens stability in the supply chain, preserves quality, and reduces employee turnover.

The expectations of consumers and other stakeholders regarding social responsibility are increasing every day. Companies are also held accountable for the wage policies of their suppliers.

While sufficient and fair wage policies may initially appear as an additional cost item in the short term, in the long term they constitute a strategic investment with high returns. Such policies reduce employee turnover, lower the operational costs arising from new recruitment and training processes, and increase employees' sense of belonging and satisfaction with their workplaces. This in turn directly reflects on service quality and, consequently, customer satisfaction and loyalty. In other words, fair wage policies are not only an ethical obligation but also a strategic necessity for creating a sustainable business model and a long-term competitive advantage.

The issue of sufficient and fair wages stands out clearly in Teknosa's value chain, both in upstream

flows and in our own operations. On the upstream side, requiring suppliers providing electronic components, packaging, and logistics services to comply with fair wage and equal pay for equal work principles ensures stability in the supply chain and increases workforce productivity. Especially in production and assembly processes, fair remuneration of employees directly affects product quality and delivery continuity.

As Teknosa, in line with our human-centered management approach, we attach importance to the wage policies our suppliers apply to their employees and manage this issue through our [Supplier Code of Conduct](#).

Forced Labor and Child Labor

Forced labor refers to work and services that a person is obliged to provide under the threat of penalty and/or involuntarily, covering all situations in which a person is forced to work by any means. Child labor refers to the employment of individuals under the legal working age as defined by national and international laws and standards. It describes work that deprives these individuals of their childhood, potential, and education, and that is harmful to their physical and mental development. In our double materiality analysis, we identified the issues of “Forced Labor and Child Labor” in our supply chain as topics that could create a negative impact on society if not properly managed.

Across Teknosa’s entire value chain, we align our working conditions with human rights standards and adopt a zero-tolerance policy against child labor and forced labor. We do not employ individuals under the age of 18 and fully comply with international conventions on children’s rights ratified by the Republic of Türkiye, as well as national legal regulations. At every stage of our business and operations, we commit to taking all necessary measures to create a working environment that respects the fundamental rights and freedoms of our employees.

As a consumer electronics retailer, Teknosa’s prevention of human rights violations such as forced labor and child labor in its supply chain is critically important for compliance with national and international human rights standards, legal regulations, and ethical norms. Preventing such

violations not only fulfills legal obligations but also ensures the protection of the company’s ethical integrity and the fulfillment of its social responsibility. Detection of forced labor and child labor, or tolerance of such practices, can cause serious damage to the company’s reputation, undermine investor and stakeholder trust, and negatively affect customer loyalty and employee engagement. Effective management of these issues contributes to ensuring stability in the supply chain, protecting employee rights, and strengthening Teknosa’s social responsibility performance.

The prevention of forced labor and child labor comes to the forefront particularly in the upstream part of the value chain, in areas such as raw material supply, production, and assembly processes. It is critical for suppliers in fields such as mining, packaging, and electronic assembly to comply with

human rights standards. Human rights regulations implemented at national and international levels oblige businesses to monitor not only their own operations but also their entire supply chains. At Teknosa, we manage this issue through our [Supplier Code of Conduct](#) and strive to ensure that all our suppliers comply with these rules, based on their own declarations.



As a member of the Teknosa family, I have been working at this company for 16 years. During this period, while witnessing many changes our company has undergone, actively taking part in these transformations has also been a great experience for me. In my view, Teknosa is not just a workplace; it represents a strong culture where development, innovation, and a sense of belonging come together.

If I had to describe Teknosa in three words, without hesitation I would say “innovative, employee-oriented, and reliable.” Because these values are felt at every stage of our daily work life and directly reflect on employees’ motivation.

By taking on different roles throughout my career journey, I have gained valuable experiences in terms of both personal development and leadership skills. Today, as the Senior Manager of Human Resources Business Partnership and Career Management, my top priority is to increase employee engagement, make career development opportunities more visible, and create an environment where everyone feels valued.

The main reason I would recommend Teknosa as a workplace is its genuine care for its employees. Its people-oriented approach, transparent

communication, and the development opportunities it provides give us confidence. In particular, its commitment to gender equality and women’s leadership further strengthens our corporate culture. Being able to serve as a role model for young women is both a source of pride and a great responsibility for me.

Looking ahead, I will continue to contribute to a Teknosa where equal opportunities are further strengthened, participation increases, and growth is driven by innovative steps.

Cansu Sarıkaya

**Teknosa Senior Manager of Human Resources
Business Partnership and Career Management**

Annexes

Performance Tables
Corporate Information
Other Reporting Indexes
Guidance for the Report
Contact Information

Performance Tables

Environmental Performance Indicators

Energy Consumption	2021	2022	2023	2024
Total Electricity Consumption (kWh)	19,327,923 ✓	20,776,216 ✓	21,474,914 ✓	23,999,951 ✓
Total Natural Gas Consumption (m)	796,208 ✓	629,075 ✓	706,585 ✓	993,274 ✓
Energy Intensity (MWh / TL Revenue)	0.00369	0.00158	0.00075	0.0000005388
Total Produced Renewable Energy (kWh)*	0	175,000 ✓	167,229 ✓	75,140 ✓
Purchased Renewable Energy, I-REC (GJ)	0	24,019.20 ✓	32,788.8 ✓	57,358.8 ✓
Purchased Renewable Energy, I-REC and YEK-G (MWh)**	0	6,240 ✓	9,108 ✓	15,933 ✓
Electricity Sold to the Grid (kWh)	0	42,931 ✓	25,725 ✓	35,308 ✓
Total Consumed Renewable Energy (MWh)	0	6,817 ✓	9,251 ✓	15,933 ✓

(*) The total amount of Renewable Energy Generated is equal to the sum of electricity produced, electricity generated from solar energy, and the total renewable energy generated.

(**) In 2024, in addition to I-REC purchases, YEK-G certificates were also acquired.

Savings and Reductions from Environmental Investments	2021	2022	2023	2024
Savings and Reduction (kWh)	3,295,367 ✓	4,585,077 ✓	2,629,788 ✓	2,971,000 ✓
Savings and Reduction (ton CO ₂)	1,299,129 ✓	1,910,602 ✓	1,095,833 ✓	1,313,182 ✓
Financial Savings (TL)	3,295,367 ✓	9,170,154 ✓	11,882,056 ✓	13,880,452 ✓

Water Management (m ³)	2021	2022	2023	2024
Fresh Water Withdrawal*	16,443 ✓	25,067 ✓	23,850 ✓	10,659
Water Discharge	16,443 ✓	25,067 ✓	23,850 ✓	10,126
Recycled Water	0	0	0	0

Water Withdrawal (m ³)	2024
Headquarters	3,165.3
Logistics Center	5,198.00
Stores*	2,262.90
İklimsa Regional Offices	33
Total	10,659

Scope 1-2 Emission Breakdown (tCO ₂ e)	2021	2022	2023	2024
Scope 1 greenhouse gas emission	2,141 ✓	2,081 ✓	2,344 ✓	3,036 ✓
Location-Based Scope 2 Indirect Emissions	8,831 ✓	9,141.54 ✓	9,427.49 ✓	10,590.36 ✓
Market-Based Scope 2 Indirect Emissions	8,831 ✓	6,205.86 ✓	5,359 ✓	3,618 ✓
Location-Based Total Emissions	10,972 ✓	11,222.49 ✓	11,771.49 ✓	13,626.36 ✓
Market-Based Total Emissions	10,972 ✓	8,287 ✓	7,703 ✓	6,654 ✓

Total Greenhouse Gas Emissions	2021	2022	2023	2024
Market-Based Total Scope 1, 2, and 3 Emissions (tCO ₂ e)	876,768	1,171,263	1,790,162	2,247,286
Location-Based Total Scope 1, 2 and 3 Emissions (tCO ₂ e)	11,091	1,174,199	1,794,230	2,254,258
Net Revenue (TL)	131,500,000	524,927,000	747,502,000	69,435,946,517
Greenhouse Gas Intensity (tCO ₂ e/TL revenue)	0.0015	0.0000161	0.000103	0.0000324

Scope 3 Emissions Distribution (tCO ₂ e)	2021	2022	2023	2024	Oran
Category 1 – Purchased Goods and Services (Upstream)	196,621	344,488	300,946 ✓	308,977 ✓	13,79%
Category 2 – Capital Goods (Upstream)	-	-	8,946 ✓	8,747,59 ✓	0,39%
Category 3 – Fuel- and Energy-Related Activities (Upstream)	-	-	2,611 ✓	2,994 ✓	0,13%
Category 5 – Waste Generated in Operations (Upstream)	11	88	297 ✓	169.50 ✓	0,01%
Category 6 – Business Travel (Upstream)	66	131	361 ✓	332.8 ✓	0,01%
Category 7 – Employee Commuting (Upstream)	53	72	133 ✓	250.58 ✓	0,01%
Category 9 – Transportation and Distribution (Downstream)	604	702	1,927 ✓	2,531 ✓	0,11%
Category 11 – Use of Sold Products (Downstream)	668,441	817,699	1,461,479 ✓	1,910,242.55 ✓	85,25%
Category 12 – End-of-Life Treatment of Sold Products (Downstream)	-	-	1,544 ✓	4,383 ✓	0,20%
Category 14 – Franchises (Downstream)	-	-	4,518	2,004	0,09%
Scope 3 Indirect Emissions	865,796	1,162,976	1,782,762	2,240,632	100%

Waste Management (tons)	2021	2022	2023	2024
Total Hazardous Waste Amount	11 ✓	5 ✓	2 ✓	2.4 ✓
Total Non-Hazardous Waste Amount	500 ✓	484 ✓	949 ✓	537.3 ✓
Total Waste	511 ✓	489 ✓	951 ✓	539.7 ✓
Recycled Waste	321 ✓	315 ✓	772 ✓	385.8 ✓
Recycled Waste Ratio (%)	%62.82 ✓	%64 ✓	%81 ✓	%71.48 ✓
Waste reused or recycled non-hazardous waste	321 ✓	315 ✓	770 ✓	383.4 ✓
Electronic Waste	3	2	2.2	2.2 ✓
Single-Use Plastic Consumption	0.26	11	9	57.2 ✓
Other Plastic Consumption	37	37	64	6.6 ✓
Total Plastic Consumption	37 ✓	48 ✓	83 ✓	107.5 ✓
Total Paper Consumption	135	120	96	149.6 ✓
Waste Sent to Landfill / Solid Waste Disposal Sites	190 ✓	174 ✓	178 ✓	153.9 ✓

Social Performance Indicators

Number of Employees	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
Number of Employee	586	1,715	641	1,817	816	2,052	920 ✓	2,069 ✓
Number of white-collar employee	179	269	214	311	254	360	283 ✓	364 ✓
Number of blue-collar employees	407	1,446	427	1,506	562	1,692	637 ✓	1,705 ✓
Number of part-time employees	6	2	4	2	15	11	10 ✓	6 ✓
Disabled Employees (%)	2.2		1.6		1.9		1.97 ✓	
Total number of employees	2,301 ✓		2,458 ✓		2,868 ✓		2,989 ✓	
Total ratio of female employees	25% ✓		26% ✓		28% ✓		31% ✓	

Average Number of Employees	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
Average Number of Employees	572	1,715	609	1,760	739	1,947	850 ✓	2,026 ✓
Number of white-collar employees	160	262	197	285	238	342	268 ✓	361 ✓
Number of blue-collar employee	412	1,453	412	1,475	501	1,605	578 ✓	1,660 ✓
Total number of employees	2,287 ✓		2,369 ✓		2,868 ✓		2,876 ✓	

Tenure	2021	2022	2023	2024
Average Tenure	6.59	5.7	5.1	4.4

Number of Employees by Age and Gender	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
<30	205	409	272	532	406	726	448 ✔	741 ✔
≥30 and ≤50 (include 30 and 50 age))	378	1,295	367	1,274	407	1,312	464 ✔	1,304 ✔
>50	3	11	2	11	3	14	8 ✔	24 ✔
Total	586	1,715	641	1,817	816	2,052	920	2,069

Number of Managers by Age and Gender	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
<30	3	1	10	18	21	19	17 ✔	22 ✔
≥30 and ≤50 (include 30 and 50 age))	62	104	136	389	156	423	181 ✔	452 ✔
>50	0	7	1	8	2	11	8 ✔	16 ✔
Total	65	112	147	415	179	453	206 ✔	490 ✔

Number of Employees by Tenure and Gender	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
0-5 Years	326	807	391	957	586	1,238	707	1,352
5-10 Years	143	474	123	367	90	278	88	300
10+ Years	117	434	127	493	140	536	125	416
Total	586	1,715	641	1,817	816	2,052	920	2,068

Ratio of Female Managers by Management Level (%)	2021	2022	2023	2024
First Level Female Managers	10 ✓	9 ✓	34 ✓	38 ✓
Mid-Level Female Managers	43 ✓	42 ✓	42 ✓	43 ✓
Senior Female Managers	37 ✓	32 ✓	18 ✓	11 ✓
Ratio of Female Managers (%)	37 ✓	33 ✓	35 ✓	38 ✓

Number of Female Managers	2021	2022	2023	2024
Female Managers Working in Revenue-Generating Functions	21 ✓	21 ✓	20 ✓	23 ✓
Female Managers Working in STEM Roles (IT, Engineering, etc.)	10 ✓	9 ✓	43 ✓	58 ✓

Number of Managers by Age and Gender	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
<30	97 ✓	219 ✓	210 ✓	470 ✓	463 ✓	835 ✓	434 ✓	753 ✓
≥30 and ≤50 (include 30 and 50 age))	59 ✓	147 ✓	69 ✓	211 ✓	116 ✓	317 ✓	152 ✓	351 ✓
>50	0 ✓	2 ✓	0 ✓	1 ✓	0 ✓	1 ✓	0 ✓	1 ✓
Total	156 ✓	368 ✓	279 ✓	682 ✓	579 ✓	1,153 ✓	586 ✓	1,105 ✓
Percentage of new women employees (%)	29.7%		29.03%		33.42%		34.65%	
Percentage of new employees (%)	22.77%		30.09%		60.39%		56.57%	

Number of Employees Hired by Management Level	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
First Level	21 ✓	15 ✓	14 ✓	29 ✓	4 ✓	14 ✓	7 ✓	8 ✓
Mid-Level	8 ✓	12	6 ✓	9 ✓	0	1 ✓	0 ✓	2 ✓
Senior Level	1 ✓	2 ✓	0	1 ✓	0	1 ✓	0 ✓	0 ✓
Total	30 ✓	29 ✓	20 ✓	39 ✓	4 ✓	16 ✓	7 ✓	10 ✓

Number of Employees Quitting by Age	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
<30	82 ✓	176 ✓	122 ✓	301 ✓	295 ✓	554 ✓	346 ✔	656 ✔
≥30 and ≤50 (including 30 and 50 age)	63 ✓	238 ✓	101 ✓	283 ✓	108 ✓	362 ✓	136 ✔	443 ✔
>50	0	1 ✓	0	4 ✓	0	3 ✓	3 ✔	4 ✔
Total	145 ✓	415 ✓	223 ✓	588 ✓	403 ✓	919 ✓	485 ✔	1,103 ✔

By Management Level Employee Exits	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
Number of First-Level Managers	2 ✓	0	1 ✓	1 ✓	4 ✓	11 ✓	5 ✔	13 ✔
Number of Middle-Level Manager	0	1 ✓	4 ✓	2 ✓	1 ✓	1 ✓	1 ✔	2 ✔
Number of Senior Managers	6 ✓	10 ✓	10 ✓	9 ✓	0	2 ✓	1 ✔	1 ✔
Total	8 ✓	11 ✓	15 ✓	12 ✓	5 ✓	14 ✓	7	16

Number of Employees Who Voluntarily Resigned by Age	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
<30	64	121	102	207	253	475	194 ✔	379 ✔
≥30 and ≤50 (including 30 and 50 age))	28	131	75	172	86	237	71 ✔	225 ✔
>50	0	1	0	4	0	2	2 ✔	1 ✔
Total	92	253	177	383	339	714	267	605

Number of Employees Who Voluntarily Resigned by Management Leve	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
Number of entry-level managers	0	0	1	1	0	1	0 ✔	6 ✔
Number of mid-level managers	0	0	3	2	1	0	1 ✔	0 ✔
Number of senior managers	0	3	9	5	2	4	0 ✔	0 ✔
Total	0	3	13	8	3	5	1	6

Total Employee Turnover Rate (%)	2021	2022	2023	2024
<30	39 ✓	53 ✓	75 ✓	84 ✓
≥30 and ≤50 (include 30 and 50 age))	19 ✓	23 ✓	27 ✓	36 ✓
>50	7 ✓	31 ✓	18 ✓	44 ✓
Female	25 ✓	35 ✓	49 ✓	31 ✓
Male	24 ✓	32 ✓	45 ✓	69 ✓
First-Level Manager	20 ✓	18 ✓	10 ✓	1.13 ✓
Mid-Level Manager	2 ✓	15 ✓	5 ✓	0.19 ✓
Senior Manager	13 ✓	24 ✓	18 ✓	0.13 ✓
Employee Turnover	24.48 ✓	34.23 ✓	46.00 ✓	53.13 ✓
Voluntary Turnover Rate	15.08	23.64	39.2	41.39
Involuntary Turnover Rate	9.36	10.6	9.92	8.36
Employee Turnover Rate of Employees Who Left Voluntarily (%)	2021	2022	2023	2024
<30	28	38	64	48 ✓
≥30 and ≤50 (include 30 and 50 age)	10	15	19	17 ✓
>50	6	31	12	9 ✓
Female	16	28	42	29 ✓
Male	15	21	35	29 ✓
First-Level Manager	0	18	9	4 ✓
Mid-Level Manager	0	10	2	2 ✓
Senior Manager	3	9	4	0 ✓

Maternity / Paternity Leave	2021		2022		2023		2024	
	Female	Male	Female	Male	Female	Male	Female	Male
Number of Employees Taking Maternity / Paternity Leave	30 ✓	95 ✓	31 ✓	138 ✓	24 ✓	129 ✓	18 ✓	79 ✓
Number of Employees Returning to Work After Maternity / Paternity Leave	28 ✓	95 ✓	13 ✓	138 ✓	17 ✓	124 ✓	21 ✓	81 ✓
Number of Employees Returning After Maternity / Paternity Leave and Continuing to Work for a Minimum of 12 Months	21	89	18	122	20	65	7 ✓	

Training Hours Received by Employees	2023		2024	
	Kadın	Erkek	Kadın	Erkek
Ethical Principles Training Hours	0	0	581 ✓	1,513 ✓
Anti-Bribery and Anti-Corruption Training Hours	14	12.5	581 ✓	1,513 ✓
Equality, Equal Opportunity, and Inclusion Training Hours	0	0	6 ✓	26 ✓
Sustainability and Environment Training Hours	54	141	798 ✓	2,005 ✓

Training	2021	2022	2023	2024
Average Training Hours	16.39 ✓	25 ✓	30	36
Total Training Hours	37,710 ✓	61,450 ✓	65,362 ✓	100,391 ✓
Occupational Health and Safety Training Hours	1,248 ✓	15,191 ✓	13,378 ✓	10,000 ✓
Total Training Cost (TL)	2,621,721 ✓	6,387,474 ✓	11,053,599 ✓	24,862,865 ✓
Annual Average Training Cost per Employee (TL)	1,139 ✓	2,599 ✓	3,854 ✓	8,318 ✓

Occupational Health and Safety	2021	2022	2023	2024
Total Injury Rate	-	5.48	5.02	1.24
Total Employee Accidents	17	29	30	39
Total Accident-Related Absenteeism (Days)	40	104	36	229
Total Injury Rate	-	19.66	6.03	7.28
Company Employees	2021	2022	2023	2024
Total Working Hours	4,394,477 ✓	5,112,217 ✓	5,774,989 ✓	6,292,886 ✓
Number of Incidents	14 ✓	22 ✓	25 ✓	38 ✓
Number of Fatalities	0	0	0	0 ✓
Number of Occupational Diseases	0	0	0	0 ✓
Injury-Related Absenteeism (Days)	33 ✓	104 ✓	36 ✓	229 ✓
Absenteeism (Days)	49,947	61,179	64,003	69,389 ✓
Lost Day Rate (%)	1.50 ✓	4.07 ✓	1.25 ✓	5.84 ✓
Injury Rate	3.19	4.30	4.33	1.21 ✓
Lost Time Injury Rate	7.51	20.34	129	7.28 ✓
Total Working Hours	0.6	0.8	0.9	1.20 ✓
Subcontractor Workers	2021	2022	2023	2024
Number of Accidents	3	7	5	1 ✓
Number of Fatalities	0	0	0	0 ✓
Number of Occupational Diseases	0	0	0	0 ✓
Accident-Related Absenteeism (Days)	7	0	0	0 ✓
Absenteeism (Days)	0	765	32	0 ✓
Injury Rate	-	1.25	1	4.15 ✓
Lost Time Injury Rate	-	0	0	0 ✓

	Number of Accidents	Accident Frequency Rate
2021	14	0.6
2022	22	0.8
2023	25	0.9
2024	38	1.20

Governance Performance Indicators

Our Economic Value Produced and Distributed	2021	2022	2023	2024
Total Operating Expenses	764,714,148	1,737,145,000	3,752,024,537	7,449,323,867 ✓
Marketing and Advertising Expenses	66,205,787	192,393,000	435,665,489	6,563,516
Total Payments to Suppliers	8,574,504,435	19,962,069,326	47,743,857,276	74,474,660,226
Payments to the Government (Taxes, etc.)	7,941,953	102,361,022	433,936,132	979,333,502.52
Employee Expenses and Benefit Payments*	244,062,342	603,135,400	1,362,360,851	
Total Donations	998,655	3,255,836	1,193,069	207,052**
Philanthropic Investments (Cash Contributions)	0	731,740	1,161,069	
In-Kind Donations	0	0	144,971	
Administrative costs (Overhead expenses)	0	1,325,724	2,140,359	
Environmental Fines Reported by the Company	0	0	0	0

(*) The total value of salaries and wages paid to all employees and officers, including all social benefits,

(**) Donations made through revenues generated from the sales of Preo products,

Environmental Investments and Expenditures (TL)	2021	2022	2023-IAS 29 Uygulanmış	2024
Environmental Expenditures	1,679,479 ✓	11,379,520 ✓	11,586,815 ✓	24,021,238.54 ✓
Legally Mandated Expenditures*	1,294,479 ✓	2,209,366 ✓	8,421,598 ✓	20,201,504.59 ✓
Non-Legally Mandated Expenditures**	385,000 ✓	9,170,154 ✓	3,176,456 ✓	3,819,733.96 ✓
Environmental Investments***	11,534,172 ✓	25,704,728 ✓	8,819,461 ✓	3,819,733.96 ✓

* Recovery Contribution Share (GEKAP)

**LED and automation system investments

***GEKAP, LED and automation

Governance	2021	2022	2023	2024
Limit of Board Membership (Years)	3	3	3	3
The Shortest Year Term for Re-election of Board Members	3	3	3	3
Number of Board Meetings (Annual)	4	4	4	4
Attendance in Board Meetings (%)	100	100	92	92
Attendance in Committee Meetings (%)	100	100	100	97
Non-Executive Board Members (%)	100	100	100	100
Independent Board Members (%)	33	33	33	33
Strictly Independent Board Members (%)	33	33	33	33
Board Representation for Ethnic Minorities (%)*	33	33	33	33
Total Compensation for Senior Executives (Million TL)	10,5	18,5	40,4	66,6
Litigation Expenses (TL)	-	2,919,545	38,200,000	46,751,000
Notice Period Before the Next Shareholders' Meeting (Days)	21	21	21	21

Incentive (TL)	2023	2024
Employment Incentive	1,986,589.65	3,008,291.69
Employment Incentive for Social Assistance Beneficiaries	97,238.46	179,012.37
Employment Incentive for Persons with Disabilities	985,003.02	1,895,846.95
EYT Social Security Premium Incentive	1,163,848.79	2,453,445.95
5-Point SSI Discount	45,842,960.97	84,063,497.72
Minimum Wage Support	2,942,621.78	7,394,268.93
Total	53,018,262.66	98,994,363.61

Number of People Reached through the Inclusion Program	2023	2024
Women (People)	5,018 ✓	3,330 ✓
Other audiences (People)	542 ✓	642 ✓
Expenditure Amount for Inclusion Programs (TL)	2,140,359	1,861,067 ✓

SDG-Related Products and Services	2023-IAS 29 Implemented	2024
Number of SDG-Linked Products and Services	207 ✓	230 ✓
Number of SDG-Linked Products and Services (Mitigation)	202 ✓	224 ✓
Number of SDG-Linked Products and Services (Enabler)	5 ✓	4 ✓
Number of SDG-Linked Products and Services (Positive Social Impact)	2 ✓	2 ✓
SDG-Linked Product and Service Revenue (TL)	1,986,835,610.00 ✓	4,433,679,281.00 ✓
SDG-Linked Product and Service Revenue (Mitigation) (TL)	344,185,042.00 ✓	1,146,147,492.00 ✓
SDG-Linked Product and Service Revenue (Enabler) (TL)	1,642,650,568.00 ✓	3,287,531,788.00 ✓
SDG-Linked Products and Services as a Percentage of Total Revenue (%)	4.6	6.39 ✓

Investments	2023-IAS 29 Implemented	2024
All R&D and innovation investments	210,836,055.00 ✓	64,723,248 ✓
SDG- Focused R&D and innovation investments	80,151,448.00 ✓	64,723,248 ✓

Corporate Information

Policies

Integrated Management Systems Policy

Our Integrated Management Systems are shaped by our mission and the support of our top management. This system is based on effective quality performance, environmentally conscious practices, and safe working conditions. Our aim is to bring the world's technology to everyone, to create happy moments, and to provide a unique customer experience.

Our Integrated Management Systems Policy is;

- Directing our environmentally conscious practices and shaping our activities in line with our sustainability principles,
- Providing management guidance and support for "Occupational Health and Safety" in order to carry out loss-free and accident-free work, in accordance with working conditions and the relevant laws and regulations,
- Focusing on customer satisfaction by ensuring the existence of systems necessary for receiving, reviewing, and resolving customer complaints in a timely manner,
- Aiming to understand and exceed the needs and expectations of our customers by consistently delivering high-quality products and services.

Water Efficiency Policy

Reducing water consumption to support environmental sustainability and increase operational efficiency is among our main objectives. This policy aims to ensure that the water use arising from our company's activities is managed and optimized in the most efficient way within the framework of the sustainability of water resources.

Information Security Policy

As Teknosa, we keep our commitment to protecting the confidential and private information of our customers, employees, business partners, and other relevant parties at the highest level. We take the necessary measures to protect the integrity of information, ensure its accessibility, and guarantee its security, and we carry out the necessary activities to ensure its continuity. Information security is an integral part of our business processes.

Code of Business Ethics

As Teknosa, we have established the 'Teknosa Code of Business Ethics' to serve as a guide for our employees, suppliers, and all other stakeholders. These rules ensure that our way of doing business is reliable and reputable by promoting the principles of ethics and integrity, and they protect reliability and integrity in our sustainability journey. In addition, we

explicitly state in our code of conduct that we strive to be a fair competitor. As Teknosa, we believe in the importance of fair competition and respect the patents, copyrights, or intellectual property of other companies. By avoiding anti-competitive behaviors, price fixing, or other monopolistic tactics, we operate in the market in accordance with ethical rules. In line with these principles, we aim to create a fair and sustainable business environment.

Anti Bribery and Anti Corruption Policy

This policy defines our commitments and zero-tolerance approach regarding the fight against bribery and corruption at Teknosa. This policy ensures that our business processes are transparent and fair, protects our corporate reputation, and supports our sustainable way of doing business.

Policy on Accepting and Giving Gifts

This policy has been established to ensure transparency and integrity in the processes of giving and receiving gifts. It supports the development of sustainable business relationships by ensuring that our business interactions remain within an ethical and professional framework.

Human Resource Policy

This policy aims to safeguard the rights of our

employees, enhance their development, and maintain their satisfaction at the highest level. It creates a more efficient and sustainable working environment by improving the well-being and engagement of our employees.

Equality, Diversity and Inclusion Policy

Teknosa aims to foster a work culture that promotes equality, diversity, and inclusion. This policy seeks to create balanced and sustainable added value across the organization through an understanding, safe, creative, and synergy-driven working environment provided by equality, diversity, and inclusion. In doing so, it aims to employ individuals from all segments of society who perform their work in the best possible way and to retain existing talent within the company.

Human Rights Policy

In order to emphasize Teknosa's commitment to human rights and its employees, and to serve as a guide reflecting our approach to human rights, we have prepared the 'Human Rights Policy'. Our policy covers all Teknosa employees, suppliers, business partners, and all third parties with whom we work. This policy ensures respect for human rights, improves the working environment, and promotes the adoption of sustainable business practices.

Social Responsibility Policy

Since its establishment, Teknosa has been committed to serving society and ensuring that broad audiences benefit from technology, guided by its philosophy of 'Technology for Everyone' and the principle of responsibility that comes with being Türkiye's leading technology retailer.

Donation and Aid Policy

Through our corporate social responsibility projects, we carry out our donations and aids in line with the 'Sabancı Holding Social Responsibility Policy and Principles' and in accordance with the 'Teknosa Donation and Aid Policy'. Our Donation and Contribution Policy supports the overall well-being of society by enhancing our contribution to the community through sustainable social responsibility projects.

Sustainable Supply Chain Policy

Within the scope of our 'Sustainable Supply Chain Policy', we continue our efforts to fulfill our commitments across the entire value chain in line with our sustainable supply chain approach and responsible procurement principles. In this way, we aim to establish sustainable business relationships with our suppliers, reduce our environmental and social impacts, and achieve our long-term sustainability goals.

Supplier Code of Conduct

These are the rules that set out the ethical and behavioral standards we expect from our suppliers. They promote the adoption of ethical and sustainable business practices at every stage of our supply chain and support us in achieving our long-term sustainability goals.

Conflict of Interest Policy

This policy has been prepared to prevent conflicts of interest and to support fair business practices. Our Conflict of Interest Policy ensures that our employees and business partners avoid conflicts of interest and that our business processes are carried out with honesty and integrity.

Risk Management Policy

We recognize that risk management holds a central importance in all our activities and believe that risks bring not only potential threats but also opportunities. With this belief, we foresee that sustainable growth can be achieved through effective risk management, and we treat risk management as a priority in order to realize our mission of 'creating value for our stakeholders'. This policy sets out the principles that guide our risk management processes and approaches, expresses our commitment to managing risks effectively, and is fully supported by senior management.

Disclosure Policy

As Teknosa, we adopt the principle of maintaining

transparent and close communication with our shareholders. We aim to share our strategic plans and financial results accurately, completely, and on time with the public within the framework of Capital Markets Legislation and other legal regulations. Our Disclosure Policy covers all employees and consultants, regulates communication with capital market participants, and is announced through the Investor Relations website.

Remuneration Policy

The Remuneration Policy forms the basis for managing the compensation and benefits of our board members. By establishing a fair and transparent remuneration system, it strengthens the motivation and commitment of the board and supports our sustainable management approach.

Dividend Policy




























Teknosa's Dividend Policy has been determined within the framework of the Turkish Commercial Code and Capital Markets Legislation, in line with the company's long-term strategies and the expectations of its shareholders. As a principle, it has been adopted that all dividends will be distributed in cash and at the earliest possible time. In cases where dividends are not distributed, the General Assembly explains the reasons and how the profit will be used to the shareholders. The policy is reviewed annually, and any potential changes are submitted for the approval of the shareholders.



Memberships and Partnerships



Relevant Stakeholder	The Role of Teknosa	Outcomes Achieved	Relevant SDGs	Objective	Relevant Departments
Sabancı Foundation	Project Development	Technology for Women Solidarity for All		Promote access to technology and solidarity for everyone, thereby supporting social development and expanding the use of technology.	Corporate Communications
Sabancı Holding	Project Development Active Participant	Sabancı Holding Republic Mobilization Sabancı Volunteers Business Plastics Initiative Commitment		Collaborate with Sabancı Holding to generate social benefits and develop sustainable projects.	Sustainability and Occupational Safety Department
UN Women's Empowerment Principles (WEPs)	Active Participant	Participation as a Mentor		Empower women in the business world and promote gender equality.	Sustainability and Occupational Safety Department
Women on Board Association (YKKD)	Active Participant	Active Participant		Increase the representation of women in leadership positions, promoting gender equality and contributing to more inclusive decision-making processes that incorporate diverse perspectives in the business world.	Corporate Communications
Entrepreneurial Institutions Platform	Active Participant	Stakeholder Engagement and Collaborations		Develop stakeholder engagement and collaborations to foster innovation and promote sustainable business practices.	Strategy, Innovation and Entrepreneurship Department
Askıda Ne Var?	Active Participant	Technology for Youth Association		Facilitate access to technology for young people and support their development in the field of technology.	Marketing Communications
Turkish Industry and Business Association (TÜSİAD) / Environment and Climate Change Working Group	Active Participant	Active Participant		Raise awareness on environmental and climate change issues, promote the dissemination of sectoral best practices, and contribute to achieving sustainability goals.	Sustainability and Occupational Safety Department
Enerjisa Enerji	Project Development	LED Lighting Conversion Adana Sabancı Business Center Rooftop Solar Power Project		Support energy efficiency and renewable energy projects, encouraging innovation in this field.	Construction Department
Habitat Association	Project Development	Technology for Women Project		Support sustainable projects in the city in collaboration with Istanbul Metropolitan Municipality, providing social benefits and fostering urban sustainability.	Corporate Communications

Relevant Stakeholder	The Role of Teknosa	Outcomes Achieved	Relevant SDGs	Objective	Relevant Departments
The Boston Consulting Group (BCSG)	Project Development	Business Development	 	Develop priority business development areas, projects, and scalable structures.	Strategy, Innovation and Entrepreneurship Department
Turkish Federation of Women's Associations (TKDF) Federasyonu (TKDF)	Project Development	Technology for Women Solidarity for All	    	Fight against violence towards women and strengthen women's solidarity to enhance their safety and promote gender equality in society.	Corporate Communications
	Benefactor	Support for Combating Violence Against Women	  		Corporate Communications
Euronics	Membership	Active Participant	 	As an active player in the European market, stay updated on industry innovations and foster international partnerships.	Sustainability and Occupational Safety Department
Category Retailers Association (KMD)	Membership	Active Participant		Monitor developments in category retailing and share best practices within the industry.	CFO
United Brands Association (BMD)	Membership	Active Participant		Support brands in achieving their sustainability goals and develop joint projects.	CFO
Electronic Commerce Operators Association (ETİD)	Membership	Founding Membership - Passive Participation		Monitor innovations and promote best practices across the e-commerce industry.	Chief Digital Commerce and Marketing Officer
Turkish Informatics Industry Association (TÜBİSAD)	Membership	Active Participant		Promote sustainability and innovation in the IT industry.	Corporate Communications
Women in Technology Association	Membership	Active Participant	   	Empower women in the technology industry and promote gender equality.	Corporate Communications
Turkish Advertisers Association (RVD)	Membership	Active Participant		Promote ethical and sustainable practices in the advertising industry.	Marketing Communications
Turkish Investor Relations Society (TÜYİD)	Membership	Active Participant		Enhance transparency and sustainability in investor relations.	Investor Relations
Chambers of Commerce	Membership	Active Participant		Support trade development at local and national levels, promote sustainable business practices.	Accounting Department
Yanındayız Association	Membership	Active Participant	   	Promote gender equality and challenge traditional gender roles to create a fairer and more equal society.	Corporate Communications

Relevant Stakeholder	The Role of Teknosa	Outcomes Achieved	Relevant SDGs	Objective	Relevant Departments
Lead Network	Membership	Active Participant	   	Increase the number of female leaders and achieve gender balance in the business world, supporting women's career development and enhancing workplace diversity.	Corporate Communications
Air Conditioning and Refrigeration Manufacturers Association (İSKİD)	Membership	Active Participant		Engage actively in the air conditioning and refrigeration sector to follow and implement innovations, thereby increasing energy efficiency and ensuring environmental sustainability.	Chief İklimsa Business Unit Officer
Istanbul Metropolitan Municipality - Ugetam	Membership	Active Participant		Support sustainable projects in the city in collaboration with Istanbul Metropolitan Municipality, providing social benefits and fostering urban sustainability.	Chief İklimsa Business Unit Officer
Business Council for Sustainable Development (BCSD Türkiye)	Membership	Active Participant	    	Promote sustainable development, achieve environmental sustainability goals, and disseminate sustainability practices in the business world.	Sustainability and Occupational Safety Department
BCSD Türkiye / Circular Economy Platform	Membership	Active Participant	 	Adopt circular economy principles, promote sustainable business models, and enhance resource efficiency.	Sustainability and Occupational Safety Department
Aegean Forest Foundation	Project Development	Donation of Saplings	  	Contribute to environmental protection and support afforestation activities through tree donations, thereby reducing the carbon footprint and preserving ecosystems.	Assistant Manager of CRM Technologies
Turkish Foundation for Children in Need of Protection (Koruncuk Foundation)	Project Development	Donation Support for Children's Fundamental Needs	   	Provide support for efforts to empower and protect children whose basic needs and access to education are at risk.	Chief Human Resources and Sustainability Officer
Darüşşafaka Society	Project Development	Support for Equal Opportunities in Education	   	Ensure equal opportunities in education and support students with financial difficulties.	Chief Human Resources and Sustainability Officer

Relevant Stakeholder	The Role of Teknosa	Outcomes Achieved	Relevant SDGs	Objective	Relevant Departments
Mother Child Education Foundation (AÇEV)	Project Development	Support for Equal Opportunities in Education	   	Provide support for field and advocacy initiatives and programs aimed at ensuring equal opportunities in education for children in need, parents, and young women.	Chief Human Resources and Sustainability Officer
Tema Foundation	Project Development	Donation Support for Afforestation Efforts	  	Support afforestation and environmental protection efforts, contribute to the preservation of natural resources, and strengthen ecosystems.	Chief Human Resources and Sustainability Officer
Buradayız Hatay Foundation	Benefactor	Provision of Relief Supplies to Earthquake Survivors	  	Deliver in-kind food packages to individuals in the Hatay earthquake zone to cover their basic nutritional needs for a month.	Sustainability and Occupational Safety Department
Foundation for the Support of Women's Work (KEDV)	Benefactor	Empowering and Making Women's Labor More Visible	  	Collaborate with Nahıl Dükkan, founded by KEDV, to empower women economically and socially and to foster public awareness.	Sustainability and Occupational Safety Department
Ege Çağdaş Eğitim Foundation	Benefactor	Donation Support to Promote Equality of Opportunity in Education	 	Support disadvantaged students in accessing equal educational opportunities and contribute to the upbringing of modern generations.	Sustainability and Occupational Safety Department
Education Volunteers Foundation of Türkiye (TEGV)	Benefactor	Donation Support to Promote Equality of Opportunity in Education	  	Support initiatives aimed at protecting the mental health of children, youth, and families, and fostering public awareness on the issue.	Sustainability and Occupational Safety Department
World Wide Fund For Nature (WWF - Türkiye) WWF-Türkiye (World Wide Fund For Nature)	Benefactor	Supporting the Protection of Natural Habitats through Donations	  	Contribute to the preservation of our country's natural habitats and initiatives aimed at reducing the human impact on nature.	Sustainability and Occupational Safety Department
	Green Office Program	Green Office Diploma	  	Promote eco-friendly office practices and obtain a sustainability diploma, thereby reducing environmental impacts in business processes and creating a sustainable work environment.	Sustainability and Occupational Safety Department

Awards and Achievements

Sustainability

- At the Supplier of the Year Awards organized by Euronics International: Retail Innovation Group, Retailer of the Year and Sustainability Award for Non-European Members.
- Our 2023 LSEG Score reached 75 out of 100.
- Our first integrated report for the 2023 period won three awards at the Vision Awards organized by the League of American Communications Professionals (LACP), ranking 22nd globally. (Award granted in February 2025.)

Corporate and Sectoral Reputation

- Leading Company in the Tech Retail Sector Award in the Capital 500 Research
- First Place in the Technology Retailer category at the ECHO Awards
- Ranked 48th in Fortune Türkiye's Top 500 Companies list
- Ranked 61st in Capital Türkiye's Top 500 Private Companies list
- Among the Top 100 Companies with the Strongest Corporate Culture by Fast Company
- First Place in the Technology Retailing category at the AYD No.1 Brands Awards
- Most Reputable Brand in Türkiye - Electronics Retail Award in the Türkiye Reputation Index Research

- Most Reputable Business Partners Award at the B2B Excellence Awards
- Recognized as the Most Reputable Brand in the Electronics Retail Sector in the Türkiye Reputation Index and ranked among the most reputable and trusted brands by young people in the G-250 Index
- Among the Recommendation Champions in the Technology Retailer category of Marketing Türkiye's NPS Research
- Diamond Award in the Technology Store Chain category at Şikayetvar A.C.E. Awards

Equal Opportunity and Employment

- Our CEO, Sitare Sezgin, ranked 6th in Economist Magazine's 50 Most Powerful Women CEOs list
- Women-Friendly Brands Awareness Awards - Women Employment and Equal Opportunity at Work Award for the Mother Mentors project
- EyeBrand Award at the EyeBrand Ceremony in partnership with Blindlook
- At the Stevie Awards: Silver in Best Youth Employment Strategy with HTTP, What'SUP, and TeknoSAHA programs; Bronze in Best Talent Acquisition Process

Technology

- Big Idea Award and Special Award for Technology Use in the Digital Customer Experience category at the CX Awards
- At the International Business Excellence Awards: Gold in Best Innovation in Customer Experience; Silver in Best Digital Transformation and Best Business Change, and Transformation
- At the MarTech Awards: The Greatest Gift: Republic of Türkiye project won Best Content Technology, Best AI Technology, Best Generative AI Use, and Best Technology Use in Special Day Communications
- At the CX Awards: Gold in CX Team of the Year, Best Communication/Call Center, Best Innovation in CX, Best Technology Use in Companies with Over 5000 Employees; Silver in Business Change and Transformation in Companies with Over 1000 Employees
- At the Brandverse Awards: Gold in Innovative Use of Technology in Social Media, Republic's 100th Anniversary Communications, Special Day Campaign, AI Studies; Silver in Republic's 100th Anniversary Communications, AI Studies, Technology Producers
- Türkiye's Most Technological Market Award in the Tech Brands Türkiye Research
- At ECXA European Customer Experience Awards 2024: Gold in Best Technology Use and Best Call

Center; Silver in Best Customer Service

- At the New Gen Awards: The Greatest Gift: Republic of Türkiye project awarded in Generative AI Use; Digital Ambassadors: Selin and Burak awarded in Virtual Assistant and Influencer categories
- Digital Transformation Ambassador Award at the SAP Executive Summit
- At the ICXA Awards: Gold in Best Digital Transformation, Best AI Use, Best Technology Use; Silver in Best Innovation in Customer Experience; Bronze in Best Call Center
- At the Istanbul Marketing Awards: The Greatest Gift: Republic of Türkiye project won in AI Use (Digital & Technology category); Ice Age in Gaming project won in Growth Through Partnerships (Product & Experience & Sales category)

Individual

- Our Chief Digital Commerce and Marketing Officer, Emre Kurtoğlu, listed among the 50 Most Influential CMOs in the study conducted by Data Expert and BMI Business School
- Our Chief Category Management and Supply Chain Officer, Cenk Yenginer, included in the Most Influential Supply Chain Professionals in Türkiye list prepared by SCP Club, Logistics Association (LODER), and Slimstock

Campaigns / Marketing

- At MIXX Awards Türkiye: Gold MIXX in Republic’s 100th Anniversary and Experimental & Innovative categories; Bronze in Digital Audio Advertising; and Best of the Year Award
- At Effie Awards: Gold Effie in the Electronics Products category with the Ice Age in Gaming Campaign
- At International DotCOMM Awards: Teknosa Anne Intelligence project won Platinum in Digital Marketing and Social Media Campaigns categories
- At MediaCat CM. Awards: The Greatest Gift: Republic of Türkiye project received the 2023 Special Award
- At Kristal Elma Awards: The Greatest Gift: Republic of Türkiye project won Kristal in UI & UX Design and Silver in Data Visualization; Airfryer Acıbadem Cookie campaign won Kristal in Retail, E-commerce, Fashion & Accessories; Airfryer Remote Cooking campaign won Silver in Radio & Audio
- At The Hammers Awards: The Greatest Gift: Republic of Türkiye project won Gold in Best Digital Marketing Team, Best Use of Generative AI, Boldest Brand Team, and Best Special Day Communication Team; Silver in Best Integrated Media Use Team; and the Customer-Centric Digital Store Concept project won Silver in Best Store Experience Team
- At Felis Awards: The Greatest Gift: Republic of Türkiye project won AI & Data Felis in Data Storytelling and AI-Powered Creative Content, Brand Experience Felis in Innovative Use of Technology, and Integrated Felis in Special Days. The Digital Ambassadors Selin and Burak project also won AI & Data Felis in Data Storytelling. The Airfryer Remote Cooking Campaign won Radio & Audio Felis in Retail
- At MarCom Awards: The Greatest Gift: Republic of Türkiye project won in Social Media Marketing Campaign and Social Campaign; Teknosa Anne Intelligence project won in Social Media Marketing Campaign, Digital Marketing, and Social Advertising Campaign; the Digital Ambassadors Selin and Burak project won in Instagram Engagement and Social Engagement
- At Altın Örümcek Awards: The Greatest Gift: Republic of Türkiye project won Gold in Digital Marketing Integrated Campaign, Digital Marketing Online Advertising Campaign, and Digital Marketing Social Media categories; Teknosa Anne Intelligence project won Bronze in Digital Marketing Social Media

For detailed information about our awards and achievements, please [click here](#).

Other Reporting Indexes

UN Global Compact Index

United Nations Global Compact (UNGC) Index		Related Section
Governance		Responsible Governance Is Great At Teknosa
Human Rights	Principle 1 Respect for human rights in the business world should always be upheld and supported.	Creating Stakeholder Value Is Great At Teknosa
	Principle 2 Any activity that violates human rights in the business world should be prevented; business practices should not be complicit in these violations.	Creating Stakeholder Value Is Great At Teknosa
Employee Right	Principle 3 Any activity that violates human rights in the business world should be prevented; business practices should not be complicit in these violations.	Creating Stakeholder Value Is Great At Teknosa
	Principle 4 Forced labor should be prevented.	Creating Stakeholder Value Is Great At Teknosa
	Principle 5 All forms of child labor are unacceptable; child labor must be banned everywhere and under all conditions	Creating Stakeholder Value Is Great At Teknosa
	Principle 6 Discrimination among individuals should not occur in recruitment and workplaces.	Creating Stakeholder Value Is Great At Teknosa
Environment	Principle 7 Regardless of the industry, businesses should support a precautionary approach to environmental challenges.	Protecting Nature Is Great At Teknosa
	Principle 8 Support should be given to activities related to environmental issues.	Protecting Nature Is Great At Teknosa
	Principle 9 Every effort should be made, and every support should be provided for the development and dissemination of environmentally friendly technologies, products, and services.	Protecting Nature Is Great At Teknosa
Business Ethics	Principle 10 The last principle of the United Nations Global Compact relates to anti-corruption: All forms of corruption—such as bribery, extortion, etc.—should be prohibited in the business world, and all parties involved should adhere to these principles.	Responsible Governance Is Great At Teknosa

GRI Content Index

The GRI table has been prepared based on double materiality considerations. No services have been obtained from GRI.

Statement of Use	Teknosa İç ve Dış Ticaret A.Ş. has reported in accordance with the GRI Standards for the period 1 January 2024 – 31 December 2024.
GRI 1 Used	GRI 1: Foundation 2021
Applicable GRI Sector Standard	No applicable sector standards are available

GRI Standard / Other Source	Disclosure	Page Numbers and/or Direct Responses	Omission			GRI Sector Standard Ref. No.
			Omitted Information	Reason	Explanation	
General Disclosures						
GRI 2: General Disclosures 2021	2-1 Organizational details	Page 10-14	Grey areas indicate that the indicator in the relevant row is not allowed to be excluded from the report or that there is no available GRI Sector Standard reference number.			
	2-2 Entities included in the organization’s sustainability reporting	Page 10-14				
	2-3 Reporting period, frequency and contact point	Page 3				
	2-4 Restatements of Information	Page 10-14, 26				
	2-5 External assurance	Page 137				
	2-6 Activities, value chain, and other business relationships	Page 12-15				
	2-7 Employees	Page 84-92				
	2-8 Workers who are not employees	Page 93-97				
	2-9 Governance structure and composition	Page 28-32				
	2-10 Nomination and selection of the highest governance body	Page 28-32				
	2-11 Chair of the highest governance body	Page 29				
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 28-32				
	2-13 Delegation of responsibility for managing impacts	Page 28-32				
	2-14 Role of the highest governance body in sustainability reporting	Page 28-32				

GRI Standard / Other Source	Disclosure	Page Numbers and/or Direct Responses	Omission			GRI Sector Standard Ref. No.
			Omitted Information	Reason	Explanation	
General Disclosures						
GRI 2: General Disclosures 2021	2-15 Conflicts of interest	Page 28-32				
	2-16 Communication of critical concerns	Page 42-45				
	2-17 Collective knowledge of the highest governance body	Page 28-32				
	2-18 Evaluation of the performance of the highest governance body	Page 28-32				
	2-19 Remuneration policies	Page 28-32				
	2-20 Process to determine remuneration	Page 28-32				
	2-21 Annual total compensation ratio	Page 28-32				
	2-22 Statement on sustainable development strategy	Page 46				
	2-23 Policy commitments	Page 112-113				
	2-24 Embedding policy commitments	Page 112-113				
	2-25 Processes to remediate negative impacts	Page 38-98				
	2-26 Mechanisms for seeking advice and raising concerns	Page 50,69, 78, 98				
	2-27 Compliance with laws and regulations	Page 33				
	2-28 Membership associations	Page 114				
	2-29 Approach to stakeholder engagement	Page 42, 80				
	2-30 Collective bargaining agreements	Page 91				
Material Topics						
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Page 42-45	Grey areas indicate that the indicator in the relevant row is not allowed to be excluded from the report or that there is no available GRI Sector Standard reference number.			
	3-2 List of material topics	Page 45				

GRI Standard / Other Source	Disclosure	Page Numbers and/or Direct Responses	Omission			GRI Sector Standard Ref. No.
			Omitted Information	Reason	Explanation	
Material Topics						
Circular Material Use						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 58-61				
	301-3 Reclaimed/recovered products and packaging materials	Page 58				
Energy						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 52				
GRI 302: Enerji 2016	302-1 Energy consumption within the organization	Page 52				
	302-3 Energy intensity	Page 100				
	302-4 Reduction of energy consumption	Page 52, 100				
Greenhouse Gas Emissions						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 53-55				
GRI 305: Emisyonlar 2016	305-1 Direct (Scope 1) GHG emissions	Page 53-55				
	305-2 Energy indirect (Scope 2) GHG emissions	Page 53-55				
	305-3 Other indirect (Scope 3) GHG emissions	Page 53-55				
	305-4 GHG emissions intensity	Page 100				
	305-5 Reduction of GHG emissions	Page 53-55, 100				
Responsible Marketing Practices						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 76				
GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling	Page 76				
	417-2 Incidents of non-compliance concerning product and service information and labeling	Page 76				
	417-3 Incidents of non-compliance concerning marketing communications	Page 76				

GRI Standard / Other Source	Disclosure	Page Numbers and/or Direct Responses	Omission			GRI Sector Standard Ref. No.
			Omitted Information	Reason	Explanation	
Material Topics						
Data Security (Privacy for the Company’s Consumers and End Users)						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 75				
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Page 75				
Teknosa-Specific Material Topics						
Product Packaging						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 62-63				
Resource Inputs (Including Resource Use)						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 64				
Sustainable Products and Services						
GRI 3: Material Topics 2021	3-3 Management of material topics	Page 56-57				

Guidance for the Report

Dictionary of Technical Terms

2050 Net-Zero Target: Refers to the commitment of many countries, organizations, and governments to reduce greenhouse gas emissions to net zero by 2050.

AÇEV: Mother Child Education Foundation

Biodegradable: Refers to a type of material or substance that is made from environmentally friendly materials and can decompose or break down under specific conditions in nature.

CDP: The Carbon Disclosure Project (CDP) is an initiative launched in 2000 to collect and share information that enables companies, investors, and governments to take action against the threat of climate change

CEO: Chief Executive Officer

Circular Economy: An economic model that, unlike the traditional linear consumption and waste generation model, aims to minimize waste and recycle materials as much as possible by using resources sustainably.

CMB: Capital Markets Board

CRM: Customer Relationship Management

CSO: Civil Society Organization

E-commerce: Electronic commerce

E-exam: Electronic exam

E-learning: Electronic learning

E-mail: Electronic mail

EBITDA: Earnings Before Interest, Taxes, Depreciation, and Amortization is a measure of a company’s profitability that excludes tax and investment costs, allowing for a more objective evaluation. It is calculated by adding depreciation expenses to the company’s net operating profit.

Ecovadis: A platform that provides rating services to assess and improve companies’ sustainability performance.

European Union Green Deal: It is an extensive climate and sustainability strategy introduced by the European Union in 2019.

ESG: A strategic framework aimed at identifying, assessing, and addressing a company’s corporate goals and activities in the areas of Environmental, Social, and Governance (ESG).

GMV: Gross Merchandise Value (GMV) measures the total value of products sold in e-commerce and retail businesses over a specific period.

Green Office: WFF encourages organizations to make environmentally friendly choices and aims to reduce the ecological footprint of offices.

GRI: Global Reporting Initiative

HFDK: Unfair Pricing Assessment Board

IPG: Business Plastic Initiative

ISAE 3000: Standards on Assurance Engagements Other than Audits or Reviews of Historical Financial Information

ISAE 3410: Standard on Assurance Engagements on Greenhouse Gas Statements

ISO: International Standardization Organization

IT: Information Technologies

MDR: Store Audit Report

NPS: Net Promoter Score is a metric used to measure and evaluate customer satisfaction.

OBP: Organizational Success Plan

OHS: Occupational Health and Safety

Refinitiv: Refinitiv, operating as part of the London Stock Exchange Group (LSEG), is one of the world’s leading providers of financial market data and infrastructure.

R&D: Research and Development

SBTi: The Science-Based Targets Initiative (SBTi) is an initiative that helps organizations set scientifically grounded targets in the fight against climate change and strive to achieve these targets.

SDGs: The Sustainable Development Goals (SDGs), adopted by United Nations member states in 2015, represent 17 goals aimed at making the world a more sustainable, fair, and better place by 2030.

SES: Solar Energy Systems

SKD Türkiye: Business and Sustainable Development Council

SKU: Stock Keeping Unit

TCFD: The Task Force on Climate-Related Financial Disclosures (TCFD) aims to encourage companies to disclose and report climate-related financial risks and opportunities in a more transparent and understandable manner.

TKDF: Turkish Federation of Women’s Associations

Value Chain: A business model that encompasses all stages from the creation of a product or service, including sourcing raw materials from suppliers, production, distribution, marketing, sales, and ultimately reaching the consumer

VRF: Value Reporting Foundation

WEPs: The Women’s Empowerment Principles (WEPs), developed in 2010 by the United Nations Global Compact and the United Nations Office of the Special Representative for Women (UN Women), aim to encourage commitments and actions on gender equality and women’s empowerment in the business world.

WWF-Türkiye: World Wide Fund for Nature

Annex-1: Teknosa İç ve Dış Ticaret A.Ş. 2024 Integrated Report - Reporting Principles

This reporting principle (“Principle”) provides information on the preparation, calculation, and reporting methodologies of the indicators within the scope of independent assurance, as presented in Teknosa İç ve Dış Ticaret A.Ş. (“the Company”) Teknosa 2024 Integrated Report (“2024 Integrated Report”).

These indicators cover economic, social, and environmental aspects. It is the responsibility of the Company’s management to ensure that appropriate procedures have been applied to prepare these indicators in all material respects in accordance with the Guideline. The information set out in this Guideline covers the FY24 fiscal year ending on 31 December 2024 (1 January – 31 December 2024) and, as detailed in the “About the Report” section, includes only operations under the responsibility of Teknosa, excluding information related to subsidiaries.

The preparation of this guideline document has been based on the following principles:

- In the preparation of information – emphasizing the fundamental principles of appropriateness and reliability of the information for its users, and
- In the reporting of information – emphasizing the principles of comparability/consistency with other data, including that of the previous year, as well as the principles of clarity/transparency to ensure clear understanding for users.

Key Definitions and Reporting Scope

For the purpose of this report, the Company adopts the following definitions:

Type	Indicator	Scope
Social Indicators	Occupational Health and Safety	
	Number of Incidents (#)	This indicator indicates the total number of accidents which occurred during a work-related activity of the employee and monitored through notifications made to the Social Security Institution during the reporting period.
	Number of Fatalities (#)	This indicator reflects the number of fatal accidents resulted in deaths which occurred during a work-related activity of the employee and monitored through notifications made to the Social Security Institution during the reporting period.
	Number of Occupational Diseases (#)	This indicator reflects the total number of occupational diseases that refer to temporary or permanent illness, physical or mental disability, which occur due to the nature of the work, or the operating conditions of the business. This is followed up through notifications made to the Social Security Institution during the reporting period.
	Injury-related Absenteeism (#)	This indicator refers to absenteeism as a result of accidents that are machine/equipment collision, uncontrolled material movement, cutting with blades, getting stuck between machine equipment, falling/sliding/ tripping, car crashes, landings, rubbing, getting stuck between car and equipment, resulting loss of working days and followed up through notifications made to the Social Security Institution during the reporting period.
	Lost Day Rate (%)	This indicator means the rate of lost workdays due to work accidents that are machine/equipment collision, uncontrolled material movement, cutting with blades, getting stuck between machine equipment, falling/sliding/ tripping, car crashes, landings, rubbing, getting stuck between car and equipment, and monitored through notifications made to the Social Security Institution during the reporting period.
	OHS Training Hours (h)	This indicator represents the total hours of the OHS trainings, delivered to the employees and subcontractors, that is tracked monitored through the training tracking platform of Human Resources of the Companies during the reporting period.

Type	Indicator	Scope
Social Indicators	Total Working Hours (hours)	This indicator refers to the total working hours of the Company's employees during the reporting period, as monitored by the Company's human resources.
	Toplam Çalışan Sayısı	
	Total Number of Employees by Gender (#)	This indicator represents the number of female and men employees registered with the Social Security Institution and monitored through Human Resources Platforms.
	Distribution of Female Employees	
	Employee Ratio by Gender (%)	Raporlama döneminde bu gösterge, Şirket'in toplam kadın ve erkek çalışan sayısının, tüm çalışan sayısına oranını ifade etmektedir.
	Ratio of Female Managers by Management Level (%)	Raporlama döneminde bu gösterge, Şirket'teki kadın yönetici sayısının (N-1; doğrudan CEO'ya bağlı olan yönetici kademesi, N-2; CEO'ya iki kıdem uzaklıktaki orta kademe ve N-3; CEO'ya üç kıdem uzaklıktaki yönetici kademesi) Şirket'teki toplam yönetici sayısına oranını temsil etmektedir.
	Share of Female Managers in Revenue-Generating Roles (%)	Raporlama döneminde bu gösterge, Şirket'in gelirini doğrudan etkileyen rollerde görev yapan kadın yöneticilerin sayısını ifade etmektedir. Gelir getirici roller, rolün boş olması durumunda Şirket'in herhangi bir gelir elde edemediği roller olarak tanımlanmaktadır.
	Share of Female Employees in STEM Roles (%)	Raporlama döneminde bu gösterge, Şirket'in insan kaynakları tarafından takip edilen ve STEM (Science, Technology, Engineering, Mathematics) rollerinde çalışan kadın Employeesın sayısını temsil etmektedir.
	Number of Employees on Maternity Leave (#)	Raporlama döneminde bu gösterge, yönetmelikte belirtilen periyotlar içerisinde doğum iznine ayrılan ve Şirket'in insan kaynakları tarafından takip edilen toplam çalışan sayısını temsil etmektedir.
	Number of Employees on Paternity Leave (#)	Raporlama döneminde bu gösterge, yönetmelikte belirtilen periyotlar içerisinde babalık iznine ayrılan ve Şirket'in insan kaynakları tarafından takip edilen toplam çalışan sayısını temsil etmektedir.
	Number of Employees Returned to Work After Maternity Leave (#)	Raporlama döneminde bu gösterge, annelik izni sonrasında işe geri dönen ve İnsan Kaynakları tarafından takip edilen kadın çalışan sayısını ifade etmektedir.
	Ratio of the Employees who Returned to Work After Maternal Leave (%)	This indicator represents the ratio of the females left and returned to work after maternal leave during the reporting period and tracked by Human Resources of the Company.
	Trainings	
	Total Hours of Trainings (h)	This indicator reflects the total hours of training provided to employees that are monitored through the training tracking platform of Human Resources during the reporting period.
	Average Training Hours (h)	This indicator reflects the average training hours per employee during the reporting period.
	Total Hours of Trainings by training types (h)	This indicator reflects the total hours of training provided to the employees that are monitored through the training tracking platform of Human Resources during the reporting period. It is tracked by types (ethics trainings, diversity, equity and inclusion trainings, sustainability and environment trainings and anti-bribery and corruption trainings)
	Total Cost of Training (TL)	This indicator reflects the total costs of the trainings provided to the employees that is monitored through the training tracking platform of Human Resources during the reporting period.
	Average Annual Training Costs per Employee (TL)	This indicator reflects the average training costs per employee during the reporting period.

Type	Indicator	Scope
Social Indicators	Total Number of Employees Hired	
	Number of Employees Hired by Age, Gender and Manager Level (#)	This indicator expresses the breakdown of the total number of employees hired by the Company and reported to the Social Security Institution through employment declarations by gender, age (below 30, between 30-50 and above 50) and management level (N-3, N-2 and N-1).
	Total Number of Employees Left	
	Number of Employees Quitting by Gender (#)	This indicator refers to the number of male and female employees declared to the Social Security Institution in the reporting period.
	Number of Employees Quitting by Age (#)	This indicator reflects the total number of employees left and declared to the Social Security Institution of the Companies with the Declaration of Leaving Employment during the reporting period. It is tracked by age groups as under 30, between 30 and 50, and over 50.
	By Management Level Employee Exits (#)	This indicator expresses the breakdown of employees declared to the Social Security Institution with the Declaration of Leaving Employment during the reporting period according to N-3, N-2 and N-1 management levels.
	Turnover Rates	
	Employee Turnover Rates by Gender, Age and Manager Level (%)	This indicator refers to the ratio of the number of employees who left their jobs during the reporting period by gender, age (below 30, between 30-50 and above 50) and management level (N-3, N-2 and N-1) to the total number of employees in the same categories.
	Total Employee Turnover (%)	This indicator refers to the ratio of all employees who left their jobs and were followed up through SSI exit notifications to the total number of employees at the end of the reporting period.
Environmental Indicators	People Reached Through Inclusion Programs in Reporting Period (#)	This indicator refers to the total number of vulnerable individuals reached by the Company's inclusion programs during the reporting period.
	Energy Consumption by Fuel Type	
	Total Energy Consumption (MWh)	This indicator refers to the MWh energy equivalent of total natural gas, gasoline, diesel fuel and electricity consumption used by the Company during the reporting period.
	Total Natural Gas Usage (KWh)	This indicator refers to the natural gas consumption tracked through purchase invoices from service providers, resulting from the Company's operations in stores, warehouses, Iklimsa regional offices, and the headquarters during the reporting period.
	Renewable Energy	
	Total Produced Renewable Energy (MWh)	This indicator refers to the total electricity generated by the Company's installed Solar Energy Systems (SES) panels and monitored through contracts with service providers during the reporting period.
	Electricity Sold to Grid (KWh)	This indicator represents the total amount of electricity generated by the Company's installed Solar Energy Systems (SES) panels and sold to the grid, monitored through sales invoices during the reporting period.
	Purchased Renewable Energy (MWh, GJ)	This indicator refers to the total amount of electricity purchased by the Company and certified through I-REC and YEK-G certificates. It is reported in GJ and MWh energy units during the reporting period.
	Total Consumed Renewable Energy (MWh)	This indicator refers to the total amount of electricity purchased by the Company, certified through I-REC and YEK-G certificates, as well as the electricity generated and consumed by the Company's installed Solar Energy Systems (SES) during the reporting period.
	Total Electricity Usage (KWh)	This indicator represents the total amount of electricity purchased by the Company and generated-consumed by the Company's SES unit, monitored through invoices received from service providers during the reporting period.

Type	Indicator	Scope
Environmental Indicators	Greenhouse Gas Emissions (ton CO₂e)	
	Scope 1 Greenhouse Gas Emissions (tonCO ₂ e)	This indicator refers to the greenhouse gas emissions resulting from the consumption of natural gas, diesel, gasoline, refrigerant gases, and the use of fire extinguishers at the Company's relevant locations during the reporting period.
	Scope 2 Indirect (Greenhouse Gas) Emissions - Location-Based (tonCO ₂ e)	This indicator represents the greenhouse gas emissions from all electricity consumption at the Company's relevant locations during the reporting period.
	Scope 2 Indirect (Greenhouse Gas) Emissions - Market-Based (tonCO ₂ e)	This indicator refers to the greenhouse gas emissions from electricity consumption purchased from non-renewable sources that are not certified with I-REC or YEK-G at the Company's relevant locations during the reporting period.
	Scope 3, Category 1: Purchased Goods and Services (tonCO ₂ e)	This indicator represents the indirect emissions from purchased electronic devices and products (such as white goods, computers, phones, phone-related devices, televisions, media players, monitors, small household appliances, etc.) by Teknosa, İklimsa, Preo, and Teknosa Marketplace during the reporting period. Emissions are calculated by multiplying the number of products by the emission factor.
	Scope 3, Category 2: Capital Goods (tonCO ₂ e)	This indicator refers to the indirect emissions from capital goods and investment expenditures (including construction and equipment expenses, hardware and software, electronic tags, etc.) incurred by Teknosa during the reporting period. Emission amounts are calculated by multiplying expenditure amounts with the relevant emission factors.
	Scope 3, Category 3: Fuel- and Energy-Related Activities (tonCO ₂ e)	This indicator represents the well-to-tank emissions from the natural gas, gasoline, diesel, and electricity purchased by Teknosa during the reporting period. For the calculation of fuel- and energy-related activities, annual gasoline and diesel consumption of company vehicles is taken into account. Total electricity consumption is calculated based on the consumption data of all locations, including the headquarters, logistics center, stores, and İklimsa regional offices.
	Scope 3, Category 5: Waste Generated in Operations (tonCO ₂ e)	This indicator represents the indirect emissions arising from the disposal and/or recycling of hazardous and non-hazardous waste generated in Teknosa's operations at stores, the logistics center, and the headquarters during the reporting period. A portion of the waste amounts is currently calculated using assumptions. Efforts are being made to improve the data collection process to obtain raw data without using assumptions.
	Scope 3, Category 6: Business Travel (tonCO ₂ e)	This indicator represents the indirect emissions arising from all domestic and international business air travel conducted during the reporting period.
	Scope 3, Category 7: Employee Commuting (tonCO ₂ e)	This indicator represents the indirect greenhouse gas emissions arising from Teknosa employees' commuting to work by company shuttle buses, calculated with the fuel data obtained from service providers during the reporting period. The fuel amounts consumed by the shuttle vehicles are used as inputs, and these consumption values are multiplied by the relevant emission factors to calculate the total greenhouse gas emissions.
	Scope 3, Category 9: Downstream Transportation and Distribution (tonCO ₂ e)	This indicator represents the greenhouse gas emissions generated during the transportation of products sold by Teknosa to customers/buyers during the reporting period. Data such as transported quantity, transport distance, Teknosa's share in the vehicle, and fuel consumption are obtained from the logistics companies working with Teknosa and used in the calculation.
	Scope 3, Category 11: Use of Sold Products (tonCO ₂ e)	This indicator represents the indirect greenhouse gas emissions arising from the use, until the end of their lifetime, of electronic devices and products (white goods, computers, phones, phone-related devices, televisions, media players, monitors, small household appliances, etc.) sold by Teknosa, Preo, İklimsa, and Teknosa Marketplace during the reporting period.

Type	Indicator	Scope
	Scope 3, Category 12: End-of-Life Treatment of Sold Products (tonCO ₂ e)	This indicator represents the indirect greenhouse gas emissions arising from the end-of-life disposal or recycling processes of electronic devices and products (white goods, computers, phones, phone-related devices, televisions, media players, monitors, small household appliances, etc.) sold by Teknosa, Preo, İklimsa, and Teknosa Marketplace during the reporting period. End-of-life processes are currently monitored through a high-level estimation methodology. Since detailed product-based data is not available, calculations are based on the average mass per unit sold. At present, some Marketplace products are excluded from this category due to limited data availability from third-party suppliers. Efforts are ongoing to expand data coverage and include all products sold through the Marketplace platform in future reporting cycles.
	Scope 3, Category 14: Franchises (Downstream) (tonCO ₂ e)	This indicator represents the greenhouse gas emissions arising from dealerships during the reporting period. Inputs for franchises consist of fuel consumption data of İklimsa dealerships, fuel consumption amounts, average transportation distances, and electricity consumption data. İklimsa has more than 500 dealerships and authorized resellers; however, in the data collection process, relevant data could only be obtained from 30 dealerships. Efforts have been initiated to improve the data collection process.
	Water Management	
	Fresh Water Withdrawal (m ³)	This indicator represents the total amount of water withdrawn and tracked by invoices at the Company's locations during the reporting period.
	Water Discharge (m ³)	This indicator represents the total amount of water discharged by the Company to a receiving environment (3rd party discharge point) during the reporting period.
	Waste Management	
	Recycled Waste (tons)	This indicator represents the amount of all hazardous and non-hazardous waste generated as a result of the Company's operations during the reporting period, as defined by the Ministry of Environment, Urbanization and Climate Change with the code "R".
	Recycled Waste Rate (%)	This indicator refers to the ratio of the amount of waste recycled in the reporting period to the total amount of hazardous and non-hazardous waste.
	Total Amount of Hazardous Waste (tons)	This indicator refers to the amount of hazardous waste where the Company's operations took place during the reporting period. Total hazardous waste is the sum of waste recycled/reused at the facility (including plastic and electronic waste), waste recycled/reused by a third party (including plastic and electronic waste), waste disposed of in landfills, landfill/solid waste, waste incinerated with energy recovery and waste incinerated without energy recovery
	Total Amount of Non-Hazardous Waste (tons)	This indicator refers to the amount of non-hazardous waste at the locations where the Company's operations took place during the reporting period. Total non-hazardous waste is the sum of waste recycled/reused by a third party (including plastic and electronic waste), waste going to landfill/solid waste, waste incinerated with energy recovery and waste incinerated without energy recovery
	Total Plastic Consumption (tons)	This indicator is tracked through invoices and waste declaration forms reported to the Ministry of Environment, Urbanization and Climate Change of the Republic of Türkiye and refers to the consumption of plastic products, plastic bottles, plastic bags and plastic packaging.

Type	Indicator	Scope
Economic Indicators	Sustainable Business Model	
	Number of SDG-Related Products and Services (#)	It refers to the number of mitigation (Products that directly reduce resource use or carbon emissions. Includes activities that are considered unquestionably sustainable.), transition (Products and services that are not considered entirely environmentally friendly in nature, but can be considered as a transition to more sustainable technologies, such as cement and rubber products produced using alternative raw materials and/or fuels), enabler (Products that are not considered as direct source/carbon emission reduction activities, but facilitate the dissemination of related technologies.) and enhancing positive social impact products and services offered by the Company during the reporting period that provide environmental and social benefits..
	SDG-Related Product and Service Revenue (TL)	It refers to the income obtained from the products and services offered by the Company during the reporting period, which provide environmental and social benefits, and have a mitigation, transitional and facilitating nature. It is reported as TL on a consolidated basis.
	SDG-Linked R&D and Innovation Investments (TL)	It refers to the sustainability-oriented R&D and innovation investments of the Company made during the reporting period. It is reported as TL on a consolidated basis.
	Ratio of SDG-Linked R&D and Innovation Activities (%)	It refers to the ratio of sustainability linked R&D and innovation investments in the Company's investment budget to total R&D and innovation investment during the reporting period.
	Environmental Investments and Expenditures	
	Environmental Investments (TL)	It refers to mitigation (Products that directly reduce resource use or carbon emissions. Includes activities that are considered unquestionably sustainable.), transition (Products and services that are not considered entirely environmentally friendly in nature, but can be considered as a transition to more sustainable technologies, such as cement and rubber products produced using alternative raw materials and/or fuels.) and enabler (Products that are not considered as direct source/carbon emission reduction activities, but facilitate the dissemination of related technologies.) environmental investments carried out by the Company during the reporting period that provide environmental and social benefits. It is reported as TL on a consolidated basis.
	Environmental Expenditures (TL)	This indicator represents legally required and non-legally required expenditures during the reporting period. Reported in TL on a consolidated basis.
	Savings and Reductions Due to Environmental Investments (KWh, kg CO ₂ e, TL)	This indicator represents the KWh energy equivalent of the energy savings realized through LED conversions and automation projects during the reporting period, and the emission reduction (kgCO ₂ e) and financial savings (TL) caused by these energy savings.

Data Preparation

Social Indicators

Occupational Health and Safety (OHS) Indicators

The number of accidents and fatal accidents is monitored through tables listing the notifications submitted to the Social Security Institution (SGK). The following definitions and formulas are used in the calculation of occupational health and safety indicators.

Formulas:
Lost Day Rate = Accidental Absence / Total Working Hours * 200,000

Distribution of Female Employees Data

The total number of employees refers to the total headcount as of the end of the reporting year, based on information included in the Company’s annual report published as of December 31, 2024, or in the human resources systems. The following definitions and formulas are used in the calculation of female employee distribution indicators.

Formulas:
Female Employees’ Rate = Number of Female Employees / Total Number of Employees

Distribution of Female Managers

Managerial levels in the scope are defined as N-1, N-2 and N-3. N-1 level is an executive level who directly reports to the CEO. N-2 level is defined as the middle level which is two degrees away from CEO. Similarly, N-3 is a managerial level is three degrees away from CEO.

Formulas:
Ratio of female managers (%) = (total number of N-1, N-2 and N-3 level female managers / total number of N-1, N-2 and N-3 level managers) * 10

Distribution of Female Managers in Revenue

Generating Roles
Revenue-generating roles defined as the roles that when vacant, no revenue is generated.

Formulas:
Share of Female Managers in Revenue-Generating Roles (%) = (number of female managers in revenue-generating roles / total number of managers in revenue-generating roles) * 100

Distribution of Female Employees in STEM Roles

STEM roles are directly related to Science, Technology, Engineering and Mathematics.
Formulas:
Share of Female Employees in STEM Roles (%) =

(Number of female employees in STEM roles / total number of employees in STEM roles) * 100

Parental Leaves

Parental leaves include maternity and paternity leaves during the reporting period.

Formulas:
Ratio of the Employees who Returned to Work After Maternal Leave = Number of employees returned from maternity leaves / Number of employees left due to maternity leave

Trainings

This indicator represents the trainings provided to employees during the reporting period. The total training hours are divided into four sub-categories: by gender (female and male), and by training type (ethics, diversity and inclusion, sustainability and environment, and anti-bribery and anti-corruption).

This indicator represents the total training cost, referring to the overall cost of all trainings provided by the Company to its employees during the reporting period.

Formulas:
Average Training Costs per Employee = Total cost of all the trainings / the number of employees

Total Number of Employees Hired

The number of employees hired during the reporting period is divided into three categories as gender (female and men), age (under 30, between 30 and 50, over 50).

Total Number of Employees Left

The number of employees left during the reporting period is divided into three categories as gender (female and men), age (under 30, between 30 and 50, over 50).

Turnover Rates

Formulas:
Turnover rates by gender:
• Number of female employees left / total number of female employees
• Number of men employees left / total number of men employees

Number of Individuals Reached Through Inclusion Programs Within One Year

This indicator represents the number of individuals from vulnerable groups (such as youth, women, and persons with disabilities) reached by the Company through its inclusion programs.

Environmental Indicators

Energy Consumption by Fuel Type

Within the scope of energy consumption data, the primary fuel sources reported include natural gas, diesel, fuel oil, gasoline, LPG, and electricity. Data are obtained through service providers’ meters, invoices, receipts, and maintenance-repair forms.

For stores, natural gas consumption is calculated by dividing the invoiced amount in TL by the unit price provided by the service providers. In total consumption, two separate unit prices (obtained from TÜİK) are taken into account for the first and second reporting periods. For the warehouse, natural gas consumption is obtained directly from meters, while for the headquarters, consumption data are sourced from CarrefourSA, as usage is shared and Teknosa is responsible for 30% of the total. Electricity for stores is supplied both by Enerjisa and other providers. Consumption from other providers is calculated based on two separate unit prices provided by TÜİK, while consumption from Enerjisa is calculated using electricity meters and invoices. For the warehouse, electricity consumption is obtained from meters, and for the headquarters, data are again obtained from CarrefourSA, with Teknosa responsible for 30% of the shared total consumption.

Teknosa uses the following unit conversions for its energy conversion calculations:

- Since electricity supply is invoiced in kWh, the conversion factor of 1 kWh = 0.0036 GJ is applied when converting to GJ;
- Since natural gas supply is invoiced in cubic meters (m³), the conversion factor applied is [1 m³ * (Net Calorific Value) GJ/m³] / 1000;
- Since diesel supply is invoiced in liters, the conversion factor applied is [1 l * (Calorific Value) MJ/l] / 1000 when converting to GJ;
- Since gasoline supply is invoiced in liters, the conversion factor applied is [1 l * (Calorific Value) MJ/l] / 1000 when converting to GJ;
- Since all fuel consumption is reported in MWh, the conversion factor of 1 GJ = 0.277777 MWh is applied when converting from GJ.

Purchased Heat/Steam/Cooling

Within the scope of the purchased heating/steam/cooling indicator, the consumption of refrigerant gases for purchased cooling purposes is reported. For this indicator, the total amounts of R22 and other refrigerants such as R407C, R32, R410A, and CO₂ are calculated based on maintenance and repair forms as well as related invoices.

Greenhouse Gas Intensity and Energy Intensity (tonCO₂e / TL)

Greenhouse gas emission intensity is calculated by dividing the sum of the Company’s scope 1 and 2 emissions by total TL revenues in the report in period.

Energy intensity is calculated by dividing the Company’s total energy consumption by total TL revenues in the reporting period.

Total TL revenue refers to the total amount of revenue available in Teknosa’s 2024 financial report.

Formulas:
GHG and Energy Intensity = tonCO₂e / Total TL revenue
Energy Intensity = Total energy consumption / Total TL income

Share of Renewable Energy Consumption in Total Energy Consumption

Renewable energy consumption refers to the electricity purchased from renewable energy sources as well as the total amount of renewable electricity generated.

Formulas:
Share of Renewable Energy Consumption in Total Energy Consumption (%) = (Renewable Energy Consumption / Total Energy Consumption) * 100

Scope 1, 2, and 3 Emissions

In measuring our greenhouse gas emissions, the “operational control approach” based on the internationally recognized GHG Protocol (Greenhouse Gas Protocol) standards is applied. This

approach ensures that all emissions from activities under the Company’s operational control are included in the calculation.

The calculations cover the categories of Direct (Scope 1), Indirect Energy Consumption (Scope 2) and Other Indirect Emissions (Scope 3). In the calculations, CO₂, CH₄, N₂O, CO₂ equivalent factors of HFCs (SF₆ and refrigerant gas) were used. The emission factors used are detailed in the table below. Global Warming Potential (GWP) coefficients were calculated by multiplying the composite ton e value with the appropriate coefficients using the Intergovernmental Panel on Climate Change (IPCC) 5th Assessment Report and the Greenhouse Gas Protocol (https://www.ipcc.ch/site/assets/uploads/2018/02/SYR_AR5_FINAL_full.pdf) (<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023>)

The total of Scope 1 and 2 emissions is calculated using the formulas below.
Location-based Total Emissions (Scope 1 and 2, tonCO₂e.) = Scope 1 Greenhouse Gas Emissions (tonCO₂e.) + Location-based Scope 2 Indirect Emissions (tonCO₂e.)
Market Based Total Emissions (Scope 1 and 2, tonCO₂e.) = Scope 1 GHG Emissions (tonCO₂e.) + Market Based Scope 2 Indirect Emissions (tonCO₂e.)

Emission Source - Scope 1	Emission Factor References
Stationary Combustion	For natural gas used in stores and offices, DEFRA 2023 and IPCC 2006 guidelines, NCV (Net Calorific Value) and density values were taken as basis.
Mobile Combustion	For diesel and gasoline used in company vehicles, calculations were made according to fuel properties determined by DEFRA 2023 and IPCC 2006 technical guidelines.
Generator Use	Diesel consumed in generators was also included in stationary combustion emissions.
Fugitive Emissions	Global Warming Potential (GWP) coefficients based on IPCC 5th and 6th Assessment Reports and DEFRA 2023 data were used.
Emission Factors - Scope 2	Ton CO ₂ e/MWh
Türkiye Electricity (Grid-based)	For electricity generation, TEİAŞ 2022 emission factors were used.
Emission Factors - Scope 3	Ton CO ₂ e/MWh
Category 1: Purchased Goods and Services	For product classification, the Exiobase 2019 database was used; depending on product type, both expenditure-based data and Product Carbon Footprint (PCF) data for certain specific product groups were preferred.
Category 2: Capital Goods	Emission factors for capital investments were assigned using Exiobase 2019 data.
Category 3: Fuel- and Energy-Related Activities	Well-to-tank emissions of fuels such as natural gas, diesel, and gasoline were taken from DEFRA 2023 sources.
Category 5: Waste Generated in Operations	Emission factors for waste were taken from DEFRA 2023, according to disposal methods.
Category 6: Business Travel	Emissions by flight classes (economy, business) and ranges (domestic, international) are calculated with DEFRA 2023 emission factors.
Category 7: Employee Commuting	For service vehicles, employee cars, etc., DEFRA 2023 transportation emission factors were used.
Category 9: Downstream Transportation and Distribution	Exiobase 2019 land transportation data were used as a basis.
Category 11: Use of Sold Products	Carbon emissions related to the use phase of sold products were calculated based on product-specific PCF (Product Carbon Footprint), Energy Star and similar energy label data, as well as average consumption values.
Category 12: End-of-Life Treatment of Sold Products	For the end-of-life phase of products, the Exiobase 2019 database was used.

Scope 3: For Categories 1, 2, 9, 11 and 12, EXIOBASE 2019 emission factors were used. The lifetime of products, energy consumption, and related parameters were calculated based on Energy Star Label data, manufacturer manual documents of the products, and average values by product type. For Category 9, product manuals were used for catalog products, while for other product groups, average weight data calculated with the unit weight of sold products were used, and regular landfill emission factors published for WEEE (Waste Electrical and Electronic Equipment) products were applied.

Water Consumption

Water withdrawals and discharges are monitored through inlet and outlet meters located at the facilities, payment invoices, and assumptions based on the Turkish Statistical Institute (TÜİK). Water consumption consists of the amount of water withdrawn from nature by the facilities that is not directly discharged (into products, evaporation,

or leakage). The total water withdrawal data were calculated by multiplying the consumption amounts on the water invoices of the stores with the average water unit prices of the relevant provinces for 2024.

For our stores located in shopping malls, reliable data regarding water consumption cannot be obtained. Shopping mall management issues invoices collectively and does not provide a breakdown by consumption. In addition, since there are no restrooms in our shopping mall stores, no official water consumption directly originating from the store occurs. Therefore, as the water consumption amounts reflected in the common areas do not provide a reliable calculation, only the water data of the street stores were taken into account in the reporting period.

Formulas:
$$\text{Water consumption (m}^3\text{)} = \text{Water Withdrawal by Source} - \text{Total Amount of Water Discharge}$$

Waste

Hazardous wastes are defined as wastes that contain substances hazardous to human health and the environment and have the potential to cause harm, while non-hazardous wastes are defined as wastes that do not cause any harm to human health and the environment (Ministry of Environment, Urbanization and Climate Change, Waste Management Regulation - Article 4). According to disposal methods, the total amount of hazardous and non-hazardous wastes sent to landfill sites, recycled within/outside the facility, incinerated for energy recovery, and incinerated without energy recovery is reported. The total amount of hazardous and non-hazardous wastes is monitored through official documents such as the Waste Declaration Forms of the Republic of Türkiye Ministry of Environment, Urbanization and Climate Change, the Mass Balance System (MOTAT, KDS, etc.), and disposal delivery notes/records.

The amount of recycled waste refers to the amount of waste sent to landfill/solid waste sites or recycled, recovered for energy purposes, and reused by itself or another organization. Recycled wastes include wastes disposed of under the “R” code, as emphasized in Annex-1: Waste Code Determination Hierarchy and Waste Code Explanations of the Waste Management Regulation of the Republic of Türkiye Ministry of Environment, Urbanization and Climate Change. Formulas:

$$\text{Amount of Recycled Waste} = \text{Waste Recycled/ Reused at the Facility} + \text{Recycled/Reused by a Third-Party} + \text{Landfilled} + \text{Incinerated with Energy Recovery}$$

$$\text{Reused / recycled waste ratio} = \frac{\text{Amount of Recycled Waste}}{(\text{Total Hazardous Waste} + \text{Total Non-Hazardous Waste})}$$

Economic Indicators

The following definitions and formulas are used in the calculation of economic indicators.

Sustainable Business Model

Products and services defined as sustainable are grouped as follows:

- Products and services that provide direct benefits in reducing environmental resources/carbon emissions (mitigation),
- Products and services that reduce environmental resource use/carbon emissions in technologies and activities that are not inherently considered sustainable (transition),
- Products and services that are not considered as direct activities for reducing resources/carbon emissions but facilitate the widespread adoption of related technologies (enabling),
- Products and services that generate positive social impact.

Revenues from products and services have been obtained through product-based monitored sales lists, and the total revenue from these product

categories has been reported under this indicator. Within the scope of the ratio of SDG-Linked product and service revenues to total revenues, the total TL revenues refer to the total revenue amount reported in the Company’s year-end annual report or independently audited financial statements published as of December 31, 2024.

The total amount reported under R&D and innovation investment consists of investments made within the Company’s approved budget. The amounts reported under R&D and innovation investments represent the total revenue amounts disclosed in the Company’s annual report or independently audited financial statements published as of December 31, 2024. The total amount reported under sustainability-focused R&D and innovation investment refers to the sustainability-focused investments within the Company’s approved R&D and innovation investment budget. Among the projects carried out under R&D and innovation investments, the R&D projects capitalized in the 2024 fiscal year are also included. The Company’s energy savings in 2024 stem from both Teknosa stores that switched to LED lighting and

the heating, cooling, and lighting automation systems installed in stores and workplaces. The number of SDG-linked products and services consists of 230 products and services evaluated as mitigation and enabling solutions. Products evaluated under mitigation include 224 varieties of low-energy-consuming A+++ white goods and air conditioner models. Services evaluated as enabling include Teknogaranti, Maintenance & Repair, Buy-Back, and refurbished products.

Formulas:
Ratio of SDG-linked Product and Service Revenues to Total Revenue = SDG-linked Product and Service Revenues / Total Revenue
Ratio of SDG-linked R&D and Innovation Investment to Total Revenue (%) = (SDG-linked R&D and Innovation Investment / Total Revenue) * 100

Savings and Reductions from Environmental Investments

Financial savings achieved through sustainable investments and/or activities, as well as environmental and social benefit indicators, are

reported in terms of electricity savings (kWh) and financial savings (TL). The financial and environmental benefits of energy efficiency projects carried out in stores (LED conversion and automation system installation) are evaluated under this indicator.

Environmental Investments and Expenditures

Environmental investments are reported as enabling investments. The total amounts reported in these indicators consist of expenditures made within the Company’s approved budget. Within this criterion, environmental expenditures include the Recovery Contribution Share (GEKAP) and the amounts related to LED conversion and automation system installations in Teknosa stores. Environmental investments and expenditures are tracked through issued invoices.

Restatement

The measurement and reporting of verified data inevitably involve a degree of estimation. If there is a change greater than 5% in the data at the company level, a restatement may be considered.

Assurance Statement



DRT Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. Maslak No1 Plaza Eski Büyükdere Caddesi Maslak Mahallesi No:1 Maslak, Sarıyer 34485 İstanbul, Türkiye

Tel: +90 (212) 366 60 00 Fax: +90 (212) 366 60 10 www.deloitte.com.tr

Mersis No :0291001097600016 Ticari Sicil No: 304099

INDEPENDENT ASSURANCE REPORT

DRT Bağımsız Denetim ve SMMM A.Ş. (“Deloitte”) independent auditor's limited assurance report to the Board of Directors of Teknosa İç ve Dış Ticaret A.Ş. (“Company”) on the 2024 Integrated Report for the year ended 31 December 2024.

Scope of Limited Assurance Engagement

We have been engaged to perform a limited assurance engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000 (Revised) and (ISAE) 3410 (“Standards”) on whether the Selected Sustainability Information listed below (the “Selected Information”) in the Company's Integrated Report for the year ended 31 December 2024 (the “2024 Sustainability Report”) has been prepared in accordance with the principles set out in the Reporting Guidance.

Our assurance engagement does not cover information related to previous periods, other information included in the 2024 Integrated Report, or Sustainability Information or any other information related to the 2024 Integrated Report (including any images, audio files, or embedded videos).

Selected non-financial performance data for limited assurance

We have been engaged by the Group to perform limited assurance procedures on the accuracy of the following key performance indicators included in the 2024 Integrated Report for the year ended 31 December 2024. The scope of the indicators subject to limited assurance procedures and found on pages between 100-111 marked with green sign (✓) an of the 2024 Integrated Report for the year ended 31 December 2024 is as follows:

Social Indicators

○ Occupational Health and Safety Indicators

- Number of Accidents (#)
- Number of Fatal Accidents (#)
- Number of Occupational Diseases (#)
- Absenteeism Due to Injury (#)
- Lost Workday Rate (%)
- OHS Trainings (hours)

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○ Employees by Category

- Total Number of Employees (#)
- Number of Employees by Nationality (#)
- Female Employee Ratio (%)
- Female Manager Ratio (%)
- Female Manager Share in Revenue-Generating Roles (%)
- Female Employee Share in STEM Roles (%)
- Total Number of Employees on Maternity Leave (#)
- Total Number of Employees on Paternity Leave (#)
- Number of Employees Returning to Work After Maternity Leave (#)
- Return to Work Rate After Maternity Leave (%)
- Number of Hires by Age Group (#)
- Number of Employee Terminations by Gender (#)
- Number of Employee Terminations by Age Group (#)
- Employee Turnover Rate by Gender (%)

○ Inclusion Programs

- Number of People Reached Through Inclusion Programs Within One Year (#)

○ Training

- Total Training Hours (hours)
- Total Training Hours by Training Type (hours)
- Total Training Cost (TRY)
- Average Training Cost per Employee (TRY)

Environmental Performance Indicators

○ Energy Consumption

- Total Energy Consumption (MWh)
- Renewable Energy Consumption (MWh)
- Purchased Heat/Steam/Cooling (kg)

○ Intensity Indicators

- Energy Intensity (MWh / Million TRY)
- Greenhouse Gas Emission Intensity (ton CO2e / Million TRY)

○ Greenhouse Gas Emissions

- Greenhouse Gas Emissions (ton CO2e)
- Scope 1 (ton CO2e)
- Scope 2 (Location-Based) (ton CO2e)
- Scope 2 (Market-Based) (ton CO2e)
- Scope 3 (ton CO2e)

○ Waste

- Hazardous Waste (ton)
- Non-Hazardous Waste (ton)
- Non-Hazardous Waste Including Ash Waste (ton)
- Total Waste Excluding Ash Waste (ton)
- Total Waste Including Ash Waste (ton)
- Rate of Reused and Recycled Waste (%)
- Rate of Reused and Recycled Waste Including Ash Waste (%)
- Plastic Consumption (ton)

Assurance Statement



Economic Performance Indicators

- Sustainable Business Model
- Number of SDG-Linked Products and Services (#)
- Revenues from SDG-Linked Products and Services (TRY)
- R&D and Innovation Investments Linked to SDGs (TRY)
- Ratio of R&D and Innovation Activities Linked to SDGs (%)
- Environmental Investments and Expenditures
- Environmental Investments by Category (TRY)
- Environmental Expenditures by Category (TRY)
- Savings and Reductions Achieved from Environmental Investments (MWh – ton CO2e)

Structural constraints

All assurance engagements have inherent limitations due to the selective testing of the information under review. Fraud, error or non-compliance may therefore occur and not be detected. In addition, non-financial information, such as non-financial information contained in reporting documents, is subject to more structural limitations than financial information, given the nature and methods used to identify, calculate and sample or estimate such information.

Our assurance engagement provides limited assurance as defined in ISAE 3000 (Revised) and (ISAE) 3410 (“Standards”). The procedures performed as part of a limited assurance engagement differ in nature and timing - and to a lesser extent - from a reasonable assurance engagement. The level of assurance obtained in a limited assurance engagement is therefore significantly narrower than the scope of a reasonable assurance engagement.

Special Purpose

Our work has been undertaken to inform the Group's Board of Directors of the matters we are required to report in this report and for no other purpose. To the extent permitted by law, we accept no responsibility to any person or entity other than the Group's Board of Directors for the assurance audit we have conducted or the conclusion we have reached.

This report has not been prepared within the framework of the obligation for certain businesses to comply with the Turkish Sustainability Reporting Standards (TSRS) published by the Public Oversight Authority (“POA”) in the Official Gazette dated 29/12/2023, which mandates mandatory sustainability reporting as of 01/01/2024. According to the POA Decision published in the Official Gazette on 5 September 2024, these businesses are required to undergo limited assurance audits for their mandatory sustainability reporting. In the upcoming period, a separate sustainability report and limited assurance report will be prepared within this framework.

Our Independence and Competence

We comply with the independence and other ethical provisions of the *Code of Ethics for Accounting Professionals* published by the International Ethics Standards Board for Accounting Professionals, which sets out the basic principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

We apply the International Standard on Quality Management 1 (ISQM 1) and accordingly maintain a robust system of quality control, including policies and procedures that document compliance with relevant ethical and professional standards and requirements in laws or regulations.

Responsibilities of Management

The Group Management is responsible for the preparation, accuracy and completeness of the sustainability information and statements in the report. The Group Management is responsible for setting the Group's sustainability goals, establishing and maintaining appropriate performance management and internal control systems from which the reported information is derived.



Responsibilities of the Practitioner

Our responsibility is to reach a conclusion on the Selected Information based on our procedures. We conducted our limited assurance engagement in accordance with International Standards on Assurance Engagements and, in particular, International Standard on Assurance Engagements (ISAE 3000) (Revised) and Assurance Engagements on Greenhouse Gas Statements (ISAE 3410) on Assurance Engagements Other than Independent Audits.

The assurance engagement performed represents a limited assurance engagement. The nature, timing and extent of the procedures performed in a limited assurance engagement are limited compared to those required in a reasonable assurance engagement. As a result, the level of assurance obtained in a limited assurance engagement is lower.

Our Key Assurance Procedures

We carried out limited assurance on the accuracy of the selected key performance indicators specified below in the section “Selected non-financial performance data for limited assurance” related to 2024 year and included into the Report.

To achieve limited assurance, the ISAE 3000 (Revised) and (ISAE) 3410 (“Standards”) requires that we review the processes, systems and competencies used to compile the areas on which we provide our assurance. Considering the risk of material error, we planned and performed our work to obtain all of the information and explanations we considered necessary to provide sufficient evidence to support our assurance conclusion.

To form our conclusions, we undertook the following procedures:

- Analyzed on a sample basis the key systems, processes, policies and controls relating to the collation, aggregation, validation and reporting processes of the selected sustainability performance indicators;
- Made inquiries with employees of the Group responsible for sustainability performance, policies and corresponding reporting;
- Performed selective substantive testing to confirm the accuracy of received data to the selected key performance indicators;
- Made inquiries of management and senior executives to obtain an understanding of the overall governance and internal control environment, risk management, materiality assessment and stakeholder engagement processes relevant to the identification, management and reporting of sustainability issues; and

We believe that our evidence obtained is sufficient and appropriate to provide a basis for our limited assurance conclusion.

Limited Assurance Conclusion

Based on our work and the assurance procedures performed, nothing has come to our attention that causes us to believe, in our opinion, that the Selected Information referred to above in the Group's 2024 Integrated Report for the year ended 31 December 2024, for which we were engaged to provide limited assurance, has not been prepared, in all material respects, in accordance with the Reporting Manual, as described in the “Auditor's Responsibilities” section above.

Assurance Statement

Deloitte.

Restrictions on Use

This Report, including the conclusion, has been prepared for the Board of Directors of Teknosa İç ve Dış Ticaret A.Ş. to assist in reporting the Group's performance and activities related to the Selected Information. We hereby authorize the inclusion of this report in the Integrated Report prepared for the year ending 31 December 2024, to enable Teknosa İç ve Dış Ticaret A.Ş. Board of Directors to demonstrate that it has fulfilled its responsibilities by preparing an independent limited assurance report on Selected Information. Except to the extent permitted by law and in cases where prior written approval has been obtained and expressly agreed upon, we do not accept or assume any responsibility to anyone other than the Board of Directors of Teknosa İç ve Dış Ticaret A.Ş. and Teknosa İç ve Dış Ticaret A.Ş. in connection with the work we have performed or the report we have prepared.

DRT BAĞIMSIZ DENETİM VE SERBEST MUHASEBECİ MALİ MÜŞAVİRLİK A.Ş.
Member of **DELOITTE TOUCHE TOHMATSU LIMITED**



Osman Arslan, CPA
Partner

İstanbul, 17 September 2025

Contact Information



Trade Registry Information

Trade Registry Number: 434426-0, İstanbul
Trade Name: Teknosa İç ve Dış Ticaret A.Ş.
Ticker Symbol at Borsa İstanbul (BIST): TKNSA
Address of Headquarters: Carrefoursa Plaza Cevizli Mah.
Tugay Yolu Cad. No: 67 Blok B 34846 Maltepe-İstanbul
Mersis No: 0-8360-1443-9300012

Teknosa Contacts

Phone: +90 (216) 468 36 36
Fax: +90 (216) 478 53 47
Website: <https://yatirimci.teknosa.com>
E-Mail: bilgilendirme@teknosa.com
Investor Relations: yatirimciiliskileri@teknosa.com

Report Contacts

Integrated Report and ESG
surdurulebilirlik@teknosa.com

Sustainability and Reporting Consultant

Sercom Consulting
info@sercomconsulting.com

Report Design

Grafidea Advertising Agency
info@grafidea.com.tr

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We would like to thank Teknosa Photography Club for their contributions to our report.