

TEKNO **SA**

Workplace
**Equality,
Diversity, and
Inclusion**
Report

2025



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What is Equality?

Equality refers to individuals having equal rights, opportunities, and access to resources without facing discrimination based on their gender, age, disability status, or any other differences.

Gender equality aims to ensure a balance where women and men have equal rights, and societal gender roles do not create barriers to equal opportunities.





What is Diversity?

Diversity refers to an inclusive structure where individuals with different genders, ages, cultures, experiences, abilities, and perspectives come together. Embracing and valuing differences fosters a more innovative and stronger work environment.





What is Inclusion?

Inclusion is about creating an environment where everyone has equal opportunities, differences are accepted, and valued. It fosters a structure where individuals can express themselves freely, feel a sense of belonging, and contribute.

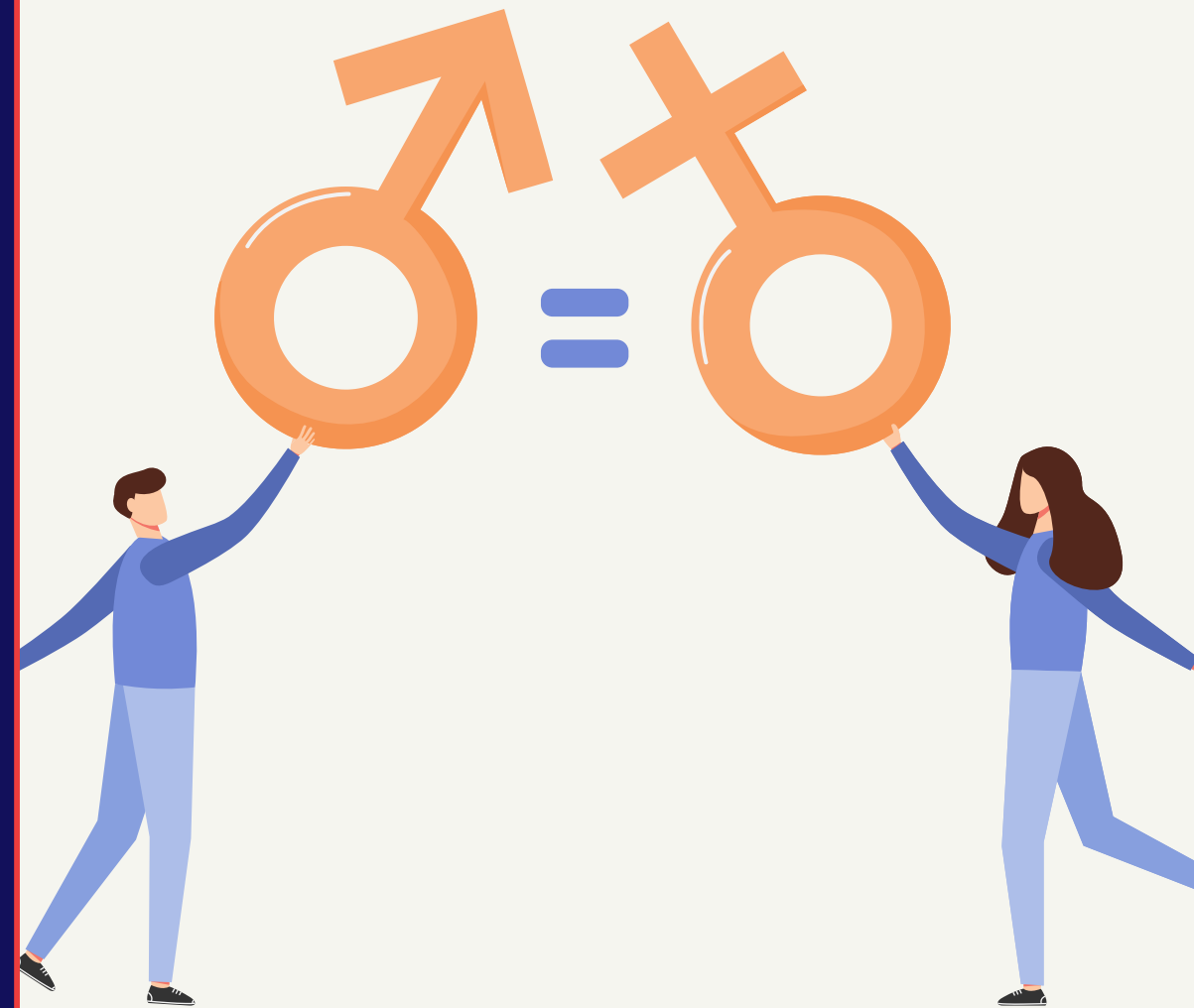


What is Gender Equality in the Workplace?



Gender equality in the workplace refers to women and men having equal rights, opportunities, resources, and responsibilities in the work environment.

This concept involves eliminating gender-based discrimination in all areas, from recruitment processes to promotions, compensation, training opportunities, and leadership positions.



KEY ELEMENTS

Equal Opportunity Hiring and Promotion

Fair Compensation

Training and Development Opportunities

Flexible Working Opportunities

Inclusive Workplace Culture

Equality, Diversity, and Inclusion at Teknosa



As Teknosa, we place equality, diversity, and inclusion at the core of our work culture. We create an environment where every employee feels valued and empowered. We take concrete steps and develop impactful projects to support women in taking on more active and influential roles in the workplace and society.



Steps We Take for Women's Empowerment

- We ensure equal opportunities in recruitment and promotion processes.
- We raise awareness through gender equality training programs.
- Through our TeknoSAHA, Technology for Women, Teknosa Mother Mentors (TAM), and Young Talent programs, we support women's participation in the workforce and career development.
- We are a signatory of the UN Women's Empowerment Principles (WEPs).

Gender Equality: A 134-Year Wait!

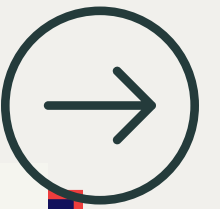
According to the World Economic Forum's 2024 data, only **68.6%** of the global gender gap has been closed, and at the current pace, it will take another 134 years to achieve full equality.

According to an article shared by SKD Türkiye (The Business and Sustainable Development Council), Europe has made the most progress with **75%**, while Türkiye remains among the countries lagging behind in this area.

Although women's economic participation rate has reached **60.5%**, they are still underrepresented in executive positions. While the percentage of female graduates in STEM (Science, Technology, Engineering, and Mathematics) fields remains at **35%**, this rate drops below **25%** in information and communication technologies

These figures highlight the need for stronger collective action to achieve social equality.

Loading...



According to the World Economic Forum, at the current rate of progress, it will take **134 years** to achieve full gender equality. This means more than three generations!



Women in Work Index



The 'Women in the Work Index Report' is an evaluation system that analyzes indicators such as women's labor force participation, pay equity, and access to employment opportunities. This index highlights gender inequalities and helps identify the necessary steps to enhance women's participation in the economy. The goal is to accelerate social and economic development and create a more equitable business world.



Main Causes of the Gender Pay Gap



- Underrepresentation of women in leadership
- Impact of motherhood and caregiving responsibilities on careers
- Lower participation of women in salary negotiations
- Limited access to flexible work arrangements





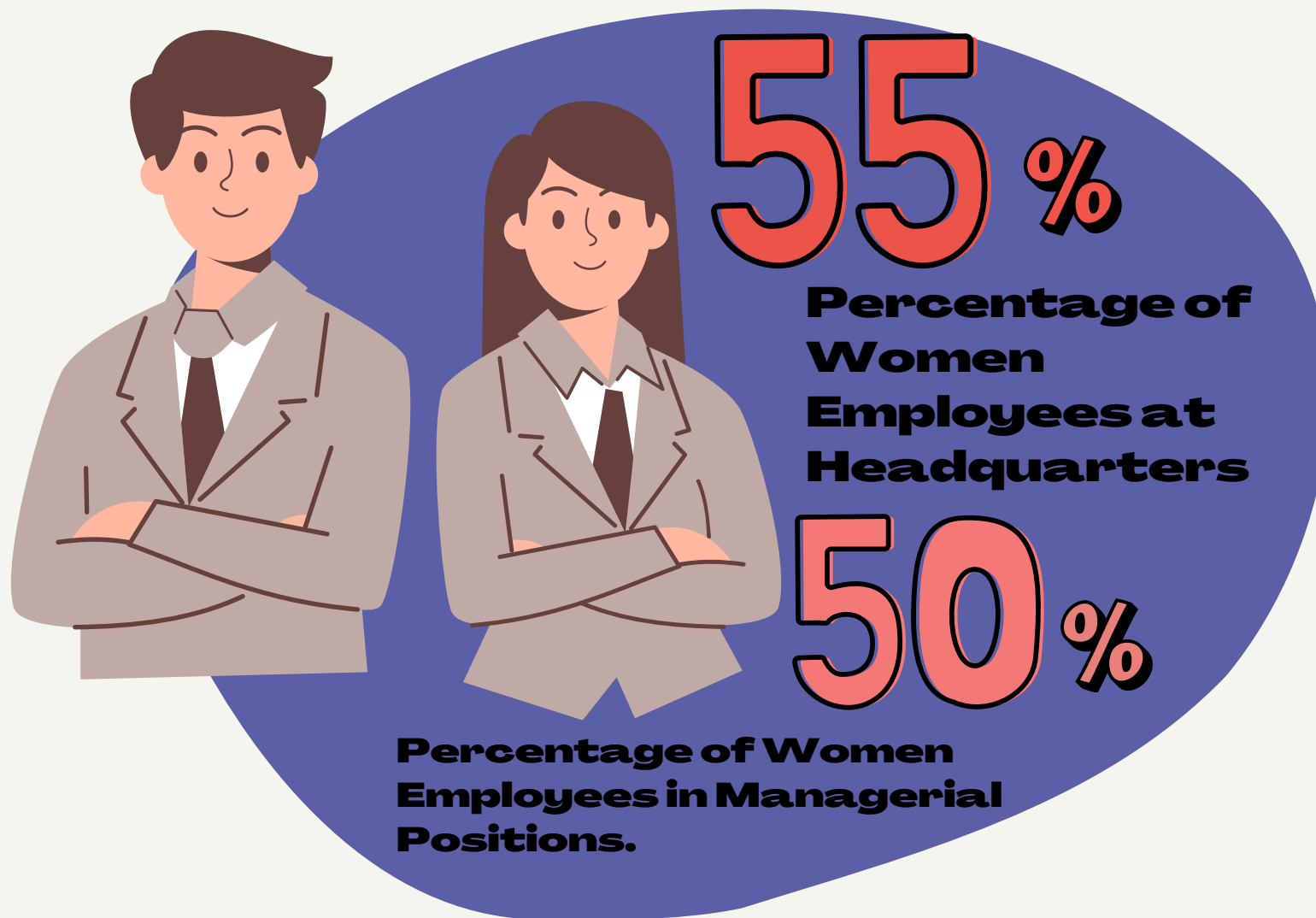
Click here to learn more
about our Equality, Diversity,
and Inclusion Policy.



Our Women Employees



In order to support the work-life balance of our employees, we have updated the paid paternity or parental leave to **2 weeks**. Additionally, we provide **6 months** of maternity leave to our female employees in accordance with their legal rights.

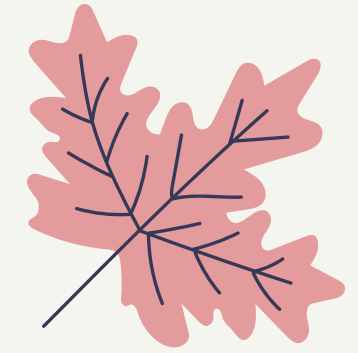
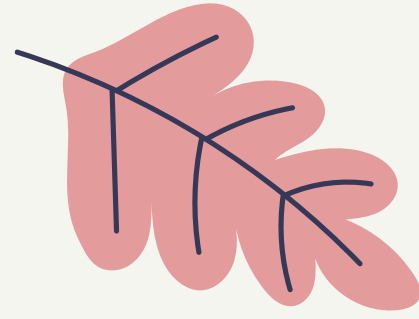
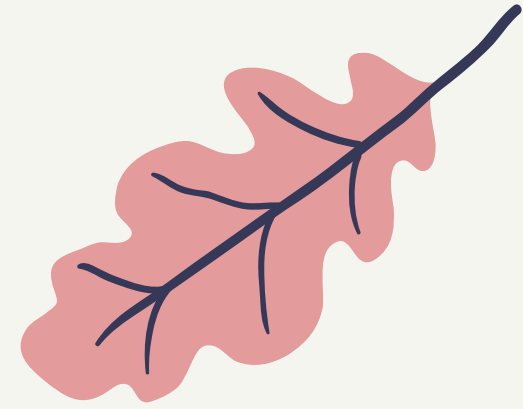


As Teknosa, we create significant job opportunities in our country by offering employment to approximately **1,500** people every year. In line with our goal of increasing the percentage of female employees, which is currently **31%**, we support women in taking a more active role in technology retail.

Additionally, by regularly tracking the percentage of female and disabled employees in our stores and at our Headquarters, we continuously strengthen our principle of diversity and inclusion.

We are collaborating within the framework of the Employment Support Program for **Women Not in Education or Employment (NEET)**. In order to increase women's employment and support their participation in the workforce, we are posting job advertisements under the NEET project.





Every Woman's Success

*Should
Inspire Other
Women!*



TAM
TEKNOSALI
ANNE
MENTORLAR

Teknosa Mother Mentors



We place great importance on our 'Teknosa Mother Mentors' project, which we launched in 2019. Through this project, we support our female employees with mentorship to help them balance their work and personal lives.

In 2024, our Mother Mentors came together with their mentees for a total of 70 hours to provide mentorship.

In our project, Teknosa mothers volunteer to mentor their colleagues who are new mothers or expectant mothers by conducting face-to-face or phone sessions. Through this project, we have been honored with several international awards and have been recognized as an 'best practice' on various platforms.



2024 Women-Friendly Brands
Awareness Awards
**Women Employment and Equal
Opportunity at Work Award:**
'Teknosa Mother Mentors' Project.

Technology for Women



Since 2007, in collaboration with the Habitat Association, the 'Technology for Women' project has been continuing for **18** years, supporting women in becoming stronger and more independent individuals in the digital world. By providing digital literacy to women with limited access to technology, we aim to increase their participation in work and social life.

Our training programs cover a wide range, from basic computer usage and Office applications to social media, e-services, and safe internet usage. Applications are accepted via social media and the website, while the training sessions are held both online and in-person.

Through
Technology for
Women, **more than
32,000** women
across Türkiye have
connected with
technology!

The social impact analysis conducted for the years 2022, 2023, and 2024 revealed that **every 1 TRY** invested in the project generated a social benefit worth **4.16 TRY**. Additionally, **95%** of the participating women improved their internet and social media skills, becoming more active in the digital world.



Technology for Women, Solidarity for All



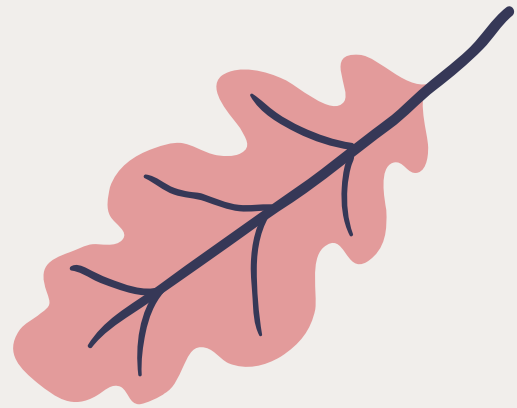
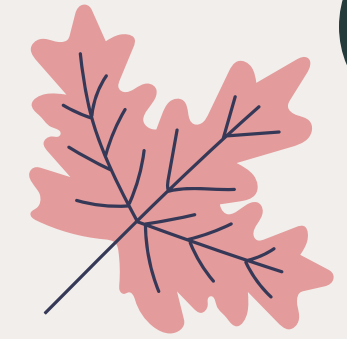
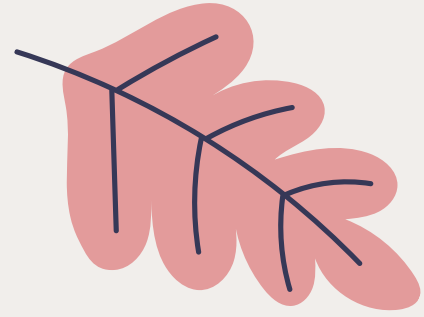
As Teknosa, we support women subjected to violence to access technology with our "Technology for Women, Solidarity for All" campaign.

In this context, we collect unused second-hand smartphones, carry out their maintenance and repairs, and deliver them to women in need through the **Sabancı Foundation and the Federation of Turkish Women's Associations**. This way, women can communicate, defend their rights, and connect more securely to life.



You can contact the Teknosa Call Center (0850 222 55 99) to arrange for the pickup of your donated smartphone by the designated courier company, ensuring that all your personal data has been securely deleted and reset.





**Support in Every Step,
Inspiration in Every Voice**

***We Are
Stronger
Together!***





Gender-Based Discourse

Gender-based discourse

refers to expressions and stereotypes that assign specific social roles and characteristics to women and men, limiting individuals based on their gender. Such discourses undermine gender equality and prevent individuals from fully realizing their potential.



NEGATIVE IMPACTS

- Reinforces societal stereotypes
- Leads to professional opportunity inequality
- Creates barriers in career and social life
- Undermines individuals' self-confidence and freedom of self-expression
- Supports unequal power dynamics



Ways to Prevent Discrimination

Organizing training and awareness programs

Organizing gender equality training for employees and managers

Using neutral and inclusive expressions instead of gender-based words

Ensuring inclusivity in language usage.

Developing equality-oriented policies in the workplace and society

Adopting equality-based practices in recruitment, promotion, and compensation processes

Being mindful of gender stereotypes in media and advertisements

Ensuring representation that supports diversity and inclusivity

Involving men and society in the gender equality movement

Encouraging men to take an active role in the fight for equality



We Do Not Use Exclusionary Language for a More Inclusive Workplace!

- Women belong in the kitchen.
- She's too emotional lead.
- She got the job because of her looks.
- Don't be such a girl.
- A woman's touch will fix it.
- That's women's work.
- Ladies first.

- Boys don't cry!
- Lead like a man.
- That's men's work
- Boys will be boys
- If a man were in charge, this wouldn't have happened.
- Real man don't back down.
- You guys did a great job.



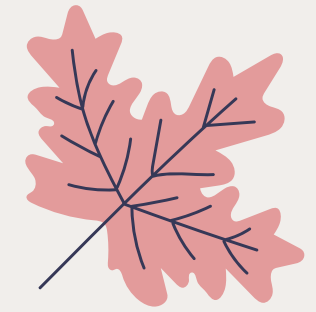
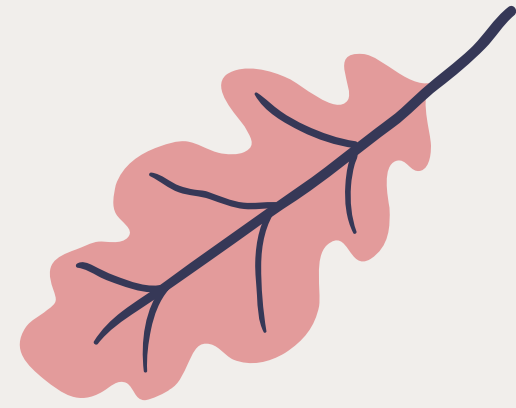
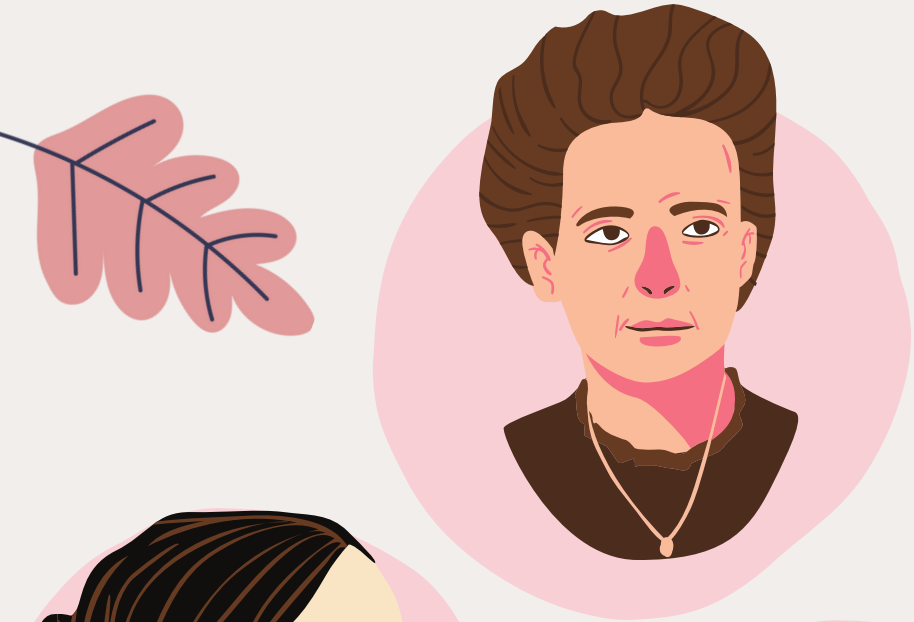


Equality Glossary

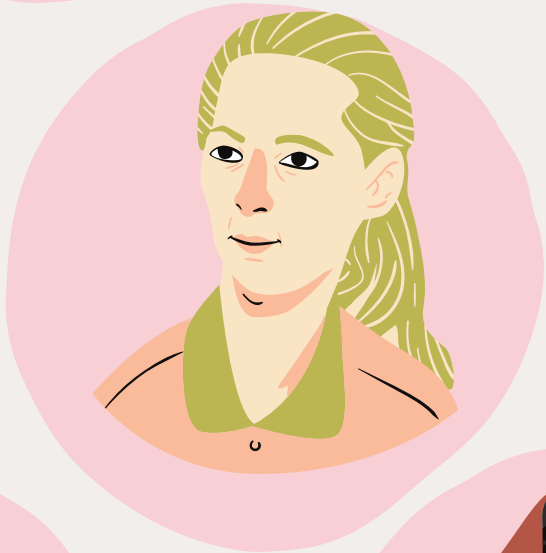
- ~~Man up~~ → Be brave/Be strong
- ~~Mankind~~ → Humankind/ Humanity
- ~~You guys~~ → Everyone/Team
- ~~Manpower~~ → Workforce/Staff
- ~~Chairman~~ → Chair/Chairperson
- ~~Policeman~~ → Police officer
- ~~Businessman~~ → Business person
- ~~Salesman~~ → Sales representative



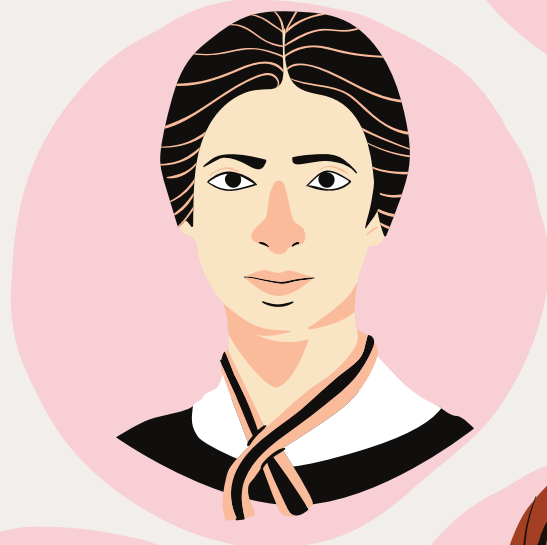
- ~~Fireman~~ → Firefighter
- ~~Man made~~ → Human made /Artificial
- ~~Housewife~~ → Homemaker
- ~~Girl power~~ → Empowerment
- ~~Sportsmanship~~ → Fair play
- ~~Man, day, hour~~ → Person, day, hour
- ~~Man of the year~~ → Person of the year
- ~~Man of the match~~ → Player of the match



**United for Equality,
Towards a Brighter Future!**



***Happy International
Women's Day!***





Trade Registry Information

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

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