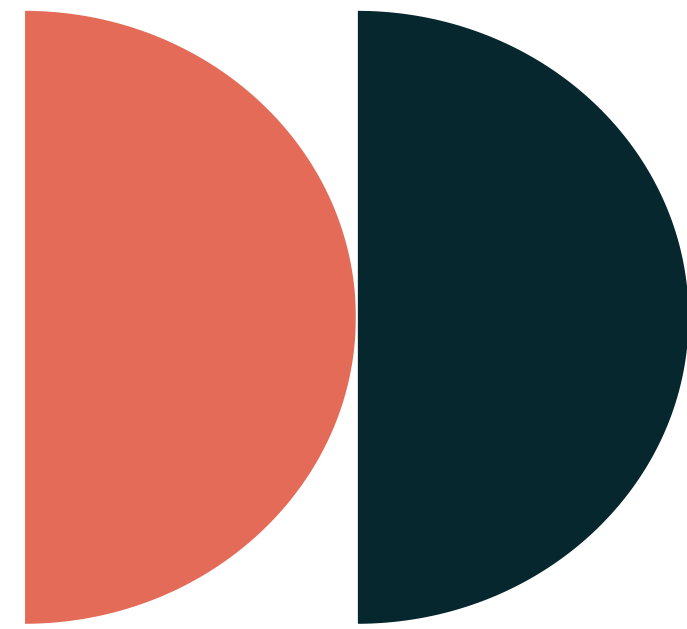


Alarko Group of Companies

Responsible Communications Policy





Brand Profile

Main Pillars of the Alarko Philosophy

The reputation and confidence that Alarko has built since 1954 is based on the company's world-class endeavors and its sense of responsibility towards the Turkish nation.



From the Pens of Alarko's Founders:

- 1 Always being honest towards the government, customers, stakeholders, employees, partners, sub-sectors and supporting industries in all activities,*
- 2 Preserving nature and maintaining the social balance within the company in all activities,*
- 3 Guiding customers without seeming forceful and prioritizing customer requests,*
- 4 Focusing on quality at all times, and trying to offer customers the better even when they are satisfied with what is available,*
- 5 Earning the profit that is deserved by the shareholders in light of these principles,*
- 6 Implementing an autonomous management and central supervision approach; Embracing autonomy at the individual level; Adopting a bottom-up instead of top-down decision-making process with only approvals given by the management*
- 7 Motivating the entire staff with profitability through specific unilateral or bilateral formulas,*
- 8 Giving the entire staff annual training at specific intervals according to their needs and fields and ensuring that they adopt modern technology,*
- 9 Making sure that all employees embrace the business as if it were their own, and that they work solely for the corporation's benefit at their own will,*
- 10 Prioritizing teamwork and sharing profits, losses, success and failures as a corporate organization that acts according to established systems and procedures in its operations.*

Our Vision

Our vision is to become a leading, strong, reputable, world-class company which grows through the difference that we make.

Our Mission

Our mission is to exceed expectations and carry Alarko into the future by embracing universal values and adopting different business models.



“With our understanding of high quality and the meaningful relationships we have established; We are an international portfolio company that creates a value ecosystem for people, business, society and our planet in different sectors, each requiring separate expertise.”



Focus Areas

HUMAN & SOCIETY

ECONOMY

TECHNOLOGY &
INOVATION

PLANET

Our Essence



Creating Value in Every Dimension of Life

Our Brand Manifesto

Seventy years and counting, Alarko's journey continues to evolve and expand internationally. Our journey, rich in diversity and driven by a relentless pursuit of excellence, has taught us that true growth never ages. Each day, we renew our commitment to reliability, aspiring not only to thrive financially but also to forge meaningful relationships and create a value ecosystem that positively impacts people, businesses, and societies alike, proudly carrying the values we took from our founders.

As a portfolio company our strength lies in our consistency and reliability, our pioneering identity, and our people and nature-first approach. We understand that our success is deeply intertwined with the well-being of those we serve, including the well-being of the planet we live on. By valuing each individual and nurturing every partnership, we transform our expertise into lasting contributions, making a tangible difference in lives and communities across the globe.

Looking ahead, we remain anchored in the wisdom of our past while boldly embracing the future. Our heritage is more than a record of our achievements; it's a reminder of our responsibility to innovate, adapt, and evolve. We embrace the change with a spirit of flexibility, dynamism, and reliability to never stop exploring and to shape our narrative for the years ahead. As a pioneer in our field, in every endeavor, we aim to stretch beyond the horizon, ensuring that as we continue to grow internationally, we never lose sight of what truly matters for Alarko brand: **people, purpose, and delivering sustainable value that stands the test of time.**

Our Purpose

We create a value ecosystem for our people, our business and our societies by nurturing and delivering consistency in everything we do.



meaningful

relations.



Our Slogan

Value Redefined



Our Values

Visionary
Expert.

With our way of being, we inspire people to search for new and better ways of doing things.

- Smart
- Agile
- We have the knowledge to do things better, for everybody

Contemporary
& Connected.

- Dynamic
- Modern
- Flexible

Legacy
Champion.

- Acknowledge its valuable history
- Confident & Respectful
- Not too formal, nor too cool

Consistency, Always.

Embrace Change.

Virtue Advocacy.

Business Proficiency.

People Sensitive.

Future Oriented.



Alarko Group of Companies
**Brand Management
Approach**

We Are Aware of the Impact of Our Brand!

“We are aware that every step we take and every decision we make directly or indirectly affects millions of our stakeholders.”

Our Ecosystem

8 FIELD OF ACTIVITY

40+ COMPANIES

5000+ EMPLOYEES

BUSINESS PARTNERS

CLIENTS

ENTREPRENEURS

**REGULATORY AND
SUPERVISORY
AUTHORITIES**

**FINANCIAL
INSTITUTIONS**

UNIVERSITIES

MEDIA

NGOs

SOCIETY & PLANET

We Believe in the Power of Integrated Brand Communications!

“In our communications with stakeholders, we focus on our values, tangible and measurable business results, our impact on a sustainable future, and our goals. We advance all our brand and marketing communications activities with an integrated approach.”

Integrated Brand Communications

Brand & Reputation Management

Stakeholder Satisfaction

Media Communications

Ads

Leadership Communications

Content Management

Experiential Marketing

Sponsorship

Social Responsibility

Event Management

Strong Employer Brand

Internal Communications

Award Programs

Crisis Management

Sustainability Communications

We Keep Our Responsible Communications Channels Always Open!

With a principled and responsible communications approach, we keep all our communication channels open 360 degrees, adopt an accessible and transparent brand communications, and meticulously monitor and evaluate our stakeholders' feedback through tracking and measurements.”

Our Communication Channels

TV channels and digital media

Economy, marketing and industry-focused print media

Social media

Outdoor media

Websites

Blogs

Mobile apps

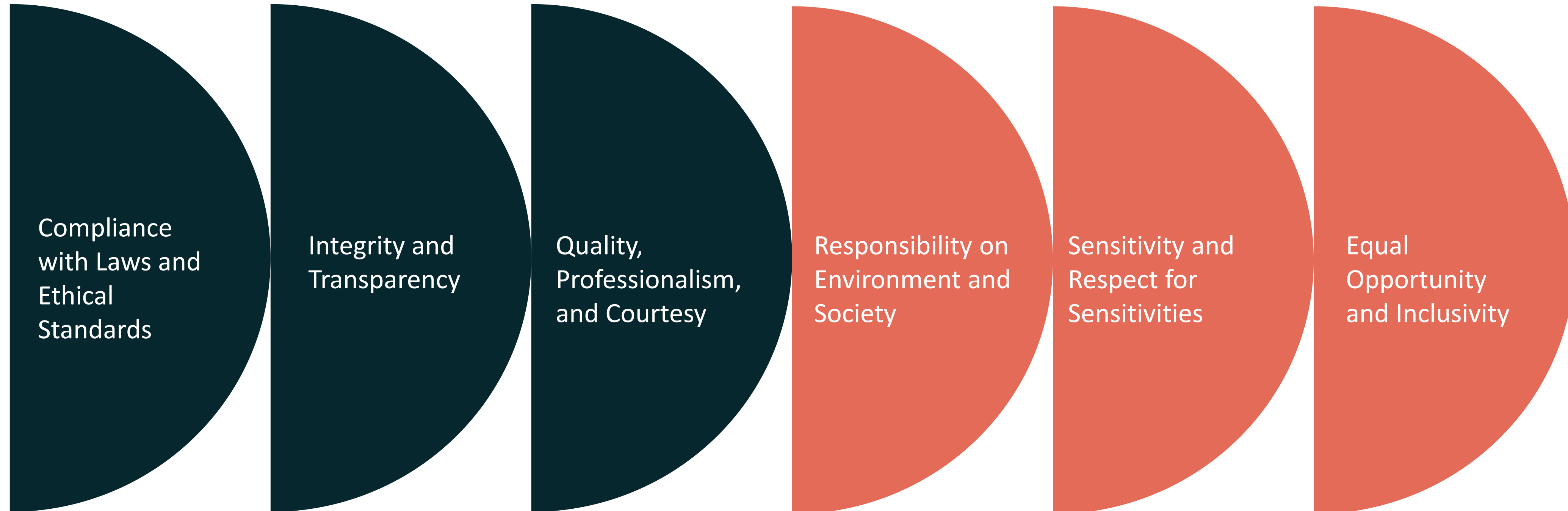
Call centers

Reports and publications

Alarko facilities and franchises

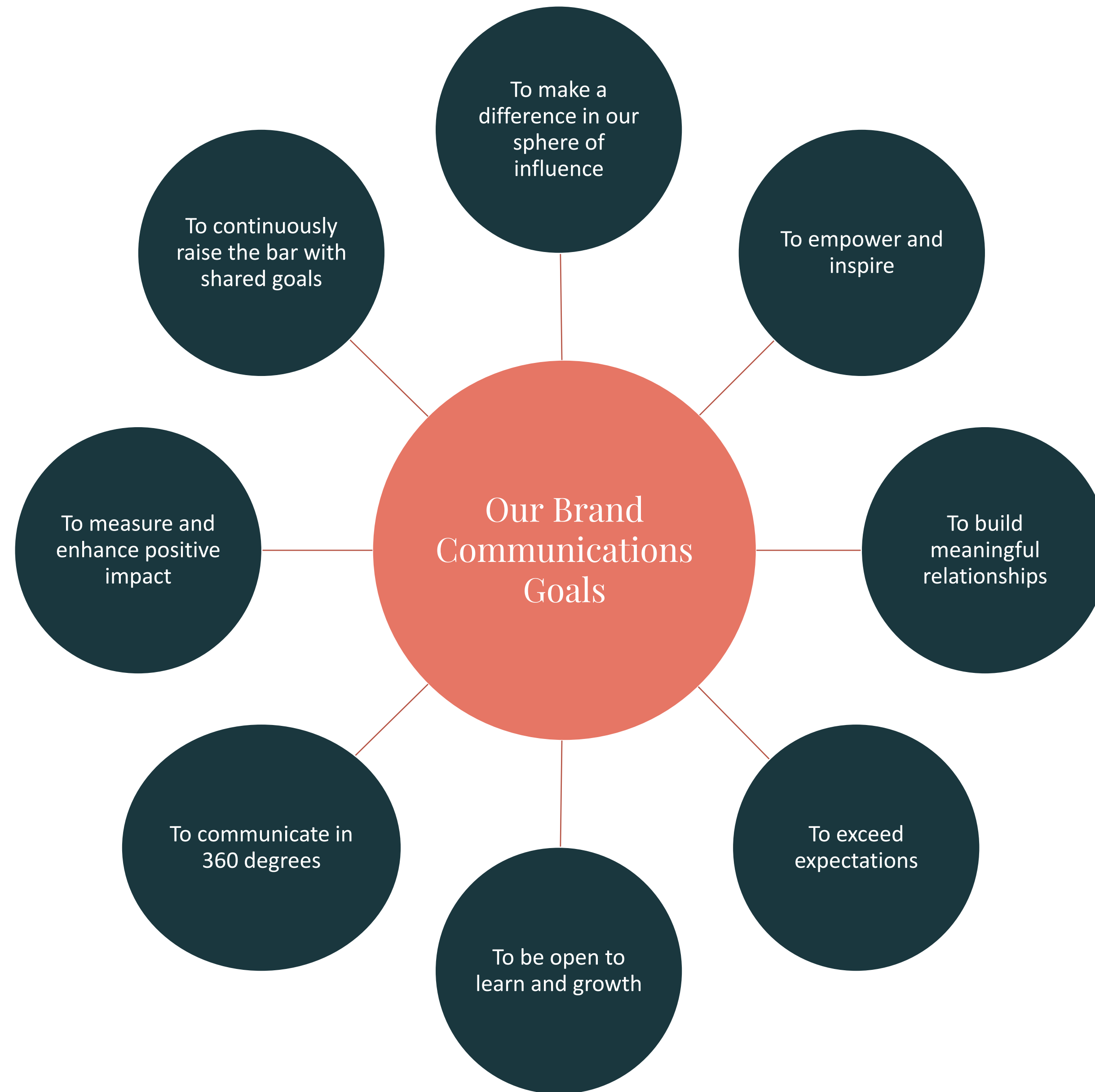
One to one shareholder communication

Our Unchanging Principles



With our Group Companies, we focus on the big picture in the field of communications!

We act with a high sense of responsibility while creating value for our customers, colleagues, shareholders, suppliers and business partners, competitors, society, humanity, and our world. We address our responsibilities in corporate, brand, marketing, and sustainability communications within this big picture, acting with the awareness that each of our steps and approaches will impact the whole.



Alarko Group of Companies

Strategic Priorities of Brand and Sustainability Communications

- To effectively contribute to Alarko's transformation and growth journey from the perspective of brand, reputation, and sustainability management.
- To act with a planning that aligns all Group Companies in line with the umbrella strategy and common goals. To enhance the brand perception and awareness of the Holding and Group Companies.
- To standardize the communications quality of all activity groups.
- To position the umbrella brand as an effective corporate citizen together with all sub-brands.
- To ensure that our brand and sustainability management principles are internalized by all our internal stakeholders.
- To make Alarko Group of Companies a strong employer brand and attract young talents.
- To create the community's 2050 Net Zero roadmap together with all Group Companies, to be a role model in green and social transformation in our country with strong goals and results.
- To diversify and enrich our communication channels, messages, and content with the '360-degree' principle to reach our target audience and stakeholders in the most effective way.
- To regularly monitor, measure, and report the results we achieve with our corporate communications activities.



Alarko Group of Companies

Responsible

Communications Policy

Brand | Marketing | Sustainability

Alarko Responsible Communications Approach

Shaping all its activities on the philosophy of creating multidimensional value for people, the economy, the planet, and the future, **Alarko Group of Companies** also centers its brand and marketing communications activities on the goal of creating sustainable value.

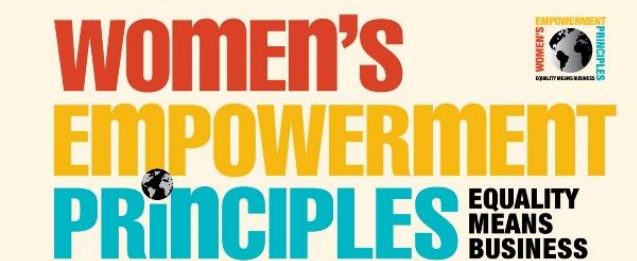
It considers environmental and social impacts in all brand-focused processes, manages related risks, and evaluates opportunities that create positive impacts. Through its brand/marketing communications and social responsibility projects, it contributes to the principles of **the UN Global Compact and the United Nations Sustainable Development Goals**. It develops collaborations within the framework of the 2050 Net Zero Emission targets and responsible investment principles. As a signatory of the **Women's Empowerment Principles (WEPs)**, it takes decisive steps to increase the ratios of female employees, managers, and board members. It sets common goals with Group companies within the framework of international commitments.

Through the actions it implements, it inspires a sustainable future for the sectors it operates in and the stakeholders it serves. It closely follows national and international developments in this direction, establishes collaborations with competent and impactful initiatives in its field, and focuses on continuous learning, development, and expanding its impact by sharing its experience.

It prioritizes measuring the impact of its steps, transparently sharing **sustainability results** with stakeholders, and continuously setting new goals to raise the bar of success.



United Nations
Global Compact



Creating positive value is at the core of the business model.

- **Alarko Group of Companies conducts all its brand and marketing communications activities with the goal of creating positive value in the dimensions of people, economy, and the planet.**
- **It works with a focus on protecting natural resources and biodiversity, supporting climate-friendly technologies, strengthening access to good and sustainable food, supporting the circular economy, increasing female employment, and ensuring equal opportunities in all areas.**
- **It makes all new investment decisions based on sustainability and social inclusion criteria. It takes concrete actions to improve the environmental and social footprint of its existing investment portfolio.**
- **It progresses with the strategy of being an active player with major investments in sustainability and social inclusion. It considers sustainability not as a complementary strategy to its activities but as a fundamental element of its business and strategy development model.**



Values people, does not discriminate

- Works to improve the quality of life for people. Invests in expertise, R&D, and innovation in this direction.
- Fully supports the principles of human rights, justice, occupational health and safety, social inclusion, gender equality, and diversity.

Puts honesty and accountability at the top

- Ensures full compliance with national and international legal regulations, laws, corporate governance principles, personal data protection, and privacy rules in all its activities.



Generously shares its expertise

- Establishes meaningful collaborations to amplify its positive environmental and social impact, develops its employees, sets common goals with group companies, takes actions, and generously shares its experience and expertise.
- Works with the motivation to be a role model in the sectors it actively invests in.
- Strives to increase the awareness and knowledge level of all its stakeholders and sectors.
- Values the sharing of expertise in sustainability by senior executives, and emphasizes thought leadership, advocacy, and spokesperson roles.



Manages and improves environmental and social impacts in brand communications

- Takes responsibility for managing environmental impacts, reducing emissions, and minimizing environmentally harmful waste across all activity groups, facilities, and campuses.
- Considers the environmental footprint in brand and marketing communications projects and takes actions to reduce it.
- Prioritizes suppliers that consider environmental impacts in the procurement processes of brand projects and takes responsibility for transforming existing suppliers in this direction.
- Prioritizes the use of recyclable or recycled materials in promotional products.



Creates value for society

- **Creates tangible and measurable value towards a sustainable future through its social responsibility projects.**
- **Conducts long-term projects that prioritize equal opportunities.**
- **Measures and improves the impact of its social projects.**

Empowers its employees

- **Continuously invests in the knowledge and awareness levels of its employees by offering training and development programs in sustainability, equal opportunities, and social benefit areas.**
- **Enables its employees to play an active role in sustainability efforts.**

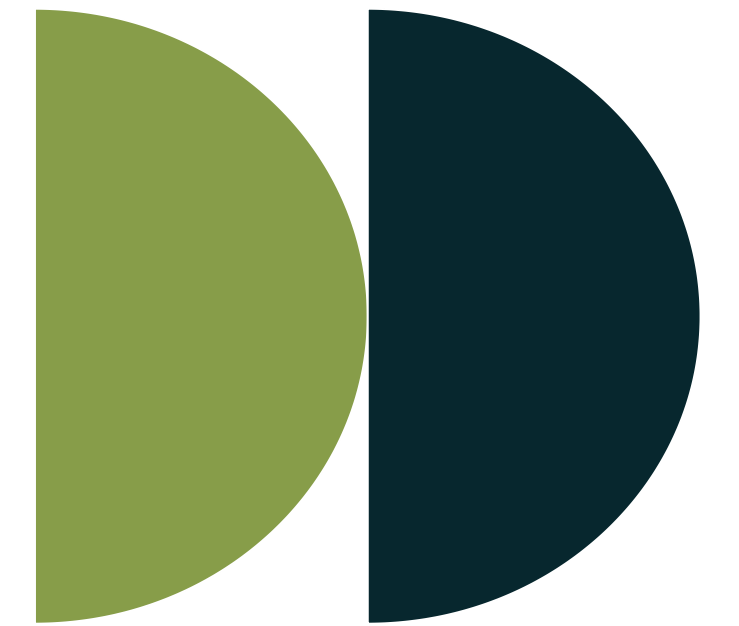


Pays attention to communications language and messages

- Uses an inclusive and respectful communications language.
- Does not discriminate based on religion, language, race, gender, age, or disability.
- Does not advertise on media channels that do not consider social and environmental sensitivities.
- Does not use negative, harsh, or divisive messages and visuals.

Believes in the transformative power of communication

- Raises awareness about gender balance among speakers at sponsorships and conferences.
- Does not participate in award programs that do not act in accordance with sustainability criteria, are not transparent about their jury and evaluation criteria, or demand high financial compensation.



Prioritizes the expectations of its stakeholders

- Does not provide false or misleading information to its stakeholders. Takes corrective action regarding misleading news that appears outside its control.
- Sees feedback, complaints, and suggestions from stakeholders as opportunities for improvement and quickly reflects corrective steps in corporate processes.
- Has the necessary policies and procedures to fulfill its responsibilities to all stakeholders, protect brand reputation, effectively inform the public, and ensure business continuity in crisis scenarios.



Shares its sustainability performance results transparently with stakeholders

- Shares its sustainability performance and future goals transparently with its stakeholders in reports published according to nationally and internationally recognized frameworks.
- Plans its sustainability efforts with measurable targets.
- Provides objective, accurate, consistent, and transparent information in the sustainability reports presented to its stakeholders.



Does not engage in greenwashing

- Bases the communication efforts of its activities that contribute to Turkey's sustainability goals, the 10 principles of the UN Global Compact, the UN Sustainable Development Goals (SDGs), and the Women's Empowerment Principles (WEPs) on measurable results.
- Includes data-driven, consistent information and results in all communication content.
- Does not provide misleading information about sustainability performance in brand content, presentations, reports, and statements published with the Alarko logo, and does not engage in greenwashing.





Alarke Group of Companies
**Memberships, Initiatives
and Certifications**

Memberships and Initiatives

Alarko Holding A.Ş.

TÜSİAD – Turkish Industry and Business Association

BCSD Türkiye – The Business and Sustainable Development Council

UNGC – United Nations Global Compact

WEPI – Women's Empowerment Principles

TKYD – Corporate Governance Association of Turkey

DEİK – Foreign Economic Relations Board

TABA – Turkish-American Business Association

KİD – Corporate Communicators Association

TÜYİD – Turkish Investor Relations Society

KOTEDER – Association of Listed Companies' Executives

International Data Corporation – Advisory Board Membership

Group Companies - Standards and Certificates

Alarko Carrier

ISO 14001 - Environmental Management System
ISO 27001 - Information Security Management System
ISO 9001 - Quality Management System
ISO 45001 - Operational Health and Safety Management System

Alsim

ISO 14001 - Environmental Management System
ISO 9001 - Quality Management System
ISO 45001 - Operational Health and Safety Management System

Attaş

ISO 14001 - Environmental Management System
ISO 14064 - GHG Certificate
ISO 27001 - Information Security Management System
ISO 22000 - Food Safety Management System
ISO 45001 - Operational Health and Safety Management System
ISO 50001 - Energy Management System
TÜV - Safe Tourism Certificate
Travelife - Gold Certified for Accommodation Sustainability
Hygienic Room Inspection Program
Blue Flag
Zero Waste Certificate

Cenal

ISO 27001 - Information Security Management System
ISO 9001 - Quality Management System
ISO 45001 - Operational Health and Safety Management System
ISO 50001 - Energy Management System
ISO 14001 - Environmental Management System
TS EN 450-1 - Certification Regulation for Fly Ash for Concrete
EPDK - Cyber Security Regulation Standard
Zero Waste Certificate

Mepaş

ISO 27001 - Information Security Management System
ISO 9001 - Quality Management System
ISO 10002 - Customer Satisfaction Management System
ISO 18295 - Call Center Management System
Zero Waste Certificate

Medaş

ISO 27001 - Information Security Management System
ISO 9001 - Quality Management System
ISO 10002 - Customer Satisfaction Management System
ISO 45001 - Operational Health and Safety Management System
ISO 18295 - Call Center Management System
ISO 14001 - Environmental Management System
Zero Waste Certificate



**Alarko Group of Companies
Responsible Communications Policy**

was approved by Alarko Holding Board of Directors on 14/11/2024
and came into effect.

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