trendyol

Sustainability Report

2025











The Story of Our Report

Beyond Thresholds:
Sharing Growth

Barriers to access, barriers to market entry, invisible walls that stand in the way of inclusion in the system... From entrepreneurs and suppliers to users and society, growing together is only possible when these barriers are overcome for everyone. At Trendyol, we believe that growth is truly shared beyond these thresholds. Each year, we aim to remove more barriers and create new opportunities across our ecosystem.

Beyond Thresholds became the inspiration for our 2025 Sustainability Report. Because growth has always been about creating value together: every sale made on our platform helps a producer grow their business, every delivery contributes to the livelihood of a business partner, and every new seller helps create employment opportunities for dozens of people. This impact demonstrates that the value created by our platform extends far beyond Trendyol, reaching across our entire ecosystem.

This year, our socio-economic impact analysis shows that every transaction conducted through our platform generates an impact of approximately seven times its value across the Turkish economy. We see the true measure of growth in this multiplier effect created by every threshold we overcome.

We structured every section of this report around this understanding: from our environmental targets and the programs we offer our business partners to the support we provide to women entrepreneurs and the accessible experiences we design for users with visual impairments, the same question underpins every topic: Where is the next threshold?

Because **we measure the value of growth** not by how far it reaches, **but by the opportunities it creates for others and the barriers it leaves behind.**

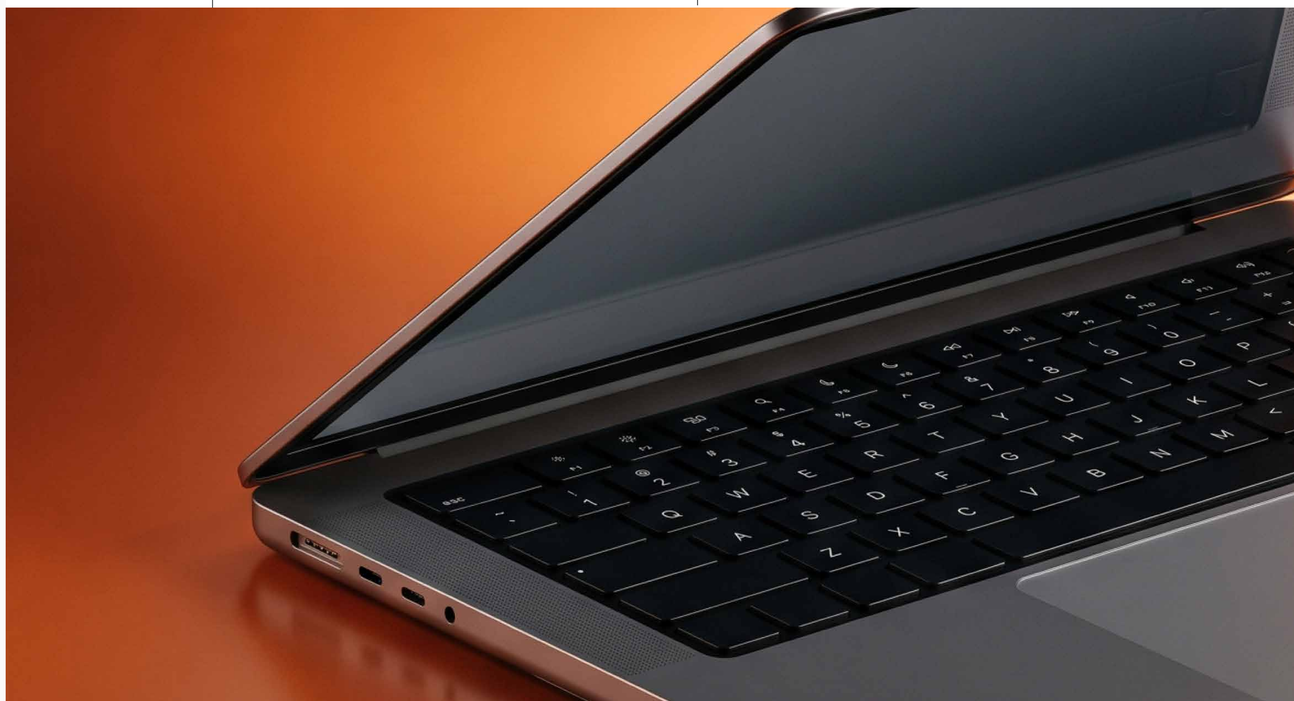
trendyol

Introduction

01

Today, we continue the journey we began in Türkiye as a multi-stakeholder ecosystem spanning 36 countries. As we publish our fourth Sustainability Report under the theme Sharing Growth, we share the steps we have taken in line with our vision to create the greatest positive impact for our ecosystem and Türkiye, as well as our goals for the future.

- **About the Report**
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  - What's New in This Year's Report
- **Interview with Our CEO: Sharing Growth at Trendyol**



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About the Report

We are pleased to publish our 2025 Sustainability Report, prepared under the theme **"Sharing Growth."** Through this report, we share with all our stakeholders the progress we have made, the projects we have implemented, and our goals for the period ahead across the "Planet" and "People" focus areas of the Trendyol Sustainable Impact Plan.

Guided by our value **"Trust in Data,"** we present our performance across all topics prioritized within our sustainability strategy in comparison with previous years. We transparently report not only the areas where we have made progress, but also those where we see opportunities for further improvement.

Reporting Scope, Standards and Frameworks

This report covers all activities carried out across Trendyol Group operations between January 1 and December 31, 2025, including Trendyol Marketplace, Trendyol Express, Dolap, and Trendyol Digital Products and Financial Services.

Our report has been prepared in alignment with the following nationally and internationally recognized sustainability standards, reporting frameworks, and initiatives to which we are a signatory:

Global Reporting Initiative (GRI) Standards

Double materiality approach applied with reference to the European Sustainability Reporting Standards (ESRS) issued under the European Union Corporate Sustainability Reporting Directive (CSRD)

United Nations Sustainable Development Goals (SDGs)

Sustainability Accounting Standards Board (SASB) Industry Standards

United Nations Global Compact (UNGC)

United Nations Women's Empowerment Principles (WEPs)

What's New in This Year's Report

Our 2025 report reflects not only our performance results, but also the structural steps we have taken to strengthen our sustainability governance and reporting approach. In this context, we made significant enhancements to both the content and structure of the report compared with previous years:

- To help our stakeholders gain a clearer understanding of our business model and operating ecosystem, we comprehensively revisited how we present our value chain this year. By bringing together our different business models, services, and value creation processes within a holistic framework, we aim to provide greater visibility into the impact Trendyol creates and the role it plays across its value chain.

- In our 2025 report, we present the results of the double materiality assessment completed during the previous reporting period in their full scope. In line with ESRS 1, ESRS 2, the EFRAG Double Materiality Implementation Guidance, and GRI 3, we systematically present, for the first time, the impacts, risks, and opportunities associated with the material topics identified through our assessment in IRO tables. We also include our double materiality matrix for the first time, bringing together our assessment of the impacts of our activities on people and the environment and the financial effects of sustainability matters on our business model.

- As part of our efforts to strengthen our sustainability governance structure, during the reporting period we initiated the development of a holistic governance model designed to foster stronger ownership of sustainability across the organization, informed by workshops and assessments conducted together with our departments. For the first time, we present a visual overview of the resulting governance model and its roles and responsibilities. As this work continues throughout 2026, we aim to provide a more comprehensive account of its outcomes and the further development of our governance structure in next year's report.

Indicators Used in the Report

To improve readability and make information easier to follow, we use specific symbols to visually represent the common indicators featured across different sections of the report and used to assess our impacts.

Internal Report Link

Website Link

Value Chain Stage Icons

Own Operations

Upstream

Downstream

Our Website and Reports

Our Sustainability Page



2024 Sustainability Report



2023 Sustainability Report



2022 Sustainability Report



Interview with Our CEO: Sharing Growth at Trendyol



"Since Trendyol was founded, **our vision has been to become the company that creates the greatest positive impact for our entire ecosystem and Türkiye.**"

1. The theme of our 2025 Sustainability Report is "Beyond Thresholds: Sharing Growth." What does "sharing growth" mean for Trendyol?

Since Trendyol was founded, we have never viewed growth simply as an increase in our own scale. For us, growth means creating value together, creating new opportunities for everyone in our ecosystem, and ensuring that this value is shared as widely as possible.

Today, Trendyol is a broad ecosystem that brings together millions of customers, hundreds of thousands of business partners, logistics networks and technology teams. Every sale made on our platform helps a seller grow their business, every delivery supports the economic activity of a different business partner, and every new seller contributes to the creation of new opportunities. Therefore, our growth cannot be considered separately from the growth of our ecosystem. As we take our journey, which began in Türkiye, to 36 countries, we are also taking our approach to sharing growth beyond borders. By enabling all our sellers to access new markets and customers, we are expanding the opportunities created by this journey together with our ecosystem.

The socioeconomic impact analysis we conducted in 2025 also demonstrated the tangible impact of this approach. We found that every transaction within the Trendyol ecosystem generates an approximately sevenfold production impact on Türkiye's economy and that our platform supports more than 535,000 additional jobs. It is particularly meaningful to us that this impact extends across a broad range of sectors, SMEs and local producers.

For this reason, when we say "Beyond Thresholds," we are referring to a very fundamental idea: we see the true value of growth not only in how far we have come, but in the thresholds we overcome together. The same thinking lies behind an entrepreneur joining the digital economy and a local producer reaching new markets. As we grow, we want these opportunities to grow with us. Because we believe that as our scale grows, so does our responsibility to share the value we create with a broader ecosystem.

2. Sustainability is no longer a choice, but a necessity. Looking back at 2025, how would you assess Trendyol's sustainability journey this year? What thresholds did you cross, and were there any moments when you thought, "We could have done this better"?

One of the key thresholds we crossed this year was taking structural steps toward making sustainability a shared agenda across the entire organization. Through our double materiality assessment, we reassessed our material topics and identified our impacts, sustainability-related risks and opportunities more systematically. We also initiated the transition to a function-based governance model. With these steps, we further embedded sustainability into the way we do business, while linking our targets not only to today's needs, but also to Trendyol's future growth journey.

We can see the results of this approach in our work across both our People and Planet focus areas.

Under People, we continued to support the development of our team in 2025, while strengthening women's representation in the workplace and in leadership, contributing to the development of our business partners, and continuing to use the opportunities offered by technology to create a more inclusive ecosystem. We provided training, technology, marketing and operational solutions to support the development of SMEs and our business partners, while further developing our initiatives to increase the visibility of women entrepreneurs. Through Villages of Tomorrow, we brought technology's power to create opportunities to rural development, supporting local producers' participation in the digital economy, women's role in economic life, and local producers' access to new markets.

On the Planet side, we acted on a fundamental reality: as our business model grows and our sphere of impact expands, so does our responsibility to manage our environmental impact. We are addressing this responsibility through concrete, long-term commitments: we aim to become carbon neutral in our own operations by 2040 and across our entire value chain by 2050. In line with this ambition, we are focused not only on measuring our environmental impact, but also on reducing it through a data-driven approach.

In 2025, we crossed an important threshold in our transition to renewable energy. We switched to certified renewable electricity across all our logistics centers and operational facilities, sourcing 56% of the electricity we consumed during the year from renewable sources. We aim to complete this transition across all our locations by 2030. At the same time, we continued our projects to improve energy efficiency across our operations and, despite our growing operational volume, succeeded in reducing emissions from our operations by 40% compared with the previous year.

We do not limit our environmental efforts to our own operations. We see preventing waste at source and transitioning to a circular economy as a strategic area of transformation. Dolap is one of the most tangible examples of this. Through Dolap, we enabled more than 14 million second-hand products to find new owners, extending the useful life of these products.

We also continued our efforts to reduce resource use and our environmental impact across our packaging and logistics processes.

Across our value chain, we are focused on driving transformation together. We recognize that a significant share of our carbon emissions originates from our value chain. We therefore carry out initiatives that support our suppliers in improving their energy efficiency and strengthening their sustainability capabilities. Because we know that transformation at Trendyol's scale cannot be achieved solely through improvements in our own operations; we also need to make our business partners and suppliers part of this transformation.

Taking all of this together, I believe 2025 was not only a year in which we launched new projects, but also one in which we made our approach to sustainable growth more systematic and measurable. For us, sustainability is not simply a target; it is an integral part of our approach to growth and long-term value creation.

Of course, there are also areas where we need to improve. As our scale grows, we see that managing our environmental impact becomes increasingly critical. Strengthening our capacity to measure and reduce impacts across our value chain, expanding our energy and resource efficiency initiatives, and tracking the outcomes of the social impact we create more systematically are among our priorities for the coming period.

Looking ahead, the real threshold will be to scale our successful practices alongside Trendyol's growth and extend them more effectively across our entire value chain. In this report, we believe it is important to transparently share not only the areas where we have made progress, but also those where we see opportunities for improvement. In line with our Trust in Data value, what matters to us is not only showing where we stand, but also being clear about where we need to do better.

3. What lies ahead for Trendyol? What do you see as the biggest opportunity and the biggest challenge on Trendyol's sustainability journey?

I believe our greatest opportunity lies in harnessing the power of technology and our ecosystem to create greater sustainability impact. Artificial intelligence and data analytics enable us to measure our environmental impact more accurately and use our resources more efficiently, while the same technological capabilities also offer significant opportunities to support the circular economy, improve accessibility and create more inclusive growth. For us, the real opportunity is to use technology not only as a tool to make our business more efficient, but as a force that enables us to scale the positive impact we create.

Looking ahead, we will accelerate our transition to renewable energy in line with our goal of using certified renewable electricity across all our locations by 2030. At Trendyol Collection, we will continue to prioritize raw materials with a lower environmental footprint and increase the use of recycled materials. We see this as an area of transformation not only for our own operations, but also for the ecosystem we grow together with.

Our greatest challenge will be to continue managing our environmental and social impacts effectively as we grow. As the geographies in which Trendyol operates and our ecosystem expand, so does our responsibility. One of the most important priorities for the coming period will therefore be to apply our sustainability approach with the same consistency and effectiveness across our growing ecosystem as it expands into different geographies.

The next threshold for us is not simply to become a larger Trendyol, but to become a Trendyol that, as it grows, regularly monitors its environmental impact and takes steps to reduce it, creates opportunities for more people, and shares the value it creates with a broader ecosystem. We will continue our journey in line with our vision of creating the greatest positive impact for our ecosystem and our country.



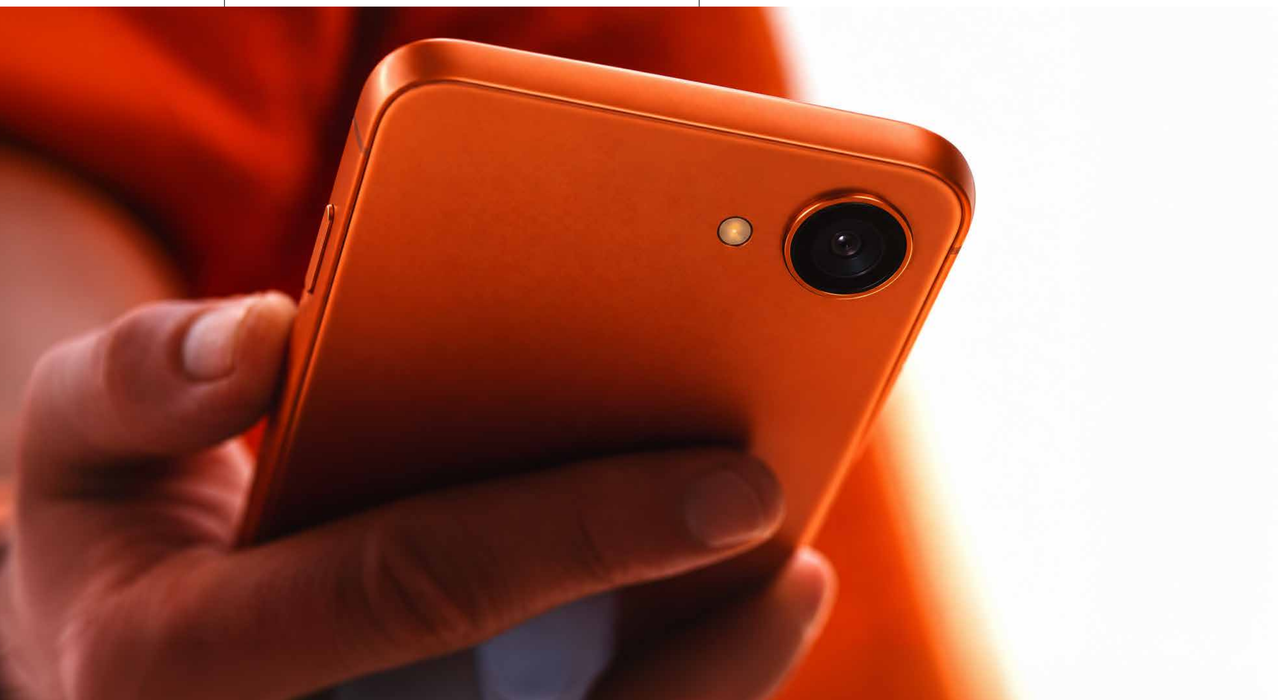
Trendyol Impact Ecosystem

Beyond Thresholds: Sharing Growth

02

At Trendyol, we are more than an e-commerce platform; we are a broad and dynamic ecosystem that brings together sellers, suppliers, logistics partners, customers, and society. Our impact therefore extends beyond the boundaries of our own operations, reaching every link in our value chain and creating a multiplier effect across our ecosystem.

- **Trendyol Group**
- **Value Chain**
- **Our Impact in 2025**
- **Trends Shaping the Future**
- **Trendyol Sustainable Impact Plan**
  - Double Materiality Assessment
  - Sustainability Targets
  - Sustainability Management
  - Stakeholder Engagement



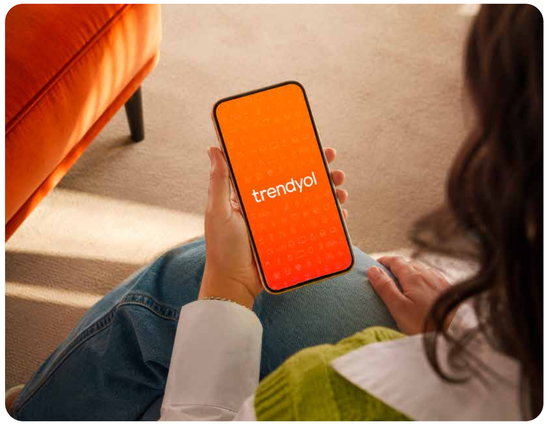
Trendyol Group

Founded as a start-up in 2010, Trendyol is today Türkiye's first decacorn and one of its leading e-commerce ecosystems. Over a journey spanning more than fifteen years, we have evolved from an online shopping platform into an integrated technology ecosystem operating across technology, logistics, second-hand commerce, and financial technologies.

As a technology company, our mission to provide our customers and business partners with a reliable, accessible, and innovative e-commerce experience lies at the heart of everything we do.

We see this mission not merely as a commercial objective, but as part of a broader responsibility to support the digitalization of our business partners, empower local producers, and encourage women's participation in the digital economy. With more than 40 million customers, over 250,000 business partners, and a seller network comprising more than 95% SMEs, we make a significant contribution to the Turkish economy. The total economic impact multiplier generated by activity on our platform is approximately 7x, while our contribution to direct and indirect employment exceeds 535,000 people.

Today, Trendyol operates as a value network that brings together millions of users, hundreds of thousands of business partners, and a diverse range of services. As we harness the power of technology to push the boundaries of commerce, we act with an approach that takes our environmental and social impacts into account. We aim to translate growth into shared value for all our stakeholders and create long-term, sustainable value across all the geographies in which we operate.



Our Mission

To create long-term, sustainable value for our stakeholders, ecosystem, and society across all the markets in which we operate by providing our customers and business partners with a reliable, accessible, and innovative e-commerce experience.

Our Vision

To be the platform most preferred by our customers

To be the platform most preferred by our sellers

To be the employer of choice for our employees

Our Values



- Customer First
- Stronger as a Team
- Always Sincere and Humble
- Strive to Be Better Every Day
- Results Matter
- Trust in Data

Our Services in Türkiye

Through the wide range of services we offer in Türkiye and across the countries in which we operate, we aim to create long-term, sustainable value for all our stakeholders, our ecosystem, and society.

trendyol

Trendyol Marketplace

We offer our customers millions of products across a wide range of categories, from fashion and beauty to home and electronics. While enabling our users to easily find the products they are looking for, we also facilitate our sellers' access to digital commerce.

250K+ business partners

40M+ active customers

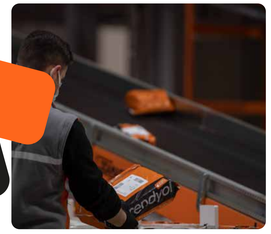
trendyol express

Trendyol Logistics Company

Through Trendyol Express, which combines technology with operational expertise, we provide a high-quality delivery experience across the network connecting our sellers with our customers.

1.3M+ daily deliveries

10K+ delivery points



dolap

Second-Hand Shopping Platform

Through Dolap, one of Türkiye's leading second-hand shopping platforms, we enable our users to give their products a second life, extending their useful life while supporting our users in contributing to the circular economy.

3M+ users

14M+ second-hand products

trendyol services

Digital Products and Financial Services

We make the shopping experience more accessible and flexible through a variety of payment methods, credit card services, and installment payment options. We also facilitate access to credit solutions and offer a wide range of value-added services, including installation, training, and insurance.

20+ payment options



Our International Operations

Our international journey, which began in Germany, now spans a total of 36 countries, including 28 countries across Europe, six countries in the Gulf Region—primarily the United Arab Emirates and Saudi Arabia—and Azerbaijan. In addition to our offices in Istanbul, Izmir, and Ankara, we operate with teams based in Berlin, Amsterdam, Baku, Riyadh, Dubai, and London.

E-exports are at the heart of our international growth. More than 120,000 sellers on our platform benefit from e-export opportunities, and 85% of them are accessing international markets for the first time through Trendyol. Through our locally adapted platforms and technology-enabled infrastructure, we facilitate our sellers' access to cross-border commerce and help them connect their products with customers in new markets.

Together with more than 25,000 local sellers who have joined our platform across Central and Eastern Europe and the Gulf Region, we continue to strengthen our international ecosystem year after year.

We support our growing operations with a robust logistics infrastructure. Through our fulfillment centers in Dubai, Riyadh, and Bucharest, we manage our international operations more efficiently and handle an average of 130,000 international deliveries per day. In doing so, we facilitate access to global markets for our sellers in Türkiye while providing customers in the markets where we operate with an enhanced shopping experience.



Central and Eastern Europe

Since launching our operations in 2024, we have expanded our presence to 10 countries, including Romania, Greece, and Bulgaria.

4M+ active customers

Gulf Region

Since launching our operations in September 2023, we have expanded our presence to 6 countries, including Saudi Arabia and the United Arab Emirates.

4M+ active customers

Other Markets

We also continue our operations in other international markets, including Azerbaijan and Germany.

2M+ active customers

36 Countries

Türkiye
Europe: 28 countries
Gulf: UAE, Saudi Arabia and others
Azerbaijan

10 Fulfillment Centers

Türkiye: Istanbul (4), Ankara (2)
International: Dubai, UAE; Riyadh, Saudi Arabia (2); Bucharest, Romania

2M+ Daily Shipments

Average of 130K+ international deliveries per day

Value Chain

trendyol

Order

Product Listing

Products offered by our sellers (3P), together with products sold through our direct sales model (1P), are made available to customers on Trendyol Marketplace. Our technology infrastructure enables product listing, pricing, and inventory management processes to be managed through a single platform, with more than 1 billion products sold annually.

Shopping Experience

Our more than 135 million monthly active users can explore over 40 million product varieties through a data-driven and personalized discovery experience and complete their purchases through easy and secure payment processes.

We support our sellers in growing their businesses by providing access to financing solutions. Through seller loans and early payment options, we help strengthen their cash flow, while tools such as e-invoicing help streamline their operational processes.

trendyol services

Financial Services

We make the shopping experience more flexible by offering our customers a variety of payment options, credit card services, and installment payment options, while also facilitating access to credit solutions.

First Mile

trendyol express

The First Step into the Delivery Network

Our marketplace (3P) sellers can ship their packages through the logistics partner of their choice. For sellers that choose Trendyol Express, packages are collected according to planned schedules based on seller size and routed either to our First Mile consolidation centers or directly to our sorting centers. By consolidating shipments from different sellers, we increase operational efficiency and manage delivery processes more effectively.

Warehousing

Smart Warehousing and Efficient Inventory Management

Under our direct sales (1P) model, we purchase products into our own inventory and store them across our 10 operational centers in Türkiye and globally. We conduct quality checks, use smart algorithms to allocate products to the most suitable storage areas, and prepare them for order fulfillment at our energy-efficient, Zero Waste-certified facilities. Under the marketplace (3P) model, products are stored at our sellers' own operational centers.

Order Preparation

Order Preparation

Under our direct sales (1P) model, orders are prepared at our fulfillment centers, where our package size recommendation algorithm determines the most appropriate packaging size to ensure products are delivered safely. Wherever possible, we consolidate products being sent to the same customer into a single package and reduce the environmental impact of the packaging process through recyclable packaging materials and digital delivery notes. Under the marketplace (3P) model, our sellers package their products at their own operational centers.

Sorting

Smart Sorting for the Right Route

Our direct sales (1P) products are collected from our fulfillment centers, while marketplace (3P) products are brought together, following the first-mile collection process, either at the facilities of the relevant logistics partners or at Trendyol Express's 16 sorting centers.

Delivery

Last Mile

After-Sales Services

The experience we provide to our customers does not end with product delivery. We enhance the shopping experience through value-added services such as assembly, installation, training, and insurance, while continuing to address our customers' needs after delivery.

The Last Step to the Customer

At the last-mile stage, we deliver orders either to our customers' addresses or to one of our more than 10,000 pick-up points, while ensuring end-to-end visibility throughout the delivery process. During peak periods, we handle up to 2.1 million deliveries per day. We also test electric and alternative-fuel vehicles in our last-mile operations, with the aim of reducing the environmental impact associated with deliveries.

Fast Shipments Through an Extensive Distribution Network

We route packages arriving at our regional distribution centers to more than 350 local delivery branches located closest to recipients' addresses. Through optimized transportation routes, we both improve delivery times and reduce the environmental impact of our operations.

Domestic Operations

Consolidation

Cross-Border Transportation

Delivery

Shipment Consolidation for Efficient Transportation

We bring together e-export shipments from different sellers and regions at our consolidation centers and combine them into a single package. In doing so, we provide our customers with a better experience while reducing the environmental impact associated with logistics.

Cross-Border Transportation

We complete export customs procedures in Türkiye for consolidated shipments and then transport more than 30 million international shipments annually to destination countries by air and road through Trendyol Express and our logistics partners. We also manage customs procedures in destination countries, ensuring that shipments are seamlessly transferred to local delivery networks and delivered to customers.

Order

Delivery

Creating Value in Local Markets

We support the development of local trade ecosystems in the international markets where we operate. Through our local 3P model, we connect sellers with customers in their own markets; meanwhile, through our 1P operations, we offer our customers products sourced from both local and international suppliers.

Cross-Border Operations

Our Stakeholders Across the Value Chain

Business Partners

We work with a diverse range of business partners across our value chain. Under our direct sales (1P) model, we offer products purchased wholesale from brands and suppliers through our own inventory, while our Trendyol-branded products are manufactured by 385 suppliers, nearly all of which are local. Orders are delivered through Trendyol Express couriers and contracted cargo companies. We provide our business partners with a consistent volume of business and support the development of local producers by assessing our suppliers against environmental and social compliance criteria.

Sellers

More than 250,000 business partners, over 95% of which are micro, small, and medium-sized enterprises (MSMEs), grow their businesses through Trendyol Marketplace. Under this third-party (3P) model, where sellers ranging from local businesses to global brands list and sell their own products, we provide access to our large and highly engaged customer base, an easy-to-use interface managed directly by sellers, and campaign and advertising tools that help drive sales-enabling even a small business to reach customers nationwide from day one and, over time, expand into exports by bringing its products to international markets.

Customers

More than 40 million active customers shop from a selection of over 40 million products across categories ranging from fashion and beauty to home and electronics. By combining the variety and competitive prices offered by our broad seller base with a personalized and continuously improving user experience, fast and reliable delivery, and easy returns, we provide our customers with a convenient, secure, and enjoyable shopping journey.

Our Team

Every stage of our value chain is shaped by the contributions of our 4,157 employees, from our warehouses and offices to our technology teams and operational centers. We provide development opportunities for our colleagues who make this journey possible, from the moment products are listed on our platform to their delivery to customers, while embedding the principles of equal pay for equal work and inclusion into our workplace culture.

Society

We extend the impact of our value chain beyond commerce. From supporting the digitalization of our sellers and empowering local producers to promoting women's participation in the economy and supporting rural development, we create social value across every link of our value chain. Through programs such as Villages of Tomorrow, Goodness Movement, and Trendyol Art, we further amplify this impact.

Our Impact in 2025

In 2025, as we shared our growth with our ecosystem, we demonstrated the thresholds we crossed through tangible figures.

We Published Our First Socioeconomic Impact Report

In 2025, we measured the value created by Trendyol in the Turkish economy for the first time using an independent methodology and shared our findings with our stakeholders in a dedicated report. Covering different components of our ecosystem, the analysis enables us to assess our impact not only through our own operations, but across every part of the ecosystem we interact with.

Economic Impact

535 K+
Additional Employment

We contributed to more than 535,000 additional employment.
Our direct and indirect employment contribution in Türkiye in 2025 generated additional demand across a wide range of sectors, from production and logistics to retail.

p. 77

Approx. 7 x
Production Multiplier

Every TRY 1 of activity generated on Trendyol creates an impact of approximately TRY 7 across the Turkish economy.
Through our socioeconomic impact analysis, we assessed the impact of our activities on the Turkish economy.

p. 7

17.2 M
Trainings Completed

We completed 17.2 million trainings with our sellers.
More than 200,000 sellers participated in Seller Academy trainings, with a participation rate of 82%.

p. 76

Planet

56%
Share of Certified Renewable Electricity

We transitioned to I-REC-certified electricity across all our facilities.
We transitioned to I-REC-certified electricity across all our facilities and reduced our market-based Scope 2 emissions by 58%.

p. 38

14 M+
Second-Hand Products

We brought more than 14 million second-hand products back into circulation through Dolap.
By extending the useful life of products, our users help reduce waste generation while also benefiting economically.

p. 56

98.5%
Suppliers Audited

98.5% of our Trendyol-branded product suppliers underwent social compliance audits.
We conducted social and environmental compliance audits covering 385 Tier 1 and 113 Tier 2 suppliers, with coverage among Tier 2 suppliers increasing from 89% to 100%.

p. 57

People and Society

8,874
People Reached

Since 2022, we have reached 8,874 people through "Villages of Tomorrow," "Digital Master," "BlindLook," and our other social impact projects.
Leveraging Trendyol's digital capabilities and ecosystem, we support women's empowerment, quality education, and digital inclusion.

p. 81

3,000
Young People Trained

We introduced 3,000 young people to e-commerce.
Of the young people reached through our Digital Usta program, 288 qualified for the advanced certification program and 46 gained employment opportunities.

p. 81



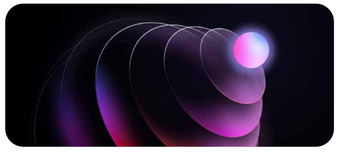
Trends Shaping the Future

At Trendyol, our mission is to provide our customers and business partners with a reliable, accessible, and innovative e-commerce experience. Delivering on this mission requires us to respond not only to today's needs, but also to the expectations of a rapidly changing world. In 2025, digital transformation accelerated, consumer expectations evolved, environmental pressures driven by the climate crisis intensified, and the scope of sustainability regulations expanded. While these developments are reshaping the growth dynamics of e-commerce, they are also creating new areas of risk and opportunity for our industry.

In this rapidly evolving environment, long-term success requires us to closely monitor macro trends and integrate them into our future plans. Accordingly, we continuously analyze developments and distinguish between external factors beyond our control and areas we can influence through strategic decisions. We closely monitor the key trends affecting the ecosystem in which we operate and evolve our strategies accordingly.

Pressure on planetary boundaries, evolving consumer expectations, AI-driven transformation, the transition to a circular economy, and rapidly evolving regulatory frameworks are among the key factors shaping our sustainability approach and supporting our goal of creating long-term value. We view these developments not simply as external factors to be managed, but as areas of transformation that can strengthen our business model and provide long-term competitive advantage. We therefore continuously evolve our sustainability approach as a dynamic framework that adapts to changing conditions and anticipates future needs.

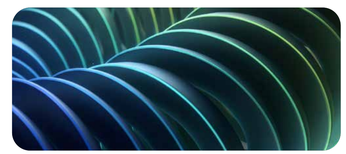
Planetary Boundaries Under Pressure



Our planet is going through a period in which the regenerative capacity of natural systems is under increasing pressure. As of 2025, seven of the nine planetary boundaries have been exceeded, indicating that environmental challenges such as climate change, biodiversity loss, freshwater use, and ocean acidification are intensifying globally. As natural disasters increase in frequency and severity, they create uncertainty across areas ranging from supply chains to logistics operations, while environmental resilience and resource efficiency are becoming increasingly critical in sectors dependent on natural resources.[1] In particular, logistics activities and increasing product flows are heightening the need for solutions to reduce greenhouse gas emissions and manage the environmental impacts of urban transportation.[2]

Sustainability regulations are moving beyond voluntary practices and creating a framework that is transforming the way companies operate. In Türkiye, the Climate Law, Turkish Sustainability Reporting Standards (TSRS), and various sector-specific regulations are expanding the scope of sustainability-related obligations. In Europe, regulations such as the CSRD, Digital Product Passport (DPP), Packaging and Packaging Waste Regulation (PPWR), and Green Claims Directive are increasing companies' responsibilities across their value chains. These developments require more systematic and data-driven approaches to measuring, managing, and reporting sustainability performance.

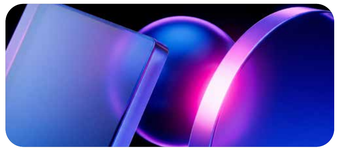
The Scope of Sustainability Regulations Is Expanding



[1] Planetary Health Check, 2025.

[2] World Economic Forum, Transforming Urban Logistics: Sustainable and Efficient Last-Mile Delivery in Cities, 2025.

Consumer Expectations Are Changing



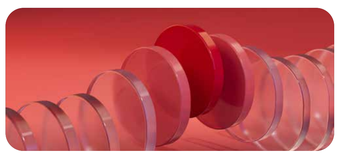
Consumers are no longer considering only product and price in their purchasing decisions; experience, trust, transparency, and sustainability performance are also increasingly important. As the rise of digital channels and social commerce reshapes the way consumers interact with brands, expectations for sustainable products and responsible business practices are also increasing.[3]

Artificial intelligence and digital technologies are fundamentally transforming the way the e-commerce ecosystem operates. From product discovery and customer experience to operational efficiency and decision-making processes, they are creating new opportunities while also reshaping consumer shopping behavior and the way companies engage with their customers. At the same time, the acceleration of digitalization is making data governance, cybersecurity, and digital trust increasingly critical. Risks related to artificial intelligence and cyber insecurity are becoming more prominent in global risk assessments.[4] New regulations introduced in Türkiye are also strengthening governance and compliance expectations in this area.

Technology and AI Are Redefining Business Models



The Transition from a Linear to a Circular Economy Is Accelerating



Resource efficiency, waste management, and extending the useful life of products are becoming increasingly important. Environmental pressures associated with current production and consumption models are making it necessary to use resources more efficiently and redesign product life cycles. Together with regulatory developments and rising stakeholder expectations, circular economy practices are becoming a core element of resource management and value chain design across many sectors.[5]

The common thread across these dynamics is that they are rapidly transforming the business environment in which we operate and requiring companies to adopt a more proactive approach. We therefore systematically monitor sustainability developments and regulations across all the markets in which we operate, particularly Türkiye, Europe, and the Gulf Region.

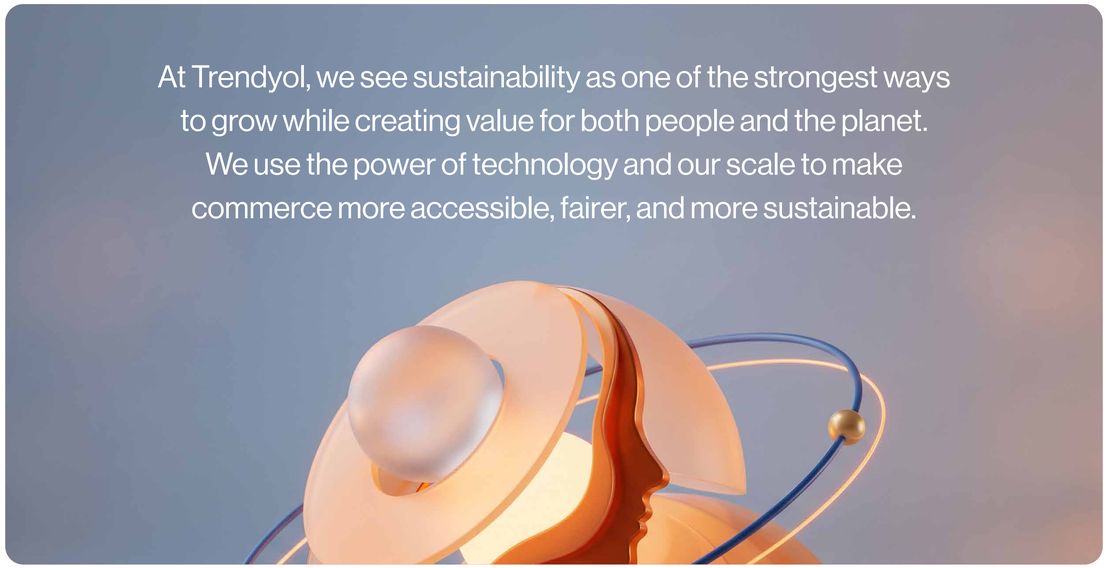
We track both current and upcoming obligations together with their applicability, responsible teams, and timelines, and review them regularly with the relevant teams. This enables us to plan the necessary preparations in advance, align our business strategy with the requirements of a changing world, and strengthen our capacity to create long-term value.

[3] Shopify, Ecommerce Fashion Industry in 2026: Statistics, Trends and Strategies, 2025.

[4] World Economic Forum, Global Risks Report, 2026.

[5] Textile Exchange, Materials Market Report, 2025.

Trendyol Sustainable Impact Plan



As Türkiye's first decacorn, we believe in the importance of acting together with all stakeholders across our ecosystem to address environmental challenges such as the climate crisis, resource scarcity, and water stress, as well as social challenges including unemployment, socioeconomic inequality, and human rights. We conduct our activities with the aim of becoming one of the accelerators of sustainable transformation.

Planet

Reducing Our Footprint, Expanding Our Impact

The pressure of climate change on natural resources makes it essential to accelerate the transition toward a more resilient and low-carbon future. At Trendyol, we consider growing within planetary boundaries, accelerating transformation from our own operations across our value chain, and using resources more efficiently among our strategic priorities.



Carbon Reduction | Packaging and Waste | Sustainable Production and Circularity

People

Removing Barriers, Expanding Opportunities

Across our sphere of influence, from our team and business partners to society, we aim to drive positive and inclusive transformation. We extend our approach to equal opportunity across our entire value chain; strengthen local economies and small businesses; and contribute to women's empowerment and future generations' access to quality education.

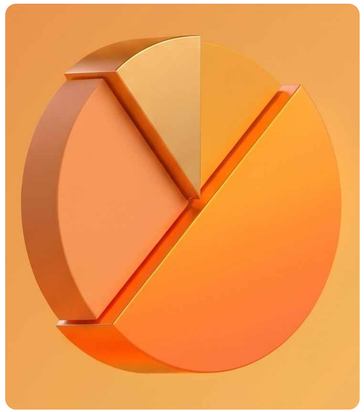


Our Team | Our Business Partners | Society

In line with this approach, we developed the Trendyol Sustainable Impact Plan through a 10-step process spanning sector assessment, the establishment of the Sustainability Committee, maturity assessments, stakeholder engagement, materiality assessments, and target setting. The maturity assessments conducted as part of this process enabled us to objectively evaluate our current position and clearly identify areas for improvement. Assessments carried out with the support of independent consultants showed that we have a strong foundation in strategy, reporting, and performance management, while also identifying opportunities for improvement in governance and stakeholder engagement.

The steps we took in 2025 were largely shaped by these findings. As part of the plan, structured around our two main focus areas, Planet and People, we completed our double materiality assessment and evaluated the impacts we create across our value chain-from our own operations to our business partners and customers-as well as the associated risks and opportunities (IROs). We also broadened stakeholder engagement compared with previous years and strengthened our materiality approach through a more comprehensive and in-depth assessment.





In response to the areas for improvement identified in governance, we mapped our sustainability governance structure comprehensively for the first time in 2025, clarifying the link between sustainability and senior management as well as the roles and responsibilities of the Sustainability Committee and the Sustainability and Social Impact Team. To strengthen our positive impact across our material topics, we reviewed our targets around six pillars: Carbon Reduction, Packaging and Waste, Sustainable Production and Circularity, Our Team, Business Partners, and Society. To support the implementation of these targets and strengthen ownership of sustainability-related matters across Trendyol Group, we initiated a transition to bring the relevant teams together under our function-based governance model.

We see 2025 as a turning point in which our sustainability efforts evolved from individual initiatives into a more strategically integrated approach, embedded more deeply across Trendyol Group's business lines. In line with these efforts, throughout this report we present our key impacts, risks and opportunities, and our approach across our high-priority topics.



Double Materiality Assessment

During the 2024/25 period, we conducted a Double Materiality Assessment to evaluate our sustainability priorities in the context of our value chain, stakeholder expectations, and business strategy. The assessment examined both the impacts of our activities on people and the environment across our value chain (impact materiality) and how sustainability-related risks and opportunities could affect the financial value of our business over the short, medium, and long term (financial materiality).

We designed the assessment in alignment with ESRS 1 and ESRS 2, the EFRAG Double Materiality Implementation Guidance (IG1), and GRI 3: Material Topics, covering our own operations as well as upstream and downstream activities across our value chain.

Drawing on stakeholder input, sector and peer analyses, and internal assessments, we identified 108 impacts, risks, and opportunities across 20 material topics. By assessing impact and financial materiality together, we clarified our priority areas. We use these findings to shape our sustainability strategy and targets, while also integrating potential risks and opportunities across our value chain into our decision-making processes.



Impacts, Risks and Opportunities

One of the key outcomes of our double materiality assessment was the holistic evaluation of the impacts we create across our value chain-from our own operations to our business partners and customers-and the related risks and opportunities across short-, medium-, and long-term time horizons.

This approach not only enabled us to identify our current impacts more systematically, but also helped us anticipate how changes in environmental, social, and economic conditions could affect our business model and value creation capacity, and shape our strategic priorities accordingly.

We consider the identified impacts, risks, and opportunities as a framework that strengthens the integration of our sustainability approach with our business strategy, guides the prioritization of our targets and actions, and supports effective performance monitoring. The table below presents the key impacts, risks, and opportunities associated with our material topics.

Material Topic		Type (I/O/R)	Value Chain Stages
Planet			
Carbon Reduction			
Climate Change	Use of renewable energy in warehouses	I	
	Operational energy consumption dependent on fossil fuels	I	
	International logistics emissions	I	
	Emissions from return logistics	I	
	Pollution impacts from last-mile delivery	I	
	Reduction of environmental impacts through efficiency initiatives	I	
	Operational disruptions caused by extreme weather events	R	
	Reducing emissions by leveraging technology	O	
Energy	Improving efficiency through route optimization	I	
	Risks related to access to renewable energy	R	
	Investments in electric vehicle fleets	O	
	Green financing opportunities	O	
Packaging and Waste			
Packaging Management	Use of packaging materials with lower environmental impact	I	
	Consumer incentive mechanisms for packaging with lower environmental impact	O	
Waste Management	Generation of packaging waste	I	
	Negative environmental impacts arising from waste generation	I	

Material Topic		Type (I/O/R)	Value Chain Stages
Planet			
Sustainable Production and Circularity			
Circular Economy	Supporting second-hand sales and the circular economy through Dolap	I	
	Risk of non-compliance with circular economy legislation and regulations in the EU and Türkiye	R	
Environmental Impact of Products	Product categories with high environmental impact	I	
	Risk of non-compliance with product-related legislation and regulations in the EU and Türkiye	R	
	Sustainable product labeling and filtering on the platform	O	
Sustainable Product Options	Promoting the adoption of sustainable product options through awareness-raising and incentive mechanisms	O	
	Incorrect or misleading product labels	R	
Product Labeling	Water risk in the supply chain	R	
Seller and Supplier Compliance	Working conditions in the supply chain	R	
	Compliance with and traceability of ESG regulations across the supply chain	R	
People			
Our Team			
Talent, Development and Retention	Sustainability-linked performance-based remuneration	O	
	Reducing turnover through talent retention practices	O	
	Early-career, internship and rotation programs	O	
Employee Rights, Health and Safety	Systematic occupational health and safety training	I	
Our Business Partners			
Diversity and Inclusion	Supporting women entrepreneurs and women's cooperatives	I	
	Access to digital markets for SMEs and women-led businesses	I	
Strengthening Local Economies and SMEs	Supporting SMEs through micro-export opportunities and access to international markets	I	
Society			
Social Investments	Stakeholder collaborations	I	
	Employee volunteering programs	I	

Sustainability Targets

We support the steps we take on our sustainability journey with concrete, measurable, and trackable targets. When setting our targets, we take a holistic approach that considers the outcomes of our double materiality assessment, our corporate priorities, our data infrastructure, and the areas we plan to focus on in the future.

Accordingly, we group our sustainability targets into two categories: Strategic Targets, which set out our long-term direction and commitments, and SMART Targets, which we track through defined timelines and measurable indicators.



Strategic Targets

Planet

Carbon Reduction

Accelerate the transition to a low-carbon e-commerce ecosystem by reducing emissions across all processes, from our own operations to our value chain.

Packaging and Waste

Closely monitor developments in packaging, evaluate applicable opportunities, and embed circular economy principles across our operations and value chain by turning waste into value.

Sustainable Production and Circularity

Build a lower-impact, transparent, and circular supply ecosystem by expanding sustainable production, responsible sourcing, and traceability practices.

People

Our Team

Create a fair and inclusive workplace preferred by high-potential talent by embedding the principles of equal pay for equal work, diversity, equity, and inclusion into our workplace culture.

Our Business Partners

Build a strong, inclusive, and sustainable business partner ecosystem by supporting the growth of our business partners and their participation in the digital economy, particularly women entrepreneurs and SMEs.

Society

By 2030, strengthen digital inclusion by supporting women's participation in economic life and access to quality education, while providing accessible and inclusive digital experiences for everyone.

By 2030, provide a platform experience that is fully compliant with applicable accessibility legislation and international accessibility standards across all markets in which we operate.

SMART Targets

Target	Key Performance Indicator	Base Year	2023	2024	2025	Progress Status
Planet						
Carbon Reduction						
Achieve carbon neutrality in our own operations by 2040 and across our entire value chain by 2050	Scope 1 and Scope 2 GHG emissions (tCO_2e)	2022	21,824 tCO_2e - 16% reduction	28,587 tCO_2e - 10% increase	16,930 tCO_2e (market-based) - 35% reduction	Progressing
Ensure the use of certified renewable electricity across all our locations by 2030	Share of certified renewable electricity (%)	2024	--	--	56%	Progressing
Packaging and Waste						
Avoid a cumulative 400 tCO_2e of carbon emissions from packaging materials through packaging improvement projects by 2030	Cumulative emissions avoided (tCO_2e)	2022	40	55	105	Progressing
Reduce the amount of packaging material used per shipment by 5% by 2030	Packaging material used per shipment (kg/shipment)	2025	--	--	0.21	New target
Obtain Zero Waste Certification for our logistics centers by 2030	Number of logistics centers with Zero Waste Certification (#)	2022	258	258	292	On track
Maintain a minimum of 50% recycled content in cargo bags and transparent bag packaging	Recycled content in cargo bags (%)	2022	50%	50%	50%	On track
	Recycled content in transparent bag packaging (%)	2022	50%	50%	50%	On track
Sustainable Production and Circularity						
Produce 20% of Trendyol Collection products using sustainable, certified, and patented materials by 2030	Number of products with sustainable, certified, and patented materials (#)	2022	160,895	519,760	748,853	Progressing
	Share of products with sustainable, certified, and patented materials (%)		0.37%	0.78%	1.41%	
Continue to regularly audit all Tier 1 and Tier 2 suppliers against Environmental, Social and Governance (ESG) criteria by 2030, while maintaining a compliance rate above 90% among Tier 1 suppliers	Share of suppliers audited (%)	2022	100%	98.10%	98.50%	Progressing
	ESG compliance rate among Tier 1 suppliers (%)		77%	86%	90%	
People						
Our Team						
Maintain a minimum of 20 annual training hours per team member	Average annual training hours per team member (#)	2022	22	23	25	On track
Maintain regrettable turnover at 5%	Regrettable turnover rate (%)	2022	3.6%	3.0%	2.5%	On track
Keep the turnover rate among team members with 0–6 months of tenure below 1%	0–6 month turnover rate (%)	2022	0.7%	0.9%	0.6%	On track
Maintain employee satisfaction (NPS) scores at a minimum of 80	NPS score	2022	80	82	80	On track
Our Business Partners						
Increase the number of orders per seller across our business partners by 115% by 2030	Increase in average number of orders per seller (%)	2022	36.2%	61.1%	83.3%	Progressing
Increase the number of daily active selling business partners by 15% by 2030	Increase in number of daily active selling business partners (%)	2022	4.3%	12.8%	12.6%	Stable
Society						
Support the digital and economic empowerment of 50,000 people by 2030 by leveraging Trendyol's ecosystem and digital capabilities	Total number of beneficiaries (cumulative #)	2025	--	--	8,874	New target
Train 5,000 qualified e-commerce specialists by 2030 to support the sustainable growth of the e-commerce ecosystem	Number of specialists trained (#)	2025	--	--	288	New target

Sustainability Management

Achieving the targets we have set under the Trendyol Sustainable Impact Plan requires a strong and effective governance model. At Trendyol, we view sustainability not as the responsibility of a single team, but as a shared agenda across the entire organization. This year, we took important steps to make our governance structure more visible and to further integrate sustainability into the day-to-day operations of our business functions.

Our sustainability governance is built on an integrated structure that brings together different corporate and operational functions. Senior management plays an active role throughout the process, from setting the sustainability strategy and approving targets to regularly reviewing performance.

Our senior management team considers our sustainability targets alongside financial and operational priorities and plays a critical role in ensuring that sustainability considerations are integrated into resource allocation, risk management, and strategic decision-making processes. The Sustainability and Social Impact Team works in close coordination with business and operational teams to support the integration of sustainability priorities across business processes and strengthen strategic alignment across functions.

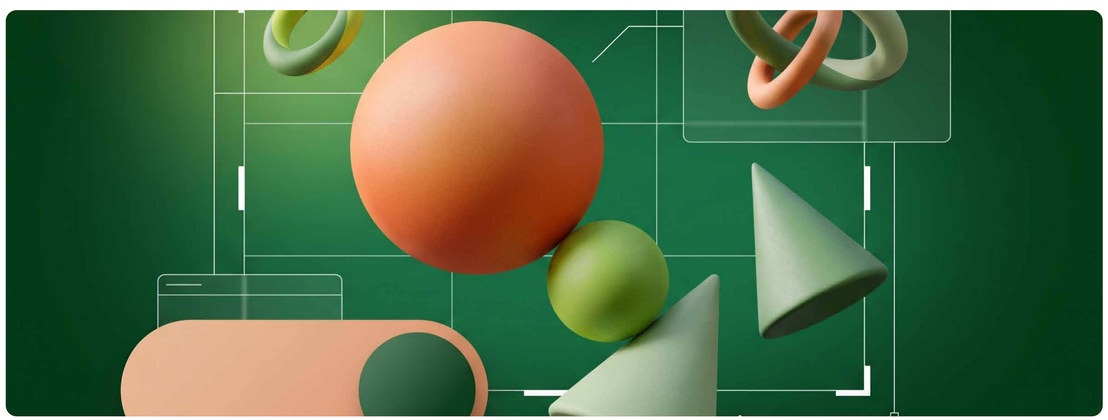
Sustainability Committee

The Sustainability Committee consists of representatives from functions across Trendyol Group. The Committee oversees the alignment of the sustainability strategy with corporate objectives, sets priorities, monitors progress against targets, and ensures coordination across working groups. Meeting regularly throughout the year, Committee members provide guidance to the sustainability team based on their respective areas of expertise, while developing function-specific action plans to strengthen ownership of the targets.

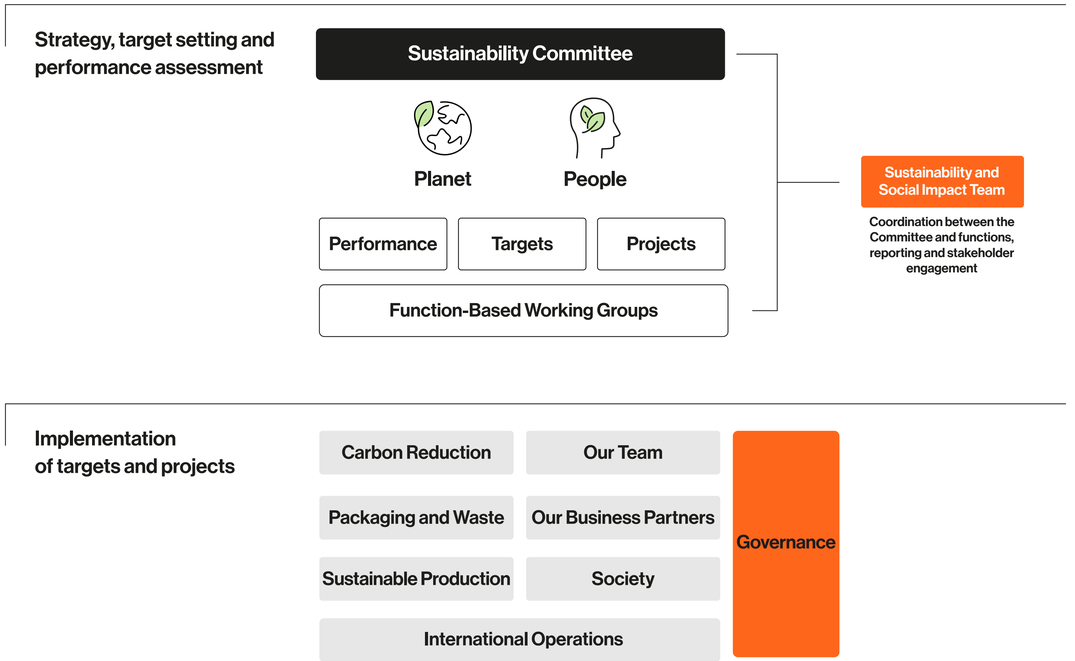
Sustainability and Social Impact Team

The Sustainability and Social Impact Team manages coordination between the Committee and business functions and supports the implementation of strategic priorities at the operational level. The three-person team closely monitors sector developments and regulatory frameworks, helping shape Trendyol's sustainability agenda.

The team also supports the effective functioning of the governance structure by managing stakeholder engagement, reporting processes, and performance tracking.



Our Sustainability Governance Structure



Working Groups

Operating under the Sustainability Committee, our working groups carry out in-depth work across focus areas structured under the Planet and People pillars. More than 100 team members contribute to groups focused on Carbon Reduction, Packaging and Waste, Sustainable Production, Our Team, Business Partners, Society, and Governance.

The working groups monitor sector developments, share good practices, learn from one another, develop projects, and create concrete action plans in line with the targets set. A dedicated International Operations Working Group is also part of this structure to help ensure that our international operations progress in alignment with our sustainability strategy.

In 2025, we initiated the transition from a working-group-based structure to a function-based governance model to further integrate sustainability into our business processes. Through this transformation, we aim to manage the specific sustainability priorities of our different business models and operational processes more effectively, while strengthening accountability for actions and decision-making.

Within this model, individual functions identify the priorities relevant to their areas of activity, implement action plans, and regularly monitor performance to manage their contribution to our sustainability targets. The Sustainability and Social Impact Team supports strategic alignment by coordinating across functions.

Looking ahead, we aim to further strengthen project development, performance monitoring, reporting, and collaboration through regular function- and topic-based workshops led by the team, while embedding our sustainability approach across all business lines through a shared sense of responsibility.



Sustainability Workshops

In 2025, we launched a workshop program designed to move sustainability beyond a broad corporate narrative and connect it more directly with the decision-making areas, priorities, and targets of individual functions. By identifying the sustainability considerations most relevant to each function's area of activity, we aimed to translate our corporate targets into practical and actionable areas that teams could take ownership of.

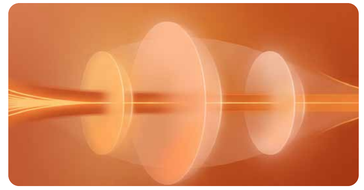
In the workshops, in addition to covering the core sustainability agenda, we jointly assess sustainability topics specific to participating teams' operations, relevant performance indicators, and examples of good practice from the sector. We discuss how these practices could be adapted to Trendyol and support teams in developing concrete project ideas in response to a challenge or opportunity they have identified.

With participation from functions ranging from Operations and Logistics to Human Resources and Legal, we aim to continue these workshops in the coming period by bringing different functions together around shared topics and priorities, and to turn the resulting outputs into projects and action plans.

Stakeholder Engagement

Our stakeholders' guidance plays a critical role in shaping the steps we take on our sustainability journey. We therefore maintain regular and structured dialogue with stakeholders who have different interests and expectations, and organize sustainability-focused meetings that go beyond our routine communication channels.

We do more than simply listen to stakeholder feedback; we actively use it as an input in shaping our strategies and priorities. We believe that creating lasting positive impact requires us to think together, create together, and transform together.



Stakeholder Groups	Who Are They?	Key Areas of Interest and Expectation	Engagement Channels
Our Team	All team members across Trendyol Group	• Career and capability development • Transparent communication • Fair and inclusive workplace • Well-being	Employee Engagement Pulse Survey, leadership meetings, art, music and sports communities, volunteering programs
Sellers and Business Partners	SMEs, individual sellers and entrepreneurs selling on Trendyol Marketplace	• Growth and economic impact • Platform support • Operational experience • Capability development	Business Partner Meetings, Transformation Together Academy, Seller Academy
Customers	Users of Trendyol Marketplace, Trendyol Express and Dolap	• Product and service quality • Secure shopping experience • Sustainable product options • Social contribution	Customer service, in-app feedback mechanisms, Goodness Movement, social media
Suppliers	Manufacturers of Trendyol-branded products and service providers	• Long-term partnerships • Responsible sourcing • Capability development	Supplier assessment processes, Transformation Together Academy
Investors	Trendyol Group shareholders and financial stakeholders	• Financial performance • Corporate governance • Sustainability performance • Sustainable growth	Periodic reporting, one-to-one meetings
Public Authorities and Regulators	Ministries, regulatory authorities and local governments	• Legal compliance • Employment • Consumer rights • Digital economy	Official correspondence, sector working groups, TÜSİAD, TOBB and YASED platforms
Civil Society Organizations	NGOs, foundations and professional organizations	• Social impact • Digital access • Equality and inclusion • Sustainable finance	Goodness Movement, project partnerships, stakeholder meetings, direct collaborations
Media and the Public	Journalists, researchers and the general public	• Transparency • Corporate responsibility • Sustainability performance	Press releases, sustainability report, social media, events

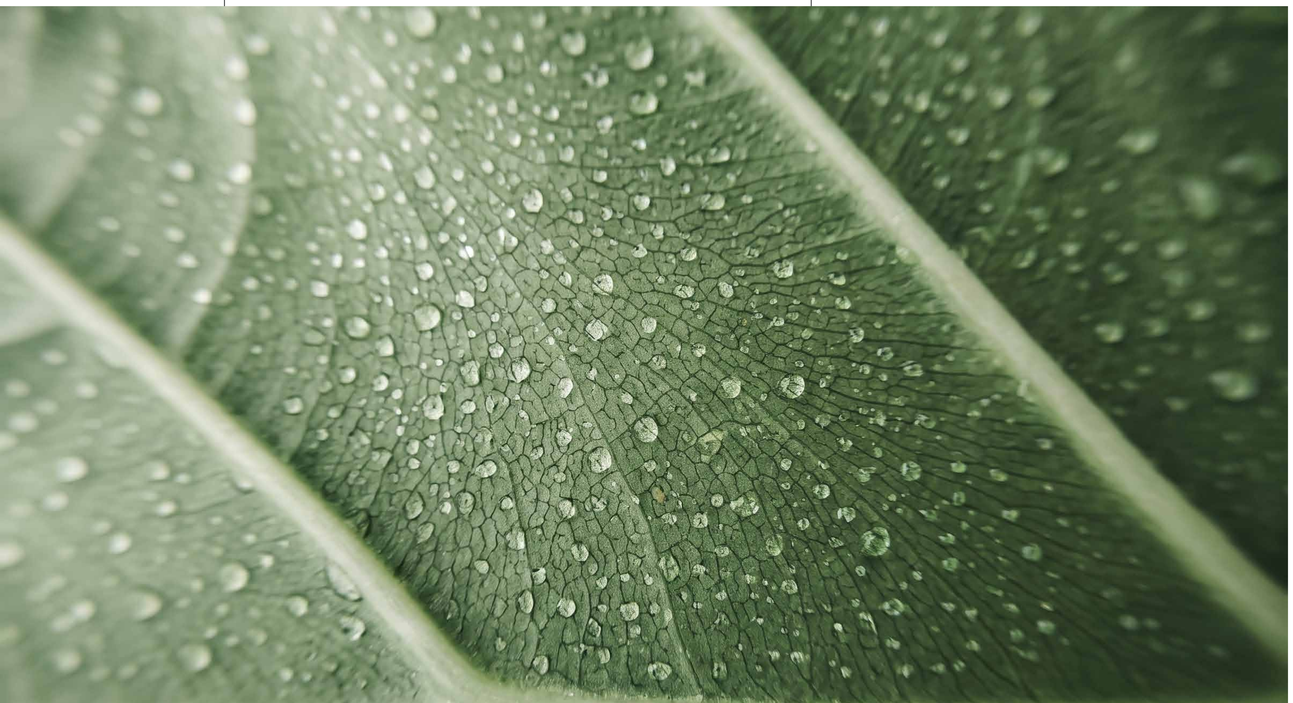
Planet

Reducing Our Footprint, Expanding Our Impact
Sharing Growth

03

As Trendyol's business model grows and our sphere of influence expands, so does our responsibility toward the planet. With this understanding, we continue to grow in a way that respects planetary boundaries, while tracking our environmental footprint through data-driven solutions and implementing transformation initiatives that improve resource efficiency and support a low-carbon future.

- **Carbon Reduction**
- **Packaging and Waste**
- **Sustainable Production and Circularity**



Carbon Reduction



Climate change and mounting pressure on natural resources make it increasingly urgent to accelerate the transition to a more resilient and low-carbon future. As the impacts of extreme weather events, drought, and water stress become more visible, reducing greenhouse gas emissions, accelerating the energy transition, and using resources efficiently are becoming shared responsibilities for all stakeholders. At Trendyol, we consider it a strategic priority to continue growing our business model in a way that respects planetary boundaries, reduce our environmental impact, and create long-term value by extending our decarbonization efforts from our own operations across our value chain.

In line with our 2050 carbon neutrality target, we do not limit our emissions reduction efforts to our own operations; we extend them across our value chain. We assess transformation opportunities and take concrete action across areas including the transition to renewable energy, energy and resource efficiency, low-emission logistics, and more sustainable business models. By leveraging our technology and data-driven approach, we manage our emissions more effectively, identify our reduction priorities, and continue advancing our transformation toward our 2050 carbon neutrality target step by step.

Our Strategic Target

Carbon Reduction

Accelerate the transition to a low-carbon e-commerce ecosystem by reducing emissions across all processes, from our own operations to our value chain.

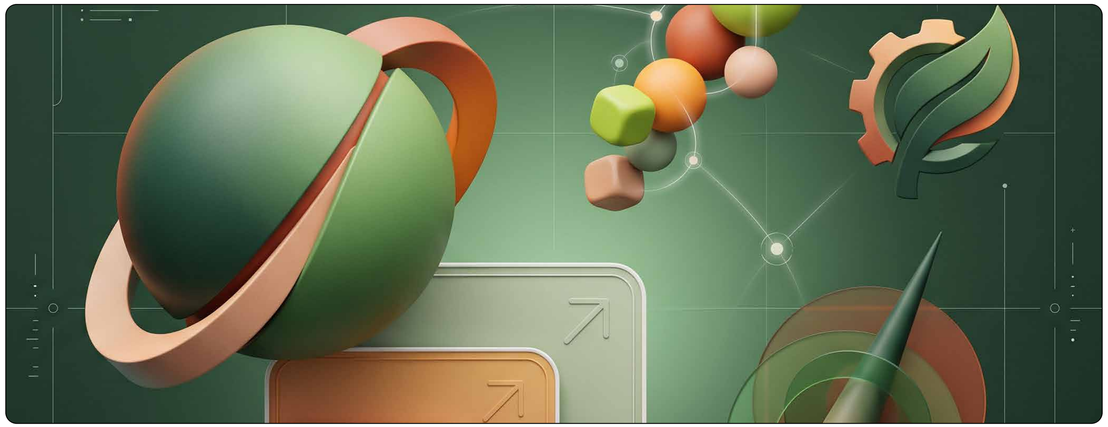


Our SMART Targets

Target	Key Performance Indicator	Base Year	2023	2024	2025	Progress Status
Planet						
Carbon Reduction						
Achieve carbon neutrality in our own operations by 2040 and across our entire value chain by 2050	Scope 1 and Scope 2 GHG emissions (tCO_2e)	2022	21,824 tCO_2e - 16% reduction	28,587 tCO_2e - 10% increase	16,930 tCO_2e (market-based) - 35% reduction	Progressing
Ensure the use of certified renewable electricity across all our locations by 2030	Share of certified renewable electricity (%)	2024	--	--	56%	Progressing

Impacts, Risks and Opportunities

Material Topic	Type (I/O/R)		Value Chain Stages	Current / Potential	Time Horizon
Planet					
Carbon Reduction					
Climate Change	I	Use of renewable energy in warehouses		Potential	Medium Term
	I	Operational energy consumption dependent on fossil fuels		Current	Short Term
	I	International logistics emissions		Current	Short Term
	I	Emissions from return logistics		Current	Short Term
	I	Pollution impacts from last-mile delivery		Current	Short Term
	I	Reduction of environmental impacts through efficiency initiatives		Current	Medium Term
	R	Operational disruptions caused by extreme weather events		Potential	Short Term
	O	Reducing emissions by leveraging technology		Potential	Long Term
Energy	I	Improving efficiency through route optimization		Current	Short Term
	R	Risks related to access to renewable energy		Potential	Medium Term
	O	Investments in electric vehicle fleets		Potential	Medium Term
	O	Green financing opportunities		Potential	Medium Term



Our Decarbonization Roadmap

As global efforts to limit the impacts of climate change accelerate, the business community must also play an active role in this transformation. In line with the goal of limiting global temperature rise to 1.5°C above pre-industrial levels, the decisions being made today mark a critical period that will shape the trajectory of future emissions. As of 2025, the increase in global average temperature has reached approximately 1.4°C, while the 2023–2025 period exceeded the 1.5°C threshold for the first time on a three-year average basis. If current policies continue, global temperature rise is projected to reach approximately 2.3–2.8°C by the end of the century.

We shape our decarbonization strategy around three key focus areas:

- Renewable energy investments to source our energy from cleaner sources,
- Energy efficiency practices to reduce our energy consumption,
- Sustainable logistics solutions to reduce emissions arising from our operations.

The business community has a critical role to play in reversing the current trajectory. This transformation requires companies to make decisions that extend beyond their own operations and encompass the entire ecosystem, from the supply chain to the product life cycle. At Trendyol, as our operations grow, we prioritize the transition to a lower-carbon business model and the development of more efficient and cleaner solutions wherever our climate impact occurs.

In line with our targets to achieve carbon neutrality in our own operations by 2040 and across our value chain by 2050, we continue to advance our efforts.



We believe that accurately understanding where we are today and where we need to go is the first step in this transformation. Accordingly, we calculate our greenhouse gas emissions in line with the GHG Protocol and ISO 14064-1:2018, while continuously improving the scope and quality of our data each year. As we manage the climate impact of our growing business volume, we are also implementing solutions to reduce emissions across different points of our operations and value chain.

We view these three areas not as separate efforts, but as complementary components of our decarbonization transformation. As we shift to cleaner energy sources, we also reduce consumption; as we improve the efficiency of our operations, we also lower the carbon impact of our logistics processes. In this way, we turn our growth into an opportunity to reduce our environmental impact and support a low-carbon operating model.

Emissions from Our Operations

We consider the renewable energy, energy efficiency, and sustainable logistics priorities set out in our decarbonization roadmap to be the key levers for improving the emissions performance of our operations. Accordingly, we assess our emissions alongside the growth of our operations and manage this growth through an approach that keeps our environmental impact under control.

In 2025, our Scope 1 emissions amounted to 8,451 tCO_2e, while our market-based Scope 2 emissions were 8,479 tCO_2e, bringing total emissions from our operations to 16,930 tCO_2e.

Compared with our 2022 base year, **we reduced emissions from our operations by 35%, and by 40% compared with the previous year.** This performance was driven primarily by the 58% reduction in our Scope 2 emissions. Meanwhile, as a result of our growing operational volume and expanding scope of activities, our Scope 1 emissions increased by 2.5%, from 8,248 tCO_2e to 8,451 tCO_2e. Despite this increase, we maintained our carbon intensity at a stable level, helping to limit the impact of growth on our emissions.



Emissions (tCO_2e)	2023	2024	2025
Scope 1	7,676	8,248	8,451
Scope 2 – market-based	14,148	20,339	8,479
Scope 2 – location-based	14,148	20,339	19,224
Total Scope 1+2 – market-based	21,824	28,587	16,930
Total Scope 1+2 – location-based	21,824	28,587	27,675

Emissions from Our Value Chain

We do not limit our responsibility in addressing the climate crisis to our direct operations; we act by considering our impacts across the entire value chain. Scope 3 emissions, spanning from our suppliers and customers to logistics operations, product use, and end-of-life, account for 95.6% of our total emissions. We therefore see a significant share of our emissions reduction potential within our value chain and shape our efforts accordingly.

In 2025, our Scope 3 emissions amounted to 366,515 tCO_2e, with the Purchased Goods and Services category accounting for 59.3% of total Scope 3 emissions. Accordingly, we identify our priority areas for reducing value chain emissions and aim to strengthen our reduction performance through initiatives spanning our supply chain and logistics operations.

As of 2025, the year for which our most recent and complete reporting data is available, our greenhouse gas emissions are as follows:

61.3%

Upstream
Scope 3

- **Procurement and Capital Purchases** — **Category 1:** 217,257 tCO_2e; **Category 2:** 4,859 tCO_2e
- **Energy, Fuel and Waste** — **Category 3:** 3,956 tCO_2e; **Category 5:** 22 tCO_2e
- **Business Travel and Employee Commuting** — **Category 6:** 2,299 tCO_2e; **Category 7:** 6,610 tCO_2e
- **Upstream Transportation and Distribution** — **Category 4:** 20 tCO_2e

4.4%

Our Own Operations
Scope 1 and 2

- **Offices and Logistics Centers**
- **Vehicle and Fleet Use** — **Scope 1 (Mobile Combustion)** 2,177 tCO_2e
- **Purchased Electricity** — **Scope 2** 8,479 tCO_2e (market-based)

Scope 1 (Stationary Combustion) 6,274 tCO_2e

34.4%

Downstream
Scope 3

- **Downstream Transportation and Distribution** — **Category 9:** 113,216 tCO_2e
- **Product Use and End-of-Life** — **Category 11:** 10,048 tCO_2e; **Category 12:** 8,230 tCO_2e

The percentages indicate the respective share of Trendyol's total emissions.



Transformation Together: Moving Forward Across Our Value Chain

We recognize that we cannot manage the impacts across our value chain alone. We see reducing the climate impact of our value chain as a long-term, collaborative transformation and have designed our Transformation Together approach to make our entire ecosystem-particularly our suppliers-part of this journey. Through this three-step approach of Measurement, Awareness Building, and Taking Action, we make our value chain impacts visible, strengthen knowledge and capabilities, and implement tangible improvements together.

Measurement

At the measurement stage, we have expanded our boundaries to cover our entire value chain. By calculating our Scope 3 emissions across 11 categories, we make the full extent of our climate impact visible. We conduct our calculations using a methodology aligned with the GHG Protocol and continue to improve our data quality and calculation scope each year.

Awareness Building

We use **our training programs and the Transformation Together Academy** as key tools to strengthen our suppliers' capabilities in climate action and resource efficiency. **Through the Supplier Energy Efficiency Transformation Program, conducted with 11 of our major suppliers**, we support energy efficiency while strengthening capabilities to measure and reduce emissions through the Carbon Footprint module. In this way, we contribute to expanding sustainability knowledge and practices across our ecosystem.

Taking Action

We focus on turning measurement and awareness into tangible improvements. In 2025, through initiatives across our packaging and logistics processes, **we avoided the consumption of 30 tons of plastic.** We also reused **35 tons of cardboard** received from our suppliers in our packaging processes rather than allowing it to become waste. In doing so, we reduce resource use across our value chain while scaling solutions that extend the life cycle of materials.

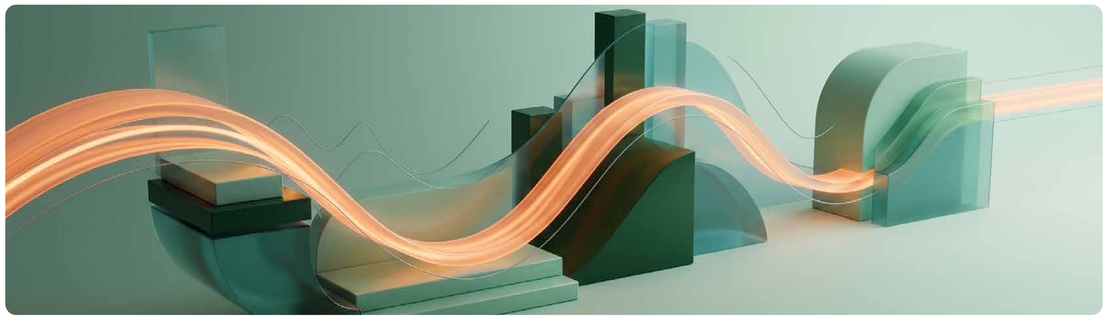


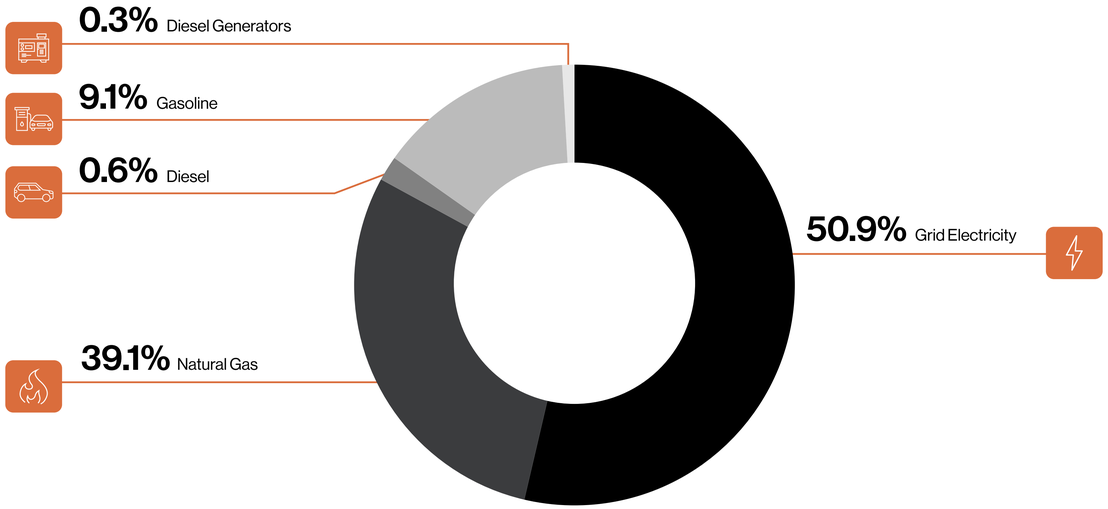
Energy Consumption

In line with our target of achieving carbon neutrality in our own operations by 2040, we approach energy management along two dimensions: **reducing consumption** and **transforming the sources of the energy we use.** We regularly monitor our energy consumption, implement improvements in areas with efficiency potential, and continue advancing the transition to renewable energy as an important part of our decarbonization roadmap.

In 2025, we both implemented practices to improve energy efficiency across our existing operations and took important steps toward the transition to renewable energy.

Throughout the year, we consumed **a total of 86,917 MWh of energy** from different sources. Electricity accounted **for 50.9%** of our energy consumption, while natural gas accounted **for 39.1%.** Diesel used in our generators, together with diesel and gasoline consumed by our leased vehicles, made up the remaining share.





Transition to Renewable Energy

Transforming the source of the electricity we use is one of the most direct ways to reduce the carbon impact of our operations. Accordingly, in 2025, we began sourcing the electricity consumed across all our logistics centers and operational facilities from I-REC-certified sources. Throughout the year, 56% of the electricity we consumed was sourced from certified renewable sources. With the contribution of this transition, our market-based Scope 2 emissions decreased by 58% compared with the previous year.

56%
of the electricity we consumed throughout the year was sourced from certified renewable sources.

58% reduction
in our market-based Scope 2 emissions compared with the previous year.



We are not limiting our renewable energy transition to purchased electricity; we are also advancing investments to build our own renewable energy generation capacity. Through our wind and solar energy projects, which are currently undergoing regulatory processes, we aim to generate approximately 175,000 MWh of renewable energy.

Energy Efficiency in Our Operations

We approach energy efficiency not as a collection of individual projects, **but as a management approach built on measurement, analysis, and continuous improvement.** We closely monitor energy consumption across our logistics centers, identify inefficiencies, and use the resulting insights as a basis for new efficiency initiatives.

Our SCADA infrastructure forms the foundation of this system. Each of our logistics centers has an average of 250–300 energy measurement points; we monitor electricity, natural gas, and water consumption on a monthly basis using analyzers and meters. Thanks to a system that generates automatic alerts when established set values are exceeded, we can quickly address deviations and identify areas with improvement potential through comprehensive year-end analyses.

Through the Formula System, we assess operational data using standardized calculation and analysis methods, allowing us to identify efficiency opportunities in a more measurable and comparable way.

In 2025, we implemented 13 energy efficiency projects across five logistics centers. These projects delivered savings of 828,795 kWh of electricity and 74,916 Sm^3 of natural gas, corresponding to an emissions reduction of 550 tCO_2e. The projects also enabled us to save 8,802 m^3 of water.



Managing HVAC Systems with Data

We manage our HVAC systems more precisely using data from our measurement and automation infrastructure. Outdoor temperature data collected from meteorological stations located on the roofs of our logistics centers is integrated into our energy monitoring system together with indoor measurements. Based on this data, our SCADA operators adjust temperature set points, ensuring that HVAC systems operate within the optimal required range and avoiding unnecessary heating and cooling consumption. Through this practice, we achieved savings of 92,832 kWh of electricity and 2,981 Sm^3 of natural gas.

Through 13 energy efficiency projects implemented across five of our logistics centers:

828,795 kWh
Electricity savings

74,916 Sm^3
Natural gas savings

8,802 m^3
Water savings

We are expanding our energy efficiency efforts across a range of areas, particularly HVAC, heating, lighting, and automation. We optimize ventilation and air-conditioning settings in HVAC systems and implement practices that improve the efficiency of natural gas use. While preventing unnecessary consumption in lighting systems, we use automated control applications to align energy use with actual needs.

Through our Waste Hunting approach, we systematically identify points in our operational processes where unnecessary use of resources, energy, and materials occurs and work to reduce these losses. In addition, with our Patented Storage solution, we use idle spaces between warehouse floors for storage purposes, improving the use of existing capacity and reducing the need for additional space.

By integrating radiant heaters into the SCADA system, we enable centralized control, thereby improving both energy and operational efficiency.



Reusing Rainwater

At our Ceviz warehouse, we collect rainwater from rooftops in a 315 m^3 storage tank, pass it through a filtration system, and reuse it in warehouse operations. Through this system, we utilize approximately 4,500 m^3 of rainwater per year as an alternative water source, reducing our use of mains water and contributing to the more efficient use of water resources.



Energy and Fuel Efficiency in Our Logistics Operations

The scale of our delivery operations makes reducing logistics-related emissions a key focus of our decarbonization roadmap. In 2025, we carried out our deliveries across 81 provinces, through 16 transfer centers and 350+ branches, traveling more than 75 million kilometers throughout the year. To reduce the carbon footprint of an operation of this scale, we develop data- and technology-driven solutions across different stages, from route planning and vehicle utilization to fleet transformation and shipment design.

Redesigning Routes with Data

Through transfer optimization projects between our warehouses in Türkiye and the Central and Eastern Europe (CEE) region, we reduce transportation distances and fuel consumption.



Testing Low-Emission Solutions Across Our Fleet

To reduce the carbon intensity of our delivery fleet, we test electric and alternative-fuel vehicles and evaluate low-emission delivery models suited to our operational conditions.

Planning Fuller Vehicles and More Efficient Trips

Through vehicle load optimization aimed at increasing vehicle utilization rates, we seek to make more efficient use of the same transportation capacity.





Optimizing Packaging and Logistics Together

We improve shipment efficiency not only through our vehicles, but also through the way we package orders. At our consolidation centers, we combine orders arriving from different warehouses into a single package, reducing the number of shipments, while improvements in packaging design enable us to use transportation capacity more efficiently. In 2025, these initiatives helped us avoid more than 500,000 kilometers of travel.

Packaging and Waste



Growing global resource consumption and increasing pressure on natural resources make the transition to a circular economy-where resources are used more efficiently and waste is prevented from the outset-ever more necessary. Packaging and waste management are key areas of this transformation, while evolving regulations and shifts across supply chains are creating new responsibilities for businesses. At Trendyol, we view the circular economy as a strategic approach that not only reduces our environmental impact, but also supports resource efficiency and long-term resilience.

Accordingly, we focus on preventing waste at source and keeping resources within the system for as long as possible. We continue to develop our packaging and waste management approach holistically-from reducing packaging use and increasing the use of more sustainable and recycled materials to exploring reuse alternatives and working together with our business partners across the value chain.

Our Strategic Target

Packaging and Waste

To closely monitor developments in packaging and evaluate applicable opportunities, while turning our waste into value and embedding circular economy principles across our operations and value chain.

Our SMART Targets

Target	Key Performance Indicator	Base Year	2023	2024	2025	Progress Status
Packaging and Waste						
Avoid a cumulative 400 tCO_2e of carbon emissions from packaging materials through packaging improvement projects by 2030	Cumulative emissions avoided (tCO_2e)	2022	40	55	105	Progressing
Reduce the amount of packaging material used per shipment by 5% by 2030	Amount of packaging material used per shipment (kg/shipment)	2025	--	--	0.21	New Target
Obtain Zero Waste Certification for logistics centers by 2030	Obtain Zero Waste Certification for logistics centers by 2030	2022	258	258	292	On Track
Maintain a minimum of 50% recycled content in cargo bags and transparent bag packaging	Recycled content in cargo bags (%)	2022	50%	50%	50%	On Track
	Recycled content in transparent bag packaging (%)	2022	50%	50%	50%	On Track

Impacts, Risks and Opportunities

Material Topic		Type (I/O/R)	Value Chain Stages	Current / Potential	Time Horizon
Planet					
Packaging and Waste					
Packaging Management	Use of packaging materials with lower environmental impact	I		Current	Short Term
	Consumer incentive mechanisms for lower-impact packaging	O		Potential	Short Term
Waste Management	Generation of packaging waste	I		Current	Medium Term
	Negative environmental impacts arising from waste generation	I		Potential	Medium Term



Waste Management

We approach waste management not as a disposal process, but as a strategic area of transformation in the transition to a circular economy. In line with this understanding, we prioritize preventing waste before disposal; wherever possible, we reuse and recycle materials or recover them for energy. By extending this approach across different stages of our value chain, we aim to reduce not only the waste we generate today, but also the amount of waste that may be generated in the future.



Our Five-Step Waste Management Approach

We manage waste through a five-step hierarchy comprising prevention, reduction, reuse and recycling, energy recovery, and disposal. Waste that cannot be recovered is sent to disposal facilities using methods compliant with applicable regulations.

We believe that the most effective way to reduce waste generation is to prevent it at source. Accordingly, we regularly review material use and processes across our operations and focus on reduction opportunities where reuse is not possible.

- We assessed alternatives for reusing packaging returned through our returns processes. However, our assessments showed that the physical condition of these materials was not suitable for a second use. Accordingly, we shifted our focus from reuse **toward preventing waste generation and reducing material use.**

- The frequent replacement of cardboard boxes used on our warehouse shelving due to deformation is another area where we see reduction potential. We plan to conduct a feasibility study on transitioning to more durable storage solutions, pilot the most suitable solution at one facility, and scale it up if successful.

- We separate different types of waste at source, including paper, plastic, glass, metal, electronic waste, toner, cartridges, and waste batteries; we send organic waste to **biogas facilities** and waste vegetable oils to **bioenergy facilities**.

- As part of our target to obtain Zero Waste Certification for our logistics centers by 2030, **as of 2025, 292 of our logistics centers operate with Zero Waste Certification**. We support this process through communication initiatives that raise awareness among our team and through waste separation stations installed on site.

Where reuse and recycling are not possible, we consider **energy recovery**; hazardous waste that, by its nature, cannot be recovered is disposed of in compliance with applicable regulations. In this way, we aim to extend the life cycle of waste for as long as possible.



Waste Reduction Through the Dolap App

Our Dolap app, which facilitates second-hand shopping, extends the useful life of products by enabling them to be reused and helps reduce waste generation. By supporting the recirculation of unused products, we contribute to more circular consumption patterns.

Our Performance

We continue to evolve our waste management approach from “managing waste after it is generated” to “preventing it from being generated.” Through this model-spanning prevention and reduction, reuse, recycling, and energy recovery-we aim to preserve the value of resources for as long as possible.

In 2025, our operations generated a total of 2,371 tons of waste. Non-hazardous waste accounted for 99.2% of this amount. We directed 99.9% of our waste to recycling and recovery processes. Hazardous waste that required disposal by its nature was sent to disposal facilities using methods compliant with applicable regulations.

Waste Management (tons)	2023	2024	2025
Non-Hazardous Waste	1,945	1,822.8	2,353.4
Hazardous Waste	65	51.5	17.6
Recycled Waste	1,887	1,874.3	2,370.8
Incinerated Waste (with Energy Recovery)	0	0	0
Disposed Waste	0	0.16	0.16
Total Waste	**2,010**	**1,874.3**	**2,371**





Sustainable Packaging Initiatives

The journey of an order does not end with delivery; we are also rethinking the journey of the packaging we use. While ensuring that products reach customers safely and without compromising durability, we develop solutions that reduce the resource use and environmental impact of packaging. By considering product type, delivery conditions, and operational requirements together, we aim to use less material at every stage, from packaging design to material selection, and to make more efficient use of resources. We also assess the results of the practices we implement as a basis for further improvements.

In 2025, we used a total of 1,105.2 tons of packaging materials. Plastics accounted for 93.7% of this amount, while paper and cardboard packaging accounted for 6.3%.

Packaging Use (tons)	2023	2024	2025
Plastic Packaging	271	528	660.7
Cardboard Packaging	262	412	444.5
Total	**533**	**940**	**1,105.2**

Accordingly, we build our packaging approach around three core principles: using less material, reducing the environmental impact of the materials used, and reusing materials wherever possible.

Less
material

Lower-impact
alternatives

Longer
life cycle



Less Material

One of the most direct ways to reduce the environmental impact of packaging is to reduce the amount of material we need. For this reason, we develop solutions that deliver the same function with less material across different areas, from packaging design to labeling processes.

26.5 Tons Less Plastic

In 2025, we continued our efforts to reduce the thickness of our transparent product bags. As part of our work to source bags at 60 microns instead of 70 microns, **we saved 26.5 tons of polyethylene** and **avoided 74 tCO_2e of emissions.** If operational quality conditions allow, we aim to transition to 50 microns in our returns, inventory, and related operations.



From Three Labels to One

We continue our efforts to reduce the number of labels used in our corporate sales operations. We have reached the necessary alignment on customs processes and plan to roll out the technology developments that will consolidate **three labels into a single label** across all our regions.

Efficiency-Focused Design, 30% Fewer Vehicles

We consider packaging design together with shipment efficiency. By redesigning the structure of our boxes, we increased the number of products that can be placed on a pallet. As a result, **we can transport the same shipment volume using 30% fewer vehicles.**

Fewer Rolls, Less Transportation

We also focused on material and operational efficiency in our labeling processes. We increased the number of labels per thermal label roll **from 400 to 650 while reducing the inner diameter of the core.** This enabled our packaging teams to change label rolls only once during the day. The resulting reduction in the number of rolls also **lowered the need for supplier shipments, helping eliminate 45 truck trips.**



Lower-Impact Alternatives

In addition to the amount of material we use, we also consider the nature of those materials to be an important part of our packaging approach. As we expand the use of recyclable, recycled, and responsibly sourced alternatives, we also ensure that new material options continue to meet our operational requirements.

100%
of our cargo bags are made **from recyclable materials.**

Higher Recycled Content in Cargo Bags

We consider increasing the recycled content of our transparent product packaging to be one of our priority technical focus areas. **In 2025, we carried out studies to increase the recycled content of transparent cargo bags and conducted barcode readability and operational performance tests.** By evaluating alternative material solutions, we aim to increase recycled content while maintaining product safety and operational requirements.



50%
recycled content continued to be used in our cargo bags in 2025.

Local Sourcing of Packaging Materials

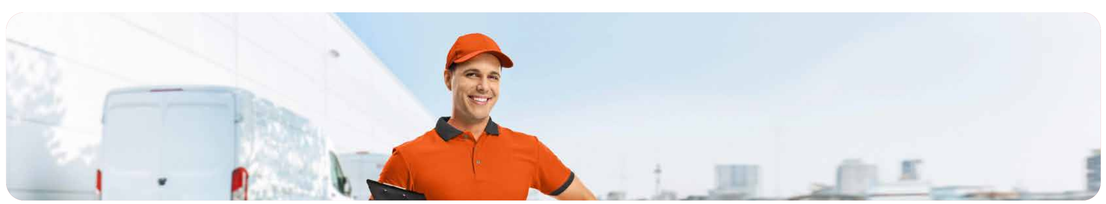
We also see reducing the distance over which packaging materials are sourced as an opportunity to lower environmental impact. We localized the sourcing of boxes and shoe boxes for our operations in the United Arab Emirates and Saudi Arabia. **As a result, we eliminated 12 truck trips and 36,000 kilometers of transportation.** We continue our efforts to source different packaging materials locally across different markets.

50%
minimum recycled content is mandatory for all suppliers of our transparent product packaging.

100% FSC-Certified Labels

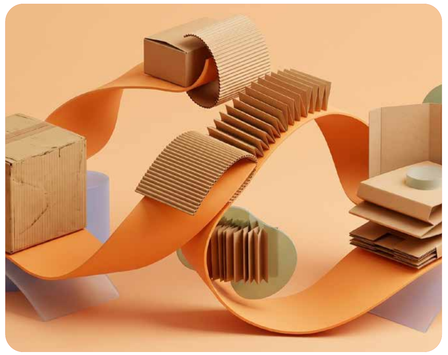
As part of the sustainable product labels project launched in 2023, we worked to transition to more environmentally responsible paper for Trendyol-branded products. We achieved our target in 2024 by switching to labels made **from FSC-certified paper across all Trendyol-branded products, and continued this practice in 2025.**





Longer Life Cycle

We see packaging not simply as materials designed for a single use, but as resources that can be repurposed. With this approach, we find new uses for materials that would otherwise go unused and keep packaging in circulation for as long as possible.



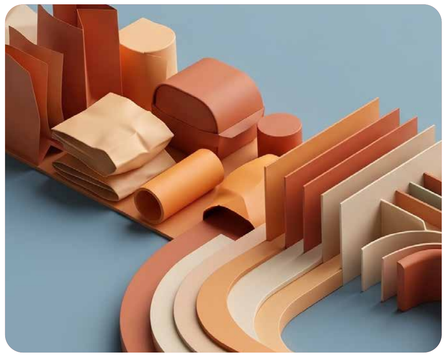
Giving 35 Tons of Cardboard a Second Life

By rethinking the filling materials used to ship non-fashion products, we began repurposing cardboard boxes received from our suppliers. Using cutting machines, we transform these boxes into an accordion structure and use them as filling material in our packaging processes.

In doing so, we give supplier boxes a second life while eliminating the need for petroleum-based air cushions. **Through this initiative, we have repurposed 35 tons of cardboard to date.**

More Orders in a Single Package

While reducing packaging use, we are also rethinking how orders are packed. At our three consolidation centers in Türkiye, we combine orders arriving from different warehouses into a single package and manage an average of 130,000 international shipments per day through this model. **This enables us to meet the same delivery needs with less packaging while simultaneously improving resource efficiency across our packaging and logistics processes.**



Sustainable Production and Circularity



Growing pressure on natural resources makes it necessary to rethink production and consumption models and to consider the impacts products create throughout their life cycles. Consumer expectations for products with lower environmental impact that are durable, repairable, and suitable for reuse are also accelerating this transformation. At Trendyol, we see sustainable production and circularity as key elements of reducing our environmental impact and using resources more efficiently at every stage of the product life cycle.

Accordingly, we are increasing the use of lower-impact materials in product content, strengthening traceability in production processes, and focusing on improving social and environmental standards together with our suppliers. At the same time, by supporting reuse and solutions that extend product life cycles, we contribute to the wider adoption of more sustainable consumption patterns. In this way, we address sustainability not only in production processes, but across the entire product life cycle and consumption model.

Our Strategic Target

Sustainable Production and Circularity

To build a lower-impact, transparent, and circular supply ecosystem by expanding sustainable production, responsible sourcing, and traceability practices.

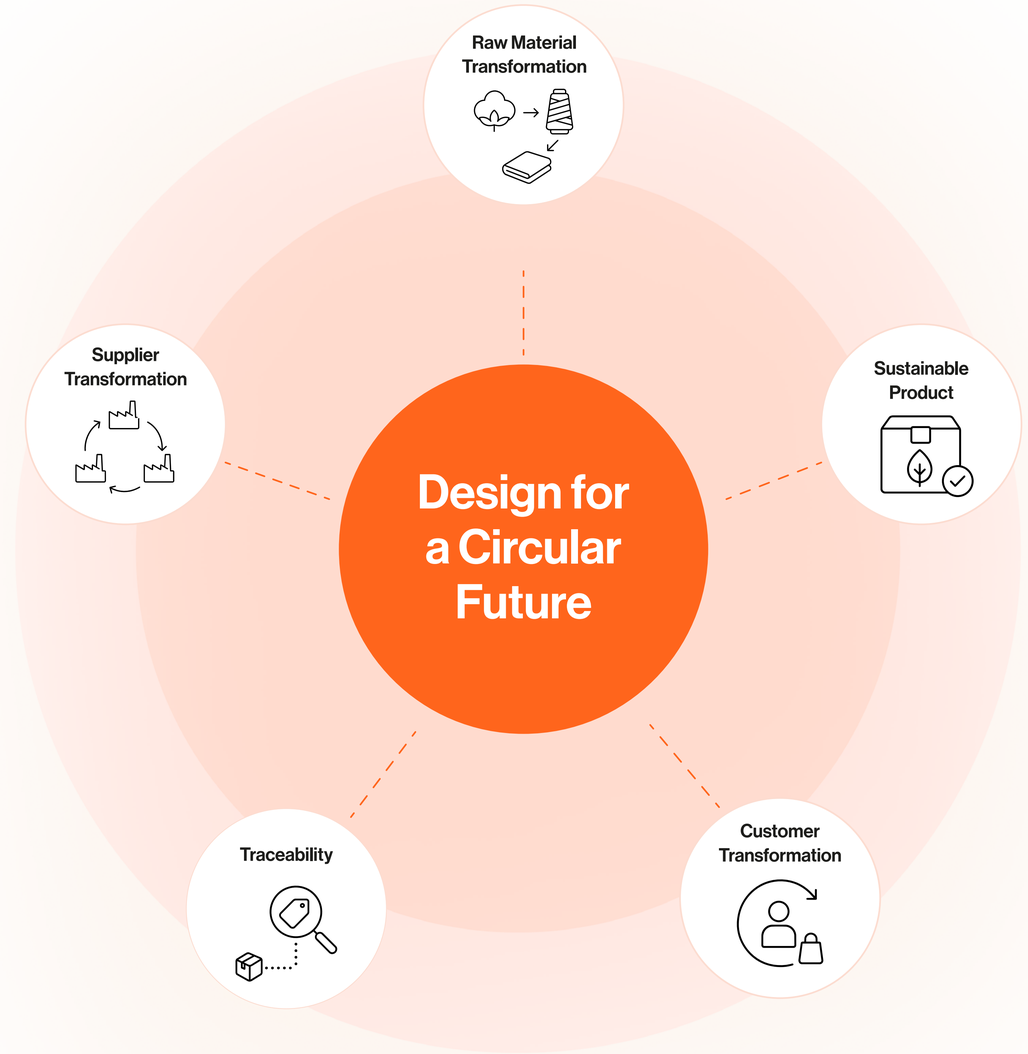
Our SMART Targets

Target	Key Performance Indicator	Base Year	2023	2024	2025	Progress Status
Sustainable Production and Circularity						
Produce 20% of Trendyol Collection products from sustainable, certified and patented materials by 2030	Number of products with sustainable, certified and patented materials (#)	2022	160,895	519,760	748,853	Progressing
	Share of products with sustainable, certified and patented materials (%)	2022	0.37%	0.78%	1.41%	Progressing
Continue to regularly audit all our main suppliers and subcontractors in line with Environmental, Social and Governance (ESG) criteria by 2030, while maintaining a compliance rate of over 90% among our main suppliers	Share of suppliers audited (%)	2022	100%	98.1%	98.5%	Progressing
	ESG compliance rate among main suppliers (%)	2022	77%	86%	90%	Progressing

Impacts, Risks and Opportunities

Material Topic	Type (I/O/R)	Value Chain Stages	Current / Potential	Time Horizon
Planet				
Sustainable Production and Circularity				
Circular Economy	I	Supporting second-hand sales and the circular economy through Dolap	Current	Short Term
	R	Risk of non-compliance with circular economy legislation and regulations in the EU and Türkiye	Potential	Medium Term
Environmental Impact of Products	I	Product categories with high environmental impact	Current	Short Term
	R	Risk of non-compliance with product-related legislation and regulations in the EU and Türkiye	Potential	Medium Term
Sustainable Product Options	O	Sustainable product labeling and filtering on the platform	Potential	Medium Term
	O	Promoting the uptake of sustainable product options through awareness-raising and incentive mechanisms	Potential	Medium Term
Product Labeling	R	Incorrect or misleading product labels	Potential	Medium Term
Seller and Supplier Compliance	R	Water risk in the supply chain	Potential	Short Term
	R	Working conditions in the supply chain	Potential	Medium Term
	R	Compliance with ESG regulations and traceability in the supply chain	Potential	Short Term

Design for a Circular Future





Raw Material Transformation

1

We focus on reducing the environmental impact of our products at the raw material stage and aim to produce at least 20% of our products using sustainable materials by 2030.

- **Recycled materials:** We are reducing the share of virgin materials and increasing the use of recycled cotton and synthetic materials.
- **Patented fibers:** We are incorporating certified and patented cellulosic fibers into our material portfolio.



Sustainable Product

2

We certify products that meet our sustainable production criteria and plan to establish a program that will increase the volume of sustainable products.

- **Trendyol Care label:** We certify products that meet sustainable production criteria with the Care label.
- **Material Usage Guide:** We define certification and production criteria through the guide.



Customer Transformation

3

We support the wider adoption of sustainable consumption habits and contribute to transforming not only the product itself, but also the consumption model.

- **Circular consumption through Dolap:** We bring second-hand products back into circulation.
- **Awareness:** We carry out initiatives that promote a culture of reuse.



Traceability

4

We are strengthening visibility across our supply chain and aim to ensure end-to-end traceability from raw materials and production through to the product.

- **Dyehouse traceability:** We monitor dyehouse processes.
- **Odito Program:** We track traceability elements through digital software.
- **Digital Product Passport:** We are preparing the infrastructure required to meet DPP requirements.



Supplier Transformation

5

We work together with our suppliers to advance their social and environmental performance. By 2030, we aim to continue regularly auditing all our main suppliers and subcontractors in line with Environmental, Social and Governance (ESG) criteria, while maintaining an ESG compliance rate of over 90% among our main suppliers.

- **Audits:** We audit all our Tier 1 and Tier 2 suppliers against environmental and social compliance criteria.
- **Awareness programs:** We support suppliers through energy efficiency, waste reduction, and communication programs.
- **Transformation Together Academy:** We expand sustainability knowledge through asynchronous training modules.

Trendyol Collection: Accessible Fashion

As we make fashion accessible to a wider audience, we also address the impact created by that accessibility with a sense of responsibility. Through Trendyol Collection, we bring trends to consumers at accessible prices while increasing the share of lower-impact and more responsible options across the process, from product design to the materials used.

Our target to produce at least 20% of Trendyol Collection products using sustainable materials by 2030 guides the direction of this transformation.

As we progress toward this target, we are incorporating alternatives such as recycled and regenerative cotton, recycled synthetic materials, and patented MMCF fibers (viscose, lyocell, modal) into our product portfolio. We are also developing our Care collection as one of the key areas where we expand the use of these materials.

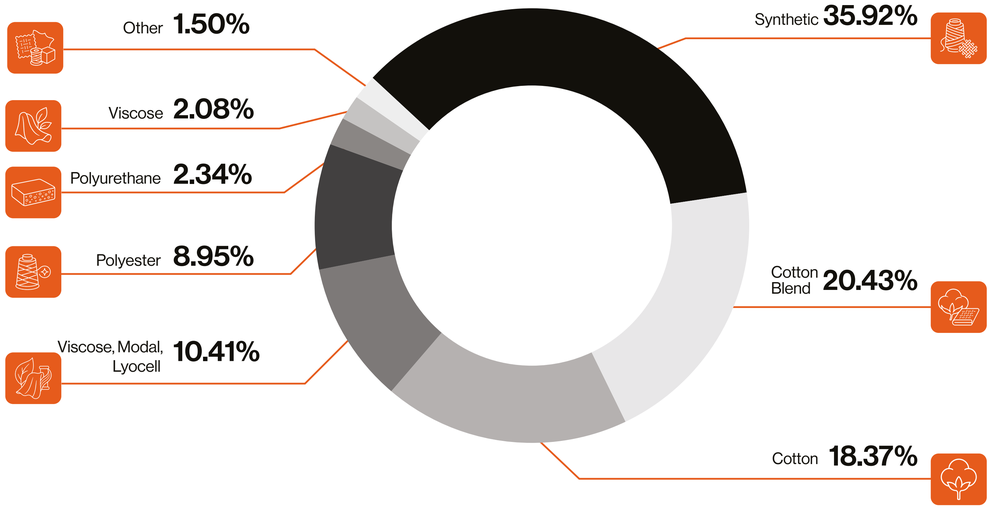


Share of products with sustainable, certified and patented materials

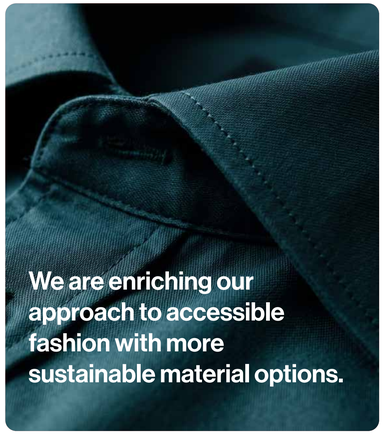
2024: **0.78%** / 2025: **1.41%**

We are increasing our use of recycled cotton to create more opportunities for existing materials to be reused. Within recycled synthetics, we primarily use recycled acrylic, while also exploring next-generation cellulosic fiber options and aiming to expand their use across our product range. As a result of these efforts, we nearly doubled the share of sustainable products compared with the previous year.

Trendyol Collection Raw Material Breakdown



Sustainable Product Collection



In this way, we take our sustainable product approach beyond product attributes and turn it into a holistic responsible production model spanning materials, production, suppliers, and products.

A product's sustainability is shaped not only by the materials used, but also by how those materials are selected, where they come from, and under what conditions they are transformed into a product. With this perspective, we are developing our Sustainable Product Collection as an area of transformation that brings together lower-impact materials with responsible production and traceable sourcing processes.

The foundation of the collection is our Sustainable Material Usage Guide, which we implement together with our suppliers. The Guide translates our sustainability approach into a concrete and verifiable framework, with criteria ranging from the types of materials that may be used in products to required certifications and production processes.

Within this scope, we prioritize the use of certified recycled and organic fibers, traceability of materials throughout the supply chain, and production processes with lower environmental impact.

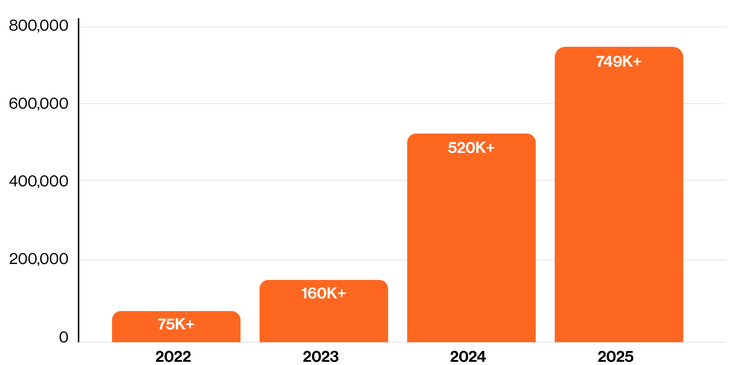
In this transformation journey, we extend our expectations beyond the product to the entire production ecosystem. Suppliers wishing to be part of the collection are expected to comply with the Trendyol Code of Conduct and the criteria set out in the Sustainable Material Usage Guide, and to ensure that both they and their subcontractors achieve satisfactory results in Social and Environmental Compliance audits.

We certify products that comply with the Sustainable Material Usage Guide under the Trendyol Care label, increasing the visibility of products that meet our sustainable production criteria. By year-end, 749K+ products met these criteria under the Trendyol Care label, while our sustainable product collection grew by 44% compared with the previous year.





Sustainable Products with Trendyol Care



Sustainable Product Collection

Certified Products and Fabrics

GRS
Global Recycled Standard
Verifies recycled content together with environmental and social criteria throughout the entire production chain.

OCS
Organic Content Standard
Tracks and verifies the organic fiber content of a product throughout the supply chain.

RCS
Recycled Claim Standard
Tracks and verifies the recycled material content of a product.

Patented Fibers

LENZING™* ECOVERO™*
A lower-impact viscose fiber produced from responsibly sourced wood.

TENCEL™*
A traceable lyocell and modal fiber brand produced from sustainably managed forest resources.

REPREVE®
A performance fiber made from recycled materials.

Livaeco
An eco-enhanced viscose fiber sourced from FSC-certified forests and traceable from source to product.

Birla Modal
A second-generation cellulosic fiber ethically sourced from sustainably managed forests.

Birla Excel
A lower-impact lyocell fiber produced through a closed-loop production process.

Reviva
A circularity-focused viscose fiber produced by repurposing pre-consumer textile waste.

*TENCEL™ and LENZING™ ECOVERO™ are registered trademarks of Lenzing AG.



Circular Consumption with Dolap

A product's story does not end with its first owner. Using resources more efficiently and preserving the value of products for as long as possible are fundamental to the transition to a circular economy. Through Dolap, which brings this approach into everyday consumption habits, we help give products a second life and preserve their value for longer.

By bringing second-hand products back into circulation, Dolap creates an alternative consumption cycle to the linear "take-use-dispose" model. Across categories including women, men, children, baby, home and living, and electronics, the platform connects millions of products with new users, extending product life while helping reduce demand for new products and the associated use of resources.

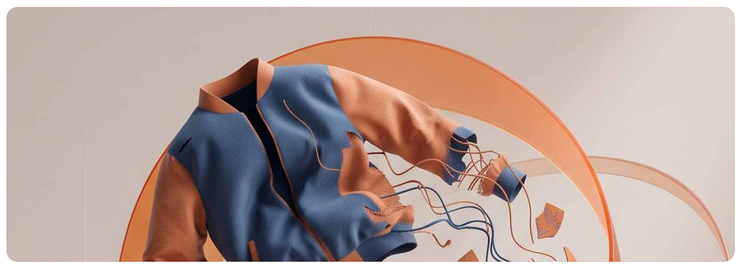
In this way, unused products regain value while we offer users an accessible alternative that helps reduce the environmental impact of consumption.

In 2025, 3M+ users came together on Dolap, while approximately 20M products were sold through the platform. More than 14M of these sales were second-hand products.

The cycle created by Dolap goes beyond products; it also helps build interaction between people. **More than 7M** interactions through likes, comments, and offers show that the platform is not merely a shopping channel, but a vibrant community built around sharing, reuse, and trust.

Women also play an important role in the economic dimension of this cycle. By offering a low-barrier entry point to digital commerce, Dolap enables users-particularly women-to bring unused items back into the economy and earn additional income. In this way, we turn the circulation of products into an opportunity that also supports users' more active participation in economic life.

As one of Türkiye's leading second-hand platforms, Dolap brings together 3M+ users who buy and sell second-hand products across a wide range of categories. On the platform, where 14M+ second-hand products have changed hands, users gain access to affordable products while bringing unused items back into the economy and supporting circular and sustainable consumption.



Responsible Supply Chain

Throughout the production journey of our Trendyol Collection products, we work with our suppliers based on a shared understanding not only of quality and efficiency, but also of social and environmental responsibility. Accordingly, we monitor compliance with principles of human rights, business ethics, and environmentally responsible production across all stages of our supply chain, and regularly assess supplier performance.

In 2025, we worked with a total of 498 suppliers, comprising 385 Tier 1 and 113 Tier 2 suppliers. This year, we assessed all of our Tier 1 and Tier 2 suppliers through social and environmental compliance audits, increasing audit coverage among our Tier 2 suppliers from 89% last year to 100%.

98.5%
Share of main suppliers and subcontractors audited in line with Environmental, Social and Governance (ESG) criteria

90%
ESG audit compliance rate among our main suppliers

We support suppliers with identified areas for improvement through training, advisory support, and on-site visits. This year, we identified 24 Tier 1 suppliers and 4 Tier 2 suppliers that did not meet the expected performance level. We provide suppliers that fall below the defined criteria or are assessed under zero-tolerance requirements with additional time to implement the necessary improvements, closely monitor their progress, and support them in completing the compliance process.

Local sourcing is another important focus of our sustainable supply chain approach. As of 2025, 98% of our Tier 1 suppliers and 100% of our Tier 2 suppliers are local manufacturers. By building strong and long-term partnerships with local manufacturers, we support Türkiye's production ecosystem and economic development, contribute to the growth of the local textile ecosystem, and continue to grow together.

99%
Total share of local suppliers

Trendyol Collection Supplier Ecosystem	2023	2024	2025
Number of Suppliers (Tier 1)	349	410	385
Number of Suppliers (Tier 2)	75	84	113
Share of Local Tier 1 Suppliers	99.4%	99.5%	98.2%
Share of Local Tier 2 Suppliers	100%	100%	100%
Share of Main Suppliers and Subcontractors Subject to ESG Compliance Audits	100%	98.1%	98.5%
ESG Audit Compliance Rate among Main Suppliers	77%	86%	90%

Sustainability Awareness Programs for Suppliers

We see strengthening the social and environmental capabilities of our suppliers as an important part of embedding our sustainability approach across the value chain. Accordingly, we continued our supplier development programs in 2025, focusing on increasing awareness and implementation capacity in areas such as **energy efficiency, waste management, and workplace communication.**

Throughout the year, **all of our suppliers** benefited from these programs, while we also implemented a comprehensive development program designed to deepen the sustainability knowledge and capabilities of suppliers with pilot and partner status.



- To maintain regular dialogue with our suppliers based on mutual learning, we continued to organize **Business Partner Meetings** this year. In addition to sharing information on current e-commerce dynamics and business processes, we incorporated supplier feedback into the improvement of our processes.

- We provide our manufacturers with training on minimum requirements for social and environmental compliance, helping to raise awareness across our supply chain and support continuous improvement.

Strengthening Our Suppliers' Sustainability Capabilities through the Transformation Together Academy

We see developing our suppliers' sustainability knowledge and capabilities as an important part of scaling transformation across our value chain. Accordingly, through **the Transformation Together Academy,** launched in 2023, we provide accessible and structured training content on sustainability topics. By making the 11-module asynchronous training program, designed specifically for Trendyol, available to our business partners, sellers, and suppliers, we aim to expand sustainability awareness across our ecosystem.

Through the Academy, we cover environmental and social topics including **carbon footprint, sustainable production, the Green Deal, environmental ethics, greenwashing, business ethics, and legal compliance.** To support participants in building knowledge across different sustainability topics and reinforcing what they learn, the trainings conclude with end-of-module assessments.

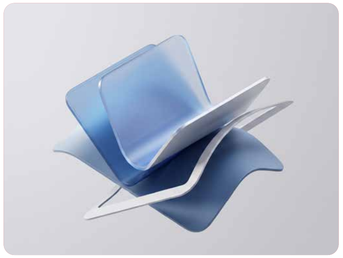
In 2025, we enriched **the content by adding four new modules** and expanded accessibility through additional language options. With the blue-collar adaptation developed for our textile ecosystem, we redesigned the training content around the needs of teams working on production sites. This enabled us to make our trainings on sustainability, energy efficiency, waste and packaging management, and carbon footprint more inclusive for different employee groups and supplier profiles.

Traceability

By deepening our supplier mapping efforts, we are strengthening our ability to reach our Tier 2 suppliers in particular and to monitor their social and environmental compliance.

- Through **the Odito Program,** which we developed to systematically track traceability elements across the supply chain and strengthen transparency, we are increasing visibility into our suppliers' sustainability processes.

- To strengthen the environmental traceability of our products, **we are also incorporating dyehouse processes into our supply chain visibility.** As of 2025, the share of dyehouses for which we have established traceability reached 29.53%. [6]



As part of our preparations for the period ahead, we have begun developing the infrastructure required for the Digital Product Passport (DPP). In this context, while building our digital infrastructure to support end-to-end traceability across raw materials, production, and products, we aim to shape our efforts in line with evolving regulations such as the EU Digital Product Passport and the Corporate Sustainability Due Diligence Directive (CSDDD).



[6] The dyehouse traceability rate refers to the share of manufacturers we have audited among orders for which fabric supplier information has been entered into the system. The completion rate for fabric supplier information is 55–60%.

People

Removing Barriers, Expanding Opportunities, **Sharing Growth**

04

The impact we create at Trendyol extends beyond our own operations; it grows together with every stakeholder we engage with across our ecosystem and multiplies as it expands.



- **Our Team**
  - Diversity and Inclusion
  - Performance and Career Management
  - Transparent Communication and Participation
  - Health, Safety and Well-being
- **Our Business Partners**
- **Society**



Our Team



At a time when the world of work is being reshaped by digitalization, evolving skill requirements, and changing working models, sustainable success depends on a strong team culture as much as it does on technology. At Trendyol, we combine our digital capabilities with our people-centered approach to create a fair, inclusive, and development-oriented working environment that places the employee experience at its core.

As we strengthen a corporate culture that enables our team to realize its potential, encourages creativity, and values every voice, we invest in both today's and tomorrow's talent. Through an organization that continuously learns and develops, we aim to grow together with our team while enhancing well-being, engagement, and shared success.

Our Strategic Target

Our Team

To create a fair and inclusive workplace preferred by high-potential talent by embedding the principles of equal pay for equal work, diversity, equity and inclusion as core elements of our working culture.

Our SMART Targets

Target	Key Performance Indicator	Base Year	2023	2024	2025	Progress Status
People						
Our Team						
Maintain annual training time per employee at a minimum of 20 hours	Average annual training hours per employee (#)	2022	22	23	25	On Track
Maintain regretted employee turnover at 5%	Regretted turnover rate (%)	2022	3.60%	3.00%	2.50%	On Track
Maintain the 0–6 month employee turnover rate below 1%	0–6 month employee turnover rate (%)	2022	0.70%	0.90%	0.60%	On Track
Achieve an employee satisfaction (NPS) score of at least 80	NPS score	2022	80	82	80	On Track

Impacts, Risks and Opportunities

Material Topic	Type (I/O/R)		Value Chain Stages	Current / Potential	Time Horizon
Talent, Development and Retention	O	Performance-based compensation linked to sustainability		Potential	Short Term
	O	Reducing turnover through talent retention practices		Potential	Medium Term
	O	Early-career, internship and rotation programs		Potential	Medium Term
Employee Rights, Health and Safety	I	Systematic occupational health and safety training		Current	Short Term

Diversity and Inclusion

At Trendyol, we believe that an inclusive working culture that brings together diverse perspectives, experiences and talents is one of the key drivers of our sustainable success. We view diversity and inclusion not simply as bringing different profiles together under one roof, but as **an essential element of a corporate culture** where everyone feels a sense of belonging, can express their ideas freely and has equal opportunities to realize their potential.

We work to strengthen a corporate culture where all our team members are respected, feel safe and have equal opportunities, regardless of religion, language, age, gender, sexual orientation, ethnicity, disability or differences in opinion.

We integrate this approach into all our human resources processes, from recruitment and career development to leadership and employee experience.

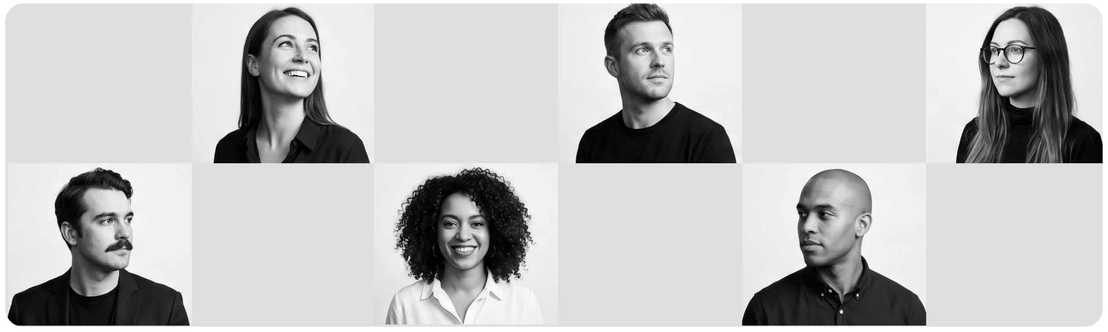
4,157
team members

35
nationalities

310
universities

3.8
years average team tenure

33.7%
women in STEM roles



We build our approach to diversity, inclusion and equity around three core principles: **providing equal opportunities, creating an inclusive working environment and supporting women's empowerment.** We address these principles within a systematic framework through **the Trendyol Team Diversity, Inclusion and Equity Guide**, which guides our practices across the organization. In line with the Guide, we manage the entire employee experience-from recruitment and career development to performance evaluation, rotation and promotion processes-through objective, transparent and fair practices, while supporting equal access to development opportunities for every team member.

We consider strengthening inclusive leadership, increasing women's employment, supporting the development of young talent and enabling the participation of team members with disabilities in working life among the priority focus areas of our diversity and inclusion strategy. The tangible outcomes of this approach are also reflected in our human resources practices, particularly in promotion and rotation processes.

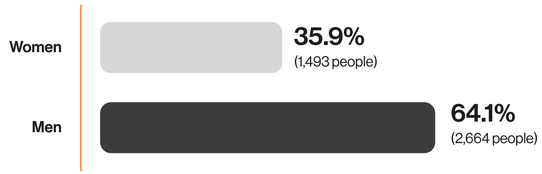
UN WOMEN FOR ALL WOMEN AND GIRLS | WOMEN'S EMPOWERMENT PRINCIPLES

We assess gender equality not only through representation rates, but also by applying the principle of **"equal pay for equal work"** as one of the core principles of our compensation processes. To extend this approach across our value chain, **as a signatory to the United Nations Women's Empowerment Principles (WEPs),** we continue to support women entrepreneurs and SMEs in strengthening their capabilities in digitalization, financial literacy, and e-commerce



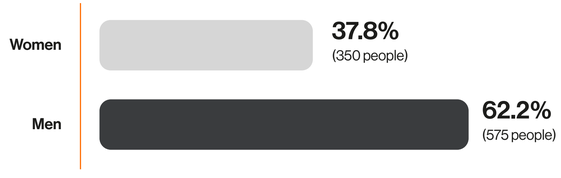


Gender Distribution



We place importance on stronger representation of women across all roles and levels of our organization. **Accordingly, the share of women in our workforce increased from 35.3% in 2024 to 35.9% in 2025.**

Gender Distribution in Leadership Positions



We see increasing the representation of women in leadership positions as an important indicator of our long-term transformation. **The share of women leaders increased from 37.3% in 2024 to 37.8% in 2025.**

As we place technology at the heart of our business model, we also reflect this approach across our technology teams. **As a result of our efforts to increase women's representation in STEM roles, the share of women increased from 32.4% in 2024 to 33.7% in 2025.**



We base access to career development opportunities on equal opportunity and manage our promotion and rotation processes through objective and transparent criteria. **In 2025, women accounted for approximately 41% of team members who benefited from promotion and rotation opportunities.**



We also maintain our equal opportunity approach throughout our recruitment processes. **Of the 432 team members who joined us in 2025, 158 were women, corresponding to 36.6% women's representation among new hires.**

We also see creating opportunities for and empowering young talent as an integral part of inclusion. **As of 2025, 1,454 team members under the age of 30 represented approximately 35% of our total workforce.** While offering early-career talent opportunities to gain their first work experience, we also focus on developing future leaders and supporting the growth of young talent across all levels of our organization.

Today, together with team members from 35 nationalities and 310 universities, we continue to build a multicultural working environment where differences are transformed into shared success. We believe that diversity fuels innovation, inclusion strengthens team culture, and a working environment where everyone feels valued is one of the key drivers of shared success.

Diversity, Inclusion and Equity Trainings

We value not only the representation of differences, but also their understanding and integration into everyday ways of working. With this approach, we regularly continue our diversity, equity and inclusion (DEI) trainings for both new team members and our leaders.

Through DEI awareness trainings, we enable team members to experience Trendyol culture through an inclusive lens from day one. Through trainings for our leaders, we strengthen inclusive leadership, support a culture of fair decision-making, and build a team culture that encourages diverse perspectives.

Talent, Development and Performance

At Trendyol, we see talent as one of the most important assets enabling our sustainable growth. For this reason, we approach development not as a process limited to training, but as a holistic development journey that brings together learning, experience, feedback and career opportunities.

We provide a working environment where every team member can realize their potential, build new capabilities and shape their career in line with their own goals. While supporting the learning experience with digital technologies, we manage performance management, leadership development and internal career practices under a common talent management approach.

In 2025, we continued to strengthen our culture of continuous learning by increasing average training time per employee to 25 hours and total training hours to 106,726 hours.

Average training time per employee:

2024: **23 hours** / 2025: **25 hours**

Share of open positions filled by internal talent:

2024: **51%** / 2025: **63%**

Performance and Career Management

At Trendyol, we approach performance management not merely as a process for evaluating past performance, but as a holistic approach that supports development, fosters a culture of continuous feedback and guides career growth. Through goal setting, regular development discussions and multidimensional feedback mechanisms, we make our team members' strengths visible, jointly identify development areas and support them in realizing their full potential.

Through **our 360-degree feedback system,** which covers all team members, our team receives regular feedback from their leaders and the teams they work with. Combined with individual assessments, this feedback enables performance to be viewed from multiple perspectives while also strengthening cross-team collaboration, open communication and a culture of learning. In 2025, as part of a four-stage evaluation process involving **4,157 team members,** we jointly planned concrete actions to support performance through development discussions held throughout the year.

We address performance management together with career development and internal talent mobility. Based on insights gained from evaluation processes, we identify talent at an early stage and focus on creating career opportunities aligned with our team members' interests and capabilities. As a result of this approach, **we increased** the share of open positions filled internally **from 51% in 2024 to 63% in 2025.** In doing so, we provide new career opportunities for our team members while preserving institutional knowledge and supporting sustainable growth.

We continue to strengthen our internal career culture through an equal opportunity approach. **In 2025, women accounted for 41% of promoted team members, while the rotation rate was 42%.** We believe that prioritizing internal talent strengthens employee engagement while supporting long-term career development.

Insights from our performance evaluation processes also guide how we shape learning and development opportunities that support our team members' career growth. Accordingly, we are building a holistic learning ecosystem that provides development experiences tailored to each team member's needs and career journey.

Our Learning Ecosystem

At Trendyol, we see learning as a strategic investment area that ensures continuity in career development and supports organizational transformation. With this understanding, our internal learning platform, **trendyollearning.com**, provides our team members with a personalized and continuous learning experience, independent of time and location. The platform serves as our core learning infrastructure, bringing individual development needs and organizational capability priorities together under one roof.

Through the platform, we offer role-based learning journeys for team members at every level, as well as internal and external mentoring programs, one-on-one coaching sessions, expert communities, peer-learning opportunities and rich digital training content. Through our corporate learning partnerships, team members can access up-to-date online trainings from any device at any time, while leaders can closely track their teams' development through the dedicated "My Team" dashboard.

In 2025, we enhanced our learning platform with new features such as **AI-powered coaching, automated video translation and voice-over,** making the learning experience more accessible, inclusive and personalized. In doing so, we enabled our team members to access the information they need more quickly while continuing to offer flexible development opportunities suited to different learning styles.

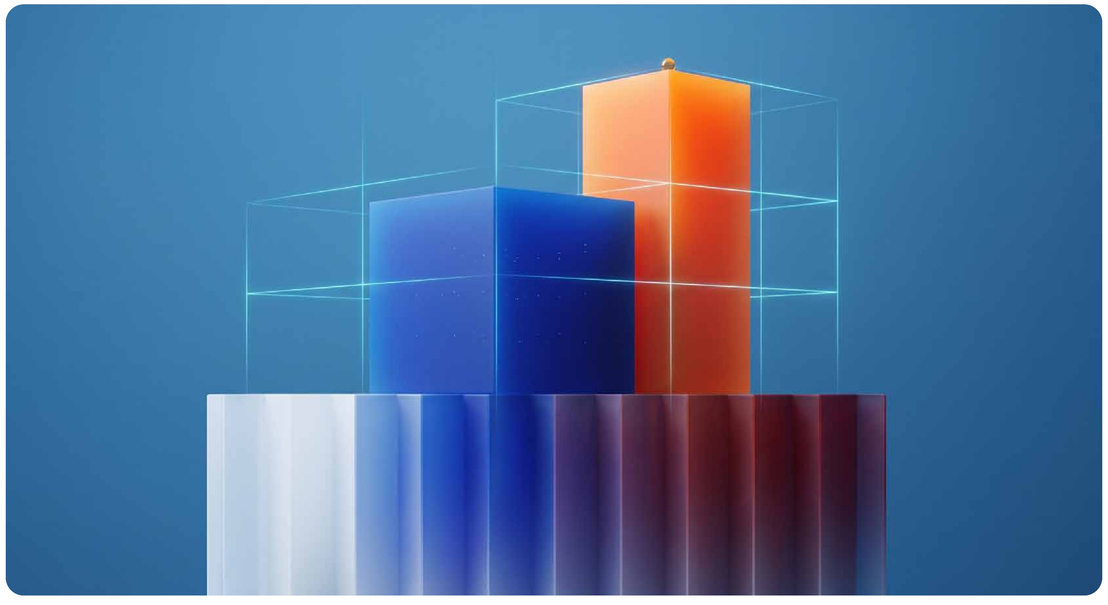
Through our platform, we make trainings on corporate priorities such as personal data protection, information security, occupational health and safety, competition law, diversity and inclusion available to all team members, alongside trainings that support behavioral capabilities such as communication, decision-making, leadership and self-leadership. In this way, we create a holistic learning ecosystem that develops technical knowledge together with leadership and behavioral skills.



Our Development Programs

We design our learning ecosystem to respond to the development needs of our team members at different stages of their career journeys. Through programs spanning leadership development, technical capabilities, cultural integration, foreign languages and behavioral skills, we support our team members in strengthening their performance in their current roles and preparing for future responsibilities.

We view our development programs not simply as training opportunities, but as part of a holistic development approach that encourages continuous learning, experience sharing and individual growth. We regularly review our programs in line with feedback from our teams, evolving business needs and future capabilities, continuously enriching the learning experience.



Program	Focus Area	How It Works?
Flexible Learning Allowance	A flexible development model that enables our team members to define their individual development priorities and access personalized learning opportunities aligned with their career goals	Full-time team members in Türkiye and our international teams can use their annual learning allowance after completing their first two months at Trendyol to participate in training programs suited to their needs.
Onboarding Programs	Enabling new team members to quickly adapt to Trendyol's culture, values and ways of working, while building a strong sense of belonging from day one	Our six-module onboarding process provides a comprehensive adaptation experience through online learning content, face-to-face sessions, function-specific briefings and leader support on the first day.
Technical Development Program	Strengthening technical capabilities, data literacy and function-specific expertise, while embedding our Trust in Data approach across all teams	We offer learning paths, technical skills programs and individual development solutions tailored to the needs of different functions. Through partnerships with online learning platforms, we provide access to a broad range of content across different areas of expertise.
Power Skills Program	Developing behavioral capabilities that complement technical skills and equipping our teams with the skills required to respond to evolving business needs	Based on development needs analyses, the program offers four different target-group catalogs and approximately 30 training modules. We update the content every six months to address our teams' priority development areas.

Talent Engagement and Retention

In a period of intense competition in the technology and e-commerce sectors, we believe that employee engagement and talent retention are among the prerequisites for sustainable growth. Accordingly, our learning culture, internal career opportunities and investments in employee experience help our talent build long-term careers at Trendyol.

In 2025, our total employee turnover rate was 11.6%, while our voluntary turnover rate declined to 4.8%, its lowest level in the past six years.

We also closely monitor the adaptation of new team members. By reducing our 0–6 month employee turnover rate to 0.6%, we maintained our target of keeping this indicator below 1%.



Our performance in this area is also reflected positively in average employee tenure. **Our average tenure increased from 3.4 years in 2024 to 3.8 years in 2025.** By supporting our team members in building long-term careers at Trendyol through development opportunities, internal career options and strong communication, we strengthen our institutional knowledge and organizational continuity.

Transparent Communication and Participation

At Trendyol, open, transparent and trust-based communication forms the foundation of our strong team culture. We aim to create a working environment where team members can communicate effectively with one another and with their leaders, where ideas can be shared freely, different perspectives are valued and continuous development is supported. Accordingly, we organize gatherings that strengthen cross-team collaboration, increase interaction between our leaders and teams, and support the active participation of team members in decision-making and development processes.

To continuously improve the employee experience, we regularly listen to our team members through our Employee Engagement Pulse Survey, conducted twice a year. Based on the insights gained, we identify areas for improvement and implement concrete actions to enhance the employee experience. **In 2025, the survey reached a 96% participation rate, with 3,989 team members taking part, while our employee engagement score was 80 out of 100. We track this indicator as one of our key performance metrics for evaluating the employee experience.**

We believe that communication and a sense of belonging extend beyond business processes. Through communities we have created around art, music and sports, we support team members in coming together around shared interests, exchanging experiences and strengthening interaction across the organization.



Health, Safety and Well-being

At Trendyol, we care not only about the physical safety of our team members, but also about their mental and social well-being. Beyond creating a safe and healthy working environment, we aim to provide a working experience where our team members feel valued, supported and well.

We manage our Occupational Health and Safety (OHS) processes in line with our OHS Policy, applicable legal requirements and a continuous improvement approach.

Through regular internal and external audits, we improve our working environments; at monthly OHS Board meetings, we review occupational accidents, actions taken and root-cause analyses, with a focus on reducing risks. To strengthen preparedness for different scenarios, we develop emergency plans and reinforce awareness through regular drills.

Indicator	Unit	2025
Hours worked	Person-hours	19,463,272
Work-related injuries (all cases)	#	661
Work-related injuries (lost-time cases)	#	61
Work-related fatalities	#	0
LTIFR - Lost Time Injury Frequency Rate	--	3.13

Our Occupational Health and Safety Initiatives

Project	Focus Area	How It Works?
VR & Dojo Room	Strengthening safety awareness through experiential learning	Using virtual reality technology, we enable team members to experience different occupational safety scenarios. With installations rolled out at additional locations in 2025, we are enabling more team members to learn about risks through hands-on experience.
NeoTex	Expanding occupational safety knowledge through digital content	We digitize work instructions and safety rules through animations and video content, making information easier to access and retain.
Ergonomic Assessments	Improving healthy and safe working conditions	We conduct ergonomic risk assessments across our workplaces, identify priority areas and implement ergonomic improvements.
QR-Based Near-Miss and Hazard Reporting	Strengthening proactive risk management	Through a QR code-based reporting mechanism, team members can quickly and easily report near misses and hazardous conditions.
Accident-Free Period Celebrations	Encouraging safe behaviors	We celebrate accident-free periods together with our teams, reinforcing safe working habits and strengthening OHS awareness.
OHS Week Activities	Raising occupational health and safety awareness	Through quizzes, events and awareness initiatives organized as part of OHS Week, we support active participation in OHS processes.
Infirmary Emergency Call Button	Reducing emergency response time	Call buttons installed at our large transfer centers send the incident location directly to the infirmary, helping shorten response times.
Formula OHS	Promoting a safety culture through performance monitoring	We regularly score the occupational safety performance of our transfer centers against KPIs, share the results with the centers and recognize teams demonstrating strong performance at year-end.
Desk-Based Evacuation Practice	Teaching the safest and fastest evacuation route in an emergency	We show teams the fastest and safest evacuation routes from their desks to assembly areas through videos and make these videos accessible via QR codes in the workplace.

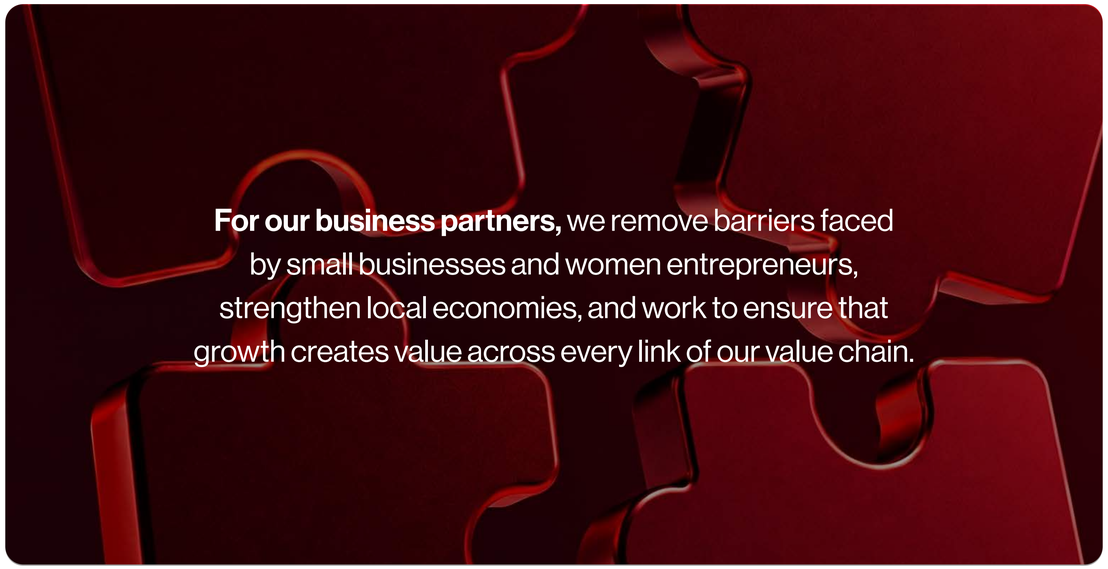
Lost-Time Injury Frequency Rate

We offer comprehensive programs to support the physical, mental and social well-being of our team members. Through a range of support across health, sports, nutrition and well-being, we aim to contribute to our team members' quality of life and create a sustainable work experience.

Alongside access to our gym, dietitian and psychological counseling support, health screenings and workplace health services, we integrate well-being into everyday working life through the activities we organize. Through content on topics such as time management, resilience and stress management, we raise awareness and provide different forms of support based on our team members' needs.

Project	Focus Area	How It Works?
Workplace Health Unit	Supporting access to preventive and curative healthcare services and responding quickly to health needsThrough our workplace physicians and nurses, we provide health consultations and preventive and curative healthcare services.	Through our private health insurance, we offer comprehensive check-up opportunities to our entire team, aiming to support the early detection of health conditions before symptoms appear and access to effective treatment options.
Workplace Health Screenings	Supporting the early identification of health risks and a preventive healthcare approach	We regularly conduct cardiology screenings, along with periodic screenings by specialists in areas such as ophthalmology, dermatology and physical therapy, to support early awareness.
Workplace and At-Home Laboratory Services	Facilitating access to healthcare services and supporting healthcare processes	Through our contracted laboratory, we regularly offer testing services at our workplace and, upon request, provide our team members with the option of giving samples from home.
Psychological Support Services	Supporting mental well-being and strengthening work-life balance	Through our team of expert psychologists, we provide free and confidential counseling services, with sessions flexibly scheduled according to individual needs.
Dietitian Support	Supporting healthy eating habits and increasing individual awareness	Our dietitian conducts measurements using the body composition analyzer at our workplace and provides personalized nutrition counseling to our team through both face-to-face and online support.
Physiotherapist Support	Supporting physical well-being and improving quality of life	Our physiotherapist visits our workplace once a month, demonstrates exercises tailored to the needs of team members who have online consultations, and regularly monitors their progress.
Well-being Talks	Making healthy lifestyle habits part of everyday life	Through our communication channels, we regularly share content, recommendations and reminders focused on nutrition, physical activity and well-being.
Well-being Workshops	Raising awareness of physical and mental health and promoting a well-being approach	Through well-being sessions and workshops with expert guests, we provide awareness-building content across a range of health and well-being topics.
Gym	Supporting physical health and encouraging an active lifestyle	We provide our team members with the opportunity to exercise at our office gym with trainer support.

Our Business Partners



We harness the transformative power of digital commerce to create lasting value for our business partners. We support approximately 250,000 sellers in their digitalization journey, helping them increase sales and access both domestic and international markets. With the majority of our sellers operating outside Türkiye's three largest cities, we help businesses across the country's seven regions reach new markets. Alongside our marketplace, we accelerate the transformation of the sector together with the suppliers of Trendyol-branded products, while developing programs that support the sustainable growth of SMEs, women entrepreneurs and cooperatives.

Our Strategic Target

Our Business Partners

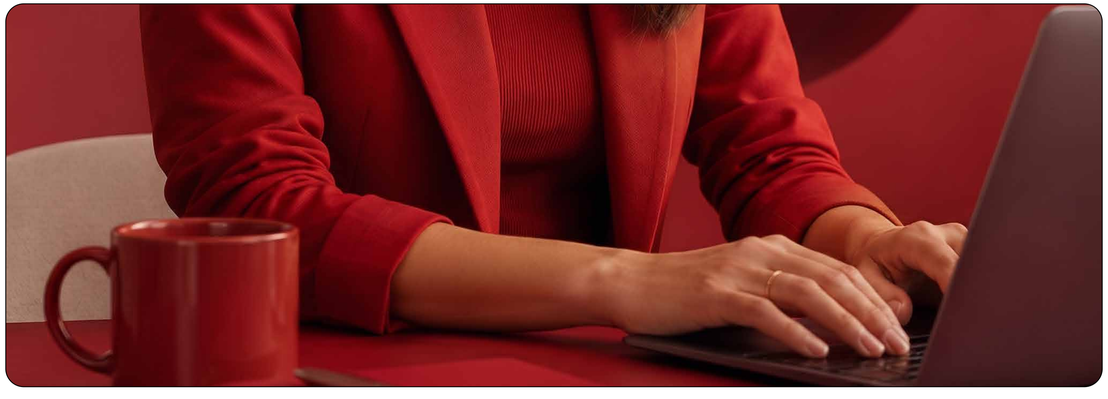
To build a strong, inclusive and sustainable business partner ecosystem by supporting our business partners' growth and participation in the digital economy, with a particular focus on women entrepreneurs and SMEs.

Our SMART Targets

Target	Key Performance Indicator	Base Year	2023 Performance	2024 Performance	2025 Performance	Progress Status
People						
Our Business Partners						
Increase the number of orders per seller among our business partners by 115% by 2030	Increase in Average Number of Orders per Seller (%)	2022	36.20%	61.10%	83.30%	Progressing
Increase the number of business partners making daily sales by 15% by 2030	Increase in Number of Daily Active Selling Business Partners (%)	2022	4.30%	12.80%	12.60%	Stable

Impacts, Risks and Opportunities

Material Topic	Type (I/O/R)		Value Chain Stages	Current / Potential	Time Horizon
Diversity and Inclusion	I	Supporting women entrepreneurs and women's cooperatives	▲	Current	Medium Term
	I	Access to digital markets for SMEs and women-led businesses	▲	Current	Short Term
Strengthening Local Economies and SMEs	I	Supporting SME micro-exports and access to international markets	▼	Current	Medium Term



Our Business Partners

At Trendyol, our approach to inclusive growth is built on supporting the development of our business partners across our ecosystem and enabling them to participate in the digital economy with equal opportunities. We position our platform's technological infrastructure, broad customer reach and development opportunities to create a strong ecosystem where entrepreneurs, SMEs and local producers can grow their businesses.

Beyond being a platform where our business partners simply connect their products with customers, we aim to be a long-term growth partner accompanying them on their digitalization journey. Through training, visibility, marketing, technology and operational solutions, we help businesses of different sizes build capabilities, access new markets and create sustainable value. With this approach, we aim to support not only our business partners' current success, but also their long-term growth and digital transformation capacity.

A Logistics Ecosystem Supporting Growth: Trendyol Express



We see our logistics infrastructure as a strategic capability that supports the growth of our business partners and strengthens the customer experience. With its network of 16 transfer centers and 350+ branches across all 81 provinces, Trendyol Express helps our sellers deliver their products to customers more quickly and efficiently.

In 2025, Trendyol Express handled more than 30 million international shipments, while also contributing to the development of the logistics ecosystem. We support the participation of thousands of independent carrier business partners in economic life, with women accounting for 2.4% of our carrier business partners. With a 93% positive feedback rate for our delivery services, we continue to provide customers with a reliable and high-quality delivery experience.

In 2025, more than 250,000 business partners operated on Trendyol Marketplace. With more than 40 million product varieties available to users on our platform, over 1 billion products were sold during the year.

We see strong communication with our business partners as one of the key elements of a sustainable business partner ecosystem.

Through Business Partner Meetings, we maintain regular and structured dialogue with our sellers, sharing developments in e-commerce while incorporating their feedback into our processes. Through the Good Communication in the Workplace Program, which we conduct with selected suppliers, we also support the development of more participatory and transparent business relationships.

Supporting Women's Empowerment

We believe that strengthening women's role in working life, production and society is an important element of inclusive economic growth. Accordingly, while continuing our efforts to increase women's representation within our own teams, we also run programs across the Trendyol Marketplace ecosystem to support women entrepreneurs and women's cooperatives.

To increase the visibility of women entrepreneurs on our platform, we introduced **the Women Entrepreneur Badge.** Through dedicated icons displayed on product visuals, we make products offered by women entrepreneurs easier to identify. We also support their development through e-commerce, sales development and business management trainings offered via Trendyol Academy. In this way, producers and cooperatives can reach broader customer groups, increase their income and grow their businesses. Greater visibility for women entrepreneurs in the digital economy also creates an inspiring effect for new entrepreneurs while contributing to stronger local economies.



Supporting Local Production

Preserving local production and integrating producers into the digital economy are important components of our inclusive growth approach. By helping producers operating across different regions of Türkiye reach wider audiences, we contribute to the growth of local businesses and stronger regional economic activity.

Approximately 60,000 local and small-scale sellers on our platform offer around 2.9 million different products to customers over the course of the year. With more than 40 million product varieties available on our platform, we support local and niche producers in gaining visibility at the national level. In doing so, we help increase the participation of businesses across Anatolia in the digital economy while contributing to stronger local supply chains.

The nationwide reach of our seller network helps distribute economic opportunities across different regions. Approximately 50% of our sellers operate in Marmara, 15% in Central Anatolia, 13% in the Aegean region and 22% in other regions. This distribution supports the expansion of the e-commerce ecosystem across Türkiye rather than concentrating it only in major cities.



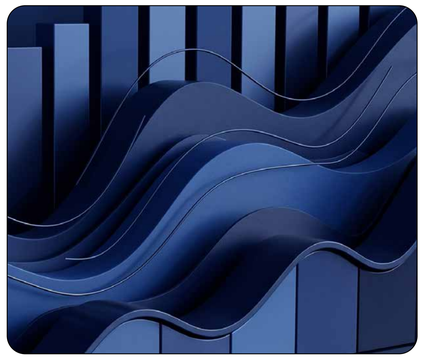
Supporting Small and Medium-Sized Enterprises (SMEs)

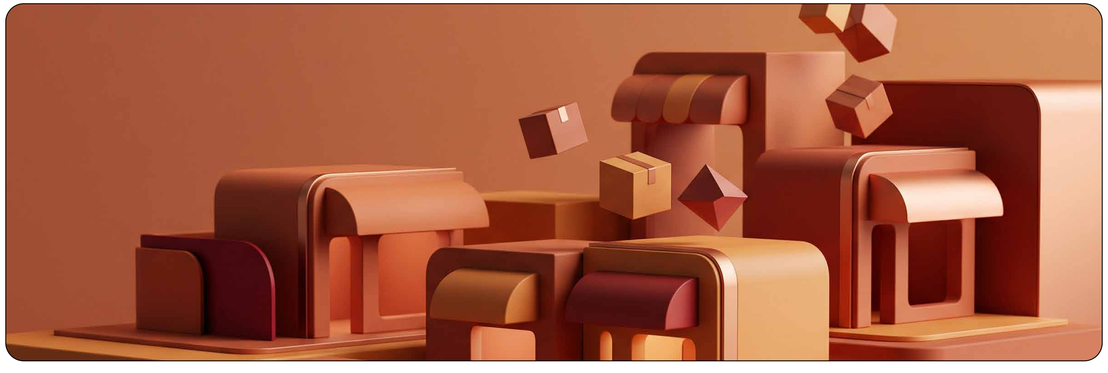
More than 250,000 sellers operated on Trendyol Marketplace in 2025, with micro-enterprises and SMEs making up the majority of this ecosystem. Through the broad customer reach and technological infrastructure provided by our platform, we help businesses manage their products more easily, reach new customers and grow their operations.

Through solutions developed around our sellers' needs, we support them at different stages of their e-commerce journey. With tools covering product listing, payments, inventory management, logistics, marketing and data analytics, we help them manage their operations more effectively. We also increase growth opportunities through initiatives such as commission discounts during the first 60 days for newly onboarded businesses.

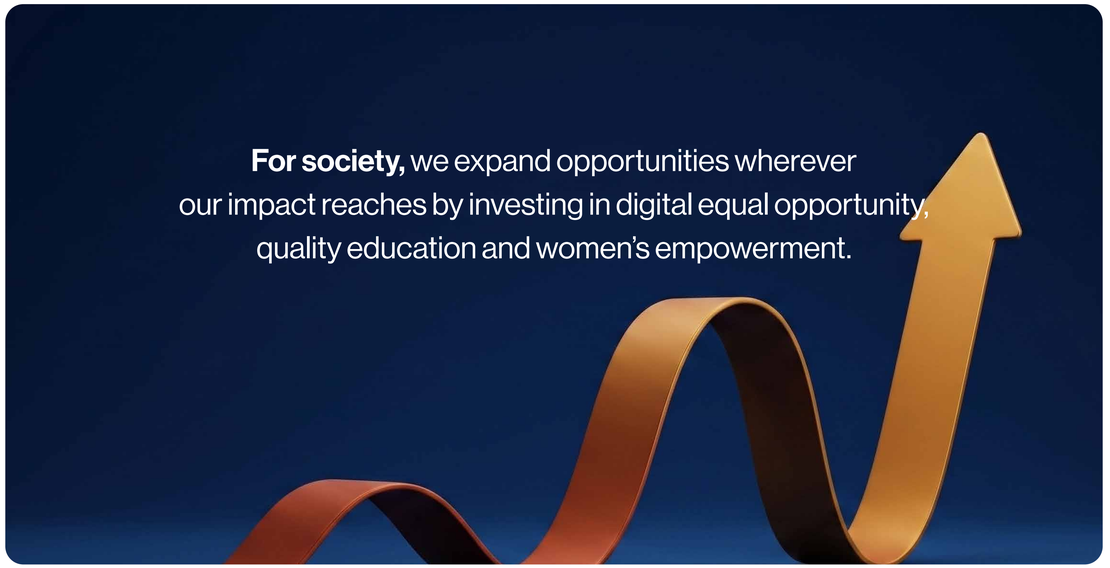
We also support sellers in strengthening their knowledge and experience through trainings offered via the Trendyol Seller Academy. In 2025, more than 200,000 sellers participated in trainings, with a total of 17.2 million trainings completed. With a participation rate of 82%, the Seller Academy serves as an important development channel for enhancing our sellers' knowledge and capabilities. Through this comprehensive support, we aim not only to expand SMEs' access to digital channels, but also to strengthen their long-term growth capacity and increase their potential to create value across our ecosystem.







Society



We see creating social value as an integral part of our business model. By leveraging the power of our technology, scale and ecosystem, we aim to create long-term and measurable impact across the geographies where we operate. This impact is strengthened not only through our social initiatives, but also through our contribution to the economy.

According to the socioeconomic impact analysis we conducted in 2025, every transaction carried out within the Trendyol ecosystem generates an approximately 7x production impact across the Turkish economy, while our platform contributed to supporting more than 535,000 additional employment opportunities. A significant share of this multiplier effect is generated through SMEs and local producers, reinforcing our inclusive growth model.

Accordingly, we focus our social impact efforts on areas where we can create the greatest value in line with stakeholder expectations, developing projects that create long-term value in digital equal opportunity, women's empowerment and quality education.

Our Strategic Targets

Society

Increase our positive impact through social impact initiatives focused on digital equal opportunity, quality education and women's empowerment.

By 2030, provide a platform experience that is fully compliant with relevant accessibility legislation and international accessibility standards across all markets where we operate.

Our SMART Targets

Target	Key Performance Indicator	Base Year	2023 - 2024 - 2025	Progress Status
People				
Society				
Support the digital and economic empowerment of 50,000 people by 2030 by leveraging Trendyol's ecosystem and digital capabilities	Total Number of Beneficiaries (cumulative #)	2025	8,874	New Target
Train 5,000 qualified e-commerce professionals by 2030 to support the sustainable growth of the e-commerce ecosystem	Number of Professionals Trained (#)	2025	288	New Target

Impacts, Risks and Opportunities

Material Topic	Type (I/O/R)		Value Chain Stages	Current / Potential	Time Horizon
Social Investments	O	Stakeholder collaborations		Current	Medium Term
	I	Employee volunteering programs		Current	Short Term



Supporting Digital Equal Opportunity

Technological advances create new opportunities across many areas, from education and entrepreneurship to employment and access to information. However, differences in access to these opportunities can deepen the digital divide. People living in rural areas, women and disadvantaged groups can be particularly affected by these inequalities.

At Trendyol, we use our technology infrastructure and digital capabilities to help different segments of society benefit equally from the opportunities created by digital transformation.

We see technology not only as a tool that transforms how we do business, but also as a means of creating social value and strengthening equal opportunity. Accordingly, we aim to broaden access to the opportunities of the digital world by developing inclusive solutions that build digital skills and facilitate access to technology.

Volunteering at Trendyol



We see volunteering as an important part of our approach to creating social value and prioritize creating opportunities where our team members can turn their individual contributions into collective impact. Accordingly, our team members take part voluntarily in projects addressing different social needs around our focus areas of digital equal opportunity, quality education and women's empowerment. Through these initiatives, we aim both to increase social value and to strengthen our team members' experience of creating social impact.

Transformation Together Academy

We believe that sustainable transformation is possible through shared knowledge and awareness among all stakeholders across our ecosystem. With this understanding, through **the Transformation Together Academy,** we aim to strengthen the sustainability knowledge and capabilities of our team members, sellers and suppliers.

In training programs developed in collaboration with the Boğaziçi University Lifelong Learning Center, we cover environmental topics such as waste and packaging management, circular economy, energy efficiency, carbon footprint and the Green Deal, alongside social dimensions including employee rights, gender equality and business ethics. In doing so, we aim to extend our sustainability approach beyond our own operations and contribute to building a shared culture of transformation across our entire value chain.

Multiplying Positive Impact: Villages of Tomorrow

Differences in access to technology and digital opportunities can deepen digital inequality by limiting people's ability to benefit from education, entrepreneurship and economic opportunities. People living in rural areas, particularly women, are more affected by these disparities. With this in mind, we launched **the Villages of Tomorrow Project** in collaboration with **the United Nations Development Programme (UNDP)** to support rural development through digital transformation.

As one of Türkiye's leading e-commerce platforms, we leverage our technology infrastructure, expertise and ecosystem strength to accelerate the digital transformation of villages, support local producers in accessing new markets and strengthen equal opportunity. Through the project, we support the development of digital skills, increase local producers' participation in the digital economy and enhance the visibility of economic opportunities in rural areas.

Through our work guided by a gender equality perspective, we encourage women in particular to participate more actively in production, entrepreneurship and economic life. By the end of 2028, we aim to reach 10 villages, supporting inclusive development, expanding access to digital opportunities and increasing our social impact year by year.

Villages of Tomorrow Milestones

2022

October
The Villages of Tomorrow Project officially began with the agreement signed between UNDP and Trendyol on 1 October 2022.

November
Following the launch held in Istanbul on 7 November 2022, we began local implementation.

2023

February
Following the 6 February 2023 Kahramanmaraş-centered earthquakes, we included Hatay among the project provinces.

December
We opened the project's first digital center in Kürkçüler, Adana.

2024

May
We opened the second digital center in Ulamış, İzmir.

October
The third digital center became operational in Taraklı, Sakarya.

2025

January
The fourth digital center became operational in Bağıvar, Diyarbakır.

The Villages of Tomorrow Project received the Bronze Award in the Community Investment Category from the Turkish Corporate Social Responsibility Association (TKSD), as well as an international award at the Communitas Awards in the "Leadership in Community Service and Corporate Social Responsibility" category.



Digital Access and Social Impact in Rural Areas

Through our digital centers operating in Kürkçüler, Adana; Ulamış, İzmir; Taraklı, Sakarya; and Bağıvar, Diyarbakır, we have reached 8,874 people since 2023. We offer participants comprehensive training ranging from digital literacy and e-commerce to product development and brand management. Our centers are not only places of learning; they also serve as shared spaces for living and production, where social interaction, collaboration and a sense of community are strengthened.

We envision Villages of Tomorrow as a holistic development model that goes beyond building individuals' digital skills to strengthen rural production, support employment and preserve local cultural heritage. At our digital centers, we run inclusive learning programs for a range of target groups, particularly children, young people, women and producers, offering content from robotics, coding and artificial intelligence to branding, product development, e-commerce and digital marketing.

From Rural Communities to the International Stage

The impact of the digital trainings we provide through Villages of Tomorrow extends beyond individual development. Students who received robotics and coding training at the Kürkçüler Digital Center in Adana went on to represent Türkiye in international robotics competitions. This achievement demonstrates how the digital opportunities we create in rural communities can deliver transformative outcomes within a short period of time.



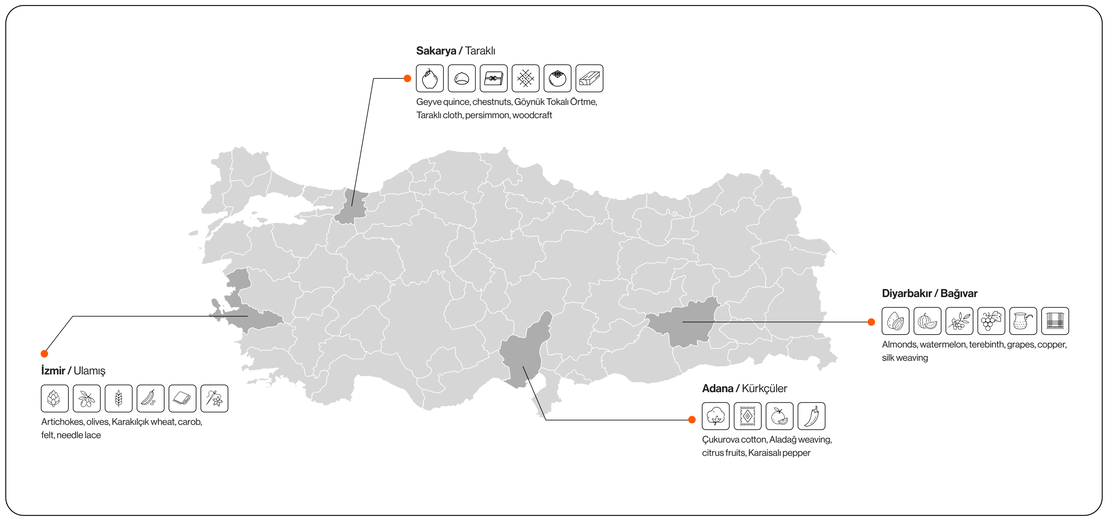


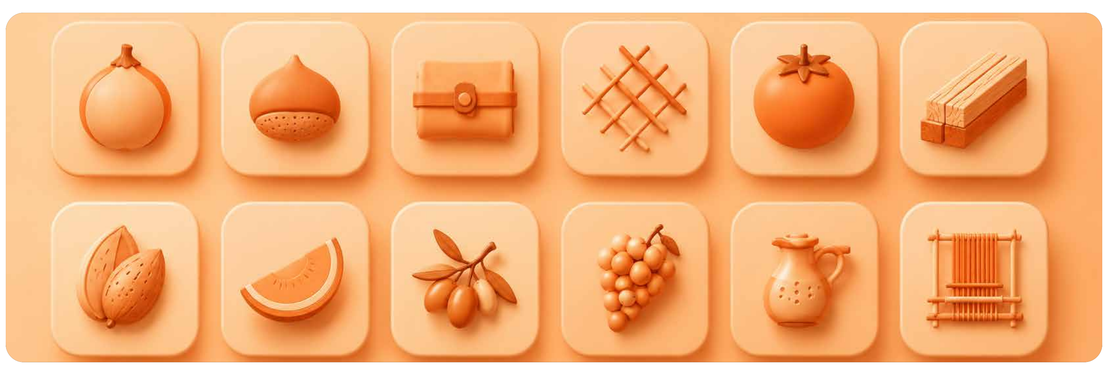


Local Products

We aim to showcase the unique production potential of each region and strengthen local economies. Together with the local advisory boards we have established in each province, we identify prominent local products and support producers in increasing productivity, adding greater value to their products and accessing new markets. In this way, we bring Anatolia's regional products, traditional crafts and local production culture together with the opportunities offered by the digital economy, contributing to a sustainable development model that extends from local to national scale.

Adana (Kürkçüler): Çukurova cotton, Aladağ weaving, citrus fruits, Karaisalı pepper	**Diyarbakır (Bağıvar):** almonds, watermelon, terebinth, grapes, copper, silk weaving
Sakarya (Taraklı): Geyve quince, chestnuts, Göynük Tokalı Örtme, Taraklı cloth, persimmon, woodcraft	**İzmir (Ulamış):** artichokes, olives, Karakılçık wheat, carob, felt, needle lace







Villages of Tomorrow Boutique: A Success Story from Local to Global

The outcomes of the digital transformation we launched in rural areas through Villages of Tomorrow reach consumers through the Villages of Tomorrow Boutique. The journey that begins at our digital centers develops through production, design and branding processes, and then expands into domestic and international markets through the boutique. Launched in 2024, the boutique brings together producers participating in the project under a shared digital storefront, making the value created in rural communities more visible.

The boutique features products from producers and cooperatives in Kürkçüler, Adana; Ulamış, İzmir; Taraklı, Sakarya; and Bağıvar, Diyarbakır. Its broad product range spans apparel, home decoration, regional foods and traditional handicrafts, bringing consumers together with distinctive local products such as Çukurova cotton, Geyve quince, Taraklı cloth and needle lace. Through Trendyol's e-commerce and e-export infrastructure, we help these products reach not only customers across Türkiye but also international markets, particularly in the Gulf countries and Eastern Europe. We continue to support producers throughout their growth journey with training, advisory and marketing support.

With each new village joining the project, we increase both product diversity and the impact we create, continuing to support rural development by connecting local production with the opportunities offered by the digital economy.

How Does the Villages of Tomorrow Boutique Create Value?

Focus Area	How We Support?	Value Created
Producer Visibility	We bring together products from producers who have established or grown their businesses through Villages of Tomorrow under the boutique, increasing their visibility through dedicated badges, advertising campaigns and coupon support.	We strengthen the competitiveness of local brands and support their access to national and international markets.
Customer Experience	We bring distinctive products made in rural communities together with customers through a single digital storefront.	We offer consumers a transparent and meaningful shopping experience that enables them to support local producers.
Rural Development	We integrate producers into the digital commerce ecosystem and support their sales and growth journey.	We strengthen local economies and scale our inclusive growth model through e-commerce.

Digital Master

Through **Digital Master**, one of our social impact projects focused on digital equal opportunity, we aim to strengthen the e-commerce knowledge and capabilities of small businesses, entrepreneurs and young people. By reducing knowledge and skills barriers to participation in the e-commerce ecosystem, the project contributes to building a more inclusive digital economy.

As part of the program, we provide participants with comprehensive training on areas including the fundamentals of e-commerce, digital store management, product listing, pricing, customer relations, digital marketing, logistics processes and financial literacy. By complementing theoretical knowledge with practical examples, we help participants better understand digital commerce processes and apply what they learn to their own businesses.

In 2025, the pilot year of the project, 3,000 young people successfully completed the introductory e-commerce trainings offered through dijitalusta.net. Of these participants, 288 qualified for the advanced e-commerce certificate program, while 46 young people who successfully completed the program and met the defined criteria were employed by SMEs operating in Balıkesir, Gaziantep, Nevşehir, Ordu and Denizli.

We designed Digital Master as an accessible learning platform particularly for young people, women and groups with limited access to development opportunities in the digitalization process. In this way, we help participants develop new employment opportunities, move their existing activities to digital channels and participate more strongly in the digital economy. By transforming our e-commerce experience and expertise into social value through this project, we also support the development of the e-commerce sector.



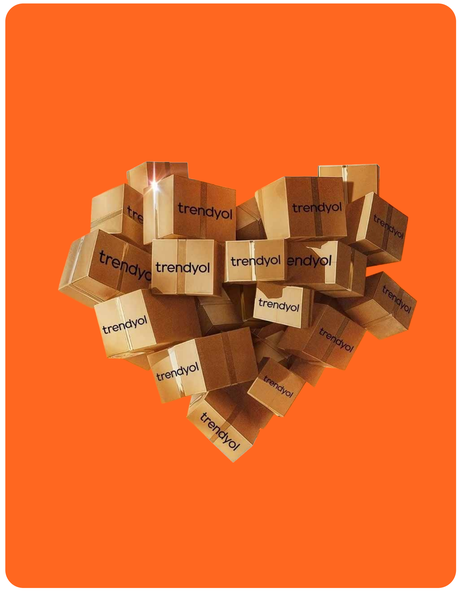
Our Accessibility Initiatives

We see strengthening digital inclusion and providing an accessible shopping experience for everyone as key priorities. Accordingly, we aim to evolve into a more accessible e-commerce platform by integrating accessibility solutions into our website and mobile application to enable people with visual impairments to navigate digital platforms independently.

Through our AI-powered voice guidance system, users can follow content and navigation on our platform through audio guidance and access products and services more easily using shortcuts and gestures. Compatible with screen reader software, this technology enables people with visual impairments to manage their platform experience according to their own needs and complete their shopping journeys more independently.

We are extending the accessibility practices we first launched in Türkiye to the new markets we enter, further expanding inclusion across our operations. Using insights from our accessibility assessments, we continuously improve the website and mobile app experience. We view inclusion not simply as an approach, but as a fundamental responsibility that shapes our digital products and services.









Goodness Movement

We believe that supporting civil society organizations with sustainable resources plays an important role in creating lasting social value. With this understanding, through the Goodness Movement, which we launched in 2020, we aim to increase the visibility of civil society organizations across digital channels and strengthen their capacity to create social impact.

We collaborate with more than 100 civil society organizations operating across a wide range of areas, including children and education, health, animal rights, the environment, science and technology. Through the Goodness Movement, we enable these organizations to bring their products to broad audiences on Trendyol, helping them reach new supporters through digitalization and diversify their sources of income.

We transfer all proceeds generated from sales through **the Goodness Movement Boutique** to the relevant organizations. With more than 2,000 products available in the boutique, we offer our customers an opportunity to contribute to social good while creating a sustainable income model that supports the work of civil society organizations.

To diversify the support mechanisms available for the different needs of civil society organizations, we also launched Digital Support Cards. Through these cards, our customers can contribute directly to the civil society organization of their choice via digital channels, while the organizations gain access to an additional channel for generating income. In this way, we make social solidarity more accessible in the digital environment while helping strengthen civil society organizations' capacity to create long-term impact.

Supporting Culture and the Arts

We see contributing to culture and the arts as an important part of our approach to creating social value. By leveraging the opportunities offered by technology, we aim to make art more accessible, increase the visibility of works by young artists and help pass Türkiye's rich cultural heritage on to future generations.

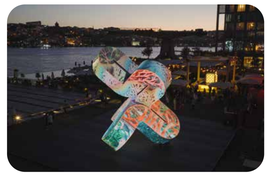
In this context, while supporting contemporary art production through our digital art platform **Trendyol Art,** we also help cultural heritage reach broader audiences through digital channels with our **Türkiye's Museums on Trendyol** project.



Trendyol Art

Through our digital art platform Trendyol Art, we bring together artists working across different disciplines with art lovers, making access to art independent of time and place. While providing young and independent artists with a space to exhibit their works, we also offer art lovers an inclusive experience where they can discover a wide range of artistic production.

150+
independent artists



800
works in the "Umut" selection





Nearly **1,000**
original works



2
guest countries

Our platform features nearly 1,000 original works by more than 150 artists working across fields such as painting, printmaking, engraving, photography, sculpture and ceramics. Through collaborations and curated selections, we increase artists' visibility and help contemporary art reach wider audiences.

Through projects such as "Ortak Bellek," "Toykontakt" and "Soyut Yorumlamalar: Kadın Sanatçılar Seçkisi," we bring the works of different artists together with art lovers. We also contribute to the development of the culture and arts ecosystem through our support for major art events such as Contemporary Istanbul and BASE.









Projects We Launched in 2025

- Ortak Bellek
- Toykontakt: an art-toy selection in collaboration with MamutArt and TOYART.İST
- Soyut Yorumlamalar: Kadın Sanatçılar Seçkisi
- Leyla Emadi "HİÇ" Limited Edition
- As part of the 20th Contemporary Istanbul, Güvenç Özel's "NEUROFLUX" was presented to art lovers in Istanbul for the first time with the support of Trendyol Art.
- BASE, Türkiye's most comprehensive platform for emerging graduate artists and supported by Trendyol Art as its main sponsor, hosted Romania as part of its Guest Country Program.

In 2025, our work in this area continued to receive recognition through various awards. Trendyol Art received the Jury Special Award at the TÜHİD Golden Compass Türkiye Public Relations Awards and the Silver Award in the "Team That Best Supports Culture, Arts and Sports" category at The Hammers Awards.



Türkiye's Museums on Trendyol

Through **the Türkiye's Museums on Trendyol** project, which we launched to make Türkiye's thousands of years of cultural heritage accessible to broader audiences, we are bringing museum retail into the digital environment. Conducted in collaboration with the Ministry of Culture and Tourism, the project makes museums' original products more accessible through digital channels while increasing the visibility of cultural heritage.

As part of the project, we bring our customers products from dozens of museums, including private museums and cultural institutions such as Pera Museum, Atatürk Foundation, Adatepe Olive Oil Museum, Anadolia and Borusan ArtStore.

With a broad product range spanning replicas, jewelry, special-edition books, decorative items and handcrafted designs, we bring Türkiye's cultural heritage into everyday life.

By digitalizing museum retail, we enable millions of people to access these products independently of physical museum visits, while helping museums diversify their revenue streams and contributing to the sustainability of cultural heritage. By using our technology infrastructure as a means of access to culture and the arts, we continue to connect wider audiences with Türkiye's history, art and craftsmanship.



Supporting Quality Education

We see ensuring equal access to quality education for everyone as one of the key priorities of our approach to creating social value. Accordingly, through **the Trendyol Kalpten Kalbe Scholarship Fund**, launched in collaboration with the Turkish Education Foundation (TEV), we support the educational journeys of children from families affected by the earthquakes. Through the fund, we enable students at different stages of education, from primary school to university, to access scholarship support, contributing to greater equality of opportunity in education.









“Umut” Selection: From Art to Education

We donated the proceeds from the “Umut” themed selection of 800 illustrations to the TEV Trendyol Kalpten Kalbe Scholarship Fund, supporting the education of students affected by the earthquakes. By bringing together the transformative power of art with educational opportunities, we help more students prepare for the future with confidence.

Supporting Sports

We believe in the unifying power of sports and the role they play in the development of younger generations. As a brand born in Türkiye, through our support for sports, we contribute to their development both in Türkiye and on the international stage. Through our collaborations across football, basketball, volleyball, and Olympic and Paralympic sports, we stand by athletes and support the development of a more inclusive and sustainable sports ecosystem.

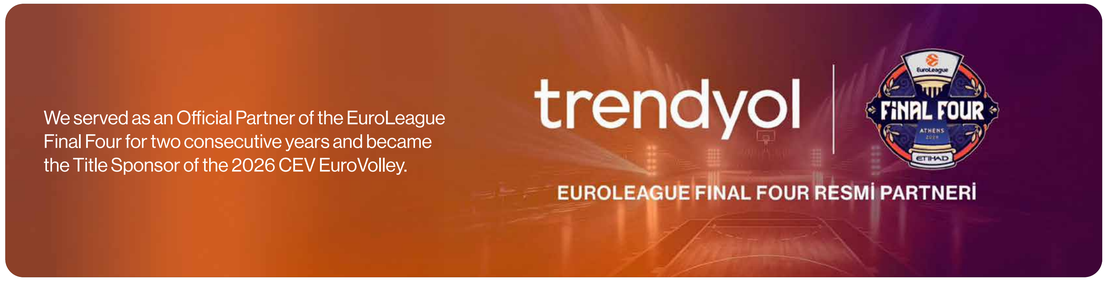
41
Fabrika Volleyball Schools

23,362
Children Receiving Volleyball Training

100+
National Athletes Supported

5
Olympic and Paralympic Athletes
Every Year





Football

Continued Support for National Teams

Since 2021, as an official sponsor of the Türkiye National Football Teams, we have supported the Men's Senior National Team, Women's National Teams and e-National Team.

Contributing to the Development of Turkish Football

Since the 2023–2024 season, we have served as the title sponsor of the Trendyol Süper League and Trendyol 1. League, contributing to the leagues' brand value and the development of the football ecosystem. We extended our agreement, initially signed for three years, to five years to cover the 2026/27 and 2027/28 seasons, aiming to further contribute to the development of sports through sustainable, long-term sponsorship support.

Representing Türkiye on the International Stage

As an Official Partner of UEFA EURO 2024, we took part in one of European football's most prominent competitions and strengthened our international visibility as the only Turkish brand that was also an official sponsor of the Türkiye Men's Senior National Team. In the 2026/27 and 2027/28 seasons, we are continuing our international support for sports as a Global Partner of Manchester City, one of the world's leading football clubs.



Volleyball

Continued Support for National Teams

Since 2022, as the main sponsor of the Türkiye National Volleyball Teams, we have supported our women's and men's national volleyball teams on their journey to success.

Developing the Athletes of the Future

Through the Fabrika Volleyball Schools Project, carried out in collaboration with the Turkish Volleyball Federation, we introduce children aged 6–12 to volleyball. Operating across 41 centers, the project has provided volleyball training to 23,362 children to date. Girls account for 60% of active students and boys for 40%.



In 2025, our work in sports received various awards for our sponsorship communications.

Looking ahead, we will continue to support our national athletes as they prepare for the Milano Cortina 2026 Olympic Winter Games and the Los Angeles 2028 Summer Olympic Games.



Olympic and Paralympic Sports

Supporting Athletes

Every year, we support 5 Olympic and Paralympic athletes, and to date, we have supported more than 100 national athletes.

Supporting the Olympic Journey

Since 2021, as an Official Sponsor of the Turkish National Olympic Committee, we have supported our athletes at the Tokyo 2020, Beijing 2022 and Paris 2024 Games.

Supporting Türkiye's Global Representation

As an Official Sponsor of the Paris 2024 Olympic Games and the first Turkish partner of the International Olympic Committee, we represented Türkiye's production capabilities and creative potential on the global stage. Through a special capsule collection produced by Turkish manufacturers, we brought the Olympic spirit to sports fans.

Contributing to an Inclusive Sports Ecosystem

As the Main Sponsor of the Turkish National Paralympic Committee, we support Paralympic athletes and contribute to raising awareness of Paralympic sports.







Governance

Building Trust Together, **Sharing Growth**

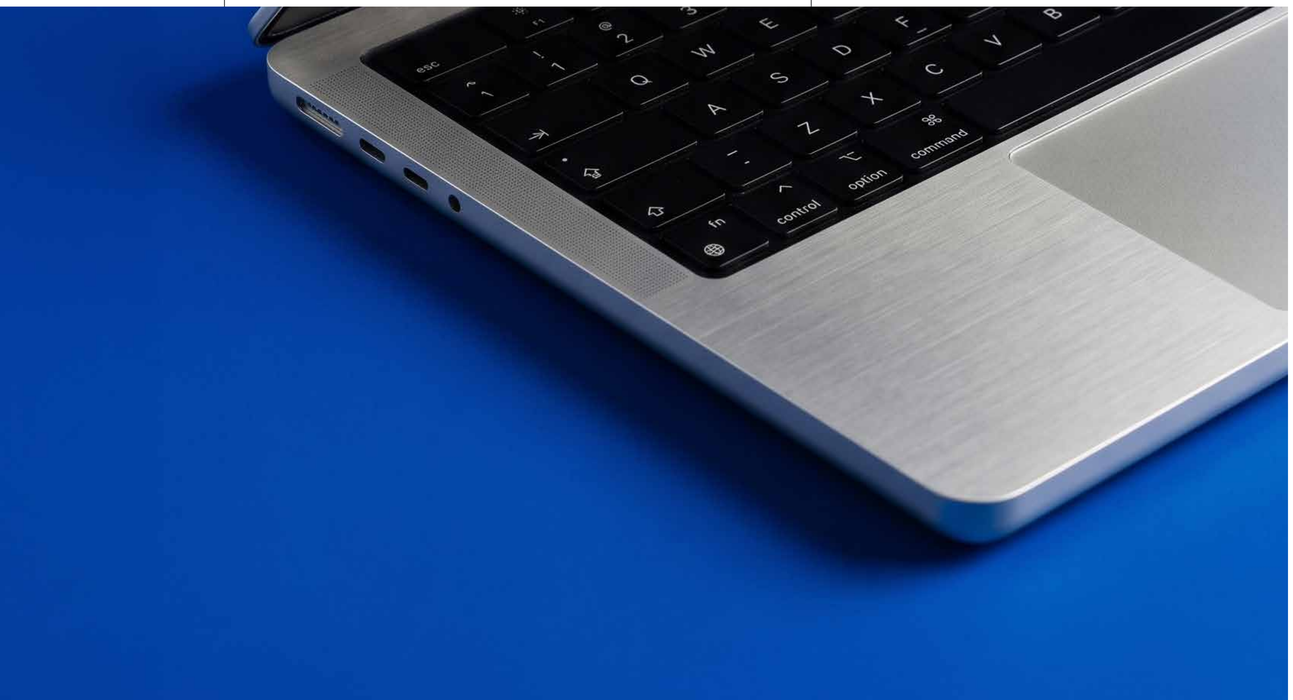
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As a technology company, growth comes with the responsibility of earning the trust of our millions of customers, hundreds of thousands of sellers and thousands of business partners every day. We believe that trust is built not only through the commitments we make, but through robust systems, sound processes and consistent decision-making under all circumstances. With this understanding, transparency, ethical business practices and accountability have formed the foundation of all our decision-making processes since the day we were founded.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

- **Ethics**
- **Data Security and Privacy**
- **Risk Management and Business Continuity**



Ethics

Trust lies at the heart of creating long-term value within the Trendyol ecosystem, which brings together millions of customers, hundreds of thousands of sellers and an extensive network of business partners. We therefore see transparency, accountability and integrity **not merely as principles, but as an integral part of all our decision-making processes.** From our teams and sellers to our suppliers and business partners, we build our relationships with every stakeholder on the basis of fair business practices and believe that shared growth is strengthened through responsibility.

Our ethical approach is grounded in **the Trendyol Code of Conduct,** which we publish publicly and review and update regularly. The Code requires our employees to perform their duties in accordance with ethical principles, company policies and applicable legislation, with legal requirements taking precedence in the event of any conflict. We extend this approach across our supply chain, expecting our product and service providers, sellers, subcontractors, consultants and other business partners to embrace the same responsible business practices, while supporting the development of a culture of responsible business conduct throughout our supply chain.





Human Rights and Legal Compliance

Our Code of Conduct sets out the fundamental principles underpinning the way we do business, including respect for human rights, prevention of discrimination, fair competition, management of conflicts of interest, anti-bribery and anti-corruption, information security and legal compliance. In this context, **we regard** compliance with competition and antitrust legislation **as one of the foundations of a fair, transparent and healthy marketplace for our sellers and customers.** We shape our approach to human rights in line with the United Nations Universal Declaration of Human Rights and the conventions of the International Labour Organization (ILO). We have zero tolerance for practices such as child labor, forced labor, modern slavery, discrimination and harassment, and safeguard the fundamental rights of our employees.

We expect the same level of responsibility throughout our supply chain. We require our suppliers to provide their employees with safe, healthy and decent working conditions, and reserve the right to conduct ethical compliance audits to verify that these obligations are being met. **We prioritize the remediation of any non-compliance identified through audits. Where necessary improvements are not made or serious violations persist**, we may temporarily suspend or completely terminate the business relationship.

Ethics Line and Reporting Mechanisms

We believe that an ethical culture is strengthened not only through written rules, but also through an open communication environment where concerns can be raised without hesitation. Accordingly, we operate our Ethics Line to enable our teams and other stakeholders to safely report known or suspected ethical violations. We conduct awareness-raising activities and display information posters at all our locations to ensure that our entire team can use these channels with confidence. Reports can be submitted anonymously or with the reporter's name via **etik@trendyol.com.** We handle all reports in accordance with the principle of confidentiality and, where identifying information is provided, do not share it with third parties without the individual's explicit consent. We adopt a zero-tolerance approach to retaliation to ensure that no one who raises a concern is subject to adverse treatment as a result, and prioritize a corporate culture in which ethical concerns can be raised openly.

We assess all reports submitted through the Ethics Line in accordance with the principles of confidentiality, impartiality and due diligence. Once the necessary review processes have been completed, we report the findings to **the Ethics Committee,** which is responsible for decisions concerning ethical violations. In 2025, we received a total of **42** reports through the Ethics Line and reviewed and concluded all of them. No confirmed cases of corruption, bribery or discrimination were identified during the year.

Awareness, Training and Auditing

To strengthen our ethical culture, we place importance on continuously enhancing our employees' awareness. We provide **Code of Conduct Training** to all new team members and organize mandatory and targeted training sessions throughout the year on priority topics, particularly ethics and anti-corruption. We support our training content with real-life case studies to help ensure that ethical dilemmas are managed appropriately, monitor completion rates, and regularly provide information and reminders through our internal communication channels.

We complement our reporting mechanisms with an internal audit structure that enables the proactive management of ethical risks. We monitor compliance with the Code of Conduct through regular audits and enhance the effectiveness of our control environment by developing digital control mechanisms and automated monitoring processes. In this way, we safeguard our approach to ethical governance not only through rules, but also through robust control mechanisms and a continuous improvement approach.

Compliance Activities

As an important part of our approach to ethical business conduct, we consider conducting our activities in full compliance with national and international financial regulations to be one of our fundamental responsibilities. In this context, our Risk Team carries out control and monitoring processes aimed at preventing money laundering and operates mechanisms designed to identify and detect potential money-laundering risks at an early stage. We systematically check whether sellers, suppliers and business partners within our ecosystem appear on current sanctions lists, ensuring that our business relationships are conducted in compliance with applicable sanctions and financial crime regulations. In doing so, we aim to effectively manage financial crime risks while strengthening the reliability of our ecosystem and our culture of compliance.



Data Security and Privacy

As a technology company, the trust we build with our stakeholders is fundamentally shaped by how we protect their information and safeguard their privacy. For this reason, we have regarded data security and information privacy as a priority element of our governance approach since the day we were founded. We consider protecting the confidentiality, integrity and availability of the data of our customers, sellers, business partners and teams as one of our fundamental responsibilities. Accordingly, we conduct our processes in compliance with the national and international data protection regulations to which we are subject, particularly the Personal Data Protection Law (KVKK), and reinforce our stakeholders' trust through robust data governance practices.

We closely monitor national and international regulations concerning personal data protection, cybersecurity and artificial intelligence. We reflect regulatory changes in our policies, procedures, control mechanisms and business processes and carry out the necessary compliance activities. By supporting the centralized and holistic management of data processing activities across the company, we continuously enhance our data protection governance in line with evolving regulatory requirements.

We structure our information security practices in line with internationally recognized standards and frameworks.

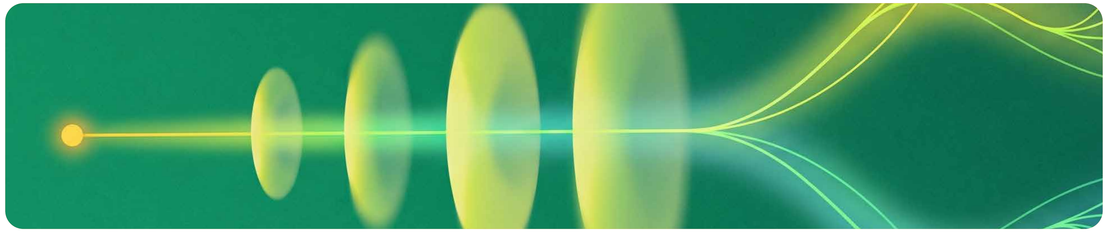
We continuously improve the structure we established on a corporate basis through the ISO 27001 Information Security Management System, completed in 2022, while keeping it aligned with the latest version. We support this structure by taking into account international standards and security frameworks such as PCI DSS and NIST 800-53, as well as the GDPR, KVKK, EU AI Act and relevant cybersecurity regulations. We also monitor evolving legal requirements, particularly the Cybersecurity Law and related secondary legislation, and incorporate them into our processes.

Through our largely automated infrastructure, we monitor data flows end to end, detect potential data leaks and unauthorized access attempts in real time, and immediately activate preventive mechanisms. This allows us not only to respond to potential risks, but also to take preventive action proactively.

To protect the accounts of our customers and sellers, we use multi-factor authentication, risk-based access controls and notification mechanisms that alert users to suspicious activity. To safeguard sensitive data wherever it resides, we apply encryption, data masking and pseudonymization together through a multilayered approach, preventing any data that could be exposed in the event of a breach from becoming meaningful. In cloud environments, we implement multilayered protection solutions designed to prevent data loss.

We do not view information security as being limited to data protection; we regard it as a critical governance element that ensures the uninterrupted continuity of our business. In this context, our Business Continuity Management Process brings together the Business Continuity Plan, Emergency Response, Crisis Management, Disaster Recovery, Risk Management and Business Impact Analysis processes through a holistic approach. We assess the potential impacts of disruptions on our operations in advance and conduct regular tests and improvement activities to safeguard the continuity of our critical services. In this way, we maintain the organizational resilience required to restore our operations safely and as quickly as possible in the event of crises or disasters.

In a rapidly evolving technology and threat landscape, we approach cybersecurity not as a static structure, but as a continuously evolving process. In addition to unauthorized access and data security risks, we monitor emerging risks that may arise from artificial intelligence technologies through regular testing and periodic assessments. We update our technical infrastructure and security controls based on the results of these assessments, continuously strengthening our digital resilience and enhancing our capacity to protect stakeholder data year after year. In 2025, we received no confirmed complaints regarding breaches of customer privacy or losses of customer data. We continue to regard protecting our stakeholders' data not merely as a technical obligation, but as one of the fundamental conditions for sustaining relationships built on trust.





Data Loss Prevention Controls

As part of our Data Loss Prevention approach, we use intelligent queries and automated control mechanisms to protect personal data and trade secrets. In line with our data classification policies, we continuously monitor data intended to be transferred outside the company across various channels, particularly email, cloud applications and endpoint devices. We identify potential data loss and data leakage risks before they materialize and take preventive action.

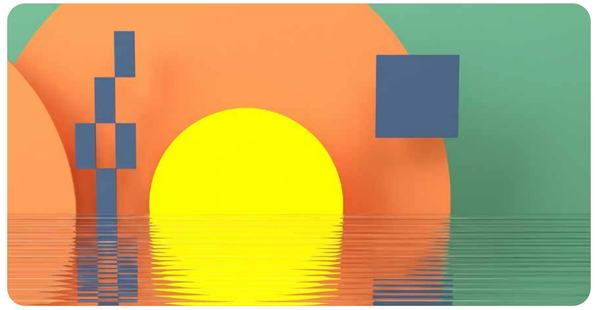
While we provide reactive protection by immediately detecting and blocking unauthorized transfer attempts, we also adopt a proactive approach that enables us to manage risks before they emerge by regularly analyzing and improving our processes. In this way, we operate our data loss prevention controls not as a static blocking layer, but as a continuously evolving system that adapts to the changing threat landscape and business needs.

Projects

Project	Scope	Impact
Kepler Platform	Through the Kepler platform, which we developed in-house, we detect, classify and mask sensitive data across data sources throughout the organization. By scanning various sources such as code repositories, documentation environments, work-tracking systems and data warehouses, we provide centralized visibility into where sensitive data is stored. In addition to rule-based engines, we improve detection accuracy through AI models trained specifically for our organization.	• Creating and continuously monitoring an organization-wide inventory of sensitive data • Supporting regulatory compliance processes through data-driven insights • Preventing data leakage risks at source within development processes
Skyhigh CASB (Cloud Access Security Broker)	We use the capabilities gained through the Skyhigh CASB Project, completed in 2023, to secure and manage our cloud applications through data protection, threat prevention and compliance. The program operates in integration with platforms such as Slack, G Drive, Exchange and AWS, supporting data security, threat prevention and regulatory compliance. Capabilities provided under the project include the implementation of Data Loss Prevention (DLP) policies, malware detection and blocking, anomaly detection, monitoring suspicious user and system activity, identifying and controlling risky cloud applications, and discovering and classifying sensitive data within permitted cloud applications.	• Enhancing data security and protection against threats in cloud services • Strengthening visibility and governance over cloud application usage • Controlling the use of unauthorized and risky cloud applications • Ensuring the traceability and protection of sensitive data in cloud environments • Supporting compliance with regulatory requirements and corporate security policies • Enabling IT teams to centrally manage cloud usage and strengthen operational control
Compliance Engineering	Compliance Engineering involves developing and implementing policies and procedures to comply with various regulations and standards, including PCI-DSS, GDPR, KVKK, ETK, ISO 27001, NIST 800-53 and the EU AI Act. Through the project, we aim to establish processes, improve risk management, enhance security measures, create compliance controls and automate them wherever possible. We are also managing our transition to the latest version of ISO 27001 as part of this project.	• Strengthened protection for cloud services • Better management of cloud usage • Greater control over Shadow IT and prevention of unauthorized application use • Continuous compliance with global and local regulations • Automated control mechanisms that reduce the manual audit burden
Data Protection Technologies: Encryption, Tokenization	Through the Enterprise HashiCorp Vault system, we ensure that credit card information stored as data at rest is encrypted in line with PCI-DSS audits. When decrypted data needs to be used, we securely transmit it as data in transit through TLS-certified communication. Logs retained in archive for more than two years enable us to conduct retrospective analyses.	• Rendering exposed data meaningless to attackers in the event of a breach • Strengthening compliance with data protection regulations such as GDPR and PCI-DSS • Ensuring encrypted communication if traffic is intercepted • Enabling retrospective investigations through retained logs
Cloud Security Assessment	We conduct regular security assessments and audits to continuously evaluate the security posture of the cloud infrastructure used by our company and identify configuration errors and vulnerabilities.	• Proactively identifying security risks in cloud infrastructure • Increasing resilience against potential cyberattacks • Ensuring secure cloud usage standards
Cyber Insurance	We have taken out a comprehensive cyber insurance policy to manage the potential financial impacts of cyberattacks and transfer risk. This process includes assessing potential risks and establishing financial protection against them.	• Protection against potential financial losses following cyber incidents • Supporting the company's financial sustainability and operational continuity during crises

Risk Management and Business Continuity

Ensuring the uninterrupted continuity of our operations begins with identifying and managing potential risks at an early stage. We therefore assess risks that may affect our stakeholders, operations and value chain from a holistic perspective. In line with our Enterprise Risk Management Strategy, we regularly identify, analyze and prioritize strategic, operational, financial, technological and reputational risks, and manage them through the action plans we develop. Through the preventive practices implemented as a result of these analyses, we proactively address areas for improvement, while regular assessments conducted by our business units help ensure the continuity of our operations.



Safeguarding Business Continuity

As part of our Business Continuity Management Process, we manage crisis management, emergency planning, disaster recovery, business impact analysis, risk management and reputation management through an integrated approach. To minimize the impact of potential disruptions to the systems we use in our operations and safeguard the continuity of our critical services, we manage our business continuity processes across the company through an organized structure involving all our teams.

To strengthen the resilience of our business processes, we conduct business impact analyses of our systems, identify critical processes that could be affected under potential disruption scenarios, and develop alternative solution plans and roadmaps for critical services. In this context, guided by the ISO 22301 Business Continuity Management System standard, we aim to strengthen operational excellence and continuously enhance our organizational knowledge and resilience. To support our flexible and agile organizational structure, we conduct comprehensive load tests and periodic drills ahead of periods of high transaction volumes and regularly review the effectiveness of our business continuity processes.

Building an Organization Prepared for Crises

Our Crisis Committee, which operates to ensure the effective management of crises that may arise in extraordinary circumstances, plays a critical role in understanding and assessing significant risks, preparing action plans and rolling them out across the company. To identify potential risks, we conduct scenario-based studies covering environmental, physical, natural disaster, cyber and technological risks, and use these scenarios to develop our crisis management and business continuity processes in ways that reinforce one another.

We implement improvement actions identified through business impact analyses in line with the principles of digital security, quality control and data transparency. We also conduct periodic drills and tests to strengthen our flexible and agile organizational structure.

To manage the financial and operational impacts of potential cyber incidents, we use a Cyber Insurance policy **as part of our risk transfer mechanisms.** We manage emerging risks associated with our AI-driven technological infrastructure through our dynamic cyber resilience approach and advanced data protection protocols, regularly assessing potential and existing risks and implementing the necessary actions. In this way, we adopt a holistic risk management approach that addresses security not only through preventive measures, but also from the perspective of operational resilience and business continuity. Through this approach, we aim to protect not only the continuity of our operations, but also our stakeholders' trust and our corporate reputation.

Appendices

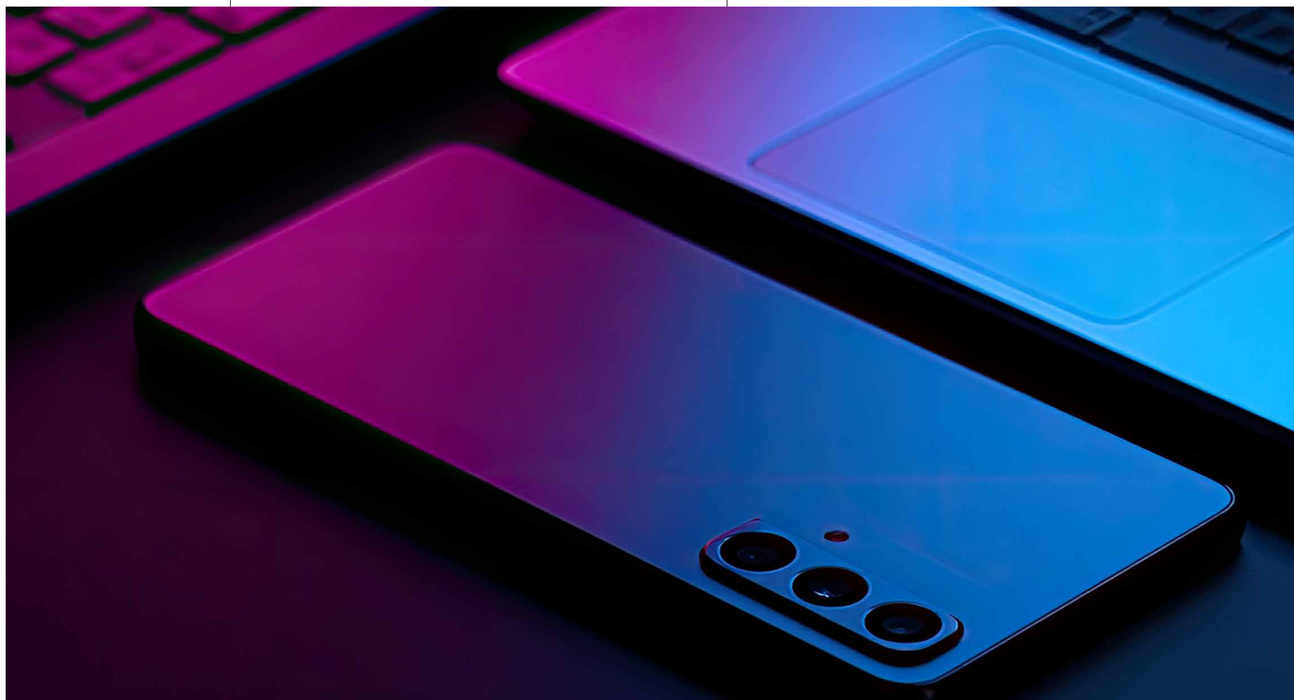
Measuring Impact, Speaking Through Data
Sharing Growth

06

In our sustainability journey, transparency gains meaning not only through intent, but through comparable data and methodologies aligned with international standards. Guided by **our Trust in Data** value, we see every data point we share as a reflection of the steps we have taken and the thresholds we aim to overcome.



- **Memberships and Initiatives**
- **Our Awards**
- **Environmental Performance Indicators**
- **Social Performance Indicators**
- **GRI Content Index**



Memberships and Initiatives

United Nations Global Compact

United Nations Global Compact (UNGC)

In support of: WOMEN'S EMPOWERMENT PRINCIPLES
Established by UN Women and the UN Global Compact Office

Women's Empowerment Principles (WEPs)

yased Uluslararası Yatırımcılar Derneği International Investors Association

YASED Sustainable Development Working Group

TEİD Etik ve İtibar Derneği Ethics & Reputation Society

Ethics and Reputation Society (TEİD)

TÜSİAD

TÜSİAD Environment and Climate Working Group

TÜRKİYE KURUMSAL SORUMLULUK DERNEĞİ

Corporate Social Responsibility Association of Türkiye (TKSD)

EYDK Impact Investing Advisory Board

Impact Investing Advisory Board (EYDK)

TİM TÜRKİYE İHRACATÇILAR MECLİSİ

Turkish Exporters Assembly (TİM)

İTKİB

Istanbul Textile and Apparel Exporters' Associations (İTKİB)

Türkiye E-ticaret Meclisi

TOBB Türkiye E-Commerce Council

GEN GLOBAL ENTREPRENEURSHIP NETWORK

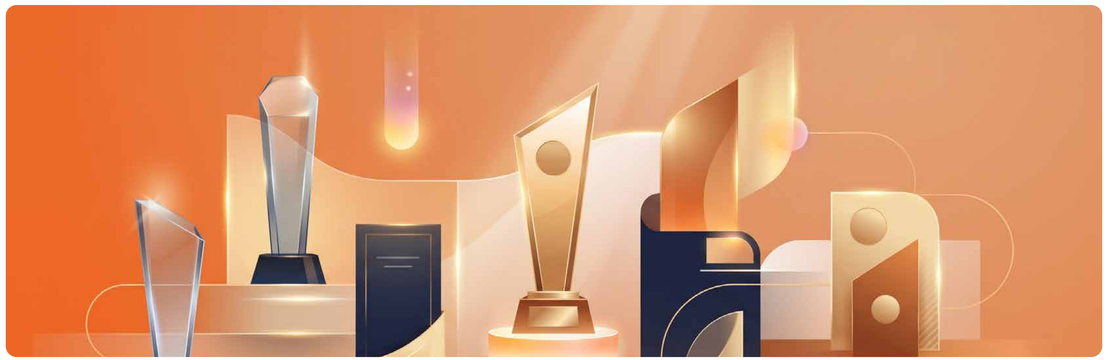
Global Entrepreneurship Network (GEN)

AUS TÜRKİYE ITS TÜRKİYE

Intelligent Transportation Systems Association of Türkiye (AUS Türkiye)

Our Awards

Organization	Award
Turkish Exporters Assembly (TİM) – Champions of Export Awards	E-Export Champion (for the 2nd consecutive year)
MediaCat & Ipsos Türkiye – Türkiye's Lovemarks Survey	Most Loved Brand (for the 5th consecutive year)
Entrepreneur Middle East Magazine – Technology Innovation Awards	Best Marketplace of the Year
The Diplomat Bucharest Awards	Excellence in Supporting the Local E-Commerce Ecosystem
Baku Business Club	Best E-Commerce Platform of the Year
Türkiye Reputation Index Survey	Most Reputable Brand
The ONE Awards Integrated Marketing Awards	Reputable Brand of the Year (5th time); First Place in the E-Commerce Website and Application Categories
Brandverse	Gold Award in the Online Marketplace Category
B2B Marketing & Management Summit	Most Successful E-Commerce Platform
Tech Brands Turkey Awards	Most Technological Online Shopping Brand
Tech Brands Turkey Awards	Online/Mobile Ordering (Online Shopping); Super App; Fast Delivery / Logistics Integration
TECHX Summit	Best Digital Experience Award; Best Use of Artificial Intelligence Award; Women-Focused Experience Award; Delivery / Logistics Experience
AITS Awards	E-Commerce Brand of the Year for Best Use of Artificial Intelligence
Corporate Social Responsibility Association of Türkiye (TKSD)	Bronze Award
Communitas Awards	Communitas Award
Golden Compass	Golden Compass Award
M.I.C.E. Awards	Best Sustainability Project
Felis Awards	Social Responsibility and Sustainability Felis Award
Social Benefit Awards	Social Benefit Award
Prida Awards	Achievement Award
Public Relations Association of Türkiye (TÜHİD) – Golden Compass Türkiye Public Relations Awards	Jury Special Award
The Hammers Awards	Silver Award in the "Team That Best Supports Culture, Arts and Sports" category; Gold and Silver Awards in the "Social Solidarity and Social Impact Teams" category
BlindLook	EyeBrand Award



Environmental Performance Indicators

Carbon Reduction

Greenhouse Gas Emissions (tCO_2e)	2022 (base year)	2023	2024	2025
Scope 1 Emissions	3,941	7,676	8,248	8,451
Scope 2 Emissions (market-based)	22,028	14,148	20,339	8,479
Scope 3 Emissions	260,238	370,996	501,503	366,515
Total Emissions	286,207	392,820	530,090	383,445

Energy Consumption (MWh)	2023	2024	2025
Total Energy Consumption	73,662	86,944	86,917
Natural Gas	19,780	19,706	33,960
Electricity	33,032	46,016	44,295
Diesel - Generators	461	869	285
Diesel - Vehicles	9,686	8,608	496
Gasoline - Vehicles	11,103	12,085	7,882

Packaging and Waste

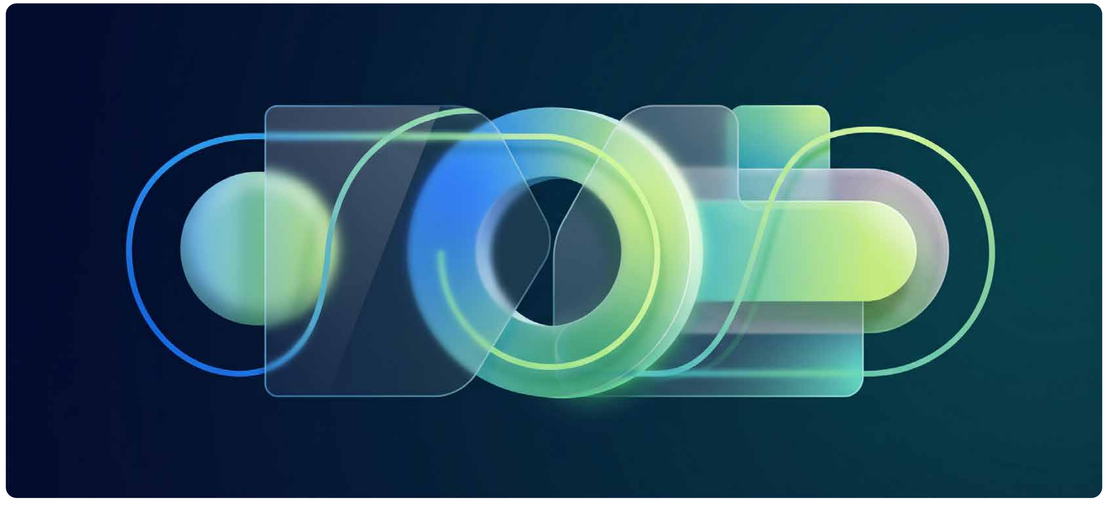
Waste Management (tons)	2023	2024	2025
Hazardous	65.0	51.5	17.6
Non-Hazardous	1,945	1,823	2,354
Recycled	1,887	1,874	2,371
Disposed	0.00	0.16	0.16
Total Waste	2,010	1,874.3	2,371

Packaging Use (tons)	2023	2024	2025
Plastic Packaging	271	528	660.7
Cardboard Packaging	262	412	444.5
Total	533	940	1,105.2

Sustainable Production and Circularity

Sustainable Production	2023	2024	2025
Number of products with sustainable, certified and patented materials (#)	160,895	519,760	748,853
Share of products with sustainable, certified and patented materials (%)	0.37%	0.78%	1.41%

Responsible Supply Chain	2023	2024	2025
Number of Suppliers (Tier 1)	349	410	385
Number of Suppliers (Tier 2)	75	84	113
Share of Local Tier 1 Suppliers	99.4%	99.5%	98.2%
Share of Local Tier 2 Suppliers	100%	100%	100%
Share of Main Suppliers and Subcontractors Subject to ESG Compliance Audits	100%	98.1%	98.5%
ESG Audit Compliance Rate among Main Suppliers	77%	86%	90%



Social Performance Indicators

Employee Demographics	2022	2023	2024	2025
Number of Employees	3,876	4,194	4,493	4,157
Women	1,394	1,485	1,585	1,493
Men	2,482	2,709	2,908	2,664
White-Collar Employees	3,871	4,194	4,493	4,157
Women	1,394	1,485	1,585	1,493
Men	2,477	2,709	2,908	2,664
Blue-Collar Employees	5	0	0	0
Women	0	0	0	0
Men	5	0	0	0

Employee Demographics - by Age	2022	2023	2024	2025
Under 30	1,927	1,933	1,869	1,454
Women	765	741	691	558
Men	1,162	1,192	1,178	896
Between 30 and 50	1,942	2,246	2,610	2,683
Women	626	737	887	928
Men	1,316	1,509	1,723	1,755
Over 50	7	15	14	20
Women	3	7	7	7
Men	4	8	7	13

Leadership	2022	2023	2024	2025
Number of Leaders	801	822	959	925
Women	301	308	358	350
Men	500	514	601	575

Leadership Demographics - by Age	2022	2023	2024	2025
Under 30	83	78	65	25
Women	40	36	32	10
Men	43	42	33	15
Between 30 and 50	713	740	886	888
Women	258	269	320	334
Men	455	471	566	554
Over 50	5	4	8	12
Women	3	3	6	6
Men	2	1	2	6

Employees with Disabilities	2022	2023	2024	2025
Total	36	36	31	20
Women	12	10	8	3
Men	24	26	23	17

Turnover	2022	2023	2024	2025
Total	7.70%	11%	10.1%	11.6%
Women	7.51%	11.41%	11.2%	12.5%
Men	7.82%	10.74%	9.5%	11.1%

New Hires	2022	2023	2024	2025
Number of New Hires	1,134	573	653	432
Women	389	198	252	158
Men	745	375	401	274
Under 30	704	398	439	271
Women	256	140	173	103
Men	448	258	266	168
Between 30 and 50	426	175	213	160
Women	132	58	78	54
Men	294	117	135	106
Over 50	4	0	1	1
Women	1	0	1	1
Men	3	0	0	0

Health and Safety	2022	2023	2024	2025
Work-related injuries (all cases) [7]	492	552	845	661
Work-related injuries (lost-time cases)	119	68	68	61
Number of occupational diseases	0	0	0	0
Work-related fatalities	0	0	0	0
Lost Time Injury Frequency Rate (LTIFR)	3.34	4.16	3.96	3.13
Occupational Disease Rate (ODR)	0	0	0	0

[7] The number of injuries reported includes injuries arising from warehouse operations.

GRI Content Index

Statement of Use	DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. (Trendyol), has reported in accordance with the GRI Standards for the period 1 January - 31 December 2025.
GRI 1 Used	GRI 1: Foundation 2021
Applicable GRI Sector Standard(s)	No GRI Sector Standard has been applied, as a sector standard for group structures has not yet been developed.
Early-adopted Standards	GRI 102: Climate Change 2025 and GRI 103: Energy 2025 have been early-adopted ahead of their effective date of 1 January 2027. These Standards replace GRI 305: Emissions 2016, GRI 302: Energy 2016 and Disclosure 201-2 of GRI 201: Economic Performance 2016.

GRI Standard		Disclosures	Disclosure Location	Omission
General Disclosures				
GRI 2: General Disclosures 2021	2-1	**Organizational details**	About the Report, page 5	
	2-2	**Entities included in the organization's sustainability reporting**	About the Report, page 5	
	2-3	**Reporting period, frequency and contact point**	About the Report, page 5	
	2-4	**Restatements of information**	About the Report, page 5	
	2-5	**External assurance**		The report has not been externally assured.
	2-6	**Activities, value chain and other business relationships**	Trendyol Group, pages 11-13 Value Chain, pages 14-15	
	2-7	**Employees**	Diversity and Inclusion, page 63 Social Performance Indicators, pages 104-105	
	2-8	**Workers who are not employees**	Diversity and Inclusion, page 63 Social Performance Indicators, pages 104-105	
	2-9	**Governance structure and composition**		Trendyol maintains an inclusive approach to its governance structure and does not disclose details of this structure.
	2-10	**Nomination and selection of the highest governance body**		
	2-11	**Chair of the highest governance body**		
	2-12	**Role of the highest governance body in overseeing the management of impacts**		
	2-13	**Delegation of responsibility for managing impacts**		
	2-14	**Role of the highest governance body in sustainability reporting**	Sustainability Management, pages 26-28	
	2-15	**Conflicts of interest**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-16	**Communication of critical concerns**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-17	**Collective knowledge of the highest governance body**		Trendyol maintains an inclusive approach to its governance structure and does not disclose details of this structure.
	2-18	**Evaluation of the performance of the highest governance body**		
	2-19	**Remuneration policies**	Performance and Career Management, pages 66-68	
	2-20	**Process to determine remuneration**	Performance and Career Management, pages 66-68	
	2-21	**Annual total compensation ratio**		There is no legal requirement in Türkiye regarding the disclosure of remuneration, and this information is not disclosed.
	2-22	**Statement on sustainable development strategy**	Interview with Our CEO, pages 7-9	
	2-23	**Policy commitments**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-24	**Embedding policy commitments**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-25	**Processes to remediate negative impacts**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-26	**Mechanisms for seeking advice and raising concerns**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-27	**Compliance with laws and regulations**	Ethics, pages 93-94 Trendyol Code of Conduct	
	2-28	**Membership associations**	Memberships and Initiatives, page 100	
	2-29	**Approach to stakeholder engagement**	Stakeholder Engagement, page 29	
	2-30	**Collective bargaining agreements**		None of our employees are covered by collective bargaining agreements.
Material Topics				
GRI 3: Material Topics 2021	3-1	**Process to determine material topics**	Double Materiality Assessment, page 21	
	3-2	**List of material topics**	Double Materiality Assessment, page 21 Impacts, Risks and Opportunities, pages 22-23	
Climate Change				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Carbon Reduction, pages 31-32	
GRI 102: Climate Change 2025	102-1	**Transition plan for climate change mitigation**	Our Decarbonization Roadmap, page 33	
	102-4	**GHG emissions reduction targets and progress**	Our Decarbonization Roadmap, page 33	
	102-5	**Scope 1 GHG emissions**	Emissions from Our Operations, page 34 Environmental Performance Indicators, page 102	
	102-6	**Scope 2 GHG emissions**	Emissions from Our Operations, page 34 Environmental Performance Indicators page 102	
	102-7	**Scope 3 GHG emissions**	Emissions from Our Value Chain, page 35 Environmental Performance Indicators, page 102	
	102-8	**GHG emissions intensity**		The activity data used to calculate emission intensity is not disclosed under our current disclosure approach.
Energy				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Energy Consumption, pages 37-39	
GRI 103: Energy 2025	103-1	**Energy policies and commitments**	Energy Consumption, pages 37-39	
	103-2	**Energy consumption within the organization**	Energy Consumption, pages 37-39 Environmental Performance Indicators, pages 102-103	
	103-3	**Energy consumption upstream and downstream in the value chain**		Data collection for energy consumption in the upstream and downstream value chain is ongoing.
	103-4	**Energy intensity**		The activity data used to calculate energy intensity is not disclosed under our current disclosure approach.
	103-5	**Reduction in energy consumption**	Transition to Renewable Energy, page 38 Energy Efficiency in Our Operations, pages 39 Energy and Fuel Efficiency in Our Logistics Operations, page 40	

GRI Standard		Disclosures	Disclosure Location	Omission
Economic Performance				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Trendyol Impact Ecosystem, pages 10-15	
RI 201: Economic Performance 2016	201-1	**Direct economic value generated and distributed**	Trendyol Impact Ecosystem, pages 10-15	
	201-2	**Financial implications and other risks and opportunities due to climate change**	Carbon Reduction, page 32	
GRI 202: Market Presence 2016	202-1	**Ratios of standard entry level wage by gender compared to local minimum wage**	Diversity and Inclusion, pages 63-65	
Strengthening Local Economies and SMEs				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Our Business Partners, pages 72-76	
GRI 203: Indirect Economic Impacts 2016	203-1	**Infrastructure investments and services supported**	Our Business Partners, pages 72-76	
	203-2	**Significant indirect economic impacts**	Society, pages 77-91	
Seller and Supplier Compliance				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Sustainable Production and Circularity, pages 49-50	
GRI 204: Procurement Practices 2016	204-1	**Proportion of spending on local suppliers**	Responsible Supply Chain, pages 57-59 Supporting Local Production, page 75	
GRI 308: Supplier Environmental Assessment 2016	308-1	**New suppliers that were screened using environmental criteria**	Responsible Supply Chain, pages 57-59	
	308-2	**Negative environmental impacts in the supply chain and actions taken**	Responsible Supply Chain, pages 57-59	
GRI 409: Forced or Compulsory Labor 2016	409-1	**Operations and suppliers at significant risk for incidents of forced or compulsory labor**	Responsible Supply Chain, pages 57-59	
GRI 414: Supplier Social Assessment 2016	414-1	**New suppliers that were screened using social criteria**	Responsible Supply Chain, pages 57-59	
	414-2	**Negative social impacts in the supply chain and actions taken**	Ethics, pages 93-94 Trendyol Code of Conduct Supplier Code of Conduct	
Ethics				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Ethics, pages 93-94	
GRI 205: Anti-corruption 2016	205-1	**Operations assessed for risks related to corruption**	Ethics, pages 93-94 Trendyol Code of Conduct	
	205-2	**Communication and training about anti-corruption policies and procedures**	Ethics, pages 93-94 Trendyol Code of Conduct	
	205-3	**Confirmed incidents of corruption and actions taken**	Ethics, pages 93-94 Trendyol Code of Conduct	
GRI 206: Anti-competitive Behavior 2016	206-1	**Legal actions for anti-competitive behavior, anti-trust, and monopoly practices**	Ethics, pages 93-94 Trendyol Code of Conduct	
GRI 406: Non-discrimination 2016	406-1	**Incidents of discrimination and corrective actions taken**	Ethics, pages 93-94 Trendyol Code of Conduct	
GRI 408: Child Labor 2016	408-1	**Operations and suppliers at significant risk for incidents of child labor**	Ethics, pages 93-94 Trendyol Code of Conduct Trendyol Supplier Code of Conduct	
Sustainable Product Options & Packaging Management				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Packaging and Waste, pages 41-43 Sustainable Production and Circularity, pages 49-50	
GRI 301: Materials 2016	301-1	**Materials used by weight or volume**	Sustainable Packaging Initiatives, pages 45-48 Sustainable Product Collection, pages 53-54	
	301-2	**Recycled input materials used**	Sustainable Packaging Initiatives, pages 45-48 Sustainable Product Collection, pages 53-54	
	301-3	**Reclaimed products and their packaging materials**	Sustainable Packaging Initiatives, pages 45-48	

GRI Standard		Disclosures	Disclosure Location	Omission
Waste Management				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Packaging and Waste, pages 41-43	
GRI 306: Waste 2020	306-1	**Waste generation and significant waste-related impacts**	Packaging and Waste, pages 41-43	
	306-2	**Management of significant waste-related impacts**	Waste Management, pages 43-48	
	306-3	**Waste generated**	Waste Management, pages 43-48 Environmental Performance Indicators, pages 102-103	
Talent, Development and Retention				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Our Team, pages 61-62	
GRI 401: Employment 2016	401-1	**New employee hires and employee turnover**	Talent Engagement and Retention, page 69 Social Performance Indicators, pages 104-105	
	401-2	**Benefits provided to full-time employees that are not provided to temporary or part-time employees**	Performance and Career Management, pages 66-68 Our Well-being Programs, page 71	
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Performance and Career Management, pages 66-68	
GRI 404: Training and Education 2016	404-1	**Average hours of training per year per employee**	Performance and Career Management, pages 66-68	
	404-2	**Programs for upgrading employee skills and transition assistance programs**	Performance and Career Management, pages 66-68	
	404-3	**Percentage of employees receiving regular performance and career development reviews**	Performance and Career Management, page 66	
Employee Rights, Health and Safety				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Health, Safety and Well-being, pages 70-71	
GRI 403: Occupational Health and Safety 2018	403-1	**Occupational health and safety management system**	Health, Safety and Well-being, pages 70-71	
	403-2	**Hazard identification, risk assessment, and incident investigation**	Health, Safety and Well-being, pages 70-71	
	403-3	**Occupational health services**	Health, Safety and Well-being, pages 70-71	
	403-4	**Worker participation, consultation, and communication on occupational health and safety**	Health, Safety and Well-being, pages 70-71	
	403-5	**Worker training on occupational health and safety**	Health, Safety and Well-being, pages 70-71	
	403-6	**Promotion of worker health**	Health, Safety and Well-being, pages 70-71	
	403-7	**Prevention and mitigation of occupational health and safety impacts directly linked by business relationships**	Health, Safety and Well-being, pages 70-71	
	403-8	**Workers covered by an occupational health and safety management system**	Health, Safety and Well-being, pages 70-71	
	403-9	**Work-related injuries**	Health, Safety and Well-being, pages 70-71 Social Performance Indicators, pages 104-105	
	403-10	**Work-related ill health**	Health, Safety and Well-being, pages 70-71 Social Performance Indicators, pages 104-105	
Diversity and Inclusion				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Diversity and Inclusion, page 63 Trendyol Team Diversity, Inclusion and Equity Guide	
GRI 405: Diversity and Equal Opportunity 2016	405-1	**Diversity of governance bodies and employees**	Diversity and Inclusion, pages 63-65 Social Performance Indicators, pages 104-105	
	405-2	**Ratio of basic salary and remuneration of women to men**	Diversity and Inclusion, pages 63-65	
Social Investments				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Society, pages 77-78	
GRI 413: Local Communities 2016	413-1	**Operations with local community engagement, impact assessments, and development programs**	Society, pages 77-91	
	413-2	**Operations with significant actual and potential negative impacts on local communities**	Society, pages 77-91	

GRI Standard		Disclosures	Disclosure Location	Omission
Product Labeling				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Sustainable Production and Circularity, pages 49-50	
GRI 417: Marketing and Labeling 2016	417-1	**Requirements for product and service information and labeling**	Sustainable Product Collection, pages 51-54 Sustainable Production and Circularity, pages 49-50	
	417-2	**Incidents of non-compliance concerning product and service information and labeling**	Sustainable Production and Circularity, pages 49-54	
	417-3	**Incidents of non-compliance concerning marketing communications**	Sustainable Production and Circularity, pages 49-54	
Data Security and Privacy				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Data Security and Privacy, pages 95-97	
GRI 418: Customer Privacy 2016	418-1	**Substantiated complaints concerning breaches of customer privacy and losses of customer data**	Data Security and Privacy, pages 95-97	
Circular Economy				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Sustainable Production and Circularity, pages 49-50	
Environmental Impact of Products				
GRI 3: Material Topics 2021	3-3	**Management of material topics**	Sustainable Production and Circularity, pages 49-50	

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