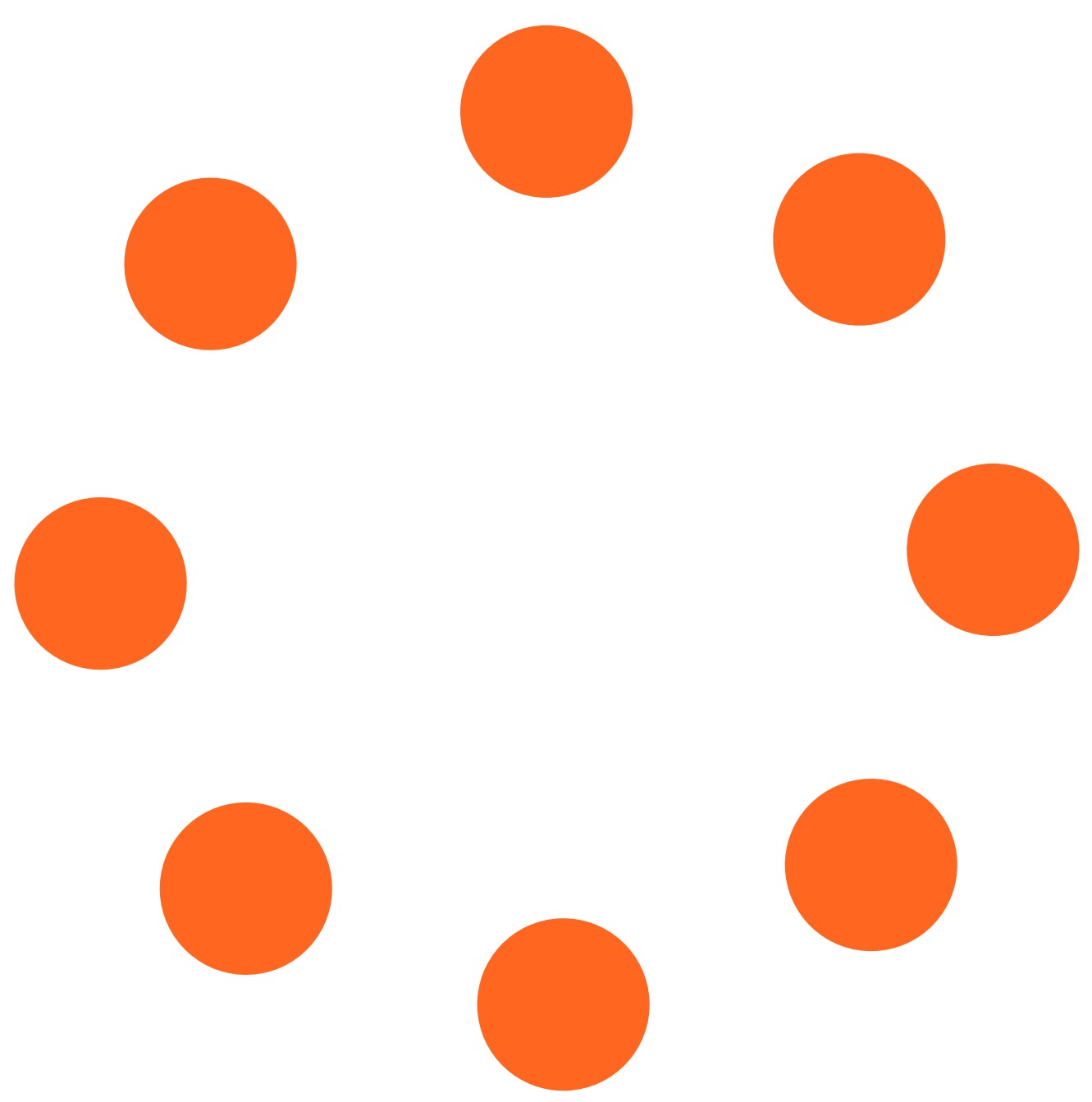
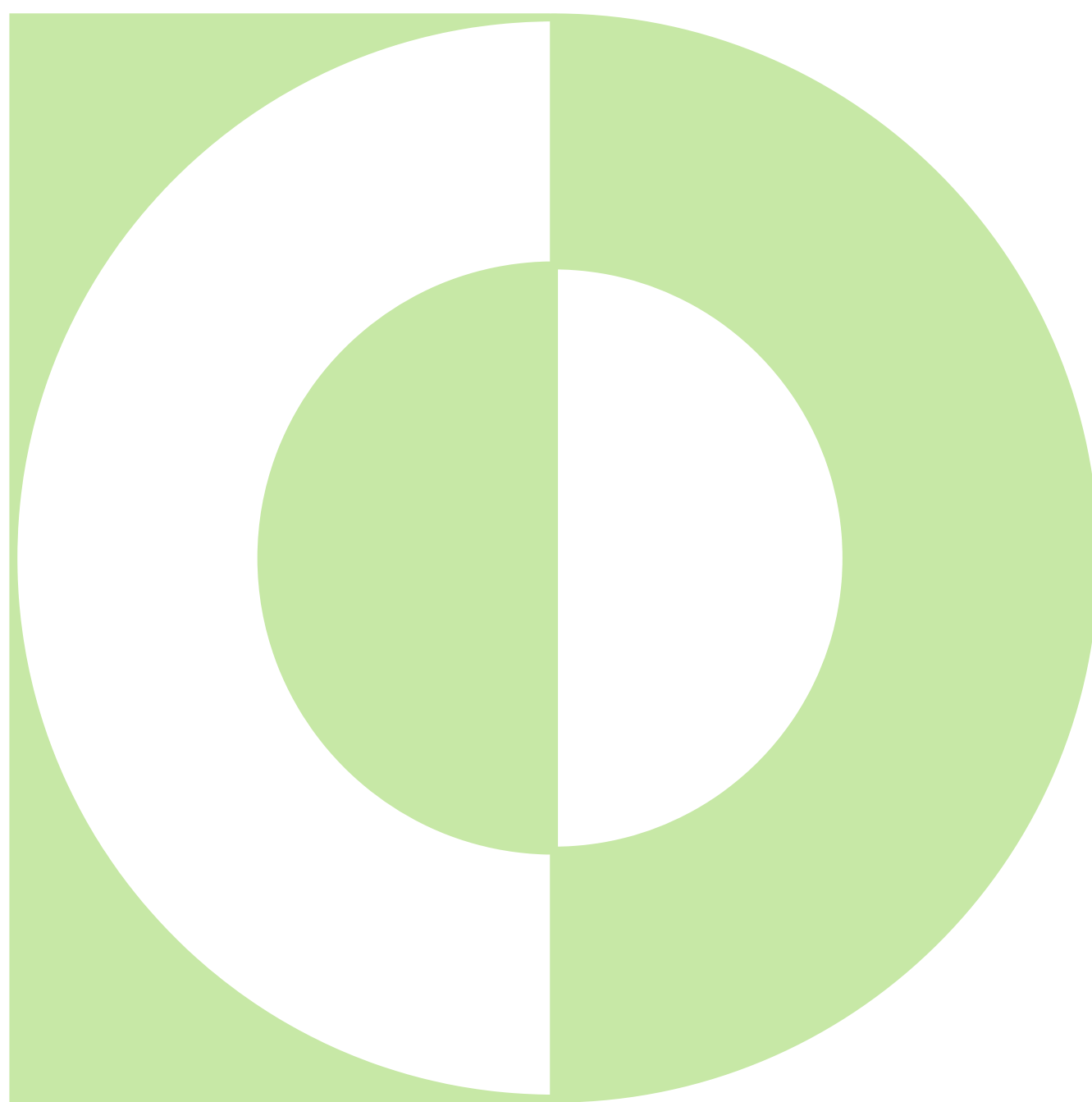
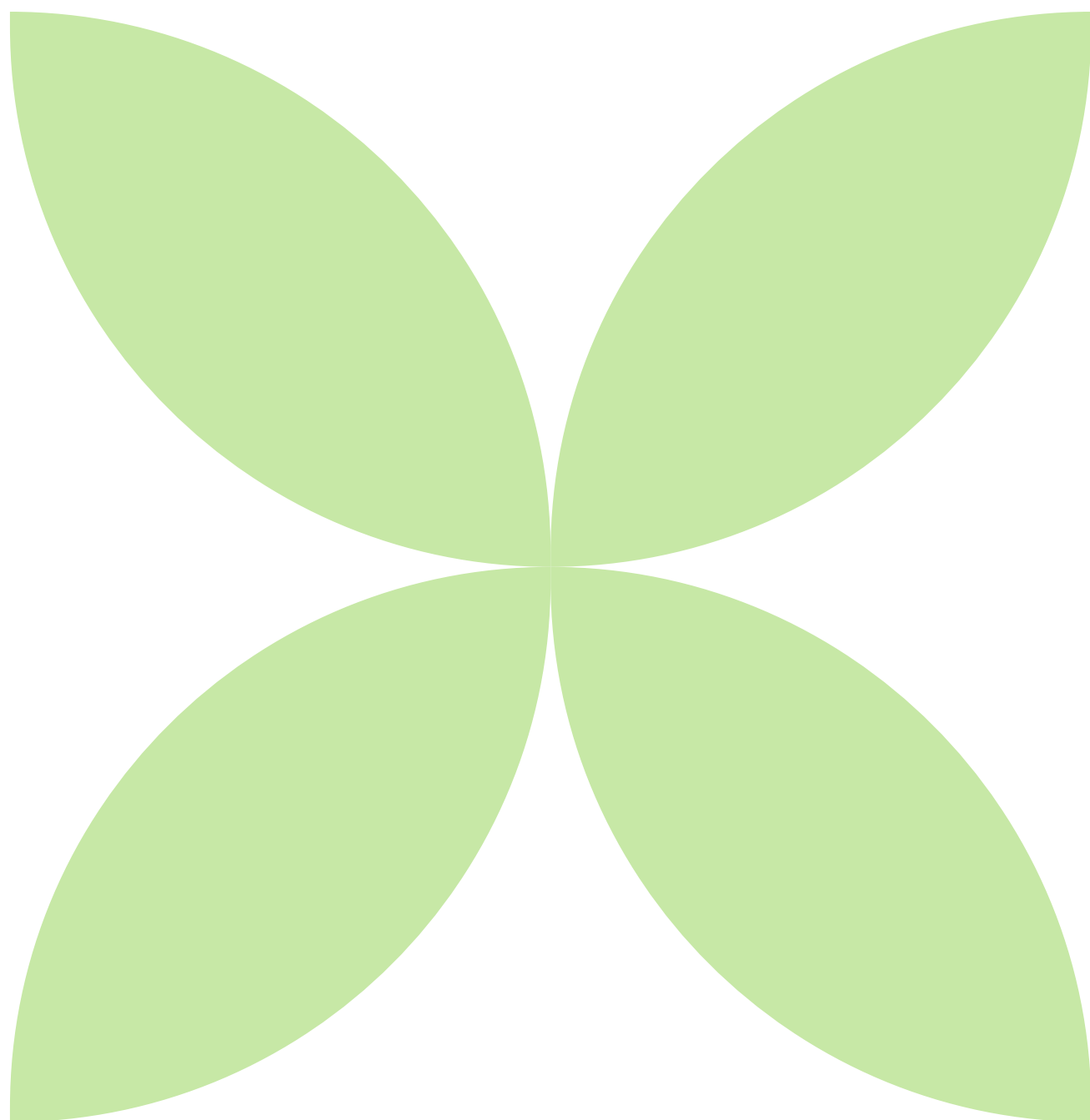


trendyol

Sustainability Report

2024













Introduction



Contents

 <h3>Introduction</h3> <ul style="list-style-type: none"> ● About the Report 5 <ul style="list-style-type: none"> ● Scope of Reporting and the Standards We Use 5 ● Initiatives We Participate In 5 ● Advancing Our Journey to Maximize Our Impact 6 	 <h3>Trendyol Impact Ecosystem</h3> <ul style="list-style-type: none"> ● Our Sphere of Influence in 2024 12 ● Value Chain 13 ● Trendyol Sustainable Impact Plan 14 <ul style="list-style-type: none"> ● Sustainability Management 25 ● Stakeholder Meetings and Communication 25 	 <h3>Planet</h3> <ul style="list-style-type: none"> ● Carbon Mitigation 27 ● Packaging and Waste 35 ● Sustainable Production and Circularity 39 	 <h3>People</h3> <ul style="list-style-type: none"> ● Our Team 47 <ul style="list-style-type: none"> ● Diversity and Inclusion 49 ● Training and Development Opportunities 51 ● Performance Management 54 ● Transparent Communication and Participation 55 ● Health, Safety and Wellbeing 56 ● Our Business Partners 58 <ul style="list-style-type: none"> ● Support for Women's Empowerment 59 ● Support for Local Production 60 ● Society 61 <ul style="list-style-type: none"> ● Support for Digital Equal Opportunities 63 ● Support for Culture and Arts 70 ● Support for Sports 74 	 <h3>Governance</h3> <ul style="list-style-type: none"> ● Ethics 77 ● Data Security and Privacy 79 ● Risk Management and Business Continuity 81 	 <h3>Appendices</h3> <ul style="list-style-type: none"> ● Performance Indicators 83 ● GRI Content Index 87 ● SASB Content Index 100
--	--	--	--	--	--

About the Report

We are publishing our third sustainability report this year as part of the Trendyol Sustainable Impact Plan, which is based on our focus on "the world" and "people." Through this report, we are transparently sharing with all our stakeholders the progress we have made towards our goals, the projects we have carried out, and our plans for the future.

In line with our value of "We Live with Data," we report our performance in all areas prioritized within our sustainability strategy in a comparative manner with previous years.

Scope of Reporting and the Standards We Use

The report covers developments and progress in Trendyol Group operations during the period from January 1 to December 31, 2024. The scope includes Trendyol Marketplace, Trendyol Express, Trendyol Go, Dolap, Trendyol Digital Products, and Financial Services.

Our report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards 2021 version. It also complies with the United Nations Sustainable Development Goals (SDGs) and the sector standards published by the Sustainability Accounting Standards Board (SASB).

Initiatives We Participate In

- United Nations Global Compact (UNGC)
- WEPs
- YASED Sustainable Development Working Group
- Sustainability Academy
- TÜSİAD Environment and Climate Working Group
- Turkish Corporate Social Responsibility Association
- Impact Investors DK
- Turkish Exporters Assembly
- İHKİB Istanbul Textile and Apparel Exporters' Associations
- TOBB Turkey E-Commerce Assembly
- GEN Global Entrepreneurship Network
- Intelligent Transportation Systems Association
- (AUS Türkiye)
- Ethics and Reputation Association (TEİD)

Sustainable Development Goals (SDGs) We Contribute To





Advancing Our Journey to Maximize Our Impact

The third year of our sustainability journey is now complete. From the very beginning, we have been guided by the belief that using the power of technology and innovation we can create lasting value for people, communities, and the planet. With this mindset, we continuously reassess our strategy, measure our progress objectively, and shape our future with conscious and deliberate steps.

Our strategy is built around a simple yet powerful truth: sustainable growth is no longer a choice, but a necessity.

In today's rapidly changing world, those who aspire to lead change must constantly rethink their ways of doing business and their priorities. Sustainability is one of the areas where this is felt most intensely. Over the past year, we have revisited our priorities, strategy, and areas for improvement to help drive the sustainable transformation of business. We have aimed to keep our Sustainable Impact Plan as a dynamic, evolving framework that remains fully aligned with the changing needs of today.

This year, we revisited the goals and priorities we had set at the beginning and asked ourselves a simple but important question: Where do we stand today? The prioritization and maturity assessment we conducted with the contribution of all our teams and working groups provided us with a clear picture. We saw that our maturity score, which was 3.9 out of 10 at the start of our journey, has now risen to around 6.0. We see this result “a collective achievement of the entire Trendyol ecosystem” as a strong indication of the progress we’re making. Looking ahead, we see raising this score even higher not only as a target, but as a shared responsibility.

Since the establishment of Trendyol, our vision is to be the company that provides the biggest positive impact for our entire ecosystem and our country.



While measuring our progress, we did not rely solely on internal evaluations. Through our Double Materiality Assessment, conducted in line with international sustainability standards, we evaluated our impact from both financial and environmental and social perspectives. By identifying our areas of impact, risk, and opportunity, we have established a more solid framework for our future actions. This approach will guide us both in our alignment with upcoming regulatory requirements and in strengthening our sustainability strategy at a global level.

At Trendyol, sustainability is not the responsibility of a single department, it is a shared agenda and a collective commitment across the entire organization. Every team, every process owner, and every working group continues to develop innovative projects aligned with our shared goals. In 2024, we also began exploring AI-powered solutions to go beyond our existing targets. We have started leveraging artificial intelligence in areas such as data analytics, supply chain efficiency, and energy management to both reduce our environmental footprint and strengthen our decision-making processes.

At the same time, we have taken our commitment to green energy one step further. As we expand our investments, we are also working on new business model transformations in energy procurement and operations. Our goal is to bring innovative, low-carbon solutions to life not only within our own facilities, but across our entire value chain.

Today, Trendyol's sustainability approach is closely followed not only in Türkiye but also in international markets. While we care deeply about creating tangible impact, we also continue to learn and evolve along the way. Behind our progress stands a strong team culture that shares the same vision: a team that is eager to learn, driven to create impact, and ready to embrace change.

We see the level we have reached in the third year of our journey not as a destination, but as a stop along the way. Our goal for the future is to integrate sustainability into every decision at Trendyol through responsible, technology-enabled business models and to amplify our impact globally.

Together, we will continue our transformation journey with determination for a more sustainable future.

Erdem İnan

CEO, Trendyol Group

October 2025

Our strategy is built around a simple yet powerful truth: sustainable growth is no longer a choice, but a necessity.



Trendyol Impact
Ecosystem



Trendyol Impact Ecosystem

- Türkiye's First Decacorn
- More than 40 million customers
- **Over 250,000 business partners** and **more than 45 million products** on the platform
- Operating in **35 countries** through our own platform and **serve customers in more than 50 countries** via international platforms
- Offices in Amsterdam, Berlin, Baku, Dubai, London, Riyadh and Istanbul

Since its establishment more than fourteen years ago, Trendyol has gone beyond being solely an e-commerce platform and has transformed into a wide ecosystem through its technology-driven solutions. Since 2010, we have been proud to be not only one of Türkiye's but also one of the region's most powerful technology and e-commerce platforms. Today, as Türkiye's first decacorn, we create a borderless ecosystem with more than 40 million customers, over 250,000 business partners and teams across the globe. While our headquarters are in Istanbul, we have become a global player with our offices in Berlin, Amsterdam, Baku, Riyadh and Dubai. On this journey, with the support of some of the world's leading investors such as Alibaba Group, General Atlantic, Princeville Capital, SoftBank Vision

Fund 2, ADQ and QIA, we contribute to the development of the digital economy both in Türkiye and in international markets.

We also contribute to sustainable development through the different components of our ecosystem:

- With **Trendyol Tech**, we develop innovative technologies at one of the largest R&D centers.
- With **Trendyol Express**, we offer agile and efficient solutions in logistics.
- With **Trendyol Go**, we meet our customers' fast consumption needs.
- With **Dolap**, we support the circular economy and promote sustainable consumption habits.

Through all these activities, we support the digitalization of our business partners, empower local producers, and advocate for women's participation in the digital economy and production. Thanks to our e-export solutions, we enable thousands of SMEs and entrepreneurs to bring their products to customers across a wide geography from the Gulf to Europe. In this way, we contribute not only to the growth of our business partners but also to the development of the communities where they operate. Today, Trendyol transcends the boundaries of commerce through the power of technology, positioning social

benefit and sustainability at its core, and shaping the future of Türkiye's digital economy. In the upcoming period, we will continue to grow with the principles of innovation, inclusivity and sustainability, creating long-term value both for our country and for all the geographies in which we operate.

Our Vision

Becoming the go-to platform for customers



Becoming the go-to platform for sellers



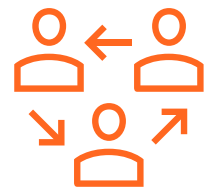
Becoming the go-to company for teams



Our Values



We exist for our customers: Our customers are our reason for being. At every moment and in all our decisions, we think of our customers first. We strive for our customers to have the best experience.



We are a team: Teamwork is the only way to success! We never put ourselves ahead of the team. As a team, we run towards the same goal, we trust and support each other. We give and receive feedback to each other to become a better team. Every Trendyol package that reaches the customer is the work of our entire team.



We are sincere and humble: We don't have ego, title or hierarchy! We communicate clearly and openly. We trust each other, listen well and don't make assumptions. For us, taking responsibility and getting things done is more important than hierarchy.



We embrace change and continuously improve: We embrace change! We know that change is essential for development. We are curious and we look for new ways to get better every day.



We are results-oriented and we embrace our business: If not now, when? If not us, who? This is not a question; it is our way of thinking. We are a team that passionately embraces, is proactive, uses its resources correctly, learns from its mistakes and achieves the result quickly.



We live with data: KWe make decisions based on data! We question ideas with data, regardless of where they come from. We clarify our goals and results with numerical data.



Our Solutions

In Türkiye and in the countries where we operate, we offer our customers a wide range of solutions. While developing these solutions, we work to fully understand our customers' needs and provide them with the most effective outcomes. With this perspective, we attach importance to the value we create throughout our ecosystem. In addition to the economic dimension of our impact, we do not overlook its potential effects on the environment and society.

trendyol

Trendyol Marketplace:

We offer our customers millions of product options across a wide range of categories, from fashion to beauty, from home furnishings to electronics. On our platform, users can easily find the products they are looking for and enjoy a seamless shopping experience. We constantly work to improve this journey to make it easier, safer and more enjoyable, while adding value to our users.

trendyol go

Instant Grocery and Food Solutions:

Trendyol Go delivers daily needs to your doorstep within minutes, providing instant and reliable grocery and food delivery solutions. On our rapidly growing platform, we continuously expand our network of drivers, restaurants and business partners, while further enhancing the quality of our solutions.

trendyol express

Trendyol Logistics Company:

Through **Trendyol Express**, our logistics network that combines the power of technology with expert teams, we provide high-quality and reliable delivery solutions across the supply chain, from our sellers to our customers.

dolap

Second-Hand Shopping Platform:

Dolap, one of Türkiye's largest second-hand platforms, is one of our most important solutions supporting sustainable consumption. By buying and selling second-hand goods, users contribute to the circular economy and reduce environmental impact by extending the lifetime of products.

trendyol services

Digital Products and Financial Solutions:

We make the shopping experience more flexible by offering our customers various payment options, credit card solutions and installment shopping opportunities. In addition, through our value-added digital solutions such as assembly, education and a variety of insurance products, we address our customers' needs while also acting as an intermediary in providing access to credit opportunities.

International E-Commerce Platform

Our Sphere of Influence in 2024

- A total of **4,493** employees with a **7%** increase
- **37.3%** female leaders
- **410 first-tier** suppliers producing for Trendyol
- **100%** of first-tier suppliers subject to **ESG** compliance audits
- **93%** compliance rate across all first-tier suppliers as a result of environmental and social compliance audits
- More than **16 million** products brought into second-hand circulation through Dolap, preventing **307** thousand tons of **CO₂e** equivalent emissions and saving **446 m³** meters of water
- **520,000** products meeting sustainable production criteria under the Trendyol Care label, with **225%** growth in the sustainable product collection
- Customer experience team of **2,200** people
- Over **200,000 micro-enterprises** and **SMEs**
- Over **2,500 large enterprises**



Value Chain

Although we define the solutions we offer in Türkiye and international markets as our own operations, we are aware that our sphere of influence goes far beyond our footprint. To measure this impact, we detail our value chain and identify the stakeholder groups we move forward with at every step.

Our value chain is formed by our suppliers, the businesses and individual sellers operating through our platforms, our employees, our customers, and all other stakeholders we touch at each stage of the value chain.

In order to carry out our operations, we work hand in hand with our stakeholders at every step of both our upstream and downstream value chain. To ensure that this impact serves an environmental, social and economic positive transformation across our value chain, we create an inclusive value creation model that involves all our stakeholders.

Our sustainability approach plays a key role in this transformation. By embracing our Planet and People-focused goals together with all of the stakeholders in our value chain, we aim to create a stronger and more lasting impact.

Our Value Chain Steps and Stakeholders

Suppliers: 410 suppliers, nearly all of them local



We work with suppliers from many different sectors. In the production of our Trendyol-branded fashion products, we collaborate with 410 suppliers, almost all of whom are local. We support them in creating safe and inclusive workplaces that respect human rights, while also carrying out initiatives to increase their environmental awareness.

Sellers: 250,000 sellers, more than 99% of which are SMEs



Our extensive seller network consists of around **250,000** businesses, more than 99% of which are small and medium-sized enterprises. Thanks to the platform we provide, we facilitate their market access and offer various advantages that help them grow their businesses.

Our Team: A total of 4,493 employees with a 7% increase year-on-year



With our competent, diverse and inclusive team of 4,493 people, we continue to be one of the strongest drivers of Trendyol's growth journey. While living the dynamic Trendyol culture together, we provide each member of our team with opportunities to develop and advance in their career journeys.

Our Customers: More than 40 million customers



Every day, we work to better serve our millions of customers. Through our effective customer management approach and innovative delivery methods, we aim to minimize customer complaints per delivery.

Society: Supporting women's empowerment, culture & arts, and sports through social impact projects



With our mission of increasing our positive impact, we prioritize social benefit through projects such as Villages of Tomorrow, Goodness Movement and Trendyol Art. In this way, we create value not only in the trade ecosystem but also in different areas of social life.

Trendyol Sustainable Impact Plan

We see sustainability as the strongest way of growing by creating value for both the planet and people. Today, in addition to environmental issues such as the climate crisis, depletion of natural resources and water stress, we are also facing urgent challenges in social areas including unemployment, income inequality, food security and human rights. We believe in the importance of all stakeholders in the ecosystem acting together to address these challenges.

As Türkiye's first decacorn, we take responsibility for overcoming these challenges both in our country and globally. We aim to be an active part of the solution and one of the pioneers of sustainable transformation.

In line with this vision, we now have a concrete roadmap at the end of our 10-step Sustainable Impact Plan journey. This roadmap consists of steps such as Sectoral Assessment from a Sustainability Perspective, Establishment of a Sustainability Committee, Maturity Analysis, Stakeholder Survey, Materiality Analysis, Baseline Measurement, Formation of Working Groups, and the Identification of Social Impact Focal Points and Roadmap.

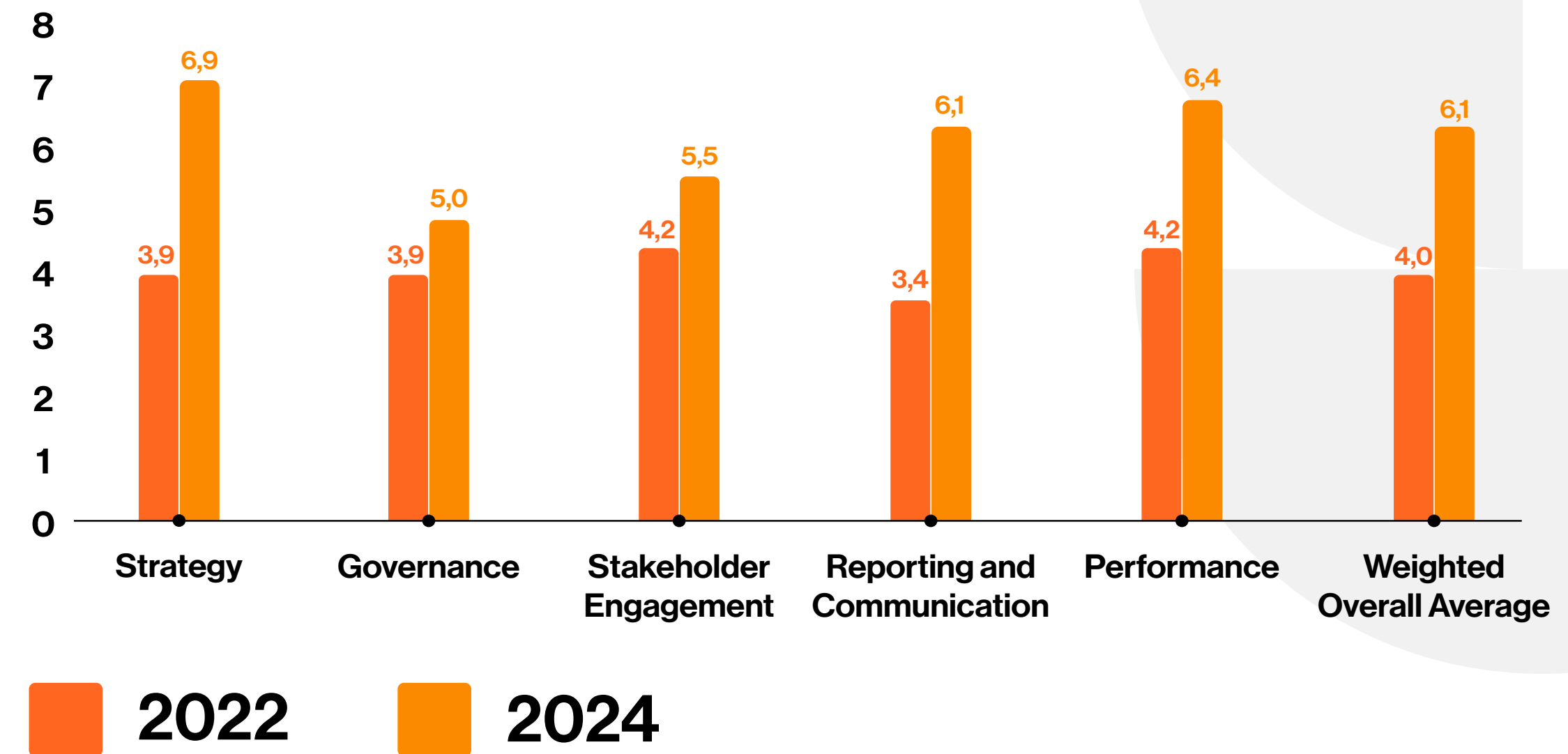
Maturity Analysis

This year, we made the necessary updates in some of these steps. By renewing the Maturity Analysis, Stakeholder Survey and Materiality Analysis steps, we advanced our process further. In order to better understand where we stand since the very beginning of our sustainability journey, we renewed the maturity analysis that we had first conducted at the start of our sustainability efforts at Trendyol. This time, the analysis was carried out with the contribution of external stakeholders through an independent consultant. In this way, we had the opportunity to evaluate our progress in the sustainability journey from an objective perspective.

Based on the outcomes of the analysis, we are reviewing recommendations for each assessment area. Improvements were made under the headings of strategy, governance, stakeholder engagement, reporting and communication, as well as performance. Trendyol's average maturity score increased compared to the previous assessment, and it was observed that we are approaching the “**good practice**” level particularly in the areas of strategy, reporting & communication, and sustainability performance. At the same time, while progress has been made in governance and stakeholder engagement, these areas were identified as having greater potential for further development.

Maturity Assessment Scores

(0-2 points) minimum approach
(2-4 points) beginning stage
(4-6 points) progress stage
(8-10 points) leadership



Another step we updated was the Stakeholder Survey and Materiality Analysis. While seeking answers to the question “**How can we make our impact on the value chain stronger and more positive?**”, we reviewed best practice examples and evaluated Trendyol’s current situation with the contribution of our independent consultants. By incorporating the views of our stakeholders and leaders into the process, we identified our priority areas where we can create a positive impact.

Stakeholder Survey and Materiality Analysis

In the 2024/25 period, as Trendyol, we conducted a **Double Materiality Assessment (DMA)** to determine the scope of the information we will disclose in line with **the Corporate Sustainability Reporting Directive (CSRD)** and **the European Sustainability Reporting Standards (ESRS)**. This assessment highlights both the impacts of our activities on people and the environment across our value chain (impact materiality) and the sustainability risks and opportunities that may affect the financial value of our business in the short, medium and long term (financial materiality).

We designed our assessment process to be aligned with **ESRS 1 and ESRS 2, the EFRAG Double Materiality Implementation Guidance (IG1), and the GRI 3: Material Topics** standard. Within this scope, we considered both our own operations and the upstream and downstream activities of our value chain.

Our process consisted of four main steps:

- **Defining the universe of topics:** We created our long list of topics by drawing on the ESRS catalog, Trendyol’s previous material topics, sector trends, peer practices and employee insights.
- **Stakeholder engagement:** We conducted interviews, surveys and workshops with a broad group of stakeholders including our employees, business partners, suppliers, customers, investors, public institutions, civil society and academia. More than **2,200** participants contributed to the process by responding to the survey.
- **Identification of Impacts, Risks and Opportunities (IRO):** Based on insights from internal and external analyses, we identified **20** priority topics and defined a total of **108** impacts, risks and opportunities within these topics.
- **Materiality assessment:** We assessed impact materiality based on scale, scope, irremediability and likelihood criteria, while financial materiality was evaluated in line with our Integrated Enterprise Risk Management System based on the potential financial magnitude and likelihood of occurrence

As a result of this process, the priority topics that will enable Trendyol to better manage its environmental and social impacts and provide more transparent information to its stakeholders were identified.

Sustainability Risks

At Trendyol, while shaping our sustainability strategy, we address our priority topics in the environmental, social and governance areas with a holistic perspective. Accordingly, we systematically analyze the risks, adverse impacts and opportunities that arise across our value chain, from our own operations to our suppliers and business partners. By considering short, medium and long-term time frames, this work has enabled us to create a clear roadmap that supports sustainable transformation in areas such as combating climate change, responsible business practices, employee rights and innovation.

After laying the foundations of our strategy, we discussed how we could further advance our positive impact in our priority areas. In this context, we set targets, conducted baseline measurements and brought together the teams that will play a critical role in achieving these goals. In doing so, we accelerated our efforts to create a more livable world for future generations.

In line with these efforts, we deepened our analysis in this year’s materiality process compared to previous years. While we identified risks, impacts and opportunities for all topics, in the report we focused on key findings around high-priority topics. We addressed not only the positive impact areas within our value chain, but also the risks that shape our sustainability focus. In this way, by evaluating both opportunities and potential risks together, we developed a more holistic perspective and strengthened our strategic priorities to guide the upcoming period.

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Climate Change Mitigation	Opportunity	Utilizing renewable energy in warehouses enable decrease in Scope 2 emissions and stabilizes energy costs.	Potential	Own Operations	Mid-Term
	Opportunity	Artificial intelligence can be used to analyze the root causes of product returns, optimize delivery routes, and reduce unnecessary steps in packaging and logistics cycles; furthermore, AI-supported decision-making systems present an opportunity to reduce emissions in operational processes and beyond.	Potential	Entire Value Chain	Medium-to-Long Term
	Negative Impact	Expanding into international markets increases the company's logistics-related (absolute/total) GHG emissions due to longer transportation distances and more complex supply chains.	Actual	Own Operations	Short Term
	Negative Impact	Return logistics contribute significantly to overall carbon footprint. High volumes of small parcel deliveries and returns, often involving inefficient packaging and long transport routes, increase indirect GHG emissions and environmental impact.	Actual	Upstream – Downstream	Short Term
Climate Change Adaptation	Risk	Extreme weather events (heatwaves, floods, fires) may disrupt last-mile delivery and warehouse operations, impacting service continuity. Increased frequency of floods or heatwaves in Türkiye may delay deliveries, damage goods in transit, and raise operational costs.	Potential	Downstream	Short Term
Energy	Risk	Rising electricity tariffs and the growing demand for certified renewable energy (e.g., I-REC, YEK-G) are expected to make access to clean energy increasingly costly and strategically critical, posing long-term risks to competitiveness and compliance.	Potential	Upstream	Mid-Term
	Opportunity	Investing in electric vehicle and electric cargo bike fleets may reduce dependency on fossil fuels and improve operations during fuel supply disruptions linked to climate crises.	Potential	Downstream	Mid-Term

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Energy	Opportunity	Utilizing green bonds or sustainability-linked loans for EV fleet investments and green infrastructure enhances financial flexibility. Aligns financing strategy with sustainability goals while accessing lower-cost capital.	Potential	Own Operations	Mid-Term
	Positive Impact	Deployment of route optimization technologies reduces fuel consumption and emissions across delivery operations. This enhances operational efficiency while supporting Trendyol's climate targets and cost savings.	Actual	Own Operations-Downstream	Short Term
	Negative Impact	Warehouse operations (lighting, heating/cooling, automation systems) and a delivery fleet largely dependent on fossil fuels.	Actual	Own Operations	Short Term
Pollution	Positive Impact	Efficiency efforts in logistics, packaging, and warehouse operations reduce pollution.	Actual	Entire Value Chain	Mid-Term
	Negative Impact	Combustion engine vehicles in last-mile delivery worsen urban air quality and increase environmental burden on municipal systems contributing to noise, air and soil pollution in urban logistics zones.	Actual	Own Operations	Short Term
	Negative Impact	Improper disposal of packaging and plastic waste by end-users contribute to pollution. Though not directly caused by Trendyol, post-consumer behavior linked to e-commerce packaging may affect soil and water ecosystems.	Potential	Downstream	Mid-Term

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Water	Risk	Water risk in the textile supply chain represents a material environmental concern, particularly in water-stressed regions, and requires active monitoring.	Potential	Upstream	Short Term
	Negative Impact	E-commerce platform data center operations require significant water usage for cooling, which can contribute to local water scarcity in certain regions.	Actual	Upstream	Short Term
	Negative Impact	Textile and fashion product categories sold through the platform have a water footprint.	Actual	Upstream	Short Term
Circular Economy	Risk	Emerging and tightening EU regulations including the Waste Framework Directive, the Circular Economy Action Plan, the proposed Right to Repair Directive, and the Ecodesign for Sustainable Products Regulation (ESPR) increasingly pose risks in terms of transparency, traceability, and accountability.	Potential	Own Operations	Mid-Term
	Positive Impact	Dolap supports circular economy principles by extending the lifecycle of fashion items through second hand sales.	Actual	Own Operations	Short Term
Packaging Management	Opportunity	Launching a campaign to reduce packaging material use by encouraging sellers to adopt more efficient packaging practices, while simultaneously raising consumer awareness is an opportunity for leveraging demand as a driver for change. ("more packaging does not mean better packaging")	Potential	Entire Value Chain	Short Term
	Positive Impact	Replacing plastic filler materials with paper-based, recyclable alternatives in own-brand or logistics packaging reduces raw material intensity.	Actual	Own Operations	Short Term





Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Waste Management	<div><div></div>Negative Impact</div>	<div><div></div>Use of single-use plastics in packaging generate negative impacts by contributing to environmental pollution, biodiversity loss, and human health risks.</div>	<div><div></div>Potential</div>	<div><div></div>Entire Value Chain</div>	<div><div></div>Mid-Term</div>
Environmental Impact of the Product	<div><div></div>Risk</div>	<div><div></div>Compliance challenges with upcoming EU Digital Product Passport (DPP) requirements for textiles and electronics, which could restrict Trendyol's access to European markets if unmet.</div>	<div><div></div>Potential</div>	<div><div></div>Upstream</div>	<div><div></div>Long Term</div>
	<div><div></div>Risk</div>	<div><div></div>Trendyol's growth plans, including expansion into new product categories, expose the company to stricter product-specific regulations on eco-design, material use, and hazardous substances (e.g., EU Green Deal, REACH, RoHS), leading to increased compliance costs.</div>	<div><div></div>Potential</div>	<div><div></div>Own Operations</div>	<div><div></div>Mid-Term</div>
	<div><div></div>Negative Impact</div>	<div><div></div>A significant portion of marketplace sales comes from high environmental impact product categories, increasing the platform's indirect ecological burden.</div>	<div><div></div>Actual</div>	<div><div></div>Own Operations</div>	<div><div></div>Short Term</div>
Sustainable Product Options	<div><div></div>Opportunity</div>	<div><div></div>Introducing labels and filters for environmentally friendly products within the search algorithms to promote informed consumption and incentivize customer for those options (e.g., recycled, organic, energy-efficient, fair trade, ethically sourced) and leverage customer demand.</div>	<div><div></div>Potential</div>	<div><div></div>Downstream</div>	<div><div></div>Mid-Term</div>
	<div><div></div>Opportunity</div>	<div><div></div>There is a lack of consumer awareness initiatives on sustainable product options across the sector. For Trendyol, leveraging influencer marketing and social media channels presents an opportunity to address this gap and encourage more sustainable consumption choices.</div>	<div><div></div>Potential</div>	<div><div></div>Downstream</div>	<div><div></div>Mid-Term</div>

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Diversity and Inclusion	Positive Impact	Promoting SMEs and women-led businesses to access digital markets through the marketplace promotes local economic development and social inclusion. By reducing entry barriers for sales, Trendyol creates inclusive economic opportunities.	Actual	Upstream	Mid-Term
	Positive Impact	Trendyol supports Women Entrepreneurs and Women Cooperatives by offering recognition through a dedicated badge and tailored onboarding support, as well as commission advantages provided during the onboarding period.	Actual	Upstream	Short Term
Talent, Development, and Retention	Opportunity	Integrating sustainability into performance-based remuneration can serve as an opportunity to attract and retain talent, while reinforcing Trendyol's commitment to sustainable business practices.	Potential	Own Operations	Short Term
	Opportunity	High turnover rate among couriers increases recruitment and training costs, reduces service consistency. Introducing retention practices can reduce turnover.	Potential	Own Operations	Mid-Term
	Opportunity	Expansion of early-career internship and rotational programs across departments builds a resilient, future-ready talent pipeline reducing onboarding risk.	Potential	Own Operations	Mid-Term
Employee Rights, Health, and Safety	Positive Impact	Providing systematic occupational health and safety training enhances safety.	Actual	Own Operations	Short Term

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Seller & Supplier Alignment	Risk	Growing expectations from investors, regulators, and platforms (e.g., EU DPP, CSDDD) will require Trendyol to trace and monitor ESG risks in its seller base. Inability to map or mitigate value chain risks pose compliance risks.	Potential	Entire Value Chain	Mid-Term
	Risk	Suppliers may have weak compliance on working conditions (worker rights, wages, gender equity, and migrant labor standards) creating reputational costs.	Potential	Upstream	Short Term
	Positive Impact	Scaling micro-export operations using Trendyol's digital infrastructure enables SMEs to access EU markets.	Actual	Downstream	Short-Medium Term
Product Safety and Quality	Risk	Sale of counterfeit or non-certified products may lead to consumer harm or health risks. Inadequate control mechanisms can result in injuries, complaints or legal action.	Potential	Upstream-Downstream	Short Term
Product Labeling	Risk	Inaccurate or misleading product labels by sellers may result in consumer deception. EU Green Claims Directive and Türkiye's evolving consumer protection rules may penalize unverifiable environmental marketing.	Potential	Downstream	Mid-Term
Data Privacy and Security	Risk	Increasing regulatory obligations for data privacy (e.g., KVKK in Türkiye, GDPR in the EU) require stricter data governance. Failure to comply with data privacy laws can result in heavy fines, customer distrust or operational constraints. (Especially, data collected for financial services is highly sensitive and requires a higher level of protection and pose higher compliance risks.)	Potential	Own Operations	Mid-Term

Material Topic	Type (Risk/Opportunity/ Positive Impact Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Sustainability Innovation	Opportunity	Establishing an innovation fund presents an opportunity for Trendyol to support sustainable product and business model development among its ecosystem.	Potential	Entire Value Chain	Long Term
	Opportunity	Launching intrapreneurship programs focused on sustainability presents an opportunity for Trendyol to harness employee innovation capacity, generate new solutions with environmental and social impact, and strengthen its culture of sustainable business practices.	Potential	Own Operations	Mid-Term
	Opportunity	Establishing open innovation channels creates the opportunity to tap into diverse insights from the crowd, accelerating idea generation and co-creation.	Potential	Own Operations	Mid-Term
	Opportunity	Collaboration with stakeholders (ie. startups and academic institutions on sustainability initiatives)).	Potential	Upstream	Mid-Term
Employee Volunteerism	Positive Impact	Trendyol's structured employee volunteering programs enable staff to contribute to community initiatives, enhancing social impact and employee engagement.	Actual	Own Operations	Short Term

The full table can be found in the Appendices section of the Trendyol Sustainability Report.

Focus		Targets	High-Priority Topics	Key Performance Indicators (KPIs)
 <h2>Planet</h2> <p>Climate change is an urgent issue with global impacts that requires coordinated solutions at every level. In this context, we are committed to driving transformation across our value chain and operations in line with our targets, and to protecting our planet.</p>	 <h3>Carbon Reduction</h3>	<ul style="list-style-type: none"> • Achieve carbon neutrality across our own operations by 2040, and across our entire value chain by 2050. • Ensure the use of certified renewable electricity at all our locations by 2030. 	<ul style="list-style-type: none"> • Greenhouse Gas (GHG) Emissions 	<ul style="list-style-type: none"> • 8,248 tons CO₂e Scope 1 emissions • 20,339 tons CO₂e Scope 2 emissions
	 <h3>Packaging and Waste</h3>	<ul style="list-style-type: none"> • Obtain zero-waste certification for all logistics centers by 2025. • Source 100% of retail packaging materials from certified suppliers by 2025. 	<ul style="list-style-type: none"> • Packaging Management • Waste Management 	<ul style="list-style-type: none"> • %99 recycling rate in waste • 100% recyclable packaging • %50 recycled plastic content in shipping bags • %50 recycled material content in transparent product packaging
	 <h3>Sustainable Production</h3>	<ul style="list-style-type: none"> • Produce 20% of products from sustainably certified and patented materials by 2030. • Audit all finished product suppliers by 2025, and all sub-suppliers by 2030, in line with Environmental, Social, and Governance (ESG) criteria, and ensure their compliance. • Establish waste management agreements with all first-tier suppliers by 2030 to enhance efficiency in waste management processes. 	<ul style="list-style-type: none"> • Seller & Supplier Compliance • Environmental Impact of Products • Product Safety & Quality • Sustainable Product Options 	<ul style="list-style-type: none"> • Over 520,000 sustainable Trendyol-branded products, representing 225% growth in our sustainable product collection • 0.78% of products made with sustainable, certified, and patented materials • 410 first-tier and 84 second-tier suppliers for our Trendyol-branded fashion products • Nearly 100% local supplier ratio • 100% supplier audits conducted in line with ESG criteria

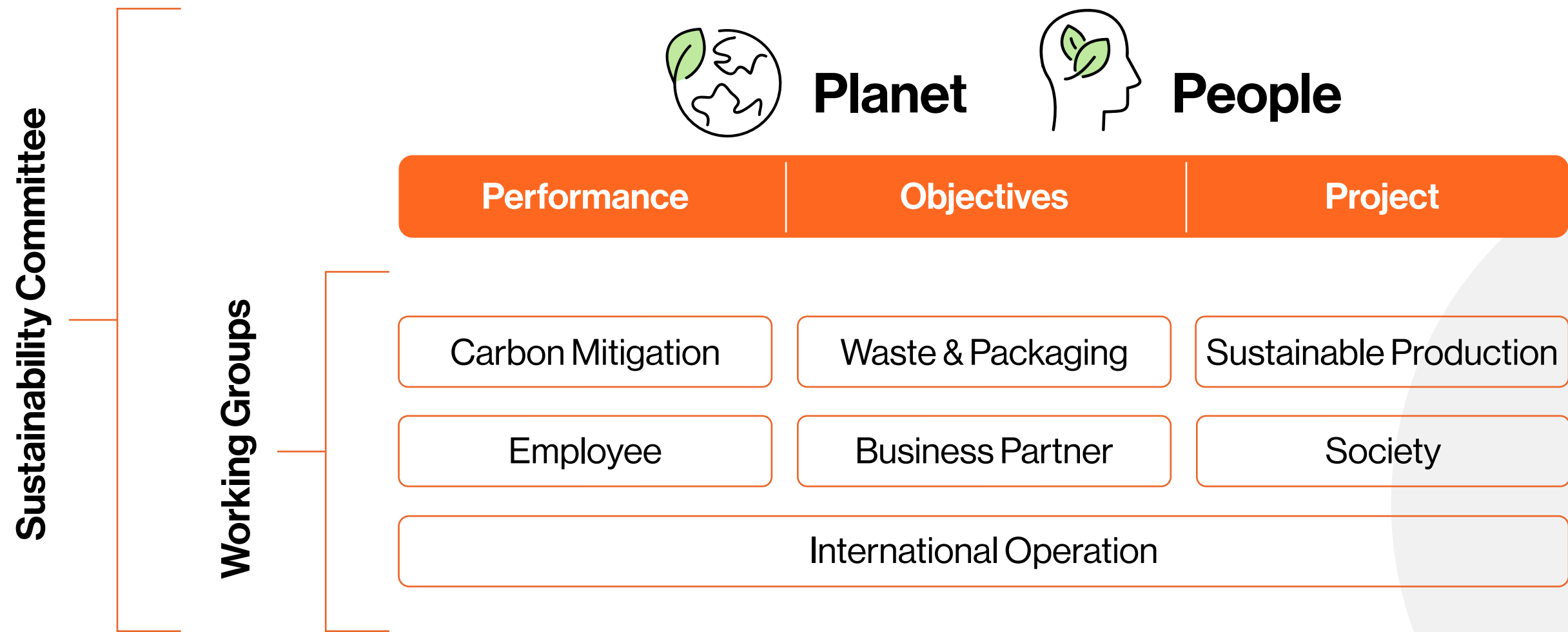
Focus		Targets	High-Priority Topics	Key Performance Indicators (KPIs)
 People We are committed to creating a positive impact on our team, our partners, and society at large. Embracing the uniqueness of every individual, we strengthen our team with a conscious focus on fostering equal opportunities for all. While supporting local economies and small businesses through our partnerships, we extend this approach across our entire value chain. We proudly champion women's empowerment initiatives and provide future generations with access to quality education opportunities.	 Our Team	<ul style="list-style-type: none">Promote equality in the workplace by supporting the principle of equal pay for equal work.Maintain unwanted employee turnover below the industry average (6%), while keeping 0–6 month turnover below 1% and employee NPS at a minimum of 80—positioning ourselves as an employer of choice for high-potential talent.Increase annual training hours per employee to 65, investing in talent development and engagement.Strengthen a culture of diversity across our teams and ecosystem by offering Diversity, Equity, Inclusion, and Inclusive Leadership trainings, making them mandatory during onboarding, and integrating them into our required learning programs.	<ul style="list-style-type: none">Diversity & InclusionTalent Development & RetentionEmployee Rights, Health & Safety	<ul style="list-style-type: none">Employees from 36 different nationalities35.3% women employees37.3% women in leadership positions23 training hours per employee51% of open positions filled by internal candidatesProviding specific occupational health and safety training such as working at heights, safe driving, and responding to emergencies
	 Our Partners	<ul style="list-style-type: none">Achieve a 15% increase by 2025 in both the number of sellers in the Trendyol Women Entrepreneurs Program and the number of SMEs participating in e-commerce.	<ul style="list-style-type: none">Empowering Local Economies and SMEs	<ul style="list-style-type: none">Over 200,000 micro-enterprises and SMEsOver 2,500 large enterprises
	 Society	<ul style="list-style-type: none">Enhance positive impact through our social initiatives focused on equal opportunities in Digital Inclusion, Quality Education, and Women's Empowerment.Reach over one million people through the “Villages of Tomorrow” program by 2028.Increase the number of employee volunteers engaged in our community investment programs.	<ul style="list-style-type: none">Community Investments	<ul style="list-style-type: none">Opened 4 digitalization centers in Adana, Diyarbakır, İzmir, and Sakarya through the “Villages of Tomorrow” project.Generated an additional TRY 200 million in income for NGOs through the “Goodness Movement” project.

Sustainability Governance

We believe that a sound and effective governance model plays a critical role in achieving the goals we set within our Sustainability Impact Plan. In this process, we have reflected one of our key strengths—our multidisciplinary team structure—into our sustainability governance model.

In line with our sustainability objectives, **more than 100** colleagues contribute across seven working groups formed around our different focus areas. These groups monitor progress against our targets, evaluate our performance, and develop interconnected projects. Our Sustainability Committee, composed of functional representatives, covers all Trendyol Group operations and provides direction for our initiatives under the Sustainability Impact Plan. Through this model, we clarify the responsibilities of our leaders and guide our working groups toward our goals.

While committee members provide guidance to the sustainability team with their expertise and prepare function-specific action plans to support the realization of our targets, our working groups carry out detailed projects under our two strategic pillars: Planet and People. Their work addresses the core themes of Carbon Reduction, Waste & Packaging, Sustainable Production, Teams, Business Partners and Community. In addition, we have established a dedicated working group to ensure that our international operations progress in alignment with the Sustainability Impact Plan.



Stakeholder Engagement and Communication

At Trendyol, we believe that creating sustainable positive impact is only possible through collective transformation. That is why we place great importance on maintaining regular communication with our stakeholders, engaging in joint reflection and dialogue, and developing collaborative solutions. In 2024, with this approach, we organized a Sustainability Prioritization Workshop with our business partners and colleagues. The purpose of this gathering was to evaluate

our strategic priorities, identify key sustainability issues, and strengthen our shared vision. The workshop brought diverse perspectives to the same table and was conducted with a spirit of collective wisdom, mutual trust, and collaboration. As a result, we achieved valuable outcomes that will contribute both to the development of the Trendyol ecosystem and to the advancement of our sustainability goals. We firmly believe that sustainable success can only be achieved through strong partnerships and collective transformation with our stakeholders. With this understanding, we will continue to co-create, grow, and generate positive impact together.



Planet

We are Committed to Making a
Positive Impact on the Planet



Carbon Reduction

Our Perspective and Targets

The impacts of the climate crisis are no longer a projection of the future but an inseparable part of our present reality. Extreme weather events, droughts, floods, and wildfires directly affect both natural ecosystems and societies. This situation makes it imperative for everyone—governments, the private sector, individuals, and international organizations—to take responsibility.

Scientific data shows that the **1.5°C** target is still within reach, but only if rapid and comprehensive emission reductions are achieved by **2030**. **As of 2024, the International Energy Agency (IEA)** announced that renewable energy installations worldwide reached record levels, and the share of renewables in global electricity generation surpassed 30%. These developments indicate that the energy transition has entered an irreversible path, with the private sector playing a critical role in shaping this process. At Trendyol, we act with the responsibility of being both a participant in and an accelerator of this transformation. In our renewable energy transition, we are assessing both purchasing and production alternatives and conducting feasibility studies to achieve our carbon-neutral target. Having reached the final stages of these analyses, we are pleased to set a goal of transitioning to renewable energy procurement across all Trendyol Group locations in the coming year.

We view our carbon footprint reduction target not only as an operational necessity but also as the foundation of sustainable growth. In this context, we are moving toward lower-emission alternatives in our delivery operations. We are piloting electric and alternative-fuel vehicles and exploring ways to integrate sustainable delivery models into our business processes.

Reaching our carbon-neutral target by **2050** is critical not only for environmental sustainability but also for economic and social resilience. With this understanding, we continue to take concrete steps today for a low-carbon future and accelerate the pace of transformation. By increasing our investments in carbon reduction, we are taking an active role in tackling the climate crisis and contributing to the acceleration of the transition to a low-carbon economy.

Our Targets:

Ensure the use of certified renewable electricity across all our locations by 2030

Achieve carbon neutrality in our own operations by 2040

Achieve carbon neutrality across our entire value chain by 2050

Highlights from Our Sustainability Journey

8.248 tons CO₂ e
Scope 1 emissions

20.339 tons CO₂ e
Scope 2 emissions

501.503 tons CO₂ e
Scope 3 emissions



Our Journey

At Trendyol, our journey to reduce greenhouse gas emissions extends beyond our own operations—we aim to reduce our impact across the entire value chain. By adopting a holistic approach to the climate crisis, we are taking steps toward transformation in every area, from logistics to energy use, from our business partners to our technology infrastructure.

Our Decarbonization Roadmap

According to the Intergovernmental Panel on Climate Change (IPCC), limiting global warming to **1.5°C** above pre-industrial levels is of critical importance for the planet's future. Achieving net zero by **2050** is considered essential to reach this goal. As of **2024**, **global average temperature increase** has been measured at **~1.2–1.3°C**. However, if current climate policies and practices continue, projections estimate a **~2.5–2.9°C** rise by the end of the century.

In this context, the business world plays a crucial role as a transformative force in reversing this trend. Companies can reduce their carbon footprint not only through their own operations but also by making impactful decisions across their entire ecosystem—from supply chains to product life cycles. At Trendyol, we believe that it is more critical than ever for businesses to act with clear, measurable, and long-term targets in the face of the climate crisis.

In line with this belief, we take responsibility and are progressing step by step toward our goal of achieving carbon neutrality in our own operations by **2040**, and across our value chain by **2050**.

We recognize that one of the most important steps in this journey is to measure and analyze our impact accurately. Therefore, we calculate our greenhouse gas emissions within a strong methodological framework, in accordance with **the GHG Protocol and the ISO 14064-1:2018 standard**. Despite the continuous growth of our business volume each year, we are accelerating projects to reduce emissions—not only for today but also to drive long-term, structural transformation.

Our decarbonization strategy is shaped around three main focus areas:

- **Investing in renewable energy** to source cleaner power,
- **Implementing energy efficiency practices** to reduce consumption,
- **Developing sustainable logistics solutions** to lower emissions from operations.



Emissions from Our Operations

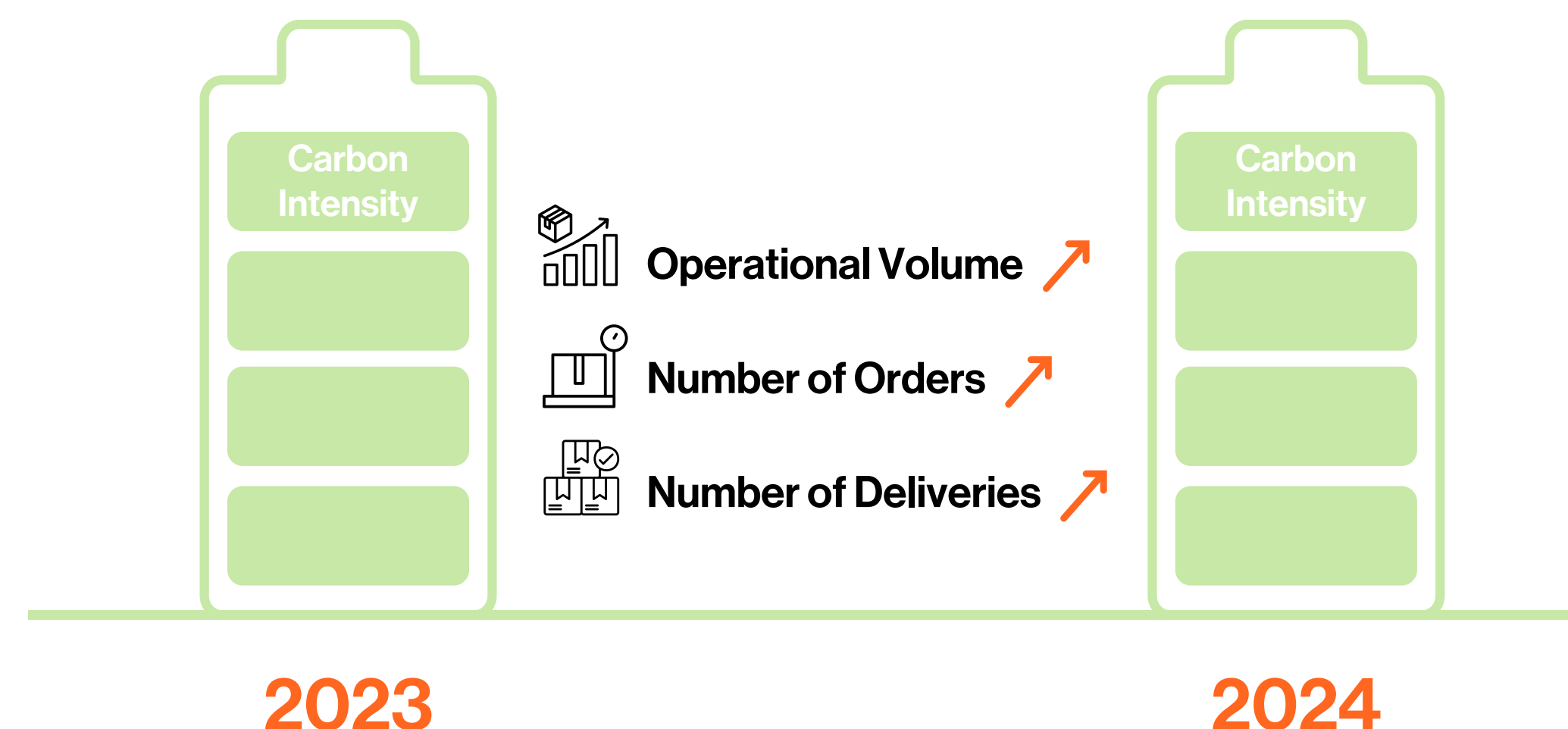
We ground each of our steps in science-based data and realistic targets, viewing our decarbonization journey not only as a way to reduce environmental impact but also as an opportunity for systemic transformation. As Trendyol Group continues to grow, we strive to keep our net emission impact limited.

In 2024, our operational activities resulted in 8,248 tons of CO₂e Scope 1 emissions and 20,339 tons of CO₂e Scope 2 emissions. Due to the expansion and scaling of our operations, total net emissions from our operations increased compared to the previous year. Notably, **92%** of this increase stemmed from **Scope 2** emissions.

Our assessments highlight the importance of curbing the rise in **Scope 2** emissions in particular. Therefore, within our decarbonization roadmap, we are prioritizing actions aimed at transitioning to clean energy sources to reduce these emissions.

More Orders and Deliveries, Stable Carbon Intensity

"We Maintained Our Carbon Efficiency While Rapidly Scaling Our Operations"



Emissions from Our Value Chain

We do not limit our responsibility in the fight against the climate crisis to our direct operations alone; we act by taking into account the impacts across our entire value chain. Therefore, we address our greenhouse gas emissions with a holistic perspective, focusing on transparently measuring and managing the impacts that cover our entire value chain.

Scope 3 emissions account for the majority of our climate impact, covering a wide range of activities from our suppliers to our customers, from our logistics operations to the lifetime use of products. With this awareness, we prioritize working together with all stakeholders in our value chain, identifying reduction opportunities, and developing comprehensive solutions in line with our sustainability goals.

As a result of the measurements we conducted in **2024**, our **Scope 3** emissions amounted to **501,503 tons of CO₂e**. Compared to the previous year, we observed an increase in **Scope 3** emissions, particularly in the categories of Purchased Goods and Services and Capital Goods. The fact that the production volume of our own products under Trendyol Collection nearly doubled played a major role in this increase.

More Orders and Deliveries, Stable Carbon Intensity

“We Maintained Our Scope 3 – Value Chain Included Carbon Efficiency While Rapidly Scaling Our Operations”



2023



2024

	2023	2024
Scope 3 (tons CO ₂ e)	370.996	501.503
Purchased Goods and Services	178.337	259.462
Capital Goods	64.495	127.579
Fuel and Energy Related Activities	4.277	3.424
Waste Generated in Operations	116	17
Business Travel	1.268	1.173
Downstream Transportation and Distribution	83.418	85.896
Use of Sold Products	21.095	13.200
End-of-Life Treatment of Sold Products	14.976	10.752

By gaining a better understanding of the climate impacts across our value chain, we are taking concrete steps together with our entire ecosystem towards a low-carbon future. Under the theme of “**Transformation Together**”, we envisioned transforming our broad ecosystem across all our sustainability focus areas. The reduction of our Scope 3 emissions holds critical importance within this approach.

On this transformation journey,
we are moving forward with a 3-step action plan:

- Measurement,
- Raising Awareness,
- Taking Action.

At this point, we have reached the Scope 3 boundaries where we include our entire ecosystem in the **measurement** focus. While we started our measurement journey with a more limited scope in the early years, as of **2024** we are measuring our Scope 3 emissions across **11 categories**.

We continue to **raise awareness** among our suppliers through various training programs. As part of the Sustainability Awareness Programs for Suppliers that we launched last year, the Energy Efficiency in the Workplace program provides guidance to help our suppliers conduct their operations in an energy-saving manner. At the same time, through the Transformation Together Academy and its Carbon Footprint module, we deliver training for suppliers focused on measurement and reduction. Supporting our suppliers to **take action toward emission reduction** is also among our plans for the upcoming period

Energy Consumption

Reaching our goal of becoming carbon neutral in our own operations by **2040** requires reducing our energy consumption and making our resources more sustainable, which is one of our key focus areas. In this context, while implementing projects to increase energy efficiency, we also closely monitor the structure of our energy consumption and its transformation potential.

Throughout 2024, we consumed a total of 86,944 MWh of energy from different sources. The largest share came from electricity consumption with 46,016 MWh (53%), followed by natural gas consumption with 19,706 MWh (23%). Diesel from generator use, as well as diesel and gasoline consumption in our rental vehicles, accounted for the remaining share of our energy use.

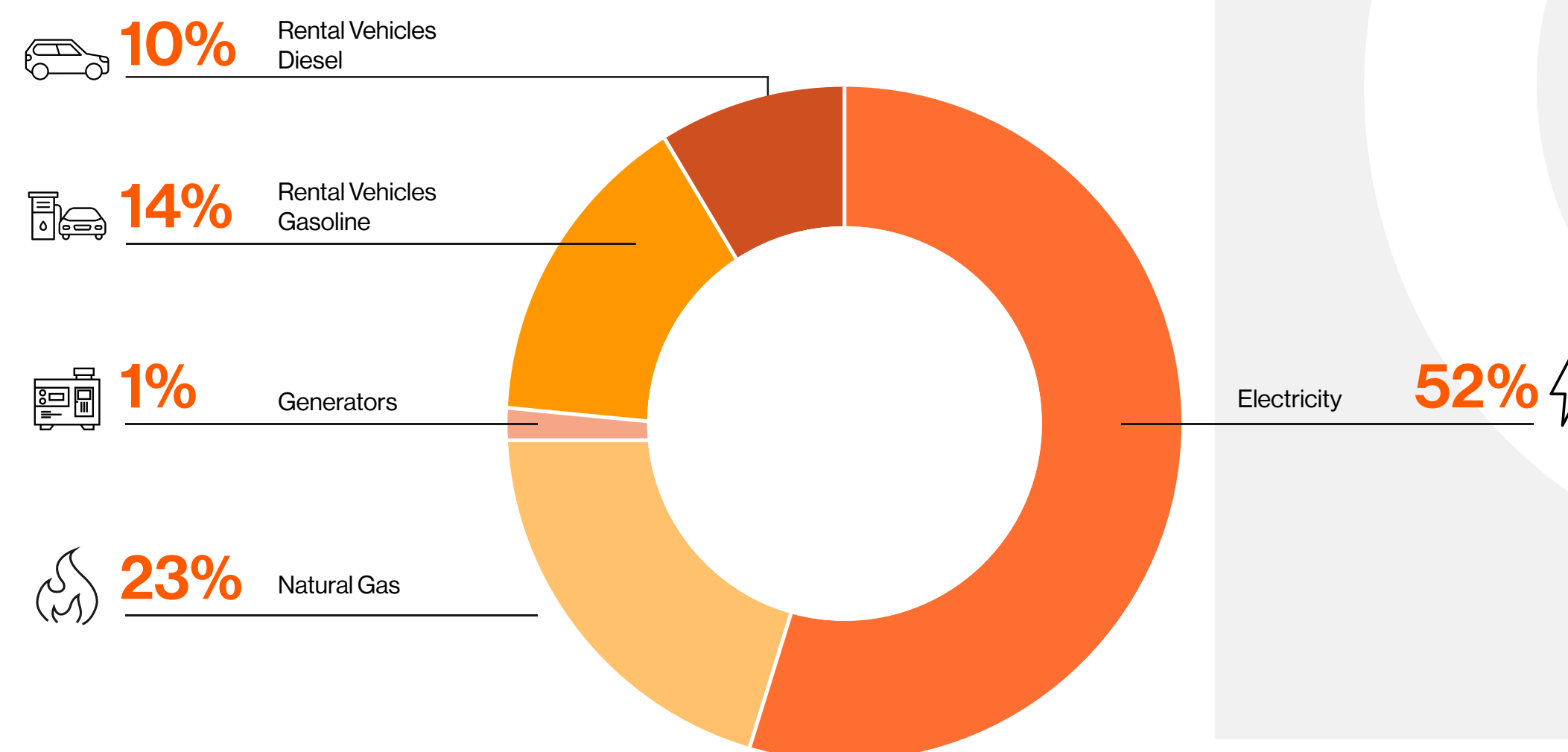
In line with our carbon neutral target, we are carrying out comprehensive projects to reduce our energy consumption, make our operations more efficient, and accelerate the clean energy transition. In **2024**, we both implemented practices to improve energy efficiency in our current operations and took significant steps towards the transition to renewable energy.

Renewable Energy Investments

To reduce the environmental impact of our energy consumption, we are focusing on renewable energy investments. In this context, we have completed the project design and tender processes for our **Wind Power Plant (WPP)** and **Solar Power Plant (SPP)** projects. With these projects, whose **Phase 1** process is ongoing and awaiting regulatory approvals, we aim to generate approximately **175,000 MWh** of renewable energy.

With these investments, we have initiated the transition to clean sources in our energy consumption. In addition to our renewable energy generation investments, we also aim to increase the share of clean energy in our total consumption through procurement. In this context, in the upcoming year we plan to purchase renewable energy across all our locations to further strengthen our impact in this area.

Energy Consumption Breakdown



Energy Efficiency in

Our Operations

In our warehouse and logistics operations, we carry out numerous optimization projects to reduce energy consumption:

- HVAC (Heating, Ventilation and Air Conditioning) Optimization:** Through ventilation and air conditioning optimization in our warehouses, we achieved **1,598.5 MWh** of energy savings.
- Natural Gas Usage Optimization:** Projects implemented in warehouses resulted in **1,380.3 MWh** of natural gas savings.

- Lighting Systems:** By eliminating unnecessary lighting, we saved 170.5 MWh of energy. In addition, by automatically switching off lighting systems on weekends, we prevented energy waste in unused areas.
- Radiant Heater Optimization:** Radiant heaters activated automatically based on temperature improved energy efficiency, while SCADA integration enabled central control and increased labor efficiency.

Application Area	Savings Achieved
Ventilation Optimization	1,598.5 MWh
Natural Gas Usage Optimization	1,380.3 MWh
Lighting Optimization	170.5 MWh
Radiant Heater Automation & SCADA Control	Energy and labor savings
Weekend Automatic Lighting Control	Avoided unnecessary consumption



Energy and Fuel Efficiency in Our Logistics Operations

In our delivery operations, we prioritize environmentally friendly practices:

- **Route Optimization Projects:** Through transfer optimization projects carried out between warehouses in Türkiye and the Central & Eastern Europe (CEE) region, we achieved a total fuel saving of **57,024 liters**.
- **Electric and Alternative-Fuel Vehicle Pilots:** To develop low-emission delivery methods, we are testing vehicles powered by electricity and environmentally friendly fuels.
- **HSE Field Visit Optimization:** By optimizing the routes of planned field visits, we reduced fuel consumption.
- **Gate Management Project:** By ensuring that radiant systems are automatically shut down when sectional doors are closed, we prevent energy waste.
- **Energy Cost Optimization:** We support energy efficiency not only through technical projects but also through financial management. By changing our energy supplier, we started procuring energy from the market at more favorable prices compared to the national tariff. In this way, we both achieved cost advantages and improved resource efficiency by leveraging market price flexibility.

Application	Savings Achieved
Inter-warehouse Route Optimization (Türkiye and CEE)	57,024 liters of fuel saved
HSE Field Visit Route Optimization	Reduced fuel consumption



Packaging and Waste

Our Perspective and Goals

As global resource consumption continues to increase each year, we live in a period where this consumption is pushing the limits of environmental boundaries. **As of 2024, only 7.2% of materials used worldwide are being brought back into the circular economy.** This circularity rate, which has been declining in recent years, underlines the need for the business world to accelerate its efforts in this area.

The circular economy aims to preserve the value of materials in the system for as long as possible, prevent waste generation from the outset, and redesign product life cycles. This approach is not only critical for environmental sustainability, but also for resource security, operational efficiency and preparing for future regulations.

Packaging, in particular, has become one of the main focus areas of circular transformation. **The Packaging and Packaging Waste Regulation (PPWR)** adopted by the European Union (EU) in **2024** mandates recyclable, reusable or compostable packaging, while also introducing obligations for producers to

use recycled content and achieve reuse targets. Such regulations extend beyond the EU and are already making an impact across global supply chains.

All these developments place a responsibility on the private sector to rethink packaging designs and make production processes more sustainable. At Trendyol, we believe in the corrective and transformative impact of the circular economy on our world and are taking concrete steps to be part of this transformation. We design our packaging and waste strategies with a focus on preventing waste at source. **We use more sustainable materials in our packaging, increase the share of recycled content, explore reusable alternatives, and minimize unnecessary packaging.**

At the same time, we work closely with our partners to strengthen alignment with our packaging policies across the value chain and drive systematic improvements.

Highlights of the Sustainable Impact Journey

- **7%** reduction in total waste compared to the previous year
- **%99** recycling rate of our waste
- **%50** share of recycled materials in cargo bags
- Zero Waste Certificate at **278** locations
- Waste sorting stations established in all centers for paper-cardboard, plastic, glass, metal, electronic waste, toner, cartridges and waste batteries, separated by type

Our Targets:

By 2025, to source 100% of our retail packaging materials from certified sources

Achieving zero-waste certification for all operation centers by 2025

Ensuring that our tier-1 suppliers send zero waste to landfill by 2030

Our journey

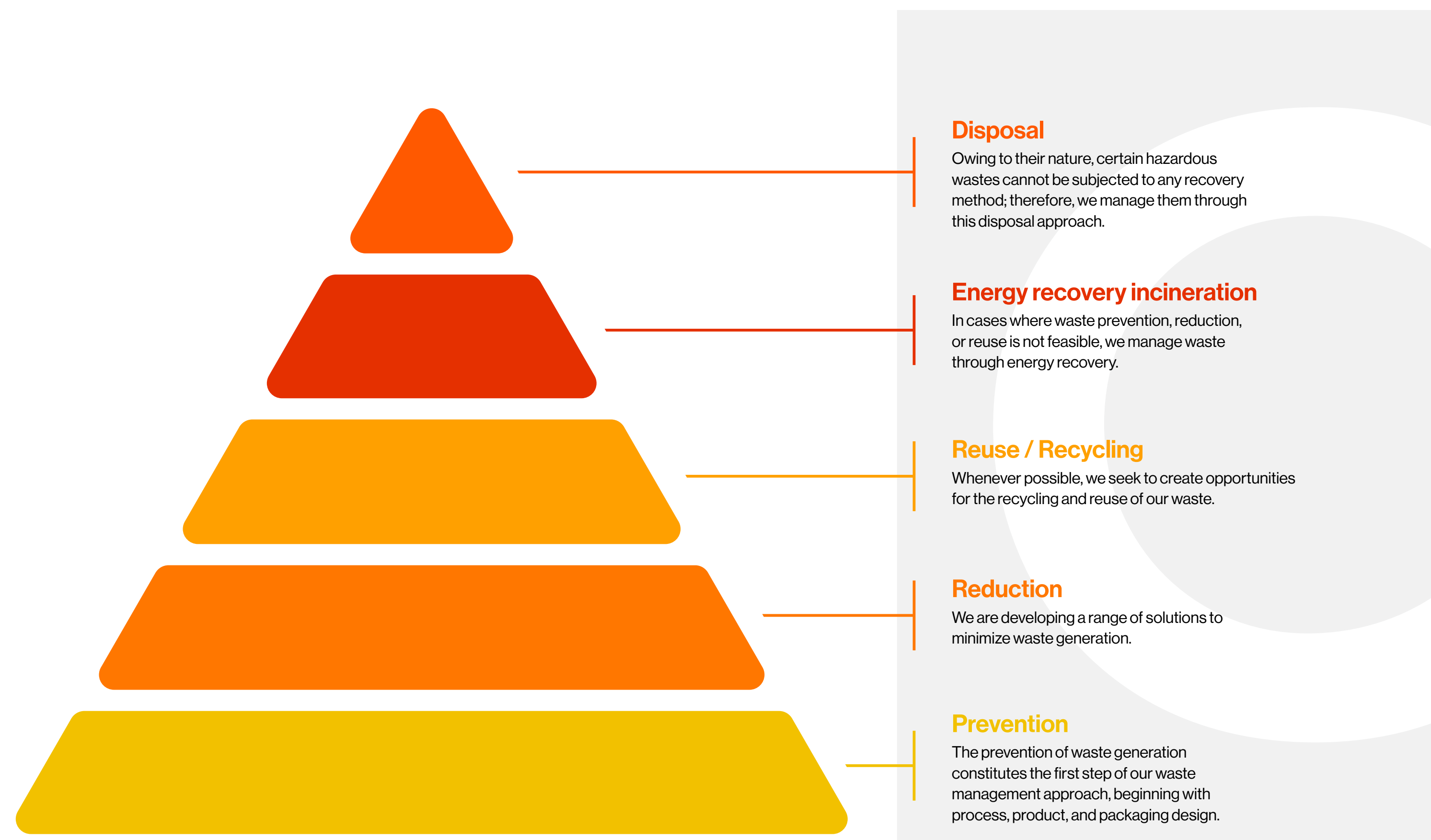
Our Waste Management and Reduction Efforts

We approach waste management not merely as a disposal process, but as a strategic area of transformation in the transition to a circular economy. With this perspective, we aim not only to prevent waste generation within our own operations but also across different points of our value chain. In unavoidable cases where waste does occur, we strive to minimize its environmental impact through reuse and recovery methods.

As part of our zero-waste targets, we aim for all our operation centers to obtain Zero Waste Certification by **2025**. By **2024**, a total of **278 of our locations**—including operation centers, transfer hubs, warehouses, offices, and branches—have already been awarded this certification. This process has been accompanied by awareness-raising initiatives for employees and the installation of waste separation stations on site. In this way, we separate paper, plastic, glass, metal, electronic waste, toner, cartridges, and batteries at source; while directing organic waste to biogas plants and waste vegetable oils to bioenergy facilities.

Our 5-Step Waste Management Approach

We manage all waste processes across our value chain through a five-step approach: waste prevention, reduction, reuse, recycling, and energy recovery. At the end of the process, only a limited amount of residual waste is sent to disposal facilities. Through this systematic model, we aim not only to address our current waste but also to significantly reduce the amount of waste that may be generated in the future.



As a result of the initiatives we carried out in 2024, we succeeded in reducing our total waste volume by 7%. In total, **1,874.3 tons** of waste were generated, **97%** of which consisted of non-hazardous waste.

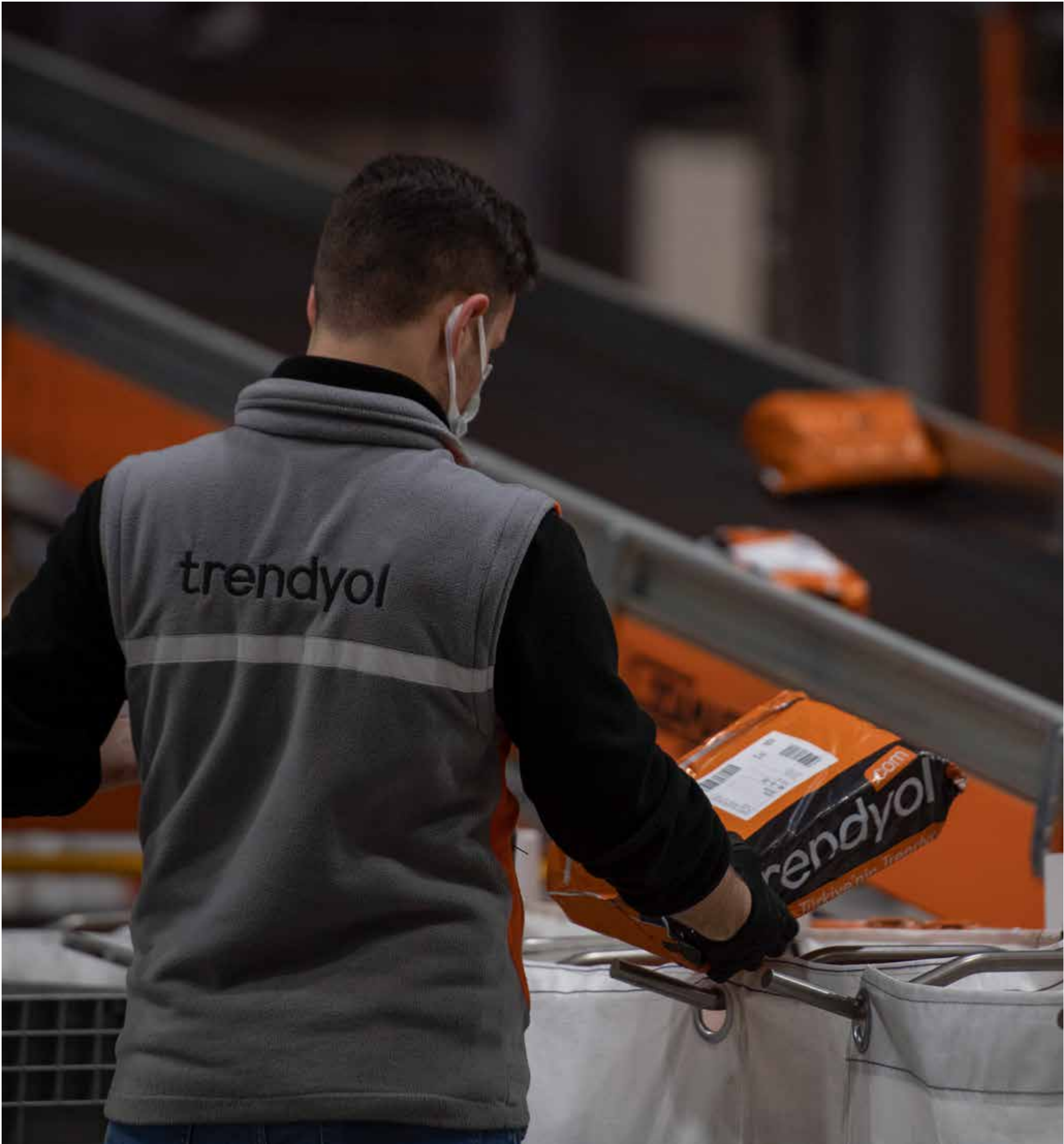
As in previous years, almost all of our waste was included in recycling processes this year as well. Hazardous waste, which by nature required disposal, was sent to licensed disposal facilities through appropriate methods.

Waste Reduction through the Dolap

Our Dolap application, which facilitates second-hand shopping, helps extend the lifecycle of textile products, thereby reducing waste generation and contributing to the circular economy. With the active participation of users, this model creates both environmental and economic benefits, supporting an approach of “less consumption, more reuse.”

As of **2024**, Dolap has brought **16 million items** back into the circular economy. According to a user survey, 87% of Dolap users state that the application helps reduce waste generation, while **81%** report that it contributes to their household economy. We continue to promote a sustainable shopping culture through Dolap.

Waste Management (tons)	2022	2023	2024
Non-Hazardous Waste	1,938	1,945	1,823
Hazardous Waste	106	65	51,5
Recycled Waste	1,887	1,945	1,874
Incinerated Waste (with energy recovery)	885	0	0
Disposed Waste	3.25	0	0.16
Total Waste	2,093	2,010	1,874.3



Sustainable Packaging Practices

Packaging waste holds a special place in our overall waste management strategy. Delivering products to our customers in safe, durable, and environmentally friendly packaging is among our top priorities. By using recyclable and reusable packaging materials, we reduce the environmental impact of this waste and develop more sustainable solutions.

In our delivery processes, we consider multiple factors—from product type to climate conditions—to design packaging solutions that are recyclable, generate minimal waste, and ensure efficient material use. As part of our efforts to reduce packaging-related waste, we prioritize preventing unnecessary packaging and minimizing packaging waste overall. To this end, we continuously review our packaging design and material use processes, while regularly monitoring the distribution of packaging materials.

In 2024, we used a total of **49.5 tons of packaging materials**, of which approximately **96% consisted of plastic packaging and 4% of paper and cardboard packaging**.

Plastic and Cardboard Packaging Usage (tons)	2023	2024
Plastic Packaging	271	528
Cardboard Packaging	262	412

Plastic Packaging Reduction

Within the scope of the sustainable product labeling project launched in **2023**, we initiated a transition to environmentally friendly labels for Trendyol-branded products. In line with this, we set a goal to increase the use of **FSC** (Forest Stewardship Council)-certified paper in product labels. By **2024**, we achieved this target and fully transitioned to **FSC**-certified paper labels across all Trendyol-branded products. This transformation not only reduced the environmental impact of our products but also strengthened our responsible sourcing practices that support sustainable forest management.

Plastic Packaging Reduction

- **100%** of our shipping bags continued to be produced from recyclable materials this year.
- Our recycled content rate has reached **50%**.
- In transparent product packaging, **the 50%** recycled content requirement for all suppliers remained in effect.

Packaging Optimization

With our high order volume, ensuring that each product is delivered safely while determining the most efficient packaging size stands out as one of the key challenges of our sustainable packaging approach. To both guarantee product safety and avoid unnecessary material use, we develop

solutions that identify the most suitable packaging size for each order.

At our consolidation centers, we combine orders coming from different warehouses into a single package, thereby:

- Reducing packaging material use,
- Lowering carbon emissions from logistics processes,
- Offering customers a simpler and more environmentally friendly delivery experience.

Sustainable Production and Circularity

Our Perspective and Goals

The limits of natural resources are becoming increasingly visible, making it essential for both companies and consumers to rethink production and consumption practices. In this context, consumers not only prioritize products with lower environmental impacts but also those that are durable, repairable, and reusable. This shift is driving transformation across many industries—from product design to supply chain management.

At Trendyol, we continue to be an active part of this transformation through our fashion brand, Trendyol Collection, and our technology platforms. We focus on designing and managing the product lifecycle responsibly from beginning to end. This includes **increasing the use of materials with lower environmental impacts in our products, while also strengthening the traceability of our production processes.** Together with our suppliers, we aim to raise social and environmental standards collaboratively.

In addition to promoting sustainable production, we also support the spread of sustainable consumption habits. **Through Dolap, one of Turkey's largest second-hand platforms,** we enable users to give clothes a second life

and run awareness initiatives to encourage a culture of reuse. In this way, we contribute not only to transforming individual products but also to reshaping product lifecycles and consumption models.

Our Targets

By 2030, produce 20% of our products using sustainable, certified, and patented materials

Audit all finished product suppliers by 2025 and all sub-suppliers by 2030 in line with Environmental, Social, and Governance (ESG) criteria, and ensure their compliance

By 2030, establish waste management agreements with all our tier-1 suppliers to enhance the efficiency of waste management processes

Highlights from Our Sustainability Journey

A total of **520.000 sustainable products** introduced to customers through Trendyol Collection

225% growth in our Trendyol Care sustainable product collection

Share of products made with sustainable, certified and patented materials: **%0,78**

Share of products containing recycled cotton: **%X**

A total of **494 Trendyol Collection suppliers**, including 410 first-tier and 84 second-tier suppliers

All first-tier suppliers subjected to environmental and social compliance audits with a **93% compliance rate**

A total of 99% local supplier ratio

Our Journey

Trendyol Collection: Accessible Fashion

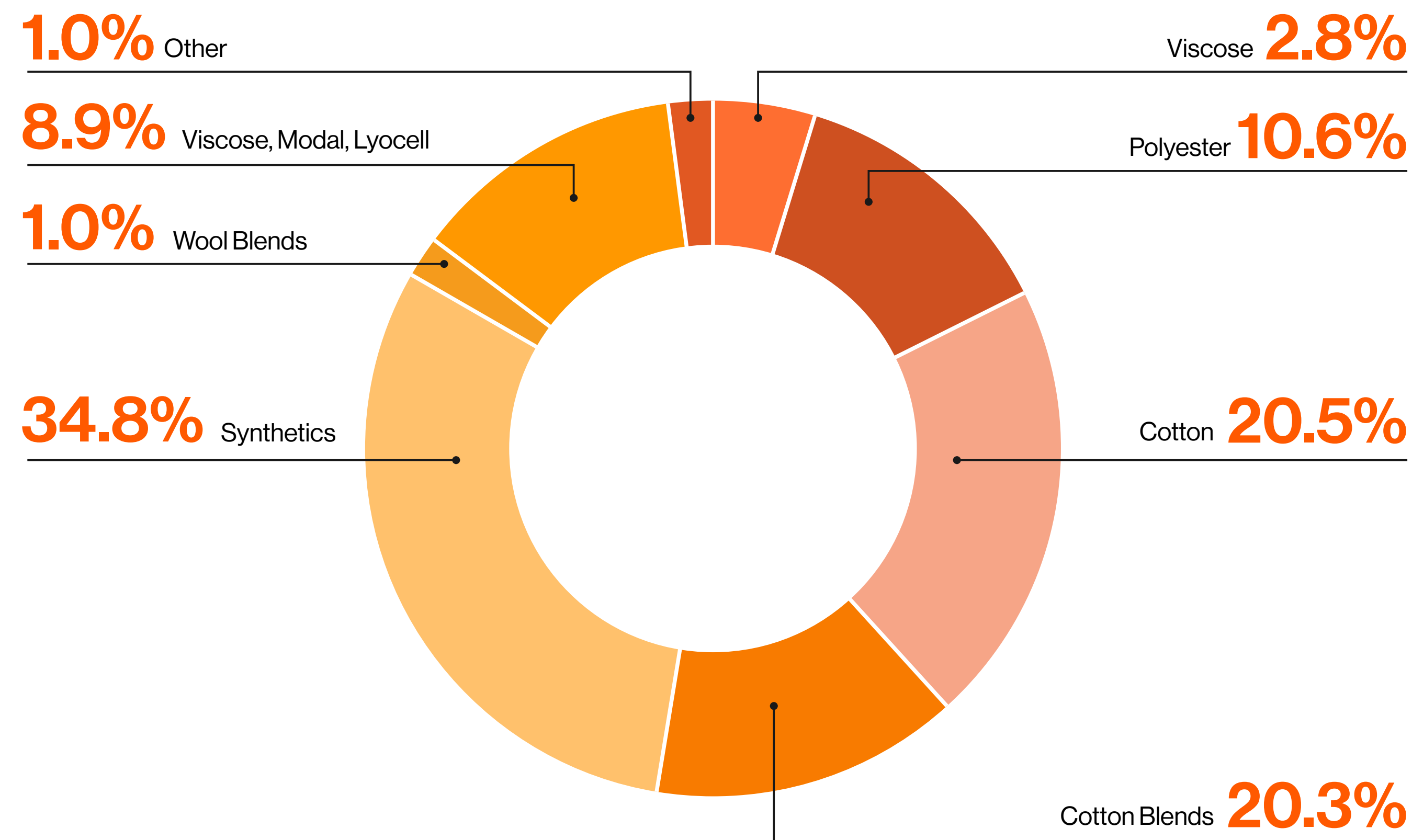
With our Trendyol Collection brand, we make fashion accessible to everyone while strengthening our responsible production approach each year to reduce the environmental impacts of our products. Through Trendyol Collection, we combine trends with affordable prices and offer a wide range of products that meet the needs of our customers in women's, men's, children's, and, as of **2024**, cosmetics categories.

By 2030, we aim to produce at least 20% of Trendyol Collection products with sustainable materials.

In line with this goal, we analyze the material structures of our products from a Life Cycle Assessment (LCA) perspective, paying particular attention to the use of raw materials with a lower environmental footprint and accelerating the transition to sustainable raw materials. After identifying the main materials used in our products, we carry out concrete initiatives to explore how these materials can be replaced with sustainable alternatives.

As of **2024**, **34.75%** of our product portfolio consists of synthetics, **20.3%** cotton blends, **20.5%** cotton, **10.6%** polyester, **8.9%** viscose, modal, and lyocell blends, **2.8%** viscose, and **1%** wool blends. Compared to the previous year, we reduced the use of synthetic and cotton blend fabrics, while increasing our use of cotton by **2%**. For other raw materials, consumption levels remained similar.

Trendyol Collection Raw Material Distribution



At Trendyol Collection, increasing the number of products made with organic and recycled cotton and polyester is a key priority in our sustainability-focused initiatives. At the same time, we focus on reducing our environmental impact in raw material use through the integration of patented fibers. **2023** was the first time we increased the share of recycled cotton and introduced recycled polyester into our synthetic material use. As of **2024**, we are further increasing the share of these materials in our products, advancing toward our sustainable material target. This year, the share of products made with recycled cotton and recycled synthetics rose compared to the previous year, reaching **0.73% and 0.046%**, respectively. In addition, we continue our research into alternative patented fibers as part of our sustainable raw material strategy, which will help expand the range of products in our sustainable collection.

In the last quarter of **2024**, under the Trendyolmilla umbrella, we launched a new product line and brand: Trendyolmilla Beauty. This new line, consisting of cosmetics, was introduced to our customers with a wide variety of products including highlighters, lip balms and scrubs, lipsticks, mascaras, eyeshadows, eyeliners, blushes, face sunscreens, lip glosses, concealers, BB creams, foundations, hand creams, and brow stabilizers. Looking ahead, we aim to certify selected products through relevant testing to obtain vegan verification and, in line with this, further expand our product range.

Sustainable Product Collection

In line with our sustainability vision, we aim to design all our processes—from production to supply chain management, from product development to collaboration criteria—with environmental and social responsibility at the core. Accordingly, our Sustainable Product Collection supports our transformation journey by ensuring not only production with reduced environmental impact materials, but also an emphasis on traceable, ethical, and responsible production practices.

The foundation of this transformation journey with our suppliers is our Sustainable Material Usage Guide. This guide sets out detailed criteria for products included in the collection, covering material types, certification requirements, and production methods. Our key priorities include producing items with certified recycled or organic fibers, documenting them through traceable supply chains, and ensuring they pass through processes with lower environmental impact.

Suppliers wishing to be part of our Sustainable Product Collection are expected not only to fully comply with the Trendyol Code of Conduct and the criteria in the Sustainable Material Usage Guide, but also to demonstrate that both they and their subcontractors achieve satisfactory results in Social and Environmental Compliance audits.





Trendyol Sustainable Product Collection

Certified Products

Products manufactured in line with organic or recycled standards

Organic Content



Recycled Content



Certified Fabrics and Patented Fibers

Products manufactured using certified fabrics or patented fibers

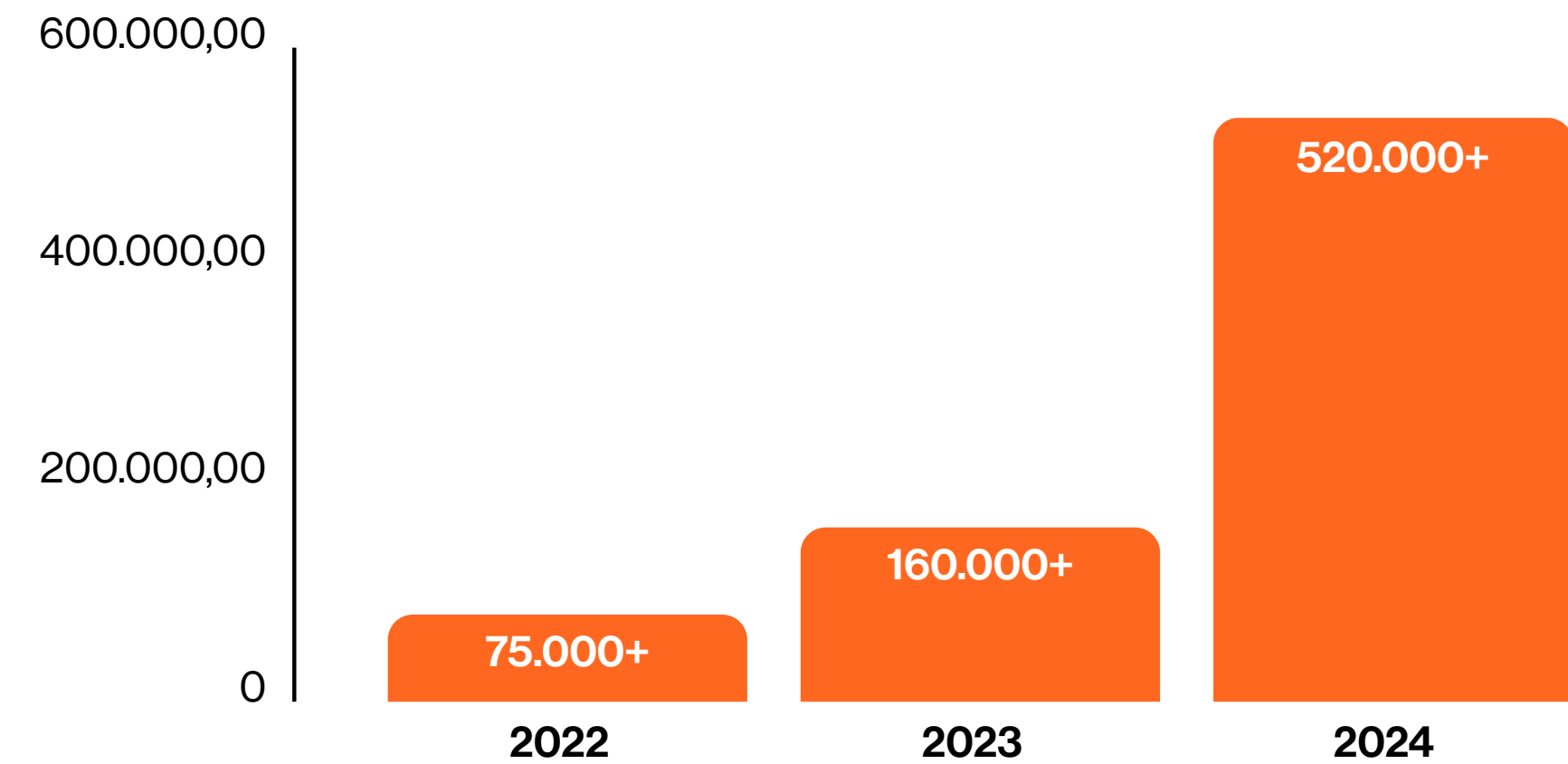


* TENCEL™ and LENZING™ ECOVERO™ are trademarks of Lenzing AG.



In 2024, we continued our efforts to increase the share of products in our collection that comply with this guide. By the end of the year, **520,000 of our products met sustainable production criteria under the Trendyol Care label, resulting in a 225% growth in our sustainable product collection.**

Number of Sustainable Products with Trendyol Care



Circular Consumption with Dolap

In addressing environmental challenges such as climate change, resource depletion and waste management, the circular consumption model is becoming increasingly important. Our Dolap app—positioned at the center of this transformation— supports sustainable consumption by enabling second-hand products to re-enter circulation.

Dolap extends the lifecycle of products and contributes to reducing environmental impacts by connecting millions of second-hand items in categories such as women’s, men’s, children’s, home & living, baby and electronics with new users. By directly connecting buyers and sellers, our application creates positive impacts across multiple areas—from reducing carbon emissions and saving water, to preventing waste generation and delivering economic benefits.

In **2024**, more than **16** million products were recirculated annually through Dolap, avoiding **307,000 tons of CO₂e** emissions and saving **446** million cubic meters of water. The number of active sellers on the platform reached **1.5 million**, with **87%** of users stating that Dolap helps reduce waste and **81%** highlighting its contribution to their household economy. In addition, over **254,000** women generate their primary income through sales on Dolap. In this way, Dolap makes a meaningful difference not only in terms of environmental impact but also in social impact.

Sustainable Supply Chain

In the production process of Trendyol Collection products, we attach great importance to ensuring that our suppliers share our values not only in terms of quality and efficiency but also in social and environmental responsibility. At every stage of our supply chain, we proceed on the basis of human rights, business ethics and environmentally friendly production principles.

Trendyol Collection Supplier Ecosystem	2022	2023	2024
Number of Suppliers (First-Tier)	265	349	410
Number of Suppliers (Second-Tier)	39	75	84
Local Supplier Ratio (First-Tier)	%100	%99.4	%99.5
Local Supplier Ratio (Second-Tier)	%100	%100	%100
First-Tier Suppliers Subject to ESG Compliance Audits	%100	%100	%100
Second-Tier Suppliers Subject to ESG Compliance Audits	%100	%100	%89



In 2024, we worked with a total of 494 suppliers, including 410 first-tier and 84 second-tier suppliers. We conducted social and environmental compliance audits for all of our first-tier suppliers and for 89% of our second-tier suppliers.

To address the improvement areas identified in these audits, we provided guidance to our suppliers through training, consultancy, and on-site visits. In this year's audits, **33** first-tier and **8** second-tier suppliers did not demonstrate sufficient performance. According to the audit results, suppliers who fell below certain criteria or were within the zero-tolerance scope were given additional time to make the necessary corrections, while we closely monitored the process to ensure their compliance with the standards.

Another key focus of our sustainable supply chain approach is supporting our country's sustainable development through local sourcing. In this context, we continue to build strong relationships with local producers. **As of 2024, nearly 100% of our first-tier suppliers and all of our second-tier suppliers are local.** Through our development-oriented supplier approach, we contribute to the local textile ecosystem and grow together through long-term collaborations.

Sustainability Awareness Programs for Suppliers

We continued the supplier development programs that we launched last year into **2024**. With programs focusing on energy efficiency, waste reduction, and employee communication, we supported the development of our suppliers and strengthened social and environmental awareness across our supplier ecosystem. This year, **120** suppliers benefited from these programs, while we also launched a detailed program for our pilot and partner suppliers to enhance their sustainability-focused knowledge base.

- Through our **“Effective Communication in the Workplace”** program, we continue to enhance employee motivation, strengthen participation in joint decision-making processes, and foster a long-term culture of employee engagement at selected suppliers. Supporting women's employment and professional development is also among the key focuses of this program.
- With our **“Energy Efficiency in the Workplace”** program, we contribute to our suppliers' net-zero

journey, while helping them reduce their energy consumption and production costs.

- To strengthen waste management, we implemented the **“Supplier Waste Reduction and Recycling Project”**, encouraging our suppliers to reduce the environmental impacts of waste generated from their production processes.



Sustainability Training for Our Suppliers through the Transformation Together Academy

Launched in **2023** and implemented this year, the Transformation Together Academy continues to support sustainable transformation with a focus on our suppliers. In collaboration with Boğaziçi University Lifelong Learning Center (BÜYEM) and Cabana Training & Consulting, we developed a tailor-made program for Trendyol consisting of **11** training modules. With this program, we aim to reach as wide an audience as possible across our ecosystem. For this reason, the training modules have been designed not only for our employees but also for our business partners, sellers and suppliers.

The Transformation Together Academy covers a wide range of environmental and social topics—from carbon footprint, sustainable production and the Green Deal, to environmental ethics and greenwashing, as well as business ethics and legal compliance. Participants gain knowledge on a new sustainability-related topic in each module, with end-of-module assessments to consolidate learning.

Traceability

Throughout **2024**, we focused our main efforts on traceability and environmental sustainability. In this context, we carried out a mapping exercise for both our direct and indirect suppliers by establishing a systematic framework. These steps played a critical role in gaining access to our second-tier suppliers, positioned as sub-suppliers, and supported our ongoing efforts to ensure their social and environmental compliance.

At the same time, we designed **a digital tool** to monitor traceability elements related to our suppliers. We plan to roll out this software in **2025**, with the aim of enhancing transparency and raising sustainability awareness across the supply chain.





People
We Grow with
Our Ecosystem



Our Team

Our Perspective and Goals

In today's business world—where transformation is accelerating, digitalization is reshaping competition, and the war for talent is being redefined—the criteria for sustainable success are also evolving. At **Trendyol**, we combine our digital capabilities with a strong team culture, striving each year to achieve new successes.

In the future of work, not only technological transformation but also human values, inclusivity, and the search for meaning will take center stage. In this transformation, we continue to build a culture that places employee experience at its core, grounded in open communication, fairness, and inclusivity. While creating a work environment that unlocks the potential of our team and supports creativity and innovation, we also accompany our employees on both their personal and professional development journeys.

At **Trendyol**, we value fostering a culture in which every team member's voice is heard, where they contribute to decision-making processes, and where they can take part in meaningful projects. In doing so, we invest not only in today's talent but also in the talent of the future, growing as a dynamic and continuously learning organization.

Our goal is to lead workforce transformation through practices that enhance employee well-being and engagement, while growing and evolving together with our people. In line with this approach, we aim to amplify the value created by our teams while sustaining **Trendyol's** innovative spirit.



Our Targets

Keeping undesired employee turnover below the sector average (6%) while positioning Trendyol as an employer of choice for high-potential talent; maintaining new hire (0–6 months) turnover below 1% and NPS scores at a minimum of 80.

Ensuring equality in the workplace by supporting the principle of equal pay for equal work.

Increasing annual training hours per employee to 25 hours, investing in talent development and engagement.

Strengthening a culture of diversity within our teams and ecosystem by offering Diversity, Equity, Inclusion and Inclusive Leadership trainings, making these courses mandatory during onboarding, and integrating them into our required learning programs.

Highlights from Our Sustainability Journey

- A total of **4,493** employees, with a **7%** increase year-on-year
- **35.3%** women employees
- **37.3%** women in leadership positions
- **32.4%** women in **STEM** roles
- Employees from **36** different nationalities
- Employee turnover reduced to **10%**
- Employee engagement score (NPS) of **82 out of 100**
- A total of **104,310 training hours**, with an average of **23 hours** per employee
- Performance and career development evaluations covering the entire team
- **51%** of open positions filled through internal talent



Our Journey

Diversity and Inclusion

Our understanding of diversity and inclusion plays a critical role in creating a people-centered work culture. We view diversity and inclusion not only as bringing together individuals from different backgrounds, but also as a perspective where these differences are valued, supported, and given room to grow. Our goal is to create a workplace where everyone feels safe, respected, and a true sense of belonging—regardless of religion, age, gender, sexual orientation, ethnicity, or beliefs.

We express the three core principles of our diversity and inclusion approach with the statement: **“We provide equal opportunities, we are inclusive, and through Trendyol Cares we support women’s empowerment.”**

As such, we are working to build systems and structures that further support our teams. To highlight diversity and promote the principle of inclusion in everything we do, we monitor our performance in this area and design development-oriented projects to continuously advance our efforts.

Employee Demographics (%)

With the goal of integrating this approach into all our business processes, **our Diversity and Inclusion Guide** serves as one of our key references. **Ensuring gender equality and supporting youth employment are among our main focus areas in this field.**



Leadership Demographics (%)

We value women’s representation across different roles and levels within our team and aim to further advance our commitment to equality each year. In **2024**, women accounted for **35.3%** of our workforce, while women’s representation in leadership positions reached 37.3%.



As our footprint covers s many different areas, technology lies at the core of all our activities. Thanks to our integrated approach to equality in technology-focused teams, the share of women in **STEM** roles reached **32.4%**.

Another performance indicator we track under our focus on gender equality is women's representation in new hires, which also helps us assess our contribution to women's employment. In 2024, the share of women among our new joiners increased by nearly **4%** compared to the previous year, reaching **38.6%**.

With talented colleagues from 36 nationalities, we are building a more inclusive structure. Guided by our understanding of inclusion, we believe in creating a workplace where mutual respect, dialogue, feedback and fairness prevail, and where every team member can realize their full potential. At Trendyol, we not only value having a diverse workforce but also aim to ensure fairness across the organization. All of our teams, without exception, are guaranteed equal treatment and equal opportunity at every stage of the Trendyol journey, while our pay practices, grounded in the principle of "equal pay for equal work," ensure that no one is subject to any discrimination.

We are also taking steps to empower and create opportunities for young talent. This year, **41.6%** of our team was under the age of **30**, while approximately **67.2%** of our

new hires in **2024** were young professionals under **30**. We also value the presence of young perspectives in leadership positions—7% of our leadership ecosystem this year consisted of employees under the age of **30**.

We believe that a work environment that strengthens diversity, deepens inclusion, and is built on equality will advance not only our employees but our entire ecosystem. On this path, we remain committed to building a more inclusive future together.

Diversity, Equity and Inclusion (DEI) Trainings

For us, it is important not only to recognize differences but also to understand them deeply and learn together.

For this reason, as part of our journey to foster an inclusive culture at Trendyol, we continue to provide trainings focused on diversity, equity and inclusion (DEI) for both new joiners and our leaders.

During the onboarding period, all employees receive basic DEI awareness training, ensuring that this culture is reflected in the way we work.



Learning and Development Opportunities

We see development not just as an individual process, but as a shared journey that shapes the future of our business by strengthening the capabilities of our teams. Accordingly, our development management approach is designed to continuously support the participation, motivation, and potential of our people, providing them with a work environment where they can continuously improve themselves and feel prepared to meet the dynamic needs of the business world.

Our goal-setting, performance evaluation, rotation, promotion, and career development processes systematically and holistically support the growth journey of our employees. Through training programs shaped by the interests and needs of our teams, we provide both professional and personal development opportunities.

In **2024**, we increased our investments in learning and development, with a strong focus on talent development. **We raised our investment in training and development to over TRY 111 million, increasing average training time per employee to 23.21 hours. As a result, we increased team training hours by 17% compared to the previous year, delivering a total of 104,310 hours of training.**

Learning and Development Platform

To meet the learning needs of our growing organizational structure, we established our in-house **Learning Management System (LMS)**, offering employees a **flexible learning experience independent of time and place**. The platform features rich content for employees at all levels, as well as internal/external mentoring, role-based development paths, expert forums, interactive learning spaces, and calendar management tools.

Through the platform, employees gain access to a wide range of development opportunities—from mentorship (internal and external) to agenda management, from tools that enable leaders to track team development to programs where colleagues can benefit from each other's experiences.

This year, we enriched our platform with new learning modules and interactive content, providing our teams with easier access, more engaging and sustainable learning experiences. Among our mandatory trainings aimed at strengthening core competencies and increasing cultural awareness were topics such as data protection, occupational health and safety, information security, competition law, zero waste, Trendyol Code of Conduct, communication and leadership skills, and diversity and inclusion.



Training Programs

In addition to our Learning Management System (LMS), we support our teams with training programs developed in specific areas such as leadership, technical development, and cultural integration. We update these programs annually to align with needs and expectations, aiming to enhance the effectiveness of training through feedback from our teams.

Leadership Development Programs

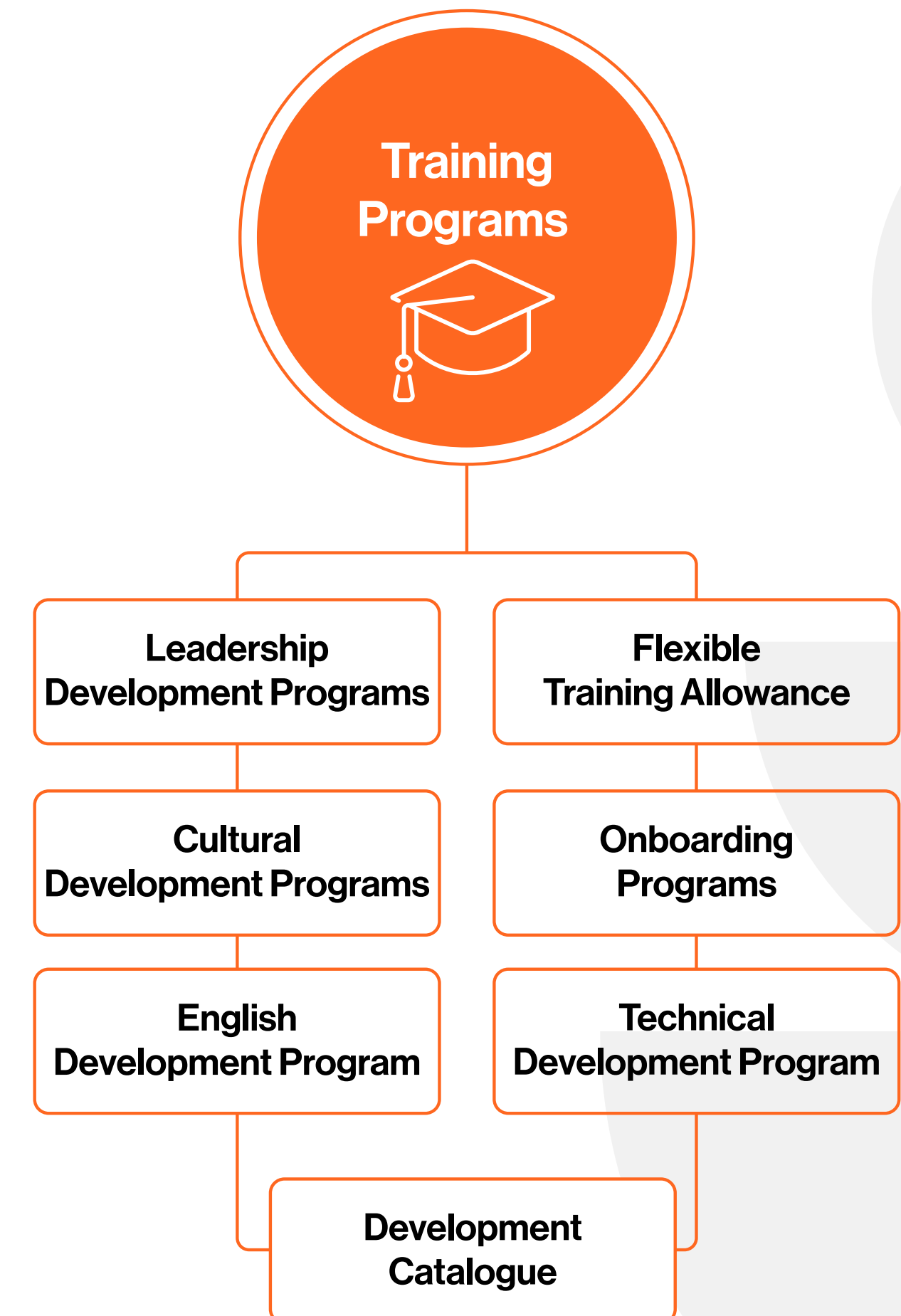
We continued our Leadership Development Programs in 2024, launched to empower leaders and adapt them to our culture through tailored solutions. The program consists of nine sub-modules at different levels and focus areas, covering topics such as the fundamentals of leadership, being a leader at Trendyol, and contributing to team development. In one of the modules, in collaboration with INSEAD Business School, our leaders benefit from a wide range of workshops. In addition to sub-modules and classes, the program also includes tools such as one-on-one coaching, 360-degree feedback, and internal leadership forums to further support the development of our leaders.

Flexible Training Allowance

To enable our teams to shape their development plans flexibly according to their own needs, we provide financial support. With the Flexible Training Allowance, both our teams in Türkiye and abroad can enroll in any training program of their choice. In **2024**, we contributed to our employees' development journeys with a training allowance exceeding TRY **38** million.

Cultural Development Programs

To ensure that the Trendyol culture is embraced by all our teams and integrated into our daily ways of working, we continue to offer cultural development programs tailored to different levels. In **2024**, we introduced various content and activities designed to accelerate the adaptation of new team members and strengthen the cultural connection of existing teams. Our training programs are supported by videos, workshops, culture days, and mentoring practices, while also incorporating content inspired by the experiences of our leaders to make our culture more widespread and sustainable.



Onboarding Programs

To help our new colleagues quickly adapt to Trendyol's culture, values, and ways of working, we run a comprehensive onboarding process consisting of six modules. This five-week journey spans from online content to in-person sessions, covering company introduction, functional knowledge, individual onboarding steps, and building the first connection with leaders—all aimed at strengthening cultural integration.

English Development Program

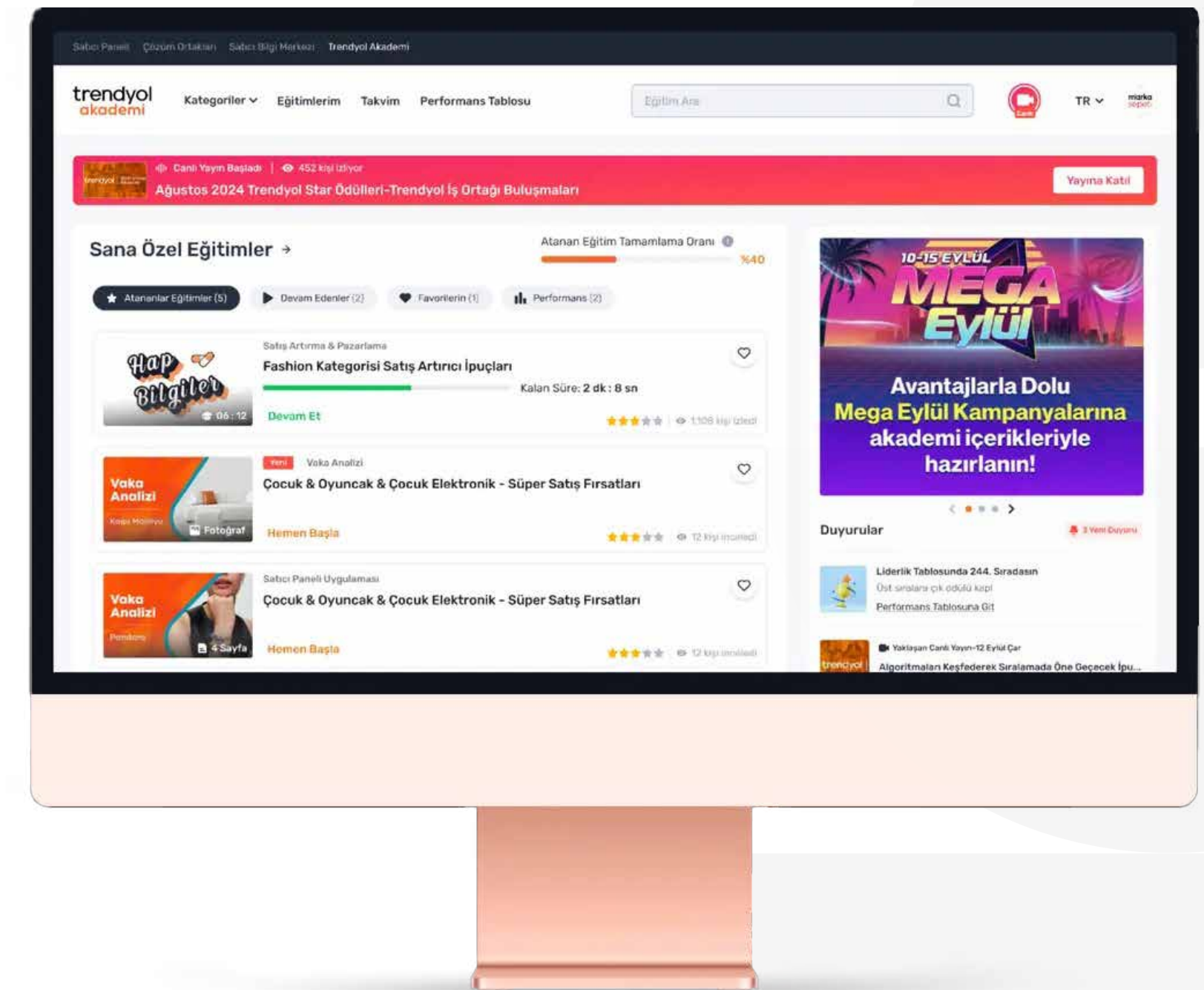
Renewed to address the professional and sectoral needs of our teams, our English Development Program focuses on practical business skills. The program offers personalized training paths by tracking participants' development level-by-level.

Technical Development Program

We provide training content to strengthen our teams' technical capabilities and keep awareness of legal updates in data-driven practices at the highest level. This program focuses on developing data, functional, and technical skills, while integrating MOOCs through partnerships with Udemy, Coursera, Pluralsight, and Codurance. In this way, our teams can access multiple learning platforms and benefit from a wide range of content, including software and hardware training.

Development Catalogue

The Development Catalogue program, tailored to the specific development needs of our teams, supports both technical and behavioral skill building. Unlike our other programs, it is based on a development needs survey and delivered twice a year, offering **nearly 50** modules across four different versions tailored to distinct target groups.



Performance Management

We support the development of our teams not only through training but also with transparent and multi-dimensional performance management processes. With our 360-degree feedback system, in which all employees participate, individuals evaluate themselves, their peers, and their leaders. This strengthens our feedback culture while also generating valuable insights into performance.

Throughout the year, all employees engaged in a four-step performance evaluation process, combining feedback from peers, leaders, and other colleagues with their own self-assessments. In addition, all teams took part in quarterly meetings where they received feedback on the steps they should take to further improve their performance during the year.

These analyses enable us to identify talent within our teams and make more suitable role matches. In **2024**, we filled **51%** of our open positions through internal talent, once again demonstrating the strength of this approach. We see each performance evaluation process as an opportunity for our colleagues to feel more valued at Trendyol and to clearly see their contribution to the work they do.



Transparent Communication and Engagement

At **Trendyol**, open and transparent communication lies at the heart of our strong team culture. We value effective communication both among team members and between teams and their leaders, and we strive to create a respectful, growth-oriented workplace where ideas can be freely shared. To this end, we organize meetings that bring together teams working on the same focus areas and hold regular large-scale gatherings to strengthen communication between leaders and teams.

As part of this approach, we conduct our Employee Engagement Pulse Survey twice a year to regularly collect feedback from our colleagues. The insights we gain help us identify areas for improvement and take concrete steps forward. In **2024**, participation in these surveys reached **92%**, and our employee engagement score was measured at **82/100**.

We believe that supporting transparent communication for our colleagues is not only about working collaboratively, but also about joining activities around shared interests. Through communities created around arts, music, and sports, we encourage our teams to share experiences and ideas with one another.



Every year, we come together at our ODOT event to reinforce our strategy and culture through various panels and sessions.

Health, Safety and Well-being

At Trendyol, we care not only about the physical safety of our employees but also about their mental and social well-being. Beyond providing a safe and healthy working environment, we aim to create a supportive workplace where our teams can feel good and thrive.

We carry out our **Occupational Health and Safety (OHS)** processes in line with our OHS Policy, fully compliant with all legal requirements. Through regular internal and external audits, we continuously improve our workplaces. In monthly OHS Board meetings, we review workplace accidents, actions taken, and root cause analyses to eliminate risks. We also prepare emergency plans for different scenarios and ensure their effective implementation through regular drills.

In **2024**, with a limited increase compared to the previous year, 845 workplace accidents occurred, of which 68 were lost-time incidents. As in previous years, there were no cases of work-related fatalities or occupational diseases.

We also develop numerous programs to support the mental and physical well-being of our teams. Through a variety of benefits in the areas of sports, health, and nutrition, we aim to strengthen the overall well-being of our employees. In addition to services such as sports, nutritionist consultations, psychological support, and health screenings, we also organize monthly seminars and events—both online and in person—on a wide range of topics.

To build awareness and understanding of well-being across Trendyol and our teams, we provide training sessions on time management, resilience, and stress management. Furthermore, we offer our employees special discounts that give them access to external support for health and well-being.

* The reported number of accidents also includes those originating from warehouse operations.

Our Health, Well-being, and Wellness Programs

Gym	Our in-office gym provides employees with the opportunity to exercise under the guidance of a professional trainer.
Psychological Support Service	To help maintain work-life balance and support individual well-being, our team of expert psychologists offers free and confidential counseling services to employees. Psychological support sessions can be scheduled flexibly based on employee needs.
Dietitian Support	To encourage healthy eating habits, we provide personalized nutrition counseling through our in-house dietitian.
Wellness Workshops	Several times a month, we host awareness-raising events on physical and mental health with guest experts, announced in advance via our calendar.
Wellness Talks	Through our communication channel, we share daily nutrition tips and small reminders to promote healthy lifestyle habits among our teams.
Workplace Health Unit	With our workplace physicians and nurses, we continuously support employee health and carry out preventive health practices.
On-site and At-home Laboratory Services	We provide rapid support to our teams through accessible laboratory services both at the workplace and at home.
On-site Health Screenings	At regular intervals, we conduct screenings (such as ophthalmology, dermatology, physiotherapy, etc.) to protect employee health proactively, before illnesses occur.

Our Occupational Health and Safety Practices

VR&Dojo Room	This project allows employees to experience transfer center operations through virtual reality headsets, enabling them to practice safety scenarios firsthand and enhancing the learning experience.
NeoTex	By digitizing work instructions and occupational safety rules through animations and videos, this project helps employees learn and retain information more effectively.
Ergonomic Assessments	Conducting ergonomic risk analyses in work areas, identifying priority zones, and implementing necessary improvements support employees in working under healthier and more efficient conditions.
Near-Miss & Hazard Reporting via QR	The QR code application enables instant reporting of near-miss incidents and hazardous situations, contributing to the rapid identification of potential risks and the implementation of preventive measures.
Zero-Accident Celebrations	Celebrating accident-free periods in transfer centers encourages employees to adopt safety-focused behaviors and strengthens the culture of occupational health and safety.
Occupational Health and Safety (OHS) Week Celebrations	As part of OHS Week (May 4-10), knowledge competitions, prize draws, special menus, and awareness materials were organized to boost employees' interest in safety topics.

We implement a range of projects to protect the health and safety of our employees, prevent workplace accidents, and raise awareness. These projects combine technological innovations with participatory practices, reinforcing our occupational health and safety culture.



Our Business Partners

Our Perspective and Goals

In **2024**, the e-commerce volume in Türkiye increased by **61.7%** compared to the previous year, reaching **3.162 trillion TL**, with **5.91 billion** transactions. The share of e-commerce in overall trade volume has shown a significant rise over the years, reaching **19.1%** in **2024**.

As one of the leading players in Türkiye's e-commerce sector, we are at the center of this rapid transformation. Today, we support the digitalization, business growth, and market expansion of **250,000** sellers—nearly all of which are small and medium-sized enterprises (SMEs).

Beyond the impact we create through the Trendyol marketplace, we also accelerate sectoral transformation by working with our suppliers for Trendyol-branded products. As part of a large business ecosystem, we prioritize the success of SMEs, women entrepreneurs, and cooperatives, and we develop programs and solutions to support their growth.

Our Targets

Increase the number of orders per seller across our Business Partners by **15%** by the end of 2026

Increase the number of partners selling daily by **5%** by the end of 2026



Highlights from Our Sustainability Journey

- Over **250,000** sellers
- Over **200,000** micro enterprises and SMEs representation among all our sellers
- Exports from nearly **100,000** thousand sellers across all **81** provinces of Türkiye to the Gulf region, Europe, and Azerbaijan via Trendyol
- **9,000** local shopkeepers as Pick-up Point partners
- Around **2,200** employees in our customer experience team
- Supporting local products through the Products from the Region project

Our Journey

As Türkiye's leading e-commerce platform, we enable businesses to expand into both national and international markets. By **2024**, the number of businesses selling on Trendyol had reached approximately **XX thousand**, with the majority operating outside the three largest cities of Türkiye and gaining access to new markets across seven regions.

Through our platform, we support businesses in increasing their sales and growing their operations, while services such as Trendyol Food and Trendyol Fast Grocery help restaurants and retailers reach their customers faster.

Supporting Women's Empowerment

We leverage the strength of our platform and ecosystem to empower women in the workplace, in production, and across society. We continue to increase the number of women employees and leaders within our own teams, while also running various initiatives and programs that support women entrepreneurs and women's cooperatives in our seller network.

Through our Women Entrepreneur Badge initiative, we increase the visibility of women entrepreneurs and women's cooperatives by placing a special icon

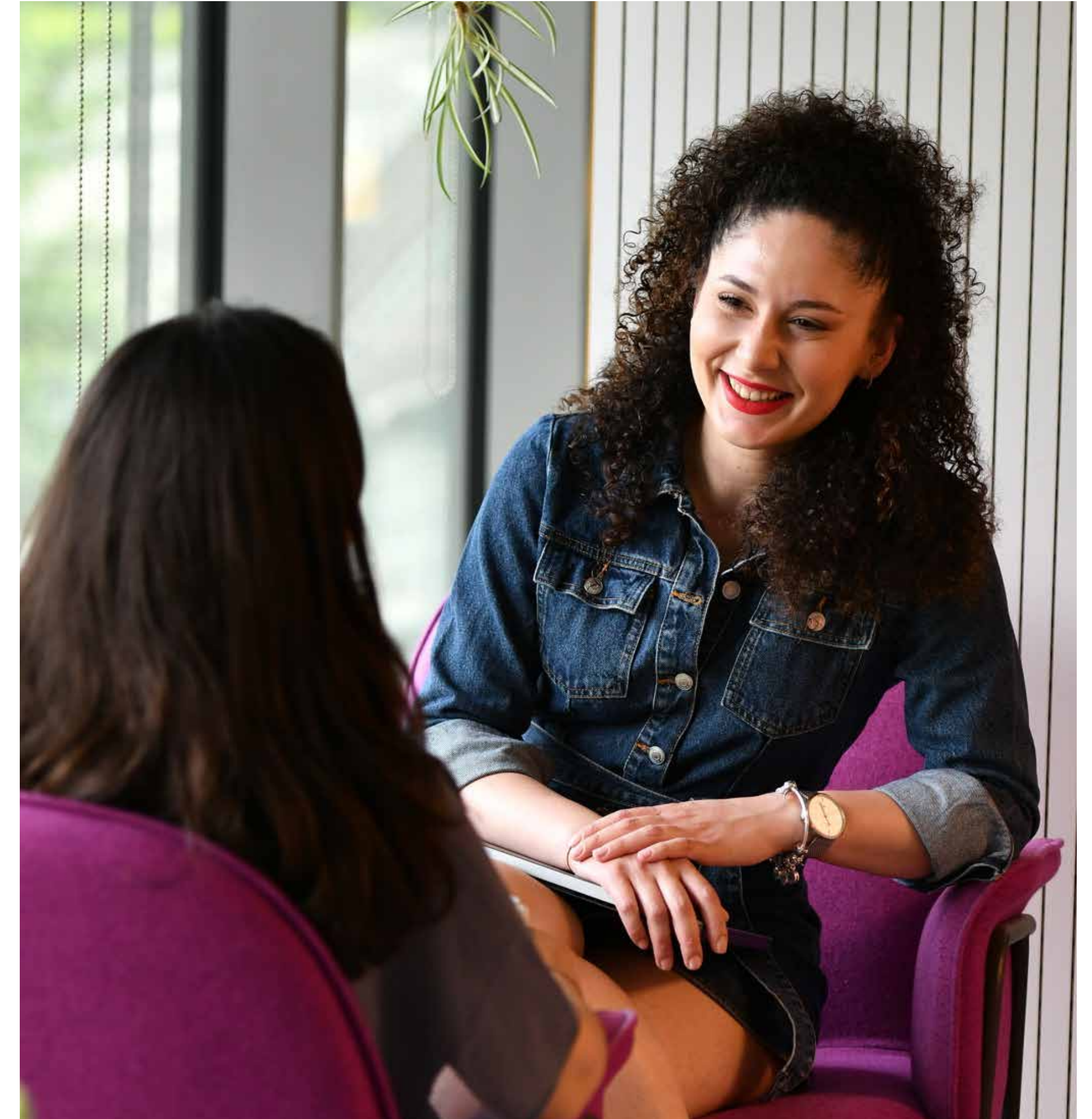
under their product images. We also offer exclusive commission rates — valid for XX days for women entrepreneurs and indefinitely for women's cooperatives.

The Future is Women Program

Within the framework of the Women's Empowerment Principles (WEPs), created in collaboration with UN Women and the UN Global Compact, we launched the Future is Women program with KAGİDER (Women Entrepreneurs Association of Türkiye) to support women's participation in the digital economy.

As part of the program, we have provided e-commerce training to 19,000 women entrepreneurs. These trainings aim to build new skills in areas such as e-commerce, sales growth, customer satisfaction, and marketing. Women entrepreneurs also benefit from favorable commission rates, payment terms, and marketing and technology support.

Through this program, women entrepreneurs seeking to grow their businesses and increase brand awareness are able to reach millions of customers across Türkiye. The program has enabled thousands of women entrepreneurs to establish their own brands, enhance their visibility, and build strong marketing communications.



Supporting Local Production

At Trendyol, we consider supporting local products and producers, and contributing to the growth of the regional products sector, among our core responsibilities. With this approach, we help bring Türkiye's diverse cultural heritage to wider audiences while also supporting entrepreneurs in growing their businesses.

Products from the Region

Launched in collaboration with the Union of Chambers and Commodity Exchanges of Türkiye (TOBB), our Products from the Region program enables customers to access geographically indicated products registered by the Turkish Patent and Trademark Office through our platform.

Beyond geographically indicated products, a wide range of regional goods—from rose water to needle lace, peanuts to soap—are made available with the convenience of Trendyol. Sellers participating in the program benefit from e-commerce trainings via Trendyol Academy, corporate shipping agreements, and one-on-one support from dedicated e-commerce consultants.

Through the Products from the Region program, millions of consumers across all 81 provinces of Türkiye can access regional and geographically indicated products with a single click. These products are also showcased in global

markets, creating e-export opportunities. In doing so, we aim to strengthen the local economy and help producers in Anatolia increase their sales and grow their businesses.

Supporting Small and Medium-Sized Enterprises (SMEs)

Supporting small and medium-sized enterprises—critical to Türkiye's economy—is one of Trendyol's key priorities. Thanks to millions of active users on our e-commerce platform, SMEs gain the opportunity to reach broad customer bases and grow their businesses. Through our technological infrastructure, we also help SMEs manage processes such as product listing, payment transactions, and inventory management more efficiently.

In addition, the solutions we provide in areas such as brand visibility, warehousing, logistics operations, and data analytics help businesses make better strategic decisions and optimize their processes. By increasing the resilience of SMEs selling on our platform, we support their growth while strengthening their contribution to Türkiye's economy.

More **than 95%** of the businesses selling on Trendyol platforms are **SMEs and micro-enterprises**. This year, we continued to develop tailored support programs for SMEs. For newly onboarded businesses, we provide commission discounts during their first 60 days. Within our Inactive Seller Support program, sellers who have been inactive for more than 60 days benefit from approximately 20% commission discounts for two months once they restart selling.



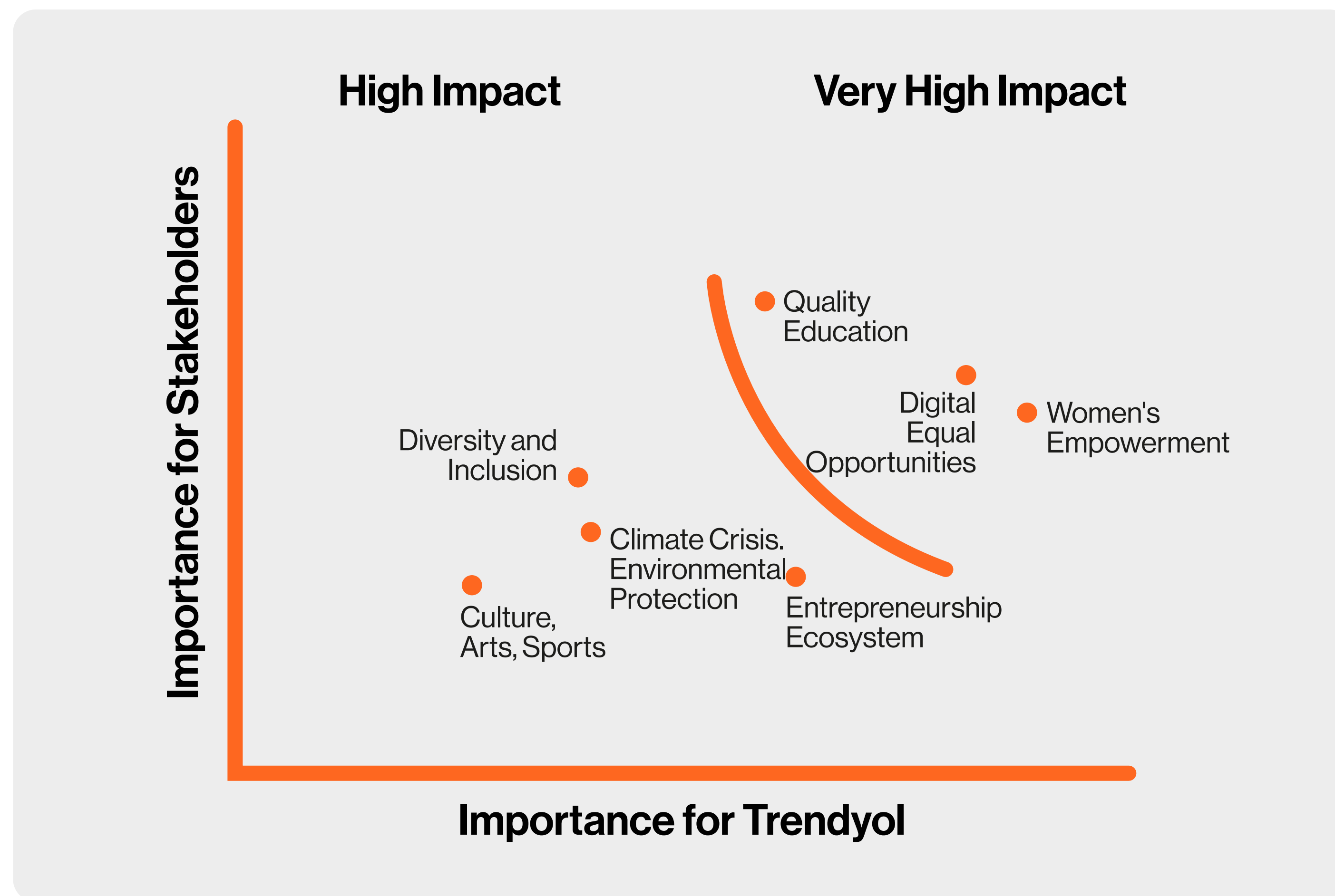
Community

Our Perspective and Goals

We believe that contributing to the well-being of communities is not merely an option for companies but a responsibility. At Trendyol, we aim to create long-term, meaningful, and measurable social impact across all geographies in which we operate, leveraging the strength of our growing ecosystem and our technology-driven business model.

In line with this goal, we consider the expectations of our stakeholders and focus on areas where Trendyol's resources and capabilities can generate the most value. As in previous years, this year we once again conducted our social impact prioritization analysis based on stakeholder input. The results reconfirmed that digital opportunity equality, women's empowerment, and quality education are our priority areas of focus.

In addition, we aim to further expand our social impact by developing projects that support access to sports, culture, and the arts. To ensure the sustainability of this impact and achieve measurable outcomes, we design all our initiatives with a long-term perspective.



Our Targets:

Strengthening our positive impact through Corporate Social Impact programs focused on digital opportunity equality, women's empowerment, and quality education.

Supporting local communities by expanding digital centers through our *Villages of Tomorrow* program by the end of 2028.

Increasing the number of employee volunteers engaged in our community investment programs.

Highlights from Our Sustainability Journey



Through the Villages of Tomorrow project, activities continued across **three provinces**, while the establishment of the **fourth center** was completed in Bağıvar village, Diyarbakır.



The Blindlook project enhanced the shopping experience of visually impaired individuals.



Through the Goodness Movement project, support was provided to **nearly 100 NGOs**, while **more than 1,000 products** available on the platform offered customers a meaningful shopping experience.



Young and independent artists were supported with TY Art, while the works of renowned artists continued to be brought to broader audiences through limited-edition collaborations.



In addition to supporting football and volleyball in Türkiye, sponsorships were carried out to support athletes at **the 2024 Olympics**.



With the Transformation Together Academy, sustainability trainings prepared for our employees, sellers, and suppliers **were made accessible to our entire ecosystem**.



Our Journey

While working to enhance our social impact in a positive way, we ensure that these projects are designed to address the real needs of society. Guided by our corporate social impact focus areas, we develop long-term projects that deliver measurable impact.

Transformation Together Academy

We place great importance on supporting our sellers and suppliers throughout their sustainability journey. Through **the Together for Transformation Academy**, we help our ecosystem stakeholders enhance their knowledge and capabilities in the field of sustainability.

Developed in collaboration with Boğaziçi University's Lifelong Learning Center, the training program covers key topics such as waste management, circular economy, sustainable production, and the Green Deal, as well as human-centered themes including labor rights, gender equality, and business ethics, raising awareness and knowledge across these critical areas.

Supporting Digital Opportunity Equality

We leverage our technological expertise and digital capabilities with the aim of reducing social inequalities. Through the projects we develop, we strive to maximize the digitalization potential of all stakeholders and promote digital inclusion.

While technological advancements present significant social, economic, and environmental opportunities, unequal access to these opportunities deepens the digital divide. Individuals in rural areas, women, and disadvantaged groups are disproportionately affected by this gap.

With this awareness, we focus on creating inclusive solutions that facilitate access to digital tools and enhance digital skills. In doing so, we work to ensure that everyone can benefit equally from the opportunities technology provides.



Villages of Tomorrow

When technological advancements do not reach all segments of society equally, the risk of a digital divide increases—felt most acutely in rural areas and among women. In collaboration with **the United Nations Development Programme (UNDP)**, we launched **the Villages of Tomorrow project** with the aim of supporting rural development through digitalization. **We remain committed to advancing this initiative with more villages, stronger partnerships, and an expanding impact.**

From the very beginning, we have leveraged our position as Türkiye's largest e-commerce platform as a powerful tool in this mission. Through our partnership with UNDP, we work to prepare villages for the future and make digital technologies accessible to all. **The project seeks to reduce risks caused by the digital divide, unlock opportunities, mitigate rural inequalities, promote gender-sensitive digitalization, and strengthen the participation of vulnerable groups in social life and production by enhancing their digital skills.**

Since the launch of the project in **2022, nearly 4,000** people have benefited from trainings and support provided at digital centers established in the villages of Kürkçüler (Adana), Ulamış (İzmir), and Taraklı (Sakarya). As of **2025**, preparations have begun for new digital centers to be opened in Hatay and Konya.

2022	October	The Villages of Tomorrow project was officially launched on October 1, 2022, with the signing of an agreement between UNDP and Trendyol. Following the launch, awareness campaigns were carried out through a dedicated TV commercial, outdoor advertising in major cities, and project-branded stickers placed on parcel boxes.
	November	On November 7, 2022, after the official launch event held in Istanbul, local implementation processes of the project began.
2023	February	Following the earthquake centered in Kahramanmaraş on February 6, Hatay was included among the project provinces.
	December	The first Digital Center under the project was opened in Kürkçüler, Adana.
2024	May	The second Digital Center was opened in Ulamış, İzmir.
	October	The third Digital Center was opened in Taraklı, Sakarya.

Digital Access and Social Impact in Rural Areas



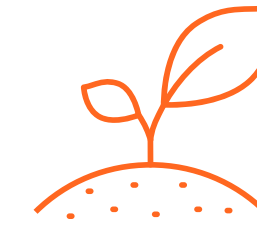
5 active
digital agriculture users



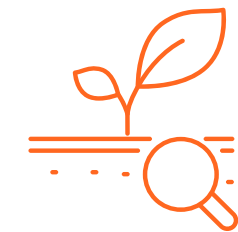
151,000 TL
savings



39
farmers and agricultural
professionals trained



25%
reduction in
pesticide use



3
early warnings for
pest species

At the digital centers in Adana (Kürkçüler), İzmir (Ulaşı), and Sakarya (Taraklı), we have reached **nearly 4,000 people** to date. The training sessions offered to participants cover a wide range of topics, from digital literacy to e-commerce, from product development to smart agriculture. These centers are not only learning hubs but also serve as important meeting points for socializing, collaboration, and building community awareness.

The Villages of Tomorrow project is based on a holistic development model that goes beyond enhancing individuals' digital skills to also strengthening rural production, increasing

employment, and preserving cultural heritage.

Product roadmaps developed under the project are supported with tailored capacity-building trainings and consultancy services for local producers.

At each digital center:

- **Robotics, coding, and artificial intelligence trainings are provided for children and youth,**
- **Branding, product design, e-commerce, and digital marketing programs are delivered for cooperatives and producers,**
- **Sensor-assisted smart farming applications are implemented for farmers.**

By **2026**, with the opening of two new centers in Hatay and Konya, a total of **six digital centers** will be in operation. In addition, we are designing inter-center training and interaction projects to foster collaboration among the centers and spread collective learning.





At the digital centers, training is provided to a wide range of target groups—particularly children, youth, women, and producers. While enhancing individuals' digital skills, we also work to support the branding of Anatolia's local products. In this way, locally produced goods, crafts, and handmade works can reach consumers directly from the villages.

With the support of local advisory boards established under the project, **priority products were identified for each region: cotton, Aladağ weaving, citrus fruits, and Karaisalı peppers in Adana; almonds, watermelons, terebinth, grapes, copper, and silk weaving in Diyarbakır; quince, chestnut pumpkin, Göynük Tokalı weaving, Taraklı cloth, persimmon, and wood products in Sakarya; and artichokes, olives, Karakılçık wheat, carob, felt, and needle lace in İzmir.** We accelerated efforts to increase productivity in the production of these focus products, diversify them with by-products, expand their access to new markets, and boost their share in e-commerce.

One of the project's key themes, “**digitalization in agriculture,**” was brought to life through demonstration areas set up in the gardens of

digital centers, as well as the installation of digital farming equipment in fields across pilot villages. This established the necessary infrastructure for data-driven spraying, irrigation, planting, and analysis. In addition, large-scale fields or farms in each pilot region were equipped with tools for direct use in production.

Through these initiatives, **we are opening our villages to the world via e-commerce and e-export, while promoting a sustainable, technology-driven production culture through smart farming models** and digital applications. **With the coding, robotics, and artificial intelligence training** we provide for children and youth, we are preparing them to thrive in the digital age.

The impact of these trainings goes beyond individual development. Students from the Adana Kürkçüler Digital Center advanced through national rounds in robotics and coding and went on to represent Türkiye on the international stage. With their teams, they earned the right to compete at the Fibonacci International Robotics Olympics in Italy. This achievement clearly demonstrates how quickly the digital opportunities we provide in rural areas can lead to transformative outcomes.

Digitalization in Agriculture Tools within the Villages of Tomorrow

- Climate and Outdoor Stations
- Soil Moisture Measurement Stations
- Manual Soil Moisture Analysis Devices
- Pump Automation Devices
- Pest Monitoring Cameras
- Crop Observation Cameras
- Tractor Tracking Devices

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

While supporting digital transformation in rural areas through the Villages of Tomorrow project, we also launched the Villages of Tomorrow Boutique to make the tangible outcomes of this transformation more visible. Officially opened in 2024, the boutique showcases unique products crafted at the digital centers in Kürkçüler (Adana), Ulaş (Izmir), and Taraklı (Sakarya).

Thanks to the boutique, a wide product range from cooperatives and local producers—including clothing, home décor, agricultural products, traditional crafts, and regional delicacies—has reached customers across Türkiye. Through Trendyol's cross-border e-commerce solutions, these products have also gained access to diverse markets stretching from the Gulf to Eastern Europe. Moreover, with the training programs provided under the project, producers receive comprehensive support not only in sales but also in their production processes.

With the upcoming digital centers in Soğuksu (Hatay) and Bağır (Diyarbakır), product diversity is expected to expand further. By 2025 and beyond, new villages

from Beyşehir (Konya) and the Black Sea region are also planned to join the project.

As Trendyol grows together with its ecosystem, we continue to bring producers from all across Türkiye to the digital marketplace, making a concrete contribution to rural development.



What Do We Provide?

A dedicated showcase for brands born in villages:

Products of producers who have established or grown their businesses with the support of the Villages of Tomorrow project are brought together under one roof in this boutique.

Visibility support:

Products featured in the boutique are marked with a special badge and supported through advertising campaigns and discount coupons offered by Trendyol to boost sales performance.



**A Success Story
from Local
to Global**

Why Is It Important?

Through this boutique, we:

- Bring the direct impact of our project in the field to customers.
- Increase the visibility of local producers' products and enhance their competitiveness in digital markets.
- Create a transparent and simple channel through which consumers can directly contribute to the project.
- Scale inclusive rural development models through e-commerce.

BlindLook Partnership

At Trendyol, we continue our partnership with BlindLook to **enhance digital inclusion and provide an accessible shopping experience for everyone.** BlindLook enables visually impaired individuals to navigate digital platforms independently. Through this collaboration, we have integrated voice simulation technology into our website and mobile application, maintaining our status as an **EyeBrand-certified e-commerce platform.**

The AI-powered voice guidance system allows users to follow on-screen navigation audibly and access products and services more quickly and seamlessly through shortcuts and gestures. Thanks to this system, visually impaired individuals can mentally map our platform and manage their shopping journeys with ease, guided by audio descriptions in place of visual content.

Building on the project launched last year, this year we implemented improvements on both our app and website based on accessibility reports developed **with BlindLook**. As a result, we enhanced the experience for users with visual impairments, making their shopping journeys more independent and accessible.

We view inclusivity not just as a vision but as a responsibility in action, and we are committed to advancing our accessibility initiatives further every year.



trendyol | BlindLook

Goodness Movement

We believe that one of the most effective ways to generate sustainable resources for social benefit is by supporting non-governmental organizations (NGOs). With this understanding, we launched the *Goodness Movement* in **2020**, which has since grown to become one of Trendyol's most inclusive social impact projects.

Today, **nearly 100 NGOs** are part of this model, which enables them to bring their products to millions of users on Trendyol while also supporting **their income generation, awareness-raising, and digitalization processes**. Thanks to the inclusive structure of the movement, NGOs working across diverse themes—from education to child rights, from health to women's employment—gain greater visibility in the digital world.

Revenue generated from products sold through the **Goodness Movement Boutique** is transferred directly to the relevant NGOs. With **more than 1,000 products** available, customers enjoy a meaningful shopping experience while NGOs benefit from a continuous and scalable income model. As of **2024**, the total additional income generated exceeded **TRY 200 million**.



Supporting Culture and the Arts

We believe that one of the ways to amplify our positive impact is by contributing to culture and the arts. With this understanding, we continue to strengthen our Trendyol Art platform to increase the visibility of young artists and bring art to broader audiences, while also preserving Türkiye's rich cultural heritage and passing it on to future generations through the Museums of Türkiye project.

Trendyol Art

Through our digital art platform Trendyol Art, we continue to connect wide audiences with art. Our aim is to provide young and independent artists with a space to showcase their works, while making their art more accessible to larger audiences. Through the Trendyol mobile app and website, nearly 1,000 original works by over **150** independent artists from various disciplines are made available to art lovers.

Beyond our efforts to increase accessibility to art, we also contribute to Türkiye's art scene through collaborations and sponsorships. In doing so, we support the growth of cultural richness, diversity, and art awareness. To date, alongside young artists, we have brought limited-edition works by leading contemporary names such as İsmail Acar, Ardan Özmenoğlu, Ekrem Yalçındağ, and Leo Lunatic to art enthusiasts. In 2024, we launched

new projects aimed at reaching even broader audiences by expanding art across different disciplines and into the digital world.

- Together with **Göksu Gül**, we launched the first limited-edition digital print exclusively for Trendyol Art, titled "Peach Dream."
- We presented **Sarp Kerem Yavuz's** AI-assisted portrait series "**The Cats of Topkapı**" as a Trendyol Art exclusive, limited to 50 editions.
- Within the scope of **BASE 2024**, with Trendyol Art as the main sponsor, we hosted Azerbaijan as the guest country. The exhibition "**Guest Country Azerbaijan: A Look at Young Art Production**" brought together works by emerging artists from both Türkiye and Azerbaijan under one roof.
- We relaunched the **BASELECTED** collection with the support of Trendyol Art, showcasing the works of young talents to art lovers.
- In collaboration with **MamutArt** and **TOYART.İST**, we exhibited the "**Toykontakt**" art-toy collection on the Trendyol Art platform. At the same time, as Trendyol Art, we continue to support key events such as BASE, MamutArt, and Contemporary Istanbul.

- On November 5, 2024, we held the first "**Trendyol Art Talks**" during the 9th Çanakkale Biennial at StudioMAHAL. Moderated by Prof. Dr. Marcus Graf, the panel featured artist Kaan Tarhan, curator Deniz Erbaş, and Çanakkale Biennial Founding Director Seyhan Boztepe, discussing current trends in art and the future of the art market..

With our innovative projects, Trendyol Art continues to bring the inspiring power of art to wider audiences, creating an accessible art experience for everyone, everywhere.



Museums of Türkiye

We continue our efforts to preserve and share Türkiye's rich cultural heritage with broader audiences through **the Museums of Türkiye** project. Alongside **the online store Müzedenal**, which features products from **more than 180 museums** affiliated with the Ministry of Culture and Tourism, we also make available items from institutions such as the Pera Museum, Atatürk Foundation, Adatepe Olive Oil Museum, and Borusan Contemporary's Borusan ArtStore.

Through the platform, we offer a wide range of products—from museum replicas to jewelry, from decorative sculptures and objects to special edition books—helping cultural heritage connect with society.

Supporting Quality Education

Ensuring equitable access to quality education for all is one of the priorities of our social impact strategy. In line with this, through the Trendyol Heart-to-Heart Scholarship Fund established in collaboration with **the Turkish Education Foundation (TEV)**, we continue to provide educational support to children from families affected by the earthquakes.

Full Support from Trendyol for Culture and the Arts

Through the “Museums of Türkiye on Trendyol” initiative, Trendyol supports Türkiye's thousands of years of cultural heritage, safeguarding historical reflections, celebrating the nation's gastronomy, and bringing leading works of contemporary art to art enthusiasts. As part of this initiative, Trendyol has partnered with Müzedenal, the online store of more than 180 museums affiliated with the Ministry of Culture and Tourism—including the Topkapı Palace, Göbeklitepe, Troy, Zeugma, and Ephesus—alongside the Pera Museum, Atatürk Foundation, Adatepe Olive Oil Museum, Anadolu, and Borusan ArtStore. Together, they offer nearly 1,500 unique products to customers across Türkiye.

With the “Museums of Türkiye on Trendyol” project, Trendyol brings together around 1,500 products inspired by the unique works housed in both state and private museums under one digital roof. In doing so, Trendyol not only contributes to the digitalization of museum retail through the power of technology but also helps museums increase their revenues. As summer boosts visits by both domestic and international tourists to museums and heritage sites, those who wish to experience Türkiye's rich cultural legacy in their daily lives can access nearly 1,500 products for themselves and their loved ones through “Museums of Türkiye on Trendyol.”



Museum Retail Goes Digital

Continuing its efforts to expand digitalization across all areas of life, Trendyol leverages the power of technology to support the digital transformation of its partners. Through Trendyol Art, we bring artists together with art enthusiasts, while also offering customers a wide range of museum products on our platform—from handmade items to exclusive designs. As museum retail goes digital, millions of people across Türkiye can access these products regardless of whether they visit the museums in person. In this way, the income generated by museums through Trendyol further contributes to Türkiye's culture, art, history, and gastronomy.

Within the **“Museums of Türkiye on Trendyol”** boutique, hundreds of products are available **from Müzedenal**—the world's largest museum retail chain managing over **180** museums and heritage sites affiliated with the Ministry of Culture and Tourism, including **Topkapı Palace, Göbeklitepe, Pamukkale, Ephesus, Zeugma, Istanbul Archaeology Museum, and Troy**—as well as from the **Pera Museum, Atatürk Foundation, Adatepe Olive Oil Museum, Anadolia, and Borusan Contemporary's Borusan ArtStore**.

From replicas to jewelry, from decorative sculptures and objects to special edition books, and from everyday items such as jewelry, mugs, bags, and t-shirts, thousands of products reach history enthusiasts through Trendyol.

Trendyol Art Removes the Boundaries of Time and Space

As a supporter of art and artists, Trendyol Art set out to create a new digital space for artists who previously could not reach audiences. Today, it brings together nearly 1,000 works from more than **150** artists with art enthusiasts.

By removing the boundaries of time and space, Trendyol Art makes art **“accessible”** for everyone, anytime, serving as a digital bridge between artists and art lovers. It also enables those who may have difficulty accessing art to discover artists and explore their works more closely. **Paintings, prints, engravings, photographs, sculptures, glass, ceramics, illustrations, and graphic works can all be accessed through the Trendyol mobile app and at www.trendyol.com/sanat**

To date, Trendyol has collaborated with a variety of artists and will continue building partnerships to connect artists with wider audiences in the future.



trendyol sanat



Ardan Özmenoğlu's "Mimosas" Sold Out in 3 Hours

Artist **Ardan Özmenoğlu**, known for reinterpreting expressions and images from popular culture in her unique style, created a limited edition of just **50** pieces of her work titled **"Mimosas."** Once made available on Trendyol Art, the collection sold out within **three hours**. Özmenoğlu noted that **Trendyol Art** has made art and artworks more accessible, expressing her delight in being part of such a collaboration. The 10.5 x 9 x 9 cm works were personally signed and delivered to the art lovers who purchased them.



Leo Lunatic's "Angry Panda" * Met Art Lovers on Trendyol

Graffiti artist **Leo Lunatic**—featured on The Guardian's list of the **"Top 15 Street Artists"**—created his work **"Angry Panda"** exclusively for Trendyol. Describing the piece, Lunatic said, **"I depict the anger of the panda—normally the world's quietest and gentlest animal—at the destruction of nature."** Art lovers were able to access signed open editions of "Angry Panda" on Trendyol between **January 8–9**. The pandas were delivered as certified fine art prints in 50x50 cm format, signed by Lunatic himself.



İsmail Acar's "Kaftans" on Trendyol Art

In collaboration with **Trendyol Art and the Art for Goodness Association**, Contemporary Turkish painter **İsmail Acar** released his work **"Kaftan"** as a limited edition of **300** serigraphs. As of **July 1**, the 100x70 cm pieces have been made available to art lovers through Trendyol Art. Each work is delivered signed by the artist and accompanied by a certificate of authenticity.



Support for Sports

At Trendyol, we wholeheartedly believe in the unifying power of sports and its vital role in the development of younger generations. As a brand born in Türkiye, our investments in sports extend not only across the country but also onto the global stage—where we proudly wave our flag.

This year, as **the Title Sponsor of the Trendyol Süper Lig**, we supported our football clubs in continuing their journey through the new season. With faith that new stars will rise from our country, we are committed to investing in the future of football, creating opportunities for youth to develop their talents, and increasing the brand value of our leagues. In this direction, **we will continue as Title Sponsor of the Süper Lig and 1. Lig for the 2025–2026 season.**

We also sustain our support for Turkish football as the Official Sponsor of the Turkish National Football Team, the Women's National Football Teams, and the e-National Team. We proudly witnessed the successful performance of our National Team at **the UEFA EURO 2024** European Championship, carrying the honor of being the only Turkish brand among the tournament's official sponsors.



Beyond football, we provide sponsorship support for our national volleyball players, whose achievements make us proud. As the Main Sponsor of the Turkish National Volleyball Teams, we support the Women's and Men's National Teams, along with all other national teams under the Turkish Volleyball Federation. Additionally, we sponsor the TVF Factory Volleyball Schools, founded by the Federation to introduce children **aged 6–12** to volleyball and increase the number of licensed athletes. To date, more **than 10,000** students across **41 schools** have engaged with volleyball through these programs.

Our support extends to **the Turkish National Olympic Committee (TMOK) and the Turkish National Paralympic Committee (TMPK) as their official sponsor.**

On the international stage, we proudly expanded our efforts by becoming an Official Sponsor of **the Paris 2024 Olympic Games**, making us the first Turkish partner of the International Olympic Committee. **For Paris 2024**, we also launched a special capsule collection that brought the Olympic spirit to sports fans worldwide. Seeing Trendyol-branded products—crafted by Turkish producers—worn by fans across the globe has been a moment of pride for us.

We also carried this momentum into **UEFA EURO 2024**, where we stood alongside our National Football Team as the only Turkish brand with official sponsor status. From Türkiye to the world, we continue our commitment to supporting sports and proudly stand by our national teams in international arenas.





Governance



Governance: We are committed to a transparent and ethical governance approach

Ethics

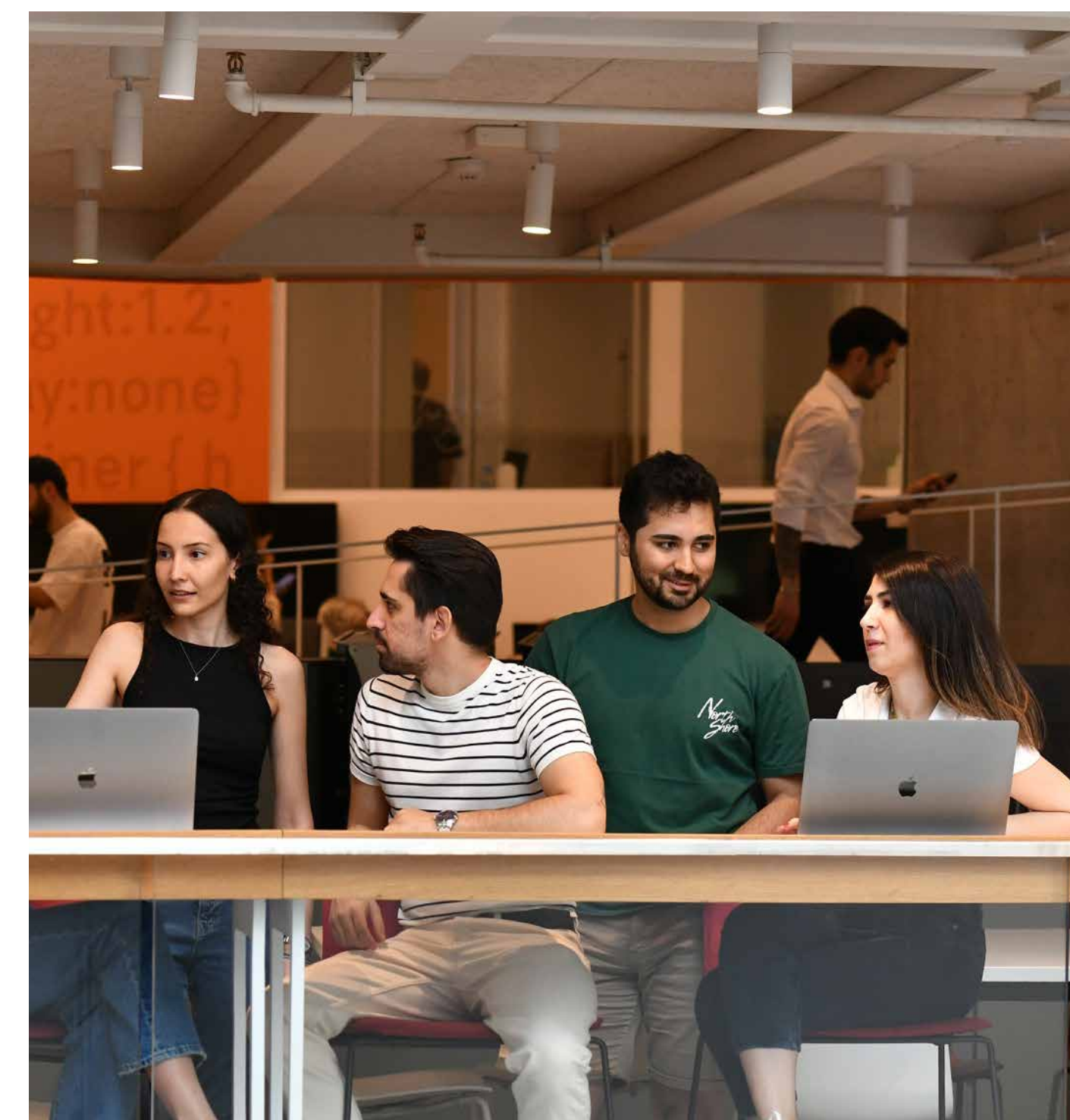
We regard our transparent and ethical business practices — through which we have earned the trust of all stakeholders across the Trendyol ecosystem — as a prerequisite for the work we carry out for both People and the Planet. We communicate **Trendyol's Code of Conduct**, which sets out our ethical business principles, to all stakeholders and expect all of our suppliers to embrace the same standards. We review and update our Code of Conduct annually and share it across our organization. This framework underpins our governance approach on key issues such as anti-corruption, anti-bribery, human rights, and non-discrimination.

Alongside our Code of Conduct controls, we foster an organizational culture where employees feel safe to report any known or potential violations. To this end, we provide multiple reporting channels, including **etik@trendyol.com** and the **Ethics Hotline**, where both anonymous and named submissions can be made. We reinforce awareness through internal communication campaigns and posters across all locations, ensuring that all employees are aware of and comfortable with these

mechanisms. Reports are handled with the utmost diligence, confidentiality, and impartiality, and outcomes are regularly shared with **the Ethics Committee**, which oversees decision-making on ethical breaches. **In 2024, we received 46 reports through our Ethics Hotline, all of which were resolved. No corruption or discrimination cases were identified during the year.**

We also strengthen awareness and knowledge through training: all new hires receive Code of Conduct training, and we provide targeted updates for specific teams when needed. All training modules are supported with case studies to illustrate our principles in practice. Additionally, we share regular reminders and information on ethical issues through our internal communication channels.

Beyond handling reports, our audit team carries out regular inspections to proactively identify potential non-compliance with our Code of Conduct. By automating selected control points, we ensure a more effective and robust monitoring environment.



Compliance Practices

As Trendyol's Risk Team, we conduct comprehensive efforts to prevent and detect money laundering activities. By screening all our sellers, suppliers, and other stakeholders against current sanction lists, we ensure that our entire ecosystem complies with national and international financial regulations.

Data Loss Prevention

Our Data Loss Prevention Team safeguards personal data and trade secrets by monitoring all data transfers intended to leave Trendyol. Using intelligent queries and software tools, we instantly detect and react to potential breaches. Beyond reactive solutions, we continuously analyze our processes in line with our data classification policies to proactively prevent risks before they materialize.

Authorization Management

We design our authorization processes around the core cybersecurity principle of “Least Privilege.” In line with this principle, employees’ access to systems and tools is limited strictly to the minimum rights required by their job descriptions. Through regular access audits, we remove unnecessary or outdated permissions, ensuring that our systems are consistently used in a way that protects the interests of all stakeholders.



Data Security and Privacy

As a technology company, data security and privacy are at the core of our stakeholder relationships. Since our establishment, we have regarded the continuous improvement of our performance in this area and the protection of stakeholder data as one of our primary responsibilities. We manage our cybersecurity and data privacy processes in alignment with ISO 27001 Information Security Management System standards, and we conduct real-time monitoring and automated prevention measures to mitigate potential data leakage risks.

In 2024, we introduced new projects aimed at the continuous improvement of our existing processes.

Project	Scope	Impact
Data Management Project	Launched in 2023 and still ongoing, the Data Management Project aims to manage activities related to the EU's General Data Protection Regulation (GDPR) more efficiently and effectively. The project covers the automated scanning of product codes to identify personal data processing activities, data assets, and relevant third parties. This enables the review of processing activities, provides legal documentation, and establishes a dynamic data collection structure to save time.	<ul style="list-style-type: none">• Increased legal compliance, data quality, and operational efficiency• Real-time visualization of data flows• Automated risk assessment• Continuous monitoring of privacy and facilitation of compliance• Reduced risk of privacy breaches• Full visibility through a live, centralized data map covering all data assets
Skyhigh CASB (Cloud Access Security Broker)	Completed in 2023 , the Skyhigh CASB Project secures and manages our cloud applications by ensuring data protection, threat prevention, and regulatory compliance. The program integrates with platforms such as Slack, G Drive, Exchange, AWS, and others, monitoring Data Loss Prevention (DLP) policies and unauthorized application usage while ensuring compliance.	<ul style="list-style-type: none">• Enhanced protection for cloud services• Increased visibility by improving cloud usage management• Improved IT control and prevention of unauthorized application use
Secure and Responsible AI Development	This project focuses on assessing and managing security risks throughout the lifecycle of AI systems. It includes the development of AI Security Standards, conducting security tests of AI products within Application Security processes, risk scoring, and continuous monitoring. Additionally, it applies the principle of Data Minimization and introduces solutions such as AI Proxy for automatic masking of sensitive data.	<ul style="list-style-type: none">• Enhanced AI security and reduced risks• Proactive compliance with future AI regulations• Promotion of secure and responsible use of AI systems within the organization• Minimization of AI-related security risks
Compliance Engineering	This project involves developing and implementing policies and procedures to comply with regulations and standards such as PCI-DSS, GDPR, KVKK, ETK, ISO 27001, NIST 800-53, and the EU AI Act . It covers process creation, improvement of risk management, enhancement of security measures, and establishment (and where possible automation) of compliance controls. The transition to the latest version of ISO 27001 is also managed under this project.	<ul style="list-style-type: none">• Strengthened protection for cloud services• Improved management of cloud usage• Control over shadow IT and prevention of unauthorized application usage• Ongoing compliance with global and local regulations• Automated control mechanisms that reduce manual audit workload

<div>Customer and Seller Account Security Program</div>	<div> <p>This program was launched to protect customer and seller accounts, ensuring full compliance with legal requirements (KVKK) while also countering account takeover and fraud attempts actively observed on the platform. Within the program, we provide a comprehensive set of measures across all our platforms, including two-factor authentication (2FA), secure device pairing, active session management, suspicious login alerts, and Captcha. Additionally, in case of anomalies, processes such as IP address restrictions, user notifications, and verification of user phone numbers and emails are implemented.</p> </div>	<div> <ul style="list-style-type: none"> • Reduce unauthorized access while increasing user awareness of security features • Strengthen perceived user security and foster a sense of safe platform usage • Decrease account takeover (ATO) and fraud cases • Ensure full compliance with Personal Data Protection Law (KVKK) regulations </div>
<div>Data Protection Technologies: Encryption, Tokenization and Masking</div>	<div> <p>This program, established with the Thales system and supported by our “Data Governance and Discovery” initiative, aims to protect data classified as “sensitive” wherever it resides. Depending on the nature and purpose of the data, we implement a multi-layered protection model by combining different technologies such as encryption, tokenization, and masking. In this way, we ensure the security of sensitive data not only in production environments but also in secondary environments such as testing and analytics.</p> </div>	<div> <ul style="list-style-type: none"> • Render leaked data meaningless to attackers in the event of a breach • Strengthen compliance with data protection regulations such as GDPR and PCI-DSS • Enable the secure use of sensitive data in testing and analytics processes </div>
<div>Cloud Security Assessment</div>	<div> <p>We conduct regular security assessments and audits to continuously evaluate the security posture of our cloud infrastructure and to identify configuration errors and vulnerabilities.</p> </div>	<div> <ul style="list-style-type: none"> • Proactive identification of security risks in cloud infrastructure • Increased resilience against potential cyberattacks • Ensuring secure cloud usage standards </div>
<div>Cyber Insurance</div>	<div> <p>A comprehensive cyber insurance policy has been implemented to manage the financial impacts of potential cyberattacks and to transfer associated risks. This process covers the evaluation of potential risks and the creation of financial safeguards against them.</p> </div>	<div> <ul style="list-style-type: none"> • Protection against potential financial losses following cyber incidents • Support for the company’s financial sustainability and operational continuity during crises </div>

To safeguard the sustainability of our operations and manage potential disruptions in the systems we use, we implement our business continuity processes in an organized manner across the entire company. Our comprehensive management approach integrates key elements such as the Business Continuity Management Process, Business Continuity Plan, Emergency Response, Crisis Management, Disaster Recovery, Risk Management, Business Impact Analysis, Resilience, and Reputation Management.

We follow our Business Continuity Procedure as a guide to anticipate potential disruptions, assess their impact on operations, and coordinate actions to be taken during such events. Assigning ownership of services and responses This solution complies with legal standards and ensures that sensitive personal data is processed in accordance with regulatory requirements such as GDPR, PCI-DSS, and KVKK.during disasters, as well as researching, monitoring, reviewing, and reporting preventive activities, are integral parts of our processes. In this way, we focus on identifying the most efficient solutions and ensuring the fastest possible recovery in the event of a disaster or crisis.

¹ This solution complies with legal standards and ensures that sensitive personal data is processed in accordance with regulatory requirements such as GDPR, PCI-DSS, and KVKK.

Risk Management and Business Continuity

We regard risk management activities as an essential part of our corporate governance. In this context, we adopt a holistic approach to identify and effectively manage potential risks that may affect our stakeholders and operations. Through our integrated risk strategy—which encompasses **Business Continuity Management, Crisis Management and Emergency Plans, Disaster Recovery, and Reputation Management**—we ensure the continuity of our operations.

Our Crisis Committee plays a critical role in addressing extraordinary situations by understanding significant risks, preparing action plans, and disseminating them across the company. Within our corporate risk management framework, we regularly assess and classify risks, and develop the necessary action plans. Based on these analyses, we implement preventive measures and foster proactive development opportunities. Regular assessments carried out by our business units ensure that our operations continue with minimal disruption.

As part of our corporate risk management strategy, we continuously evaluate and classify risks, identifying both potential and existing ones to develop mitigation plans. Scenario-based studies are conducted to prepare action plans for environmental, physical, and natural disaster risks. These plans are designed to integrate seamlessly into our business continuity and crisis management processes. Improvement measures developed through impact analyses for potential disaster scenarios are carried out in line with principles of digital security, quality control, and data transparency.

To manage potential disruptions in the systems that support our operations, we implement business continuity processes across the entire company in a coordinated manner with full team participation. In projects ensuring system-level continuity, we perform business impact analyses to identify which processes would be affected in case of disruption, and define alternative solutions and roadmaps by identifying critical service units. In this process, we adopt the ISO 22301 Business Continuity

Management System standards as our guide, aiming to strengthen operational excellence and corporate memory.

Additionally, we conduct regular drills and tests to reinforce our agility and resilience. This allows us to continuously measure and improve both our business continuity and risk management processes.



Appendices



Appendices: We Speak with Data

Performance Indicators

Environmental Performance Indicators

Greenhouse Gas Emissions (tons of CO ₂ e)	2022	2023	2024
Scope 1 Emissions	3,941	7,676	8,248
Scope 2 Emissions	22,028	14,148	20,339
Scope 3 Emissions	260,238	370,996	501,503
Total Emissions	286,207	394,584	530,090

¹ The breakdown measurement of energy consumption in MWh began in 2023. Therefore, no historical data is available.

Energy Consumption (MWh)	2022	2023 ¹	2024
Total Energy Consumption	-	73,662	86,944
Natural Gas	-	19,780	19,706
Electricity	-	33,032	46,016
Diesel - Generator	-	461	869
Diesel - Vehicles	-	9,686	8,608
Gasoline - Vehicles	-	11,103	12,085

Amount of Waste (tons)	2022	2023	2024
Hazardous Waste	106	65	51,5
Non-Hazardous Waste	1,938	1,945	1,823
Recycled Waste	1,887	1,887	1,874
Waste Sent to Disposal	3,25	0	0.16

Social Performance Indicators

Employee Demographics	2022	2023	2024
Number of Employees	3,876	4,194	4,493
Women	1,394	1,485	1,585
Male	2,482	2,709	2,908
White-Collar Employees	3,871	4,94	4,493
Female	1,394	1,485	1,585
Male	2,477	2,709	2,908
Blue-Collar Employees	5	0	0
Female	0	0	0
Male	5	0	0

Employee Demographics - By Age	2022	2023	2024
Under 30	1,927	1,933	1,869
Women	765	741	691
Male	1,162	1,192	1,178
Between 30-50	1,942	2,46	2,610
Female	626	737	887
Male	1,316	1,509	1,723
Over 50	7	15	14
Female	3	7	7
Male	4	8	7

Leader Demographics	2022	2023	2024
Number of Leaders	801	822	959
Women	301	308	358
Male	500	514	601

Leader Demographics - By Age	2022	2023	2024
Under 30	83	78	65
Women	40	36	32
Male	43	42	33
Between 30-50	713	740	886
Female	258	269	320
Male	455	471	566
Over 50	5	4	8
Female	3	3	6
Male	2	1	2

Employees with Disabilities	2022	2023	2024
Total	36	36	31
Women	12	10	8
Male	24	26	23

Employee Turnover Rate	2022	2023	2024
Total	7.70%	11%	10.1%
Women	7.51%	11.41%	11.2%
Male	7.82%	10.74%	9.5%

Newly Recruited Employees	2022	2023	2024
Newly Recruited Employees	1,134	573	653
Female	389	198	252
Male	745	375	401
Under 30	704	398	439
Women	256	140	173
Male	448	258	266
Between 30-50	426	175	213
Female	132	58	78
Male	294	117	135
Over 50	4	0	1
Female	1	0	1
Male	3	0	0

Occupational Health and Safety	2022	2023	2024
Number of Occupational Accidents (All Cases) *	492	552	845
Number of Occupational Accidents (Lost-Time Cases)	119	68	68
Number of Occupational Diseases	0	0	0
Number of Fatal Accidents	0	0	0
Lost Time Injury Frequency Rate (LTIFR)	3.34	4.16	8.20
Occupational Disease Rate (ODR)	0	0	0

* The number of accidents reported includes the number of accidents resulting from warehouse operations.

GRI Content Index

Usage Statement	DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. (Trendyol) has reported in accordance with GRI Standards for the period January 1 - December 31, 2024.
GRI 1 Used	GRI 1: Foundation 2021
GRI Sector Standard Used	Since a sector standard for group structures has not yet been prepared, no sector standard has been used.

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
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	Restatement of Information	About the Report, page 5	
	2-5	External Assurance		The 2024 Sustainability Report has not been subject to an external independent assurance process.
	2-6	Activities, Value Chain, and Other Business Relationships	Trendyol Impact Ecosystem, page 8-13	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
General Disclosures				
GRI 2: General Disclosures 2021	2-7	Employees	Diversity and Inclusion, page 49-50	Trendyol has an inclusive perspective in terms of its management structure and does not share details about the structure.
	2-8	Workers who are not employees	Diversity and Inclusion, page 49-50	
	2-9	Governance Structure and Composition		
	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, page 25	
	2-15	Conflict of Interest	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
	2-16	Communication of Critical Concerns	Ethics, page 77-78 Trendyol Corporate Code of Conduct	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
General Disclosures				
GRI 2: General Disclosures 2021	2-17	Collective Knowledge of the Highest Governance Body		Trendyol has an inclusive perspective in terms of its management structure and does not share details about the structure.
	2-18	Evaluation of the Performance of the Highest Governance Body		
	2-19	Remuneration Policies	Performance Management, page 54	
	2-20	Process to Determine Rmenuneration	Performance Management, page 54	
	2-21	Annual Total Compensation Rate	Performance Management, page 54	
	2-22	Statement on Sustainable Development Strategy	Advancing Our Journey to Maximize Our Impact, page 6	
	2-23	Policy Commitments	Ethics, page 77-78	
	2-24	Embedding Policy Commitments	Ethics, page 77-78 Trendyol Corporate Conduct Rules	
	2-25	Processes to Remediate Negative Impacts	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
	2-26	Mechanisms for Seeking Advice and Raising Concerns	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
	2-27	Compliance with Laws and Regulations	Ethics, page 77-78 Trendyol Corporate Code of Conduct	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
General Disclosures				
GRI 2: General Disclosures 2021	2-28	Membership Associations	About the Report, page 5	
	2-29	Approach to Stakeholder Engagement	Stakeholder Meetings and Communication, page 25	
	2-30	Collective Labour Agreements	We do not have any employees covered by a collective labour agreement.	
Material Topics				
GRI 3: Material Topics 2021	3-1	Process to Determine Material Topics	Trendyol Sustainable Impact Plan, page 15	
	3-2	List of Material Topics	Trendyol Sustainability Impact Plan, page 16-22	
Economic Performance				
GRI 3: Material Topics 2021	3-3	Management Material Topics	Sustainability Management, page 25	
GRI 201: Economic Performance 2016	201-1	Direct Economic Value Generated and Distributed	Trendyol Impact Ecosystem, page 9-12	
	201-2	Financial Consequences of Climate Change and Other Risks and Opportunities	Trendyol Impact Ecosystem, page 16-22	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Market Presence				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Sustainability Management, page 25	
GRI 202: Market Presence 2016	202-1	Ratio of Standard Entry-Level Wage by Gender to Local Minimum Wage	Diversity and Inclusion, page 49-50	
Indirect Economic Effects				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Trendyol Impact Ecosystem, page 25	
GRI 203: Indirect Economic Impacts 2016	203-1	Supported Infrastructure Investments and Services	Community, page 61-76	
	203-2	Significant Indirect Economic Impacts	Community, page 61-76	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Procurement Practices				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Sustainable Production and Circularity, page 39-45	
GRI 204: Procurement Practices 2016	204-1	Proportion of Spending on Local Suppliers	Sustainable Supply Chain, page 43-45	
Anti-Corruption				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Trendyol Company Code of Conduct	
GRI 205: Anti-Corruption 2016	205-1	Activities Assessed in terms of Risks Related to Corruption	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
	205-2	Communication and Training on Anti-Corruption Policies and Procedures	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
	205-3	Confirmed Incidents of Corruption and Actions Taken	Ethics, page 77-78	
Anti-Competitive Behavior				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Trendyol Corporate Code of Conduct	
GRI 206: Anti-Competitive Practices 2016	206-1	Legal Actions for Anti-Competitive Behavior, Anti-Trusts, and Monopoly Practices	Ethics, page 77-78	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Materials				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Packaging and Waste, page 35-38 Sustainable Production and Circularity, page 39-45	
GRI 301: Materials 2016	301-1	Materials Used by Weight or Volume	Sustainable Packaging Efforts, page 38 Sustainable Production and Circularity, page 39-45	
	301-2	Recycled Input Materials Used	Sustainable Packaging Efforts, page 38 Sustainable Production and Circularity, page 39-45	
	301-3	Recycled Products and Related Packaging Materials	Sustainable Packaging Efforts, page 38	
Energy				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Energy consumption, page 32-34	
GRI 302: Energy 2016	305-1	Energy Consumption Within the Organization	Energy consumption, page 32-34	
	305-2	Energy Consumption Outside the Organization	Energy consumption, page 32-34	
	305-3	Energy Intensity	Energy consumption, page 32-34	
	305-4	Energy Consumption Reduction	Energy consumption, page 32-34	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Emissions				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Carbon Mitigation, page 27-31	
GRI 305: Emissions 2016	305-1	Direct (Scope 1) Carbon Emissions	Carbon Mitigation, page 27-31	
	305-2	Energy Indirect (Scope 2) Carbon Emissions	Carbon Mitigation, page 27-31	
	305-3	Other Indirect (Scope 3) Carbon Emissions	Carbon Mitigation, page 27-31	
	305-4	GHG Emissions Intensity	Carbon Mitigation, page 27-31	
	305-5	Reduction of GHG Emissions	Carbon Mitigation, page 27-31	
Waste				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Packaging and Waste, page 35-38	
GRI 306: Waste 2020	306-1	Waste Generation and Significant Waste-Related Impacts	Packaging and Waste, page 35-38	
	306-2	Management of Significant Waste-Related Effects	Packaging and Waste, page 35-38	
	306-3	Waste Generated	Packaging and Waste, page 35-38	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Supplier Environmental and Social Assessment				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Sustainable Production and Circularity, page 39-45	
GRI 308: Environmental Assessment of Suppliers 2016	308-1	New Suppliers Audited Using Environmental Criteria	Sustainable Supply Chain, page 43-45	
	308-2	Negative Environmental Impacts in the Supply Chain and Actions Taken	Sustainable Supply Chain, page 43-45	
	414-1	New Suppliers Audited Using Social Criteria	Sustainable Supply Chain, page 43-45	
	414-2	Negative Social Impacts in the Supply Chain and Actions Taken	Sustainable Supply Chain, page 43-45	
Employment				
GRI 3: Material Topics	3-3	Management of Material Topics	Our team, page 77-78	
GRI 401: Employment 2016	401-1	New Employee Hires and Employee Turnover Rate	Performance Tables, page 83-86	
	401-2	Benefits Provided to Full-Time Employees that are not Provided to Temporary or Part-Time Employees	Training and Development Opportunities, page 51-53	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Occupational Health and Safety				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Health, Safety, and Well-being, page 56-57	
GRI 403: Occupational Health and Safety 2018	403-1	Occupational Health and Safety Management System	Health, Safety, and Well-being, page 56-57	
	403-2	Hazard Identification, Risk Assessment, and Incident Investigation	Health, Safety, and Well-being, page 56-57	
	403-3	Occupational Health Services	Health, Safety and Well-being, page 56-57	
	403-4	Worker Participation, Consultation, and Communication on Occupational Health and Safety	Health, Safety and Well-being, page 56-57	
	403-5	Worker Training on Occupational Health and Safety	Health, Safety and Well-being, page 56-57	
	403-6	Promotion of Worker Health	Health, Safety and Well-being, page 56-57	
	403-7	Prevention and Mitigation of Occupational Health and Safety Effects Directly Linked by Business Relationships	Health, Safety and Well-being, page 56-57	
	403-8	Workers Covered by the Occupational Health and Safety Management System	Health, Safety and Well-being, page 56-57	
	403-9	Work-Related Injury	Health, Safety, and Well-being, page 56-57	
	403-10	Work-Related Illness	Health, Safety and Well-being, page 56-57	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Training and Education				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Education and Development Opportunities, page 51-54	
GRI 404: Training and Education 2016	404-1	Average Hours of Training per Year per Employee	Training and Development Opportunities, page 51-54	
	404-2	Programs for Developing Employee Skills and Transition Assistance Programs	Education and Development Opportunities, page 51-54	
	404-3	Percentage of Employees Receiving Regular Performance and Career Development Reviews	Education and Development Opportunities, page 51-54	
Diversity and Equal Opportunity				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Diversity and Inclusion, page 49-50 Diversity and Inclusion Guide	
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of Governance Bodies and Employees	Diversity and Inclusion, page 49-50	
	405-2	Ratio of Women's Base Salaries and Wages to Men's	Diversity and Inclusion, page 49-50	
Non - Discrimination				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Trendyol Company Code of Conduct	
GRI 406: Prevention of Discrimination 2016	406-1	Incidents of Discrimination Cases and Corrective Actions Taken	Ethics, page 77-78 Trendyol Corporate Code of Conduct	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Child Labor				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
GRI 408: Child Labor 2016	408-1	Operations and Suppliers at Significant Risk of Child Labor Cases	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
Forced and Compulsory Labor				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
GRI 409: Forced and Compulsory Labor 2016	409-1	Operations and Suppliers at Significant Risk of Forced or Compulsory Labor Incidents	Ethics, page 77-78 Trendyol Corporate Code of Conduct	
Freedom of Association and Collective Bargaining				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Trendyol Corporate Code of Conduct	
GRI 407: Right to Organize and Collective Bargaining 2016	407-1	Operations and Suppliers Where Freedom of Association and the Right to Collective Bargaining May Be at Risk	We do not have any employees covered by a collective labour agreement	

GRI Standard		Disclosures	Disclosure Location	Disclosure of Information Not Provided
Local Communities				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Society, page 61	
GRI 413: Local Communities 2016	413-1	Operations with Local Community Engagement, Impact Assessments, and Development Programs	Society, page 61-74	
	413-2	Significant with Significant Actual and Potential Negative Impacts on Local Communities	Society, page 61-74	
Marketing and Labeling				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Sustainable Production and Circularity, page 39-43	
GRI 417: Marketing and Labeling	417-1	Requirements for Product and Service Information and Labeling	Sustainable Production and Circularity, page 39-43	
	417-2	Incidents of Non-Compliance Concerning Product and Service Information and Labeling	Sustainable Production and Circularity, page 39-43	
	417-3	Incidents of Non-Compliance Concerning Marketing Communications	Sustainable Production and Circularity, page 39-43	
Customer Privacy				
GRI 3: Material Topics 2021	3-3	Management of Material Topics	Data Security and Privacy, page 79-80	
GRI 418: Customer Privacy 2016	418-1	Substantiated Complaints Concerning Breaches of Customer Privacy and Losses of Customer Data	Data Security and Privacy, page 79-80	

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Climate Change Mitigation	Risk	The EU Carbon Border Adjustment Mechanism (CBAM) may impose cost and compliance challenges for cross-border micro-exports if seller value chains remain carbon intensive. Without decarbonization support and monitoring, sellers may face market access barriers.	Potential	Upstream	Medium-term
	Risk	The lack of data maturity in carbon emissions from sellers and suppliers poses a risk to the company's ability to accurately measure, report, and reduce its Scope 3 emissions	Actual	Upstream	Medium-term
	Opportunity	Utilizing renewable energy in warehouses enbale decrease in Scope 2 emissions and stabilizes energy costs.	Potential	Own Operations	Medium-term
	Opportunity	Investing in low-carbon packaging solutions for micro-export parcels will reduce material use and CO2 emissions. (EU packaging directives.)	Potential	Own Operations & Downstream	Medium-term
	Opportunity	Artificial intelligence can be used to analyze the root causes of product returns, optimize delivery routes, and reduce unnecessary steps in packaging and logistics cycles; furthermore, AI-supported decision-making systems present an opportunity to reduce emissions in operational processes and beyond.	Potential	Across VC	Medium- to long-term
	Negative Impact	Return logistics contribute significantly to overall carbon footprint. High volumes of small parcel deliveries and returns, often involving inefficient packaging and long transport routes, increase indirect GHG emissions and environmental impact.	Actual	Upstream & Downstream	Short-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Climate Change Adaptation	Negative Impact	Expanding into international markets increases the company's logistics-related carbon footprint due to longer transportation distances and more complex supply chains.	Actual	Own Operations	Short-term
	Risk	Extreme weather events (heatwaves, floods, fires) may disrupt last-mile delivery and warehouse operations, impacting service continuity. Increased frequency of floods or heatwaves in Türkiye may delay deliveries, damage goods in transit, and raise operational costs.	Potential	Downstream	Short-term
	Risk	Due to the emerging ETS in Turkey; sellers may face compliance and cost challenges.	Potential	Upstream	Medium-term
	Risk	Some of the sellers are exposed to climate-vulnerable supply chains, especially those with climate-sensitive products which may reduce availability on Trendyol's platform.	Potential	Upstream	Medium-term
	Opportunity	Development of climate-resilient packaging (e.g., heat-resistant materials) prevents product spoilage during extreme weather events. Resilient packaging protects products during high temperatures or humidity fluctuations, maintaining customer satisfaction.	Potential	Across VC	Medium-term
	Opportunity	Establishing a system similar to a climate pledge is an opportunity to drive sector-wide adaptation efforts. Given Trendyol's extensive network of business partners, the company has the potential to act as a catalyst.	Potential	Across VC	Long-term
	Opportunity	Engagement in industry and government collaborations on climate adaptation may strenghten sector-wide preparedness and Trendyol's strategic positioning.	Actual	Across VC	Medium-term
Energy	Risk	Rising electricity tariffs and the growing demand for certified renewable energy (e.g., I-REC, YEK-G) are expected to make access to clean energy increasingly costly and strategically critical, posing long-term risks to competitiveness and compliance.	Potential	Yukarı Akış	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Energy	Opportunity	Transitioning to renewable-powered cloud services (e-Commerce Platform)	Potential	Across VC	Medium- to long-term
	Opportunity	Investing in EV and e-cargo bike fleets may reduce dependency on fossil fuels and improve operations during fuel supply disruptions linked to climate crises.	Potential	Downstream	Medium-term
	Opportunity	Utilizing green bonds or sustainability-linked loans for EV fleet investments and green infrastructure enhances financial flexibility. Aligns financing strategy with sustainability goals while accessing lower-cost capital.	Potential	Own Operations	Medium-term
	Positive Impact	Deployment of route optimization technologies reduces fuel consumption and emissions across delivery operations. This enhances operational efficiency while supporting Trendyol's climate targets and cost savings.	Actual	Own Operations & Downstream	Short-term
	Negative Impact	Data centers, search algorithms, data analytics, and AI-driven systems used to enhance user experience consume significant electricity.	Actual	Own Operations	Short-term
	Negative Impact	Warehouse operations (lighting, heating/cooling, automation systems) and a delivery fleet largely dependent on fossil fuels.	Actual	Own Operations	Short-term
Pollution	Risk	The Digital Product Passport will tighten controls on hazardous substances (e.g., heavy metals, toxic dyes) in categories such as textiles, cosmetics, and electronics, posing compliance and operational risks for Trendyol.	Potential	Own Operations	Short- to medium-term
	Opportunity	With its reach in dense urban areas, Trendyol can pioneer green logistics models and contribute to cleaner cities.	Potential	Downstream	Medium-term
	Positive Impact	Efficiency efforts in logistics, packaging, and warehouse operations lower polution.	Actual	Across VC	Medium-term
	Negative Impact	Combustion engine vehicles in last-mile delivery worsen urban air quality and increase environmental burden on municipal systems contributing to noise, air and soil pollution in urban logistics zones.	Actual	Own Operations	Short-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Pollution	<div></div> Negative Impact	<div></div> Owning a fashion label contributes to pollution through the textile processes including use of harmful chemicals, soil contamination, and microplastic pollution.	<div></div> Actual	<div></div> Own Operations	<div></div> Medium-term
	<div></div> Negative Impact	<div></div> Improper disposal of packaging and plastic waste by end-users contribute to pollution. Though not directly caused by Trendyol, post-consumer behavior linked to e-commerce packaging may affect soil and water ecosystems.	<div></div> Potential	<div></div> Downstream	<div></div> Medium-term
Water	<div></div> Risk	<div></div> Water risk in the textile supply chain represents a material environmental concern, particularly in water-stressed regions, and requires active monitoring.	<div></div> Actual	<div></div> Upstream	<div></div> Short-term
	<div></div> Risk	<div></div> New regulations may require disclosure of water-related impacts of value chain partners. Lack of water traceability in sellers could lead to regulatory exposure.	<div></div> Potential	<div></div> Across VC	<div></div> Medium-term
	<div></div> Opportunity	<div></div> Through its Care Collection, Trendyol can promote products with lower water consumption, creating an opportunity to reduce overall water use across its portfolio and encourage more sustainable sourcing practices.	<div></div> Potential	<div></div> Own Operations	<div></div> Short-term
	<div></div> Negative Impact	<div></div> Textile and fashion product categories sold via the platform have embedded water footprints.	<div></div> Actual	<div></div> Upstream	<div></div> Short-term
	<div></div> Negative Impact	<div></div> Datacenter operations for e-commerce platforms require significant water use for cooling, which can contribute to local water stress in certain regions	<div></div> Actual	<div></div> Upstream	<div></div> Short-term
Circular Economy	<div></div> Risk	<div></div> Emerging and tightening EU regulations including the Waste Framework Directive, the Circular Economy Action Plan, the proposed Right to Repair Directive, and the Ecodesign for Sustainable Products Regulation (ESPR) increasingly pose risks in terms of transparency, traceability, and accountability.	<div></div> Potential	<div></div> Own Operations	<div></div> Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Circular Economy	Risk	Trendyol Milla should integrate ecodesign principles to align with emerging regulations such as the Ecodesign for Sustainable Products Regulation (ESPR)	Actual	Own Operations	Medium-term
	Risk	Negative consumer perceptions or hesitancy towards recycled or second-hand products may limit scale opportunities for circular practices.	Actual	Own Operations	Medium-term
	Opportunity	Enabling after sales services on the platform for resale and repair for product life extension may increase adaptation of the platform to emerging regulations and consumer preferences for circular offerings.	Potential	Downstream	Medium-term
	Opportunity	Providing educational resources to sellers on circular design and packaging. Seller enablement initiatives can embed circularity in product and packaging design across Trendyol's ecosystem.	Potential	Upstream	Short-term
	Positive Impact	Dolap supports circular economy principles by extending the lifecycle of fashion items through second hand sales.	Actual	Own Operations	Short-term
Packaging Management	Risk	Lack of monitoring of packaging waste from sellers may hinder alignment with upcoming EPR (Extended Producer Responsibility) regulations.	Potential	Across VC	Medium-term
	Opportunity	Trendyol can offer verified, low-impact packaging options for sellers. Providing centralized sustainable packaging services allows Trendyol to reduce aggregate footprint while supporting SMEs.	Potential	Upstream	Medium-term
	Opportunity	Developing or utilizing packaging optimization algorithms presents an opportunity for Trendyol to reduce packaging material use, lower emissions, and guide its sellers toward more resource-efficient practices.	Potential	Across VC	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Packaging Management	Opportunity	Launching a campaign to reduce packaging material use by encouraging sellers to adopt more efficient packaging practices, while simultaneously raising consumer awareness is an opportunity for leveraging demand as a driver for change. ("more packaging does not mean better packaging")	Potential	Across VC	Short-term
	Positive Impact	Replacing plastic filler materials with paper-based, recyclable alternatives in own-brand or logistics packaging reduces raw material intensity.	Actual	Own Operations	Short-term
Waste Management	Risk	Returned or unsold goods can create operational costs and reputational risks if waste is not managed effectively across the value chain.	Potential	Downstream	Short-term
	Opportunity	Partnering with recycling initiatives for end-of-life items enables closed-loop solutions beyond resale.	Potential	Downstream	Medium-term
	Opportunity	Through Trendyol Go, the company can drive food waste reduction in partner restaurants and markets, turning its delivery infrastructure into a circularity enabler.	Potential	Own Operations	Short-term
	Opportunity	Expansion of on-site material recovery systems (e.g., composting, packaging reuse areas) in Trendyol hubs can improve circularity.	Potential	Own Operations	Medium-term
	Negative Impact	Use of single-use plastics in packaging generate negative impacts by contributing to environmental pollution, biodiversity loss, and potential human health risks.	Actual	Across VC	Medium-term
Environmental Impact of the Product	Risk	Expanding into new product categories (e.g., electronics, toys, beauty) exposes Trendyol to stricter product-specific eco-design, material use, and hazardous substances regulations (EU Green Deal, REACH, RoHS)	Potential	Own Operations	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Environmental Impact of the Product	Risk	Compliance challenges with upcoming EU Digital Product Passport (DPP) requirements for textiles and electronics, which could restrict Trendyol's access to European markets if unmet	Potential	Upstream	Long-term
	Risk	Growing regulatory pressure may require sellers to provide detailed lifecycle data, affecting product eligibility.	Potential	Upstream	Long-term
	Opportunity	Establishing support mechanisms for SMEs to access LCA data (guidelines, subsidies, or simplified tools)	Potential	Upstream	Medium-term
	Opportunity	Partnerships with large sellers to conduct product-level LCA studies, creating a reference database for the platform	Potential	Upstream	Medium-term
	Negative Impact	A significant portion of marketplace sales comes from high environmental impact product categories, increasing the platform's indirect ecological burden.	Actual	Own Operations	Short-term
Sustainable Product Options	Opportunity	Offering premium carbon-neutral delivery options (e-bike, gel-al, drop-off, batching, optimized late delivery options) can capture ESG-conscious customer demand.	Potential	Downstream	Short-term
	Opportunity	Introducing platform features to show product origin and relative logistics distance can enable customers to choose nearer/localized sellers. This may reduce delivery emissions, support responsible consumption, and capture customer preference for faster or more responsible delivery options.	Potential	Downstream	Short-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Sustainable Product Options	Opportunity	Trendyol's large and active user base presents a unique opportunity to drive behavioral change at scale and amplify the impact of sustainability-focused initiatives.	Potential	Downstream	Medium-term
	Opportunity	There is a lack of consumer awareness initiatives on sustainable product options across the sector. For Trendyol, leveraging influencer marketing and social media channels presents an opportunity to address this gap and encourage more sustainable consumption choices.	Potential	Downstream	Medium-term
	Opportunity	Introducing labels and filters for environmentally friendly products within the search algorithms to promote informed consumption and incentivize customer for those options. (e.g., recycled, organic, energy-efficient, fair trade, ethically sourced).	Potential	Downstream	Medium-term
	Positive Impact	For Fast Market and Trendyol Yemek, personalizing the app for organic, vegetarian or vegan preferences may help supporting sustainable lifestyle choices.	Potential	Downstream	Short-term
Diversity & Inclusion	Risk	Suppliers in the textile category may have weak compliance on worker rights, wages, gender equity, and migrant labor standards, creating reputational risk.	Potential	Upstream	Short-term
	Positive Impact	Promoting SMEs and women-led businesses to access digital markets through the marketplace promotes local economic development and social inclusion. By reducing entry barriers for sales, Trendyol creates inclusive economic opportunities.	Actual	Upstream	Medium-term
	Positive Impact	The Audio Simulation (audio guide) feature for visually impaired users, enables to navigate both the website and mobile app using voice prompts.	Actual	Downstream	Short-term
	Positive Impact	Trendyol supports Women Entrepreneurs and Women Cooperatives by offering recognition through a dedicated badge and tailored onboarding support, as well as commission advantages provided during the onboarding period.	Actual	Upstream	Short-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Diversity & Inclusion	Positive Impact	Company-wide initiatives such as the “Women in Tech” and “Equality Ambassadors” programs actively promote inclusive talent pipelines.	Actual	Own Operations	Short-term
Talent, Development & Retention	Risk	Skill mismatch in rapidly growing teams may lead to employee disengagement and turnover; and can result in knowledge attrition if not managed.	Actual	Own Operations	Medium-term
	Risk	High competition for tech talent in Türkiye and Europe may challenge Trendyol's ability to attract and retain top candidates. Recruitment pipelines may weaken, especially in niche skill areas.	Potential	Own Operations	Short-term
	Risk	AI adoption transforms roles, creating skill mismatches and displacing traditional job structures. Workforce gaps emerge as routine roles decline and hybrid competencies become critical.	Potential	Own Operations	Long-term
	Opportunity	High turnover rate among couriers increases recruitment and training costs, reduces service consistency. Introducing retention practices can reduce turnover.	Potential	Own Operations	Medium-term
	Opportunity	For couriers, establishing career pathways, mobility programs (e.g., supervisor roles, operations management, or customer support) can improve retention and talent branding.	Potential	Own Operations	Medium-term
	Opportunity	Integrating sustainability into performance-based remuneration can serve as an opportunity to attract and retain talent, while reinforcing Trendyol's commitment to sustainable business practices.	Potential	Own Operations	Short-term
	Opportunity	Expansion of early-career internship and rotational programs across departments builds a resilient, future-ready talent pipeline reducing onboarding risk.	Potential	Own Operations	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Talent, Development & Retention	Positive Impact	Structured learning and development programs and internal mobility policies foster continuous upskilling and professional development.	Actual	Own Operations	Medium-term
Employee Rights, Health & Safety	Risk	Extremee weather events and high temperatures may endanger employees working outdoors and may require adaptation protocols.	Potential	Own Operations	Short-term
	Risk	The high-speed operational model of Trendyol Go's food and grocery delivery services prone higher risks of accidents involving couriers, potentially leading to safety concerns.	Potential	Own Operations	Medium-term
	Risk	The use of non-contractual or platform-based workers may raise concerns regarding labor rights, including limited access to social protection and job security.	Potential	Own Operations	Medium-term
	Opportunity	Establishment of employee-elected committees or hybrid representation models supports inclusive decision-making and builds trust.	Potential	Own Operations	Medium-term
	Positive Impact	Providing systematic OHS training improves safety and reduces insurance/compensation costs.	Actual	Own Operations	Short-term
Seller & Supplier Alignment	Risk	Trendyol's fragmented value chain can lead to misalignment, and the costs associated with aligning suppliers, such as training, consulting, and new investments.	Actual	Across VC	Medium-term
	Risk	Poor working conditions in supply chain (low wages, excessive hours, unsafe factories), pose reputational harm.	Potential	Upstream	Medium-term
	Risk	Growing expectations from investors, regulators, and platforms (e.g., EU DPP, CSDDD) will require Trendyol to trace and monitor ESG risks in its seller base. Inability to map or mitigate value chain risks pose compliance risks.	Potential	Across VC	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Seller & Supplier Alignment	Opportunity	Use of data analytics to monitor seller sustainability performance (e.g., packaging footprint, delivery emissions) might enable ecosystem-wide improvements.	Actual	Across VC	Short-term
	Opportunity	Trendyol's high coverage can be used to build regional value chains and increase resilience and local sourcing practices.	Potential	Across VC	Medium-term
	Positive Impact	Scaling micro-export operations using Trendyol's digital infrastructure enables SMEs to access EU markets.	Actual	Downstream	Short- to medium-term
	Positive Impact	Trendyol's education and enablement programs (e.g., Trendyol Sustainability Academy) support seller alignment with ethical and environmental standards.	Actual	Upstream	Short-term
Product Safety & Quality	Risk	Sale of counterfeit or non-certified products may lead to consumer harm or health risks. Inadequate control mechanisms can result in injuries, complaints or legal action.	Potential	Upstream & Downstream	Short-term
	Risk	Evolving EU and Türkiye product liability rules (e.g., TAREKS, CE compliance) may require deeper traceability and seller accountability.	Potential	Upstream	Medium-term
	Opportunity	Implementing technological solutions for handling complaints related to product safety and quality can improve monitoring and enhance overall control.	Potential	Upstream	Medium-term
Product Labeling	Risk	Inaccurate or misleading product labels by sellers may result in consumer deception.	Potential	Downstream	Short-term
	Risk	EU Green Claims Directive and Türkiye's evolving consumer protection rules may penalize unverifiable environmental marketing. Sellers unable to substantiate their claims may be exposed to regulatory scrutiny.	Potential	Downstream	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Ürün Etiketleme	Negative Impact	Lack of product information on the ingredient origin, usage impacts, disposal method might be reducing consumer capacity to make informed choices.	Actual	Downstream	Short-term
Data Privacy and Security	Risk	Increasing regulatory obligations for data privacy (e.g., KVKK in Türkiye, GDPR in the EU) require stricter data governance. Failure to comply with data privacy laws can result in heavy fines, customer distrust or operational constraints.	Potential	Own Operations	Medium-term
	Risk	Data collected for financial services is highly sensitive and requires a higher level of protection and pose higher compliance risks.	Potential	Own Operations	Medium-term
	Risk	Cross-border data transfer and localization requirements create additional costs and operational complexity for EU operations.	Potential	Downstream	Short-term
	Risk	Data breaches, phishing or unauthorized access incidents may compromise user trust and result in reputational and legal harm. As a digital platform with millions of users, Trendyol is a high-value target for cyberattacks. Cyber incidents may cause system downtime, affecting operational continuity.	Potential	Downstream	Short-term
	Opportunity	Developing secure data-sharing platforms with sellers (privacy-compliant APIs, anonymized insights) may enable ecosystem growth while strengthening compliance and trust.	Potential	Upstream	Short-term
	Risk	Conflicts of interest or unfair treatment in seller visibility algorithms may erode seller trust and expose Trendyol to allegations of discrimination. (e-commerce platform)	Potential	Own Operations	Short-term
Business Conduct	Risk	Inconsistent application of business ethics standards across different business partners poses a risk, as it may lead to governance gaps, reputational challenges, and misalignment within the value chain.	Potential	Across VC	Medium-term

Topic	Type (Risk/Opportunity/ Positive Impact/ Negative Impact)	Definiton	Impact Type	Value Chain	Time Horizon
Business Conduct	Risk	The lack of sustainability criteria in investment and growth plans increases the company's exposure to regulatory, reputational, and environmental risks.	Potential	Own Operations	Medium-term
	Risk	The absence a dedicated budget or target for sustainability-driven innovation limits the company's ability to develop future-fit solutions	Potential	Own Operations	Medium-term
Sustainability Innovation	Opportunity	Establishing an innovation fund presents an opportunity for Trendyol to support sustainable product and business model development among its ecosystem.	Potential	Across VC	Long-term
	Opportunity	Establishing open innovation channels creates the opportunity to tap into diverse insights from the crowd, accelerating idea generation and co-creation.	Potential	Own Operations	Medium-term
	Opportunity	Launching intrapreneurship programs focused on sustainability presents an opportunity for Trendyol to harness employee innovation capacity, generate new solutions with environmental and social impact, and strengthen its culture of sustainable business practices.	Potential	Own Operations	Medium-term
	Opportunity	Collaboration with startups and academic institutions on circular economy solutions including packaging alternatives, recycling systems, or sustainable materials expands impact potential.	Potential	Upstream	Medium-term
	Opportunity	Integrating employee volunteerism targets into performance-based remuneration presents an opportunity for Trendyol to embed social responsibility into its culture, and amplify the impact of volunteering initiatives.	Potential	Own Operations & Communities	Medium-term
Employee Volunteerism	Opportunity	Expanding volunteer programs aligned with sustainability goals can amplify community benefits while building ESG leadership.	Potential	Own Operations & Communities	Medium-term
	Positive Impact	Trendyol's structured employee volunteering programs enable staff to contribute to community initiatives, enhancing social impact and employee engagement.	Actual	Own Operations	Short-term
	Positive Impact	Expanding employee volunteerism programs to Trendyol's new markets has the potential to increase the company's positive impact by broadening its reach and engaging more people.	Potential	Own Operations & Communities	Medium-term

About

For more detailed information about Trendyol Sustainability Report and to submit your comments and suggestions:

Trendyol

Maslak, Trendyol Campus Büyükdere Cd.
No:243 Spine Tower, 34485 Sarıyer/İstanbul

**Trendyol Sustainability
and Social Impact Team**
sustainability@trendyol.com

Report and Strategy Consulting
Sustainee Consulting
info@sustaineeco.com
www.sustaineeco.com

**Materiality and
Maturity Analysis Consultant**
S360
info@s360.com.tr

Report Design
Mecaz
contact@mecazistanbul.com
www.mecazistanbul.com

Disclaimer

The Trendyol Sustainability Report (Report) has been prepared by DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. (Trendyol) in accordance with GRI Reporting Principles. All information and opinions contained in this document, which do not purport to be complete, have been provided by Trendyol and have not been independently verified for the purpose of this document. The Report has been prepared solely for informational purposes and is not intended to serve as the foundation for any investment-related decisions. Consequently, Trendyol, along with its affiliated entities, board members, advisors, directors, and employees, shall not bear responsibility for any information or communication within the Report, nor for any consequential loss or harm incurred directly or indirectly by individuals due to the contents of the Report, regardless of whether such losses are linked to the information contained in the Report or not.



trendyol