



trendyol

Sustainability
Report
2023

Contents



Introduction

- **About the Report** 3
 - Scope of Reporting and the Standards We Use 3
 - Initiatives We Are Involved In 3
- **Independent Assurance** 3
- **We Accelerate the Transformation Effect** 4

Trendyol Impact Ecosystem

- **Our Sphere of Influence in 2023** 11
- **Value Chain** 11
- **Trendyol Sustainable Impact Plan** 13
 - Sustainability Management 16
 - Stakeholder Meetings and Communication 17

Planet

- **Carbon Mitigation** 19
- **Packaging and Waste** 23
- **Sustainable Production and Circularity** 29

People

- **Our Team** 36
 - Diversity and Inclusion 37
 - Training and Development Opportunities 39
 - Transparent Communication and Participation 41
 - Health, Safety and Wellbeing 42
- **Our Business Partners** 43
 - Support for Small and Medium-Sized Enterprises (SMEs) 45
 - Support for Women's Empowerment 46
 - Support for Local Production 47
- **Society** 49
 - Support for Digital Equal Opportunities 51
 - Support for Culture and Arts 56
 - Support for Quality Education 57
 - Support for Sports 58

Governance

- **Ethics** 60
- **Data Security and Privacy** 62
- **Risk Management and Business Continuity** 63

Appendices

- **Performance Indicators** 65
- **Reporting Guide** 68
- **Independent Assurance Report** 72
- **GRI Content Index** 74

About the Report

This year, we are publishing our second sustainability report along our Trendyol Sustainable Impact Plan journey, which is based on our focus on Planet and the People. Through our report, we transparently share our performance, projects and future plans with all our stakeholders within the scope of our targets. In line with one of our values, "**We Live with Data**", we include in our report our performance in all the issues we prioritize under our sustainability strategy in a comparative manner with previous years.

Scope of Reporting and the Standards We Use

In our report, we present the developments and progress from January 1 to December 31, 2023 across all **Trendyol Group** operations, including Trendyol Marketplace, Trendyol Express, Trendyol Go, Dolap and Trendyol Digital Products and Financial Services. Within our report, which we have drawn up in accordance with the 2021 version of the GRI Standards, we also comply with the United Nations Sustainable Development Goals (SDGs) and industry standards published by the Sustainability Accounting Standards Board (SASB).

Initiatives We Are Involved In

- United Nations Global Compact (UNGC)
- The Women's Empowerment Principles (WEPs)
- YASED Sustainable Development Working Group
- Sustainable Business Network
- TUSIAD (Turkish Industry & Business Association) Environment and Climate Working Group
- Corporate Social Responsibility Association of Türkiye
- Impact Investing Advisory Board
- Türkiye Exporters Assembly
- İTKİB İstanbul Textile and Apparel Exporters' Associations
- TOBB Türkiye E-Commerce Council
- GEN Global Entrepreneurship Network
- Intelligent Transportation Systems Association of Türkiye (AUSDER)
- Ethics and Reputation Society (TEID)

Sustainable Development Goals (SDGs) We Contribute To



Independent Assurance

As we did with our first sustainability report last year, we are using independent assurance services to increase transparency and reliability in this year's report. This year, we received independent assurance services within the scope of 4 performance indicators for two of our material topics. We completed the verification process for our Scope 1 and Scope 2 emissions, which are related to our material topic of greenhouse gas emissions in our Planet - **Carbon Mitigation** focus area, and for the indicators of female employee ratio and female leader ratio, which are related to our material topic of diversity and inclusion in our **People - Our Team** focus area.

The methodology and results of the independent assurance report are available in the **Appendices** of our report on pages 72-73



“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.”

We are Accelerating the Transforming Effect

We are proud to have transformed from a local startup into one of the few largest technology companies in our region along the journey we set off 14 years ago in Türkiye. We have a huge ecosystem with more than 30 million customers and hundreds of thousands of business partners. We operate with our platform in 35 markets including Türkiye, and deliver products to over 100 countries. We are expanding this ecosystem in line with our sustainability goals and global standards. 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. Our 2023 Sustainability Report transparently reveals the steps we have taken and the progress we have made towards achieving this vision.

Our sustainability efforts are based on the Trendyol Sustainable Impact Plan, the first and most comprehensive sustainability roadmap of the sector, which we created two years ago. Through this plan, which focuses on "Planet" and "People", we place our "Transformation Together" approach at the center and focus on developing long-term solutions that are sensitive to the environment and contribute to society. Under the "Planet" heading, we have set important targets in areas such as carbon reduction, sustainable production, waste and packaging management. We aim to become carbon neutral until 2040 by reducing our carbon footprint in our operations and value chain, and to achieve this goal in our entire value chain by 2050. 2023 was a year in which we made significant progress towards these goals. We mitigated our environmental impact by reducing our Scope 1 and 2 emissions by 16% in total in our operations. By optimizing our packaging and waste management across our entire logistics network, we recycled 96.7% of our waste and reduced our single-use plastic consumption by 57%. As a sign of the importance we attach to the circular economy, we have achieved the target of producing 70% of our cargo bags from recycled materials under our sustainable packaging strategy. By 2025, we aim to achieve zero waste certification in all our logistics centers.

With our expanding global footprint, we put sustainability at the center of all our operations. Accordingly, we sowed the seeds of another project that we believe will be an important milestone for our industry and our global ecosystem in 2023: The Transforming Together Academy project, the first sustainability training program in the e-commerce sector in Türkiye, emerged during this period. As of 2024, we became the first company in our country to offer sustainability trainings to its entire ecosystem. Today, we are accelerating the impact of sustainable transformation by offering these trainings in all the markets we operate in, from Germany to Azerbaijan, from Gulf countries to Europe.

Our vision to enhancing the positive impact on our ecosystem is not limited to environmental benefits. While designing our social impact projects in the "People" dimension of sustainability, we act together with our stakeholders by adhering to our "Transforming Together" approach. We focus on Digital Equal Opportunities, Quality Education and Women's Empowerment. We organize many simultaneous programs such as the Goodness Movement, the Villages of Tomorrow', the Museums of Türkiye, Trendyol Art, and the Geographically Indicated Products. We want to leave a lasting and beneficial legacy wherever we operate. In every new country we step into, our agenda includes transferring the experiences we have gained in our country to that country. We prioritize carrying out social impact projects simultaneously with our operations in every market we enter abroad.

Through the Villages of Tomorrow, one of Türkiye's most comprehensive rural development projects, we bring digital skills to rural areas and revitalize village economies. We are bringing Trendyol's competencies in technology, education and marketing and United Nations Development Program (UNDP)'s field experience in development to villages. In line with our goal of reaching 10 villages and more than 1 million people by 2028, we contribute to inclusive growth and equal opportunities through our digital centers, the first of which we opened in 2023 in Adana's Kürkçüler village.

Our support for culture and arts is also part of our positive impact vision. Under Trendyol Art, our project that opens a space for art and artists in the digital world, we have taken an important step to make art accessible to everyone by transcending geographical borders. We bring the cultural richness of Anatolia to big cities and the artistic dynamism of big cities to Anatolia and bring them together with art lovers. We wanted to emphasize the importance we attach to art in our 2023 Sustainability Report, and for this purpose, we collaborated with the esteemed artist Merve Atılğan to bring sustainability together with the unifying power of art.

At Trendyol, we are aware of our responsibility to contribute to the global fight against climate change. Being aware of this responsibility, we have added a new one to the solution-oriented work we carry out in international cooperation platforms with the role we assumed at the COP29 organized in Azerbaijan. By unveiling our 2023 Sustainability Report at the COP29 this year, we once again share our hopes for the future and our determination to create a lasting positive impact in every market we operate in. In order to build a better future together, we invite all our stakeholders to join this transformation journey, accelerate the transformation impact and "Transforming Together" for a sustainable future.

Erdem İnan

Trendyol Group CEO
November 2024

“ Today, we are accelerating the impact of sustainable transformation by offering these trainings in all the markets we operate in, from Germany to Azerbaijan, from Gulf countries to Europe. ”

Trendyol Impact Ecosystem





Trendyol Impact Ecosystem

 Türkiye's leading e-commerce platform

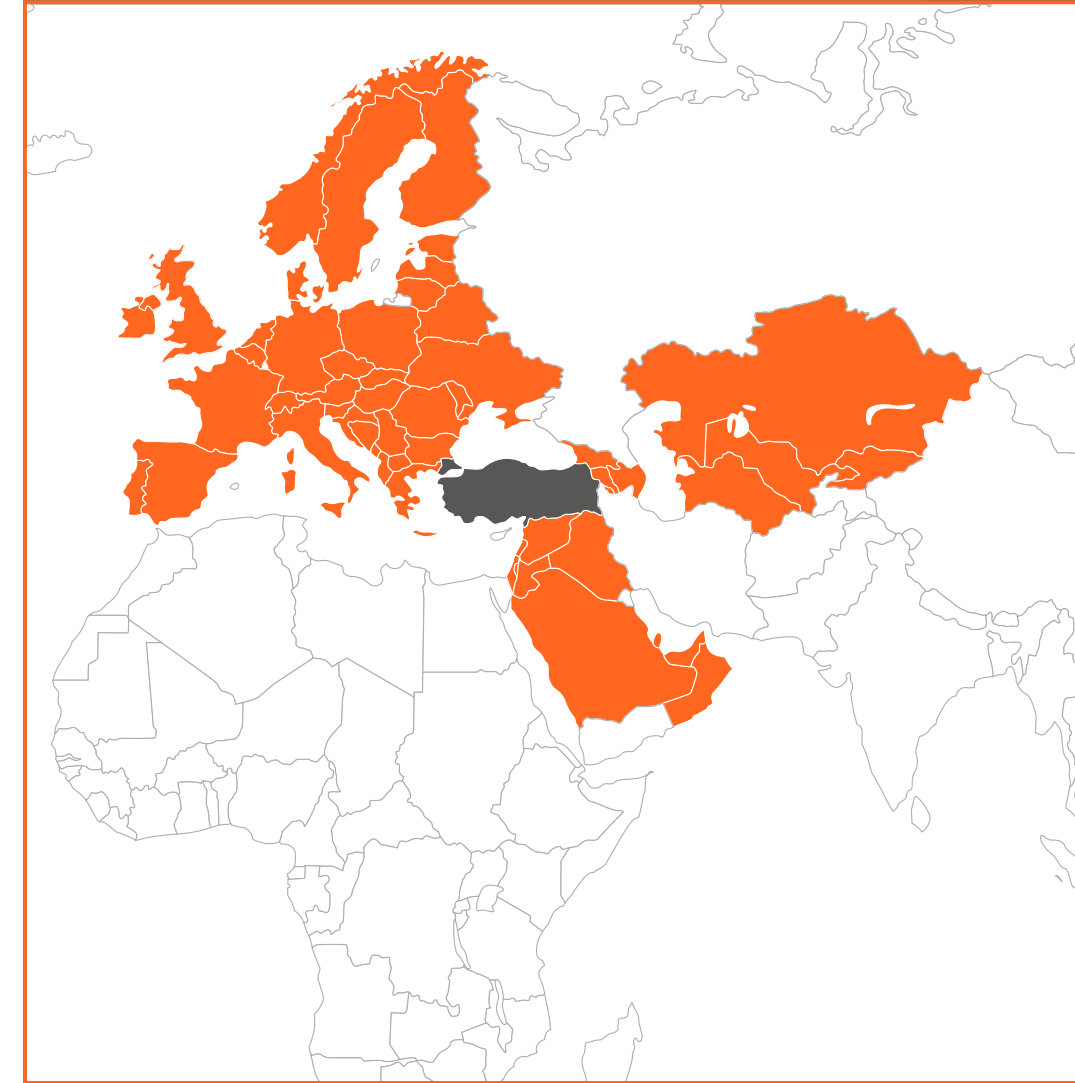
 Over 30 million customers

 Around 225,000 partners on the platform

 Over 80 million products on the platform

 Delivery to 35 countries through our own platform and 100 countries through international platforms

 Amsterdam, Berlin, Baku, Riyadh, Dubai, London, Luxembourg, Istanbul, Ankara and Izmir offices



Guided by the mission of creating a positive impact, which is at the core of Trendyol's culture, we offer our customers and business partners a seamless e-commerce experience and many different facilitating services.

14 years on since we began operations, we continue to expand and work all over the world with our headquarters in Istanbul and offices in Izmir, Ankara, Berlin, Amsterdam, Baku, Dubai, Riyadh, London and Luxembourg.

With the trust of more than **30 million** customers and **225,000 business partners**, we are glad to be Türkiye's first decacorn and one of the most popular e-commerce platforms across the world.

Our aim to create a **positive impact** is to provide the best service to our customers, to support our business partners who sell through the platform to make their products available to international audiences as well as to provide direct and indirect social benefits. We aim to sustain our positive impact by ensuring the digitalization of our business partners, empowering local manufacturers, and advocating for women's participation in the digital economy and production.

As a technology company, we believe that every step we take at Trendyol is an output of this effort. Within the Trendyol Group, we have many fields of activity where we have long-term goals. With Trendyol Tech, we have the leading R&D center in our ecosystem. With Trendyol Express, we operate one of the fastest-growing logistics networks. Trendyol Go, our fast food and grocery service, takes us beyond fashion in Türkiye, while we contribute to the circular economy and sustainability with Dolap.

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 and 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: We 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 Services in Türkiye

				
<p>Trendyol Marketplace:</p> <p>We offer our customers a choice of millions of products on our platform in a wide range of categories, from fashion to beauty, from home furnishings to electronics. Our customers easily find everything they are looking for and enjoy a seamless shopping experience. We are constantly striving to add value to our customers' experience while offering an easy, seamless and enjoyable shopping journey.</p>	<p>Trendyol Logistics Company:</p> <p>Through Trendyol Express, our logistics network that combines the power of technology with expert teams, we offer a high-quality delivery experience within the network extending from our sellers to our customers.</p>	<p>Fast Grocery and Food Service:</p> <p>Trendyol Go, our instant grocery and food delivery service that offers a fast and reliable experience, brings your daily needs to your doorstep in minutes. We are constantly expanding our network of drivers, restaurants and partners on our rapidly growing delivery platform.</p>	<p>Second-Hand Shopping Platform:</p> <p>Dolap, one of Türkiye's largest second-hand goods platforms, is one of our biggest passions. By buying and selling second-hand goods, Dolap users contribute to the circular economy in a sustainable way.</p>	<p>Digital Products and Financial Services:</p> <p>We aim to make the shopping experience more flexible by offering our customers financial products such as various payment options, credit card services, and shopping in installments. We also act as an intermediary in offering loan facilities and provide access to our value-added digital products such as assembly, education and various insurance products.</p>

Our International Operations

International E-Commerce Platform: We started taking the first steps to become an international e-commerce platform with Germany.

Trendyol connects Turkish manufacturers with customers in 27 European countries through trendyol.com/en and its dedicated site for Germany, trendyol.com/de. In 2023, Azerbaijan and Gulf countries were added to our footprint. In 2024, we aim to bring together consumers and Trendyol sellers in Czechia, Slovakia, Romania, Greece, Hungary, Poland, Greece, Slovakia, Romania, and Bulgaria.

Through the international e-commerce platform, we bring together more than **225,000** Turkish sellers and well-known global brands with customers in Germany, Azerbaijan, Bulgaria, Poland, Czechia, Slovakia, Hungary, Romania, Greece, Saudi Arabia, UAE, Qatar, Kuwait, Bahrain and Oman through dedicated local language applications. We also serve the international audience through trendyol.com/en.



Our Size and Scale in 2023

- Our team of **4,194** people ✓
- **349** first-tier suppliers producing for Trendyol
- A local supplier ratio of 99.5% in first-tier suppliers
- **24 thousand** delivery couriers within Trendyol, Trendyol Express and Trendyol Go
- **3,365** customer experience teams
- **13 thousand** delivery points
- Over 225 thousand businesses selling on Trendyol
 - **224,283** small business owners and SMEs
 - **1,678** large enterprises
- **2 million** individual sellers selling on Trendyol
- Representation of SMEs is **99%** among all sellers
- Sales on more than **95** global platforms in more than 100 countries
- Offering services via the Trendyol app to Azerbaijan in its own language
- Operating area covering 6 countries in the Gulf countries with our Arabic website
- 58 thousand sellers who started exporting to Gulf countries, Europe and Azerbaijan via Trendyol **USD 895 million** of direct and indirect exports¹
- **USD 334 million** of transportation infrastructure and technology investment in Türkiye
- An employment impact of **2.2 million**²

Value Chain

We are aware of the breadth of the ecosystem we impact. We define this broad ecosystem through our value chain, which includes our suppliers, the businesses or individual sellers through our platforms, our employees, our customers and the communities we impact with every step we take.

Beyond our own operations, we have a significant influence on the upstream and downstream value chain steps to perform our operations. We work through a model that includes all our stakeholders in order to transform this impact into a positive one and increase our existing positive impact.

Our sustainability approach plays a critical role in this ecosystem transformation. We aim to accelerate this transformation by making our stakeholders in our value chain partners in our Planet and People-focused goals.

¹The sale of Trendyol-branded products through international platforms owned and integrated by Trendyol is defined as direct export. Indirect exports are the trade which customers outside Türkiye purchase from Trendyol through their foreign credit cards and whose delivery processes are carried out by intermediaries.

²The analysis conducted using the OECD Input-Output Tables relies on the relationships between the sectors where firms in the marketplace operate and the sectoral wage structure. The analysis was computed separately for each year, and for the years 2021 to 2023, the impact of both Trendyol Marketplace and Trendyol Yemek partners was taken into account. In 2023, marketplace partners employed 581 thousand individuals to fulfill orders from Trendyol. For Trendyol Yemek partners, this figure stands at 114 thousand. The indirect employment generated by sales on the platform, encompassing business partners and service providers involved in activities such as order production, packaging, distribution, and promotion from Trendyol, amounts to 1.5 million people across the Turkish economy. The total employment impact amounts to approximately 2.2 million.

Trendyol Impact Ecosystem

1



Suppliers

349 suppliers, nearly 100% of which are local

Our Suppliers: We work with suppliers from many different sectors within the scope of our operations. We work with 349 suppliers, almost all of them local, in the production of our Trendyol-branded fashion products. We support our suppliers to provide a safe and inclusive work environment that respects human rights and increases their environmental awareness.

2



Sellers

225,000 sellers, more than 99% of which are SMEs

Our Sellers: We create a positive impact with our extensive seller network of approximately 225,000 businesses, more than 99% of which are small and medium-sized enterprises. Thanks to the platform we provide to our sellers, we increase their market access opportunities and offer various advantages to grow their business.

3



Our Team

4,200 employees with 8% increase year-on-year

Our Team: With our competent, diverse and inclusive team of 4,194 people, we continue to experience Trendyol's growth journey. We live the dynamic Trendyol culture together and offer opportunities for each member of our team to develop themselves in their career journeys.

4



Customers

Over 30 million customers

Our Customers: Every day, we strive to provide better services to our millions of customers and create new solutions. We aim to minimize customer complaints per delivery thanks to our effective approach to customer management and innovative delivery methods.

5



Society

Empowerment of women and support for culture, arts and sports through social benefit project

Society: With the mission of increasing our positive impact, we create social benefits through various projects such as the Villages of Tomorrow, the Goodness Movement and Trendyol Arts.

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Operations

- Fast Delivery
- Marketplace
- Second-hand
- Logistick Network
- Technology Services
- Trendyol Collection

Trendyol Sustainable Impact Plan

We believe that sustainability is based on **growth by being good to the world and people**. Today, our world is facing a series of problems that threaten its future, such as climate crisis, resource scarcity and water stress. Many social problems such as unemployment, socio-economic inequality, food crisis, human rights and many others also need solutions for the sake of humanity. It is of great importance to act with all stakeholders in the ecosystem to solve all these issues. **As Türkiye's first decacorn, we assume responsibility for alleviating these challenges faced by the world and humanity, first in Türkiye and then across our international footprint and we aim to be one of the accelerators of the sustainable transformation movement that is the solution.**

- | | | | |
|---|---|----|--|
| 1 | Sectoral Assessment from a Sustainability Perspective | 6 | Baseline Measurement |
| 2 | Establishment of a Sustainability Committee | 7 | Formation of Working Groups |
| 3 | Maturity Analysis | 8 | Identification of Social Impact Focal Points and Roadmap |
| 4 | Stakeholder Survey | 9 | Setting Goals |
| 5 | Materiality Analysis | 10 | Identification of Actions Appropriate to Strategy Design |

In pursuit of this goal, we sought answers to the question "what steps should we take to positively increase our impact on the value chain?" We researched and analyzed good examples, and assessed Trendyol's current situation with the support of our independent consultants. At the end of the steps taken, we took the opinions of our stakeholders and leaders and identified our material topics where we can create a positive impact.

Details of our materiality analysis are available on pages 14-15 of our 2022 Sustainability Report.


After laying the foundations of our strategy, we have discussed how we can take our positive impact on these issues forward. We set targets for our priority issues, conducted baseline measurements, and brought together the teams whose intensive support we need on the road to our goals. In this way, we have accelerated our efforts to make the world we live in a more livable place for future generations.

We have also identified not only our sustainability but also our social impact priorities in order to realize our social benefit projects, which are of critical importance to us, in the areas where our ecosystem needs them most.

At the end of this 10-step journey, we created the "**Trendyol Sustainable Impact Plan**" where we defined our sustainability strategy. **We aim to accelerate the transformation of our entire ecosystem through this plan, which we have created with the main axes of Planet and People.** We believe that, by harnessing the unique power of technology and working together with all our stakeholders, we can improve our world and communities. With this understanding, we are making all our stakeholders, especially our suppliers, sellers, customers and teammates, partners in this transformation journey.

We shape our Impact Plan through the topics of **Carbon Mitigation, Waste and Packaging, Sustainable Production** under the main focus of Planet, and **our Team, Business Partners and Society** under the main focus of People.


Trendyol Impact Ecosystem

Focus		Objectives	Extremely Important Material Topics	Key Performance Indicators ³
 <h2>Planet</h2> <p>Climate change is an urgent issue with global impacts that requires coordinated solutions at all levels. We are thus committed to transforming our value chain and operations in line with our goals and protecting our planet.</p>	Carbon Mitigation	<ul style="list-style-type: none"> ● Becoming carbon neutral in our own operations by 2040 and across its entire value chain by 2050 	<ul style="list-style-type: none"> ● Greenhouse Gas Emissions 	<ul style="list-style-type: none"> ● 7,676 tons of CO₂e Scope 1 emissions ✓ ● 14,148 tons of CO₂e Scope 2 emissions ✓ ● 16% reduction in Scope 1 and 2 emissions in total
	Packaging and Waste	<ul style="list-style-type: none"> ● Producing at least 70% of cargo bags from recycled materials by the end of 2023 (completed) ● Achieving zero waste certification for all logistics centers by 2025 ● Providing 100% of retail packaging materials from certified sources by 2025 	<ul style="list-style-type: none"> ● Packaging Management ● Waste Management 	<ul style="list-style-type: none"> ● 96.7% recycling rate for waste ● 100% recyclable packaging ● Use of 70% recycled plastic in cargo bags ● 50% recycled material in transparent product packaging ● 57% reduction in single-use plastic packaging
	Sustainable Production	<ul style="list-style-type: none"> ● Producing 20% of Trendyol-branded products from sustainable materials by 2030⁴ ● Auditing and ensuring the compliance of finished product suppliers by 2025 and all sub-suppliers by 2030 against Environmental, Social and Governance criteria 	<ul style="list-style-type: none"> ● Seller & Supplier Alignment ● Environmental Impact of the Product ● Product Safety & Quality ● Sustainable Product Options 	<ul style="list-style-type: none"> ● 160,895 Trendyol-branded sustainable products ● 349 first-tier and 75 second-tier suppliers for our Trendyol branded fashion products ● 99% of local supplier ratio ● 100% of supplier audit with ESG criteria

³ Prepared in line with 2022 year-end performance.

⁴ Sustainable materials are defined as fibers that use sustainable production methods (certified to use less water, energy and chemicals in production), certified (organic cotton, certified recycled content, etc.) and patented fibers with traceability. Details are available in the Sustainable Production section of the report.

Trendyol Impact Ecosystem

Focus		Objectives	Extremely Important Material Topics	Key Performance Indicators ³
 <h2>People</h2> <p>We are committed to making a positive impact on our team, our business partners and society. We strengthen our team with the awareness that each individual is unique and that we create equal opportunities for everyone.</p> <p>This approach is reflected throughout our value chain as we work with our partners to support local economies and small businesses. We proudly support women's empowerment initiatives and provide quality education opportunities for future generations.</p>	Our Team	<ul style="list-style-type: none"> Ensuring equality in the work environment by supporting the principle of equal pay for equal work Strengthening the culture of diversity in its teams and ecosystem through its Diversity, Equality, Inclusion policy Increasing the annual training time per employee to 65 hours 	<ul style="list-style-type: none"> Diversity & Inclusion Talent Development & Retention Employee Rights, Health & Safety 	<ul style="list-style-type: none"> Employees of 34 different nationalities Female employee ratio of 35.4% ✓ Female leader ratio of 37.5% ✓ 22 hours of training per employee 208 hours of diversity and inclusion training at leadership level 63% of vacancies filled by internal candidates
	Our Business Partners	<ul style="list-style-type: none"> Increasing the number of sellers in Trendyol's women entrepreneurs program and the number of SMEs involved in e-commerce by 15% by 2025 	<ul style="list-style-type: none"> Strengthening the Local Economy and SMEs 	<ul style="list-style-type: none"> Approximately 225 thousand businesses selling on our platform Approximately 2 million individual sellers Ratio of small businesses and artisans at 99.2%
	Society	<ul style="list-style-type: none"> Increasing positive impact through our social impact work focusing on equal opportunities in Digital Equal Opportunities, Quality Education and Women's Empowerment Reaching more than one million people through the Villages of Tomorrow program by 2028 Increasing the number of volunteers in Social Impact programs 	<ul style="list-style-type: none"> Community Investments 	<ul style="list-style-type: none"> Taking the first steps to establish 4 digital centers in Adana, Diyarbakır, İzmir and Hatay under the Villages of Tomorrow project 189 million TL additional income generated on behalf of CSOs through the Goodness Movement project

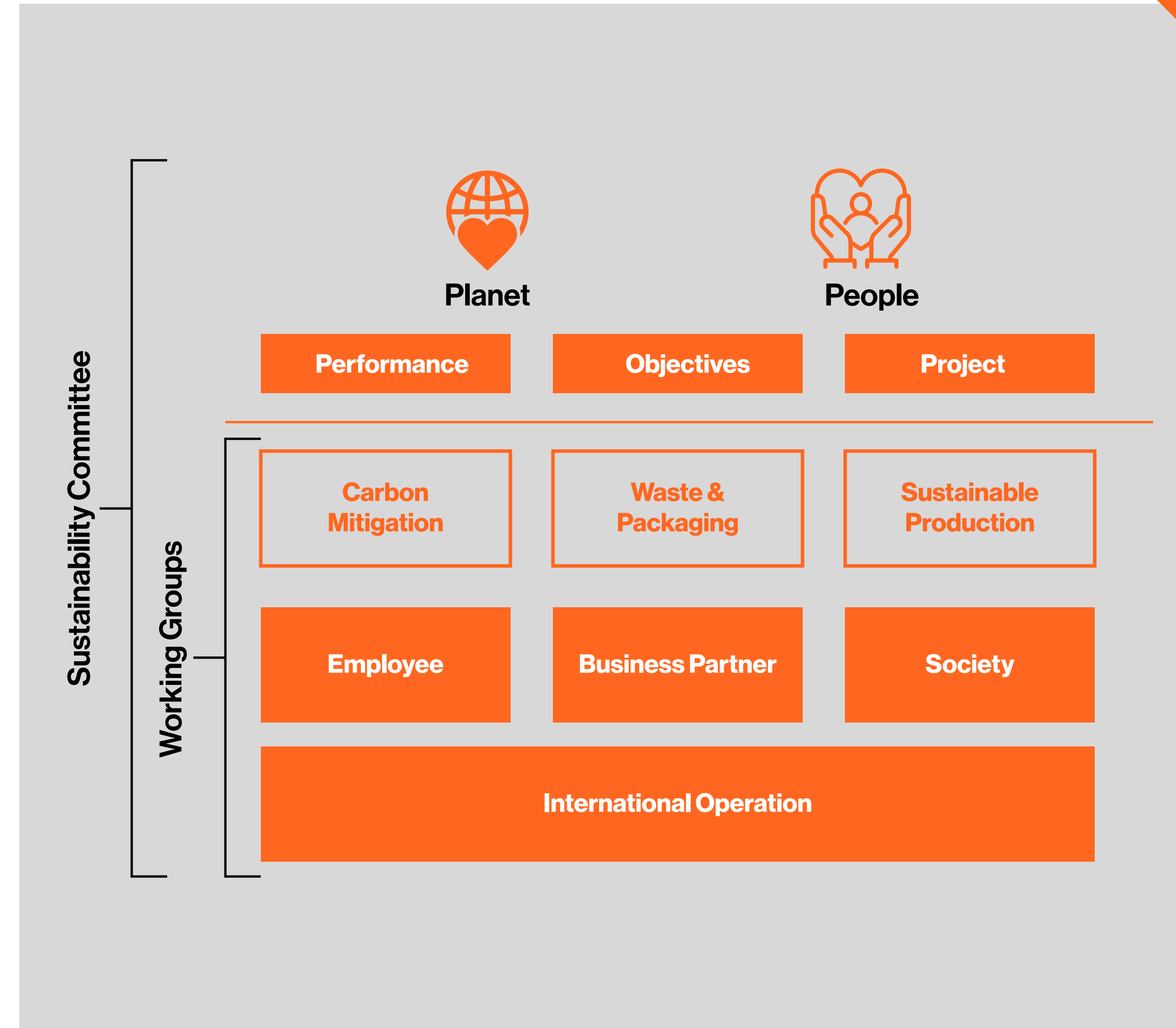
³Prepared in line with 2022 year-end performance.

Sustainability Management

We believe that the right and effective governance model plays a critical role in achieving our goals under our Sustainable Impact Plan. Throughout this process, we aimed to reflect our versatile team structure, one of our strengths, on the sustainability governance model.

Within the framework of our sustainability goals, our working groups encompassing more than **60** teammates around our focus areas monitor our targets, evaluate our performance and develop projects by supporting each other. We work within the scope of our **Sustainable Impact Plan** under our sustainability committee, which includes representatives from functions covering all Trendyol Group operations, and 7 different working groups related to our focus areas. Through this model, we identify the responsibilities of our leaders and guide our working groups to work towards our goals.

Committee members also guide our sustainability team with their expertise and draw up action plans to achieve the goals related to their functions. Our working groups carry out detailed studies on Carbon Mitigation, Waste and Packaging, Sustainable Production, Teams, Business Partners and Society, which are the topics we design our strategy under the focus of Planet and People. We also have an international operations working group to ensure that our international operations are performed within the framework of the **Sustainable Impact Plan**.



Stakeholder Meetings and Communication

Along our sustainability journey, the guidance of our stakeholders plays a critical role in shaping the steps we take to increase our positive impact. That is why we attach importance to coming together with our stakeholder groups at regular intervals and organizing meetings where we exchange ideas with a focus on sustainability, in addition to routine communication processes. In 2023, we came together in three separate meetings with young people and representatives from Civil Society Organizations (CSOs), which we consider as our key stakeholders.

We organized a stakeholder meeting with the participation of 25 young people, focusing on sustainability, moderated by Esmiyor. During the meeting, we organized sharing circles and feedback sessions to understand young people's expectations from Trendyol with a focus on sustainability. In the second part of the meeting, we organized a workshop where we received action suggestions from young people in order to realize these expectations. Thanks to this meeting, we had the chance to answer questions, and owing to the feedback, we listed our areas that need improvement.

17 Different
CSOs

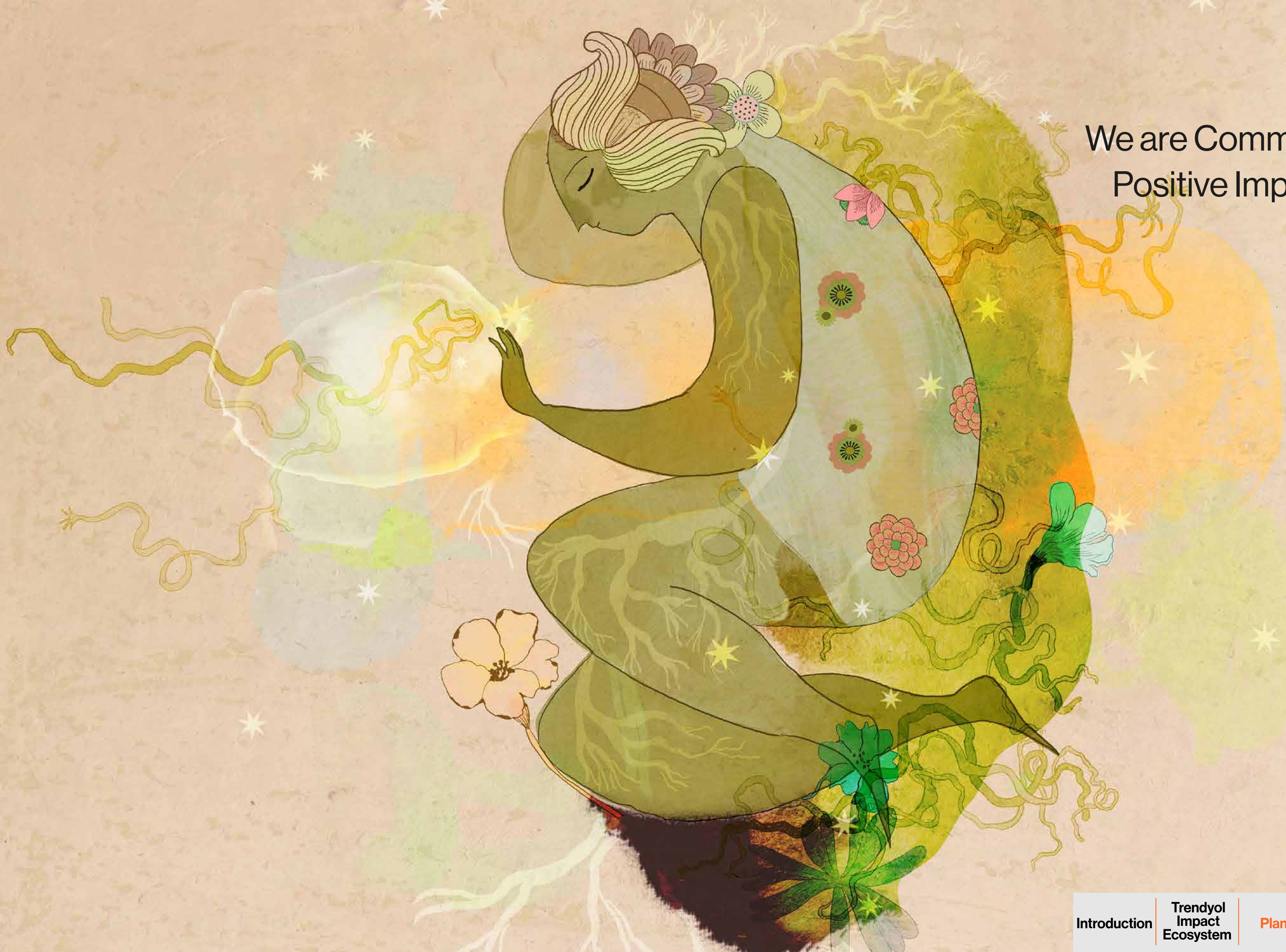


Another one of our meetings with young people this year was the Regenerative ChangeMaker Camp organized by Onarım Atölyesi. During the 3-day camp, we discussed many topics from new economic models to social entrepreneurship with young people under the theme "Sustainability May Not Be Enough?" and sought answers to the question of how Trendyol can take steps in these areas.

Another stakeholder meeting was held with CSOs within our ecosystem. With the participation of 17 different CSOs, we discussed the steps we can take as Trendyol to reduce the challenges faced by CSOs. Following the first session where we received feedback and questions from CSOs, we designed a workshop on the solutions we can create within the framework of Trendyol's social benefit axes during the second session.

Planet

We are Committed to Making a Positive Impact on the Planet



Planet

We are Committed to Making a Positive Impact on the World

Carbon Mitigation

Our Perspective and Goals

As the impact of the climate crisis is increasingly being felt more and more, tackling climate change is increasingly on the agenda of governments, institutions and individuals. To keep global warming to 1.5°C as targeted in the Paris Climate Agreement, global emissions need to be reduced by 45% by 2030 and net zero must be achieved by 2050. To achieve this goal, **79** countries in the world have a net zero target in law or policy documents by 2023 according to the data of Net Zero Tracker. Nearly half of the world's 2,000 largest publicly traded companies pursue a net zero goal, which they have integrated into their corporate strategy.

Clean energy investments are considered as the most scalable, feasible and effective step to achieve **net zero targets**. On this journey to 1.5°C, almost all global electricity must come from clean energy sources by 2050.

While these goals carry the risk of failure, they offer an opportunity to lead sustainable transformation, especially for companies. At Trendyol, we apply our **"accelerating transformation"** perspective to the business world's fight against climate change. By leveraging the power of technology and our wide sphere of influence, we want to play as big a role as possible in the transformation of the business world's environmental impact for good, with rapid and large-scale steps. We accordingly aim to reduce greenhouse gas emissions in all our operations.

Planet

We are Committed to Making a Positive Impact on the planet

Our targets:

Becoming carbon neutral in our own operations by **2040**

Becoming carbon neutral across our value chain by **2050**

Highlights of the Sustainable Impact Journey

- **7.676 tons** ✓ of CO₂e Scope 1 emissions
- **14.148 tons** ✓ of CO₂e Scope 2 emissions
- **16%** reduction in our Scope 1 and 2 emissions year-on-year

Our Journey

To minimize Trendyol's impact on global warming and carbon emissions, we work not only around our own operations but also throughout our value chain. As we move forward with our goal of becoming carbon neutral in these two areas, we are taking many different steps, from switching to renewable energy to reducing our emissions from logistics. This year, we have started seeing the first outputs of the steps we have taken.

We managed to reduce our Scope 1 and Scope 2 emissions, which represent our emissions from our own operations, by 16% in total. Thus, we caused a total of 21,824 tons of CO₂e emissions including 7,676 tons of CO₂e in Scope 1 emissions and 14,148 tons of CO₂e in Scope 2 emissions.

	2021 ¹	2022	2023
Scope 1	3,042	3,941	7,676 ✓
Scope 2	3,544	22,028	14,148 ✓
Scope 1 + 2	6,586	25,969	21,824
Scope 3	258,221	260,238	370,996
Goods Purchased	186,125	139,791	178,337
Capital Goods	15,093	50,577	64,495
Energy and Fuel Related Activities	2,719	3,441	4,277
Raw Material Transportation	17,522	23,270	31
Waste	7,747	125	116
Business Trips	82	90	1,268
Personnel Bus	371	736	2,984
Product Shipment	10,328	24,114	83,418
Use of Sold Products	10,663	10,547	21,095
Disposal of Sold Products	7,570	7,547	14,976
Total	264,807	286,207	392,820

¹ Our 2021 calculations include the activities of Trendyol and Trendyol Express, while our 2022 calculations include our emissions from Trendyol Go in addition to these.

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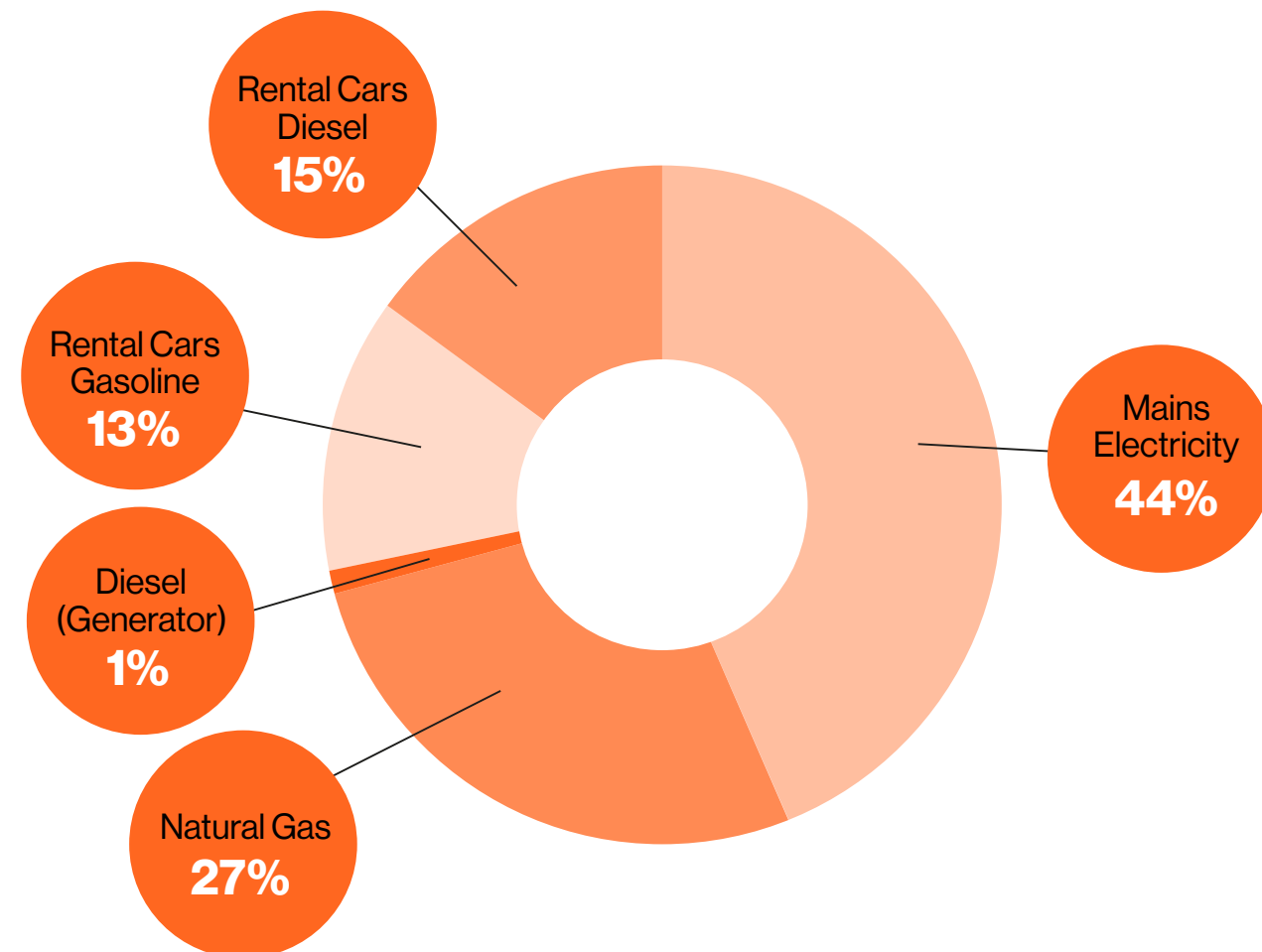
We are Committed to Making a Positive Impact on the World

Energy Consumption

One of the most critical areas where we need to take action in line with our goal of becoming carbon neutral in our own operations by 2040 is our energy consumption. While Trendyol consumed energy in different items throughout the year, we consumed 73,662 MWh of energy in total this year. The highest share in our total energy consumption was our electricity consumption of 32,032 MWh standing at 44%. This was followed by our natural gas consumption of 19,380 MWh, while our diesel and gasoline consumption for our rental vehicles constituted our other energy consumption items.

As a company with a growing business model, we are aware of the importance of meeting our energy needs with the least harm to the environment in order to achieve our carbon-neutral targets. Accordingly, we aim to reduce our energy consumption by increasing efficiency in our operational processes and gradually transform our existing energy consumption into a renewable energy model.

Energy Consumption Breakdown (%)



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Increasing the Positive Impact

Decarbonization Roadmap

We are constantly striving to achieve our goal of becoming **carbon neutral** in our own operations by 2040 and across our value chain by 2050. Considering that accurate measurement is one of the most critical steps to take action, we monitor our carbon footprint throughout our entire value chain. We use the **ISO 14064-2018** standard and **GHG Protocol** frameworks in our calculation processes. The process of obtaining independent assurance for our data, which we started for the first time last year, continues this year within the framework of our Scope 1 and Scope 2 emissions.

We are aware that we need to work very hard to achieve our decarbonization targets within our business model that grows more and more every year. **We group the projects that we have realized or are planning in this journey under 3 main axes: transition to renewable energy, energy efficiency and sustainable logistics practices.**



Transition to Renewable Energy

Within the scope of renewable energy, our **WPP** and **SPP** investment projects continue. Through these projects, for which project design and tender processes have been completed, we aim to initiate a clean energy transformation process in energy consumption. Thanks to these projects, we plan to generate around **175 thousand MWh of renewable energy.**

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Packaging and Waste

Our Perspective and Goals

The steps we take to reduce packaging and waste contain many opportunities for the transition from a linear economy to a circular economy. The circular economy is defined as a system in which materials never become waste and nature is regenerated; in this model, these materials are kept in the cycle of transformation through methods such as maintenance, reuse, renewal, remanufacturing and recycling. This approach offers the opportunity to reduce the world's resource consumption to expected limits, while offering businesses the chance to eliminate the risk of access to raw materials, reduce the environmental damage of packaging waste and eliminate waste generation.

At Trendyol, we believe in the corrective and transformative impact of the circular economy on our world and take responsibility for reducing the waste and packaging waste generated as a result of our activities. As part of our e-commerce we are using more sustainable materials and new designs to minimize packaging waste, as well as our responsibility to deliver our products to our customers in the safest and most efficient way possible.

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Our targets:

Providing **100%** of retail packaging materials from certified sources by 2025

Producing at least **70%** of cargo bags from recycled materials by the end of 2023 (accomplished)

Producing **100%** of cargo bags from recycled materials in European operations by the end of 2023

Achieving **zero waste** certification for all operation centers by 2025

Highlights of the Sustainable Impact Journey

- **4%** reduction in our total waste
- **96.7%** recycling rate for our waste
- Zero Waste Certificate in **258** locations
- **9%** reduction in the use of plastic packaging
- **57%** reduction in single-use plastic packaging
- Use of **70%** recycled materials in cargo bags
- Obligation to use **50%** recycled material in transparent product packaging

Our Waste Management and Mitigation Efforts

We integrate our waste management principles into our circular economy approach. Beyond our own operations, we set out to prevent the waste we cause in various steps of our value chain before it occurs, and we aim to reduce our impact on the environment by reusing the waste we cause. With this understanding, we contribute to the circular economy and strive to help mitigate the effects of climate change and resource consumption.

As part of our goal of achieving zero waste certification for all operation centers by 2025, we were awarded **Zero Waste Certification** at **258** locations, including operation centers, transfer centers, warehouses, branches and offices. We conducted awareness-raising activities and established waste sorting stations to spread the zero waste approach in our own operations. Thus, we minimize waste generation in working and social areas such as working areas, dining halls and recreation areas and separate waste such as paper-cardboard, plastic, glass, metal, electronic waste, toner, cartridges and waste batteries at source by their types. After sorting, we ensure that waste is sent to recycling facilities by its type, organic waste is sent to biogas facilities for energy recovery, and vegetable waste oil is sent to bioenergy facilities.

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- 1 Prevention** We strive to improve product and packaging design, inventory management, material sourcing and resource utilization to prevent or eliminate waste from the very beginning.
- 2 Mitigation** We are working to develop short, medium and long term solutions to reduce waste across our value chain. We continue to make our sustainable packaging efforts in this direction.
- 3 Reuse/ Recycling** We create opportunities to recycle or reuse our waste and packaging waste whenever possible. We make sure that our packaging is made from recyclable or recycled materials.
- 4 Incineration with Energy Recovery** We aim to prevent and reduce waste generation or, when reuse/recycling is not possible, to manage disposal with energy recovery.
- 5 Disposal** When we cannot apply any recovery method, we resort to direct disposal as a last resort. We apply this method because some products and materials by their very nature need to be managed in this way.

Packaging waste has an important place in our waste management approach. Through recyclable or reusable packaging materials, we aim to limit the impact of our packaging waste and expand our sustainable packaging strategy.

We carry out waste management throughout our value chain with our five-step perspective. We aim to reduce waste by choosing the methods that will cause the least damage to the environment. This understanding starts with preventing the generation of waste from the very beginning, and continues with reducing the waste that will arise as a result of our activities, and evaluating the waste generated by reusing, recycling or recovering it for energy purposes. As a result of all these steps, our process ends by sending the remaining limited waste to disposal facilities.

As a result of our 5-step waste management approach, we reduced our total waste by nearly 4% in 2023, resulting in 2,010 tons of waste generation. While 96.8% of our waste is non-hazardous, we managed to recycle almost 96.8% of our total waste. Recycling was the method we used most intensively in our re-use processes.

Waste Management (tons)	2021	2022	2023
Non-hazardous Waste	1,168	1,938	1,945
Recycled Waste	927	1,887	1,945
Waste Incinerated (with energy recovery)	241	885	0
Disposed	0	3,25	0
Hazardous Waste	53	106	65
Total Waste	1,221	2,093	2,010

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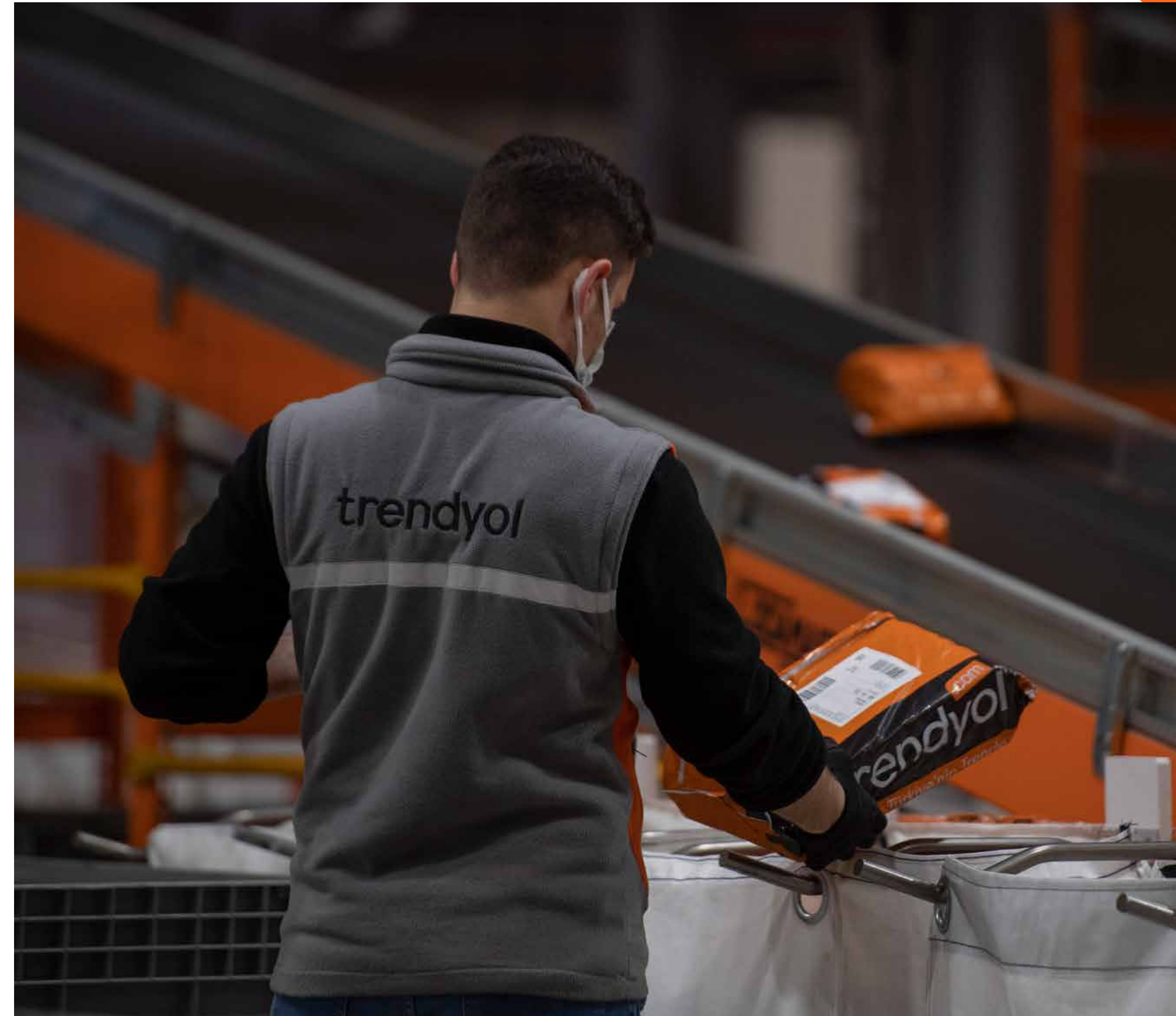
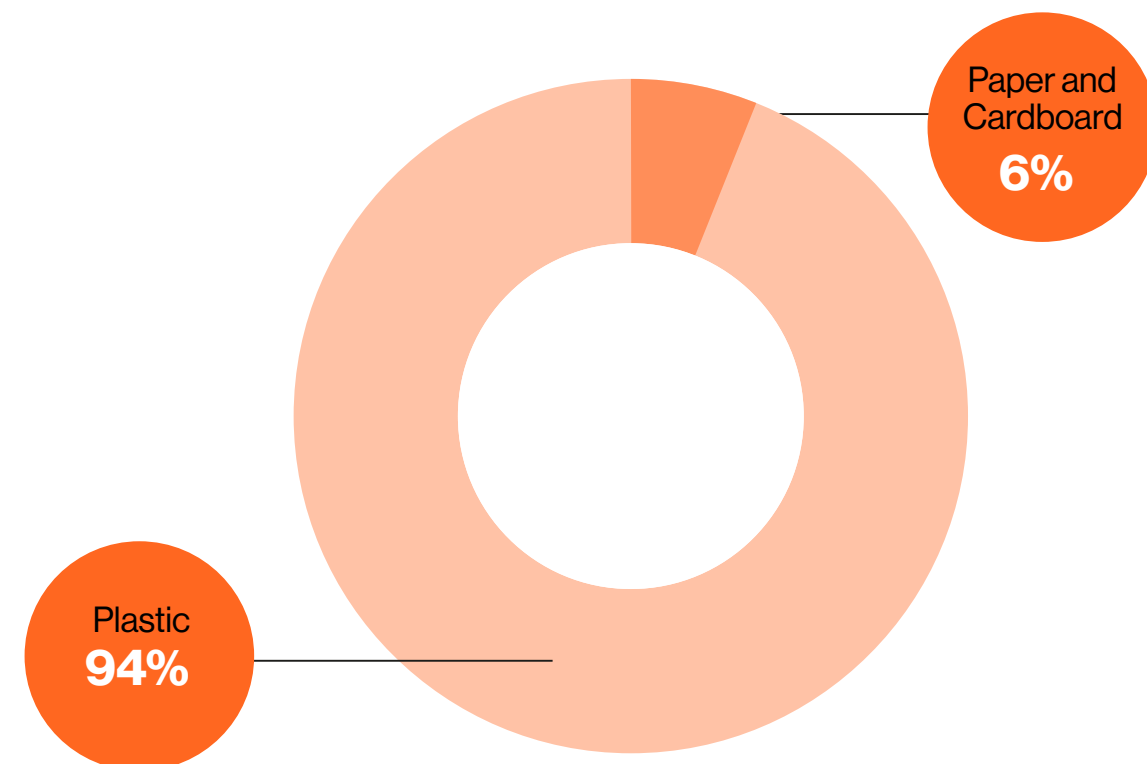
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Sustainable Packaging Efforts

One of the most important steps we need to take to turn our impact on the world into a positive one is to popularize the understanding of sustainable packaging. We accordingly aim to deliver our products to our customers in packaging that is easily recyclable, minimizes waste generation, and ensures undamaged and safe delivery. We are striving to develop efficient and sustainable packaging options that consider all aspects, from the type of products being delivered to the weather conditions in the delivery areas.

We prioritize preventing unnecessary packaging and reducing packaging waste for reducing packaging-related waste. As always, we follow the material breakdown of our packaging as we move forward with this strategy. In 2023, **31,713** tons of packaging materials were used, of which **94%** was plastic packaging and **4%** was paper and cardboard packaging.

Packaging Material Distribution (%)



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Mitigation of Plastic Packaging

As a result of our efforts to reduce the impact of plastic packaging, we managed to reduce our use of plastic packaging materials by **9%** year-on-year. Another performance indicator we monitor to reduce the impact of plastic packaging is single-use plastics. In 2023, we achieved a **57%** reduction in single-use plastic consumption. Thus, we limited our single-use plastic consumption to **543** tons during the year.

Recycled Material in Packaging

In our sustainable packaging approach, we prioritize our packaging having recyclable properties or consisting of recycled content in addition to reducing our impact by recycling our packaging materials. Thus, we set ourselves targets for our cargo bags and transparent product packaging. This year, as in the past, we created our cargo bag packaging from **100%** recyclable materials and increased the ratio of recycled materials in our packaging to **70%**.



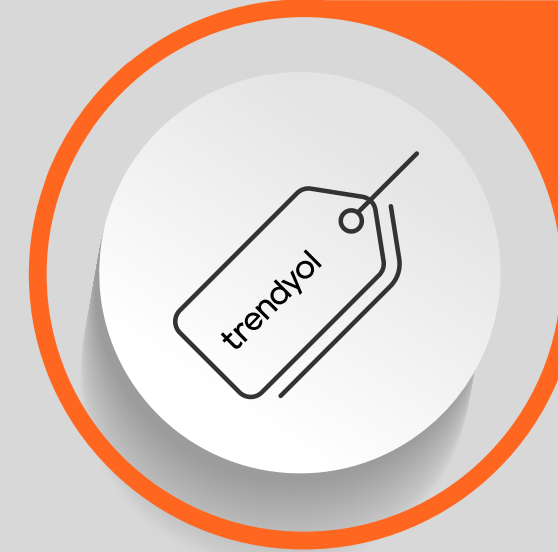
In Cargo Bags

We have been gradually increasing the proportion of recycled materials in cargo bag packaging, which constitutes a significant portion of our packaging, since 2020. In 2020, we increased the proportion of recycled materials in cargo bags from 20% to 40%, and **in 2023 we managed to increase it from 40% to 70%. In our European operations, we increased this ratio from 70% to 95% in 2023.**



In Transparent Product Packaging

We aim to increase the use of recycled plastics in transparent product packaging, which is a protective packaging in the safe transportation of products to customers. Thanks to the projects we launched in 2022, **we required all our suppliers to use 50% recyclable packaging by March 2023.**



Trendyol Branded Product Labels

In 2023, we started creating Trendyol branded product labels from FSC-certified paper thanks to our sustainable product labels project. **We aim to make the product labels of all Trendyol branded products FSC certified from 2024.**

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Packaging Optimization

With millions of products and orders, determining the optimal package size to keep products safe while delivering each order to the customer is one of the key challenges for our sustainable packaging approach. In this context, we consolidate customer orders and try to deliver multiple orders to our customers at the same time using a single package. We bring together orders from different warehouses in our consolidation centers and deliver them to our customers in a single package. Thus, we aim to minimize the use of packaging as well as reducing our logistics-related carbon emissions during the delivery of products.

Plastic Packaging Use (tons)	2022	2023
Plastic Packaging	32,862	29,762
Single-Use Plastic Packaging	1,249	543
Single-Use Plastic Packaging per Product Shipped	0,000035	0,000012
Single-Use Plastic Packaging per Trendyol-Branded Product	0,000020	0,000007



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Sustainable Production and Circularity

Our Perspective and Goals

The climate crisis not only changes the operational processes of the business world but also affects consumer preferences. While there has been a significant increase in the number of products that claim to be sustainable, the sales performance of these products shows higher growth when compared to non-sustainable products with similar content.⁸ Consumers are increasingly interested in sustainable products, but the cost of living is also affecting the choices of consumers who want to make sustainable choices. On the one hand, consumers are hesitant to buy products that are priced higher than their counterparts, on the other, second-hand products, repaired products and longer-lasting products that contribute to individual economies as well as being a sustainable choice are more attractive to consumers in the long run.⁹

First and foremost, this transformation supports the replacement of linear systems with circular models and the use of new materials to reduce the environmental impact of products. Especially in the textile industry, recycling projects are being developed for transition to circular models, while technology companies are creating resale platforms for existing garments to be used for longer. As a technology company with its own fashion brand, we embrace and implement both of these transformation moves. To support sustainable choices, we focus on the material types and recycling features of our own fashion products branded as **Trendyol Collection**, and we support raising the environmental and social awareness of our suppliers we work with in this area. With **Dolap**, one of Türkiye's largest second-hand goods platforms, we highlight our position as a technology company and support sustainable consumption as well as sustainable production.

¹Consumers care about sustainability—and back it up with their wallets, McKinsey, Nielsen IQ, 2023.

²Sustainable Consumer 2023, Deloitte.



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Our targets:

Producing **20%** of products from sustainable materials by 2030

Auditing and ensuring the compliance of finished product suppliers by 2025 and all sub-suppliers by **2030** against Environmental, Social and Governance criteria

Ensuring that tier-1 suppliers send zero waste to landfills by **2030**

Highlights of the Sustainable Impact Journey

- A total of **160,895** sustainable products introduced to customers under Trendyol Collection
- **180%** increase in the share of sustainable products in all products sold
- Percentage of products with 100% sustainable/certified materials: **0.04%**
- Percentage of products containing recycled cotton: **0.28%**
- **424** Trendyol Collection suppliers in total, including 349 first-tier and 75 second tier ones
- Environmental and social compliance audit for all our suppliers
- **99.5%** local supplier ratio in total¹⁰

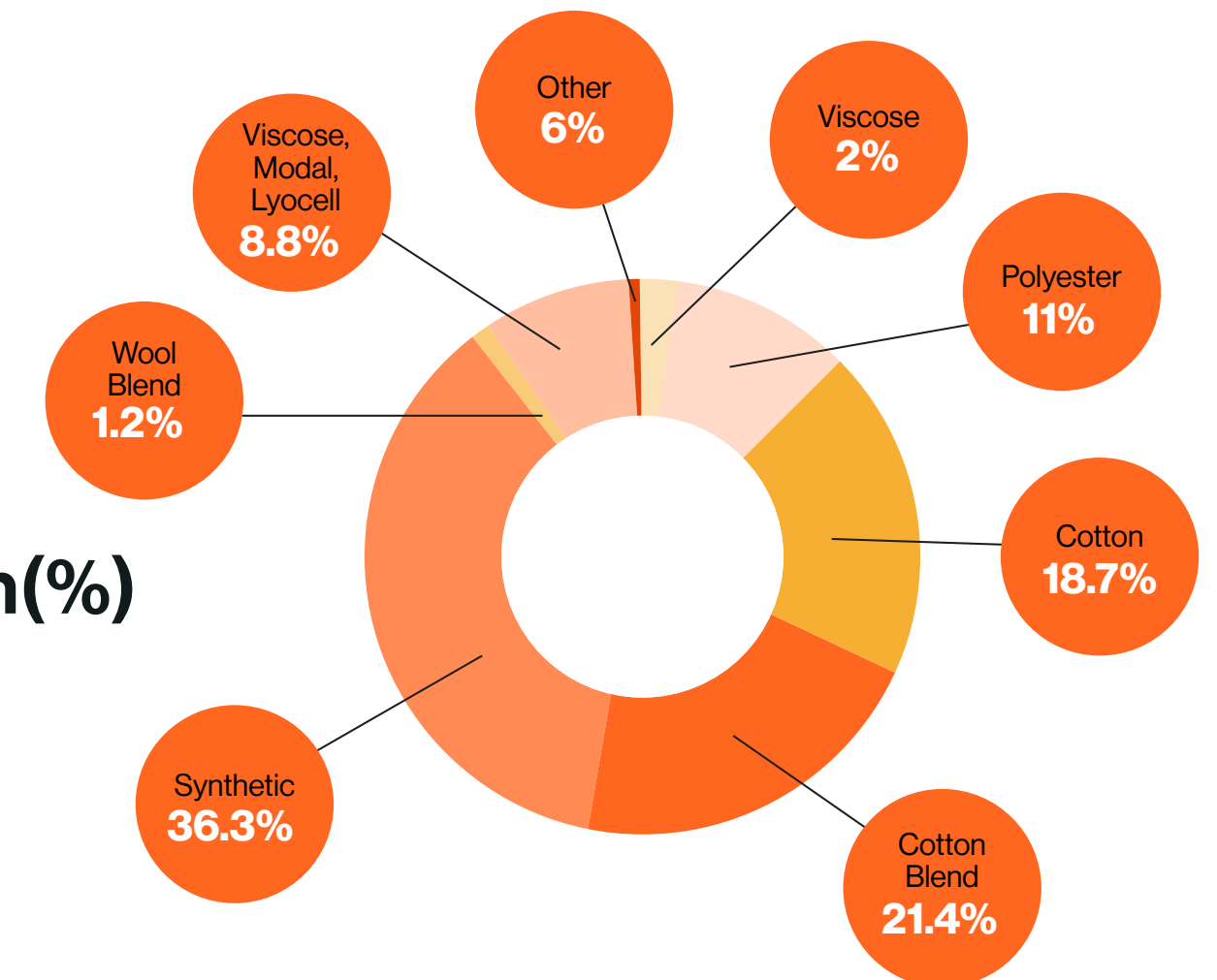
¹⁰ Includes first and second tier suppliers.

Trendyol Collection: Affordable Fashion

With Trendyol Collection, we strive to make fashion accessible to everyone by bringing trends together at affordable prices. We offer a wide range of products in the categories of clothing, footwear and accessories. Trendyol Collection offers products specially designed for women, men and children thanks to its nearly **20,000** products and many different collections.

To bring Trendyol Collection together with the sustainable product transformation in the textile world, we aim to produce **20%** of our products from sustainable materials by 2030. In line with this goal, understanding the material properties of Trendyol Collection products and designing their transformation journey are among the first steps we take. Once we had the footprint of the product material structures, we started working on how sustainable raw materials could be integrated into these products.

Trendyol Collection's Raw Material Breakdown(%)



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As of 2023, 36.3% of our products are synthetic, 21.4% cotton blend, 18.7% cotton, 11% polyester, 8.8% viscose, modal, lyocell blend, 2% viscose, 1.2% wool blend and the remaining 0.6% other materials. We examine the sustainability of the materials we use in accordance with their properties.

We are striving to increase the use of organic or recycled cotton, recycled polyester or synthetic materials in our fashion products. In **2023**, we increased the ratio of products made with recycled cotton in our products sold to **0.28%**, while we started using recycled polyester and synthetic materials in our products for the first time this year.



Circular Consumption with Dolap

Considered as a sectoral solution to today's major environmental issues of climate change, waste generation and resource scarcity, the circular consumption approach reflects the positive impact we are trying to create with Dolap. Creating a bridge between buyers and sellers for second-hand shopping, Dolap hosts millions of products in the categories of home and living, electronics, women, men, babies and children. Thanks to the application, we are generating significant results in various areas such as greenhouse gas emissions, water savings and economic benefits.

Thanks to Dolap, more than **15 million** products contribute to circular consumption with a new user. In this way, **204 thousand tons of CO₂e** equivalent carbon emissions are prevented annually, while **50 million cubic meters of water** is saved. There are also **5 million** second-hand buyers & sellers in Dolap. 87% of users say the app reduces waste and 81% say it contributes to the household economy. The main source of income for more than 254,000 women is sales through Dolap. You can find more detailed information on the impact created by Dolap in **Dolap Environmental Impact Report**.



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We are Committed to Making a Positive Impact on the World

Sustainable Product Collection

We are accelerating our efforts for sustainable and traceable production through innovation and design. We aim to reduce our environmental impact through our **Sustainable Material Use Guide**, while moving towards protecting universal standards and values of business ethics in the value chain. This guide includes requirements for sustainable production methods, certified products and patented fibers for our Trendyol Sustainable Product Collection.

We expect our suppliers who wish to be included in our sustainable product collection to demonstrate full compliance with the Trendyol Code of Conduct as well as the appropriate level of Social and Environmental Compliance audit results for themselves and their downstream manufacturers. They must also meet one of the criteria of sustainable production methods, certified products or patented fibers. The Sustainable Material Use Guide includes information on the minimum requirement ratios and characteristics of each



Products considered in this context are included in our sustainable product collection. In 2023, we achieved a rise of more than **117%** year-on-year and ensured that more than **160 thousand** products among our own products have sustainable production features.

Trendyol Sustainable Product Collection

Sustainable Production Methods

It is a production model certified by using less water, energy and chemicals in production.



Certified Products

Products manufactured in accordance with organic or recycled standards



Geri Dönüşümlü İçerik



Certified Fabrics and Patented Fibers

Products manufactured with the use of certified fabrics or patented fibers.



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

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Sustainable Supply Chain

When producing Trendyol Collection products, we prioritize ensuring that our suppliers adopt Trendyol’s culture and perspective. We aim for them to act in accordance with the environmental and social criteria we uphold. In 2023, we conducted Environmental and Social Compliance audits with all **349** first-tier and 75 second-tier suppliers we worked with. Based on the results of these audits, we provide support to help suppliers improve. For suppliers who did not achieve sufficient scores or were found to have Zero Tolerance issues across our ESG requirements, we grant additional time to take corrective actions. After this period, we closely monitor their progress through follow-up visits to ensure they meet our standards.

Through training programs, visits, and consultancy efforts in 2023, we brought **125** more suppliers in our supply chain into full alignment with the Trendyol Code of Conduct. Another key area we focus on with our suppliers is working with local suppliers. **99.5%** of our first and second-tier suppliers are local. By following a model that supports the development of our suppliers, we also contribute to the growth and sustainability of local textile producers.

Our Suppliers Manufacturing Our Own Products	2021	2022	2023
Number of Suppliers (First Tier)	267	265	349
Number of Suppliers (Second Tier)	0	39	75
Ratio of First-Tier Local Suppliers	100%	100%	99.4%
Ratio of Second Tier Local Suppliers	100%	100%	100%
Ratio of First Tier Suppliers Subject to ESG Compliance Audit	100%	100%	100%
Ratio of Second Tier Suppliers Subject to ESG Compliance Audit	100%	100%	100%

Earth

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Sustainable Awareness Programs for Suppliers

With the 3 programs we implemented in 2023, we worked to create and raise social and environmental awareness in our supplier ecosystem.

- 1 We launched the "Good Communication at Work" program to improve employee interaction, starting with selected suppliers. Thus, we aimed to increase employee motivation in the workplace, increase employee participation in joint decision-making processes, and create and maintain employee loyalty in the workplace.
- 2 Our second focus was energy efficiency in order to raise awareness among our suppliers. Through the "Energy Efficiency at Work" program, we aimed to support our suppliers' carbon zero journey and reduce their energy consumption and costs.
- 3 Our final focus was on effective waste management. Via the "Supplier Waste Reduction and Recycling Project", we aim to prevent the uncontrolled disposal of waste from our suppliers and to produce in alignment with nature and the world.



People

We Grow with
Our Ecosystem



Team

Our Perspective and Goals

With the ongoing digital transformation, the way we behave and work is changing. In this transformation, technological influences such as artificial intelligence and robotic tools, as well as future workforce models accelerated by the COVID-19 pandemic, are shaping today's business world. While employees seek to create an impact beyond financial value with their work, companies aim to develop new and more efficient business models.

The workforce's need for personal and professional development and the pursuit of well-being drive organizations to manage their human capital in the most effective way possible. Aligning leaders' perception of employee well-being with employee expectations, enabling employees to design their own development journeys at work, and creating a work environment based on inclusive and open communication are among the top expectations of the new workforce.

We believe that we have an accelerating and transformative effect on the transformation of the workforce, as in all ecosystems we impact. By going beyond the existing and conventional working models, we aim to ensure that our team works happily and efficiently by understanding the financial and non-financial expectations of employees. While the transformation of the workforce has its own risks and opportunities, we closely follow this transformation and contribute to Trendyol's dynamic culture through our team and the work environment we create.

At Trendyol, we offer employees who are part of our team the opportunity to be decision makers, contribute to meaningful projects and unleash their potential. Today, as we celebrate our fourteenth anniversary, we work without losing the start-up spirit where ideas flow freely and everyone's voice is heard. We invest in training and development programs to attract, retain and develop today's and tomorrow's talent. We feed on the ideas of our team and identify our development areas by listening to them.



People

We Grow with Our Ecosystem

We develop various perspectives and unique solutions for the Trendyol ecosystem thanks to our team, which we take care to be in line with our understanding of diversity and inclusion. As a team that fosters innovation and creativity through our collaborative work environment, we aim to achieve outstanding results together.

Our targets:

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

Strengthening the culture of diversity in our teams and ecosystem by offering Diversity, Equality, Inclusion and Inclusive Leadership trainings, making these trainings mandatory during onboarding and adding them to our must-complete trainings

Being an employer of choice for talented employees with high potential by keeping unwanted employee turnover below the sector average (6%), as well as keeping the 0-6 month employee turnover rate below 1% and minimum NPS scores at **80**

Investing in talent development and engagement by increasing annual training time per employee to **65** hours

Highlights of the Sustainable Impact Journey

- **8%** increase with a total of **4,194** employees
- Employees from **34** different nationalities
- Female employee ratio of **35.4%** ✓
- Under **30** female employee ratio of **38%**
- Female leader ratio of **37.5%** ✓
- **33%** female representation in STEM roles
- A total of **89,287** hours of training
- Performance and career development evaluation involving the whole team
- A score of **80** on the NPS, which is an employee engagement score
- Filling **63%** of vacancies with internal talent
- **85,328.4** hours of occupational health and safety training

Diversity and Inclusion

At Trendyol, diversity and inclusion mean creating a diverse team where different perspectives come together, regardless of differences such as religion, age, sexual orientation, gender, race or ethnicity, as well as creating a work environment where everyone can showcase their true selves and feel valued, respected and supported. Accordingly, we are committed to creating systems that foster a culture of diversity and inclusion and thus further support our teams. The **Diversity and Inclusion Guide** we have created guides us in all these processes.

People

We Grow with Our Ecosystem

In 2023, we continued to record new achievements with our team of **4,194** ✓ people from 34 different nationalities. We are working to ensure a balanced gender distribution within our ever-growing team structure. This year, we have **35.4%** ✓ female employee representation in our team, and **37.5%** ✓ female leader representation in leadership positions.

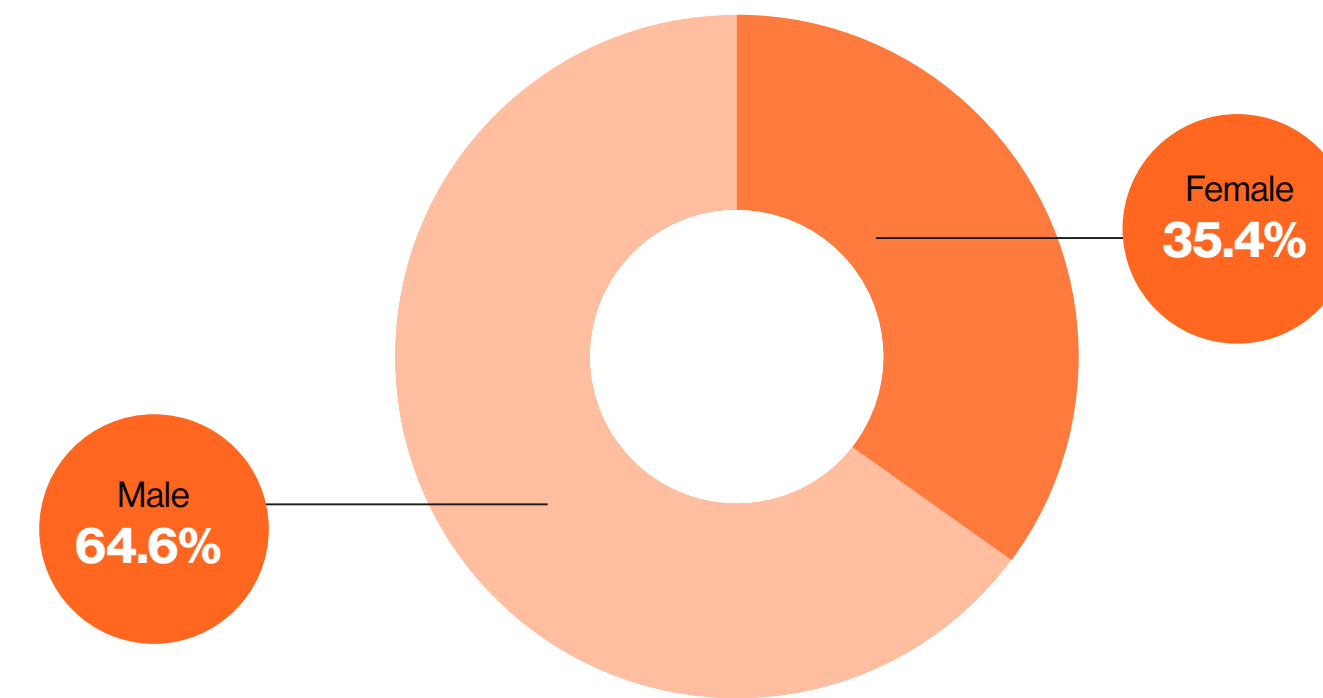
STEM roles, which are critical for us as a technology company, cover approximately **57%** of our entire team. We have **33%** female representation in these roles, similar to the previous year.

We pay attention to a balanced gender distribution among our colleagues who joined us during the year. Approximately **35%** of the new team members who joined our team this year were women.

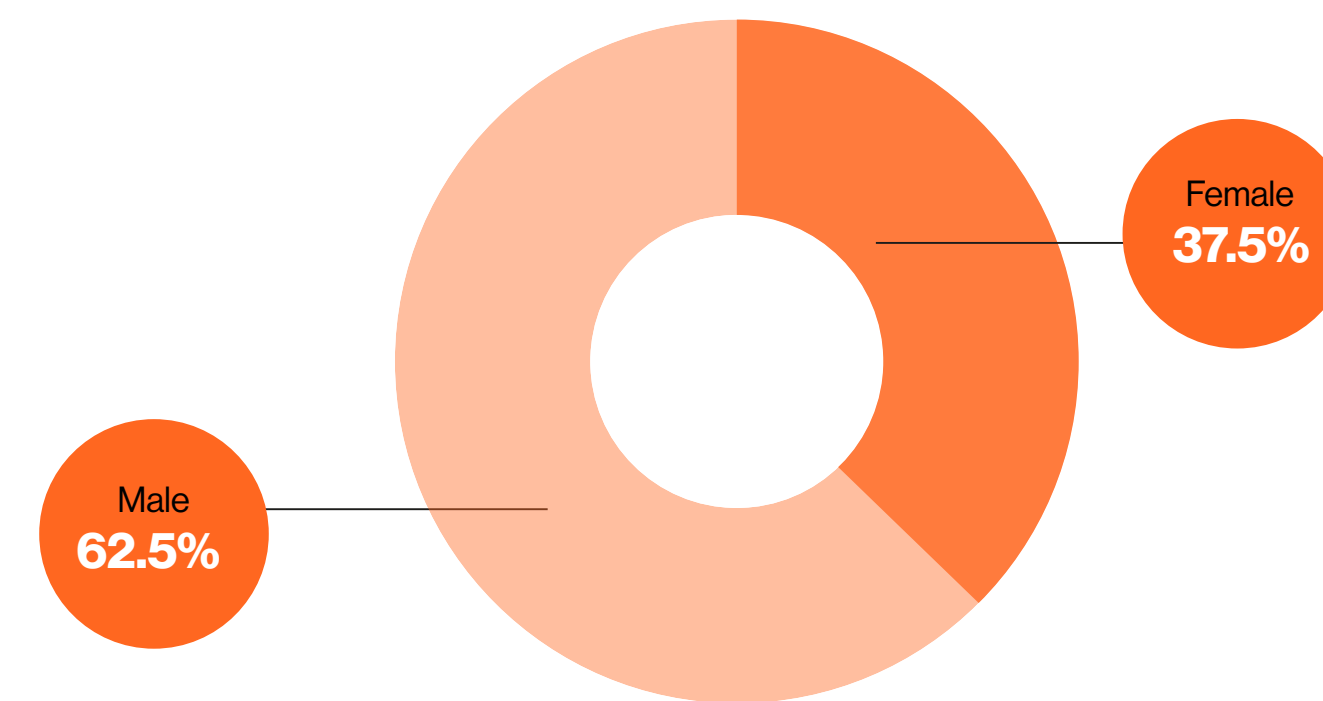
Last year, we continued to organize the training programs we launched to raise awareness on diversity and inclusion. By 2025, we aim to have all our teams complete diversity and inclusion training. In 2023, we organized diversity and inclusion training sessions in 3 different axes. We provided diversity and inclusion training to a total of **1,312** people, **208** of whom were our leaders, with special training sessions for all employees, new leaders and function leaders.

As part of our diversity and inclusion approach, we also focus on youth employment. Colleagues under the **age of 30** in our team represent **46%** of our total workforce, while our leaders under the age of 30 have a share of approximately **10%** in leadership positions. About **70%** of the people who joined our team during the year are also young people under the age of 30.

Team Demographics (%)



Leadership Positions (Gender, %)



Training and Development Opportunities

We focus on continuously improving the participation and motivation of our teams and base our development management approach on this understanding. All steps from training provided throughout the year to goal setting, performance evaluation, rotation and promotion processes constitute our development management approach, and we design these steps to encourage an inclusive and egalitarian mindset.

We support our teams for their professional and personal development and follow a broad training and development program strategy in the areas they need or are interested in. Thanks to the training sessions we organize, we not only add new skills to our team members but also prepare them for the business world of the future.

We continue to invest in talent development and engagement with our goal of increasing annual training time per employee to **65** hours. In 2023, we invested over **TL 70.5 million** in employee training and provided a total of **89,287** hours of training to our teams.

Training Programs

To meet the training needs of Trendyol's growing scale, we ensure that our teams can access the latest online training sessions 24/7, from anywhere and on any device thanks to our Training Management System platform. Created by targeting all our teams, this platform includes specific solutions such as internal and external mentoring, forum participation, learning from teammates pages or calendar management, as well as mandatory trainings such as Personal Data Protection Law, occupational health and safety, information security, competition law, zero waste, Trendyol Code of Conduct, diversity and inclusion in Trendyol, communication in Trendyol, team leadership and multidimensional leadership.

Training Programs		Number of Beneficiaries
Leadership Development Programs	<p>Established to empower leaders by providing customized solutions and adapting them to our culture, this program consists of 9 different sub-programs. Through these sub-programs, potential leader candidates are provided with training in many areas, from gaining basic leadership skills to one-to-one coaching sessions, from developing leaders' feedback skills to international university collaborations.</p> <p>Under the programs, we cooperate with INSEAD Business School.</p> <p>In-house tools to support the training programs, such as leadership forums or leadership talks, are also offered to leaders who participate in the program.</p>	834
Onboarding Programs	<p>Established to familiarize newcomers to our team with Trendyol culture and values, this program has 6 different modules. In this program, which offers function-specific training to new recruits, employees are included in a 5-week onboarding program.</p>	573
Cultural Development Programs	<p>We support the integration of our teams into Trendyol's culture, values and way of working through various modules suitable for all teams, from new hires to our leaders.</p>	1,004
Power Skills	<p>Power Skills, created to support the growth of teams by increasing their competencies, is prepared with content in line with the results of our teams' development needs survey.</p>	3,422
English Development Program	<p>With the program consisting of 12 different sub-modules, we support our team to improve their English in line with sectoral and professional needs.</p>	3,926
Technical Development Program	<p>We analyze the functional and technical needs of our teams and create development programs specific to the skills they want to develop. In the training modules aimed at developing data-driven skills, the knowledge of the teams is measured with MOOC systems created in cooperation with Udemy, Coursera and Pluralsight Codurance.</p>	3,443
Training Allowance	<p>Through the Training Allowance, we financially support teams to flexibly build their development plans. All employees receive an annual training allowance budget. Through this budget, we help them develop themselves in the field of their choice.</p>	2,595

**We are Multiplying the
Positive Impact:**

Trendyol Transformation Together Academy

When we launched the Trendyol Transformation Together Academy project, we dreamed of developing a training program that would increase the awareness and knowledge of the Trendyol team, sellers and business partners on sustainability. Thus, we aimed to include all our stakeholders in the projects we realized in line with the "Sustainable Impact Plan", the first and most comprehensive sustainability strategy and roadmap of the Turkish e-commerce ecosystem, which we launched in 2022. In line with this vision, we prepared a training program consisting of 11 modules of asynchronous training videos specially designed for Trendyol under the cooperation of Trendyol Group, Boğaziçi University Lifelong Learning Center (BÜYEM) and Cabana Education Consultancy. While the training materials were prepared by academics, we also received contributions from representatives of all relevant teams such as human resources, risk, operations and legal.

Participants in the program learn about a new topic with a focus on sustainability in each module, and there are exams at the end of the modules.



Through this program, we aim to inform our ecosystem stakeholders about the Trendyol sustainability perspective. For this reason, the training program includes the **Trendyol Sustainability Roadmap** module before moving on to sustainability-based subheadings.

Trendyol Transformation Together Academy Program

- An Overview of the Sustainability Approach
- Trendyol Group Sustainability Roadmap
- Carbon Footprint
- Waste Management and Zero Waste
- Circular Economy, Recycling and Material Regeneration
- Sustainable Production and the Green Deal
- Environmental Ethics and Greenwashing
- Human Rights and Employee Rights
- Diversity Management, Equal Opportunities, Gender Equality and Women's Rights
- Business Ethics and Legal Compliance
- Occupational Health and Safety

Performance Management

We believe that transparent and multi-performance management processes are as effective as training programs in the development of teams. Thus, we include all our employees in a multidimensional performance evaluation encompassing 360-degree feedback processes. Through this system, where our teammates evaluate themselves, other teammates and their leaders, we collect feedback and gain insights into employee performance. Thanks to these analyses, we can find the talents we need within our own team or identify more suitable roles for our teammates. In 2023, we managed to fill more than **63%** of the talent we need by making use of our internal resources.

We consider every step we take for the development of our teams as key elements of creating a work environment where they feel more valued in the Trendyol ecosystem and add value to their work

Transparent Communication and Participation

As one of the most important drivers behind Trendyol's vibrant and dynamic culture, we care about our teams' communication with each other and with their leaders. In every step we take, we focus on mutual respect and development, supported by sincere and constructive communication. We act with the same perspective in our team members' communication with each other, our leaders and other stakeholders. Accordingly, we strive to use accurate and open communication methods to uncover ideas that will take our business environment and Trendyol forward.

We have a biannual **Employee Engagement Pulse Survey**, where our team members can easily give their feedback. Through the analyses we conduct based on the survey, we identify our areas open to improvement and create action plans.

Within the surveys we conducted in 2023, we achieved a participation rate of over **91%**. As for the evaluations, we achieved an employee engagement rate of **80/100**.



Health, Safety and Wellbeing

We care about the health, safety and wellbeing of our teams while doing our job. Beyond working proactively to create a safe work environment, we support the physical and mental wellbeing of our employees to create a work environment where they feel happy.

Under the guidance of our Occupational Health and Safety (OHS) Policy, we strive to ensure a safe and healthy working environment in compliance with all legal requirements. Thus, we conduct regular internal and external audits by OHS professionals. We organize monthly meetings with our OHS Committee to monitor all processes, and aim to eliminate risky situations by discussing audit results, occupational accidents and actions taken with root causes. We are working on Emergency Scenarios on how our teams should behave in emergencies by utilizing the results of all these audits and meetings. We organize regular drills to make sure our scenarios are adopted.

In 2023, **552** occupational accidents occurred with a limited rise year-on-year, while **68** of these accidents were considered lost time accidents. Occupational fatal accidents and occupational diseases were not encountered in this year as in previous years.

To improve our OHS performance in the upcoming period, we aim to detail the classification of occupational accidents in a single standard suitable for each location, standardize near-miss incidents by categorizing them within themselves, and update our accident-incident management procedures.

We consider the mental and physical wellbeing of our teams as part of our understanding of employee health. We continued to work on this topic in 2023. In addition to fringe benefits such as sports, dietician, psychological and nutritional support, we organize online and face-to-face seminars and events on various topics every month.

We organize training on time management, resilience and stress management in order to ensure that the definition of well-being is understood by Trendyol and our entire team. Through the special discounts we offer to our teams, we create spaces where they can receive external support for health and wellbeing.



Our Business Partners

Our Perspective and Goals

The importance of e-commerce for the Turkish economy is increasing day by day. In 2023, e-commerce volume in Türkiye increased by **115.15%** year-on-year to reach **TL 1.85 trillion**, while the number of transactions increased by **22.25%** year-on-year to **5.87 billion**.¹¹ While the ratio of e-commerce volume to overall trade volume stood at **10.1%** in 2019, it increased significantly over the years and reached **20.3%** in 2023.

As one of the biggest players in the e-commerce sector in Türkiye, we are among the pioneers of this rapid transformation in the national economy. At the point we have reached today, we support nearly **225,000** sellers, almost all of whom are small and medium-sized enterprises, to digitalize, develop and open up to markets they could not reach before.

In addition to the great impact we have created with the Trendyol marketplace, we are accelerating the transformation together with our suppliers cooperating for our Trendyol branded products. As part of a larger business ecosystem, we care about the success of small and medium-sized enterprises, women entrepreneurs and cooperatives and develop programs and services to support their growth.



Our targets:

15% increase in the number of sellers in Trendyol's women entrepreneurs program by **2025**

15% increase in the number of small and medium-sized enterprises participating in e-commerce through Trendyol by **2025**

Highlights of the Sustainable Impact Journey

- Approximately **225,000** businesses
- SME representation of **99.2%** among all our sellers
- Export to the Gulf region, Europe and Azerbaijan via Trendyol
- from **58,000** sellers in **81** provinces of Türkiye
- **38%** of women among Trendyol sellers¹²
- **75,000** restaurants partnering with Trendyol Yemek
- **9,000** businesses partnering with Trendyol Hızlı Market
- **24,000** delivery couriers within Trendyol, Trendyol Express and Trendyol Go
- **7,000** Pick-up point small business owners
- A customer experience team of around **3,400** people
- Support for local products via the Locally-Sourced Products project

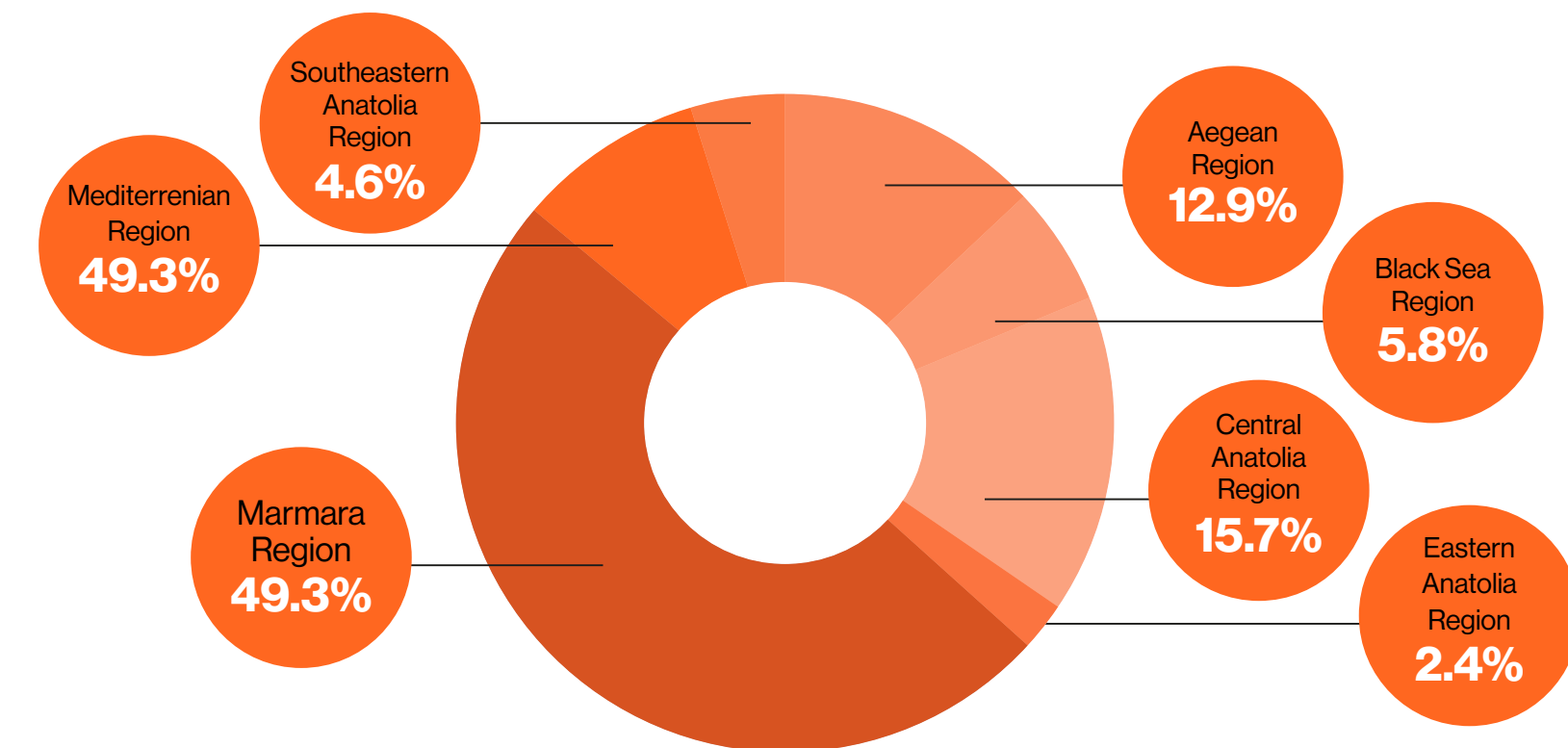
¹ ETBIS (E-Commerce Info Platform), E-Commerce Data for 2023

² Includes businesses which sell on Trendyol and at least one of whose founders is a woman.

Our Journey

As Türkiye's leading e-commerce platform, we bring hundreds of thousands of businesses to national and international markets, and we see ourselves as one of their biggest supporters to grow their business. At the end of 2023, approximately **225 thousand** businesses from all over Türkiye are making their sales through the Trendyol platform. More than **55%** of these businesses are located outside Türkiye's three largest provinces, while manufacturers and service providers from seven different regions of Türkiye have access to new markets thanks to Trendyol. In this context, nearly **50%** of businesses selling on Trendyol are located in the Marmara Region, **15.7%** in Central Anatolia and **12.9%** in the Aegean Region.

Regional Breakdown of Trendyol Sellers (%)



We also support thousands of restaurants and businesses to reach their customers faster and easier with our applications such as **Trendyol Yemek** and **Trendyol Hızlı Market**. With **24 thousand courier** partners and **8 thousand Pick-up points** working within **Trendyol Express**, we create a high-quality delivery experience by leveraging the power of technology.

Support for Small and Medium-Sized Enterprises (SMEs)

We continue to support small and medium-sized enterprises, which are critical to the national economy. With millions of active users on our e-commerce platform, we offer these businesses access to a wide network of customers and the opportunity to grow their businesses. Thanks to our technological infrastructure support, we also support them to carry out processes such as product listing, payment transactions and inventory management more effectively.

In addition to all these, we create a facilitating effect in steps such as brand awareness, product storage, logistics support in delivery processes and data analytics, enabling them to make the right strategic decisions and optimize their business processes. We are proudly watching our SMEs selling on the platform increase their economic resilience, grow their businesses and contribute to the Turkish economy.

In 2023, **99.2%** of businesses selling on Trendyol platforms are small and medium-sized enterprises. This year, we have defined many additional benefits specifically for new businesses joining us to support SMEs. We offer commission discounts for the first **60 days** to new businesses that join us during the year. **With Inactive Seller Support**, we support our sellers who have been inactive for more than 60 days with a **20% commission discount** for 2 months if they start selling again. Thanks to our **Earthquake Support Program**, we introduced **100% commission discount** and 0-day maturity for highly affected regions during the year. For partially affected regions, we support our businesses in these regions with a **30% commission discount** and 14-day maturity.



Support for Women's Empowerment

We also use the power of Trendyol to strengthen women's roles in business, production and society. In addition to increasing the number of female employees and leaders in the workforce representation within our team, we also run many initiatives and programs to support women entrepreneurs and women's cooperatives in our seller network.

Through our Woman Entrepreneur Badge application, we place icons under the product images of women entrepreneurs or cooperatives so that they can be recognized. We also apply special commission rates for women entrepreneurs for 60 days and indefinitely for women cooperatives.

Future is Women Program

As a signatory of the Women's Empowerment Principles, a joint initiative of UN Women and UN Global Compact, we launched **"Future is Women"** program in cooperation with **KAGİDER** (Women Entrepreneurs Association of Türkiye) to support women's participation in the digital economy.

Under this program, we offered e-commerce training to **19,000 women entrepreneurs**. Throughout the training, we support women entrepreneurs to develop new skills in areas such as e-commerce, sales promotion, customer satisfaction and marketing.

In addition to training, marketing and technology support, we also ensure that women entrepreneurs benefit from favorable commission rates and payment terms. Women entrepreneurs who want to grow their businesses and increase brand awareness have the chance to reach millions of customers across Türkiye through our platform. Thanks to the program, thousands of women entrepreneurs have been able to grow their businesses, build their own brands and increase their visibility through strong marketing communications.

"Women Entrepreneurship" Program

Via the **"Women Entrepreneurship Program"**, our initiative to support SMEs with women's capital, we provide incentives to businesses and cooperatives in which women are the majority shareholders, empowering them on their path to entrepreneurship.

"The Road to My Dreams" Project

With the Dolap app, a part of Trendyol, we launched the **Road to My Dreams** project to support women entrepreneurs in the regions affected by the February 6 earthquake. In this project, we collaborated with renowned journalist **Elif Ergu**. Under the project, we included products of women entrepreneurs affected by the earthquake in the **Dolap** application. We also supported our women entrepreneurs throughout their operational processes.



Support for Local Production

We consider supporting local products and manufacturers and contributing to the growth of the local product sector as one of our responsibilities. On the one hand, we support the opening of local heritage all over Türkiye to global markets, and on the other hand, we support entrepreneurs to grow their businesses.

Locally-Sourced Products

Under the "**Locally-Sourced Products**" program, which we launched at the end of 2021 in cooperation with the **Union of Chambers and Commodity Exchanges of Türkiye (TOBB)**, we ensure that products with geographical indications registered with the Turkish Patent and Trademark Office across Türkiye find customers through our platform.

Apart from products with geographical indications, many different local products ranging from rose water to needle lace, peanuts to soap are offered for sale on the platform with the facilities provided by Trendyol to local manufacturers. Product sellers participating in the program have the chance to benefit from many different opportunities such as e-commerce trainings with Trendyol Academy, shipping at corporate contracted prices, and e-commerce consultants assigned specifically to each seller.

Through the **Locally-Sourced** Products program, millions of consumers in 81 provinces of Türkiye can access the local and geographically indicated products they need with a single click, while the products become visible in global markets and have the opportunity to e-export. We thus support the local economy and aim to help manufacturers in Anatolia increase their sales and grow their businesses.



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Support for Businesses in the Earthquake Region

We have stood by the earthquake region since the first day of the earthquake disaster we experienced on February 6, 2023. In addition to our ongoing aid ranging from equipment and materials to food and supplies, we have provided many supports to businesses and business partners in the region for the economic development of the 11 regions affected by the earthquake.

With the **Every Order is a Glimmer of Hope** support program, **35 thousand** sellers in the disaster area made their sales without paying any commission. Under the program, we also provided **TL 267 million** in commission support to sellers in the region.

With Trendyol's support, the number of orders from sellers in the earthquake region increased by **49%**, while we delivered **2.3 million products** sold on the site to the region under the Ministry of Trade's Earthquake Relief Mobilization.



People
We Grow with
Our Ecosystem

Society

Our Perspective and Goals

We believe that companies have a moral responsibility to support the communities in which they operate. We are striving to create a long-term positive impact in the geographies where we are present by harnessing the power of the ever-expanding Trendyol ecosystem and our technology-oriented business approach.

While working towards this goal, it was very important for us to act in line with the expectations of our stakeholders and to identify the areas where Trendyol's talents are most needed. Throughout this process, we conducted our social impact materiality analysis in consultation with our stakeholders, just as we did when determining our sustainability strategy. Thus, we have identified areas of work where we can multiply our positive impact. We set out to develop effective and long-term projects to support sports, culture and arts in addition to these areas, which are led by digital equal opportunities, women's empowerment and quality education.



Our targets:

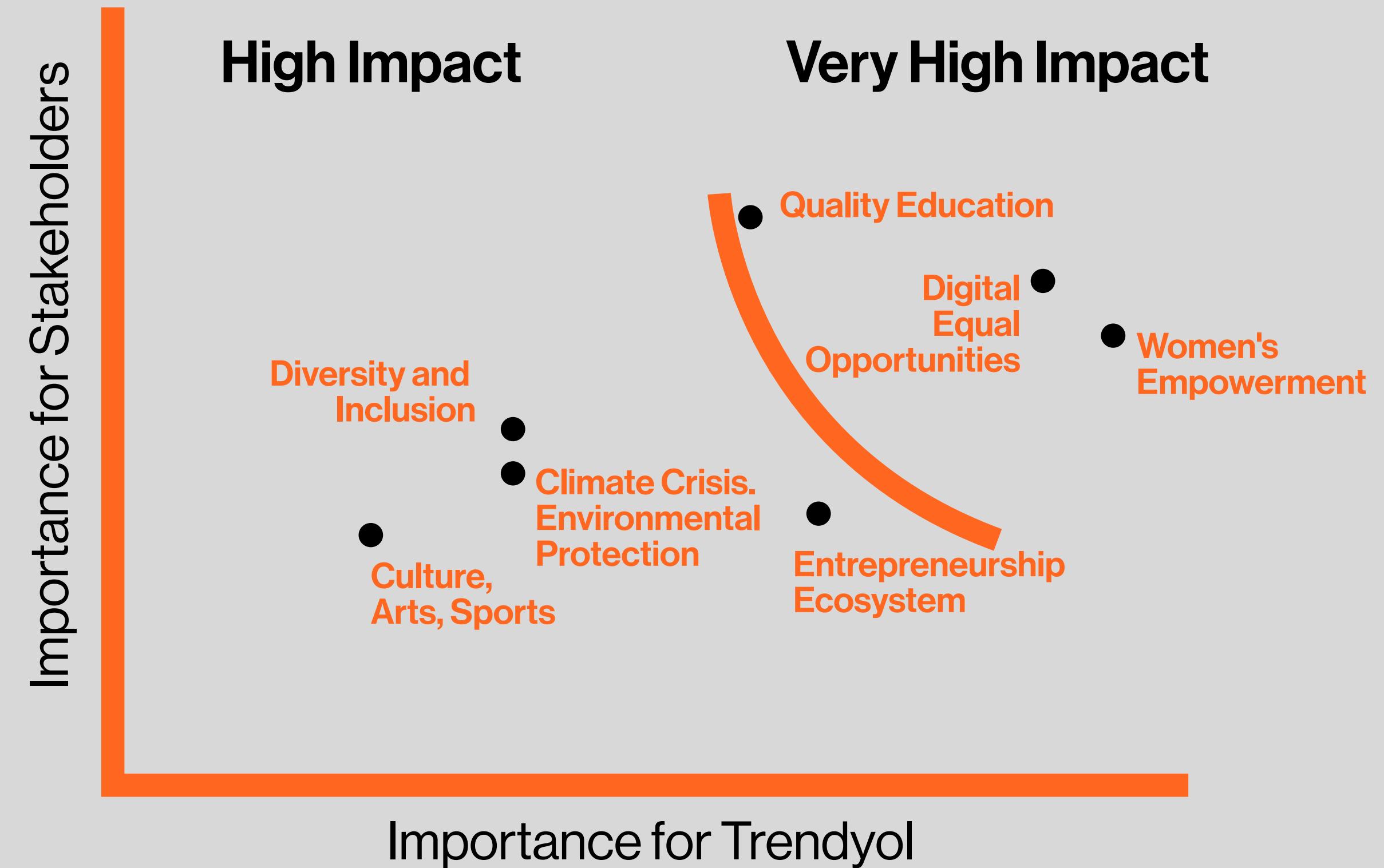
Increasing our positive impact through Corporate Social Impact programs on digital equal opportunities, women's empowerment and quality education

Reaching more than one million people through our **Villages of Tomorrow** program by **2028**

Increasing the number of volunteers in our social investment programs

Highlights of the Sustainable Impact Journey

- Studies were initiated in 3 provinces through the **Villages of Tomorrow project**.
- The **Blindlook** project improved the shopping experience of visually impaired individuals.
- Through the **Goodness Movement** project, **more than 100 CSOs were supported**, and the additional generated income exceeded **189 million TL**.
- **Trendyol Art** continued to support young artists.
- In addition to **football** and **volleyball**, important sponsorship agreements were signed in Türkiye to support **Olympic** athletes.



Our Journey

While developing projects to increase our social impact positively, we pay attention to ensuring that these projects are developed in areas where society needs them. Guided by our corporate social impact focus, we develop long-term projects with measurable impact.

Support for Digital Equal Opportunities

We took action to develop projects aiming to reduce social inequalities by using our experience and competencies in the field of technology. Thanks to our projects, we aimed to maximize the digitalization potential of all our stakeholders.

While technological advances and the increasing use of technology in everyday life bring social, economic and environmental opportunities, they also increase the risk of the digital divide due to the unequal distribution of both technological tools and skills. This gap is particularly pronounced in rural areas, among women and disadvantaged groups.



We Multiply the Positive Impact: Villages of Tomorrow

When technological advances are not inclusively distributed to all segments of society, they risk creating a digital divide in society. This risk is felt more deeply in rural areas, where women are more affected than men. We took action to prevent digital inequality and mitigate its after-effects on rural areas. In 2022, we started the Villages of Tomorrow project to provide digital equal opportunities on the one hand and to prevent the negative effects of rural-urban migration on society on the other.

To this end, we use our strength as Türkiye's largest e-commerce platform as an important tool. Under the Villages of Tomorrow project, we are working in collaboration with the **United Nations Development Program (UNDP)** to prepare the villages for the future and make digital technologies accessible to everyone. Through the project, we aim to mitigate the risks posed by technological leapfrogging, unlock opportunities, reduce inequalities in rural areas and promote gender-sensitive digitalization. Thanks to the outputs of the project, we aim to achieve our main objectives as well as improving production, preserving cultural values and raising living standards.



People

We Grow with Our Ecosystem



2022

October

The Villages of Tomorrow Project officially started on October 1, 2022 with the contract signed between UNDP and Trendyol. After the launch of the project, we raised awareness about the project with a project-specific commercial film, visual advertising installations in metropolitan cities and project stickers applied to cargo boxes.

November

Official launch organized in Istanbul on November 7, 2022, followed by the local implementation processes of the project.

2023

February

Following the earthquakes centered in Kahramanmaraş on February 6, 2023, Hatay was included among the project provinces.

December

The first digital center within the scope of the project, the Kürkçüler Digital Center, was opened in Adana.



Our Objectives

- Creating physical spaces suitable for the digital village concept in one rural settlement in **10** provinces of Türkiye
- Transforming these digital centers, equipped with the necessary equipment, into meeting points that also appeal to the surrounding settlements
- Conducting one-to-one capacity building and awareness raising activities covering all producers for a total of **30** local products in **10** provinces where the centers are established
- Supporting the opening of our villages to the world through **e-commerce** and **e-export**
- Increasing employment and strengthening production in rural areas
- Supporting rural development by protecting cultural values
- Creating a local **digital village ecosystem**

During the first phase of the project, we started our journey with **3** pilot villages in **Adana, Diyarbakır** and **İzmir**. We established digital centers in villages with the synergy created by Trendyol's technological competencies and UNDP's knowledge, experience and resourcing power. In the upcoming period, we aim to include one rural settlement each in **Hatay** and **Sakarya** among our pilot villages.

We support the branding of Anatolian local products, especially with the participation of young people, women and people with disabilities in digital centers, so that the products grown, artisanal works and handcrafted products can directly meet the consumers from the village. Through the support of the local advisory committees established under the project, Çukurova cotton, Aladağ weaving, citrus fruits and Karaisalı pepper in Adana; almonds, watermelon, terebinth, grape, copper and silk weaving in Diyarbakır; artichokes, olives, karakılçık wheat, carob, felt and needlework in İzmir were identified as the focus products. We have accelerated efforts to increase efficiency in the production of these focus products, increase their diversity with derivative products, increase their access to new markets as well as their e-commerce share.

Digitalization Tools in Agriculture under the Villages of Tomorrow

- Climate / Outdoor Stations
- Soil Moisture Measurement Stations
- Manual Soil Moisture Analyzers
- Pump Automation Devices
- Pest Tracking Cameras
- Crop Monitoring Cameras
- Tractor Tracking Devices

In addition to the demonstration areas created in the gardens of the digital centers on "**digitalization in agriculture**", one of the priority themes of the project, we also installed digital agricultural equipment in the fields of pilot villages for representative practical examples. Thus, we have created the necessary infrastructure for data-based spraying, irrigation, planting and analysis. We also installed equipment for direct production in one large-scale field or farm site in each pilot region.

As a result of the steps we have planned under the project, our ultimate goals include opening our villages to the world with e-commerce and e-export, supporting sustainable and technology-based production culture with smart agricultural models and smart agricultural practices, and preparing our children for the digital world through coding and robotics workshops.



People

We Grow with Our Ecosystem

The Goodness Movement

We believe that supporting civil society organizations (CSOs) is one of the right tools to create a direct positive impact in areas where society needs it. In this context, we bring CSOs together on our platform and enable them to offer their products to millions of customers with our **Goodness Movement** project, which we launched in 2020.

Thanks to the **Goodness Movement**, a sustainable and innovative fundraising model that more than **100 CSOs** are a part of, we support CSOs in generating income while raising awareness on social issues. The income from the boutique created as part of the movement goes directly to civil society organizations. As of 2023, the total additional income generated exceeded **TL 189 million**.

Cooperation with BlindLook

To render the e-commerce experience more inclusive, we collaborated with **BlindLook** to become an **EyeBrand** certified e-commerce platform.

Thanks to this collaboration, we integrated voice simulation technology into our website and mobile application. This artificial intelligence-based technology provides faster and easier access to products and services through shortcuts and various finger commands while audibly conveying the actions that visually impaired individuals need to take. Through the audio guide, visually impaired individuals can map the digital platform in their minds and more easily perceive tutorials that are often associated with visuals.



Support for Culture and Arts

We believe that another way to increase our social benefit is to support culture and arts. While we continue to collaborate through **Trendyol Art** platform to ensure that young artists have access to a wider audience and that art is accessible to everyone, we proceed with the **Museums of Türkiye** project, where we support museums to pass on Türkiye's cultural heritage to future generations.

Trendyol Art

Through **Trendyol Art**, our digital art platform, we are striving to bring art to the masses. Thus, we aim to create a space for artists in the digital world, enable young artists to bring their works to a wide audience and art lovers to easily access the artworks they desire.

Via Trendyol Art, nearly a thousand works by more than **150** artists can be accessed on Trendyol's mobile app and website. It features original and innovative artworks created by artists across various disciplines, available for purchase.

We enrich cultural diversity, foster artistic dialogue, and enhance art appreciation by presenting art to society from a multifaceted perspective through our collaborations and sponsorships. Through the collaborations established up to now, we offered art enthusiasts the opportunity to explore works by young artists as well as renowned contemporary artists including **İsmail Acar, Leo Lunatic, Ardan Özmenoğlu** and **Ekrem Yalçındağ**. In addition to being a partner of Contemporary Istanbul, we were the main sponsor of the **BASE 2023** exhibition held in December 2023.

“UMUT,”

İLLÜSTRASYON SEÇKİSİ

Sanatın iyileştirici gücüne destek ol!

trendyol
sanat



trendyol
X
EKREM
YALÇINDAĞ

Ekrem Yalçındağ imzalı **100 adet limitli** edisyon
“Infinity” sadece Trendyol'da!

trendyol

People

We Grow with Our Ecosystem

Museums of Türkiye

We launched the **Museums of Türkiye** project to preserve Türkiye's vast cultural treasure and make it accessible to a wider audience. In addition to Müzedenal, the online store of more than 180 museums affiliated with the Ministry of Culture and Tourism, including Topkapı Palace, Göbeklitepe, Troy, Zeugma and Ephesus, we bring the products of Pera Museum, Atatürk Foundation, Adatepe Olive Oil Museum and Borusan ArtStore affiliated with Borusan Contemporary to our customers all over Türkiye. Through the platform, we offer a wide range of products from museums, including replicas, jewelry, decorative sculptures and objects, and special edition books.

Support for Quality Education

Access to equitable and quality education for all is among our priorities under our social benefit strategy. In this area, we support university students in need through the **Education Scholarship** program we launched with the **Community Volunteers Foundation** (TOG). We provide students participating in the program with a five-year scholarship to cover the cost of their university education. We also offer internship and mentorship opportunities at Trendyol to all students participating in the program.

In cooperation with the **Turkish Education Foundation** (TEV), we launched the **Trendyol Heart to Heart Scholarship Fund** to offer educational scholarships to students affected by earthquakes. Under this scholarship fund, we provide scholarships to children of earthquake-affected families throughout their primary, secondary, high school and university education.



Support for Sports

As Trendyol, we support Turkish sports and athletes that make us proud with our belief in the unifying power of sports. As a global player in our field, we take part in our marketing and communication investments not only in Türkiye but also in the global arena. We are bringing our brand born in Türkiye to the world stage and flying our flag.

As the **Trendyol Super League** Title Sponsor, we have supported our football clubs to continue their journey by strengthening them this year. With our belief that new world stars will emerge from our country, we continue to support sports and athletes as the **Super League** and **1st League** title sponsor for the 2023-2024 season in order to support the future of football, to enable our youth to develop their talents and to increase the brand value of our leagues.

We continue to support Turkish football as one of the official sponsors of the **Turkish National Football Teams**, which represent Türkiye all over the world. To get **Hatay**, one of the cities most affected by the earthquake, back on its feet as soon as possible and to support sports and our athletes, we became the official sponsor of **Atakaş Hatayspor**, which returned to Trendyol Super League in the 2023-2024 season with **Trendyol Yemek**.

Trendyol Yemek is also sponsoring Gaziantep, another city affected by the earthquake, and **Gaziantep Football Club**. To support our athletes, we became the official sponsor of the club returning to the Trendyol Super League in the 2023-2024 season.

In addition to football, we also offer sponsorship support to support volleyball in our country. We are the Main Sponsor of **Turkish National Volleyball Teams**. We support the **Women's National Volleyball Team**, the **Men's National Volleyball Team** and other national teams of the Turkish Volleyball Federation. We also support the **TVF Fabrika Volleyball Schools** established by the Turkish Volleyball Federation, which aim to introduce children aged 6-12 to volleyball and increase the number of licensed athletes in Türkiye. To date, Fabrika Volleyball Schools have introduced volleyball to 6,100 students in 32 schools and continue to perform activities without slowing down.

As part of our efforts to support sports, we have recently become the official sponsor of the **Turkish National Olympic Committee** (TMOK).



trendyol

Governance

We have a transparent and ethical governance approach



Governance

We have a transparent and ethical governance approach

Ethics

We consider our transparent and ethical business practices that have earned the trust of our stakeholders in the Trendyol ecosystem as a prerequisite for our work on behalf of the Planet and People. We share Trendyol's business ethics principles with all our stakeholders through **Trendyol Corporate Code of Conduct** and expect all our suppliers to adopt the same code of conduct. We review and update our code of conduct annually and share the updated code with our entire team. With this set of rules, we demonstrate our governance approach on issues such as combating corruption and bribery, human rights and discrimination.

To promote an organizational culture where it is safe to report any known or potential violations, as well as controls related to our Code of Conduct, we have an email address **etik@trendyol.com** and an ethics hotline where we receive anonymous or explicit reports at any time. We are conducting awareness raising activities so that the entire team can report violations anonymously or explicitly.

In this context, we place ethical line information posters in all our locations. Notifications made to the ethics hotline can be made anonymously, and even if the identity of the person transmitting the notification is known in the notifications received, we do not share the identity of the person unless it is necessary and without the consent of the person. We examine all reports received on the ethics hotline with diligence, confidentiality and impartiality, and regularly report the results to the **Ethics Committee**, which is the decision-maker on ethical violations. In 2023, we received **40 notifications** through this line and resolved all of them. We did not encounter any cases of corruption or discrimination during the year.

This year, we provided ethics and anti-corruption training to our entire team. We provide the Code of Conduct training to all new hires in our team and provide updates to focus groups when necessary. In all our trainings, we convey all our rules by supporting them with case studies. We also regularly communicate warnings and information about ethical issues to the entire team using internal communication methods.

Governance

We have a transparent and ethical governance approach

In addition to examining the reports received from the ethics hotline, we conduct regular audits with our audit team to identify situations that do not consort with our code of conduct. We provide an effective control environment by automating certain control points.

Compliance Work

In the **Trendyol Risk Team**, we carry out activities to prevent and uncover laundering offenses in the field of laundering proceeds of crime. We check whether or not all our sellers, suppliers and other stakeholders are on existing sanctions lists to ensure that all our stakeholders comply with national and international financial regulations.

Prevention of Data Loss

In the **Trendyol Data Loss Prevention Team**, we use smart queries and software to control all data that is intended to be taken out of Trendyol for the protection of personal data and trade secrets. We instantly detect any information that is intended to be taken out of the company and apply reactive solutions, as well as proactive solutions by performing additional examinations to prevent data leakage in processes.

Authorization Work

We regularly check system and vehicle authorizations and remove unnecessary authorizations. We monitor the frequency and motivation of people to use our vehicles to ensure that our systems are only used in a way that protects the interests of our stakeholders.



Governance

We have a transparent and ethical governance approach

Data Security and Privacy

As a technology company, data security and privacy are at the heart of our relationships with our stakeholders. Since the day we were founded, we have been meticulously continuing to invest for increasing our performance in this area and protecting the data of our stakeholders. As for cyber security and data privacy, we carry out our processes in compliance with **ISO 27001 Information Security Management System** standards, and we perform instant controls and blocking with fully automated systems to prevent the risk of potential data leakage.

To continuously improve our existing processes, we launched new projects this year.

We carry out our business continuity processes in an organized manner throughout the company to ensure the sustainability of our business and to manage potential interruptions in the systems we use. We have a holistic management process that integrates various elements such as Business Continuity Management Process, Business Continuity Plan, Emergency Response, Crisis Management, Disaster Recovery, Risk Management, Business Impact Analysis, Resilience and Reputation Management.

We take our Business Continuity Procedure as a guide to anticipate potential interruptions, determine the business impacts of these interruptions and prepare the ground for coordinating what to do in case of interruption. We also follow this procedure to understand the ownership of services and response in disaster situations, investigate, monitor, review and report on preventive actions. In disaster situations, we focus on finding the most efficient solution to interruptions as soon as possible.

Projects	Scope of the Project	Project Impact
Data Management Project	Thanks to the ongoing Data Management Project launched in 2023, we aim to manage activities related to the General Data Protection Regulation (GDPR), which was established by the European Union to protect personal data, faster and more effectively. The project involves automated scanning of product code to identify personal data processing activities, data assets and relevant third parties. The aim is to review data processing activities, provide legal basis and documentation, and save time by creating a dynamic structure for data collection.	<ul style="list-style-type: none"> ● Improved regulatory compliance, data quality and operational efficiency ● Real-time data flow visualization ● Automated risk assessment ● Facilitating continuous privacy monitoring and compliance ● Mitigating the risk of privacy breaches.
Skyhigh CASB (Cloud Access Security Broker)	Completed in 2023, the Skyhigh CASB Project is used to secure and manage our cloud applications by offering data protection, threat prevention and compliance. This program integrates with platforms such as Slack, G Drive, Exchange, AWS and others, while ensuring regulatory compliance in monitoring Data Loss Prevention (DLP) policies and unauthorized application usage.	<ul style="list-style-type: none"> ● Enhanced protection for cloud services ● Elevated visibility by enabling better management of cloud usage ● Control over IT and the prevention of unauthorized application use
Artificial Intelligence Security and Privacy Framework	This project aims to assess and manage security and privacy risks throughout the lifecycle of artificial intelligence systems. The project includes defining processes, evaluating risks, identifying risk mitigation actions, and continuous monitoring.	<ul style="list-style-type: none"> ● Enhancing AI security and mitigating risks ● Compliance with regulations ● Encouraging the safe and responsible use of artificial intelligence systems within the organization
Compliance Engineering	This project includes the development and implementation of policies and procedures to comply with various regulations and standards such as PCI-DSS, GDPR, KVKK (PDPL), ETR, ISO27001, EU Artificial Intelligence Law and more. It aims to establish processes, improve risk management, develop security measures and compliance controls and, where possible, automate them.	<ul style="list-style-type: none"> ● Enhanced protection for cloud services ● Better management of cloud usage ● Control over shadow IT and the prevention of unauthorized application use
Account Protection Program	This project aims to implement strong security measures for sellers and customers on the platform. The program includes steps such as encouraging multi-factor authentication (MFA), promoting secure password usage, IP address restrictions, anomaly notifications, and phone/email verification.	<ul style="list-style-type: none"> ● Reducing unauthorized access and increasing user awareness of security features ● Promoting a sense of a secure platform by strengthening the perceived safety of users
Thales (Data Encryption)	The Thales system offers a data masking solution for personal data stored in our systems. This feature helps us to protect personally identifiable information (PII).	<ul style="list-style-type: none"> ● In the event of any breach, making leaked data meaningless to attackers¹³

¹ This solution complies with legal compliance standards and provides assurance that sensitive personal data is processed in accordance with legal requirements such as GDPR, PCI-DSS and PDPL.

Governance

We have a transparent and ethical governance approach

Risk Management and Business Continuity

We consider our risk management activities as an important part of corporate governance. Under our risk management strategy, we conduct the necessary work with a holistic perspective to identify and effectively manage potential risks that may threaten our stakeholders and operations. We secure our business continuity through our integrated and holistic corporate risk strategy consisting of various steps such as **Business Continuity Management Process, Crisis Management and Emergency Plans, Disaster Recovery and Reputation Management.**

Performing the processes of fighting against crises that occur in extraordinary situations, our Crisis Committee plays an important role in understanding the important risks we face, creating action plans and disseminating them to the entire company.

In line with our corporate risk management strategy, we ensure that our risks are regularly assessed and categorized. In this respect, we identify potential and existing risks and create action plans. As a result of these analyses, we support proactive development areas with preventive actions. We ensure business continuity at a level to meet the minimum requirements of our activities through continuous assessments carried out by our business units. We also support the activities of institutions and organizations that ensure valid process-life cycles and stakeholder engagement in all sub-units and structures.

We conduct various scenario activities to identify potential risks. We prepare action plans by creating scenarios for environmental, physical and natural disaster risks that may affect business continuity. To prevent or minimize business interruptions that may arise from such situations, we create and manage our business continuity plans and crisis management plans in a way that feeds each other. As a result of business impact analyses conducted for potential disaster scenarios, we carry out our improvement activities by taking into account the principles of digital security, quality control and data transparency.

To manage potential interruptions in the systems we use while managing our activities, we carry out our business continuity processes in an organized manner within the entire company with the participation of all teams. In 2022, we conducted a business and impact analysis of all the systems we use under the project we carried out to ensure systemic business continuity and determined which processes would be affected in case of interruptions. We created a roadmap for alternative solutions to maintain the business continuity of these processes and the steps our team should follow in case of interruption. In this study, we have created current needs in the light of **ISO 22301** by complying with international standards to ensure operational excellence. We identified critical service units and focused on strengthening institutional memory by removing uncertainty for future activities. In this sense, we created solution alternatives to potential interruptions and reduced the possibility of interruptions and their potential impacts.

Under the projects we carried out with business units, we combined the social service impact on the scale of the changing and developing universe with the conformity and control stages in the life cycles through a reliable service understanding. We also started working on periodic drills and tests of this flexible and agile structure.

Appendices

We speak with data



Performance Indicators

Environmental Performance Indicators

Greenhouse Gas Emissions (tons CO ₂ e)	2021	2022	2023
Scope 1 Emissions	3,042	3,941	7,676 ✓
Scope 2 Emissions	3,544	22,028	14,148 ✓
Scope 3 Emissions	258,221	260,238	370,996
Total Emissions	264,807	286,207	394,584

Energy Consumption (MWh)	2021	2022	2023 ²
Total Energy Consumption	-	-	73,662
Natural gas	-	-	19,780
Electricity	-	-	33,032
Diesel - Generator	-	-	461
Diesel - Vehicles	-	-	9,686
Gasoline - Vehicles	-	-	11,103

Amount of Waste (tons)	2021	2022	2023
Hazardous Waste	53	106	65
Non-hazardous Waste	1,168	1,938	1,945
Recycled Waste	927	1,887	1,887
Waste Sent to Disposal	0	3,25	0

² Measurement of energy consumption in MWh by breakdown was initiated in 2023. Therefore, there is no retrospective data.

Employee Demographics	2021			2022			2023		
	Female	Male	Total	Female	Male	Total	Female	Male	Total
Number of Employees	1,103	1,865	2,968	1,394	2,482	3,876	1,485 ✓	2,709 ✓	4,194 ✓
White Collar Employees	1,101	1,857	2,958	1,394	2,477	3,871	1,485	2,709	4,194
Blue Collar Employees	2	8	10	5	5	5	0	0	0
Under 30	644	953	1,697	765	1,162	1,927	741	1,192	1,933
Between 30-50	458	908	1,366	626	1,316	1,942	737	1,509	2,246
Over 50	1	4	5	3	4	7	7	8	15

Leader Demographics	2021			2022			2023		
	Number of Leaders	219	317	536	301	500	801	308 ✓	514 ✓
Under 30	32	35	67	40	43	83	36	42	78
Between 30-50	186	282	468	258	455	713	269	471	740
Over 50	1	0	1	3	2	5	3	1	4

Employees with Disabilities	2021			2022			2023		
	Total	3	16	19	12	24	36	10	26

Employee Turnover Rate	2021			2022			2023		
	Total	6,64%	6,92%	6,81%	7,51%		7,70%	11,41%	10,74%

Newly Recruited Employees	2021			2022			2023		
	Female	Male	Total	Female	Male	Total	Female	Male	Total
Newly Recruited Employees	1,103	1,865	1,300	1,394	2,482	1,134	1,485	2,709	573
Under 30	291	472	763	256	448	704	140	258	398
Between 30-50	160	376	536	132	294	426	58	117	175
Over 50	0	1	1	1	3	4	0	0	0

Occupational Health and Safety	2021	2022	2023
Number of Occupational Accidents (All Cases)	548	492	552
Number of Occupational Accidents (Lost Time Incidents)	147	119	68
Number of Occupational Diseases	0	0	0
Number of Fatal Accidents	0	0	0
Incident Rate (IR)	15,99	13,82	6,75
Lost-time Injury Frequency Rate (LTIFR)	4,29	3,34	0,83
Lost Day Rate (LDR)	4,87	4,16	3,83
Occupational Disease Rate (ODR)	0	0	0

Reporting Principles

This reporting principles (the “Reporting Principles”) provides information on the data preparation and reporting methodologies of indicators within the scope of the limited assurance in the DSM Grup Danışmanlık İletişim ve Satış Tic. A.Ş.’s (the “Company” or “Trendyol”) Trendyol Sustainability Report 2023 (the “2023 Sustainability Report”).

The indicators include social indicators, environmental indicators. It is the responsibility of the Company’s management to ensure that appropriate procedures are in place to prepare the indicators mentioned above in line with, in all material respects, the Reporting Principles.

The information included in this guide is for the FY 23 fiscal year ending December 31, 2023 (January 1 - December 31, 2023) and the following companies for environmental KPIs as detailed in the “Key Definitions and Reporting Scope” section;

- DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş.
- Trendyol Lojistik A.Ş.
- DSM Technologies GMBH
- Trendyol B.V.
- DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.
- Trendyol E-Commerce LLC
- Trendyol UK Limited
- DSM Ödeme ve Elektronik Para Hizmetleri A.Ş.
- DSM E-dönüşüm ve Bilişim A.Ş.
- DSM Turkey Sigorta Aracılık Hizmetleri A.Ş.

*DSM Technologies GMBH - Trendyol B.V. - Trendyol E-Commerce LLC - Trendyol UK Limited - DSM Ödeme ve Elektronik Para Hizmetleri A.Ş. - DSM E-dönüşüm ve Bilişim A.Ş. - DSM Turkey Sigorta Aracılık Hizmetleri A.Ş. are offices affiliated with DSM Group.

The information included in this guide is for the FY 23 fiscal year ending December 31, 2023 (January 1 - December 31, 2023) and the following companies for social KPIs as detailed in the “Key Definitions and Reporting Scope” section;

- DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş.
- Trendyol Lojistik A.Ş.
- DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.
- DSM Ödeme ve Elektronik Para Hizmetleri A.Ş.
- DSM E-dönüşüm ve Bilişim A.Ş.
- DSM Turkey Sigorta Aracılık Hizmetleri A.Ş.

*DSM Ödeme ve Elektronik Para Hizmetleri A.Ş. - DSM E-dönüşüm ve Bilişim A.Ş. - DSM Turkey Sigorta Aracılık Hizmetleri A.Ş. are offices affiliated with DSM Group.

General Reporting Principles

In preparing this guidance document, consideration has been given to following principles:

- Information Preparation – to highlight to users of the information the primary principles of relevance and reliability of information; and
- Information Reporting – to highlight the primary principles of comparability / consistency with other data including prior year and understandability / transparency providing clarity to users.

Reporting Principles

KEY DEFINITIONS AND REPORTING SCOPE

For the purpose of this report, the Incorporation defines:

TYPE	INDICATOR	SCOPE
Social	Total Number of Employees (#)	In the reporting period, it refers to the total number of employees who are followed by the Trendyol human resources department data platform, including all employees who have been logged into the platform as of 31.12.2023, and whose Employment Declaration has been made to the Social Security Institution. The total number of employees includes all subsidiaries of Trendyol.
	Total Number of Female Employees (#)	In the reporting period, it refers to the total number of female employees who are followed by the Trendyol human resources department data platform, including all female employees who have been logged into the platform as of 31.12.2023, and whose Employment Declaration has been made to the Social Security Institution. The total number of female employees includes all subsidiaries of Trendyol.
	Total Number of Male Employees (#)	In the reporting period, it refers to the total number of male employees who are followed by the Trendyol human resources department data platform, including all male employees who have been logged into the platform as of 31.12.2023, and whose Employment Declaration has been made to the Social Security Institution. The total number of male employees includes all subsidiaries of Trendyol.
	Female Employee Ratio (%)	In the reporting period, it refers to the ratio obtained by dividing the total number of female employees by the total number of employees, including all employees who have been logged into the platform as of 31.12.2023 on the Trendyol human resources data platform.
	Total Number of Leaders (#)	In the reporting period, it includes the total Leaders employees who have been logged into the platform as of 31.12.2023 in the human resources data platform at Trendyol. The definition of a leader is stated as "employees who has other employees reporting to him/her".
	Total Number of Female Leaders (#)	In the reporting period, it includes the total Female Leaders who have been logged into the platform as of 31.12.2023 in the human resources data platform at Trendyol. The definition of a leader is stated as "employees who has other employees reporting to him/her".
	Total Number of Male Leaders (#)	In the reporting period, it includes the total Male Leaders who have been logged into the platform as of 31.12.2023 in the human resources data platform at Trendyol. The definition of a leader is stated as "employees who has other employees reporting to him/her".
	Female Leader Ratio (%)	In the reporting period, it refers to the ratio obtained by dividing the number of female leaders by total number of leaders which includes all employees who have been logged into the platform as of 31.12.2023 in the human resources data set at Trendyol.
Environmental	Scope 1 Emissions (tonCO ₂ e)	It refers to the greenhouse gas emissions resulting from the Company's Natural Gas, Gasoline, Diesel consumption and the consumption of HFC-134A, R410A, R22, HFC-227ea, and CO ₂ refrigerant gases during the reporting period. Scope 1 Greenhouse Gas Emission includes the figures of "DSM Grup Danışmanlık İletişim ve Pazarlama Ticaret A.Ş." and its subsidiaries which are "Trendyol Lojistik A.Ş." and "DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.".
	Scope 2 Emissions (tonCO ₂ e)	It refers to the greenhouse gas emissions resulting from the Company's electricity consumption. Scope 2 Greenhouse Gas Emissions includes the figures of "DSM Grup Danışmanlık İletişim ve Çözüm Ticaret A.Ş." and its subsidiaries which are "Trendyol Lojistik A.Ş.", "DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.".

Reporting Principles

DATA PREPARATION

1.SOCIAL INDICATORS

Female Employee Ratio (%)

The company calculates the Female Employee Ratio using the following formula:
Number of Female Employees / Total Number of Employees

Female Leader Ratio (%)

The Company calculate the female leader ratio (%) with the following formula;

Total Number of Female Leaders / Total Number of Leaders

2.ENVIRONMENTAL INDICATORS

Scope 1 Emissions (tonCO₂e)

In the scope-1 emissions calculation, the amount of natural gas consumption, the gasoline consumption of company-owned vehicles, the diesel consumption amount of rental vehicles, the gasoline consumption amount of rental vehicles, the amount of direct greenhouse gas emissions resulting from the consumption of HFC-134A, R410A, R22, HFC-227ea, and CO2 refrigerants are included.

Natural Gas Activity Data (kWh):

Natural gas consumption data is tracked through invoices received from service provider companies at "DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş.", "Trendyol Lojistik A.Ş.", and "DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş."

Natural gas consumption data is consisted of "DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş." and its subsidiaries, "Trendyol Lojistik A.Ş." and "DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş." The natural gas consumption data of "DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş." and "DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş." is obtained in m3 through invoices obtained from service providers.

Total Trendyol Natural Gas Activity Data (kWh)*10.64 = Total Trendyol Natural Gas Activity data (m3) 10.64 kWh = 1sm3

Natural Gas - Carbon Emission Formula as a result of stationary combustion:

(Total Trendyol Activity Data (m3)*1.94 (Emission Factor))/1000 = Total Carbon Emissions (tonCO₂e)

Generator (Diesel) - Activity Data (lt):

Trendyol Generator (Diesel) consumption data is tracked through invoices received from service provider companies for DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. and Trendyol Lojistik A.Ş.

Generator (Diesel) - Activity Data (lt) - Carbon Emission Formula as a result of Stationary Combustion:

(Total Trendyol Generator (Diesel) Activity Data (lt)*2.63 (Emission Factor))/1000 = Total Carbon Emission (tonCO₂e)

Rental Vehicles (Diesel) - Activity Data:

The diesel consumption activity data of the rental vehicles belonging to the Company is tracked with the diesel data based on the assumption method based on the filling amount of the passenger vehicles rented for company managers and employees for DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. and the product amount for vehicles such as trucks, lorries and vans rented for transportation. It consists of diesel fillings tracked with license plate and date with invoices received from service provider companies for the rented passenger vehicles. Fuel consumption amount is assumed as the number of transportations made based on fuel consumption rate and km between locations for the trucks and derivative vehicles rented for transportation. The rental of all rental trucks and derivative vehicles is carried out by DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. It is tracked with the fuel filling amount of the passenger vehicles rented for company managers and employees for Trendyol Lojistik A.Ş. and DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.

Rental Vehicles (Diesel) - Carbon Emission Formula as a Result of Mobile Combustion:

(Total Trendyol Activity Data (lt)* 2.67 (Emission Factor) (kg CO2/Unit))/1000= Total Carbon Emissions (tonCO₂e)

Rental Vehicles (Gasoline) - Activity Data:

The gasoline consumption activity data of the rental vehicles belonging to the Company consists of the gasoline consumption and filling of the vehicles rented for the company managers and employees in DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş., Trendyol Lojistik A.Ş., and DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş., which are tracked based on license plate and date with invoices provided by the service provider company.

Reporting Principles

Rental Vehicles (Gasoline) – Carbon Emission Formula as a Result of Mobile Combustion:
(Total Trendyol Activity Data (lt) * 2.31 (Emission Factor) (kg CO2/Unit))/1000= Total Carbon Emissions (tonCO₂e)

Refrigerant Gases (HFC-134A, R410A, R22, HFC-227ea, CO2) - Activity Data (kg)

Refrigerant gases activity data consists of fillings tracked with invoices by service provider companies in DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş., Trendyol Lojistik A.Ş., and DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.

Refrigerating Gases (HFC-134A, R410A, R22, HFC-227ea, CO2) - Carbon Emission Formula:

(Total Trendyol HFC-134A Activity Data (kg)/1000*1530 (Emission Factor) (tonCO₂e/Unit))*0.05 = Total Carbon Emissions (tonCO₂e)
(Total Trendyol R410A Activity Data (kg)/1000*2255.5 (Emission Factor) (tonCO₂e/Unit))*0.05 = Total Carbon Emissions (tonCO₂e)
(Total Trendyol R22 Activity Data (kg)/1000*1960 (Emission Factor) (tonCO₂e/Unit))*0.05 = Total Carbon Emissions (tonCO₂e)
(Total Trendyol HFC-227ea Activity Data (kg)/1000*3600 (Emission Factor) (tonCO₂e/Unit))*0.05 = Total Carbon Emissions (tonCO₂e)
(Total Trendyol CO2 Activity Data (kg)/1000*1 (Emission Factor) (tonCO₂e/Unit))*0.05 = Total Carbon Emissions (tonCO₂e)

Scope 2 Emissions (tonCO₂e)

Scope-2 emissions calculation indicates the amount of greenhouse gas emissions resulting from grid electricity consumption during the reporting period.

Grid Electricity - Electricity Consumption Activity Data (kWh):

Trendyol grid electricity consumption data is monitored with invoices received from service provider companies for DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. Electricity consumption for Trendyol Lojistik A.Ş. is calculated with invoices received from service provider companies in sorting centers and main distribution center, and in physical branches, it is calculated based on invoices and m2 of selected locations and by making assumptions based on m2 in other branches. It is monitored with invoices received from service provider companies for DSM Hızlı Teslimat Hizmetleri ve Lojistik A.Ş.

Grid Electricity - Carbon Emission Formula as a result of Electricity Consumption

(Total Trendyol Activity Data (kWh)*0.439 (Emission Factor) (tonCO₂e /MWh))/1000 = Total Carbon Emissions (tonCO₂e /MWh)

TRENDYOL EMISSION FACTORS

Scope 1 and 2 Greenhouse Gas Emissions

Scope 1 and Scope 2 emissions have been calculated in accordance with ISO 14064-1, with the principle of operational control within the framework of the "Greenhouse Gas Protocol: Corporate Accounting and Reporting Standard". In the calculations, CO2 equivalent factors consisting of CO2, CH4, N2O, HFCs (SF6 and refrigerant gas) CO2 equivalent emission factors were used. The emission sources are detailed in the table below. Global Warming Potential (GWP) coefficients are from 5th Assessment Report of the Intergovernmental Panel on Climate Change (IPCC)*1 and Greenhouse Gas Protocol*2 and the resultant ton CO2-e value is calculated by multiplying with the appropriate coefficients.

¹<https://www.ipcc-nggip.iges.or.jp/public/2006gl/vol2.html>

²<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023>

Emission sources – Scope 1	Emission Calculation Methodology
Stationary	IPCC 2006 guidelines, fuel NCV and density values are from regulations published by Energy Ministry. IPCC GWP coefficients are from 6th assessment Report.
Mobile	IPCC 2006 guidelines, fuel NCV and density values are from regulations published by Energy Ministry. IPCC GWP coefficients are from 6th assessment Report.
Refrigerant Gases	IPCC 2006 guidelines, the WIP values are from the 6 th Assessment Report.
Emission Factors – Scope 2	Emission Calculation Methodology
Turkey Electricity (from grid)	The 2021 electricity consumption point emission factor updated in 2024, which is shared by the Republic of Turkey Ministry of Energy and Natural Resources / TEİAŞ, is taken into account.

RESTATEMENT

The measuring and reporting of sustainability-related data inevitably involves a degree of estimation. Restatements are considered where there is a change in the data of greater than 5 percent at the Company level.

Independent Assurance Report



Limited Assurance Report to the Board of Directors of DSM Grup Danışmanlık İletişim ve Satış Tic. A.Ş.

We have been engaged by the Board of Directors of DSM Grup Danışmanlık İletişim ve Satış Tic. A.Ş. (the "Company" or "Trendyol") to perform a limited assurance engagement in respect of the Selected Sustainability Information (the "Selected Information") stated in the Trendyol Sustainability Report 2023 Report (the "Sustainability Report 2023") for the year ended 31 December 2023 and listed below.

Selected Information

The scope of the Selected Information for the year ended 31 December 2023, which is subject to our limited assurance work, set out in the pages between 11, 14, 15, 20, 37, 38, 65 and 66 of the Sustainability Report 2023 with the sign "✓" is summarized below:

Environmental Indicators

- Scope 1 Emissions (tonsCO2e)
- Scope 2 Emissions (tonsCO2e)

Social Indicators

- Total Number of Employees (#)
- Total Number of Female Employees (#)
- Total Number of Male Employees (#)
- Female Employee Ratio (%)
- Total Number of Leaders (#)
- Total Number of Female Leaders (#)
- Total Number of Male Leaders (#)
- Female Leader Ratio (%)

Our assurance was with respect to the Selected Information marked with "✓" in the in the 2023 Sustainability Report, and we have not performed any procedures with respect to earlier periods or any information other than Selected Information marked with "✓" in the 2023 Sustainability Report and, any other elements included in the 2023 Sustainability Report and, therefore, do not express any conclusion thereon.

Criteria

The criteria used by the Company to prepare the Selected Information is set out in section "Trendyol Sustainability Report 2023 – Reporting Principles" (the "Reporting Principles") on pages between 68. and 71. of the Sustainability Report 2023.

The Company's Responsibility

The Company is responsible for the content of the Sustainability Report 2023 and the preparation of the Selected Information in accordance with the Reporting Principles. This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation of Selected Information that is free from material misstatement, whether due to fraud or error.

Limitations

Non-financial performance information is subject to more inherent limitations than financial information, given the characteristics of the subject matter and the methods used for determining such information.

The absence of a significant body of established practice on which to draw to evaluate and measure non-financial information allows for different, but acceptable, measures and measurement techniques and can affect comparability between entities. The precision of different measurement techniques may also vary. Furthermore, the nature and methods used to determine such information, as well as the measurement criteria and the precision thereof, may change over time. It is important to read the Selected Information in the context of the Reporting Principles

In particular, the conversion of different energy measures to megawatt-hour (MWh) and energy used to carbon emissions is based upon, inter alia, information and factors generated internally and/or derived by independent third parties as explained in the Reporting Principles. Our assurance work did not include examination of the derivation of those factors and other third-party information.

Our Independence and Quality Management

We have complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants, which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

Independent Assurance Report



Our firm applies International Standard on Quality Management 1 and accordingly maintains a comprehensive system of quality management including documented policies and procedures regarding compliance with ethical requirements, professional standards, and applicable legal and regulatory requirements.

Our Responsibility

Our responsibility is to form a limited assurance, based on limited assurance procedures, on whether anything has come to our attention that causes us to believe that the Selected Information has not been properly prepared in all material respects in accordance with the Reporting Principles. We conducted our limited assurance engagement in accordance with International Standard on Assurance Engagements 3000 (Revised), Assurance Engagements other than Audits or Reviews of Historical Financial Information', and, in respect of greenhouse gas emissions, International Standard on Assurance Engagements 3410, Assurance Engagements on Greenhouse Gas Statements, issued by the International Auditing and Assurance Standards Board.

A limited assurance engagement is substantially less in scope than a reasonable assurance engagement under ISAE 3000 and ISAE 3410. Consequently, the nature, timing and extent of procedures for gathering sufficient appropriate evidence are deliberately limited relative to a reasonable assurance engagement.

The procedures we performed were based on our professional judgment and included inquiries, observation of processes performed, inspection of documents, analytical procedures, evaluating the appropriateness of quantification methods and reporting policies, and agreeing or reconciling with underlying records.

Given the circumstances of the engagement, in performing the procedures listed above we:

- Made inquiries of the persons responsible for the Selected Information;
- Understood the process for collecting and reporting the Selected Information. This included analysing the key processes and controls for managing and reporting the Selected Information;
- Evaluated the source data used to prepare the Selected Information and re-performed selected examples of calculation;
- Performed limited substantive testing on a selective basis of the preparation and collation of the Selected Information prepared by the Company and;
- Undertook analytical procedures over the reported data.



Limited Assurance Conclusion

Based on the procedures we have performed and the evidence we have obtained, nothing has come to our attention that causes us to believe that Company's Selected Information for the year ended 31 December 2023, is not properly prepared, in all material respects, in accordance with the Reporting Principles.

Restriction of use

This report, including the conclusion, has been prepared for the Board of Directors of the Trendyol as a body, to assist the Board of Directors in reporting Trendyol's performance and activities related to the Selected Information. We permit the disclosure of this report within the Sustainability Report 2023 for the year ended 31 December 2023, to enable the Board of Directors of the Trendyol to demonstrate they have discharged their governance responsibilities by commissioning a limited assurance report in connection with the Selected Information. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Board of Directors of Trendyol as a body Trendyol for our work or this report save where terms are expressly agreed and with our prior consent in writing.

PwC Bağımsız Denetim ve
Serbest Muhasebeci Mali Müşavirlik A.Ş.

Mert Tüten, SMMM
Independent Auditor

Istanbul, 28 Kasım 2024

GRI Content Index

Disclaimer	GRI 1 Used	GRI Sector Standard Used
DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. (Trendyol) has reported in accordance with GRI Standards for the period between January 1 - December 31, 2023.	GRI 1: Foundation 2021	Since the sector standard on group structures has not yet been prepared, no sector standard has been used.

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
General Disclosures				
GRI 2: General Disclosures 2021	2-1	Organizational details	"About the Report, page 4 Trendyol Impact Ecosystem, page 9-10"	
	2-2	Entities included in the organization's sustainability reporting	About the Report, page 4	
	2-3	Reporting Period, Frequency and Contact Point	About the Report, page 4	
	2-4	Restatements of information	There is no information re-stated in the reporting period.	
	2-5	External assurance	About the Report, page 4, Independant Assurance Report, page X	
	2-6	Activities, value chain and other business relationships	Trendyol Impact Ecosystem, page 9-12	

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
General Disclosures				
GRI 2: General Disclosures 2021	2-7	Employees	Diversity and Inclusion, page 38	
	2-8	Workers who are not employees	Diversity and Inclusion, page 38	
	2-9	Governance structure and composition		
	2-10	Nomination and selection of the highest governance body		Trendyol has an inclusive perspective in terms of management structure and does not share details about the structure.
	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 16	
	2-15	Conflicts of Interest	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	2-16	Communication of critical concerns	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	2-17	Collective knowledge of the highest governance body		Trendyol has an inclusive perspective in terms of 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 41	

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
General Disclosures				
GRI 2: General Disclosures 2021	2-20	Process to determine remuneration	Performance Management, page 41	
	2-21	Annual total compensation ratio	Performance Management, page 41	
	2-22	Statement on sustainable development strategy	We Accelerate the Transforming Effect, page 6	
	2-23	Policy commitments	Ethics, page 60-61	
	2-24	Embedding policy commitments	Trendyol Corporate Code of Conduct Ethics, page 60-61	
	2-25	Processes to remediate negative impacts	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	2-26	Mechanisms for seeking advice and raising concerns	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	2-27	Compliance with laws and regulations	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	2-28	Membership associations	About the Report, page 4	
	2-29	Approach to stakeholder engagement	Stakeholder Meetings and Communication, page 17	
	2-30	Collective bargaining agreements	There are no employees covered by collective labour agreements.	

GRI Standard		General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
Material Topics					
GRI 3: Material Topics 2021	3-1	Process to determine material topics		Trendyol Sustainable Impact Plan, page 13	
	3-2	List of material topics		Trendyol Sustainable Impact Plan, page 13-14	
Economic Performance					
GRI 3: Material Topics 2021	3-3	Management of material topics		Sustainability Management, page 16	
GRI 201: Ekonomik Performans 2016	201-1	Direct economic value generated and distributed		Trendyol Impact Ecosystem, page 7-11	
Market Presence					
GRI 3: Material Topics 2021	3-3	Management of material topics		Sustainability Management, page 16	
GRI 202: Piyasa Varlığı 2016	202-1	Ratios of standard entry level wage by gender compared to local minimum wage		Diversity and Inclusion, page 38	
				Diversity and Inclusion, page 38	
Indirect Economic Impacts					
GRI 3: Material Topics 2021	3-3	Management of material topics		Trendyol Impact Ecosystem, page 7-11	
GRI 203: Dolaylı Ekonomik Etkiler 2016	203-1	Infrastructure investments and services supported		Society, page 49-53	
	203-2	Significant indirect economic impacts		Trendyol Impact Ecosystem, page 7-11 Society, page 49-53	

GRI Standard		General Disclosures	Place of Disclosure	Explanation of Information Not Disclosed
Procurement Practices				
GRI 3: Material Topics 2021	3-3	Management of material topics	Sustainable Production and Circularity, page 29-30	
GRI 204: Economic Performance 2016	204-1	Proportion of spending on local suppliers	Sustainable Supply Chain, page 33	
Anti-Corruption				
GRI 3: Material Topics 2021	3-3	Management of material topics	Trendyol Corporate Code of Conduct	
GRI 205: Anti-Corruption 2016	205-1	Activities assessed in terms of risks related to corruption	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	205-2	Communication and training about anti-corruption policies and procedures	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
	205-3	Confirmed incidents of corruption and actions taken	Ethics, page 60-61	
Anti-Competitive Behavior				
GRI 3: Material Topics 2021	3-3	Management of material topics	Trendyol Corporate Code of Conduct	
GRI 206: Anti-Competitive Behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Ethics, page 60-61	

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
Materials				
GRI 3: Material Topics 2021	3-3	Management of material topics	Packaging and Waste, page 23-24	
			Sustainable Production and Circularity, page 29-30	
GRI 301: Malzeme 2016	301-1	Materials used by weight or volume	Sustainable Packaging Efforts, page 26-28	
			Sustainable Production and Circularity, page 30	
	301-2	Recycled input materials used	Sustainable Packaging Efforts, page 26-28	
			Sustainable Production, page 30-31	
	301-3	Reclaimed products and their packaging materials	Sustainable Packaging Efforts, page 27	
Energy				
GRI 3: Material Topics 2021	3-3	Management of material topics	Energy Consumption, page 21	
GRI 302: Energy 2016	302-1	Energy consumption within the organization	Energy Consumption, page 21	
	302-2	Energy Consumption Outside the Organization	Energy Consumption, page 21	
	302-3	Energy intensity	Energy Consumption, page 21	
	302-4	Reduction of energy consumption	Energy Consumption, page 21	

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
Emissions				
GRI 3: Material Topics 2021	3-3	Management of material topics	Carbon Mitigation, page 19-20	
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Carbon Mitigation, page 20	
	305-2	Energy indirect (Scope 2) GHG emissions	Carbon Mitigation, page 20	
	305-3	Other indirect (Scope 3) GHG emissions	Carbon Mitigation, page 20	
	305-4	GHG emissions intensity	Carbon Mitigation, page 20	
	305-5	Reduction of GHG emissions	Carbon Mitigation, page 20	
Waste				
GRI 3: Material Topics 2021	3-3	Management of material topics	Packaging and Waste, page 23-24	
GRI 306: Waste 2020	306-1	Waste generation and significant waste-related impacts	Packaging and Waste, page 24-25	
	306-2	Management of significant waste-related impacts	Packaging and Waste, page 24-25	
	306-3	Waste generated	Packaging and Waste, page 25	

GRI Standard		General Disclosures	Place of Disclosure	Explanation of Information Not Disclosed
Supplier Environmental and Social Assessment				
GRI 3: Material Topics 2021	3-3	Management of material topics	Sustainable Production and Circularity, page 29-30	
GRI 308: Supplier Environmental and Social Assessment 2016	308-1	New suppliers that were screened using environmental criteria	Sustainable Supply Chain, page 33	
	308-2	Negative environmental impacts in the supply chain and actions taken	Sustainable Supply Chain, page 33	
Employment				
GRI 3: Material Topics 2021	3-3	Management of material topics	Our Team, page 36-38	
GRI 401: Employment 2016	401-1	New employee hires and employee turnover	Performance Indicators, page 66	
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Training and Development Opportunities, page 39-40	
Labor/Management Relations				
GRI 3: Material Topics 2021	3-3	Management of material topics	Our Team, page 36-38	
GRI 402: Labor/Management Relations 2016	402-1	Minimum Notification Periods Regarding Operational Changes	Trendyol Corporate Code of Conduct	

GRI Standard	General Disclosures		Place of Disclosure	Explanation of Information Not Disclosed
Occupational Health and Safety				
GRI 3: Material Topics 2021	3-3	Management of material topics	Health, Safety and Wellbeing page 42	
GRI 403: Occupational Health and Safety 2018	403-1	Occupational health and safety management system	Health, Safety and Wellbeing page 42	
	403-2	Hazard identification, risk assessment, and incident investigation	Health, Safety and Wellbeing page 42	
	403-3	Occupational health services	Health, Safety and Wellbeing page 42	
	403-4	Worker participation, consultation, and communication on occupational health and safety	Health, Safety and Wellbeing page 42	
	403-5	Worker training on occupational health and safety	Health, Safety and Wellbeing page 42	
	403-6	Promotion of worker health	Health, Safety and Wellbeing page 42	
	403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Health, Safety and Wellbeing page 42	
	403-8	Workers covered by an occupational health and safety management system	Health, Safety and Wellbeing page 42	
	403-9	Work-related injuries	Performance Indicators, page 67	
	403-10	Work-related ill health	Performance Indicators, page 67	

GRI Standard	General Disclosures	Place of Disclosure	Explanation of Information Not Disclosed
Training and Education			
GRI 3: Material Topics 2021	3-3	Management of material topics	Training and Development Opportunities, page 39-40
GRI 404: Training and Education 2016	404-1	Average hours of training per year per employee	Training and Development Opportunities, page 39
	404-2	Programs for upgrading employee skills and transition assistance programs	Training and Development Opportunities, page 39-40
	404-3	Percentage of employees receiving regular performance and career development reviews	Training and Development Opportunities, page 39-40
Diversity and Equal Opportunity			
GRI 3: Material Topics 2021	3-3	Management of material topics	Diversity and Inclusion, page 37-38 Diversity and Inclusion Guide
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	Diversity and Inclusion, page 37-38
	405-2	Ratio of basic salary and remuneration of women to men	Diversity and Inclusion, page 37-38
Non-Discrimination			
GRI 3: Material Topics 2021	3-3	Management of material topics	Trendyol Corporate Code of Conduct
GRI 406: Non-Discrimination 2016	406-1	Incidents of Discrimination Cases and Corrective Actions Taken	Ethics, page 60-61
			Trendyol Corporate Code of Conduct

GRI Standard		General Disclosures	Place of Disclosure	Explanation of Information Not Disclosed
Freedom of Association and Collective Bargaining				
GRI 3: Material Topics 2021	3-3	Management of material topics	Trendyol Corporate Code of Conduct	
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	There are no employees covered by collective labour agreements.	
Child Labor				
GRI 3: Material Topics 2021	3-3	Management of material topics	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
GRI 408: Child Labor 2016	408-1	Operations and suppliers at significant risk for incidents of child labor	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
Forced or Compulsory Labor				
GRI 3: Material Topics 2021	3-3	Management of material topics	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
GRI 409: Forced or Compulsory Labor 2016	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Ethics, page 60-61 Trendyol Corporate Code of Conduct	
Local Communities				
GRI 3: Material Topics 2021	3-3	Management of material topics	Society, page 49-50	
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	Society, page 49-54	
	413-2	Operations with significant actual and potential negative impacts on local communities	Society, page 49-54	

GRI Standard		General Disclosures	Place of Disclosure	Explanation of Information Not Disclosed
Supplier Social Assessment				
GRI 3: Material Topics 2021	3-3	Management of material topics	Sustainable Production and Circularity, page 29-30	
GRI 414: Supplier Social Assessment 2016	414-1	New Suppliers that were Screened Using Social Criteria	Sustainable Supply Chain, page 33	
	414-2	Negative Social Impacts in the Supply Chain and Actions Taken	Sustainable Supply Chain, page 33	
Marketing and Labeling				
GRI 3: Material Topics 2021	3-3	Management of material topics	Sustainable Production and Circularity, page 29-30	
GRI 3: Marketing and Labeling 2021	417-1	Requirements for product and service information and labeling	Sustainable Production and Circularity, page 32	
	417-2	Incidents of non-compliance concerning product and service information and labeling	Sustainable Production and Circularity, page 32	
	417-3	Incidents of non-compliance concerning marketing communications	Sustainable Production and Circularity, page 32	
Customer Privacy				
GRI 3: Material Topics 2021	3-3	Management of material topics	Data Security and Privacy, page 62	
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Data Security and Privacy, page 62	

About

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Disclaimer

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