

# Trendyol Team Diversity, Equity and Inclusion Guideline

This guide explains the essentials and how we address Diversity and Inclusion (D&I) in Trendyol.

We work in compliance with Diversity and Inclusion Guidelines and are committed to create a work experience where everyone brings their best self, feels valued and included. This commitment includes continuously improving our team's experience in the workplace.

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## **1. What is Diversity and Inclusion?**

Diversity is about bringing different perspectives together to create a more diverse team, – regardless of those differences being in religion, age, sexual orientation, sexual identity, ethnicity, gender, educational background, physical and mental abilities, political beliefs, socio-economic status or cultural background.

Inclusion is where everyone can be their true self. Inclusion is a state of being valued, respected and supported.

## **2. Why & How Diversity and Inclusion?**

Our commitment to Diversity and Inclusion helps us to break the barriers to champion more for our team, sellers, customers and ecosystem.

As Trendyol, we believe in the power of a diverse and inclusive workplace. Our platform welcomes everyone and so is our culture and work environment. Each and every one of us contributes to the vibrant culture of Trendyol. The more minds, voices we have represented and amplified in our business, the more we all thrive, contribute, and shape the future together. We believe that Diversity and Inclusion go beyond our workplace and it should also be reflected in our products, sellers, suppliers and customers.

## **3. Trendyol Diversity, Inclusion and Equity Statements**

Over the coming years, we will pursue a dedicated strategy to advance our efforts, establishing systems and structures to support our teams more, so that we can celebrate diversity and promote inclusiveness in everything we do.

### **a. We are Equal Opportunity Employer**

Trendyol is an equal opportunity employer and does not discriminate on the basis of race, color, cultural heritage, gender, gender identity, sexual orientation, physical and mental abilities, age or marital status or other legally protected status.

We are committed to serve diverse customers and sellers and we believe that only a diverse workforce can bring different perspectives and unique solutions for our ecosystem. Thus, we welcome all applicants from diverse backgrounds to join our diverse community.

Our **recruitment process** is based on the functional and cultural fit with Trendyol values of the candidates:

1. We are committed to promoting unbiased hiring practices. This includes using gender-neutral job descriptions and asking skill-based interview questions that do not imply any discriminatory traits of the candidates.
2. We have a set of standardized interview questions and ensure that each interview panel consists of a diverse group of interviewers.
3. To maintain consistency and fairness, all interviewers use the same candidate evaluation scorecard and rely on data in their judgments.

Furthermore, we provide support to all teams, regardless of gender, race, background, or age, to advance their careers and reach their full potential. We offer various opportunities such as training, job rotations, challenging tasks and projects, coaching, and mentoring to help our team members grow and develop.

## **b. We have Inclusive Workplace**

Unconscious bias introduces unintentional discrimination that can result in poor decision-making, causing a huge setback in creating a truly diverse and inclusive workplace.

We believe in a working environment that is marked by mutual respect, dialogue, feedback and a sense of fairness where all of our team can fulfill their potential. As Trendyol, we not only strive to employ diverse people but also try to create an organizational justice that provides each and every team member with the assurance of fair treatment and opportunity in every stage of their Trendyol journey.

We represent diverse communities with our teams of 34 different nationalities and our business presence in 27 different EU countries under [trendyol.com/de](https://trendyol.com/de) and [trendyol.com/en](https://trendyol.com/en) domains. Our official company language is English to enable a common platform for communication.

We aim for balanced gender representation and actively take initiatives to increase women representation not just in our team but in our ecosystem:

As a signatory of the Women's Empowerment Principles (WEPs), a joint initiative between UN Women and UN Global Compact, we support women across Turkey with special programs to enable them to take an active part in business life and support their digitalization.

- Women make up 58% of our engineers, far exceeding the tech industry average in our region
- Currently, 38% of our teams are women, while 37,7% of our leaders are women
- We support and empower women entrepreneurs with our projects under Trendyol Cares Program and aim to close the digital gap and create equal opportunity for all.

We will launch an Internal D&I audit to identify challenges and opportunities to improve our policies, ensure diversity in key projects, processes and practices. We will also continue to monitor the team's feedback and the progress of our actions with our Pulse Surveys.

## **Our Progress so far; Learning & Development Programs**

We have introduced a set of learning programs for teams, leaders, hiring managers and recruiters to raise awareness about Diversity and Inclusion. Our commitment is for all our leaders to champion Diversity & Inclusion in how they lead their teams. Also by 2025, we ensure that all the teams will have completed the Diversity & Inclusion training. We have taken some steps yet we know that we still have a lot to do in our journey. Our commitment is to create an environment where everyone feels they have an equal opportunity to learn and develop.

Hence;

- We launched an Inclusive Leadership training to ensure our leaders are knowledgeable about our diversity & inclusion practices
- We introduced Diversity & Inclusion trainings on our onboarding plan for our newcomers.
- Along with in-class training, Diversity, Equity and Inclusion video learning that we published on our Learning Management Platform, offers the opportunity to learn the fundamentals to have an inclusive workplace inclusive to all and provides practical tools and techniques.
- A Training Allowance budget is available to our entire team to fulfill a variety of individual learning needs
- We have a Training Catalog for all Trendyol teams to ensure equal growth opportunities.

## Continuous Feedback Culture

We understand that we can all implicitly construct unconscious biases. Hence, we believe in the power of feedback and we respectfully challenge our colleagues to share and receive feedback openly.

Thus we:

- Conduct 180- and 360-degree evaluations to better evaluate our leaders and processes,
- Run quarterly Pulse Surveys to closely monitor the feedback of the teams and work on action plans for improvement,
- Benefit from a system that enables us to give / take feedback from each other continuously,
- Promote radical candor approach for feedback among the team with training and coaching sessions,
- Launch internal customer satisfaction surveys,
- Arrange retrospective meetings to reflect on what happened in the iteration and identify actions for improvement going forward
- Integrate feedback forums after each meeting into our routines.

## Growth Management

Our growth management approach is designed to foster the inclusive mindset in objective setting, performance evaluation, rotation and promotion processes.

Thus we:

- Set clear SMART objectives, based on facts.
- Rely on 360-degree feedback sources to limit bias, supported with systems.
- Benefit from a culture of giving & receiving ongoing feedback to tackle recency bias.
- Avoid discrimination of any kind (age, gender, race, color, maternity status) in our performance communications.
- Act proactively about our objectives by discussing both goals and obstacles with regular one-to-ones.
- Offer equal career opportunities with rotation to work in different teams, functions and roles abroad for development purposes.
- Calibrate our decisions with multiple stakeholders, especially for promotion and succession.

## **Our working model**

Our focus is to continuously improve the engagement and productivity of our teams. Our culture is a vivid one and we believe the office gatherings are important to know our culture better and empower our teams' engagement. Hence, we conduct Culture Days as a first day of the onboarding programme where all new team members come together at our HQ office for bonding, and get more familiar with our cultural elements.

Our remote working model offers teams the opportunity to work wherever they feel most productive, creative and comfortable - wherever they would like to; office or home. We also have the flexibility to work from anywhere including working abroad during Summer time (July and August).

It is an iterative process and always open for improvements in line with the feedback of the teams by aiming to enable the teams to bring their full potential and unique identity to work experience.

## **Data Driven Decision Making**

We believe that decision making is very much influenced by bias; data enables us to make better decisions. We benefit from decision-making frameworks such as scorecard, project chart, pros-cons, and impact-effort analysis where possible to eliminate any bias.

## **Humble and Open Communication**

As a fundamental part of Trendyol culture, we treat each other, and everyone affected by our activities, with respect. We strive to create a culture of open and trusted communication and follow an open door policy for all. Our values are as follows;

- We have no ego, no title, and no hierarchy in our culture.
- We communicate openly and clearly.
- We avoid using discriminative and sexist language, both verbal and written.
- We celebrate each other's differences.
- We trust each other, listen well and don't make assumptions.

To learn more about our unique culture please visit [Trendyol Culture Handbook](#).

## c. Trendyol Cares : Women Empowerment

We aim to bring thousands of women into the digital economy with 'Women of the Future Program' in cooperation with The Women Entrepreneurs Association of Turkey (KAGIDER). We also support women to grow and digitalize their business via our Trendyol Academy training and with Women's SME support program 'Strong Women'. We have been contributing to these projects, supporting women from their first day on our platform with its technology, marketing, finance, operations and training power. We bring women entrepreneurs and millions of customers together with our marketplace model, and support them to grow their businesses.

We are working to increase the involvement of women in business life; our vendors are 28 percent women entrepreneurs and 44 percent women employees overall, far above Turkey's average. In the last 3 years, 53,000 women started an e-commerce enterprise for the first time with Trendyol. About 500,000 of the 1.1 million sellers on Trendyol's second-hand platform Dolap are unemployed, who contribute to their family finances by selling through Dolap. Dolap is the main source of income for 177,000 women who use it to sell second-hand goods.

### How to Call to Action?

We speak up when faced with a potential violation of our D&I Guide.

- All notified issues will be carefully assessed by Trendyol's Ethics Committee and addressed in accordance with the regulations and applicable laws pertaining to the concerns notified in respect of compliance.
- Confidential information provided by the person notifying the violation will be protected to the fullest extent possible
- The Ethics Committee will share the information pertaining to the violation in accordance with the applicable law and only to the extent necessary with authorities. Trendyol respects confidential and anonymous notification requests.

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