



TOBB AND TRENDYOL'S SME SUPPORT PROGRAM BEGINS

The Union of Chambers and Commodity Exchanges of Turkey (TOBB) and Trendyol launched the "Grow Your Business with Trendyol" SME support program to enable more SMEs to start e-commerce. All companies applying for the program for the first time to become a seller in Trendyol with a special reference code, will be able to sell up to 30 thousand TL with zero commission for a month.

The President of TOBB Mr Rifat Hisarciklioglu, said: "The businesses, which use this opportunity to reach millions through e-commerce, will be the winners of the coming period. I call on all our businesses that have products that can be sold on the internet to take advantage of this opportunity".

Ms Demet Mutlu, Founder and CEO of Trendyol, said: "We continue to support the "e-commerce by the Side of the SMEs campaign of our Ministry of Commerce. As Turkey's Trendyol, in cooperation with TOBB, we invite our companies to start e-commerce in an advantageous way. We were alongside our business partner SMEs during the pandemic with our SME support package. In the last three months, 15 thousand new vendors have joined our platform".

TOBB and Trendyol launched the "Grow Your Business with Trendyol" SME support program. The program aims to grow SMEs' businesses by reaching millions of customers. Within the scope of the program, online trainings will be organized for SMEs to explain how to sell in Trendyol. Chamber and Stock Exchange member companies applying to take part in the support program will be able to sell in Trendyol for a month, up to 30 thousand TL, with zero commission. The one-month period will begin after the seller makes their products available for sale on the platform.

Speaking about the program, TOBB President Mr Rifat Hisarciklioglu said: "We are in a period where we should leave yesterday behind and pursue what is new. The businesses, which make use of the opportunity to reach millions through e-commerce, will be the winners of the period ahead. With this support program that we have jointly launched with Trendyol, we will teach our Chamber and Stock Exchange members the gist of e-commerce and enable SMEs to start e-commerce in Trendyol at zero cost. Together with our Trade Minister, Ms Ruhsar Pekcan, we called on e-commerce platforms to support SMEs. I congratulate Trendyol, who responded to this call. I call on all our businesses that have products that can be sold on the internet to take advantage of this opportunity," he said.

Ms Demet Mutlu, Founder and CEO of Trendyol, said: "We continue to support the "e-commerce by the Side of the SMEs" campaign of our Ministry of Commerce. We were alongside our business partner SMEs during the pandemic with our SME support package. In the last three months, 15 thousand new vendors have joined our platform". Now we are implementing the "Grow Your Business with Trendyol" SME support program in cooperation with TOBB. With this program, we hope that more suppliers will reach millions of customers with the strength of our platform. Our goal is to be one of the companies with the highest positive impact in Turkey by digitizing trade. We support the growth of SMEs in Anatolia through e-commerce, thus contributing to employment growth and local development".

Companies that want to benefit from the support must enter 00-00-081 in the Reference Number section of the form at the address www.trendyol.com/saticiformu Applications can be made through July 08 July - July 24.

