OLGUN CELİK STRATEGY POLICY

Our company's strategic approach is based on managing the expectations and interests of all stakeholders in harmony, creating mutually supportive value-generation processes, and ensuring sustainable balance. Accordingly, we manage our stakeholder relationships within the framework of the following principles:

For Our Customers

We regard our customers as strategic business partners and aim to create value by anticipating not only their current needs but also their future expectations and requirements. By adopting an approach that not only adapts to change but also leads it, we develop innovative and sustainable solutions that enhance our customers' competitiveness.

We consider customer feedback and encountered issues as opportunities for improvement. By conducting on-site observations where problems occur and utilizing data-driven analyses and root-cause methodologies, we produce permanent solutions. In line with our continuous improvement philosophy, we implement preventive actions in a timely manner to avoid the recurrence of similar issues.

We work in close communication and collaboration with our customers, considering field observations, performance indicators, and strategic objectives as integral components of our decision-making processes. By delivering our products and services on time, completely, and in accordance with high-quality standards, we aim to sustainably improve customer satisfaction, trust, and long-term partnerships.

For Our Suppliers

Our company considers its suppliers to be strategic business partners and conducts its relationships in accordance with the principles of ethics, transparency, mutual trust, and sustainable cooperation. Fair, impartial, and objective criteria form the basis of supplier selection and evaluation processes, while continuous improvement in quality, cost, delivery, sustainability, and innovation performance is targeted. Through regular communication, performance monitoring, and joint improvement initiatives, we aim to establish long-term partnerships that create mutual benefits and added value.

For Our Employees

We regard our employees as our internal customers and consider them to be the cornerstone of our corporate culture and sustainable success. In line with international labor standards and applicable legislation, we are committed to providing a working environment that respects human rights and promotes safety, inclusiveness, and equal opportunity. We adopt fair, transparent, and impartial practices in recruitment, training, career development, promotion, and compensation processes. We support the continuous development of our employees' knowledge, skills, and competencies and encourage their professional growth and career opportunities within the organization. While prioritizing occupational health and safety, we aim to contribute to our institutionalization and branding objectives by strengthening employee engagement and satisfaction and fostering a strong corporate culture.

For the Environment, Society and the State

n conducting our activities, we are committed to using natural resources efficiently, minimizing our environmental impact, and embracing a sustainable production approach. We support projects that contribute to social development and prioritize creating social value in the regions where we operate. We carry out all our activities in full compliance with applicable laws and national and international regulations. We adopt a transparent, ethical, and trust-based approach to cooperation with public institutions.

In line with our strategy of profitable growth that generates cash, we aim to create sustainable value for all stakeholders and contribute to the enhancement of social welfare. By effectively and efficiently utilizing incentive and support mechanisms, we strive to promote qualified employment, increase our export performance, and continuously strengthen the added value we provide to the national economy. Within this framework, we seek to continuously improve our company's financial sustainability and tax contribution capacity.

For Our Stakeholders

We maintain relationships with our shareholders based on trust, transparency, and accountability. By fostering a constructive and institutional dialogue on matters that may affect all stakeholders, we organize meetings to provide information and evaluations regarding decisions taken and results achieved.We aim to support our shareholders' decision-making processes by reporting our financial and operational performance transparently, consistently, and in a timely manner, in accordance with fundamental accounting principles and corporate governance practices.

For Technology and the Future

Going beyond the traditional concept of Digital Transformation, we shape our technology vision around the principle of Digital Excellence, which places continuous improvement at its core.

With our dedicated team striving for excellence in corporate processes, field operations, and cognitive intelligence applications, we continuously align our technological roadmap toward Digital Excellence with our company's strategic objectives. Through data-centric, data-driven decision-making systems and end-to-end integrated, cyber-resilient, sustainable, and autonomous infrastructures, we lead today in addressing the needs of the future.

We position technology not merely as a supporting tool, but as the primary driving force that continuously creates value and secures our vision of being the most reliable and innovative solution partner.

01D016/00-04.02.2026