

# EBEBEK MAĞAZACILIK ANONİM ŞİRKETİ WORKING PRINCIPLES AND CODE OF ETHICS

## About ebebek

“ebebek is an online platform and retail chain that meets all the needs of mothers and babies from the prenatal period up to the age of four by offering high quality products, a friendly team, high service standards, affordable prices, unlimited information, and after-sales support, available 24/7.”

## About Babyology

Babyology is the business philosophy and manifesto of ebebek. ebebek defines “bebeveyn” (parent-caregiver) as family members who always want the best for their babies, carefully research their purchases, and act with diligence, attention, and sensitivity.

A “Babyologist” is an ebebek representative who, from the moment you enter an ebebek store, closely attends to you and your baby, provides guidance when needed, and ensures that you feel you are in trustworthy and expert hands. Babyologist are specially trained, knowledgeable, attentive, and caring professionals.

## ebebek Code of Ethics

The ethical principles outlined in this document have been developed by ebebek employees. These rules apply to all ebebek employees, Board Members, and shareholders (“ebebek members”). All ebebek members are required to comply with this Code of Ethics.

## General Principles

- ebebek is a continuously learning organization.
- Our organization is lean, simple, and strong.
- Our most valuable assets are our barents, employees, and products.
- Courtesy and elegance are essential values in our behavior.
- We work as a team and prioritize fast and high-quality service.
- Under no circumstances do we lie to ourselves or others, nor do we manipulate facts or figures; we act with sincerity and integrity.
- Making mistakes helps us gain experience; however, we do not tolerate repeating the same mistakes and take action to prevent them.
- We standardize all critical business processes and implement them consistently.
- We respect competitors of all sizes and value their contributions to the industry; we avoid making negative comments about them.
- We base our decisions on realistic data. We value statistics and believe that only what can be measured can be improved.
- We believe in fairness for all and act accordingly.

- We place great importance on efficiency and quality at every stage.
- We make our most critical decisions collaboratively, with input from our managers.
- We ensure that our managers exercise their authority within the defined authorization framework.

### **Regarding Our Barents**

- We determine our product range based on the needs and expectations of our barent and offer a wide variety of products.
- We are meticulous in selecting our products. We do not offer any products that we would not choose for our own babies.
- We act with the intention of informing, not merely selling.
- We position our stores with accessibility for our barents in mind.
- We carefully manage our costs to ensure affordable pricing.
- We listen carefully to feedback from our barents and quickly resolve any issues.
- We strive to understand the strong emotions barents feel toward their babies and respect their concerns and anxieties.
- We continue to provide excellent service even after the sale.

### **Regarding Our Employees**

- Everyone within our organization is valuable. We treat all individuals with respect, fairness, and care, regardless of rank or seniority.
- We listen to feedback from employees at all levels store, warehouse, and head office and seek areas for improvement.
- We evaluate performance objectively, considering effort, dedication, and achievements. We ensure equal opportunity in recruitment, promotion, and transfers.
- Every employee contributes to our success. We involve employees in operations at every stage, believing that the most innovative ideas come from them.
- We protect the confidentiality of information acquired during our work, even after leaving the company.
- We use company resources efficiently and act to protect company interests, avoiding any actions that may cause harm.
- When faced with a conflict between company interests and personal or departmental interests, we always prioritize the company's interest and uphold the principle of "doing the right thing."
- We do not ignore problems or disruptions, even if they fall outside our direct responsibilities; we take action to resolve them.

- We do not engage in political activities on behalf of the organization.
- We respect our employees' right to a healthy life and provide clean and safe working environments.
- We value employee development and believe that investing in our people is essential for future success.
- Alongside hard work, we celebrate success and foster a positive work environment.
- Our managers aim to simplify workflows and increase the number of successful outcomes.
- All employees have clearly defined job descriptions, which are regularly updated to align with efficiency and quality standards.
- Our managers are experienced, competent, and open to learning.
- We actively participate in all stages of work and support each other at all times.
- For sustainable growth, each employee is responsible for training their successor and sharing knowledge. Developing future leaders is a key managerial responsibility.
- Developing a successor is highly valued within our organization.
- Spouses are not permitted to work in the same location within the company.

### **Regarding Our Suppliers**

- We consider our suppliers as business partners and believe growth is achieved together. We value our relationships even when we are not actively trading.
- We act with a sense of responsibility and aim to remain a key customer for our suppliers.
- We do not accept gifts from any current or potential suppliers or partners.
- We treat our suppliers' confidential information with the same level of care as our own.

### **Regarding Our Shareholders**

- We strive to provide the satisfaction of investing in a reputable company that prioritizes quality service.
- We fulfill all obligations to government authorities, financial institutions, and suppliers fully and on time.
- We aim for sustainable growth and profitability.

### **Regarding Environment and Society**

- We prioritize the efficient use of societal resources and avoid waste.
- We ensure that our products and services do not harm the environment.

- As a company serving mothers and babies, we prevent exposure to cigarette smoke and odor by hiring non-smoking store employees.
- Office employees are expected not to smoke in or around the office during working hours.