

ebebek @ Sustainability Report

2022



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About the Report

As Ebebek Mağazacılık A.Ş., we value sustainable development and, in this context, we address our activities in line with our vision of sustainability. We aim to maintain our success in becoming one of the leading companies in our field through innovative and sustainable efforts. In this context, with the awareness of our responsibilities towards our stakeholders, we have decided to prepare a sustainability report at international standards. Accordingly, we are publishing our first Sustainability Report, which we have created with the professional support of ESG Turkey Consulting, an expert in the field, accessible to the entire public.

We prepared our report, which includes our sustainability activities between January 1, 2022 and December 31, 2022, in accordance with the internationally recognized GRI Standards (www.globalreporting.com), which develops sustainability reporting standards.

Our report includes our activities, contributions, and goals in all dimensions of sustainability: environmental, social, governance and economic. We explain in detail our sustainability materiality, which we have identified with the participation of our stakeholders, our contributions to the sectors we serve, and our corporate policies and practices.

As Ebebek Mağazacılık A.Ş., we value the feedback of our stakeholders in our sustainability journey and believe that feedback contributes to our development. With this perspective, we would be pleased to receive any comments and suggestions regarding our sustainability reports and activities via surdurulebilirlik@ebebek.com e-mail address.



Messages from CEO



Halil ERDOĞMUŞ

Group CEO

Group CEO's Message

Valuable colleagues and dear business partners,

As Ebebek Mağazacılık A.Ş., we are always striving to improve our brand, which is a pioneer in the baby products sector, taking into account the technological innovations of our age. In our world where 140 million babies are born and, in our country, where 1 million babies are born every year, the mother-baby products sector is one of the fastest growing sectors with a wide variety of product groups for baby clothing & textiles, furniture, nutrition, care, toys, tools & equipment and safety. In our sector, which develops and varies with increasing momentum, we continue offering services with our different product range in order to meet the needs of barents and babies.

We strive to create an innovative, comprehensive, and holistic sustainability approach to the problems, negative environmental impacts and social changes facing our planet. We incorporate the United Nations Sustainable Development Goals into all our business processes and policies. We prioritize sustainable growth with our goals and strategies to reduce our

In our sector, which develops and varies with increasing momentum, we continue offering services with our different product range in order to meet the needs of barents and babies.

greenhouse gas emissions and not be indifferent to the green transformation that started with the European Green Deal.

We value the fact that today's families make more informed choices and prefer products that they believe to be of better quality, healthier and safer for their babies, and we take the necessary actions in our operations. We provide the services we offer in retail trade in the best way possible through e-commerce as a result of the developments in today's digital age.

With our sustainability report, which we are publishing for the first time this year, we are pleased to share with you, our valuable stakeholders, our goals, strategies, innovation efforts, environmental management, gender equality perspective and social responsibility projects that we have realized and will realize. I would like to thank our colleagues, suppliers, barents and all our stakeholders who have contributed to our success and added strength with their support. We will continue to take actions in line with our mission to contribute more to our society and successfully fulfill the goals we have set for the future.

Messages from General Manager



Can KARADENİZ
General Manager

In order to strengthen the bond between our barents and employees, we define and adopt our employees as “babyologists” and our customers as “barents”.

General Manager’s Message

Valuable colleagues and dear stakeholders, We, Ebebek Mağazacılık A.Ş., were established in 2001. Today, we are proud to be a well-established brand for 21 years and we are happy to announce that we have a total of 200 stores in 61 provinces of Türkiye. Thanks to our services, we come into contact with babies and their relatives and help meet their needs. We also offer online services through e-commerce platforms both in Türkiye and in other countries for barents who cannot benefit from our physical stores. As we stated in our first sustainability report published this year, we integrate our “2030-6 continents” vision into our operations.

As an organization serving babies and barents in the retail sector, we have created our own dictionary. In order to strengthen the bond between our barents and employees, we define and adopt our employees as “babyologists” and our customers as “barents”.

As ebebek family, we are aware that we have no other world to live in. Therefore, while increasing our service quality, we also strengthen the value we attach to the concept of sustainability. We prioritize the basic concepts of ESG (Environmental, Social, Governance) and set our goals in order to contribute to society, the environment and financial topics. While sharing our sustainability report, which we have published with full transparency this year, we are proud to state that we strive to manage and minimize our impact on the environment by making Greenhouse Gas Inventory calculations.

We continue to strengthen our R&D activities with a total of 51 R&D team employees, 28 women and 23 men, while conducting research and development activities in our office located in Biruni Teknopark. In addition, in order to save water in our head office; we prefer the use of sensor faucets. In addition, we use aerators in our kitchens and dining halls, and we contribute to the creation of social awareness in our office environment by working within the scope of the “Green Office” program.

GRI 2-12; GRI 2-14

Adopting the concept of sustainability as a way of doing business, we strive to carry out activities in line with gender equality. In this context, we are increasing the number of our recruitments to help women find more employment opportunities. In addition, we are proud to strengthen our social contributions with our “Mothers at Work”, “Working with Young People with Down Syndrome”, “Play Ambassadors Project”, “Robotic Coding” and many other projects for mothers and children.

Today and in the future, we always aim to contribute to our world and society and emphasize that we will continue to operate with our mission, “Wherever there is a family with a baby in the world, we, as ebebek, aim to be with them!” In order to offer a better future to the children we serve, we commit to meet our social needs in accordance with the concept of sustainability and to apply our values in all our activities.

Our report, which will be published for the first time this year, includes our policies, employees, goals, vision, and mission. With the pleasure of sharing our report with the entire public, I would like to extend my sincere thanks to our employees and stakeholders who have always made their support felt. I conclude by underlining that we will be among the most important institutions in the retail sector as an organization that always realizes the goals it sets and considers it its duty to contribute to social development.

CanKARADENİZ
General Manager

Our Corporate Identity



About Us

As Ebebek Mağazacılık A.Ş., we were founded in 2001 and began to serve in the sector and in 2023, the year we publish our report, we are proud to be a well-established brand of 21 years. As of the end of 2022, we are reaching out to all relatives of babies through our 200 stores in 61 provinces of Türkiye and we continue to provide services to meet their needs. In addition to our physical stores, we also offer online services to both Türkiye and other countries through e-commerce platforms such as Amazon, AliExpress and Yandex. With our “2030-6 Continents” vision, we are taking the necessary actions and taking firm steps towards becoming a universal retailer.

On our journey in line with our goal of meeting all the needs of mother and baby in every field, we explore the lives of our parents and listen to their needs and demands. We take care to meet the expectations of each of our parents with our innovative products.

Our mission is based on our babyology philosophy and the concept of sustainability.

Wherever there is a family with a baby in the world, we, as ebebek, aim to be with them!”



Our Background

Our ebebek journey started with the beb.com website founded in 2001 by Halil Erdoğan as a father of a newborn baby, who needed information about baby care.

We developed ebebek.com in order to provide all kinds of information, service and sincerity to conscious families who are planning to have a baby, expecting a baby and raising their babies, and to provide the products needed in baby care quickly, practically and under favorable conditions

We have been providing services to parents and prospective parents since 2001 through ebebek.com. Our website is Türkiye's first online store for baby products. After the success we have achieved on our website, we have successfully transitioned to physical retailing by implementing the 'click to brick' business model, which does not have many examples in the world.

Our Milestones

2000s

2000

www.bebek.com

2001

www.ebebek.com
was launched

2003

First Physical Store:
Kızıltoprak

2007

Largest Store in the
Baby Sector:
Çamlıca

2010s

2012

New Store Design

2015

HelloBaby Stores
Acquired

2017

100th Store: Carousel

2018

General Manager
United Nations
Speech

2019

First Aliexpress
Overseas Order

Post-2020

2020

First Order in First UK
Warehouse:
Amazon

2022

200th Store

2022 December

ebebek.co.uk Launch
and First Order

Our Vision and Mission



OUR VISION

Being the leading retail brand operating in the mother-baby sector in 6 continents of the world and leading the sector in 2030.



OUR MISSION

Meeting all the needs of mother and baby, starting from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support.

Our ebebek Dictionary

We are aware that the needs of families who have or are thinking of having a baby are not limited to physical products. For this reason, we think about the happiness of babies and families down to the smallest detail and make this our philosophy.

As ebebek, we have developed our own ebebek dictionary in order to speak the same language with our barents and to provide them with the value and the most accurate support they deserve. We integrate this value, which is unique to our company, into our policies. We also consider the needs and interests of our stakeholders, who play a key role in our development.

Below are explanatory definitions of the terms that we use frequently and that form the basis of the way we do business.

Babyology

- The term “Babyology”, which is the science of understanding and explaining the baby, is at the core of our philosophy as ebebek.
- We share our experience and expertise as well as carrying out sales transactions of baby products.

Barents

- We define each person who takes care of babies, supports their development, and accompanies their growth processes as a barents, not as a parent.
- We consider every individual who communicates with and cares for babies as a barents.

Babyologist

- As ebebek, we do not see our employees as salespeople, we do not call them sales consultants or customer representatives. We see our teammates as babyologists who share their expertise and interest and we name them as such.
- With our 21 years of experience, we continue to search for new solutions with the knowledge of our experts and the interest of our barents.
- We help our barents on their journey with our babyologists who have a full understanding of the needs of babies and have knowledge on the subject.

Our Business Concept

As ebebek, we meet all the needs of mother and baby, starting from the prenatal period and up to the age of 4. Along with our friendly teammates, we offer our affordable and high-quality products suitable for every budget to our barents with high service standards. In addition, through our chain of stores and our website, which is available 24 hours a day, we enable our barents gain access to expert information and provide the necessary after-sales support.

As ebebek, we provide services concentrated on two different sales channels:



E-Commerce



Merchandising

As ebebek, we define our organization as;

- Lean, transparent, simple, and strong,
- Consisting of teammates who are aware of the importance of education, training, and team spirit,
- A company that supports the development of its team members by training them from within instead of employing them from outside.

As ebebek, we express our basic strategies that we have determined in our way of doing business with the following elements:

- We determine our product range of innovative and high-quality products according to our barents preferences and frequency of use.
- As ebebek team, we do not include any product that we would not prefer for our own babies in our stores and on our website.
- Depending on the feedback we receive from our barents, we procure our products that we have determined in line with the demands we receive from our supplier partners who have proven their continuity, are reliable and comply with our general philosophy and principles.
- As ebebek, we follow and implement technological developments in order to manage our organization in the healthiest and most efficient way and to make the right decisions.



Our Product Groups

As ebebek, we provide services both in our stores and on our online website with our products that we divide into nine different main categories in order to meet the needs of parents and babies. These nine main categories are Clothing & Textile, Baby Room, Bath & Care, Diapers & Wipes, Toys & Books, Tools & Equipment, Nutrition, Breastfeeding and Safety. As ebebek, we prioritize expanding and improving our product range in the sector we serve. We continue our efforts to realize our material priorities, which are among our important concerns.

Clothing & Textile

- Newborn
- Body
- Basic
- Theme License
- Theme Girl
- Theme Boy
- Accessories - Bags
- Shoes – Socks
- Home Textile
- Mother's Clothing
- Pajamas - Underwear
- White Body



Baby Room

- Baby Crib
- Baby Room Furniture
- Baby Room Textile
- Baby Room Accessories



Bath & Care

- Mother Care Products
- Cleaning Products
- Baby Care Products
- Baby Bath Products
- Baby Thermometer
- Baby Potty Training Products
- Baby Thermometer
- Baby Health Products



Diapers & Wipes

- Baby Diapers
- Baby Wet Wipes



Toys & Books

- Baby Toys
- Baby Books
- Baby Beach Toys
- Batteries
- Baby Bath Toys
- Baby Toy Sets
- Battery Powered Vehicles
- Baby Bikes
- Baby Educational Toys
- Baby Garden Toys
- Toy Cars



Tools & Equipment

- Baby Strollers
- Baby Car Seat and Accessories
- Baby Carrying Equipment
- Walkers
- Highchairs
- Playpens
- Baby Stroller Accessories
- Bouncing Chairs



Nutrition

- Nutrition Supplies
- Baby Drinks
- Baby Nutrition Products
- Baby Food
- Drinks



Breastfeeding

- Breastfeeding Products
- Milk Pumps



Safety

- Baby Monitors
- Car Safety Products
- Home Safety Products



Our Private Label Brands



Our Exclusive Brands



Our Highlights

As ebebek, we are one of the guiding, leading, pioneering and most preferred companies in the sector we serve. In order to make this success permanent, we work hard every day and make sure to be ahead of the times. We answer the question “Why should we be preferred as ebebek?” with our prominent features. We provide detailed information about our prominent features below.

Diversity in Products and Brands:

With our wide and varied product range, we feature hundreds of brands and thousands of products. We try to respond to all the needs of our barents for their babies and themselves and we try to offer all kinds of products so that they can access all the products they demand or seek.

Product Return Possibility:

We accept the return of the products purchased by our barents who shop in our stores within 16 days without excuse. In addition, we give our barents 180 days, i.e. approximately 6 months, to return the defective products purchased.

Same Day Shipping Delivery:

We ship orders placed by our barents until 16.00 on weekdays on the same day. During our campaign periods, our delivery time to cargo can extend up to +5 business days. If the orders made are TRY 400 and above, we do not charge shipping fees as ebebek.

Payment Options:

As ebebek, we take care to offer our barents the opportunity to pay in installments and we do not apply a maturity difference when making their purchases in installments. We offer installments on most cards used by our barents and payment options with the points accumulated on their credit cards.

Maternal Care, Expert Information:

As ebebek, in line with our “babyology” philosophy, we share our knowledge and experience with mothers and fathers during the laborious yet exciting prenatal period. We consider everything in every detail for the happiness of babies and their families.

After Sales Support:

As ebebek, we include distinguished brands and products approved by the Ministry of Health in our products we sell. As ebebek, we ensure the authenticity and quality of all the products we sell. We also follow the after-sales processes of the products sold and pay attention to maintain and increase our barents satisfaction. We facilitate the return or exchange processes of our defective products. Similarly, we take the necessary actions in a fast and practical way to resolve any problems experienced in cargo processes.

Secure Shopping:

As ebebek, we use the SSL certificate for our website ebebek.com, which ensures the security of the information transmitted with 256-bit encryption in data transmission. We do not use card information in any way other than the order transactions realized through our website. In order to make shopping through our online stores even more secure, we follow the latest technologies and try to offer them to our barents.



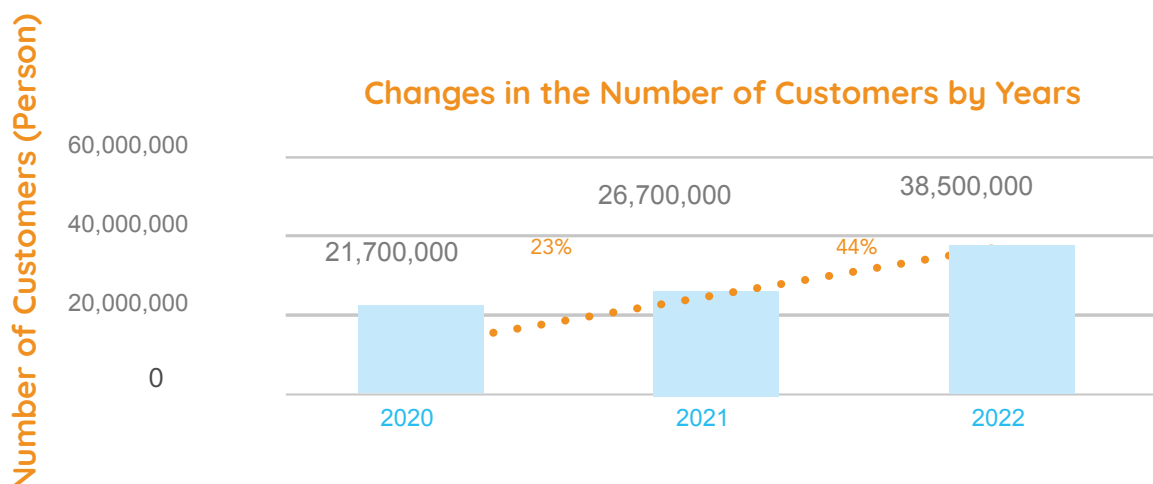
Our Economic Performance

As ebebek, we improve our economic performance with the steps and strategic decisions we have taken. We shape our financial management approach with our sustainable material investments and follow current developments. We continue our activities to meet increasing and changing demands by carefully analyzing the needs of the age. We act with the awareness of our obligations in order to ensure future growth and a sustainable increase in our financial performance. We continue to be a pioneering company in our sector thanks to the projects we realize.

As ebebek, we continue to be active in both the production and service sectors. The turnover value we achieved in 2022 is approximately twice the value we achieved in 2021. As ebebek, we set certain goals every year to increase our economic performance. In this context, we aimed to increase our turnover value from TRY 2,062,506,972 in 2021 to TRY 4,074,109,894.67 in 2022. We successfully achieved our goal by reaching a value of TRY 4,569,147,222 in 2022. We provide detailed information about our economic performance for these two sectors in TRY and USD currencies in the tables below.

Our Financial Values		2022	2021	2020
Turnover	TRY	4,569,147,222	2,062,506,972	1,522,090,686
EBITDA	TRY	631,388,890	243,533,137	179,617,764
Profit	TRY	192,001,368	2,557,819	11,561,308

Our Financial Values		2022	2021	2020
Turnover	USD	275,567,565	232,318,454	217,335,343
EBITDA	USD	38,079,381	27,431,297	25,647,150
Profit	USD	11,579,699	288,110	1,650,809



GRI 3-3; GRI 201-1; GRI 201-2;
GRI 201-3; GRI 203-1; GRI 203-2

We provide detailed information on our direct economic value created, economic value distributed and remaining economic value in TRY and USD currencies in the tables below.

	2022	2021	2020
i. Direct Economic Value Created (TRY)			
Net Sales	4,569,147,222	2,062,506,972	1,522,090,686
Dividends from investments revalued with equity	0	0	0
Income from investment activities	1,625,875	3,764,112	4,222,839
Revenues	4,570,773,097	2,066,271,084	1,526,313,525
ii. Economic Value Distributed (TRY)			
Cost of sales (Including operating expenses)	3,722,138,870	1,745,141,131	1,314,227,458
Remuneration and benefits provided to employees	490,794,275	222,769,402	154,391,581
Social investment activities expense	0	0	0
Financial income/expenses (net)	171,868,159	100,703,445	40,954,323
Tax expenses (Payments to the government)	-6,029,575	214,925	5,178,855
Payments to shareholders (Dividends)	0	0	0
Expenses	4,378,771,729	2,068,828,903	1,514,752,217
iii. Remaining Economic Value (TRY)			
Revenues	4,570,773,097	2,066,271,084	1,526,313,525
Expenses	4,378,771,729	2,068,828,903	1,514,752,217
Remaining Economic Value	192,001,368	-2,557,819	11,561,308



GRI 3-3; GRI 201-1; GRI 201-2;
GRI 201-3; GRI 203-1; GRI 203-2

	2022	2021	2020
i. Direct Economic Value Created (USD)			
Net Sales	275,567,565	232,318,454	217,335,343
Dividends from investments revalued with equity	0	0	0
Income from investment activities	98,057	423,985	602,968
Revenues	275,665,622	232,742,439	217,938,311
ii. Economic Value Distributed (USD)			
Cost of sales (including operating expenses)	224,506,682	196,570,724	187,655,097
Remuneration and benefits provided to employees	1,785,194	25,092,494	22,045,170
Social investment activities expense	0	0	0
Financial income/expenses (net)	10,365,455	11,343,122	5,847,761
Tax expenses (Payments to the government)	-363,647	24,209	739,475
Payments to shareholders (Dividends)	0	0	0
Expenses	236,293,684	233,030,549	216,287,503
iii. Residual Economic Value (USD)			
Revenues	275,665,622	232,742,439	217,938,311
Expenses	236,293,684	233,030,549	216,287,503
Remaining Economic Value	39,371,938	-288,110	1,650,808



Our Awards

- First Prize in the Baby and Kids Wear Products Category of the Customer Satisfaction Survey-2022
- Marketing Türkiye E-Commerce Summit Rising Kids Wear Category of the Year Award-2022
- MarTech Awards "Best Use of VR/AR" Award-2022
- Brandverse Awards Data Analytics Department Online Shopping - Kids Baby Category Gold Award-2022
- IBS Mother Baby Kids Fair ebebek Play Ambassadors Project "Social Responsibility Project of the Year"-2022
- The Hammers Awards "Best Marketing Team in Healthcare" Category - Gold Award - Breastfeeding Support Project-2022
- The Hammers Awards "Best Loyalty Program Team" Category Silver Award - Barents Club Project-2022
- Our Dream is Similar Competition Idea Category baby me liquid Detergent Filling Project-2021
- Reputation Academy Türkiye's Most Reputable Brand in Baby Care Products-2021
- Insider Lift Awards Fastest Adapting Brand to Technology-2019
- baby me Newborn Wet Wipes Packaging Innovation Achievement Award-2018
- Babyology Meetings CSR - Corporate Social Responsibility Award-2018
- Retail Sun Awards Most Successful Social Media Usage Award-2017
- Mattel Licensee Achievement Award-2017
- El Bebek Gül Bebek Association Achievement Award Babyology Meetings-2017
- Golden Spider Best Portal and Best Health Website Award-2016
- Owl Awards Bronze Owl Award-2014
- Mixx Awards Best Search Engine-2013
- Golden Spider Web Awards Health Sites Category Second Prize-2013
- Golden Spider People's Favorite Award-2011
- Golden Spider People's Favorite Award-2010
- Golden Spider People's Favorite Award-2009
- Golden Spider Web Awards Health Sites Category Third Prize-2005
- Golden Spider Web Awards Health Sites Category First Prize-2003





E-Commerce Awards!



Brandverse Award!



Martech Award!



The Hammers Award!



Golden Spider Web Awards!

Our Corporate Governance Approach



GRI 2-9; GRI 2-10; GRI 2-11; GRI 2-15;
GRI 2-17; GRI 2-27; GRI 3-3

Our Corporate Structure

Our Board of Directors

Our corporate governance approach, which we have adopted under the leadership of our board of directors team consisting of experts and authorized persons in their fields, has a fair, transparent and honest content that is responsible, fair, transparent, and honest towards our employees and all our stakeholders. With our management style formed within the framework of our internalized management approach, we prioritize the interests and benefits of all our stakeholders. We fulfill our obligations to ensure that our success in environmental, social, and economic dimensions is sustainable.

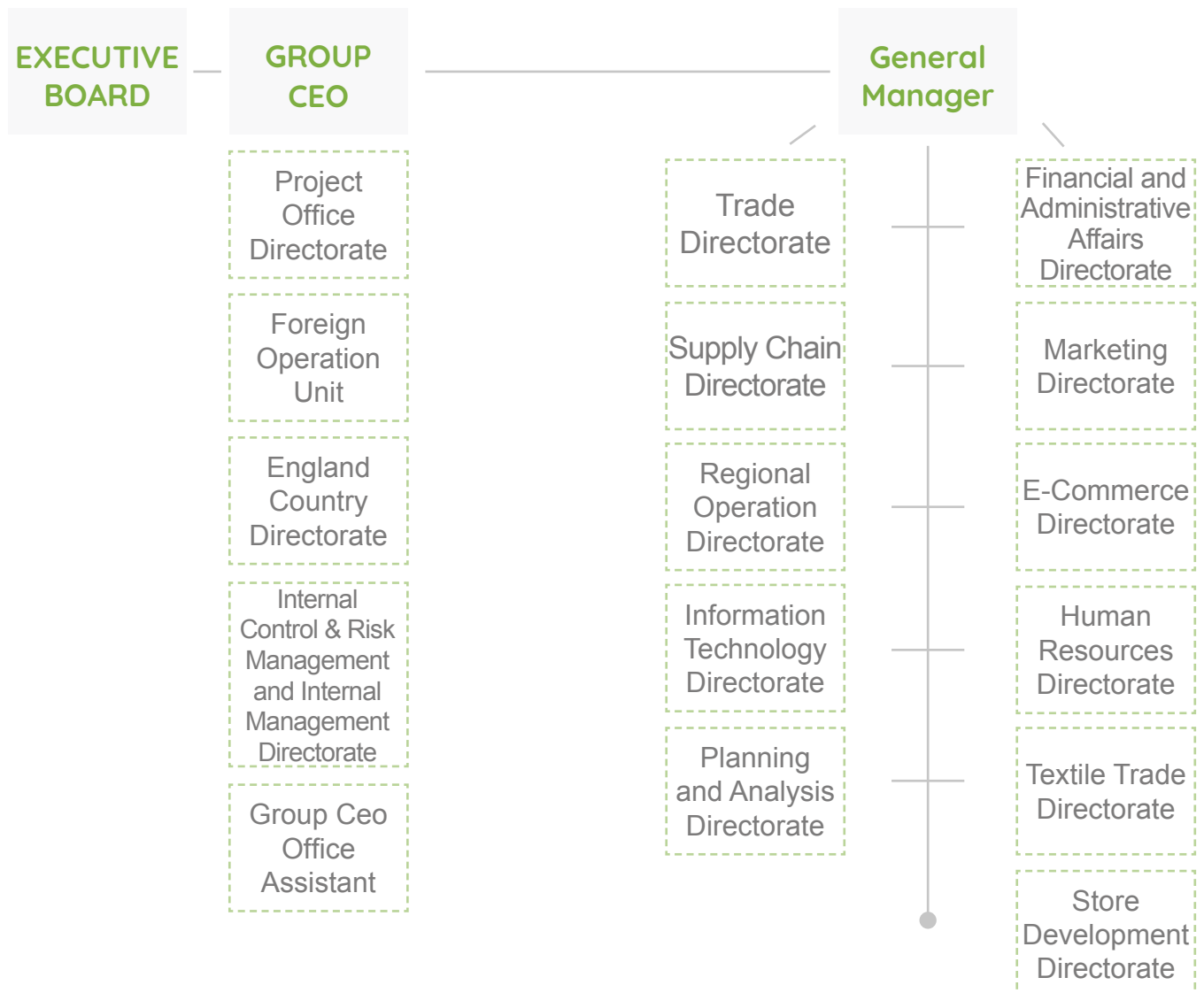
Name - Surname	Current Position	Assignments in the Last 5 Years
Halil ERDOĞMUŞ	Chairperson of the Board of Directors	Chairperson and CEO (Ebebek Mağazacılık A.Ş.) Deputy Chairperson of the Board of Directors (Tuna Çocuk)
Mahmud Muhammed TOPBAŞ	Vice Chairperson of the Board of Directors	Vice Chairperson of the Board of Directors (Ebebek Mağazacılık A.Ş.)
Musa TOPBAŞ	Board Member	Board Member (Ebebek Mağazacılık A.Ş.) Chairperson of the Board of Directors (Tuna Çocuk)
Ömer Hulusi TOPBAŞ	Board Member	Board Member (Ebebek Mağazacılık A.Ş.)
Can KARADENİZ	Board Member	Board Member (Ebebek Mağazacılık A.Ş.) Board Member (Tuna Çocuk)

*Diagram showing the organizational structure of the Board of Directors as of 01.01.2023.



GRI 2-9; GRI 2-10; GRI 2-11; GRI 2-15;
GRI 2-17; GRI 2-27; GRI 3-3

ebebek Organization Chart



*Chart showing the organizational structure as of 01.01.2023.

We prioritize the interests and benefits of all our stakeholders with our management style formed within the framework of our internalized management approach.

GRI 2-9; GRI 2-10; GRI 2-11; GRI 2-15;
GRI 2-17; GRI 2-27; GRI 3-3

In order to emphasize gender equality, we attach importance to women working in executive positions in the sector. In this context, we fully support women's participation in the business world as managers and strive to increase their number within our own organization. We provide detailed information on the age and gender distribution of our executives for 2020, 2021 and 2022 in the table below.

Executives	Women	Men
Aged 50+	1	2
Aged Between 30-50	72	155
Aged Under 30	39	68
Total (by Gender)	112	225
TOTAL	337	

Our Committees

As ebebek, we share below information about our committees that existed at the date of our Sustainability Report:

-  **Audit Committee**
-  **Corporate Governance Committee**
-  **Early Detection of Risks Committee**

Audit Committee

Our Committee convenes at least four times a year, at least quarterly. The results of the meetings are recorded in minutes and the decisions taken are submitted to the Board of Directors. Our Committee convenes with the participation of one more than half of the number of members and takes decisions with the majority of those attending the meeting.

We disclose the activities and meeting results of our Committee in our annual report. Our Committee immediately notifies the Board of Directors in writing of its determinations related to its duties and responsibilities and its evaluations and suggestions on the subject.

The duties of our Audit Committee include, but are not limited to, the following:

- The Audit Committee ensures that the Company's accounting system, public disclosure of financial information, independent auditing, and the functioning and effectiveness of the internal control and internal audit system are supervised.
- The selection of the independent audit firm, preparation of independent audit contracts, initiation of the independent audit process and the efforts of the independent audit firm at every stage are carried out under the supervision of the Audit Committee. Furthermore, it takes the necessary measures to ensure that all kinds of internal and independent audits are conducted in an adequate and transparent manner.

- It determines the independent audit firm and the services to be received from such firms and submits them to the approval of the Board of Directors. It determines the method and criteria to be applied in the examination and finalization of the complaints received by us regarding the accounting and internal control system and independent audit of our Company, and the evaluation of our employees' notifications regarding accounting and independent audit within the framework of the confidentiality principle. It takes the necessary measures to ensure that internal and independent audits are conducted in an adequate and transparent manner.
- In our meetings to be held following the publication of our financial statements for the relevant quarter, we will review the related party transactions carried out in accordance with the continuous related party transactions for which annual approval has been obtained during the relevant period. Submits a report to the Board of Directors following its annual review of related party transactions.
- It is ensured that other duties assigned/to be assigned to the committee by the Board regulations and the Turkish Commercial Code are fulfilled.
- The Board of Directors receives the opinions of our responsible managers and independent auditors regarding the accuracy and compliance of our annual and interim financial statements and footnotes to be disclosed to the public with the rules imposed by legal regulations, international accounting principles and standards, the accounting principles followed by our company and the truth and reports them to the Board of Directors in writing together with its own evaluations.
- It ensures that compliance with internal regulations to prevent conflicts of interest that may arise between our Board members, senior management or other related parties and the misuse of information that is a trade secret or that may affect the value of our company's shares is monitored.

Corporate Governance Committee

Our Corporate Governance Committee convenes as often as required by the task assigned to it. Meetings of our Committee may be held at the headquarters of our company or at any other place that is easily accessible by our committee members. Our Committee convenes with the participation of one more than half of the number of members and takes decisions with the majority of those attending the meeting.

In addition to its other duties, our Corporate Governance Committee has the following responsibilities.

- It determines whether the corporate governance principles are implemented or not, identifies conflicts of interest that may arise due to failure to fully comply with these principles and makes recommendations to the Board of Directors to improve the practices.
- Within the scope of compliance with the corporate governance principles, it makes an annual assessment, prepares the report on compliance with corporate governance principles and ensures that the results are sent to the Board of Directors.

- It monitors whether the distribution of duties and authorities between our Company organs, units, managers and employees is clearly and precisely determined. It makes recommendations on the regulations to be made and policies to be determined regarding the prevention of conflicts of interest that may arise in practice and ensures that compliance with these regulations and policies is monitored.
- When conflicts of interest arise between our Company's shareholders and other stakeholders, it follows up the actions taken to protect the rights of those concerned with an impartial and balanced approach. It examines the requests and complaints received from our Company's shareholders and stakeholders on matters within its area of responsibility and submits its solution proposals to the Board of Directors.
- It contributes to the determination and development of our Company's code of ethics. Oversees that our activities are carried out within the framework of these rules.
- It supervises our investor relations unit.
- It is responsible for the fulfillment of other duties assigned/to be assigned to the committee by the Board regulations and the Turkish Commercial Code.
- It makes recommendations for the determination of our Company's disclosure policy. Oversees the implementation of our determined policies. Reviews the scope, quality, consistency, and accuracy of the disclosures to be made and information to be provided on the website and in the annual report.
- It monitors the protection and facilitation of shareholders' rights, particularly the right to obtain and review information.
- It carries out activities to establish our corporate governance culture in our company and to ensure that it is adopted by our managers and personnel at all levels.
- It ensures that our Company is aware of its corporate social responsibilities. Monitors compliance with environmental and public health regulations.
- It carries out efforts on other topics that can be evaluated within the scope of corporate governance requested by our Board of Directors.

In addition to its duties and responsibilities within the framework of corporate governance, our Corporate Governance Committee is also responsible for the following duties and authorities:

- It fulfills the duties of our nomination committee and remuneration committee.
- It makes regular assessments on the structure and efficiency of our Board of Directors. The Committee submits its recommendations to the Board of Directors regarding any changes that may be made in these matters.
- It works to establish a transparent system for the identification, evaluation, and training of suitable candidates for the Board of Directors and managerial positions with administrative responsibilities and to determine policies and strategies in this regard.

- It determines the principles, criteria, and practices to be used in the remuneration of the members of our Board of Directors and managers with administrative responsibility, taking into account the long-term goals of our company and supervises them.
- Taking into account the degree of achievement of the criteria used in remuneration, it submits its proposals to the Board of Directors regarding the remuneration to be paid to the members of the Board of Directors and executives with administrative responsibilities.

Early Detection of Risks Committee

The Early Detection of Risks Committee convenes with the participation of one more than half of its members and takes decisions with the majority of those attending the meeting. The Committee submits a report to the Board of Directors with the findings and suggestions it has reached in relation to its duties and responsibilities. The report prepared by our Committee is also sent to the auditor.

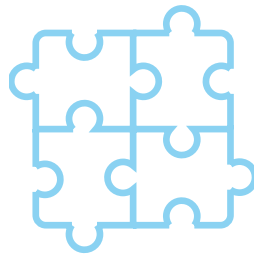
Our Committee convenes as often as required by the task assigned to it. Meetings of the Committee may be held at the Company's headquarters or at any other place that is easily accessible by the members of the Committee

In addition to its other duties, the Early Detection of Risks Committee has the following responsibilities.

- It identifies our current, potential, operational, strategic, and other risks and prepares proposals for taking relevant measures in connection with these risks.
- It proposes solutions to our Board of Directors and Audit Committee regarding the risks.
- Based on probability and impact calculations, it ensures that the risks to be retained and managed, shared, or completely eliminated in our company are identified.
- It submits relevant opinions to our Board of Directors for the establishment of internal control systems, including risk management and information systems and processes that can minimize the effects of risks that may affect the stakeholders of our company, primarily the shareholders.
- It ensures the establishment of our risk management systems and the establishment of organizational infrastructures within our company. In this context, it prepares proposals for the development of systems related to increasing functionality.
- It ensures that the existing and potential risk factors that may affect the achievement of our company's goals are identified, evaluated, and monitored within the framework of the systematic of our corporate risk management and that the principles for managing the relevant risks in accordance with the risk-taking profile of our company are determined and used in decision-making mechanisms.



- It ensures the integration of our risk management and internal control systems into the corporate structure of our company.
- It oversees that our risk management systems are reviewed at least once a year and that the practices in the relevant departments that assume responsibility for the management of our risks are carried out in accordance with the decisions of our committee.
- Fulfillment of other duties assigned/to be assigned to the committee by the Capital Markets Board regulations and the Turkish Commercial Code.
- It ensures that technical bankruptcy is detected early, and the Board of Directors is warned in this regard.
- It ensures that the risks that may jeopardize the existence, development and continuity of our Company are identified early, necessary measures are taken against the identified risks and efforts are made to manage the risks.



GRI 2-11; GRI 2-15; GRI 2-16;
GRI 2-18; GRI 3-3; GRI 205-1;
GRI 205-2

Our Code of Ethics

Our code of ethics, which we adopt and implement as ebebek, was written by our employees who continue their activities under our ebebek roof. These rules cover all ebebek employees, members of the Board of Directors and shareholders (“ebebek members”). It is the obligation of each ebebek member to comply with the “[ebebek Code of Ethics](#)”.

Our company in general;



- We are an organization that constantly learns and is open to improvement.
- We are a lean, simple, and strong organization.
- We define our barents, employees and products as our most valuable assets.
- Kindness and grace are important values for us in our behavior.
- We care about providing fast and high-quality service and we aim to achieve this by working with team spirit.
- Regardless of the circumstances, we never lie, and we carry out our work with the principles of sincerity and honesty.
- We believe that making mistakes adds to experience, but we take the necessary precautions to prevent the same mistakes from being repeated and we do not allow them to be repeated again.
- We turn our important business processes into procedures and apply them in the same framework in all processes.
- We do not make negative comments about our competitors, we care about them and value their contribution to our industry.
- We believe that we can only improve what we can measure. In this context, we attach importance to statistics and base our decisions on realistic data.

About Our Barents;



- We create and develop our product range in line with the needs, expectations and demands of our barents. We ensure that satisfaction is increased by offering a rich variety of products.
- We do not include any product that we would not prefer to use for our own babies in our stores or on our website. We carefully and meticulously select the products we plan to offer for sale.
- We act in line with our informative purpose, not with sales concerns.
We are careful to open our stores in places where our barents will have easy access.
- We pay attention to our costs and expenses to ensure that each of our barents can shop at affordable prices.
- We try to quickly solve and correct any problems or areas that we need to improve based on the feedback we receive from our barents.
- We make effort to understand our barents who have strong feelings for their babies, and we respect their concerns and worries during the process.
- We continue to provide exceptional service to our barents in the after-sales process.

GRI 2-11; GRI 2-15; GRI 2-16;
GRI 2-18; GRI 3-3; GRI 205-1;
GRI 205-2

About Our Employees:

- Everyone who conducts their activities within our organization is valuable to us. We respect and love all individuals in our organization, regardless of their rank and seniority.
- In order to ensure equal opportunity among our employees, we objectively evaluate their performance, efforts, dedication and achievements. We take their competencies into account in recruitment, promotion, and appointments.
- Everyone in our organization contributes to our success. We believe that the most innovative ideas and solutions come from our employees. We attach importance to the participation of our employees that we include in our operations at every stage.
- We attach importance to the confidentiality of any private information we learn during work. We do not violate the principles of confidentiality even if our ties with the company are severed.
- We avoid all kinds of events that will have a negative impact on our organization. We use the resources of our organization efficiently and take actions with the awareness of protecting its interests.
- When a problem occurs, we do not ignore it even if it is outside our field/branch, we seek solutions and take actions to ensure that the necessary things are done.
- We do not take any political action on behalf of our organization.
- We respect the healthy living rights of our employees within our organization. We try to create healthy, clean working areas.
- Since we believe that it is also important for the future success of our organization, we attach importance to the training of our employees and make the necessary investments.
- In addition to the intense work tempo, we attach importance to celebrating success and creating a happy working environment, and we appreciate success.
- Our managers aim to simplify jobs and workflows and make them easier, more understandable, and applicable, while also aiming to increase the number of successful employees.
- The duties and responsibilities of our employees are clear, precise, and detailed in job descriptions. All our employees have job descriptions.
- Our managers, who are senior, experienced, competent, and knowledgeable in their fields, are also open to learning new things and improving themselves.
- Whatever the process and whatever the stage, we always help each other in our work. If necessary, we physically support each other by getting up from the desk.
- In order for our organization to achieve sustainable growth, each employee trains the person who will come after him/her by teaching him/her what he/she knows. One of the most important qualities of our managers is to train teammates who will replace them.
- As per the rules of our organization, we do not work in the same workplace as husband and wife.



GRI 2-11; GRI 2-15; GRI 2-16; GRI 2-18;
GRI 3-3; GRI 205-1; GRI 205-2



About Our Suppliers:

- We are aware that our suppliers are our business partners. We believe that growth as an organization can be achieved together with our suppliers. Even when we do not do business with them, we do not end our relations with them and continue to value them.
- As an organization, we are aware of our responsibilities and obligations and aim to remain an important customer of our suppliers.
- We do not accept gifts from any company or person we do or will do business with.
- We show the same care and attention we show to the commercial information of our organization for the confidentiality of the commercial information of our suppliers.



About Our Partners:

- We ensure that they are satisfied that they have invested in a valuable and socially respected company whose priority is to provide quality service, and we work towards this goal.
- We act as a company that is aware of its responsibilities and fulfills its obligations before the government, financial institutions, and suppliers in a complete and timely manner.
- We aim to deliver sustainable growth and profitability and we take actions to realize these goals.



About Our Environment and Society:

- We take care to use society's resources efficiently by trying to prevent waste.
- We ensure that our products and services do not have negative environmental impacts..
- We value human health and show utmost care. For this reason, our employee team consists of people who do not smoke in their private lives.

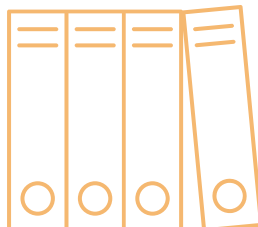


Our Ethics Policy

ebebek is a website and chain of stores established to meet all the needs of mother and baby, from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. It has realized its growth on these foundations. For growth to be sustainable, it is important that all stakeholders act in accordance with ethical principles. For this reason, ethical values have become part of the company culture.

In this context;

- All business and transactions are carried out in accordance with all applicable laws and sub-legislation.
- Team spirit is emphasized. For this reason, employees are expected to pay attention to courtesy and grace in their behavior. The principle of respect and honesty is not compromised.
- The principles of honesty, confidentiality and equality are adhered to.
- Babyologists' performances are evaluated objectively. In addition, performance evaluation is taken into account in recruitment, promotion and transfers, and equal opportunity is offered to employees.
- There is no discrimination among babyologists, and psychological violence (mobbing) and physical violence are not tolerated. In this context, legal regulations are complied with.
- The healthy life rights of babyologists are respected. In this context, an equal, safe, healthy, and human-oriented working environment is offered to babyologists.
- Personal development of babyologists is supported. In this context, equal training opportunities are offered to all employees.
- Honesty is important for ebebek. In this context, utmost care is taken not to provide misleading, incorrect, and incomplete information to Barents (testers). In addition, consumers are provided with accurate information.
- In all business processes, contracts with barents (customers), suppliers and other business partners are adhered to and acted in accordance.
- Care is taken to ensure that babyologists do not use their authority for their personal interests.
- The policy is published and shared transparently with all our stakeholders in order to keep them informed.
- The Code of Ethics is reviewed at least once a year and updated and improved when necessary. The Code of Ethics is under the responsibility of the Ethics Committee and is reviewed at least once a year, updated, and improved when necessary.
- This policy enters into force upon the approval of the Board of Directors.



Our Community Guidelines

As Ebebek Mağazacılık A.Ş., we define the rules that determine how to behave on our website or mobile applications as “Community Rules”. We create these rules in line with our goals such as the community being useful for each other and the actions forming a meaningful whole that is relevant to the site or mobile application.

1 We allow price comments on product value through our apps. However, we do not include comments about the price evaluation made by a person about his/her individual experience. We also do not include such comments on the prices of the same products in different stores.

2 We do not allow distracting, inappropriate, and unwanted content (spam). In this regard, we also consider repetitive text, meaningless writing or content consisting of symbols to be spam.

3 We do not publish content that discloses the privacy of others or contains personal information of individuals. This includes telephone number, e-mail address, license plate number, data source name (DNS) and order number.

4 The content shared cannot contain the following topics. As ebebek, we do not allow such posts.

- Swearing, obscenity and name-calling
- Harassment and threats
- Aggressive behavior
- Slander, defamation, or inflammatory content
- Sharing content from multiple accounts or coordinating with others

5 We do not allow content that expresses or incites hate, is violent, inflammatory or defamatory about the character traits of others. Such content includes, but is not limited to, the following topics:

- Sexual orientation
- Religion
- Political opinion
- Age

6 We do not allow posts promoting a company, website or individual.

7 We do not allow posts that impersonate the identity of an individual or organization.

8 We do not allow the publication of content that promotes illegal activities. Such content includes, but is not limited to, the following topics.

- Violence
- Drug use
- Underage drinking
- Child or animal abuse
- Fraud

9 We do not allow the sharing of content that causes physical or material harm to oneself or others, threats, or terrorism. We do not allow such content, including joking or mocking content that is intended to cause harm.

10 Comments on the site must be in Turkish, we do not allow comments expressed in other languages.

Consequences of Violation

In case of non-compliance with our community guidelines mentioned above, we do the following:

- We remove content posted by people who do not follow the rules.
- We limit the ability of non-compliant people to use community features.
- We remove related products.
- We suspend or close the accounts of people who do not comply with the rules.

If we identify unusual review activity, we may limit the ability to post reviews. When a person posts a review that does not comply with our promotional rules, we will reject or remove that person's review and will not allow that person to post another review of the same product.

We reserve the right to take legal action against any person who violates the laws of the Republic of Türkiye, including the Turkish Commercial Code, which may result in administrative or monetary penalties or criminal sanctions.

Ebebek Mağazacılık A.Ş.



Risk Management

The rapid change in the factors that make up today's business world brings with it risks as well as opportunities. Companies operating in an ever-changing and complex environment must manage potential hazards and uncertainties in an effective and balanced manner. Appropriate and accurate risk management is critical for ensuring business continuity and achieving long-term success. In the light of this information, as ebebek, we see risk management as an important strategic element and integrate it into our processes by adopting a professional management approach.

The processes of monitoring managerial and operational risks and implementing regulatory, preventive, and remedial actions against these risks are carried out by our Internal Audit Department, which reports to our Board of Directors. The Internal Audit Department conducts internal audits of our headquarters, warehouses, and stores. We submit the reports on the findings resulting from our audit activities to our Board of Directors. Every year, our Internal Audit Department reviews the risks related to the processes with all directors or managers and makes the necessary updates to the audit checklists.

As ebebek, we attach particular importance to monitoring and auditing activities related to corporate governance, which is a dimension of sustainability, within the scope of our Internal Audit Department activities. In this context, we conduct audits on policies, procedures, job descriptions and related documents, which we see as elements of corporate sustainability.

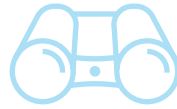
As ebebek, we also combat risks related to corruption and bribery. As a result of management requests, denunciations or our findings, we carry out the necessary examination and investigation activities within our Internal Audit Department.

Within the scope of our Internal Audit activities, we conduct audits on certain criteria and working conditions included in our audit checklists (Store, Warehouse, Administrative Affairs, etc.). In our audit checklists for store, warehouse, and administrative affairs processes, we inspect topics such as the cleanliness and orderliness of our employees' dining hall / resting and general working areas, and the absence of uninsured workers, and we carry out controls on occupational safety under the heading of Occupational Health and Safety. In addition, in our Information Technologies (IT) checklists, we carry out our audit activities regarding business continuity, information security and cyber security risks.



Quality Management

We refer to the systematic approach we follow to design, produce, and deliver our products or services to the buyer as our **“Quality Management”** approach. With this approach we have adopted as ebebek, we aim to increase our barents satisfaction, optimize the efficiency of our processes and achieve sustainable success. In this context, in the procurement contracts, we state that barents returns will be accepted unconditionally and the relevant model will be sent back to the company that produced it. Because we formulate our basic principles in such a way that we strive to provide quality and good service to our barents. In addition, with our goal to continuously develop and improve our products and services, we obtain certain certifications and try to achieve cost savings. Thanks to the service we provide with our quality products, we take into account the environmental, social and economic impact of our products while meeting the needs of our barents.



Our Quality Policy

As Ebebek Mağazacılık A.Ş., we operate as a leading company in the sector with our barents, employees, suppliers and partners and we adopt high quality standards.

Increasing the effectiveness of the system and ensuring continuous improvement with a sustainable service approach within the framework of international ISO-9001 Quality Management System standards and legislation.

Ensuring compliance with all legal regulations that our organization is subject to in its national and international activities.

Achieving company and unit goals in a team spirit based on total quality philosophy.

Offering sustainable growth and profitability to our shareholders by acting as a company that fulfills its obligations before the government, financial institutions, and suppliers in a complete and timely manner.

Meeting the expectations of mothers and fathers with a parents-oriented service approach and ensuring that their satisfaction is kept at the highest level.

Ensuring the satisfaction of our employees, empowering them, and supporting their continuous development in order to achieve the highest performance in all our processes.

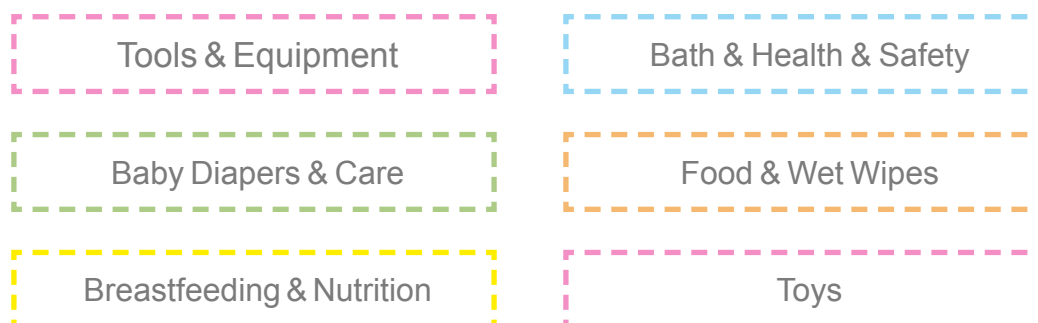
Avoiding waste by emphasizing the efficient use of community resources in order to survive in the global market.

Believing that growth will be achieved together by adopting the philosophy of mutual benefit with our suppliers who are our business partners.

We consider these matters as a priority and undertake and declare that they are under the responsibility of our company.

Within the scope of our quality management, we apply various tests such as physical strength tests, fastness tests and ecological tests to the fabrics of all commercial products we will purchase. In addition to these practices, we perform child safety risk assessment on physical samples in our pre-production processes. We carry out the necessary controls and audits with our Internal Audit Department, which monitors whether the processes are carried out in accordance with the quality control procedure we have realized. In line with our aim to improve and develop our quality management processes, as ebebek, we aim to obtain a certificate of compliance with ISO9001 standard in 2023.

As ebebek, we address our quality management processes through the following categories;



We operate in the categories mentioned above. We receive various certifications in each of these areas and focus on improving our quality processes by examining them in detail.

Tools & Equipment

Our standards for different tools and equipment are given below.

Car Seat: ECER44 – R129

Baby Stroller: EN1888

Highchair: EN 14988-1:2006

Walker: EN1273 – EN71/1-2-3

Playpen: EN 716-1:2008 + A1

Household Swing: EN 16232:2013

In addition, we aimed to obtain the “After Sales Service Competence Certificate” (SSHYP) in 2022, and we achieved this goal in 2023. In this context, we renew our report every year. The standards we have obtained for various tools and equipment are listed below.

Bebek mobilyaları (TS 13380)

Baby furniture (TS 12487)

Child strollers, pushchairs and car seats (TS 12512)

Baby care devices ((TS 13422)

Medical devices (TS 13422)

Battery powered vehicles for children (TS 12426)

Bath & Health & Safety

Bathroom Products;

CE

Azo Dye

Phthalate Test

Safety products;

TS EN 1466

TS 13422

Baby Diapers & Care

Detailed information about the certificates we have received in the Diaper & Care category is given below.

IFS-HPC Version 2

TS EN ISO 22716:2013

COSMOS Product Certificate

TS EN ISO 9001:2015

Food & Wet Wipes

We provide detailed information about the certificates we have received in the formula & wet wipes category below.

Food;

Shelf Life Duration Adequacy
Microbiological Compliance
Chemical (Contaminants/Heavy Metal)

Cloth;

Microbiological Compliance
Stability **(for shelf life)**
Dermatological Test

Wet Wipes;

Stability **(for shelf life)**
Dermatological Test
Microbiological Conformity

In our Formula & Wet Wipes category, there is a team that manages our quality control processes and puts our products to the test. In addition, the Ministry of Trade and Health regularly visits our stores. During these visits by the Ministry, samples of our products are taken and subjected to the necessary tests, and the ministry notifies us of any negative feedback. As ebebek, we share this feedback we have received with our relevant suppliers by taking the necessary actions. In addition to our audit efforts, we have commercial efforts to increase the variety of quality products and services.

Breastfeeding & Nutrition

Below you can find detailed information about the certificates we have received in the category of Breastfeeding & Nutrition in 2022.

Breastfeeding Products;

EN 14372 (Food Contact)
EN 14350 (Drinking Equipment)
ISO 9001: 2015
Product Migration Tests

Nutrition Equipment;

ISO 9001: 2015, EN 14372 (Food Contact)
EN 12586_A1 (Pacifier Connectors)
EN 1400_A2 (Pacifiers for infants and young children)
Product Migration Tests



Toys

We evaluate the sales of products after conducting tests according to different product groups in the toy category. We constantly monitor the compliance of existing toy products with quality processes. As ebebek, we go to domestic and international fairs to increase our product range. We closely examine the changes occurring in the market and identify new products and add them to our products. We strive to meet the needs of all our stakeholders by staying up to date.

We provide detailed information about the certificates we have received in the toy category below.

CE	EN62115
EN71-1 (Toy Safety Tests)	Azo Dye
EN71-2 EN71-2 (Toy Safety Tests)	Phthalate Tests
EN71-3 EN71-3 (Toy Safety Tests)	

We determine the age range for which toys are suitable according to the EN71 test. We determine the age groups according to the mechanical and physical properties of the products. We write the age information in the test results on the packaging of our products. In addition, we get the expert opinion of our Child Development Specialist on the age group of our products.

Our Information Security

In today's business world, which is constantly undergoing digital transformation, information assets are becoming increasingly valuable. Our company adopts a robust Information Security Policy to protect these valuable information assets and to ensure parents trust. This policy aims to create a sustainable business environment by securing our organization's information systems, information, and processes. In addition to our policy, with our Information Security Management System, we ensure that all activities within its scope are carried out in accordance with the ISO 27001:2013 standard.

Our Information Security Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby, starting from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. While sustainably growing in this direction, parents (customer) and employee trust is important. In this context, importance is attached to the protection of personal data of parents (customers), employees and third parties. We also take measures to ensure that the confidentiality of information assets, which are the company's treasure, is not compromised.

In this context;

In accordance with the Law on the Protection of Personal Data, data belonging to employees, barents (customers) and third parties are processed in accordance with the technical and administrative measures in the "Personal Data Security" guide and other legal obligations and regulations.

Risks that may cause the confidentiality, integrity and accessibility of personal data and information assets to be impaired are identified, risks are assessed according to the probability of impact and appropriate measures are taken to mitigate risks.

The security of personal data is ensured. In this context, personal data are stored in secure environments that are well-maintained.

Sustainable access to information is important for the continuity of operations. In this context, emergency and disaster scenarios are created to ensure the accessibility for information assets and uninterrupted workflow. In the event of and unexpected interruption, efforts are made and measures are taken to reactivate activities within a certain period of time.

Awareness trainings and awareness-raising activities are organized for employees and third parties to increase information and security when necessary.

The policy is published and shared transparently with all our stakeholders so that they are informed.

The Information Security Policy is reviewed at least once a year, updated and improved when necessary. The execution of the Information Security Policy is the responsibility of the Information Security Management Systems (ISMS) Board and is reviewed at least once a year, updated and improved when necessary.

This policy enters into force upon the approval of the Board of Directors.

GRI 3-3

Our Information Security Policy covers the processes of protecting electronic information assets obtained from logistics, storage, accounting, finance, quality assurance, purchasing, human resources, administrative affairs, law, sales, marketing, internal audit and information technology activities related to commercial activities, information security processes used for the processing, storage, protection, confidentiality and integrity of personal data kept within the company within the scope of the law carried out within our company and related transactions.

With our ISO 27001:2013 Information Security Management System Policy, we are committed to;

- Provide secure access to all kinds of information assets of our organization and its relevant stakeholders,
- Protect the confidentiality, accessibility, and integrity of information assets,
- Protect the reliability and reputation of our company,
- Implement the sanctions deemed necessary in case of an information security breach,
- Identify, evaluate, take necessary measures, and manage information and data security risks that may occur on all kinds of information assets belonging to our company, our parents, suppliers and business partners, fulfill the requirements of national, international regulations, legal and relevant legislation, and meet the obligations arising from agreements,
- Ensure information security requirements arising from corporate responsibilities towards internal and external stakeholders,
- Reduce the impact of information security threats that will affect business and service continuity,
- Protect and improve the level of information security with the control infrastructure of our established information security management system,

we promise.

In the context of our Information Security;

We leverage cyber security services such as MDR (Managed Detection and Response), SOC (Security Operations Center), Monitoring Tool (network monitoring tool) to ensure end-to-end visibility and traceability.

We use the SIEM (Security Information and Event Management) system, which enables us to work more proactively in the fight against security threats.

We use security solutions such as EDR (Endpoint Detection and Response) and EPP (Endpoint Protection Platforms) that help us ensure reliability on endpoints.

We regularly subject systems to Penetration Testing to eliminate vulnerabilities or initiate shutdown processes.

We create back-ups for all systems with the 3-2-1 backup rule.

Our Innovative Projects

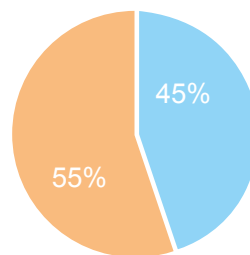


Our R&D and Innovation Efforts

Research and Development (R&D) is one of the cornerstones for companies to gain innovation and competitive advantage and to offer innovative approaches. Developing new products, optimizing processes, and keeping up to date with technological innovations are among the activities carried out within the scope of R&D. As ebebek, we carry out R&D activities to stay up-to-date in the business world, adapt to technological developments and make good use of our future opportunities.

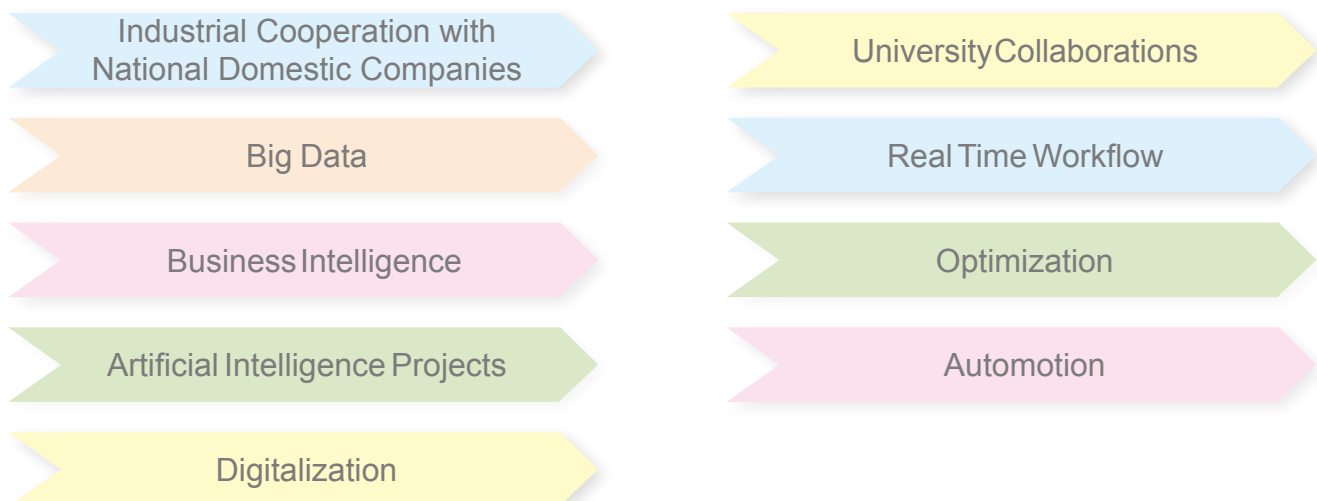
We carry out our research and development activities in a 306 m² office in Biruni Teknopark with a total of 51 R&D team employees, 28 women and 23 men, who are competent in their fields.

2022	Men	Women	Total
Number of R&D Employees	23	28	51

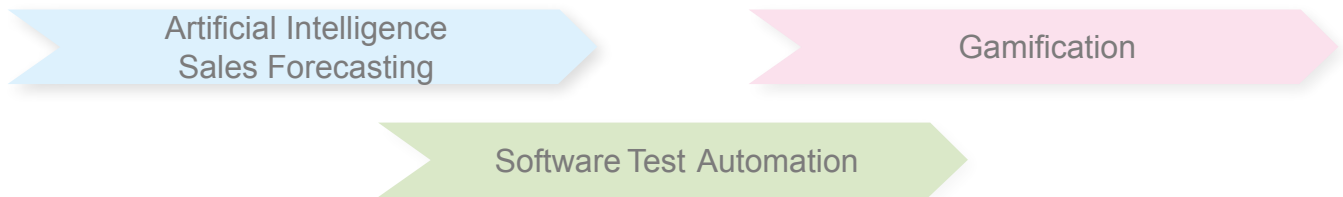


■ Men ■ Women

We have various strategic focus areas in R&D. These are;



Our current projects that we continue to work on are as follows;



As ebebek, we have two important R&D projects that we have realized in addition to the projects we are currently working on. The names of these projects are: What-If Project and Product Age Processing (P-A-P) Project. We provide detailed information about these projects below.

Sales Forecasting (What-If) Project Organized by Product and Discount Rates:

Aim of the Project:

With our Sales Forecasting project, we aim to measure the impact of discounts on sales by analyzing how much products are sold when they are discounted. This project enables us to identify discount sentiment and helps us develop more informed and efficient promotional strategies.

Content of Our Project:

Within the scope of the project, we use discounted and non-discounted sales data of various products to conduct analysis. We analyze the data to understand the impact of discount rates on sales volume.

Main Components of Our Projects

Product and Store Data: We collect sales data of our different products and stores.

Discount Analysis: We examine the effect of the discounts we make on certain products on sales volume.

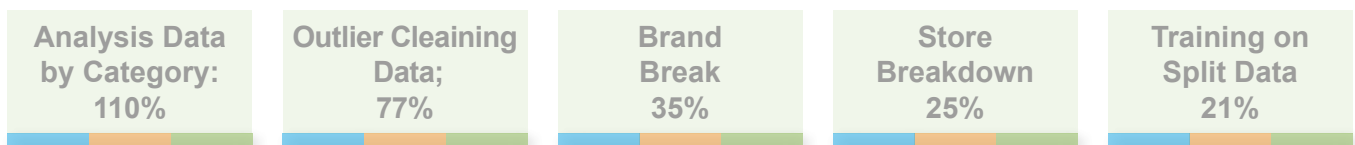
Sales Forecasting: We estimate the sales volume before the discount is made.

Our current projects that we continue to work on are as follows;

Our Project Management:

We analyze our data using the MAPE and RMSE metrics. Both metrics are popular metrics used to explain and reduce error in regression problems. While MAPE is the mean percentage deviation, RMSE is the metric used in the optimization phase.

We provide detailed information about the percentages we obtained based on the MAPE metric we used below. Our goal is to reduce the MAPE value, which was 110% before the project started, to below 20%.



Benefits of our Project:

Strategic Discount Planning: We understand which products sell more at which discount rates and try to organize more effective discount campaigns.

Inventory Management Optimization: We predict which products will be in demand and when and improve our inventory management.

Profit Margin Increase: We increase our profit margins when we anticipate that more sales can be made with fewer discounts.

Department Specific Benefit: Each department with sales data develops its sales strategies by taking advantage of these analyses.

Product Age Processing (P-A-P):

Within the scope of our Product Age Processing (P-A-P) Project, we analyze the age category of the products we sell according to the click or search rates of the products we sell and try to determine the month/age range of the baby/child. As a result of the matches we make, we also achieve efficiency in our parents relationship management processes, and we aim to establish an artificial intelligence-supported data management system that paves the way for innovative projects that create more value. With the system we are trying to create, we plan to recommend various products that appeal to the age range of our parents.

Our Sustainability Approach



Our Sustainability Approach

As ebebek, we place our slogan “The Future Belongs to Babies” at the center of our vision of sustainability. Our vision shapes every decision we make and every activity we plan to carry out. We believe that investing in our babies and their future means a brighter tomorrow for the whole society. In this context, we strive to build a more habitable world for today and future generations, and in line with this goal, we strive to reduce our environmental impact and protect natural resources.

We apply our sustainability strategies, which we have created with a transparent, effective, and innovative approach, to reduce our impact on the environment at every step of our products from design to production, from distribution to reaching the end user. We continue to seek innovative solutions to make our operations more efficient and environmentally friendly. We both pioneer the development of sustainable products and adopt environmentally friendly technologies. We are also increasing the use of renewable energy, reducing waste, and choosing sustainable materials. Together, we focus on providing safe, healthy, and high-quality products for our babies and parents.

We not only consider our environmental impact but also the social impact of our activities. In addition to providing our parents with environmentally friendly and high-quality products, we also guide them in adopting a sustainable lifestyle. We see supporting our employees by improving their well-being and raising their awareness as an important part of our sustainability commitment and we listen to their suggestions.

We take our responsibility to leave a more habitable world for our babies seriously and we constantly make innovations in this direction.

Through the feedback we receive, we take action and increase the applicability of our strategies.

We continue to work decisively to make a positive change by raising sustainability awareness in the business world and in our society.

We focus on integrating the concept of sustainability, which we address comprehensively with its environmental, social, governance (ESG) and economic dimensions, into our mission, vision and all our business processes. Similarly, we know that this topic needs to be addressed in depth in every unit of our company in order to align our business model and strategies with sustainability. In order to create a sustainable world, we start our processes by creating strategic plans within the scope of our ESG goals. Then, we shape all our operations, corporate culture, and external relations according to our strategies.



Our Sustainability Goals

Through the feedback we receive, we take action and increase the applicability of our strategies.

- Package Recycling Piggy Bank (5 Stores)
- baby me Detergent Refill Station (5 Stores)
- Receiving awards in the fields of Social Responsibility and Sustainability
- Publishing the Sustainability Report in 2022
- Implementing a circular economy project in 2023
- Achieving WWF Green Office Diploma in 2023
- Zeroing the amount of single-use plastic waste in our Head Office building in 2023
- Reducing food waste in our cafeterias by 2023

Our Prominent Sustainability Practices

Today, companies' sustainability activities provide opportunities for adaptation and innovation. Plans prepared within the framework of environmental, economic, and social impacts help companies to be long-term.

As ebebek, we consider our environmental, social, governance and economic impacts as a whole. We formulate our strategies, plans and goals by taking these impacts into consideration. Accordingly, while increasing our direct and indirect positive economic impacts, we strive to increase our positive environmental and social impacts and reduce our negative impacts.

We also take into account not only the needs of today, but also the expectations and needs of future generations, and we attach importance to positively shaping the future with the decisions we take. In this way, we strive to make a happier future and a habitable world possible for the whole society.

In summary, up to 2030, we focus on reducing waste generation through our projects, adopting strategies to prevent, reduce, recycle, and reuse waste generation.

THE FUTURE BELONG TO BABIES

In line with our vision of building a sustainable world, we keep contributing to raising social awareness and take the necessary actions as ebebek. In the journey we set out on with our understanding of "The Future Belongs to Babies!", we take steps to create positive impacts for our future generations by realizing various projects.



Package Recycling Piggy Bank

One of the 17 Sustainable Development Goals, the Responsible Production and Consumption Goal, aims to significantly reduce solid waste generation by 2030 by preventing, reducing, recycling, and reusing waste generation. Accordingly, with our Package Recycling Piggy Bank Project, in addition to realizing the aforementioned improvements, we ensure that greenhouse gas emissions are reduced, a high recycling rate is achieved, and we contribute to the circular economy.

We sell machine-compatible packaging with glass, metal, and plastic raw materials in our stores and on our website. We provide TRY 2 coupons to our members for each package without any profit motive. Consumers without membership can continue to use the piggy bank without earning coupons.

The piggy bank, which can generate visual and physical information about the packaging and match and compare it with barcode information, has a process that can store, share, and document the data of all transactions electronically. We display the discount coupons we provide for the returned packages as discount coupons via SMS or our ebebek applications.

We invite everyone who wants to contribute to nature with our motto **“Less plastic for your baby, a cleaner future!”** to our Istanbul Bostancı store.



baby me Detergent Refill Station

If our parents come to our stores with their empty packages, we offer them the opportunity to purchase our own brand of baby detergent, fabric softener, pacifier-bottle cleaner and stain remover at a price 30% more economical than the shelf price. Not only do we enable families to contribute to the household economy and save money, but we also aim to reduce the use of plastic by reusing our parents existing packaging. In this way, we aim to reduce the amount of plastic waste and our impact on the environment. At the same time, we raise awareness among our parents about responsible consumption.

We aim for our parents to be part of a social change by choosing our refill station, reducing their plastic waste and contributing to a sustainable lifestyle. To overall goal of our project is to generate economic gains and raise awareness of sustainability in society by ensuring environmental awareness. In this way, we are taking steps to build a more sustainable future and make the world a better place for our babies to live in, and we continue our efforts without interruption.



Our Sustainability Goals

As Ebebek Mağazacılık A.Ş., we established our Sustainability Committee in order to report directly to our Board of Directors in order to fulfill our duties such as determining our sustainability strategy in environmental, social and corporate governance areas, executing, monitoring, auditing, reviewing, improving and developing our policies, goals and practices in the field of sustainability. The main purpose of our Sustainability Committee is to determine, implement, monitor, and develop the duties and working principles of the committee.

Our Sustainability Committee

Our **Sustainability Committee**, established with the approval of our Board of Directors, consists of a total of **19 members** with the following titles. The titles of the members of the Sustainability Committee are presented in line with the update realized as of 01.01.2023.

- Group Ceo
- General Manager
- Director of Financial and Administrative Affairs
- Marketing Director
- E-Commerce Director
- Human Resources Director
- Supply Chain Director
- Planning and Analysis Director
- Store Operations Directors
- Textile Director
- Internal Control, Risk Management and Internal Audit Director
- Project Office Director
- England Country Director
- Director of Information Technologies
- Trade Director
- Brand and Corporate Communications
- Corporate Communications and Sustainability Manager
- Assistant Sustainability Specialist



Our Sustainability Committee approves the projects created and ensures their realization. Our Sustainability Committee takes its decisions with the majority of votes of the participating members. In case of equality of votes, the Group CEO's vote is counted as 2 votes if he/she attended the meeting. In case there is an equality of votes, and the Group CEO does not participate in the meeting/decision-making process, the General Manager's vote counts as 2 votes.

Our Sustainability Committee convenes **at least 6 times a year**; however, the scheduled meeting interval of the committee is every six weeks. We hold our meetings with the participation of at least the absolute majority of the number of members of our Sustainability Committee. The meeting is called by our Committee Chairperson (Group CEO). The meeting agenda of our Sustainability Committee is determined by our Chairperson and our Corporate Communications and Sustainability unit.

The secretariat of our Sustainability Committee keeps written records of the decisions taken at the meetings, including the place, time, and participating members. In addition, our Committee Secretariat prepares a summary of the minutes regarding the topics discussed at the meeting and shares this summary of the minutes with the members and relevant parties together with the written decisions.

GRI 2-9; GRI 2-10; GRI 2-11; GRI 2-12; GRI 2-13; GRI 2-14

Our Sustainability Committee takes decisions by utilizing the opinions of experts when necessary. Through our Sustainability Committee Chairperson, we submit the decisions that need to be approved by our Board of Directors and that will shape our company's sustainability strategy to the approval of our Board of Directors.

Duties and Responsibilities of our Sustainability Committee

We work to integrate sustainability into our way of doing business and develop projects accordingly.

We identify the material sustainability topics that we need to focus on, and create our sustainability strategy, short, medium, and long-term goals, roadmaps, and policies. We disclose the aforementioned information to the public with the decision of our Board of Directors.

We follow national and international developments in sustainability.

We proactively manage risks in environmental, social, and corporate governance areas and shape our sustainability strategy.

We follow our sustainability roadmap and the developments in our practices that we have created to realize our sustainability goals, determine our performance criteria within the scope of our goals and audit our performance.

Within the scope of combating climate change, we support the transition to a low-carbon economy and ensure that projects are carried out to reduce carbon emissions in our business processes.

We regularly review our sustainability goals, policies, practices, working principles and management systems, and improve, develop, execute, monitor, and audit them. We submit our work to the approval of our Board of Directors at least once a year, and in any case, within the maximum time limits set for the public disclosure of annual reports.

We ensure that all our employees are informed in line with our sustainability strategy and goals, and we work to ensure that our employees internalize these topics.

GRI 2-9; GRI 2-10; GRI 2-11; GRI 2-12; GRI 2-13; GRI 2-14; GRI 2-12;
GRI 2-13; GRI 2-22; GRI 2-23; GRI 2-24

We ensure that all stakeholders are consulted on our sustainability strategy, policies, and practices.

We decide on national and international memberships and collaborations that will support the achievement of our sustainability strategy and goals.

We work to ensure compliance with the principles included in the Sustainability Principles Compliance Framework announced by the Capital Markets Board (CMB). We prepare reports on sustainability as stipulated by the Capital Markets Legislation and submit them to the Board of Directors for approval to be disclosed to the public.

Our Sustainability Policy

The most important feature of sustainability policy, which ensures that environmental, social, and economic impacts are taken under control, is that it is multifaceted. It includes environmental practices such as energy, waste, and water management; social practices such as fair working conditions, social responsibility, and gender equality; and economic practices such as reducing costs and using resources effectively.

As ebebek, we comply with legal regulations and integrate the necessary regulations into our Sustainability Policy in order to adapt to changing global conditions and gain the full trust of our stakeholders. We provide detailed information about our Sustainability Policy, which is the basis of our decisions we take for the future of our company, below.

Our Sustainability Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby, starting from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support.

In order to sustain growth, sustainability has become a company culture. In this context, it realizes the actions it takes in order to leave a cleaner and fairer world to future generations by taking into account the sustainability framework.



In line with ebebek sustainability approach;

The Sustainable Development Goals set by the United Nations are observed. Within this scope, ebebek fulfills its duties.

An approach in line with the values set out in the United Nations Universal Declaration of Human Rights is taken.

ebebek values its stakeholders and establishes responsible, transparent, ethical, and participatory communication with them. In addition, it avoids behaviors that may damage its corporate image and acts within the framework of ethical principles.

ebebek attaches importance to team spirit. In this context, courtesy, grace, and empathy are emphasized in communication.

Risks and opportunities are identified within the scope of ESG, assessed according to their impact-probability magnitudes, and corrective actions are planned if necessary.

Within the scope of preventing climate change, it is aimed to minimize greenhouse gas emission values by using environmentally friendly technologies.

It aims to create a positive impact on environmental and social concerns.

Our policies are published and shared transparently with all our stakeholders in order to keep them informed.

The Sustainability Policy is under the responsibility of the Sustainability Committee and is reviewed at least once a year, updated, and improved when necessary. This policy enters into force upon the approval of the Board of Directors.



GRI 2-6; GRI 2-29; GRI 3-1; GRI 3-2; GRI 3-3

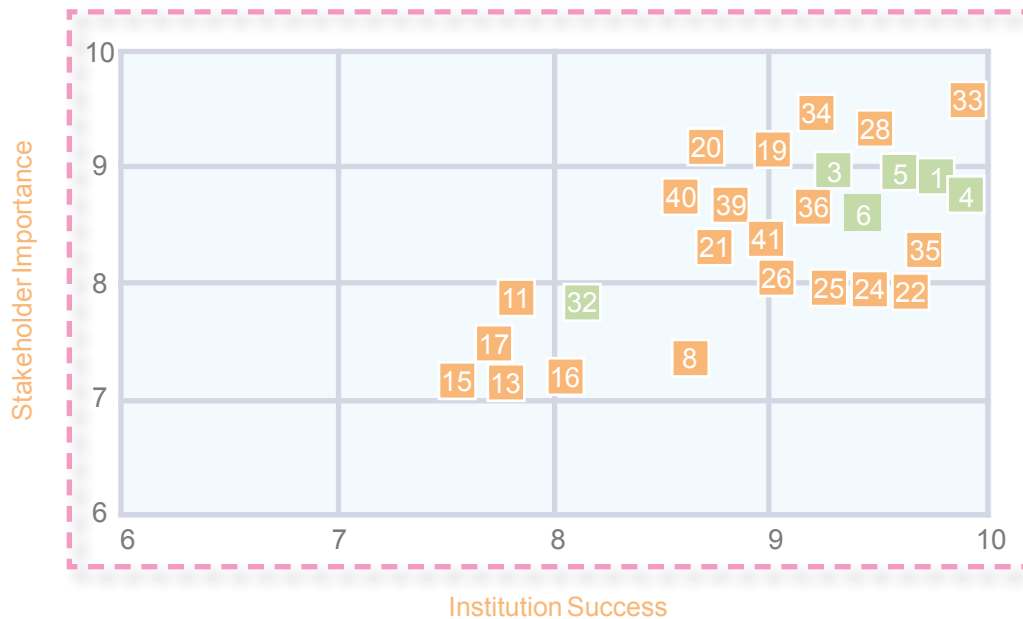
Our Stakeholder Relations and Materiality Analysis

As ebebek, we conduct materiality studies for environmental, social and governance topics in order to manage our sustainability activities more effectively. While conducting materiality studies, we manage our process according to the GRI Standard and create our materiality matrix and material topics according to the results.

In order to determine our environmental, social and governance topics, we first conducted a workshop with our stakeholders. As a result of the workshop, we analyzed the corporate success and stakeholder importance data of sustainability topics obtained from our stakeholders and created our materiality matrix.

The horizontal axis of our matrix includes “The impact of the topic on the success of the organization” and the vertical axis includes “The importance of the topic for the stakeholder”, while the importance of the topic for stakeholders and its impact on the success of the organization increases as we move to the upper right side of the matrix.

We share our materiality analysis and material topics below.



- | | | |
|--|------------------------------------|---|
| 1 Corporate Governance | 19 Occupational Health and Safety | 35 Procurement Practices |
| 3 Fight Against Corruption | 20 Employment | 36 Large Scale Job Creation |
| 4 Information Management / Data Management | 21 Remuneration of Employees | 39 Effective Communication in Marketing |
| 5 Information Security Management | 22 Employee Performance Management | 40 Advanced Technology Utilization |
| 6 Organization Risk Management | 24 Education and Training | 41 Digitalization |
| 8 Supplier Environmental Assessment | 25 Employee Retention | |
| 11 Energy | 26 Employee Satisfaction | |
| 13 Emissions | 28 Customer Satisfaction | |
| 15 Water and Waste Water | 32 Diversity and Equal Opportunity | |
| 16 Wastes | 33 Economic Performance | |
| 17 Ingredients | 34 Indirect Economic Impacts | |

GRI 2-6; GRI 3-3; GRI 204-1; GRI 308-1; GRI 308-2

Sustainability in the Supply Chain

In addition to achieving economic gains in supply chain processes, businesses are integrating their environmental and social responsibilities into the way they do business. The supply chain concept, combined with sustainable business processes, provides positive impacts in many ways. These positive impacts occur in different dimensions. It contributes environmentally, such as implementing green and environmentally friendly practices, reducing carbon footprint and using natural resources sustainably; and socially, such as implementing fair trade practices, preventing child labor and supporting local economies.

In a dynamic business environment, we constantly review our relationships with our suppliers in order to sustain our existence and success as a company. We keep pace with changes in line with the rapidly changing parents expectations and market demands. We build strategic partnerships with our suppliers through a collaboration centered on sustainability and digitalization. Thanks to our innovative approach, we increase the efficiency of our company and move it to a stronger position even under changing conditions.

Our Suppliers

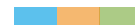
Supply Chain

We define all our corporate functions, from the procurement of products to their delivery to our parents and even the after-sales services we provide, as our supply chain. We divide the structure of our supply chain to focus mainly on two functions;

Planning and Control Process



Distribution and Logistics Process



we divide it to focus on two functions as follows.

As ebebek, we adopt the control tower approach in Supply Chain management and ensure “end-to-end” visibility of the supply process in the management of our organization, especially our planning and operations managers. Thanks to the transparency we provide; we work in a focused manner to provide instant visibility against interruptions and deviations in demand and operation plans.

In our procurement activities, we do not cooperate with any institution or organization that conducts business through bribery and corruption or that does not oppose this understanding, and we pay due attention to this topic. In addition, we internalize the understanding of right and honest business and strive to apply this understanding we have acquired in all our relationships in a fair, equal and transparent manner. As ebebek, we carry out our relations with our suppliers who comply with the Republic of Türkiye’s rule of employing workers in accordance with the law. At the same time, we continue to work with subcontractors that comply with this rule.



GRI 2-6; GRI 3-3; GRI 204-1; GRI 308-1; GRI 308-2

We carefully and diligently monitor efficiency and cost subjects in the procurement processes we carry out within our supply chain. We make calculations through process development and optimization efforts. As of 2023, we plan to include sustainability topics and monitor efficiency and cost processes. In this way, we expect the development of sustainability perspectives and best practices in our extensive supply chain.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	13	13	3	3	3	3

As ebebek, we carry out various activities to increase our procurement performance with our way of doing business and efficiency efforts in our supply chain cycles. In this context, in our supply chain processes, we managed to increase the number of contracted procurements from 3 in 2020 and 2021 to 13 in 2022. We aim to increase our procurements even more in the future and we are constantly striving to improve.

As of 2023, we are planning to consider our procurement procedures that we apply in our procurement processes from an environmental perspective. With the awareness of the conditions we are in, we aim to make the necessary arrangements by considering environmental criteria and to integrate these arrangements into our processes in a fast and practical manner.

We share detailed information on the types and recycling rates of the materials we procure within our supply chain and textile category in the table below.

Material Procurement	Items Received			Procurement of Recycled or Circularly Generated Materials		
	2022	2021	2020	2022	2021	2020
Material Components	Tons	Tons	Tons	Tons	Tons	Tons
Paper				441	325	230
Electronics						
Plastic				106	74	51
Glass						
Metal						
Food						
Other	15,000			8,000		
TOTAL Material	15,000			8,547	399	281

The data in the table covers our supply chain and textile category.

GRI 2-6; GRI 3-3; GRI 204-1;
GRI 308-1; GRI 308-2



Textile

As ebebek, we work with suppliers that produce baby wear, accessories, and shoes on the basis of the textile sector. As of 2022, we are in cooperation with 80 suppliers in Türkiye. We conduct audits for all our suppliers on social and technical topics. We prioritize our suppliers who work on sustainability topics or carry out their processes with sensitivity to these matters.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	204	204	83	83	70	70

We carry out various factory audits of our suppliers in the textile category at certain intervals, carry out the necessary controls and ensure safety. Within the scope of the audits we conduct, we also consider environmental impacts, which are among our material topics. In this context, we include the environmental audits we have carried out as ebebek below.

- Within the scope of our technical audits, we check whether there are metal waste bins in the production areas of our suppliers with whom we cooperate.
- We check whether broken needles from sewing machines used during production are collected in a single area with all their parts. We also recommend that these needles are disposed of in recycling bins.
- We check whether the oil reservoirs used in the machines are leaking. We recommend that the oil used in all machines is recycled.

Tools and Equipment



In line with the principles of sustainability, we procure products such as Baby Strollers, Baby Car Seats and Accessories, and Baby Walkers from our suppliers using the ordering system. In terms of sustainability, we generally prefer to procure directly from manufacturers or distributors and prioritize recyclable and environmentally friendly options when selecting materials. So far, we have successfully completed our procurement processes in cooperation with 73 different suppliers.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	20	20	18	18	18	18

GRI 2-6; GRI 3-3; GRI 204-1;
GRI 308-1; GRI 308-2

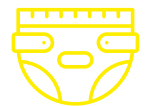
Bath & Health & Safety



We procure Bath & Health & Safety products from our suppliers through the ordering system, provided that the commercial conditions specified as appropriate by our trade department are met. We continue to work directly from the manufacturer or with suppliers who carry out importer and distributorship activities. In this context, we successfully completed our procurement transactions with 20 suppliers in four different countries in 2022. The products we obtain from our suppliers are delivered to our 2 different warehouses by our suppliers taking into account logistics optimization.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	20	20	18	18	18	18

Baby Diapers & Care



We procure Baby Diapers and Baby Care products from our suppliers through the ordering system, provided that the commercial conditions specified as appropriate by the trade department are met. We continue to work with suppliers who are directly from the manufacturer or who carry out distributorship activities. Within the scope of our procurement transactions with 43 different suppliers, we focus on logistics optimization and receive the products sent by our suppliers in 2 separate warehouses.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	49	49	42	42	38	38

Breastfeeding & Nutrition



We procure Breastfeeding and Nutrition Equipment products from our suppliers through the ordering system, provided that the commercial conditions specified as appropriate by the trade department are met. We continue to work with suppliers who are directly from the manufacturer or who carry out distributorship activities. Within this framework, we have carried out procurement transactions with 54 suppliers. The products we obtain from our suppliers are delivered by our suppliers to our 2 different warehouses taking into account logistics optimization.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	54	54	47	47	43	43

GRI 2-6; GRI 3-3; GRI 204-1; GRI 308-1; GRI 308-2

Food & Wet Wipes



We carry out our supply processes for food and wet wipes products either directly from manufacturers or through distributors. We work with a total of 48 different suppliers in our country for our products. Although our business model is mainly based on long-term contracts, we also supply products through short-term contracts as needed.

Performance evaluation criteria in our Food & Wet Wipes business unit include turnover, profit margin, inventory days and net working capital, as well as KPIs related to sustainability. We also attach importance to environmental assessments in the supply processes of Food and Wet Wipes. In this context, we determine 20% of our suppliers based on environmental criteria. Our 4 suppliers that we have determined according to environmental criteria are Nestle, Numil, Hip and Eczacıbaşı.

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	20	20	19	19	20	20

Toys



When selecting our suppliers from which our toy products will be supplied or when making our procurement transactions, we evaluate them by considering environmental criteria in addition to social criteria such as employee conditions, human rights and OHS. In addition to these criteria, we supply products according to toy safety test certificates.

As ebebek, we stay in constant contact with our suppliers in our toy category and regularly carry out monitoring and observation activities throughout the year. Within the scope of these visits, we also make field trips and provide the necessary feedback to the companies that we foresee to be risky, and if the nonconformity continues or is above a tolerable level, we terminate our cooperation.

Our suppliers in our toy category are located in two countries, Türkiye and China. In the period from 2020 to 2022; we increased the number of suppliers in both countries. We continue our efforts to show more growth in the coming processes.

Number of Suppliers by Country	2022		2021		2020	
Countries Where Our Suppliers Are Located	Türkiye	China	Türkiye	China	Türkiye	China
Number of Suppliers	194	3	170	2	166	2

GRI 2-6; GRI 3-3; GRI 204-1; GRI 308-1; GRI 308-2

Our Procurement Performance	2022		2021		2020	
	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date	Contract (Procurement)	Paid on Due Date
Total	197	197	171	171	166	166

Non-Product



As ebebek, we carry out our non-product procurement in accordance with our Non-Product Procurement Procedure. In our procurement business; we comply with the elements described within the scope of our procedure, observing business ethics. In this context, we do not accept gifts, including on special occasions, and we avoid all kinds of bribery and practices that may be considered corruption.

As of 2022, we are in cooperation with 100 suppliers in Türkiye. ebebek has 12 contracted suppliers that we have paid on time in 2022. We procured a total of 1,005 tons of paper (960 kg A4, 15 kg A4 envelopes and 30 kg notepads) and 189,927 tons of food through our contracted service supplier. We ensure that desserts do not come in plastic containers to reduce the use of single-use plastics within the scope of the food service we use. In parallel with our ISO 9001 Quality Management System certification efforts to integrate a more environmentally friendly and quality approach into our procurement processes and to determine our suppliers within this framework, we will continue our efforts to make our supplier selection criteria more comprehensive and detailed in the coming periods.

Within the scope of our non-product suppliers, as ebebek, we present our main goals that we aim to realize in 2024 as follows.



Our Understanding of a Better Environment



GRI 3-3; GRI 301-1; GRI 301-2; GRI 301-3

Our Environmental Management



The climate crisis has become an even more critical topic with the effects of global climate change becoming more visible in daily life and predictions regarding the magnitude of its potential negative impacts. We continue our activities to prevent negative impacts, raise environmental awareness and build a sustainable future. In this context, with the aim of effectively planning and implementing our environmental management, we internalize a sustainable management approach that aims to ensure the protection of nature.

We formulate our strategies by trying to comprehensively analyze our environmental impacts. In this context, we address the concern of our Environmental Management in a multi-dimensional manner and present it under the headings of Emission Management, Energy Management, Water Management and Waste Management in this report.

We share our environment-focused projects that we have implemented for a cleaner nature and less resource consumption under the section titled Our Sustainability Approach. We aim to increase the number of environmentally friendly projects that contribute to the Sustainable Development Goals, such as Packaging Recycling Bins and baby me Detergent Filling Stations, and to realize them in more of our stores.

We have established our Environmental Policy in order to take the right and appropriate decisions with the awareness of our responsibility to realize our goals, manage and reduce our environmental ethics.



Our Environmental Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby, starting from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. Since its establishment, sustainable growth has been given importance and has been made one of the company values. In order to sustain growth, it is aimed to ensure that the environmental impact progresses positively and an environmentally friendly business model has been adopted. Within the scope of the Environmental Policy, ebebek;

Has adopted full compliance with laws and regulations as its main principle to avoid any negative impact on the environment and necessary actions are taken.

Takes measures to reduce its carbon footprint.

Takes measures to address climate change. In this context, it is aimed to minimize the carbon footprint by reducing emission values through the use of environmentally friendly products.

Attaches importance to minimizing the use of water and natural resources and energy efficiency in the products used.

GRI 3-3; GRI 301-1; GRI 301-2; GRI 301-3; GRI 305-1; GRI 305-2;
GRI 305-3; GRI 305-4; GRI 305-5; GRI 305-7

Carries out activities to minimize the amount of waste generated. In this context, supportive steps are taken on circular economy and zero-waste concerns, and measures are taken for the transportation, storage, and disposal of electronic waste in accordance with laws and regulations.

Raises awareness of all stakeholders on environmental and human health sensitivity. In this context, trainings are organized, and awareness activities are carried out when necessary.

Takes necessary preventive measures to prevent the use of harmful chemicals and the formation of mercury waste in line with its Environmental Policy.

The policy is published and shared transparently with all our stakeholders and stakeholders are informed.

This policy enters into force upon the approval of the Board of Directors.

The Environmental Policy is under the responsibility of the Sustainability Committee and is reviewed at least once a year, updated, and improved when necessary.

Our Emission Management

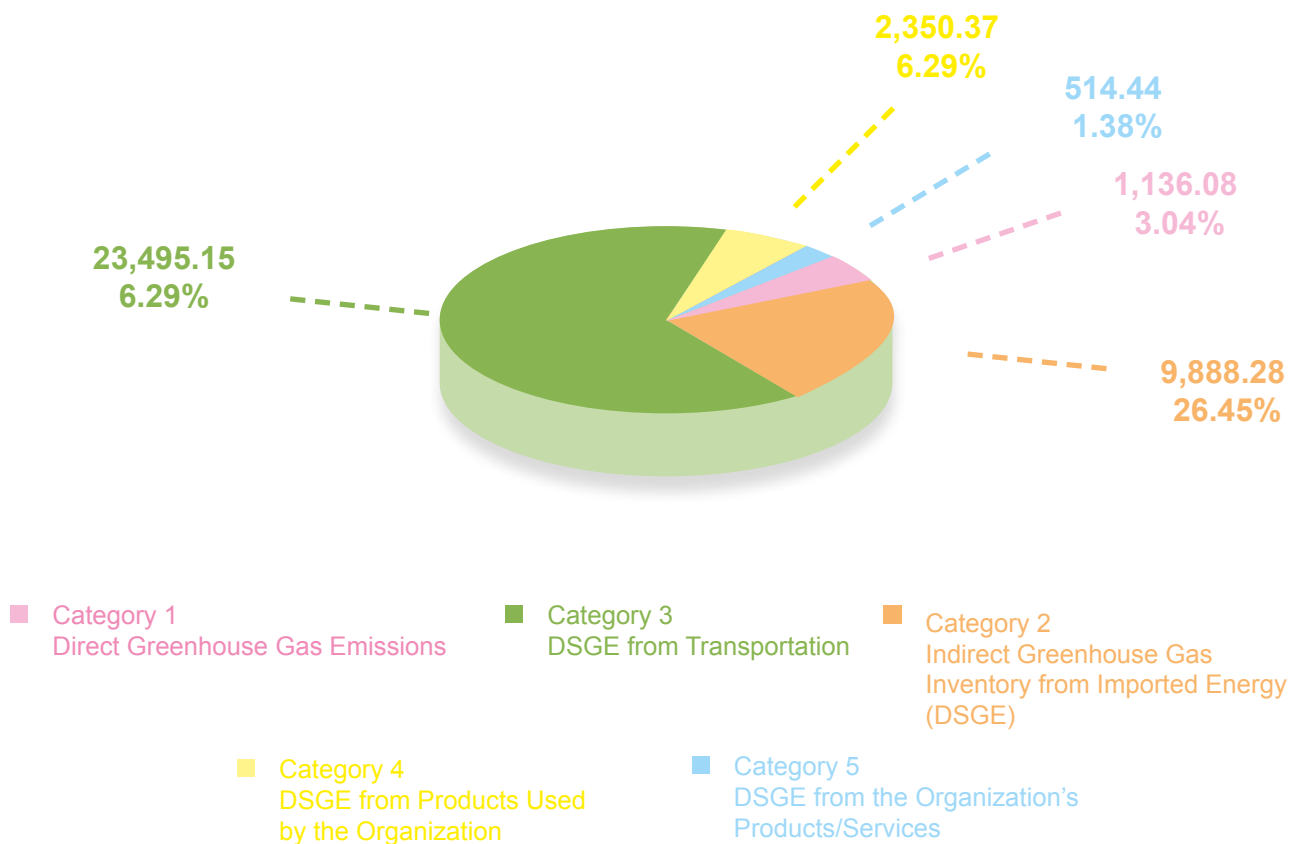
Today, the increase in environmental pollution and the risks of climate change are among the most obvious indicators of the importance of calculating, monitoring, and reducing emission inventories. As ebebek, we decided to calculate and manage our greenhouse gas inventory as of 2022, the year of our first Sustainability Report, in order to combat climate change and to create and improve our carbon management system. In this context, our total carbon footprint for 2022 was found to be 37,384.32 tCO₂e.

In 2023, we plan to expand our Head Office building by 325 m² and we will provide the lighting in our building with LED luminaires during our growth process in order to achieve both energy saving and emission reduction. In order to be able to see our impacts in the following periods and to increase such studies, we calculated our carbon emissions in a total of 6 categories in accordance with the ISO 14064-1:2018 standard. When we look at our emission category distributions, we have the highest emission value in Category 3 (Direct Greenhouse Gas Emissions) with a value of 23,495.15 tCO₂e, while we have the lowest emission value in Category 5 (Indirect Greenhouse Gas Emissions from the Organization's Products/Services) with a value of 514.44 tCO₂e. We plan to invest in efforts to reduce our emission values and aim to reduce our environmental impact by reducing our emission values starting from our reporting year.



GRI 3-3; GRI 305-1; GRI 305-2; GRI 305-3; GRI 305-4; GRI 305-5; GRI 305-7

ISO 14064-1:2018 Category Name	Total Emission (tCO ₂ e)
Category 1 Direct Greenhouse Gas Emissions	1,136.08
Category 2 Indirect Greenhouse Gas Emissions from Imported Energy (DSGE)	9,888.28
Category 3 DSGE from Transportation	23,495.15
Category 4 DSGE from Product Used by the Organization	2,350.37
Category 5 DSGE from the Organization's Products/Services	514.44
Category 6 DSGE from Other Sources	-
TOTAL	37,384.32



GRI 3-3; GRI 305-1; GRI 305-2; GRI 305-3; GRI 305-4; GRI 305-5;
GRI 305-7; GRI 302-1; GRI 302-3; GRI 302-4

In addition to our total emission values, we also calculated our unit carbon footprint values for 2022, taking into account the number of stores, employees and products sold. We provide detailed information on our unit carbon emissions in the table below.

2022	Quantity	Quantity Unit	Unit Carbon Footprint
Number of stores	200	pcs.	186.92 tCO ₂ e/pcs.
Product Sold	842,908.41	Ton	44.4 kgCO ₂ e/ton

Our Energy Management

We strive to improve and optimize our energy management processes in order to successfully achieve our sustainability goals and gain a competitive advantage. In addition to our energy saving efforts, we also aim to implement projects that will reduce our negative environmental impact. We strive to use our energy resources efficiently by reducing our operational costs in our business processes. In this context, we transform our energy efforts into environmentally friendly practices and define them as a strategy tool that also improves our financial performance.

Within the scope of our energy management, we aim to reduce the resources spent on electricity costs through our investments in solar energy. In order to realize this goal, we pledge to use approximately 10% of the funds we will obtain after our public offering to finance our solar energy investments.

In order to analyze our energy management style accurately and appropriately, we evaluate our various data under the main headings of stationary combustion, mobile combustion and energy consumption. This data enables us to create a balanced management strategy between energy sources. It also helps us achieve our sustainability goals by guiding us to increase our energy efficiency. In light of these results, we strive to optimize our energy consumption to reduce our environmental impact and lower our operational costs.

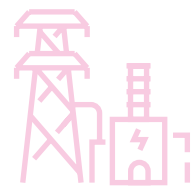


GRI 3-3; GRI 302-1; GRI 302-3; GRI 302-4

2022	
Fuel Type	GJ
Constant Combustion	
Diesel (Generator)	163.37
Mobile Combustion	
Diesel	2,128.78
Gasoline	4,663.52
Energy Consumption	
Electricity	80,904.12

In the last six months of 2021, our electricity consumption per employee is close to the total electricity consumption per employee in 2022. Especially when we compare the July-December period of 2021 with the July-December period of 2022, we see that we have achieved an energy consumption reduction of 300 kWh per employee. We reinforce that our efforts we have implemented within the framework of energy management have yielded positive results.

Electricity Consumption (kWh/employee)		
2021	2022	2022
2021 July-December	2022 January-June	2022 July-December
832.45	675.72	553.25
2021 Total Per Capita	2022 Total Per Capita	
832.45	1,228.97	



GRI 3-3; GRI 305-1; GRI 305-2; GRI 305-3; GRI 305-4; GRI 305-5

Our Water Management

Due to our climate zone, we are affected by climate change risks more than other countries. We strive to improve our water management processes in order to fulfill our duties to prevent the rapid depletion of our water resources within the framework of our respect for the resources offered to us by the world and all humanity. Accordingly, we identify and implement various strategies to use water resources more effectively and sustainably.

The projects we have realized to save water are listed below:



In line with our sustainability vision, we carry out various activities to reduce our water consumption and analyze and analyze their numerical values. In 2022, the total amount of tap water (municipal water) we used was 17,186.24 m³. While our water consumption per employee was 3.77 m³ in the last six months of 2021, we reduced this value to 3.30 m³ in the last six months of 2022 and reduced our water consumption by 5%. With these achievements, we demonstrate our determination and efforts to save water. With all our work, we reflect our determination to fulfill our environmental responsibilities and our commitment to the future.

Water Consumption (m ³ /employee)		
2021	2022	2022
2021 July-December	2022 January-June	2022 July-December
3.77	3.59	3.30
2021 Total Per Capita	2022 Total Per Capita	
3.77	6.89	



GRI 3-3; GRI 306-1; GRI 306-2; GRI 306-3; GRI 306-4; GRI 306-5

Our Waste Management

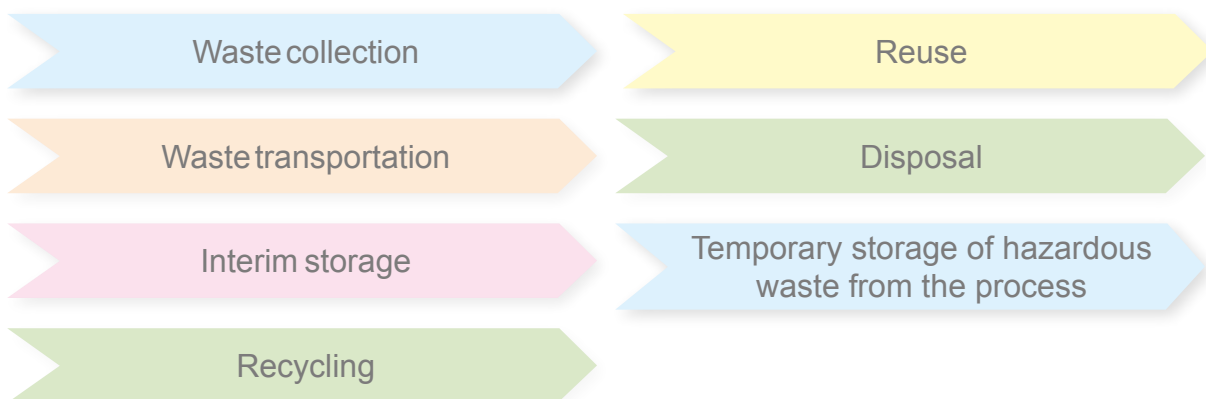
The increase in the world’s population and the linear economy activities carried out until the current period cause the amount of waste to increase along with the consumption of raw materials. Therefore, it is of critical importance today to plan waste management in the most ideal way to contribute to the circular economy. The processes of collecting, transporting, processing, and disposing of waste are among the sub-headings of waste management. As ebebek, we address all these processes in detail in our waste management. We take the actions we need to take to minimize our impact on environmental pollution. We ensure that waste is disposed of correctly and raise public awareness on the concern. We implement the right waste management practices and take care to adopt recycling habits. We believe that the successful implementation of the right waste management process will make it possible to transition to a sustainable lifestyle.

Our Waste Management Plan

While we do not have a waste management plan for our warehouse in Gebze, we have prepared a waste management plan for the years 2022, 2023, 2024 and 2025 for our parcel numbered C-17B in Istanbul Deri OSB and our facility located at Lazer St. No:5 Tuzla/ Istanbul within Tuna Çocuk. Different from these waste plans, we have created a separate waste management plan for our parcel numbered C-17A and our facility located at Lazer St. No:3 Tuzla/Istanbul within Tuna Çocuk.

Since we do not produce or temporarily store any hazardous waste in our Head Office, stores, and Gebze Warehouse where we carry out our company operations, we are not obliged to obtain a temporary storage permit. However, we generate hazardous waste as a result of our activities within Tuna Çocuk. We temporarily store these wastes in a covered area within our facility boundaries. Since the amount of hazardous waste we generate within Tuna Çocuk is less than 1,000 kilograms per month, we are exempt from the temporary storage permit for hazardous waste.

Within the framework of our hazardous waste management within Tuna Çocuk;



we have hazardous substances and hazardous waste compulsory financial liability insurance against damages that we may cause to third parties in order to cover damages arising from accidents that may occur in processes such as.

GRI 3-3; GRI 306-1; GRI 306-2; GRI 306-3; GRI 306-4; GRI 306-5

Zero Waste Certificate

In our waste management processes, we adopt a zero-waste management system with a perspective that aims to protect the environment, human health, and natural resources. We aim to prevent or reduce waste generation in our production, consumption, and service processes, primarily to increase reuse, and then to minimize the amount of waste to be sent to disposal by ensuring recycling or recovery.

The structures and areas determined within the framework of the Zero Waste Regulation are obliged to integrate the zero-waste management system into their processes and obtain the zero-waste certificate. As ebebek, within the framework of the Zero Waste Regulation;

For facilities and enterprises located in business centers (such as shopping malls and OIZs) with a common management, a single zero-waste certificate is issued on behalf of the common management. In line with this, we do not obtain an independent zero-waste certificate for our Gebze Warehouse, where we maintain our logistics operations, and our 160 ebebek stores located in shopping malls, and we carry out the processes of obtaining documents within the business centers.

For our 60 high street stores, we are applying for zero-waste certificates.

We received the zero-waste certificate for our parcel numbered C-17B in Istanbul Deri OSB and our facility located at Lazer Sokak No:5 Tuzla/Istanbul within Tuna Çocuk.

We continue our zero waste application processes for our Head Office.

Our Obligations under the Regulation on Control of Packaging Waste

We are aware of our obligations to control waste and reduce the damage we cause to the environment. As ebebek, we continue our activities for the collection, separation, recycling, or disposal of packaging waste.

As ebebek and Tuna Çocuk, we deliver our packaging waste to other companies. We sort our packaging waste at our Head Office and after reaching a certain amount, we deliver it to Ataşehir Municipality against a receipt. At Tuna Çocuk and Gebze Warehouse, we sell our packaging waste to a licensed company.

Our Obligations under the Regulation on Waste Oil Management

Our Head Office, stores and Gebze Warehouse do not generate any waste oil. However, there is waste oil generation in our facilities where we continue our activities under Tuna Çocuk and in our facilities located in Istanbul Deri OSB. We use Mobile Waste Tracking System (MoTAT) for our parcel numbered C-17B in Istanbul Deri OSB and our facility is located at Lazer Sokak No:5 Tuzla/Istanbul within Tuna Çocuk. When the MoTAT record gives a warning, we do not accumulate the waste oils in barrels and send them to the Turkish Oil Industry Association Economic Enterprise (PETDER), a waste processing facility, for disposal.

GRI 3-3; GRI 306-1; GRI 306-2; GRI 306-3; GRI 306-4; GRI 306-5

We adopt a sensitive approach to waste management by trying to control our waste generation through various strategies such as recycling, reuse, and waste reduction. Our total waste amount in 2022 was 782.18 tons, with 7.63 tons of hazardous waste and 774.55 tons of non-hazardous waste. In line with these results, we take decisions with the awareness that we need to reduce our environmental impact and we create sustainable business models to reduce our waste generation and integrate them into our processes in order to fulfill our responsibilities.

Waste Types	Unit	Activity Data (2022)
Hazardous Waste	Ton	7.63
Non-Hazardous Waste	Ton	774.55
Total	Ton	782.18

We carry out various activities to take concrete steps towards sustainable waste management. In this context, we aimed to raise awareness by aiming to reduce our purchases of A4 paper, disposable cups, and single-use plastic products. In line with these plans, we regularly monitor our purchases in each of these three categories in order to see the impact of our efforts in detail. By focusing on the tangible and analyzable achievements of our sustainable waste management efforts, we reduce our environmental impact in waste management while increasing the environmental awareness of our employees.

A4 Paper Purchase (pcs/employee)		
2021	2022	2022
2021 July-December	2022 January-June	2022 July-December
405.93	403.49	224.64
2021 Total Per Capita	2022 Total Per Capita	
405.93	628.13	

Disposable Cup Purchase (pcs/employee)		
2021	2022	2022
2021 July-December	2022 January-June	2022 July-December
559.67	510.07	48.92
2021 Total Per Capita	2022 Total Per Capita	
559.67	558.99	

Tek Kullanımlık Plastik Satın Alımı (adet/çalışan)		
2021	2022	2022
2021 July-December	2022 January-June	2022 July-December
270.48	278.39	0
2021 Total Per Capita	2022 Total Per Capita	
270.48	278.39	

GRI 3-3; GRI 306-1; GRI 306-2; GRI 306-3; GRI 306-4; GRI 306-5

Our Waste Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby, from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. Since the day it was founded, sustainable growth has been emphasized. Various targets have been set to make growth sustainable. One of these goals is to reduce waste and support recycling, which are among the important topics of the mother-baby sector in which it is involved. In this context, ebebek;

Has adopted full compliance with laws and regulations regarding waste disposal as its main principle.

Aims to use products that will cause the least damage to the environment in use and packaging, and to use recyclable and/or reusable products if possible.

Aims to obtain the Basic Level Zero Waste certificate issued by the Republic of Türkiye Ministry of Environment, Urbanization and Climate Change in all its locations that have the obligation to obtain Zero Waste certificate.

In order to prevent the generation of mercury-containing waste, ebebek does not work with organizations that cooperate in this direction.

Aims to use more durable products by utilizing new technologies.

Aims to ensure separate collection, temporary storage, and recycling of waste at source.

Pays attention to ensure that products and services do not have a negative impact on the environment.

Shares the policy transparently with all stakeholders by publishing it and informs its stakeholders.

The execution of the Waste Policy is the responsibility of the Sustainability Committee and is reviewed at least once a year, updated, and improved when necessary.

This policy enters into force upon the approval of the Board of Directors.

Our Human Based Behavior



GRI 2-18; GRI 2-19; GRI 2-20; GRI 2-21;
GRI 2-23; GRI 2-24; GRI 2-30

Our Human Resources Management

In the modern business world, the factors that determine the success of companies are no longer just about the variety of products they offer to the market or the quality of the services they provide. Along with these factors, the support and opportunities provided to employees are also key to being a sustainable company in the business environment. In this context, as ebebek, we are determinedly moving towards becoming a pioneering company with our best practices in human resources management. We see our employees not only as a workforce, but also as our business partners and companions. We provide support for our teammates, our babyologists, to develop throughout their careers. Our internalized people-oriented approach, the importance we attach to employee satisfaction and our activities to optimize our business processes play an important role in the growth of our corporate success.

Our Human Resources

ebebek is a website and chain of stores that meets all the needs of mother and baby, from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. It grows with the efforts of babyologists who can meet these needs in the light of these principles. In this context, employees are provided with high standards in order to grow with human resources, the most valuable capital of the company. ebebek;

- Adopts the “United Nations Universal Declaration of Human Rights” and in this direction, behavior respectful to human rights is adopted and internalized and turned into a company culture.
- Teamwork is essential. All teammates who make up the team are valued together and individually. ebebek does not tolerate any mobbing, abuse, or pressure. A calm and peaceful working environment that prioritizes employee motivation is created. In order to provide a safe and healthy working environment, trainings required within the framework of legal obligations are organized and awareness-raising and informational activities are carried out. All measures required by law and sub-legislation are taken and ergonomic conditions in the workplace are observed.
- Equality among both candidates and employees is given importance, especially in a way that includes the concept of justice. Starting from the recruitment process and throughout the entire ebebek experience, candidates and employees are not discriminated against on the basis of belief, sect, language, race, nationality, color, political and philosophical opinion, gender, sexual orientation, ethnic origin, union activity, age, disability, pregnancy, military service, social class and marital status. Employees are made aware of discrimination and necessary measures are taken if it is detected.



GRI 2-18; GRI 2-19; GRI 2-20; GRI 2-21;
GRI 2-23; GRI 2-24; GRI 2-30

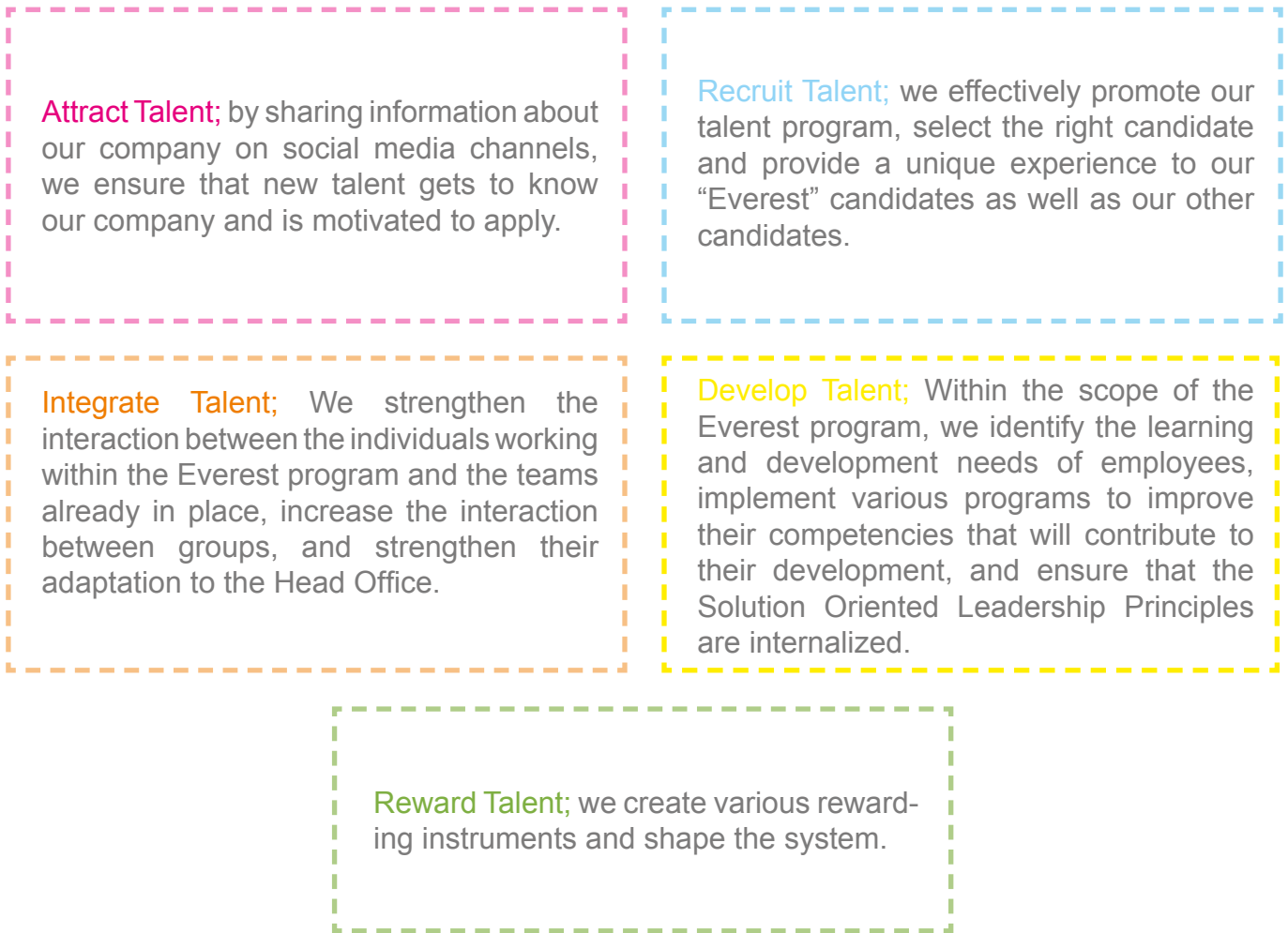
- Employees are treated fairly in all business and transactions. In this context, market conditions, economic indicators and changes in labor legislation are monitored and various fringe benefits are designed to support our employees with a fair wage scale and to provide maximum benefit. Personal performance and merit are taken into consideration when determining the criteria for wages and benefits. In addition, it is ensured that the motivation of employees is kept high and positions that are important for ebebek are retained.
- Emphasis is placed on establishing positive communication among employees. In this context, various internal and/or external activities are organized and teammates working in different departments are encouraged to interact with each other.
- Employees are respected for their work-life balance. ebebek is extremely sensitive to family and health concerns and evaluates requests from its employees in these matters by observing the principles of fairness and equality.
- The development of employees' talents and potentials is supported as a corporate culture. The competencies and performances of employees are supported by providing financial or direct training support for postgraduate, foreign language, and vocational trainings.
- Employee satisfaction levels are regularly measured and monitored.
- ebebek does not employ child labor. In employee-employer relations, sustainable organizational structure and systems are established for compliance by observing all legal regulations concerning working life.
- Forced labor and all forms of modern slavery are strictly prohibited. Full compliance with the laws on this topic is ensured.
- The legal rights of employees to form associations and unions are respected, and necessary permissions are granted within the framework of contractual obligations, if any. No discrimination is allowed both in these matters and in other matters concerning employee- employer relations. Equal treatment obligation is observed at all levels.
- Various technical and administrative measures are taken within the scope of PDPL "Personal Data Security Guide". Personal data of data subject groups are protected. In this regard, all trainings required by the legal legislation are given, and various activities and trainings are organized periodically in order to raise awareness and maintain it.
- The policy is published and shared transparently with all our stakeholders and stakeholders are informed.
- The execution of the Human Resources Policy is the responsibility of the Sustainability Committee and is reviewed at least once a year, updated, and improved when necessary.
- This policy enters into force upon approval of the Board of Directors.

We adopt and implement the [Solution-Oriented Leadership Principles](#) , which support our Human Resources Policy and define the basic characteristics of our employees.

Recruitment Process

At ebebek, we realize our practices by adopting a transparent, fair, and egalitarian process when recruiting new candidates to our teams. As a result of our recruitment processes that we carry out with meticulousness and care, we not only recruit talented individuals, but also attach importance to finding candidates who are suitable for our company culture. We believe that people with potential will make a difference in the right positions. In this way, we recruit talented people who stand out as ebebek as our teammates and gain strength and advantage to stand out in our sector.

After our recruitment processes, we apply our human resources management principle of prioritizing training and development, which we present below with certain stages, so that new recruits can adapt quickly and create a harmonious work environment.



Our Good Practice Example: Everest Journey

We support the career development of university students and in our career and talent program called “Everest Journey” we offer long-term employment opportunities in our stores for university students who want to improve themselves and specialize in the store or center departments of the retailing sector.

With the Everest Journey program, new university students can contribute to their livelihood by working part-time for at least 6 months each year, 2 or 3 days a week, in our ebebek stores. They can also have the experience of putting the theoretical knowledge they have acquired in our head offices into practice by applying it in our stores. Students who gain different experiences every year within the program have the chance to work in different departments of our stores and head offices when they graduate.



Philosophy of the Everest Journey Program

As one of the leading retail brands in our sector, we carry out our “Everest Journey” program in order to lead the sector in the future with our vision. We believe that we will achieve a steady development in the sector with the inclusion of people who grow up within our company culture and learn merchandising and retailing by actively working with our competent teams in the field. Thanks to the program, we act with the awareness that we will develop the vision we have as ebebek with employees who have mastered all our codes of ethics from the first years of their business life, who have learned and internalized the meaning of our babyology philosophy, and we take the necessary steps.

You can find more detailed information about our Everest Journey program on [our website](#).

GRI 2-7; GRI 2-8; GRI 3-3; GRI 401-1; GRI 401-2; GRI 401-3

The projects implemented by our Human Resources (HR) department are not only related to our recruitment processes. At the same time, our HR teams continue to work on different topics and sign new projects. We provide detailed information about our various prominent projects below.

Children in the Office

- With our Children in the Office project, we host the children of our company employees at our Head Office on Fridays of every summer vacation period. With this project, which we have turned into a tradition, we ensure that children have a pleasant time by preparing productive activities and rich content to support their development.

Robotic Coding

- We include Robotic Coding training, which is useful and very popular for the development of children in our age, in the Children in the Office project. We ensure that children are informed about the subject by expert trainers.

Our Employees in Numerical Values

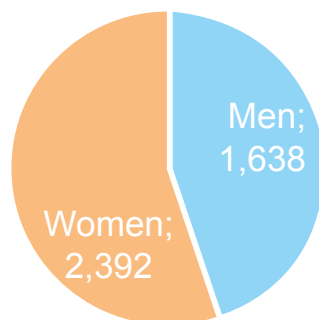
As of 2022, we continue our operations with a total of 4,030 employees, including 1,638 men and 2,392 women employees. Of these employees, 310 are men and 154 are women, and 464 of them are subcontracted employees.

Number of Employees in 2022	Men	Women	TOTAL
Total	1,638	2,392	4,030

Number of Subcontracted Employees in 2022	Men	Women	TOTAL
Total	310	154	464

*Subcontractor included.

Our Number of Employees in 2022



GRI 2-7; GRI 2-8; GRI 3-3; GRI 401-1; GRI 401-2; GRI 401-3

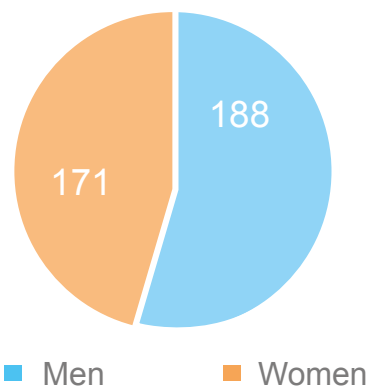


ebebek employs both white-collar and blue-collar employees. As of 2022, we have a total of 359 white-collar and 3,207 blue-collar employees, excluding our subcontracted employees.

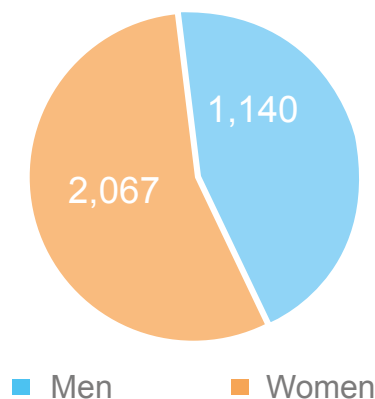
2022 Number of Employees	White Collar		Blue Collar	
	Men	Women	Men	Woman
Total	188	171	1,140	2,067

*Subcontractor is not included.

Our 2022 White Collar Employee Distribution



Our 2022 Blue Collar Employee Distribution

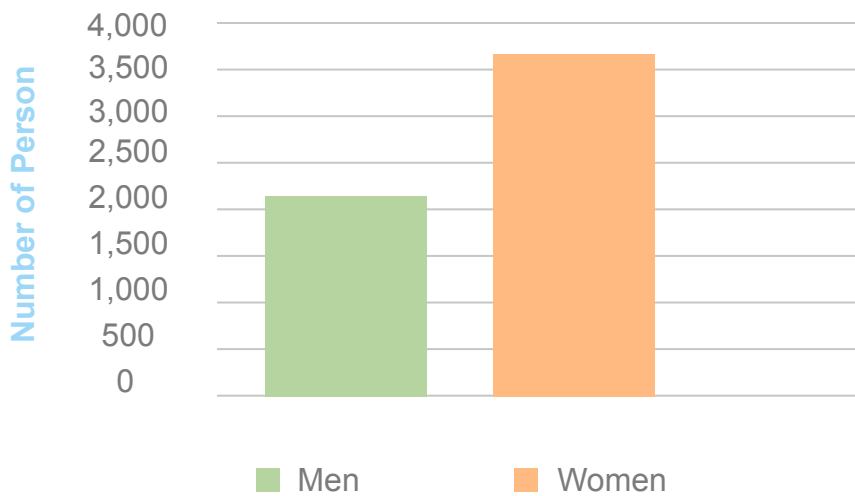


GRI 2-7; GRI 2-8; GRI 3-3; GRI 401-1; GRI 401-2; GRI 401-3

As ebebek, we grow and develop with the support of our employees who sustain and contribute to our activities. In this context, we recruit new employees to ensure the creation of a dynamic, open to changes and self-renewing working environment. In 2022, we employed a total of 5,751 people, 2,165 of whom were men and 3,586 of whom were women. Accordingly, 38% of the people we recruited in 2022 were men and 62% were women. In the same year, for both men and women employees, people under the age of 30 are among the most preferred age group in our recruitment processes. In addition, we also include young people in our business processes and take necessary actions in the light of new and young ideas. We also offer them the opportunity to gain experience and gain experience.

Number of Newly Recruited Employees	Men		Women		TOTAL	
	Number	Ratio (%)	Number	Ratio (%)	Number of Newly Recruited Employees	Ratio (%)
2022	2,165	38%	3,586	62%	5,751	100%

Distribution of 2022 Employee Starts



GRI 2-7; GRI 2-8; GRI 3-3; GRI 401-1; GRI 401-2; GRI 401-3; GRI 404-1; GRI 404-2; GRI 404-3

Number of Newly Recruited Employees			Men					
			Under 30		Between 30 and 50		Over 50	
			Number	Ratio (%)	Number	Ratio (%)	Number	Ratio (%)
2022	Total	2,165	1,678	29%	478	8%	9	0

Number of Newly Recruited Employees			Women					
			Under 30		Between 30 and 50		Over 50	
			Number	Ratio (%)	Number	Ratio (%)	Number	Ratio (%)
2022	Total	3,586	2,960	51%	618	11%	8	0



Our Employee Training and Development

We believe that the quality of our business is directly proportional to the continuous development of our employees. For this reason, we enable our employees to maximize their personal and professional potential. With the support we provide, we both help our employees achieve individual success and make our company stronger.

Because we see the concept of employee training and development as a key element for us to keep up with the rapid changes in the business world and to produce innovative solutions.

As ebebek, we believe that we will efficiently manage not only today’s challenges but also future opportunities with our strong and self-developing staff.

As ebebek, a total of 3,566 of our active employees, 2,285 women and 1,281 men, participated in the trainings we provided within the scope of our employee trainings organized in 2022. We have provided both women and men employees with an average of 2 hours of training per person. In addition to the aforementioned trainings, we also provide OHS trainings to our employees within the scope of legal obligations. As ebebek, we allocated a total budget of TL 861,600 for the trainings we provided in 2022.

ebebek	Gender	Number of Employees Attending Trainings	Total Training Hours (Employee* Hours)	Average Hours of Training Provided per Employee by Gender (Hours)
2022	Women	2,285	4,570	2
	Men	1,281	2,562	2
	Total	3,566	7,132	2

ebebek Development Unit

Learning and Development at ebebek makes you win!

With ebebek Development Unit, we offer a structure that pays special attention to the interests, professional and personal development of our employees, taking into account their individual speeds. Thanks to the structure we have created, we manage and monitor the learning processes of all our colleagues from start to finish in an interactive manner.

Within the scope of our ebebek Development Unit, which has a wide range of training and development programs specific to our target groups and target theme in 3 different groups, we work on special plans for each of our target groups on a yearly basis and expect our target groups to follow the training processes in the time period we determine. We realize all our processes in question through digital means.

As ebebek, our basic motto in all business processes: SGR (Spirit of Continuous Development). We reward each of our colleagues who are open to learning, who develop themselves and who are eager to add a new competence to themselves.

In addition to the salaries, we pay to our employees with **Master's** and **Doctorate** degrees, we also offer an extra monthly financial contribution for these degrees.

We make **Foreign Language Payments** to our employees whose foreign language level is Advanced or Professional Advanced.

We pay per certificate to our employees who have IT certificates and who obtain certificates that will add value to their work in the process. (We also include certifications required in other departments other than IT in this reward).

We offer our employees who want to improve themselves in foreign languages the opportunity to have conversations with expert trainers through our Voxy Foreign Language Platform.

We make a monthly Master's Degree premium payment to each employee who has graduated from a master's degree program and documents their diploma while working at ebebek, starting from that month.



GRI 2-7; GRI 2-8; GRI 3-3; GRI 405-1; GRI 405-2; GRI 404-1; GRI 404-2; GRI 404-3

We support our employees who want to continue their learning and development without slowing down with our motto **“As long as you learn and develop!”**. In line with this purpose, we cover a large proportion of the Master’s degree education fee both in the universities we have an agreement with and in other universities as ebebek.

Our Understanding of Diversity and Inclusion

The importance of a diverse and inclusive business culture provides even greater advantages in today’s business world. The fact that people who have grown up in different cultures reflect their unique visions to the way they do business also determines the inclusiveness of the work. At ebebek, we integrate the understanding of diversity and inclusiveness into our human resources policies in order to adopt it in all our operations. We provide a working environment where our employees can express themselves freely, share their opinions and feel valued, and we quickly take the necessary actions to improve this situation.

We see diversity and inclusion as a strategic imperative that defines and develops our business culture. We carry out innovative work with the experiences of our employees with different perspectives. This understanding not only improves our business processes, but also increases our employee loyalty and contributes to our long-term success. At ebebek, we bring together diverse talents, increase our creativity, and gain a sustainable competitive advantage in the sector.

We ensure that we have a diverse and inclusive company environment. This not only has positive effects on our work environment, but also on the barents. We better analyze the expectations and demands of our barents and offer more effective services. In this respect, we also gain the loyalty of our barents.

Number of Employees According to Working Time	2022	
	Women	Men
0-5 Year	2,012	1,159
5-10 Year	214	145
10 Years and more	12	24
Total (Based on Gender)	2,238	1,328
Total	3,566	

Number of Employees by Gender and Age	2022	
	Women	Men
Over 50	8	10
Between 30-50	519	398
Under 30	1,711	920
Total (Gender Based)	2,238	1,328
Total	3,566	

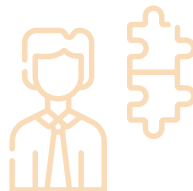
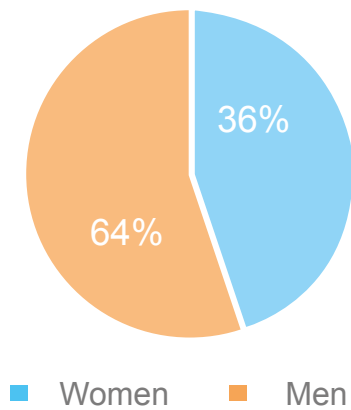
For 2022, when the number of employees by gender and age is analyzed, the number of women employees is almost double the number of men employees. In the category of employees under 30 and between 30-50 years of age, there are significant differences between the number of women employees and the number of men employees in 2022. This situation is the most obvious and striking indicators of the importance we attach to gender equality as ebebek. We evaluate our employees regardless of gender. We practically implement our understanding of diversity, inclusion, and equality that we have adopted and guide the sector we are in.

GRI 2-7; GRI 2-8; GRI 3-3;
GRI 405-1; GRI 405-2

We also offer employment opportunities to people with disabilities to increase the diversity of our workforce. In 2022, we increased our employee diversity by including a total of 45 disabled individuals, 16 women and 29 men, in our team.

Number of Disabled Employees by Gender	2022
Women	16
Men	29
Total	45

Number of Disabled Employees by Gender



GRI 2-19; GRI 2-20; GRI 2-21; GRI 3-3; GRI 405-1; GRI 405-2

Number of Disabled Employees by Gender

Gender Equality, which is a subheading of Diversity and Inclusion, is one of the topics we attach great importance to as ebebek. We structure our way of doing business according to the understanding of gender equality. In our business processes, we make evaluations by prioritizing the skills, talents, and qualifications of individuals. In this context, we strive to prevent gender discrimination by offering equal opportunities and shape our corporate structure accordingly.

At ebebek, we continue our efforts to employ women and support them to take an active role in business life without interruption. As our gender-based employment data clearly shows, the number of women employees is much higher than the number of men employees. In order to improve the conditions of our women employees, we provide them with the right to maternity leave in case they have a child while they continue to work at the company. We also encourage them to return to their current job at the end of their leave and take actions to ensure favorable conditions.

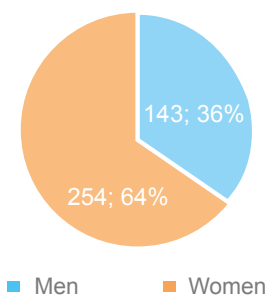
We are making progress on gender-based equality by supporting women employees to have fair access to opportunities for advancement and development in leadership positions. We not only emphasize the importance of women in business life, but also strive to increase the number of women employees in the industry. We strive to strengthen the understanding of gender-based justice with our approach that we adopt with the aim of creating sustainable change within the company and in the sector, and we take decisive action in this regard.

In addition, we also base our remuneration processes on rules based on gender equality. Our Human Resources Directorate conducts detailed salary studies, and we also receive professional consultancy support from Hay Group. Finally, we determine wages guided by the opinions of the Board of Directors and Senior Management. We implement egalitarian systems in which no one is discriminated against because of their gender, evaluated solely on the basis of the work they do and put forth, and receive the remuneration they deserve accordingly. We follow the same transparent and open way when implementing our promotion procedure. In this context, we also have an objective career planning map that we present to our employees.

An analysis of the number of employees promoted reveals that 254 women employees were promoted, while 143 men employees were promoted. The table below shows that among all our employees evaluated regardless of gender, more women employees were promoted. At ebebek, we know that talents, skills, and capacity to do business are not related to a person’s gender and we believe that they are directly proportional to self-development. In this context;

Ratios of Employees Promoted by Gender

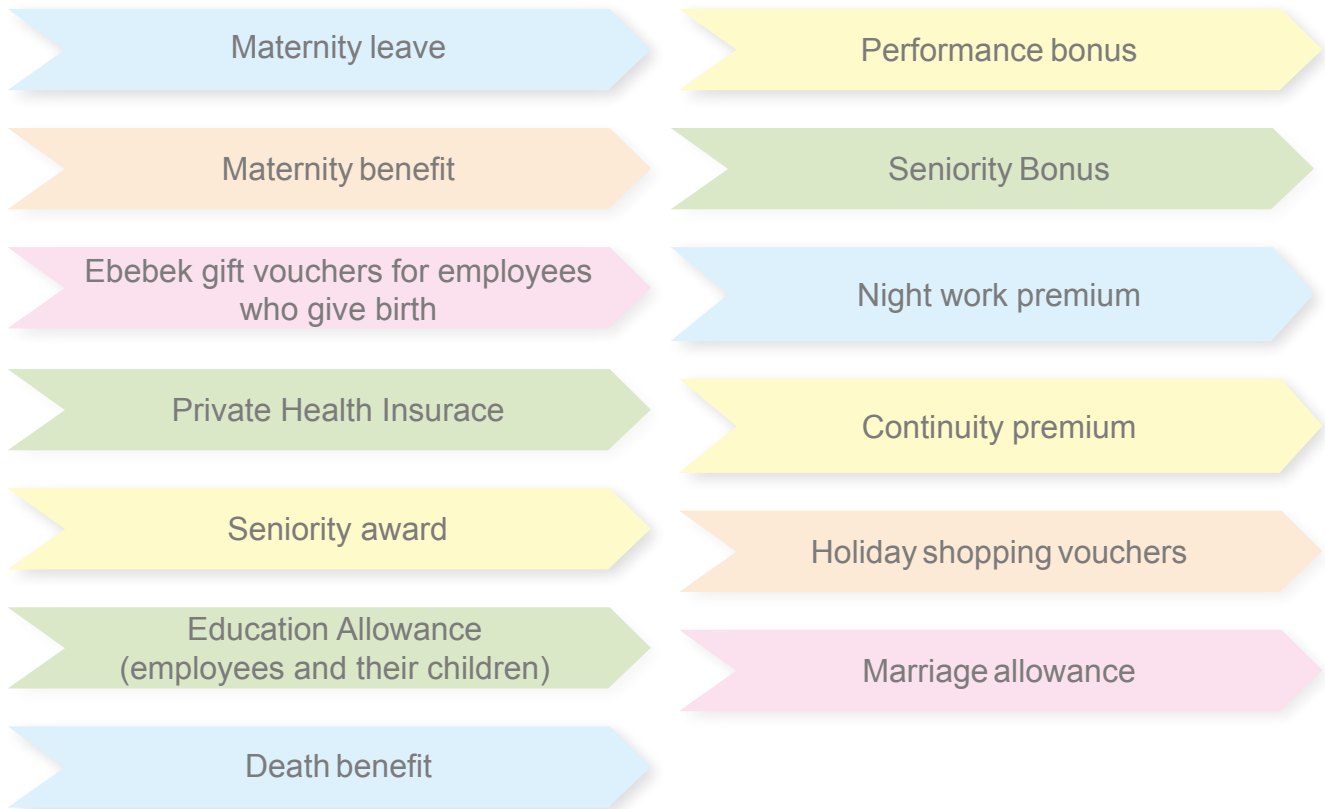
Number of Employees Promoted by Gender (2022)	Men	Women	TOTAL
Total	343	254	397



Fringe Benefits Provided to Our Employees

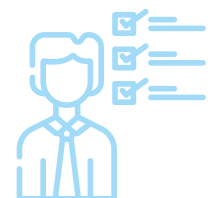
We care about our employees being happy and motivated because we believe that only a peaceful working environment can bring success. For this reason, we offer our employees fringe benefits in addition to the wages they deserve. We increase the motivation of our employees through these benefits.

Rights that each person who continues their activities within ebebek can benefit from;



In 2022, a total of 360 employees (189 men and 171 women) at the Head Office benefited from Private Health Insurance, while a total of 404 employees (171 men and 233 women) at our stores benefited.

Benefits Provided to Full-Time Employees and Number of Beneficiaries (2022)	Men	Women	TOTAL
Private Health Insurance	360	531	891



GRI 3-3; GRI 401-1; GRI 401-2; GRI 401-3; GRI 403-1; GRI 403-2; GRI 403-3; GRI 403-4; GRI 403-5; GRI 403-6; GRI 403-7; GRI 403-9; GRI 403-10

While we had a total of 349 women employees who went on maternity leave in 2022, 228 of these employees have returned to us and are still continuing their working lives as of the end of the year. As ebebek, we motivate our employees who have recently given birth to facilitate their return to work and we provide our returning employees with various rights listed below.

	Partial Working	Breastfeeding leave	Short-term Working	Breastfeeding Room Service
Number of Employees on Maternity Leave (2022)	Women			
Total Number of Employees entitled to Maternity Leave	349			
Total Number of Employees Returning to Work After Maternity Leave	228			



Occupational Health and Safety

As ebebek, we are aware that we are obliged to protect the health of our employees and provide a safe environment in our workplaces. Occupational Health and Safety (OHS) is not only an ethical responsibility for us, but also of great importance for our employee rights, business continuity, productivity, and reputation. For all the aforementioned reasons, we take various precautions with our occupational health and safety procedures, prevent occupational accidents and occupational diseases, and increase the peace and efficiency of our employees at work.

Within the scope of the Occupational Health and Safety Law and related legislation published in the Official Gazette, workplaces are classified as dangerous in three different categories. Within these classifications, which are named as very dangerous, dangerous, and less dangerous, as ebebek, we are in the class named as less dangerous. We know our responsibilities and fulfill our obligations under the Occupational Health and Safety Law. We have an occupational health and safety committee at our head office, Gebze warehouse and Beylikdüzü store. We also include an occupational safety specialist and a workplace physician within our OHS board. In the meetings we hold with the board, we take various decisions to ensure occupational health and safety. In addition, within the scope of our Occupational Health and Safety Procedure, we record accidents that occur in the work environment and take the necessary intervention. Our workplaces that carry out manufacturing activities such as plastic toys and baby carriages are classified as hazardous unlike others. In accordance with the relevant law, we assign a Class B occupational health specialist and a workplace physician in such workplaces.

With the healthy and safe working environments we provide, we increase the satisfaction of our employees, maximize our workforce productivity, and contribute to the sustainable success of our company in the long term. For this reason, we do not see our occupational health and safety practices as an obligation, but as a fundamental element that plays an important role in the long-term success of our investments and our company.

GRI 3-3; GRI 403-1; GRI 403-2; GRI 403-3; GRI 403-4; GRI 403-5; GRI 403-6; GRI 403-7; GRI 403-9; GRI 403-10

Our Occupational Health and Safety Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby, starting from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. ebebek aims to take care to ensure the occupational health and safety of employees in all activities carried out by ebebek. In this context, the work carried out is meticulously controlled, and the health and occupational safety of employees is ensured.

Within the scope of Occupational Health and Safety;

- ebebek fulfills all legal obligations within the scope of Occupational Health and Safety.
- It takes the necessary measures to prevent occupational health problems that may arise due to occupational causes, such as work accidents or long-term work.
- In order to prevent occupational accidents as much as possible, the “zero occupational accident principle” is adopted.
- In the event of a process that poses a risk, necessary measures are taken within the scope of occupational health and safety by making emergency plans.
- Necessary information is provided to employees within the scope of Occupational Health and Safety.
- We publish all our policies within the scope of Occupational Health and Safety in a transparent manner and inform all our stakeholders on the subject.
- All employees, including senior managers, are responsible for the implementation of the Occupational Health and Safety Policy.
- All necessary measures are taken to ensure the health and safety of suppliers and visitors.
- The OHS Policy is under the responsibility of the OHS Committee and is reviewed at least once a year, updated, and improved when necessary.
- This policy enters into force upon the approval of the Board of Directors.



Our Employee Feedback Mechanism

In order to increase the effectiveness of our company and improve our business processes, we implement the necessary work within the scope of the feedback mechanism. Within this framework, we adopt the 360-degree evaluation method. 360-degree evaluation is a comprehensive process that involves receiving feedback not only from direct managers, but also from teammates, subordinates, and the employee himself/herself in order to evaluate his/ her performance. This evaluation aims to focus on the employee’s personal and professional development as well as assessing their work performance.

In 2022, we evaluated our managers (managers and directors) at ebebek 360 within the framework of their managerial roles by their subordinates, peers, superiors, and business partners in other departments. A total of 33 people, including 8 directors and 25 managers, took part in the evaluation process, while a total of 386 people made the evaluation. Within the scope of the said evaluation, we plan to carry out our efforts to evaluate the titles of manager, manager, and director, which we carried out in 2022, and to report and share personalized reports depending on the feedback we receive in 2023. At the same time, we also plan for our Human Resources department to share insights on the results we have received.

There are many reasons why we prefer the 360 Degree Evaluation method. We share the most prominent of these reasons in a comprehensive manner below.

Multiple Perspectives: With feedback from different perspectives, we get the chance for a more comprehensive evaluation.

Development Opportunities: By identifying the individual development areas of our employees, we offer opportunities for personal and professional development.

Strengthening Communication and Collaboration: We build solid foundations for more effective communication and collaboration within the team.

We aim to continue our 360 Degree Evaluation processes by taking into account the following elements.

Persons to be evaluated: An employee’s evaluation process will involve himself/herself (self-evaluation), his/her manager, stakeholders, subordinates, and others (teammates from different departments).

Evaluation Form: They will fill out a personalized evaluation form focusing on specific competencies and behaviors.

Feedback Collection and Analysis: Evaluation results will be kept confidential and analyzed in a professional manner. The feedback collected will be used to create individual development plans.

Privacy and Security: The identity of the people giving feedback will be kept anonymous. Evaluation results will be reported anonymously. This process is designed to create a positive working environment and encourage everyone to openly share their views.



Our Barents Satisfaction Management

Barents complaint management is a critical element of our efforts to maximize barents satisfaction. While dealing with barents complaints, we see them as experiences and define them as a part of our development. With the management style we have adopted, we manage complaints effectively, increase the satisfaction level of our barents and at the same time gain the trust of our barents in the long term. As ebebek, we take the necessary actions by determining transparent communication, producing fast solutions, and seeing barents feedback as a tool that supports our continuous improvement as our principles. Within the scope of our Barents Satisfaction Policy, which we have created from these strategies we follow and implement, we build strong and reliable relationships with our barents.

Barents Satisfaction Policy

ebebek is a website and chain of stores that meets all the needs of mother and baby from prenatal to 4 years of age, 24 hours a day with quality products, friendly staff, high service standards, affordable prices, expert knowledge, and after-sales support. ebebek defines all family members who always want the best for their baby, research the best for their shopping, act meticulously, carefully and sensitively as barents. ebebek employees put the babyology philosophy at the forefront of the company and act according to the wishes and expectations of the barents.

It tries to think like barents and understand them and focuses on this philosophy in all its behaviors and decisions. ebebek aims to ensure barents satisfaction in all services provided by ebebek. By examining the feedback of barents and acting impartially in this direction; an innovative policy is followed. One of the most important goals within ebebek principles is to act responsively to incoming requests. Barents policies include;

ebebek carries out all its activities to ensure that barents experiences are positive.

A quality and fast service is provided according to the needs and expectations of the barents. It is very important to reach the right solution methods.

A solution-oriented approach is taken when contacting barents.

In order to maintain effective and healthy communication with barents, a system has been established to manage the entire process, including feedback from barents.

Complaints submitted by barents are examined in an impartial, fair, and transparent manner and all necessary measures are taken to resolve them.

All work carried out within the scope of the Barents Satisfaction Policy is based on the principle of confidentiality.

When communicating with barents, it is recognized that there may be cultural or individual differences and care is taken to present a unifying perspective.

We take care to provide fast service during and after sales.

Satisfaction measurements are conducted to strengthen the Barents experience.

The Barents Satisfaction Policy is published on the website and shared transparently with all stakeholders.

Within the scope of the Barents Satisfaction Policy, all employees, including the Board of Directors at the highest level, have a duty.

The Barents Satisfaction Policy is the responsibility of the Sustainability Committee and is reviewed at least annually. It is updated and improved when necessary.

This policy enters into force upon approval of the Board of Directors.

Our Barents Satisfaction System

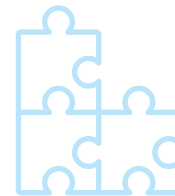
We use Microsoft Dynamics CRM (Customer Relationship Management), a customer relationship management software produced by Microsoft. In order to ensure that the complaints submitted to us are evaluated in accordance with the confidentiality rules, we only allow access to people who have CRM authorization. No one without authorization can view the complaints forwarded. As a switchboard, we use Alotech cloud switchboard. Within the scope of the relevant subject, we base each of our 8 procedures that determine our department's active operation management on barents satisfaction. Some of the calls we receive are met by outsourced call center teams. Our own teams work exclusively in back-office processes. Incoming calls are recorded in CRM no matter where they come from, or which relevant unit responds to them. Representatives are managed using a single screen. In fact, all monitoring processes after entering the system are provided online. Our representatives can work from home (homeoffice).



Our complaint channels include telephone, Contact Us (website contact form), Chat BOT, WhatsApp, social media, and marketplaces. We carry out activities to reduce or prevent complaints received through these channels. In this context, we produce projects that improve the barents experience and start development processes quickly, and we ensure that many options such as smart routing for our members' login problems, new return system project, development of order tracking steps, order sending statuses/statuses notifications, as downloading the invoice, having a repurchase option, and providing shopping without membership are added to the site. We continue our work to add new ones to the projects we have implemented in line with our goals of maximizing the satisfaction of our barents. As ebebek, we carry out our work in the role of supplier within ourselves.

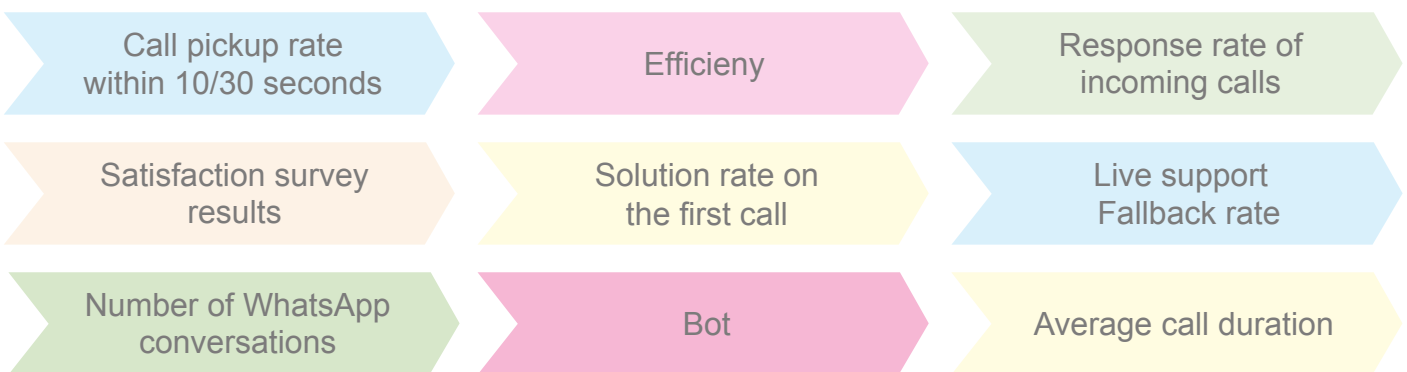
At the same time, we follow up the necessary processes within the scope of complaint management for our other suppliers. We internally report the complaints submitted to us regarding our brands that we sell within our organization. If the feedback we receive is not internal but related to our suppliers, we communicate with our suppliers via e-mail and provide them with the necessary information.

We regularly carry out our activities to ensure that our stakeholders are regularly informed about all these processes. The ratio of the number of invoices to the number of complaints is the ratio we monitor most clearly. For this reason, we submit all calls, the number of complaints and the ratio of the number of invoices to our Board of Directors on a monthly basis.



As ebebek, we set goals and strategies within the scope of our complaint management. In our processes, we have dynamic targets with continuity in line with the Spirit of Continuous Development (SGR) logic in the Barents Loyalty Center (BSM).

Within the scope of Service Level (SL), we have targets that we monitor on a monthly basis. These are;



We implement good practices that strengthen barents experiences in order to optimize our complaint management processes and to make improvements that make a bigger difference through the feedback we receive from our barents. We classify our good practices, which we consider the dimensions of efficiency, environment and facilities, service quality and technology, according to various topics and sub-criteria. As ebebek, we share our good practice examples that we have realized for each of the classifications we have made in full detail in our good practices analysis list.

We also keep up to date with what is being done on other platforms to increase barents satisfaction. As a result of our detailed and comprehensive reviews, we identify the features that are not available on our site and project to add them in a practical way. In this context, we include many projects that we have managed to make the necessary additions to our website below:

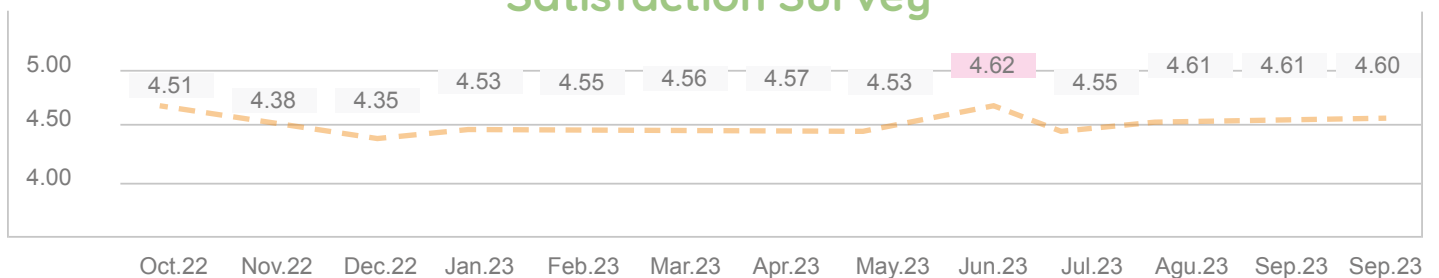
- Estimated delivery date
- Coming tomorrow
- Gift pack gift note
- Order online
- Delivery from the store
- Automatic check payment for overdue order
- Sending order statuses as notifications

We track the Net Promoter Score (NPS) to understand how our barents evaluate the innovations we have implemented and the features we have updated. We monitor each factor affecting the NPS in the finest detail on a monthly basis under the guidance of our relevant units. In addition, we also monitor the interview result satisfaction survey at the Barents Loyalty Center on a monthly basis.

As ebebek, more than 70% of the calls we receive are related to order status and shipping processes. Our golden rule that we have determined in this context is that every order received until 16.00 is shipped on the “same day” as promised. Another important subject is the performance of the cargo companies we cooperate with.

In the one-year period from October 2022 to October 2023, we share the results of our NPS and post-call satisfaction surveys in the graph below. The results of our barents satisfaction survey, which we evaluate out of 5, are generally 4 and above. We are taking the necessary steps in line with our goal to maintain and further increase this value.

Satisfaction Survey



ebebek	2022	2021	2020
Our Barents Satisfaction Rate(%)	4.45	4.23	3.87

*Values are out of 5.

When our barents satisfaction rates for 2020, 2021 and 2022 are analyzed, it is seen that we achieved 3.87 in 2020, 4.23 in 2021 and 4.45 in 2022. In this way, the positive results of the efforts we have put forward as ebebek within the scope of our goal to maintain and increase our barents satisfaction are also demonstrated. With this motivation, we aim to increase our barents satisfaction rates even more by continuing to work hard in the coming years.

GRI 2-25; GRI 2-26

The total number of barents complaints we received was 154,798 in 2020, 117,531 in 2021 and 78,597 in 2022. These numbers clearly show that the total number of barents complaints we received decreased significantly from 2020 to 2022. We aim to further increase this success, which is a concrete reflection of our effective efforts on barents complaints. As ebebek, we evaluate the feedback we receive from our barents as a development tool and strive to improve our business processes accordingly.

ebebek	2022	2021	2020
Total Barents Complaints (Number)	78,597	117,531	154,789
Solved Barents Complaint	78,597	117,531	154,789

The channels we use to evaluate barents requests and contribute to our development Among the channels we use to evaluate barents requests and contribute to our development, there is also the “Suggestion” option as a request type in the contact form on our website. Within the scope of the suggestion option, we usually receive suggestions about the product or the location of our stores. Our responsible teams provide feedback to our barents and share the information with the relevant units. In the table below, the total number of suggestions/recommendations submitted by our barents in the three-year period from 2020 to 2022 is presented. As ebebek, we respond to all the suggestions we receive, and we work to ensure that no suggestion goes unanswered.

ebebek	2022	2021	2020
Total Suggestions Received (Number)	1,394	1,279	1,448
Answered Suggestion (Number)	1,394	1,279	1,448

We are a dynamic company whose main goal is to maximize barents satisfaction. In a business world that grows and develops day by day, we take action to offer a valuable experience to our barents. In this direction, the goals we set as ebebek:

Service level 10

We achieved 70% of the target in 2022, and we aim to increase this rate by at least 1% in the following period.

Productivity/Call fulfillment rate

We achieved 93% of the target in 2022, and we aim to increase this rate by at least 1% in the following period.

Solution rate on the first call

We achieved 75% of the target in 2022. We aim to increase this rate by at least 1% in the following period.

Our Approach to Social Responsibility



Our Social Responsibility Projects

In today's world, the importance of social responsibility projects is increasingly emphasized. These projects, which are of great importance for both the business world and society, enable organizations to benefit society without making a profit. In order to benefit and contribute to society, as ebebek, we do things that benefit many of our stakeholders and we aim to add new ones to what we have already done.



The story of Bebek.com began in 2000 when a father (Halil Erdoğan) and his wife tried to find the information and guidance they needed while raising their baby from websites abroad. As a young family raising a baby, they felt that they needed much more than a website with Turkish content. Bebek.com was launched in February 2001 as a way for a father to serve conscious families with the same need. For 21 years, Bebek.com continues to offer all kinds of information, services, services, help and friendship to conscious families who are thinking about having a baby, expecting a baby, and raising their children.

With the work of its expert staff, bebek.com is a portal that offers thousands of pages of information today with its content that has expanded in a short time, where conscious families who are thinking of having a child or who have children can meet all kinds of needs, containing many up-to-date information and services.

With our Bebek.com blog site, we continue to stand by our parents with more than 800,000 unique parents visits and more than 2,200 articles per year.

The first 1000 days are very important for the healthy development and growth of a baby. We enlighten our mothers and expectant mothers with our expert knowledge and embrace the first 1000 days of a baby's life with our "Nutrition in Pregnancy Camp", "Breastfeeding Preparation Camp", "Transition to Supplementary Food Camp" and "Mother/Baby Nutrition in Food Allergies Camp" trainings on our "Workshops and Camps" page.

With our calculation tools such as Percentile Calculation, Baby Birth Date Calculation, Ovulation Day Calculation, Vaccination Calendar Calculation, we ensure that our parents reach the right information quickly.





Babyology Events

As ebebek, one of the projects we realize with maternal interest and expert knowledge is Babyology Events. We enable our barents to meet with experts and knowledgeable people in their fields in order to touch our barents with knowledge. Within the scope of Babyology Events, we enable our barents to build stronger relationships with their babies and support them to make more solid decisions about the road map they will follow while raising their babies.

Our Babyology Events, which offer a guiding experience for barents, started in Istanbul in 2015 and met with a total of 13,552 barents in 30 different cities such as Edirne, Diyarbakır, Sivas, Erzurum, Trabzon, Çanakkale and Kayseri until the pandemic period. In addition, we adapted to the pandemic period and moved to online channels, meeting with a total of 700 barents on 22 different topics.



Breastfeeding Support Project

We are aware that even a drop of breast milk, one of nature's most precious resources, is a miracle for babies. In order for every baby to benefit from the miracle of breast milk, we carry out various projects to raise awareness of our mothers with our most meaningful motto "One Drop, One Thousand Benefits".

In this context, we launched our Breastfeeding Support Project to touch the lives of more mothers and babies. We put students from the departments of Nursing, Midwifery, Nutrition and Dietetics through a four-stage evaluation process. Afterwards, we provide trainings on Nutrition in Pregnancy, Breastfeeding Preparation, Complementary Nutrition, and offer free and one-to-one counseling services with our expert team of 61 people, which we have formed from the students of the aforementioned departments.

Below are the events we have organized as ebebek within the scope of the First 1,000 Days of Baby Nutrition since 2020.

- 14 Nutrition in Pregnancy Camp
- 54 Breastfeeding Preparation
- 15 Transition to Supplemental Food Camp
- 13 Mother/Baby Nutrition in Food Allergies Camp



By the end of 2022, we have provided one-to-one counseling to 23,000 barents with our Breastfeeding Support Project. We have successfully enabled many mothers to increase their milk, formula-fed babies to be fully breastfed, and babies who do not want to breastfeed to breastfeed again. We have raised and continue to raise awareness among our barents about the importance of breastfeeding and breast milk.



Our ebebek Breastfeeding Manifesto

- We know the importance of breastfeeding and aim to increase the awareness and consciousness of barents about breastfeeding. In addition, we pay utmost attention to the sensitivity of mothers who cannot breastfeed their babies for reasons beyond their control.
- We support the exclusive breastfeeding of babies for the first 6 months, and we encourage both our employees and barents to breastfeed their babies regularly until they reach the age of 2, as accepted by the World Health Organization.
- As stated in the law, our employees have 1.5 hours of milk leave per day. We allow our employees to combine this leave as 1 day a week.
- For the continuity of breastfeeding, we position breastfeeding rooms where our employees and barents who breastfeed their babies can express and store their milk in an area easily accessible by mothers in our ebebek stores and headquarters.
- We help mothers to be properly informed about breastfeeding in our stores, ebebek.com, bebek.com, Bebek from ebebek magazine, our social media accounts, and the events we organize.
- We refrain from campaigns, discounts, gift vouchers and advertisements that encourage foods other than breast milk for the first 6 months. We do not use expressions that encourage or incentivize number 1 and number 2 formula and any solid food in the first 6 months in our stores, online channels, and events we organize. We do not accept any solid food sales that refer to the first 6 months.
- We inform barents that the use of pacifiers and bottles can affect the development of the baby's palate.

- We do not promote or distribute samples of formula up to number 3 in our social media competitions, events and ebebek'ten Bebek magazine.
- We include statements emphasizing the superiority of breastfeeding over other foods in infant nutrition on the labels in the relevant aisles of our stores and on our website positioning.

Playing Ambassadors Project

We know that bonding is very important in the development of babies and in this context, we adopted the slogan **"Playing Builds Bonds"**. As part of our Playing Ambassadors project, we also convey the importance of bonding through playing games to our parents.

We believe that a child's most basic and natural right is to play. In order for babies or children to develop through play, we advocate that toys should be selected in accordance with the age, development, temperament and needs of the baby. We believe that it is valuable to touch the lives of babies as early as possible, and with this thought and belief, we support parents in making the right choice of games and toys.

We combine playing with experiences such as toilet training, sleep routine, language development and cognitive development, which have an important place in infant and child development; we approach the development of babies with a holistic attitude.

In addition, we aim to increase the contribution of university students in the Playing Ambassadors team to society and support them to develop themselves both professionally and personally. We give university students the opportunity to take part in a project where they can gain knowledge and experience, collaborate with their peers, and provide social benefit.

As ebebek, below are the projects we have realized since 2021 within the scope of our motto "Playing Builds Bonds".

- We organized 16 Babyology Playing Camps.
- We met with more than 700 parents at Play Camps.
- We provided free, one-to-one, and live counseling to nearly 1,500 parents through our Playing Ambassadors project and Playing Ambassadors.
- We supported 58 babyologists to become Toy Specialists.

As ebebek; we continue to provide play counseling with our 33-person Playing Ambassadors team on toilet training, language development, secure attachment, supporting self-confidence and many more. After the free service we provide, 9 out of 10 parents who evaluated our project and our Playing Ambassadors stated that the project was very useful in the feedback survey.



Human Health: Smoking

As ebebek, we make sure that all our employees are non-smokers in their private lives as well. In this context, we have been taking care to ensure that our employees, who have been operating both in our stores and in our headquarters for 10 years, are non-smokers. Emphasizing the rights of babies to live in a smoke-free airspace, respecting the olfactory sensitivity of our barents who come to our stores to shop, and working with teammates who are aware of healthy living are among our biggest goals as ebebek.

Support for Young People with Cerebral Palsy (Steptember)

We organize “Steptember” every year in September under the leadership of the Spastic Children’s Foundation of Türkiye, which aims to provide diagnosis, treatment, rehabilitation and education services to children and adults with Cerebral Palsy, to make them professional and integrate them into society.

Spastic Children’s Foundation of Türkiye, which strives to transform children and their families into individuals who can meet their own needs and become more active in social life, aims to contribute to the education and rehabilitation of children and young people with CP and help them become social individuals who can meet their own needs within the scope of the Steptember organization.

As ebebek, we support the project by taking ten thousand steps every day throughout September with Steptember, an international social responsibility project. Within the scope of the project, we collect donations for young people with CP and strive to create and increase awareness on this topic all over the world, starting from our environment.

Working with Young People with Down Syndrome

As ebebek, we provide support in cooperation with the Down Syndrome Association in this project that strengthens their place in society by fighting for equal opportunities for individuals with Down syndrome, who are subjected to discrimination at every stage of life from infancy to adulthood. In line with our belief that individuals with Down syndrome should also have the right to a normal life, we have been actively employing young people with Down syndrome in both our headquarters and stores since 2017 and including them in business life.

Within the scope of bringing individuals with down syndrome who will work at ebebek into business life; we provide trainings to individuals with down syndrome and their families by our business coaches.

- Individuals actively participate in working life after receiving trainings that include daily routines such as store layout and road routes.
- We ensure that our employees with Down syndrome work part-time, receive full-time employee wages, and fully benefit from fringe benefits.
- We ensure that they are involved in the entire operation of the store and offer all kinds of opportunities for them to be promoted to managerial staff.
- We employ 20 individuals with Down syndrome in our stores across Türkiye.
- Thanks to our project, we set an example that individuals with Down syndrome can exist in business life.
- We give hope to prospective parents who have or may have a baby with Down syndrome who come to our stores by showing them that individuals with Down syndrome can stand on their own feet.

Hello Life Packages with Down Syndrome Association

As ebebek, we meet the first needs of newborn babies with Down syndrome and offer special support with our “Hello to Life” packages we developed for the Down Syndrome Association, a non-governmental organization that aims to help individuals with Down syndrome lead a free, productive, and socially engaged life. Together with the Down Syndrome Association, ebebek sends these packages to families with Down syndrome babies between 0-12 months to share their joy and support them by celebrating the birth of their babies.

Mimar Sinan University Textile and Fashion Department Students and ebebek Collaboration

With the project we realized in cooperation with Mimar Sinan University Textile and Fashion Department students and ebebek, we have realized a different social responsibility project thanks to the designs prepared by the students. We realized different creations with 12 very talented students for 1 year. 12 themes drawn by the students with their imagination were embodied in baby clothes. Thanks to the collaboration, we opened the products to the public with a fashion show we organized at Mimar Sinan Fine Arts University.

As ebebek, we supported the education of our students by meeting the various needs and requirements of the university. Within the scope of the project, students who had the opportunity to show their talents had the opportunity to get to know the business world and gain experience.



GRI CONTENT INDEX

Declaration of Use	Content Index - Essentials Service has verified that the GRI content index is presented in a clear and consistent manner with the standards and that references to disclosures 2-1 to 2-5, 3-1 and 3-2 are aligned with the appropriate sections in the body of the report. ebebek has developed its sustainability reporting in accordance with the GRI Standards for the period January 1, 2022 to December 31, 2022. The service is provided through the Turkish version of the report.
Used GRI 1	GRI 1: FOUNDATION 2021

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
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General Disclosures

GRI 2: : General Disclosures 2021	Corporate Profile		
	2-1 Organizational details	About the Report, p.3 About Us, p.8 Contact, p.113	
	2-2 Entities included in the organization's sustainability reporting	About the Report, p.3 About Us, p.8	
	2-3 Reporting period, frequency and contact point	About the Report, p.3	
	2-4 Restatements of information	About the Report, p.3	
	2-5 External assurance	No external audit was received within the scope of the report.	
	2-6 Activities, value chain and other business relationships	About Us, p.8 Our Business Concept, p.12 Our Product Groups, p.13-15 Stakeholder Relations and Prioritization Analysis p.57	
	2-7 Employees	Our Employees in Numerical Values, p.80-83 Our Understanding of Diversity and Inclusion, p.85-86	
	2-8 Workers who are not employees	Our Employees in Numerical Values, p.80-83 Our Understanding of Diversity and Inclusion, p.85-86	
	2-9 Governance structure and composition	Our Corporate Structure, p.24-26 Sustainability Management, p.53-55	
	2-10 Nomination and selection of the highest governance body	Our Corporate Structure, p.24-26 Sustainability Management, p.53-55	
	2-11 Chair of the highest governance body	Our Corporate Structure, p.24-26 Our Code of Ethics, p.31-33 Sustainability Management, p.53-55	
	2-12 Role of the highest governance body in overseeing the management of impacts	Messages from Board of the Directors, p.4-6 Our Sustainability Approach, p.50 Our Featured Sustainability Practices, p.51-52 Sustainability Management, p.53-55 Sustainability Policy, p.55-56	

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
General Disclosures			
GRI 2: : General Disclosures 2021	2-13 Delegation of responsibility for managing impacts	Our Sustainability Approach, p.50 Our Featured Sustainability Practices, p.51-52 Sustainability Management, p.53-55 Sustainability Policy, p.55-56	
	2-14 Role of the highest governance body in sustainability reporting	Messages from Board of the Directors, p.4-6 Our Sustainability Approach , p.50 Sustainability Management, p.53-55	
	2-15 Conflicts of interest	Our Corporate Structure, p.24-26 Our Code of Ethics, p.31-33	
	2-16 Communication of critical concerns	Our Code of Ethics, p.31-33 Our Employee Feedback Mechanism, p.91	
	2-17 Collective knowledge of the highest governance body	Our Corporate Structure, p.24-26 Our Sustainability Approach , p.50	
	2-18 Evaluation of the performance of the highest governance body	Our Code of Ethics, p.31-33 Our Human Resources Management, p.76-77	
	2-19 Remuneration policies	Our Human Resources Management, p.76-77 Our Perspective on Gender Equality, p.87	
	2-20 Process to determine remuneration	Our Human Resources Management, p.76-77 Our Perspective on Gender Equality, p.87	
	2-21 Annual total compensation ratio	Our Human Resources Management, p.76-77 Our Perspective on Gender Equality, p.87	
	2-22 Statement on sustainable development	Our Sustainability Approach, p.50 Our Featured Sustainability Practices, p.51-52 Sustainability Policy, p.55-56	
	2-23 Policy commitments	Sustainability Policy, p.55-56 Our Human Resources Management, p.76-77	
	2-24 Embedding policy commitments	Sustainability Policy, p.55-56 Our Human Resources Management, p.76-77	
	2-25 Processes to remediate negative impacts	Our Employee Feedback Mechanism, p.91 Our Barents Satisfaction Management, p.92-96	
	2-26 Mechanisms for seeking advice and raising concerns	Our Employee Feedback Mechanism, p.91 Our Barents Satisfaction Management, p.92-96	
	2-27 Compliance with laws and regulations	Our Corporate Structure, p.24-26	
2-28 Membership associations	Our Social Responsibility Projects, p.98-103		
2-29 Approach to stakeholder	Stakeholder Relations and Prioritization Analysis, p.57		
2-30 Collective bargaining agreements	Our Human Resources Management,p.76-77		
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Stakeholder Relations and Prioritization Analysis, p.57	
	3-2 List of Material Topics	Stakeholder Relations and Prioritization Analysis, p.57	

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
Economic Performance			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Stakeholder Relations and Prioritization Analysis, p.57 Our Economic Performance, p.18-20	
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Our Economic Performance, p.18-20	
	201-2 Financial implications and other risks and opportunities due to climate change	Our Economic Performance, p.18-20	
	201-3 Defined benefit plan obligations and other retirement plans	Our Economic Performance, p.18-20	
Indirect Economic Impacts			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Economic Performance, p.18-20	
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	Our Economic Performance, p.18-20	
	203-2 Significant indirect economic impacts	Our Economic Performance, p.18-20	
Procurement Practices			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Sustainability in the Supply Chain, p.58-63	
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	Sustainability in the Supply Chain, p.58-63	
Anti-Corruption			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Code of Ethics, p.31-33 Our Risk Management, p.37	
GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption	Our Code of Ethics, p.31-33 Our Risk Management, p.37	
Material Topics			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Environmental Management, p.65-66	
GRI 301: Materials 2016	301-1 Materials used by weight or volume	Our Environmental Management, p.65-66	
	301-2 Recycled input materials used	Our Environmental Management, p.65-66	
	301-3 Reclaimed products and their packaging materials	Our Environmental Management, p.65-66	

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
Energy			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Energy Management, p.68-69	
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Our Energy Management, p.68-69	
	302-3 Energy intensity	Our Energy Management, p.68-69	
	302-4 Reduction of energy consumption	Our Energy Management, p.68-69	
Water and Effluents			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Water Management, p.70	
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	Our Water Management, p.70	
	303-2 Management of water discharge-related	Our Water Management, p.70	
	303-3 Water withdrawal	Our Water Management, p.70	
	303-4 Water discharge	Our Water Management, p.70	
	303-5 Water consumption	Our Water Management, p.70	
Emissions			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Emission Management, p.66-68	
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Our Emission Management, p.66-68	
	305-2 Energy indirect (Scope 2) GHG emissions	Our Emission Management, p.66-68	
	305-3 Other indirect (Scope 3) GHG emissions	Our Emission Management, p.66-68	
	305-4 GHG emissions intensity	Our Emission Management, p.66-68	
	305-5 Reduction of GHG emissions	Our Emission Management, p.66-68	
	305-7 Nitrogen oxides (NOx), sulfur oxides(SOx), and other significant air emissions	Our Emission Management, p.66-68	
Waste			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Waste Management, p.71-74	

GRI Standarts	Description	Page numbers, descriptions and/or URL	Omiss.
Waste			
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Our Waste Management, p.71-74	
	306-2 Management of significant waste-related impacts	Our Waste Management, p.71-74	
	306-3 Waste generated	Our Waste Management, p.71-74	
	306-4 Waste diverted from disposal	Our Waste Management, p.71-74	
	306-5 Waste directed to disposal	Our Waste Management, p.71-74	
Supplier Environmental Assessment			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Sustainability in the Supply Chain, p.58-63	
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental	Sustainability in the Supply Chain, p.58-63	
	308-2 Negative environmental impacts in the supply chain and actions taken	Sustainability in the Supply Chain, p.58-63	
Employment			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Employees in Numerical Values, p.80-83 Fringe Benefits Provided to Our Employees, p.88-89	
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Our Employees in Numerical Values, p.80-83 Fringe Benefits Provided to Our Employees, p.88-89	
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Our Employees in Numerical Values, p.80-83 Fringe Benefits Provided to Our Employees, p.88-89	
	401-3 Parental Leave	Our Employees in Numerical Values, p.80-83 Fringe Benefits Provided to Our Employees, p.88-89	
Occupational Health and Safety			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Occupational Health and Safety, p.89-90	
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Occupational Health and Safety, p.89-90	
	403-2 Hazard identification, risk assessment, and incident investigation	Occupational Health and Safety, p.89-90	
	403-3 Occupational health services	Occupational Health and Safety, p.89-90	
	403-4 Worker participation, consultation, and communication on occupational health and safety	Occupational Health and Safety, p.89-90	

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
Occupational Health and Safety			
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	Occupational Health and Safety, p.89-90	
	403-6 Promoting worker health	Occupational Health and Safety, p.89-90	
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Occupational Health and Safety, p.89-90	
	403-9 Work-related injuries	Occupational Health and Safety, p.89-90	
	403-10 Work-related ill health	Occupational Health and Safety, p.89-90	
Training and Education			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Employee Training and Development, p.83-85	
GRI 404: Training and Education 2016	404-1 Average hours of training per year per	Our Employee Training and Development, p.83-85	
	404-2 Programs for upgrading employee skills and transition assistance programs	Our Employee Training and Development, p.83-85	
	404-3 Percentage of employees receiving regular performance and career development reviews	Our Employee Training and Development, p.83-85	
Diversity and Equal Opportunity			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Understanding of Diversity and Inclusion, p.85-86 Our Perspective on Gender Equality, p.87	
	405-1 Diversity of governance bodies and employees	Our Understanding of Diversity and Inclusion, p.85-86 Our Perspective on Gender Equality, p.87	
GRI 405: Diversity and Equal Opportunity 2016	405-2 Ratio of basic salary and remuneration of women to men	Our Understanding of Diversity and Inclusion, p.85-86 Our Perspective on Gender Equality, p.87	
Corporate Management			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Corporate Structure, p.24-26	
ebebek own material topic disclosure	As ebebek, we exhibit a corporate governance approach that attaches importance to sustainability.	Our Corporate Structure, p.24-26	

GRI Standarts	Description	Page numbers, descriptions and/or URL	Omiss.
Information Management / Data Management			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Information Security Management, p.42-44	
ebebek own material topic disclosure	As ebebek, we take care to protect the data of our employees and customers and we attach importance to information management / data management.	Our Information Security Management, p.42-44	
Information Security Management			
GRI 3: Material Topics 2021	3-3 Management of the material topicss	Our Information Security Management, p.42-44	
ebebek own material topic disclosure	As ebebek, we take care to protect the data of our employees and customers and we attach importance to information management / data management.	Our Information Security Management, p.42-44	
Risk Management of the Organization			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Risk Management, p.37	
ebebek own material topic disclosure	As ebebek, we attach importance to the risk management of our organization and identify our risks.	Our Risk Management, p.37	
Waging of Employees			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Corporate Structure, p.24-26	
ebebek own material topic disclosure	As ebebek, we take a fair approach when determining the wages of our employees.	Our Corporate Structure, p.24-26	
Performance Managem Management of Employees			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Employee Training and Development, p.83-85	
ebebek own material topic disclosure	As ebebek, we attach importance to merit among our employees and adopt a fair approach in employee performance management.	Our Employee Training and Development, p.83-85	
Employee Retention			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Employee Training and Development, p.83-85	

GRI Standarts	Disclosure	Page numbers, descriptions and/or URL	Omiss.
Employee Retention			
ebebek own material topic disclosure	As ebebek, we value our employees and prioritize employee retention.	Our Employee Training and Development, p.83-85	
Employee Satisfaction			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Human Resources Management, p.76-77	
ebebek own material topic disclosure	As ebebek, we care about our employees and work for their high satisfaction.	Our Human Resources Management, p.76-77	
Large-scale employment creation			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Human Resources Management, p.76-77	
ebebek own material topic disclosure	As ebebek, we support the national economy by creating employment.	Our Human Resources Management, p.76-77	
Ethical Communication in Marketing			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Code of Ethics, p.31-33	
ebebek own material topic disclosure	As Ebebek, we are aware of the importance of ethical communication in marketing to corporate success.	Our Code of Ethics, p.31-33	
Our Information Security Management			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Information Security Management, p.42-44	
ebebek own material topic disclosure	As ebebek, we invest in advanced technology and incorporate it into our business processes.	Our Information Security Management, p.42-44	
Digitalization			
GRI 3: Material Topics 2021	3-3 Management of the material topics	Our Information Security Management, p.42-44	
ebebek own material topic disclosure	As Ebebek, we make a difference with the importance we attach to digitalization.	Our Information Security Management, p.42-44	

Disclaimer

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