

## **AKMERKEZ GYO CUSTOMER SATISFACTION POLICY**

As Akmerkez, we host many “firsts” with carefully considered details for our visitors and guests. We place importance on sustainability and shape our activities with the aim of being one of these “firsts.” While shaping our activities, we prioritize customer satisfaction and emphasize it as a key factor for sustainable growth. In line with our Customer Satisfaction Policy, we are committed to:

- Adopting a customer-oriented service approach and focusing on continuous improvement,
- Measuring customer satisfaction and working to ensure it meets or exceeds our target levels,
- Providing customers with complete, accurate, and timely information within the framework of responsible marketing principles,
- Prioritizing quality, speed, leadership, and reliable service,
- Aiming for a positive customer experience and focusing on customer requests and suggestions,
- Keeping our feedback mechanisms open and collecting customer feedback, when necessary, while maintaining the principle of confidentiality,
- Evaluating customer feedback in a transparent, impartial, fair, and reliable manner,
- Respecting the cultural and individual differences of our customers and not engaging in any discrimination based on religion, race, gender, ethnicity, or skin color,
- Communicating with customers in a respectful and courteous manner,
- Sharing our policy publicly through our corporate website and informing all stakeholders through this channel,
- Ensuring that all employees have a role in the effective implementation of the Customer Satisfaction Policy, with responsibility resting with the Sustainability Committee, reviewing the policy and management system at least once a year, and making improvements and updates as necessary,
- Enforcing this policy with the approval of the Board of Directors.

**Akmerkez GYO Board of Directors**