

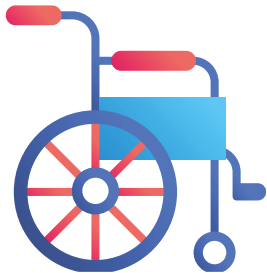
# Our Collaborations Providing Social Contribution

We aim to strengthen our ties with society and improve development and betterment of society as well as awareness on better living through our social responsibility projects that we implement in accordance with our understanding of social contribution. Within the scope of these projects, we focus on education, sports, health, profession acquisition and talent development with our stakeholders.



## COLLABORATION WITH TURKISH PARAPLEGIC ASSOCIATION (TOFD)

In collaboration with the Spinal Cord Paralytics Association of Turkey (TOFD) in 2020, we contributed to the plastic cap collection project and donated **2 wheelchairs**.



## DONATION BOXES WITH (TEGV)

Every year, on April 23 **National Sovereignty and Children's Day**, we place donation boxes for the Educational Volunteers Foundation of Turkey (TEGV) in our stores. During the same period, we sell toys, children's books and stationery products at a **50% discount** in our stores. Our customers who buy these products and want to donate can deliver the products to children in need through the foundation.

## COLLABORATION WITH BOOKS FOR ALL FOUNDATION

In collaboration with our customers, we also support the Books for All Foundation in order to instill the habit of reading in children. Our customers can use the 'Books for All Foundation' book collection boxes to donate books they bring or purchase at a discount. So far, **58,588 books** were collected and sent to schools across Turkey.

## CLOTHING DONATION CAMPAIGN

We are conducting our 'Clothing Donation Campaign' project, which has been ongoing for 10 years and now traditionalized, in collaboration with Ariel (P&G) and the Community Volunteers Foundation (TOG). In 2020, we collected **45,000 pieces of clothing** in our stores. Since the beginning of our project, clothes have been delivered to **440,000** people. 35,000 pieces of clothing this year were distributed to children in Izmir during the Izmir earthquake.



### GIRLS ON THE FIELD PLATFORM

We supported with a portion of the revenue of Ruffles products purchased from our stores to the 'Girls on the Field Platform' whose purpose is to organize football school for girls, tournaments for high school students and adult women, football and social development camps for mixed groups of girls and boys, corporate trainings for schools and companies.

### "PLEDGE TO SAVE WATER" CAMPAIGN

Within the scope of Finish's 'Pledge to Save Water' campaign, participants won a Finish Quantum discount valid in our stores, equal to the water saved according to the last bill they uploaded. With this campaign, 1,323 people loaded their bills once and 505 people loaded their bills twice. In total, 1,402,000 liters of water were saved.

In another campaign, we provided a portion of the revenue of Finish Powerball 0% products sold in our stores to fill 50 hectares of Lake Kuyucuk with water and return 110 bird species to their nests. Previously, within the scope of the Water Ambassadors Project, we provided training to 8,000 children on the importance of water. In 2020, we could not carry out these trainings due to the Covid-19 pandemic.

### LITTLE ATHLETES PROJECT

We donate a portion of the revenue from the Procter&Gamble (P&G) products that we sell in our stores to the Turkey Special Olympics Committee within the scope of our 'Little Athletes' project. With this project, which we had to hold on as of 2020, we ensure that children aged 2-7 years who need special education socialize with their peers and increase their coordination skills. Thanks to the contribution of our customers, we have introduced 6,238 special young people and children to sports so far.