

Our Products and **Services Supporting Healthy Living**

We are aware of the need to promote a balanced diet and conscious consumption habits as a priority for the health of our consumers. With this awareness, we develop projects that support community health as a complement to the products and services we offer to support healthy lifestyles.

At the same time, we attach importance to the sustainability of our projects and expand the ethical scope of our projects with our collaborations.



SPECIAL PRODUCT RANGES

We bring together special product ranges with our customers with the actions that we take in accordance with the customer's demand for products that support a healthy lifestyle. We call all our private-label packaged products, red meat products that we produce in our fresh meat processing plant, fresh fruit and vegetable products and products that brands produce specifically for Migros, as "Sadece Migros'ta (**Only in Migros**)". These products account for 23% of our turnover.

We aim to increase the number of products that we offer in our stores every year in this area for our customers who prefer products that are low in sugar, salt and oil, lactose-free, gluten-free, ecological, organic, etc. These products make up 3% of the products in the same categories. We offer organic certified, reduced calorie and healthy lifestyle-oriented products to our customers who care about healthy life through "**M Life**", one of our private-label product ranges.

Organic chicken products are specially placed on our shelves, and we regularly monitor the sale of these products. We encourage our producers and suppliers to increase the amount of **organic chicken and eggs** served for customers.

In 2020, we brought together a total of 1,831 products that supported healthy living, 180 of which were from our private-label products, with our customers.



In 2020, the applications that we implement within the scope of our special product range that we offer to our customers are as follows:

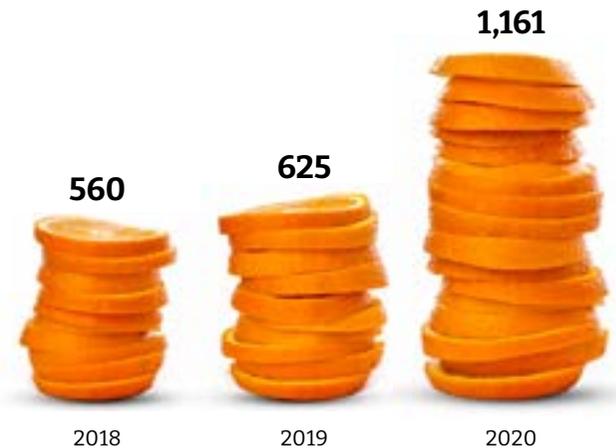
- The turnover of organic products that we offer for sale in 2020 is 1.35% of our total turnover. We aim to increase our turnover of locally sourced organic products by 10% annually and contribute to the conversion of 760 hectares of land for organic agriculture by 2026. 
- All of the chicken products we offer for sale comply with the principles of **Good Agricultural Practices** certificate, which is the registration of reliable food. **6% of these products**, are **organic chicken** products. 
- **Organic eggs** accounted for **28%** of the total number of eggs sold. 
- We offer our organic fruit and vegetable products, of which the majority are packaged within our facilities in Bursa and Izmir, to our customers. 
- We support biodiversity and sustainable fisheries. Accordingly, we provide the fish that we offer to our customers in the determined measurements specified in accordance with the relevant regulations in the appropriate season. We have sold more than 4,068 kg of seafood **with sustainable seafood certification, such as MSC and ASC.** 

- We carry out **promotional** activities to ensure economic **easy accessibility** for products that support healthy life, and are produced in accordance with specific health requirements, as well as for renewed products to improve content. 
- 2 times a year, one of which is World Celiac Day on May 9, we organize a campaign for a 25%-50% **discount on gluten-free products.** In 2020, we provided a total discount of TRY 46500 5 on these products. 

In addition, it is **strictly forbidden to test** cosmetic products such as toothpaste, creams, shampoos, shower gels and cologne **on animals** in accordance with the cosmetic regulation prepared by the Ministry of Health and in accordance with the EU. As Migros, we assume our responsibility and do not test any Migros branded cosmetics on animals, considering compliance with our legislation. 



Organic Fruit and Vegetable Sales (ton)



TURKEY'S LARGEST FRESH MEAT PROCESSING PLANT: MİGET

Aware of the importance of protein-containing food consumption, we deliver the most affordable and completely healthy products of the sector to all regions of Turkey, especially in order to facilitate access to red meat for young people and children.

The Migros Fresh Meat Processing Plant (MİGET), which we have established by examining in detail the advanced technologies and meat production facilities in the world aimed at developing meat capacity and breeding with significant potential in Turkey, is the leader of our sector with an annual production **capacity of 62,000 tons.**

We control the red meat products that we offer to our customers in our stores at **220 different control points** under the control of our expert butchers, veterinarians and food engineers. The products that enter our facility as carcass are processed through advanced technology, and we conduct hundreds of tests and analyses every day in our international standards laboratories located in our facility to ensure the reliability of these products.

We train our own butchers at the **Food Technology Training Center (GATEM)** within the Migros Retail Academy. With the brand "Uzman Kasap" (Expert Butcher), we prefer to use the most suitable packaging techniques for food to preserve the freshness of our ready-to-cook red meat products and meatballs for a long time and we pack these products untouched.

- We carried out all our production processes at MİGET within the framework of TS EN ISO 9001 Quality Management, TS EN ISO 14001 Environmental Management System, TS ISO 45001 Occupational Health and Safety Management System, TS ISO 10002 Customer Satisfaction Management System and TS EN ISO 22000 Food Safety Standards.
- We are the **first company to have the FSSC 22000 Global Food Safety Management System certificate** within the Turkish retail sector.

All products we produce for our stores have a Halal Certificate issued by the Turkish Standards Institute.



OUR ONLINE CHANNEL SUPPORTING A HEALTHY LIFESTYLE

We deliver fruits and vegetables that we offer to our customers through Tazedirekt from 41 contracted organic farms to the tables directly. As a result of our detailed research throughout Turkey, we carefully select the farms we will work with. The source of the products and the stories of the producers are shared through **Tazedirekt's website** with all its transparency. We attach great importance to the development of our suppliers in order to make Tazedirekt's special production approach sustainable, which has **2,950 different products** including products with geographical indications in its portfolio.



TAZEDIREKT SUPPLIER DEVELOPMENT PROGRAM

As part of our "Tazedirekt Supplier Development Program", we provide consultancy to our companies that produce at the SME level or on a smaller scale to help them navigate the entire process, from food production to performing product analysis, raising production quality standards to compliance with mandatory product label regulations. With this program, we aim to contribute to the growth of our suppliers and local development. Our quality team provides training to our suppliers within the scope of the audits carried out, and informs about the how they can correct the identified shortcomings. We evaluate the companies that we include in this program at the beginning and end of the program, and thus observe the improvement provided by the program. We audit our suppliers and the products they provide for certain periods. We bring producers to the sector by ensuring



that quality standards are raised. This year, we aim to take our project, which we carried out last year, one step further and to start the **Tazedirekt Supplier Academy** program by collaboration with the DQS company. Our aim is to earn a certificate of success and IFS certificate for our companies that participate and succeed in this program.

Within the scope of Tazedirekt, we have **91 products with geographical indications**, which constitute 3.1% of our total portfolio.

In 2020, we delivered 431 kinds of fruit and vegetable products to our customers, which constitute 14.6% of our total portfolio.



Developments in 2020

- Although audits were disrupted due to the Covid-19 pandemic, 22 small producers were audited based on **“Small-Scale Supplier Audit Criteria.”**
- 7 producers were included in the **“Tazedirekt Supplier Process Development Project”**.
- At the end of the project, the “unsuccessful” and “room for improvement” statuses of the producers were updated to “successful”.



CARES ABOUT WHAT YOU EAT

Do you trust the source of the products you consume? As Tazedirekt, we care about the products you consume.



CAREFULLY PICKED

We supply our products from local producers and organic farms that comply with our principles, and we supply these products, selected by the controls of our food engineers, directly.

GUARANTEED FRESHNESS

After carefully packaging the products and performing the final checks, we deliver them to our customers with our “+4 Celcius Degree Refrigerated Vehicles” and with our guarantee of freshness.

SUSTAINABILITY TARGETS

We bring products produced by conscientious manufacturers with a respectful approach to nature to our customers, and aim to create a sustainable future.

Our Projects Supporting **Community Health**

We support the products and services we offer in order to promote healthy lifestyles with our projects for community health. We focus on balanced nutrition, personal care, conscious shopping, and responsible consumption with these projects where we expand the scope, content and sphere of influence through collaborations.

OUR WELLBEING JOURNEY PROGRAM

With our “Wellbeing Journey” program, we offer suggestions as balanced nutrition, increasing daily physical activity, adequate water consumption, personal information about oral and dental health, interactive advice, and discounted products to our customers. At the “**Wellbeing Journey**” section created on the Migros Money application, we compare the food purchases of our Money Card member customers with the recommended consumption, and encourage positive behavior change via messages and discounted product recommendations, based on the food groups that they need for a balanced diet. In 2020, **in collaboration with Anadolu Health Center**, we developed our program for our vegan and vegetarian-fed customers. In addition, we have started to present information messages included in the application through videos prepared by expert dietitians. Since 2018, that is, since the day it started, our program has

reached 2.3 million customers. In order to measure the lasting impact of the program, we implemented the **Balanced Nutrition Index (BNI) with KMPG Turkey** in 2020. With this index, we calculate the average annual distribution of our customers’ food shopping based on main food groups and the deviation of this data according to the recommended consumption rates. Our customers who participated in the program had a DBE score of 70.5 just before the program started, and as of December 2020, this number has increased to **77.1**.

MIGROS WELLBEING JOURNEY



Our Wellbeing Journey Program, which has been awarded seven awards in the international arena, was presented as an exemplary project at the world retail summits in Lisbon, Berlin, London, Tokyo, Warsaw and Monaco, and was well-received as a **pioneering retail practice** among new generation retail applications. In 2020, the program was adapted to Latin American retail companies and negotiations with Japanese companies began. **You can watch the program’s video on our corporate website.**

GROWING HEALTHY WITH MIGROS PROJECT

We give special place to children in our community health awareness work. Since 2016, we have been carrying out our project “Growing Healthy with Migros” in order to spread and further strengthen the awareness in children about healthy and good living. Store tours for children at **396 Migros stores in 70 provinces** of Turkey so far are carried out by our volunteer store managers with the invitation to children and their families to Migros stores.

Children who participate in the healthy life and conscious shopping education gain a lot of information on topics such as the benefits of fruits and vegetables, the control processes gone through until products reach shelves, Good Agricultural Practices, and tips on reading labels. Children are also told about the benefits of waste collection bins in stores and their contribution to a better future by recycling their waste.

The “**Migros Healthy Growth Guide**” prepared by the **Food Safety Association** is given to children as a gift during the tours where the importance of balanced nutrition and exercise is emphasized.

Within the scope of the “Growing Healthy with Migros” project, education and activities for more than 176,000 children have been organized so far. Decommissioned due to the pandemic in 2020, it was decided that the project would be moved to digital media in addition to store tours. The education, which was turned into an animated film, was released on National Sovereignty and Children’s Day in April 23, 2021. **You can watch the education video on our Migros TV channel.**

