

Access to Healthy and Sustainable Products & Services

Migros aims to increase awareness of healthier and more sustainable lifestyles through the wide variety of products that it offers customers. The company encourages its business partners to expand their range of products that support sustainable and healthy living while also motivating its customers to make informed shopping and consumption choices.

Guidelines and approaches applicable to product ranges, product safety, product certifications, perishables quality standards, and nutritional values and calorie counts that must be included in

labels and on packaging are all spelled out in detail in the **Migros Health & Nutrition Policy**. This policy embodies Migros' pledge to offer customers only products that are safe and of good quality and also to support their healthy and sustainable lifestyle choices.

Products that Support Healthy Living

Each year, Migros aims to further expand its range of offerings that help its customers make healthier and more informed shopping choices. While offering a rich array of options, the company

emphasizes the importance of balanced eating habits and the daily consumption of fresh fruits & vegetables, dried legumes, nuts, grains, and milk & dairy products. Migros also **supports healthy living** with its line of low-fat, low-sodium, low-sugar, and nutritionally-enhanced foods; the company allocates substantial amounts of shelf space for lactose-free, gluten-free, diabetic, ecological, vegan, and organic products that address the needs and preferences of customers with special dietary requirements. In 2024, the number of products which support healthy living on sale at Migros increased by 18% and reached 18,230. 572 of these were Migros private-label products. Products that support wellbeing generated 52% of Migros' proceeds from the sale of food and 43% of the company's total turnover in 2024.

In 2024, Migros sold a total of 2,218 tons of certified-organic* fresh fruits & vegetables and also successfully achieved its targeted 10% increase in the tonnage of its GAP (good agricultural practices) certified fresh-produce sales. 31% of all the company's fresh-produce procurements in 2024 were **sustainability-certified (GAP, Organic, Regenerative Agricultural etc.)** products. Migros has targeted increasing this percentage to 50% by 2030.

In 2024, Migros sold nearly 1,240 certified-organic products, 112 of which were non-food products. These goods generated about 1% of the company's turnover in 2024.

85% of all the poultry (chicken and turkey) products which Migros sold in 2024 bore Organic or GAP certifications.

All of the company's M Life brand eggs are certified organic. Only cage-free eggs are sold in its Macrocenter-format stores. Eggs sourced from an organic egg production center in Ordu that was established with the support of Migros are widely available in Migros stores. During special campaigns, cage-free eggs are sold at specially discounted prices to encourage shoppers to buy and try them.

Low-fat, low-sodium, low-sugar, reduced saturated & trans-fat, low-calorie etc. products generated 2.06%** of the company's sales. These percentages are 1% and 2.83% respectively in the case of nutritionally-enhanced and reformulated products.

In 2024, Migros' portfolio of healthy-living offerings for its customers consisted of 18,230 product.



* Certified-organic fruits and vegetables generated 0.74% of Migros' 2024 fresh-produce turnover and accounted for a 0.5% share of fresh-produce total tonnage.

** Certified low-sugar, low-fat, and low-salt products make up 0.20%, 0.07%, and 0.20% of their respective product groups respectively.



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Sustainable & Ecofriendly Products

Migros continued its ongoing efforts to expand the range of sustainable and ecofriendly products so as to offer its customers increasingly more choices. Sustainable and environmentally-friendly products are those that bear GAP or organic/regenerative-agriculture certifications, energy-efficient lamps and electronic goods, ecofriendly-packaged detergents, reusable shopping bags, sustainably-sourced paper and paper products, and sustainability-certified palm oil, soya, cocoa, and bamboo products. These products make up 6.3% of the total product variety that Migros stocks and generate 11% of its turnover. 24% of all detergent sales consist of items regarded as more sustainable from the standpoint of their composition and/or packaging. 33% of the products containing cocoa, 18% of the products containing palm oil, and 8% of the products containing soybean oil bore sustainability certifications.

Migros' efforts to expand the range of sustainable and ecofriendly products continued without letup in 2024.



With the completion of the **“Sustainable Product Tagging Project”** full traceability of all products with sustainability certifications available for sale will be ensured, and these products will be prominently featured in stores and online channels. The increasing demand for vegan and plant-based products among consumers supports Migros' efforts to expand its offerings in this category. The number of items in the company's vegan portfolio doubled with the new additions made to it in 2024. In 2024 Migros had a total of 2,167 different vegan products on its shelves; 1,138 of them were non-food products. The turnover shares generated by the vegan counterparts of milk products and of cheese products grew to 6.9% and 8.25% respectively in 2024.

In 2024, Migros accelerated its efforts towards **sustainable seafood products**. In line with the company's goal of ensuring that 100% of farmed fish (seabream and Sea bass group) sold by 2030 hold sustainability certifications (such as GAP, Global GAP, IFS, etc.). As of end-2024, this percentage was 30%. 5,166 tons of Global-GAP certified and 1,560 tons of GAP-certified fish were sold in 2024. The company neither sources nor sells any seafood items that do not strictly conform to regulatory requirements concerning size, age, or quality standards.

Migros Fresh Meat Production Plant (MİGET) and Uzman Kasap (Master Butcher)

Migros' focus on quality and food safety in the production and sale of meat and meat products continues to make it the pioneer of Türkiye's food

retailing industry. All of the red meat products sold at Migros are sourced entirely from local suppliers. A workforce of butchers, veterinarians, and food engineers is employed at the Migros Fresh Meat Production Plant (MİGET) to ensure that all meat is processed and passes through 220 rigorous quality control checks before it reaches Migros customers. Some Migros red meat and meat products are sold under the company's Uzman Kasap (“Master Butcher”) brand. Besides butcher meat, the Uzman Kasap portfolio includes a range of prepackaged ready-to-cook processed and semi-processed meat products such as hamburgers and a line of specially-prepared sauces and gravies. In 2024 MİGET's total capacity was increased from 90,000 to 100,000 tons a year while its Uzman Kasap output grew from 33,000 to 50,000 tons.

Focused on sustainably managing its fresh meat production and processing capacity, Migros continues to train its own butchers at the Migros Retail Academy Food Technologies Training Center (GATEM). 3,500 people who have successfully completed GATEM training are employed as butchers in Migros stores in all 81 of Türkiye's provinces.

M Life

“M Life” is the name of a Migros store brand of a range of foods that support healthy lifestyles and address special dietary needs such as **organic, low-calorie, gluten-free** products. The essential criteria for an item to be included in the M Life catalogue is that it should be consistent with healthy and informed consumption choices. Products are identified for inclusion entirely on the basis of Migros' WellBeing Journey vision; no consultation is outsourced. In 2024 the number of store-brand

items in the M Life portfolio was **54**. More than 80 fresh produce items are sold under the M Life brand, **48% of which bear ECAS organic certifications** guaranteeing that their production processes are consistent with organic farming methods and adhere to environmental sustainability principles. A new addition to the M Life portfolio in 2024 was M Life Bio Organic Cider Vinegar.

M Life Bio Organic Oatmeal (500 gr), M Life Slim Style Apple & Blackberry Fruit Bar (20 gr), M Life Slim Style Apple & Peach Fruit Bar (20 gr), and M Life Slim Style Apple & Strawberry Fruit Bar (20 gr) products were the recipients of prestigious **Private Label Manufacturers Association “Salute To Excellence”** awards in 2024.

Tastes of Anatolia (Anadolu Lezzetleri) Project

“Tastes of Anatolia (Anadolu Lezzetleri)” is the name of a range of products which Migros has put together to support local producers and make Anadolu's rich culinary heritage accessible to consumers all over the country. Every Tastes of Anatolia product represents a unique local specialty. They are all cultivated and prepared using entirely natural methods and techniques; all plant species are local heritage cultivars. All Tastes of Anatolia products conform to the highest standards of food safety and quality. In 2024, 51 Tastes of Anatolia products representing the cultural and culinary traditions of **25 localities in all 7 of Türkiye's geographical regions** were offered for sale in Migros-owned stores. In 2024 Migros increased the availability and visibility of the Tastes of Anatolia brand in its stores.