

Good & Trustworthy Customer Experience

Migros establishes and defends its reputation as a trusted merchant by offering thousands of items and delivering the best customer shopping experience through both its stores and its online platforms. Migros regards customer satisfaction as a high-priority issue and seeks to continuously improve it in a variety of ways. In Capital magazine's annual survey of **Türkiye's Most Admired Companies**, Migros has selected the journal's "**Most Admired Retailer Company**" list 20 times.

Managing its value chain processes giving the utmost attention to food safety issues, Migros gives people access to high-quality, fresh, and hygienic food at affordable prices. The company allocates a substantial amount of shelf space for sustainable products and services that also support healthier lifestyles. Migros aims to promote good nutritional habits among its customers by giving them access to choices that will be better for themselves and for the planet. Detailed information about what Migros does concerning this issue is provided in the "**Access to Healthy and Sustainable Products and Services**" section of this report.

Migros believes that customer communication is an important factor in the continuous renewal of value chain processes. For this reason, the company constantly interacts with its customers through a variety of communication channels, market surveys, and 360° customer feedback. "Customer satisfaction" is a target item on the performance cards of headquarters employees who are at manager level or above, including senior management and it contributes between 2.5-3% towards their annual bonus. Store managers' performance cards include a "Customer experience score" target item which, in their case, contributes 15% towards their annual bonus.

Effective Customer Communication

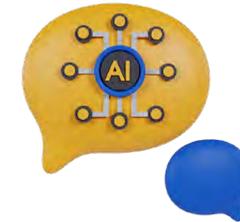
As a part of creating a unique shopping experience is a core Migros strategy, the company constantly improves its customer communication channels and strives to respond to customer feedback in the quickest and most effective way possible. Migros aims to deliver a **Good and Trustworthy Customer Experience** to shoppers and to be accessible to customers wherever they need. In line with the requirements of the **TSE ISO 10002 Customer Satisfaction Management System** certification, Migros records and categorizes all customer feedback in accordance with confidentiality principles and delivers objective solutions within a maximum of 48 hours.

During 2024 Migros continued to deploy its extensive communication infrastructure to effectively manage customer feedback so as to achieve and maintain the highest possible level of customer satisfaction. In 2024, the company interacted with customers about 15 million times

through all of its communication channels; 95% of all issues were resolved within the targeted 48 hour period.

Migros seeks to improve the customer experience by integrating data analytics, artificial intelligence, and voice-recognition technologies into the **Migros Interaction Platform's** after-sales service processes. By utilizing an algorithm that predicts the reasons behind customer contact, each customer is welcomed into a personalized flow within the **Customer Contact Center**. Advanced self-service modules that simulate a human-interaction experience play an important role in responding to customers' requests quickly and accurately. During 2024, 55% of customer communications were resolved immediately by these modules. Developed to respond to customer needs by deploying the strength of Migros' technological infrastructure, such solutions

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improve service quality while simplifying customer interactions.

Migros communicates effectively with its customers in a host of different ways that include the **Migros Customer Contact Center, Corporate WhatsApp line, feedback forms built into various websites and apps, and the Appbot (Migros app's live support assistant module)**. 95% of the feedback received through the company's corporate WhatsApp line was correctly interpreted by the AI module; 79% of the communications were immediately resolved by the Appbot.

Migros also interacts with customers through social media platforms such as Facebook, Instagram,

Twitter, and YouTube. These channels are used not just to publish promotional and informational content but also to receive customer feedback and to respond to it as quickly as possible. Rapid responses especially in the case of customer complaints and questions enhance customer satisfaction. **Social Media Monitoring Dashboards** are used to proactively manage sector-related emerging developments, trending hashtags, and customers' wants, questions, and needs. During 2024, 8 million social media posts and shares were monitored and analyzed.

Migros manages a separate support line for communicating with its business partners. This line is used to provide information about the

company's operational processes with the aim of expediting business dealings and making them more productive.

Migros' **B2B channel** is used to manage business partners' requests and to optimize processes in which business partners are involved. Suppliers and other business partners can use this channel not only to conveniently and transparently track orders and sales but also to submit feedback about the company's operational processes.

Migros employs crisis management procedures for proactive preparedness. The company also continuously develops potential crisis content maps in order to anticipate issues. **The Migros**

Crisis Communication Committee is responsible for dynamically managing all types and aspects of communication crises. This committee's operations are coordinated by Corporate Communication & Sustainability Group Director. The committee's composition is determined by the organizational chart so as to ensure that senior managers with appropriate authorities are included in the crisis-management process. Once the nature of a crisis has been identified, action plans and roadmaps are formulated and subsequent processes are monitored and reported.

Communication Channel	Contact Address
Customer Communication Center (Migros, Macrocenter, Migros Sanal Market, Migros Hemen, Macroonline, Mion, Migros Toptan)	0850 200 40 00
Corporate WhatsApp Line	0530 300 13 00
Happy Customer Line (Tazedirekt)	444 75 15 mutlu.musteri@tazedirekt.com
Corporate Email Addresses	iletisim@migros.com.tr, etik@migros.com.tr, surdurulebilirlik@migros.com.tr, kisiselverikoruma@migros.com.tr
Mobile Apps	Migros mobile app Migros Money app
Social Media Platforms	Twitter Facebook Instagram LinkedIn TikTok



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The number of active users Migros' "Money" customer loyalty program, Türkiye's biggest and most frequently used, reached 23 million in 2024.



Customer Loyalty Program

Recognizing the strong connection between customer loyalty and the quality of its products and services, Migros conducts promotional campaigns featuring loyalty point rewards and discounts that can be personalized according to customers' preferences.

Migros' "Money" customer loyalty program is Türkiye's biggest and most frequently used. The number of active program users reached 23 million in 2024. Migros Money Card holders enjoyed significant savings, with 11.1 million of them

benefiting from discounts and 3.6 million of them earning Money point in 2024. For customers who opt-in for personal data collection and processing, Migros analyzes shopping habits according to gender, age, and other demographic metrics in order to make user-specific "Meant For Me", "Healthy Living Tips", and other personalized offers. During 2024, 3 million shoppers used the Migros Money mobile app 31.1 million times both to benefit from personalized discounts and rewards and to check out the latest **Migroskop** bargains. Additionally, through the Migros yellow label system, the company guarantees the best quality and price every day on more than 1,500 products, including those from private label products.

Money Gold is a premium-level version of Migros Money that features even more attractive benefits and offers when shopping at Migros stores and Migros Sanal Market. These features include free delivery, up to 50% extra Money points on two personalized-item offers every month, two extra chances to participate in Migros' monthly "Create Your Own Campaign Yourself" program, access to specially-priced Migroskop campaign items, and the ability to earn loyalty points on automobile-fuel purchases.

Customer & Brand Research

Migros integrates new and personalized technologies into its operations to develop solutions and ideas that address rapidly changing customer needs and habits. Monthly consumer and trend research using various methods including eye-tracking technology are all deployed with the aim of gaining insights that help the company to identify changing consumer needs, to gain a better understanding of how to improve the customer experience, and to inform company units' strategic decisions.

Customer interviews, surveys, and similar research methods are used with careful attention being given to ensure that they accurately reflect the demographic, gender, and socioeconomic diversity of the company's customer base. Results are then analyzed across all these segments and compiled into reports. Loyalty research, conducted both in stores and online, also supports understanding market customers' evolving attitudes toward period-specific challenges in their shopping behaviors, as well as identifying the direction of trends in the customer's world.

In 2024, Migros conducted consumer and trend research to gain a better understanding of its customers' expectations, to respond to changing consumer needs, and to inform strategic decision-making processes. During this research, Migros solicited the opinions of **464,282 people on a variety of subjects and topics**. The findings from this research led to important insights about setting targets for improving in-store service quality, increasing customer loyalty, and strengthening the Migros brand's market position.

- In 2024, **Tansaş Gross Research** study was conducted with 429 wholesale market customers to enhance the efficiency and customer-centricity of the wholesale shopping experience. In-depth one-on-one interviews with Migros customers as part of a **Customer Expectations 4.0 Survey** generated feedback then used as input for improving service quality. **An Express Checkout Use Survey** using neuro techniques was carried out to gather data about customers' express checkout experience. This survey provided insights about how to make the checkout process more customer-convenient; an action plan has been laid out accordingly.

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- Under the **Migros Brand Health Survey**, which has been conducted since 2019, customers in 250 stores are polled every month. The results of these polls are used to measure the impact of communication strategies on Migros' brand value. In 2024, as part of the **Migros One Brand Health Research**, monthly surveys with 300 online market customers began to measure the impact of online communications on Migros' online brands. Additionally, in **Brand Health Research** studies conducted with 700 Mion customers and 400 Macrocenter customers, developments in brand perception were observed compared to the previous year's results.
- As part of the **Price Perception Research**, a representative sample of 1,000 individuals across Türkiye continues to be monitored to track changes in price perception within the food retail sector.
- In a **Supermarket Customer Loyalty Survey** that was conducted in 2024, 1,609 shoppers were asked for their opinions about the places where they shop regularly. The results of this survey revealed that Migros' customer loyalty score is two points above the sectoral average.
- Since 2022, the **Customer Experience Research** has been conducted to monitor and measure the 360-degree customer experience at Migros stores. This study includes continuous evaluations through personalized post-shopping surveys. In 2024, a total of 205,805 surveys were conducted, resulting in a customer satisfaction score of 79 for Migros. The company aims to increase this score by 100 base points over the next four years.

Responsible Approach in Advertising & Marketing Communication

In the conduct of its advertising, marketing and brand communication activities, Migros makes effective use of TV, newspaper, radio, outdoor, magazine, and digital platform channels while also continuously adapting its communication strategies through a diverse mix of marketing tools in line with changing consumer needs and expectations. The company commits itself to being in full regulatory compliance in the conduct of all aspects of its advertising and marketing operations from initial conception to production and dissemination. Every precaution is taken to ensure all advertising and marketing messages are consistent with the company's commitment to social gender equality.

Additionally, in broadcasts and children's channels targeting viewers aged 12 and under, communication of product groups that are not suitable for the target audience or recommended for limited consumption is not carried out. Television advertisements for processed foods always include applicable crawl messages mandated by the Ministry of Health.

In 2024, through its image film created under the motto "**A Better Future for All**" and the slogan "**You're Good with Migros**," Migros went beyond offering a quality shopping experience to its customers, reflecting the impact and value it generates across its entire ecosystem. Under the "**You're Good with Migros**" brand communication framework, inclusivity, diversity, sustainability, and accessibility were highlighted. In line with its approach to being an inclusive brand, Migros employees were placed at the center of the image film, creating a unifying narrative that also conveyed the positive impact of Migros on its

customers, local producers, and farmers within its ecosystem.

As of 2024, Migros has transitioned from the phrase "**A Better Future for You**" to "**A Better Future for All**," redefining the sentiment of well-being on a more holistic scale by incorporating sustainability, the environment, society, internal and external customers, producers, and business partners.

Informational messages and communications disseminated by Migros on the occasion of special observances such as World Environment Day, Women's Day, Disability Week, World Water Day, and World Environmental Health Day to increase sustainability awareness were accessed more than 1.6 million times.

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