

Transparent & Fast Flow of Product Information

Migros is guided by the principles of transparency and accountability in the management of all product-information processes. Migros ensures that packaging and labels give customers accurate and detailed information about the products they contain. The packages of all food products put on sale contain information about calorie and nutritional values conforming to the requirements of the **Turkish Food Codex Regulation on Labeling & Provision of Food Information to Consumers**. The company takes great care to provide customers with instructions about how non-food products should be used. The labels associated with goods that are sold online also provide all the information that applicable laws and regulations require them to have.

With the support of its suppliers, Migros aims to have all product information fully integrated (defined and verified) into the GS1 system by end-2030.



Packaged Product GS1 System Integration

Migros believes that retailing-industry collaboration is crucial for making certain that online and offline customers have quick and convenient access to reliable information about what they are buying and consuming. Migros works closely with GS1 Türkiye, the Turkish chapter of GS1 Global, an NGO that develops product-data digitalization and barcode standards and technologies, in the conduct of projects aimed at achieving transparent and consistent information flows between retailers and consumers. The Migros Group CEO, who is a member of the boards of both GS1 Global and GS1 Türkiye, is also playing a leading role in Türkiye's participation in the Consumer Goods Forum's **Product Data Digitalization & Standardization Project**.

Verification of products entered into the GS1 system plays a key role in ensuring product safety and upholding quality standards. To date, the transparency and traceability standards of 12,198 products have been improved by the products' integration into the GS1 system. Besides making it possible for these products to be recognized and managed in line with global standards through the GS1 system, this integration also increases operational productivity and improves the customer experience.

The increase in the number of suppliers included in the GS1 project continued to gain momentum in 2024. In 2024 GS1 launched a Data Capture Project simultaneously with a large number of producers and retailers. The basic aim of this project is to ensure that producers' product-label and visual

data are verified in a manner compatible with GS1 standards and in this way to create a pool of data that is accurate and reliable. This approach is intended to standardize product information flows and to increase product information accuracy across the global retailing industry.

With the support of its suppliers, Migros aims to have all product information fully integrated (defined and verified) into the GS1 system by end-2030. Migros is also keeping a close watch on other developments such as GS1's planned shift to a QR system in 2027 in order to integrate any changes into its own business model.

Agricultural Produce Traceability

The Migros Traceability Platform gives customers the ability to track the movement of fruits&vegetables products that the company sells as the goods move from field to store and on to shelves. Customers can use their smart phones with or without the Money Mobile app to scan QR codes on fresh produce shelves and bins and conveniently view a complete record of these movements as well as check product information details and certifications if any. During 2024, this feature was used 22,505 times to query the movements of 1,678 traceable fresh fruit & vegetable items.

Through the Agricultural Production Traceability Portal (TÜİP) that Migros launched several years back, suppliers enter certification details about the products the company sources from them. This has resulted in the creation of a database which ensures that all sustainability-certified farm produce can be tracked quickly and effectively.

The system has the additional benefit of giving consumers access to reliable information about agricultural produce quality and certification processes. TÜİP is fully compatible with the automation systems used in Migros' stores. Currently-valid product-certification information is automatically entered via the portal and it is possible to check certification validity at any time.

Meat Traceability

Through the meat traceability project that it developed, Migros provides information such as production date & place, expiration date, batch number, nutritional values, allergens, storage conditions, and origins of 24 Uzman Kasap red meat products. In the last stage of this project, information about Uzman Kasap product groups other than minced and shaped-meat products will be transitioned to QR codes. Once that is completed, Migros plans to give customers access to dynamically changing information such as ambient temperature and location along with the information currently being provided as well.