

Access to Products and Services Supporting Health and Sustainability



Migros leverages its diversified product range to increase consumer awareness about healthier and more sustainable lifestyles and to encourage shoppers to adopt them.

The Company's **Health and Nutrition Policy**  provides a comprehensive framework for its broad product portfolio, ensuring product safety, certified product protocols, and stringent quality standards for perishables, as well as specific criteria for nutritional labelling and caloric disclosure. Through this policy, the Company incentivizes its business partners to expand their offerings of products that support sustainable and healthy living, while simultaneously guiding its customers towards making informed shopping and consumption decisions.

Products that Support Wellbeing

Migros continues to enrich the diversity of its offerings with the aim of empowering customers to make healthier choices and more informed purchasing decisions. The Company allocates substantial shelf space to products that support healthy living while adhering to an approach that:

- promotes the balanced daily consumption of fruits, vegetables, legumes, nuts, grains, dairy, and meat-based protein sources;
- increases the availability of specialized products with reduced fat, salt, and sugar content and of products with enriched nutritional profiles;
- provides accessible options for specific dietary requirements, including lactose-free, gluten-free, diabetic, vegan, organic, and ecological products.

In 2025, Migros increased the number of its private-label products supporting healthy living from 572 to 615 compared to the previous year. Products supporting healthy living generated 40% of total turnover of 2025 and 53.5% of food-related revenues.

In 2025, Migros sold a total of 3,373 tons of organic* fruits and vegetables. The Company offered nearly 1,280 organic products, including 180 non-food items; these products accounted for 1.21% of total turnover. 100% of the poultry meat products (chicken and turkey) sold by Migros is organic or GAP (Good

Agricultural Practices) certified.

100% of the eggs sold under Migros' M Life own-brand are either organic or cage-free. All of the eggs sold at Macrocenter stores are cage-free. An organic egg production center established in Ordu with Migros' support provides a significant volume of products that are featured prominently across Migros stores. To incentivize their sale, cage-free eggs are offered at specially discounted prices in Migros' in-store and online campaigns every month.

In 2025, low-fat, low-salt, low-sugar, low calorie, and saturated/trans-fat free products generated 1.85%** of Migros' sales turnover; products with enhanced nutritional profiles and all reformulated products accounted for 1.23% and 2.83% turnover shares respectively.

Products that Support Sustainability

Migros continued its sustainability-supporting product category initiatives in 2025, providing its customers with an even wider range of options. The Company classifies certified GAP, organic, and regenerative-farming products; vegan products; energy-efficient lightbulbs and electronics; detergents with eco-friendly packaging; reusable shopping bags; paper products sourced from industrial plantations; and certified palm, soy, cocoa, coffee, and bamboo products as "Products that support sustainability". 8% of all products offered for sale are in this category and they account for 12% of total turnover. 24% of total sales in the household detergents category were generated by products with more sustainable formulations or packaging. In 2025, certified sustainable sources accounted for 22% of Migros' cocoa products, 23% of products containing palm oil, and 7% of products containing soy oil. The Company sources 100% of its red meat products from domestic

* Certified-organic fruits and vegetables generated 1.13% of Migros' fresh-produce turnover and accounted for a 0.65% share of fresh-produce total tonnage.

** Certified low-sugar, low-fat, and low-salt products make up 0.25%, 0.17%, and 0.11% of their respective product groups.

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suppliers and avoids sourcing from regions at risk of deforestation. Following completion of its sustainability labelling project, Migros plans to ensure full traceability for all of its certified-sustainable offerings and to badge them across both in-store and online channels.

Robust consumer demand for vegan and plant-based products continues to drive Migros' initiatives to expand its product portfolio in this segment. In 2025, Migros' shelves featured 1,424 unique vegan products, including 599 non-food items. In the dairy category, vegan and plant-based beverages generated 8.35% of the Company's total turnover last year.

Migros continued its sustainable seafood initiatives in 2025, moving towards its goal of having 100% of its farmed sea bream and sea bass sustainability-certified (GAP, Global GAP, IFS etc.) by 2030. As of year-end 2025, 60% of these products were already certified. During 2025 Migros sold 2,083 tons of fish certified Global GAP or GAP-compliant. Legal size requirements and quality standards are rigorously enforced across all seafood categories in full compliance with applicable national laws and regulations.

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. 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. Migros also offers, under its Uzman Kasap brand, a range of prepackaged ready-to-cook red meat and meatball products produced with special recipes and sauces tailored to consumers'



tastes and preferences, including gluten-free options. As of end-2025, MİGET's annual production capacity was 100,000 tons.

Focused on sustainably managing its fresh meat production and processing capacity, Migros continues to train its own butchers at the Migros Retail Academy's Food Technologies Training Center (GATEM). 3,134 people who have successfully completed GATEM training are employed as butchers at Migros stores in all 81 of Türkiye's provinces.

M Life and Tastes of Anatolia (Anadolu Lezzetleri)

"M Life" is the name of a Migros own-brand whose portfolio consists of foods that support healthy lifestyles or address special dietary needs. Products with the M Life label are organic and/or have special properties such as low-calorie, gluten-free etc. An essential requirement for an item to be included in the M Life catalogue is that it should be consistent with healthy and informed consumption choices.

Migros offers customers about 50 different packaged food products and more than

140 fruits and vegetables under its M Life brand. 83% of these goods are ECAS certified organic. This certification assures 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 2025 was Gezen Tavuk 10-pack M-size cage-free eggs, complementing the existing organic egg selection.

"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 more accessible to consumers all over the country. These products, which represent the traditional flavors of Anatolia, are produced using natural farming methods and indigenous seeds and are offered to consumers in line with high quality standards. In 2025, nearly 40 products—16 of which hold geographical indication status—produced from indigenous seeds originating from 26 localities across Türkiye's all regions and distinguished by their regional and cultural characteristics, were made available at Migros stores.