

Transparent and Fast Flow of Product Information



Migros is committed to providing transparent and comprehensive product information, ensuring that packaging labels allow customers to easily access accurate ingredient and nutritional information. The Company embraces the principles of transparency and accountability in the management of all of its product information processes.

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**. For non-food products, the necessary information is provided to customers by clearly stating the instructions for use. The labels associated with products that are sold online also provide all the information that applicable laws and regulations require them to have.

Packaged Product GS1 System Integration

To ensure that product information shared across both in-store and online channels is reliable, consistent, and easily accessible, Migros prioritizes and actively promotes the adoption of common industry standards. As part of this approach, the Company works in close collaboration with GS1 Türkiye, aiming to systematically implement applications that standardize the flow of information between consumers and retailers. The Migros Group CEO serves on the boards of directors of both GS1 Global and GS1 Türkiye, organizations dedicated to barcode technologies and the digitalization of product data. In addition, Migros pioneers the implementation of the Consumer Goods Forum's (CGF) **Data-Driven Value Chain – Industry Solutions** initiative in Türkiye.

The GS1 system allows products to be identified and managed according to internationally recognized standards, facilitating more efficient processes while enhancing the quality of information provided to customers. Migros aims to complete the transition to 2D barcode systems across its operations by end-2030.

GS1 is working to ensure that standardized 2D barcodes (QR codes) are fully compatible with point-of-sale (POS) scanning systems across the retail landscape. Through QR codes, more detailed product information can be digitally stored, monitored by all parties, and value is created in terms of operational oversight and food safety protocols. To ensure compliance and operational readiness, the Company has begun coordinating with suppliers for a phased migration to 2D barcodes and has already integrated QR code capabilities into self-checkout systems at some of its own stores. As an additional benefit, the system provides a dual-layer control mechanism by automatically blocking the sale of expired products at checkout, ensuring an extra level of consumer safety.

The Company is scaling this initiative across Tazedirekt's fresh fruit and vegetable offerings as well as packaged private label products groups. In 2025, Migros began using GS1-standard QR barcodes at Tazedirekt stores and its production facility to provide consumers with transparent access to product certificates and quality analysis information. The migration process for Migros private-label offerings has also begun.

Agricultural Product Traceability

The Migros Traceability Platform allows customers to track the movement of fresh fruits and vegetables all the way from farms to store shelves. Customers can access this information using the Migros Money Mobile app or, without installing an app, by simply scanning the QR codes on traceability labels in the produce section with their smartphones. This allows for the transparent display of the product's supply chain journey, movement information, and -where applicable- certification details. During 2025, Migros customers accessed the Migros Traceability Platform and performed **30,631 traceability queries** across 486 different products.

The Agricultural Production Traceability Portal (TÜİP) that Migros launched several years ago gives suppliers access to a centralized and integrated database to which they can directly upload their

own products' sustainability certification data. This allows every sustainability certified fresh-produce item put on sale in Migros stores to be closely and effectively monitored. TÜİP serves as a core mechanism that enables consumers to access reliable information about the quality and certification of agricultural products. The portal's fully compatible with the automation systems used in Migros' stores. Certification records transferred to the system are automatically updated, ensuring the most current data is always available. The validity of these certificates is consistently monitored by means of a continuous and systematic control mechanism.

Meat Products Traceability

Migros has integrated GS1-standard QR codes into its existing meat products traceability system, giving consumers to conveniently access to comprehensive information on 145 items in the Company's

Uzman Kasap red meat portfolio. By establishing a standardized and digitally readable database for these products, Migros has created a robust foundation for item-level transparency. This allows consumers to access a comprehensive range of information, including production date and location, expiry date, batch number, nutritional values, allergen information, storage conditions, and origin.

Customer engagement with the system has been consistently high, with an average of 1,698 QR code scans per month confirming its active and effective use. The scope of the meat and meat product traceability project was further expanded in 2025 with the inclusion of GS1-standard QR codes across Migros' range of vacuum-packed red meat products.

Migros embraces the principles of transparency and accountability in the management of all of its product information processes.

