
GLOBAL CORPORATE COMMUNICATION POLICY



KAZANCI HOLDİNG

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INTRODUCTION

We know the importance of a consistent, effective and transparent communication model to achieve global success in line with our organizational goals. That is why we have created a comprehensive Global Corporate Communications Policy to communicate with all our stakeholders in an open, transparent and reliable manner. Our policy, which guides all our communication activities, ensures that our corporate identity is presented in a consistent manner.

Our policy is based on our ethical values, transparency and respectful communication. Our goal is to establish and maintain relationships with our stakeholders based on mutual trust and understanding.

1. PURPOSE

With this policy, we determine our company's corporate communication management approach and principles.

2. SCOPE

This policy covers managers and employees in all countries where we operate..

3. MAIN PRINCIPLES

We develop and implement our Global Corporate Communication Policy on the basis of the values, principles and codes of conduct in our “Global Ethical Principles and Code of Conduct” Policy document.

Within the scope of our Global Corporate Communications Policy, we attach special importance to the following basic principles:

- **Truthfulness:** In the development and implementation of the Global Corporate Communication Policy, our Company acts by adopting the approach of always being truthful, honest, open and simple towards its shareholders, employees, business partners and other stakeholders.
- **Transparency:** We are transparent with our shareholders, employees, business partners and other stakeholders about our activities.
- **Accessibility:** We create adequate communication structures and processes to meet the communication needs of our shareholders, employees, business partners and other stakeholders, and we pay special attention to being accessible.
- **Inclusion:** The Company determines and implements communication channels and communication language by considering the needs and sensitivities of its shareholders, employees, business partners and other stakeholders in all countries where it operates.
- **Proactivity:** We consider the needs and sensitivities of our shareholders, employees, business partners and other stakeholders in all countries where we operate; we determine and implement communication channels and language.
- **Continuity:** We adopt an “active communication” approach in the implementation of our communication strategy and keep communication continuous.
- **Respect for Privacy:** We respect the confidentiality of personal data in our communication activities on the basis of legal regulations and our Global Ethical Principles and Code of Conduct Policy.

We observe our values, global ethical principles, code of conduct and the above-mentioned principles in the communication of reports and information to be disclosed to all our stakeholders, especially the issues to be reported under our Global Corporate Governance Policy.

Our Corporate Governance Policies are one of the cornerstones of our strategy and an integral part of our business culture.



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