



hepsiburada



HEPSİBURADA 2023
SUSTAINABILITY REPORT
REPORT SUMMARY

CEO's message



Dear Stakeholders,

In 2023, when we celebrated the centenary of the founding of the Republic of Türkiye with great pride and joy, we continued to be the pioneer of digitalization and e-commerce in the country, firmly adhering to the values of our Republic. At **Hepsiburada**, we will focus on producing, developing, investing and growing with our stakeholders in the second century of our Republic.

We have left behind a challenging year for our country. The Kahramanmaraş earthquakes, which hit on February 6, 2023, resulted in one of the worst disasters in our country's history, causing massive destruction. The disaster sparked an urgent need for help in the 11 provinces in the earthquake zone. Immediately after the earthquakes, we made a **Hepsiburada** Promise to our country and started a massive effort to support the people in those provinces.

We have committed to support 10,000 SMEs and tradesmen and 5,000 women entrepreneurs and women's cooperatives in the region for two years with the "Trade and Technology Power for the Earthquake Region" program, which we launched in March 2023. Within the scope of the program, we aim to contribute to the employment of 120,000 people and the livelihoods of 500,000. We are also pushing on with our educational and social support for children and young people in the region. We have set a target of creating 10 billion TL in trade volume from the region to Türkiye and to the world at the end of two years. We have provided the support that the enterprises in the region needed in terms of e-commerce with our two E-Commerce Specialization Centers established in Adana and Hatay to develop the e-commerce infrastructure in the region.

Thanks to the program, we created a trade volume of 3.5 billion TL in the region at the end of the first year. We supported more than 2,800 new businesses to start e-commerce with **Hepsiburada**. We will continue to work with all our strength not only now but also in the future to ensure the region's development and help it regain its strength.

2023 was a very successful year for **Hepsiburada** in terms of financial performance. At the end of 2023, we reached a total sales volume of 96.5 billion TL (116.5 billion TL after inflation adjustment) with a growth of 104% (31% after inflation adjustment) compared to the end of the previous year. The total number of orders placed through our platform increased to 113 million, 41% more than last year. The number of active sellers reached 101,500 and active customers reached 12 million.

Despite the economic fluctuations affecting the whole world, **Hepsiburada** is always raising the bar higher, while on the other hand, we recognize more clearly every year that environmental and social issues are as critical as economic issues. According to the Global Risks Report published annually by the World Economic Forum (WEF), the majority of long-term risks originate from climate change and other environmental crises. At the end of the 28th United Nations Climate Change Conference (COP28) held in Dubai last year, a commitment was made to decrease the use of fossil fuels for the first time in 28 years. Although the steps taken will not be enough to limit the increase in global temperature to 1.5°C, it is of great importance that governments, the private sector, civil society and individuals fulfil their responsibilities and keep the temperature increase at the lowest possible levels. At **Hepsiburada**, we are aware of our responsibility in this regard. By focusing on innovative solutions, we are acting to reduce the environmental impact from our operations. In this context, we use 70% recycled material in our 100% recyclable cargo bags. In addition to our TÜBİTAK patented route optimization project, which reduces the daily travel distance in order to reduce the footprint of our logistics activities, we are also running pilot studies to switch to electric vehicles for cargo distribution. We continue our efforts to establish our sustainability strategy and to set realistic, measurable and science-based sustainability targets in line with this strategy.

Last year, we became the first e-commerce company in the world to commit to the "Forward Faster" initiative launched by the United Nations Global Compact (UNGC), of which we are a signatory. This initiative was launched to ensure that the United Nations Sustainable Development Goals are achieved by 2030 and that the private sector fulfils its responsibility in this

regard. As Türkiye's **Hepsiburada**, we will continue to take target-orientated and concrete steps in the determined action areas.

As **Hepsiburada**, we have been playing a critical role in the digitalization of trade since the day we were founded. Our company, which has been expanding its area of influence with an entrepreneurial and innovative spirit for more than twenty years, has contributed to the introduction of women and men entrepreneurs to e-commerce, to the expansion of the sales networks of SMEs, and directly and indirectly to the employment of approximately 4 million people in our country so far. Today, far beyond being just an e-commerce platform, we are working for the development of the e-commerce ecosystem in Türkiye by offering turnkey solutions for the digitalization of trade in Türkiye with our advertising, logistics and financial technology solutions and many other services.

As one of the signatory companies of the United Nations Women's Empowerment Principles (UN WEPs), we support both our female employees and women entrepreneurs within our scope of influence to empower them, ensure their economic independence and protect their equal rights in every field. We not only support women entrepreneurs, but also work to empower women within **Hepsiburada**. In 2023, the ratio of female employees in **Hepsiburada** and the companies under its roof was 44% and the ratio of women in managerial positions was 36%. In the **Hepsiburada**'s main brand, the rate of female employees exceeded 51%, while female managers increased to 40%. We act with a perspective of equality and inclusion in all career processes starting from recruitment, and we aim to further increase the number of female employees and leaders in our company. To this end,

we are implementing activities to enhance the well-being and development of our female employees through Hepsinspire, the women's solidarity platform we established on 8 March 2023.

Since the day we were founded, we have been committed to supporting women entrepreneurs and increasing women's participation in the labor force. In this context, we have so far brought 45 thousand entrepreneur women in Türkiye into the digital economy thanks to our platform. By 2030, we are targeting to increase the number of entrepreneur women we have introduced to e-commerce to 120,000. At the beginning of 2024, we aim to increase the contribution of women to the family economy with our renewed LinkGelir program. LinkGelir covers approximately two-thirds of our women users and allows them to earn income through the products they recommend while shopping, while we grow the recommendation economy.

As Türkiye's **Hepsiburada**, we will continue our efforts to provide the best solutions for our business partners to benefit from the growth in 2024 when e-commerce will continue to expand, to grow the e-commerce ecosystem in Türkiye, to contribute to the national economy and to create value for all our stakeholders. On this note, I am delighted to present our second sustainability report, in which we share our sustainability approach, current performance and our vision for the future to our valuable stakeholders. I would like to thank everyone who contributed to the preparation of this report, especially our colleagues.

Nilhan Onal Gökçetekin

Türkiye's Hepsiburada

As Türkiye's **Hepsiburada**, we bring together tens of thousands of businesses in our journey of more than 20 years and offer more than 230 million product options in approximately 40 categories to our customers. We act with the responsibility of being a reliable and innovative e-commerce platform that is visited by approximately 12 million people a day, has more than 200 thousand stores on its platform, takes part in the daily lives of our customers with approximately package deliveries a day package delivery, and we aim to transform into a giant ecosystem by continuing to create value together with our stakeholders.

About the Report

As **Hepsiburada**, we transparently share our sustainability approach, priorities and performance with all our stakeholders through the "**Hepsiburada** 2023 Sustainability Report" ("Report"), which we published for the second time this year.



The report covers our activities, performance and outputs for the period between 1 January 2023 - 31 December 2023. It was prepared in accordance with the Global Reporting Initiative (GRI) standards, and also includes our contribution to the United Nations (UN) Global Compact (UNGCC), Women's Empowerment Principles (WEPs) and the United Nations Sustainable Development Goals (SDGs), which we signed in 2022. Our detailed financial statements and financial report are available [our corporate website](#).



Those who would like to obtain more detailed information about the **Hepsiburada** Sustainability Report, as well as those who would like to submit any questions, comments and suggestions, can contact us at crsustainability@hepsiburada.com

Our Brands included in the Report

hepsiburada

hepsilojistik

hepsipay

hepsiJET

**hepsiburada
global**

**hepsiburada
seyahat**

**hepsiburada
market**

hepsiburada işOrtağım

hepsiAd

We offer opportunities and solutions that create value for our customers and sellers, who are the key stakeholders in the **Hepsiburada** ecosystem.

FOR OUR CUSTOMERS:

- Same-day Delivery
- Return Pick-up
- Refurbish the Old
- 2-person delivery model

FOR OUR VENDORS:

- Access to finance for suppliers and vendors

hepsiAd

- New generation advertising technologies and solutions.

With **Hepsiburada** Global, we offer our customers an international shopping experience and provide our sellers with the opportunity to expand abroad.

hepsiburada
global

- More than 4 thousand stores
- More than 7 million product options
- Transparent order cost
- Fast delivery
- Advantageous prices with quality standards
- Opportunity to sell abroad to e-commerce stores
- Millions of products from abroad to our customers

Business Model

As **Hepsiburada**, we have a hybrid business model that combines 3P and 1P models. We sell the products on our online platform, which forms the basis of our operations, through the marketplace model, which we call '3P' or 'third party'. In addition to the marketplace model, in the direct sales model called '1P' or 'first party', we buy products wholesale from suppliers and list, store and deliver orders to our customers under the seller name '**Hepsiburada**' on our platform. In the ordering process, which includes the approval, picking, storage, consolidation into batches, packing into parcels for delivery and returns of goods, we operate on the basis of three models.¹

DIRECT SALES (1P) MODEL

In the Direct Selling Model, we source products in bulk, typically holding inventory for specific products to sell directly to customers at our warehouse centers or supplier warehouses. On our online platform **Hepsiburada** appears as a seller of products sold through direct selling.

hepsiburada
Business
Model

MARKETPLACE (3P) MODEL

Our marketplace model connects consumers with sellers offering a wide range of products. Sellers registered on our online platform set up their own stores, list and sell their products. In this model, sellers are seen as the owners of the products they list on our platform and are responsible for pricing, sales and managing their inventory. In addition, sellers registered on our platform benefit from our 'integrated ecosystem' that offers various value-creating services such as access to financing, next-generation advertising technologies and solutions (**HepsiAd**), economical and practical last delivery solutions (**HepsiJET**) and all operational process solutions such as storage, addressing, packaging, invoicing and returns (**HepsiLojistik**).

FBM MODEL*

Sellers carry out storage, packaging, shipping and after-sales services with their own means.

*fulfilled-by-Merchant

HEPSİLOJİSTİK MODEL**

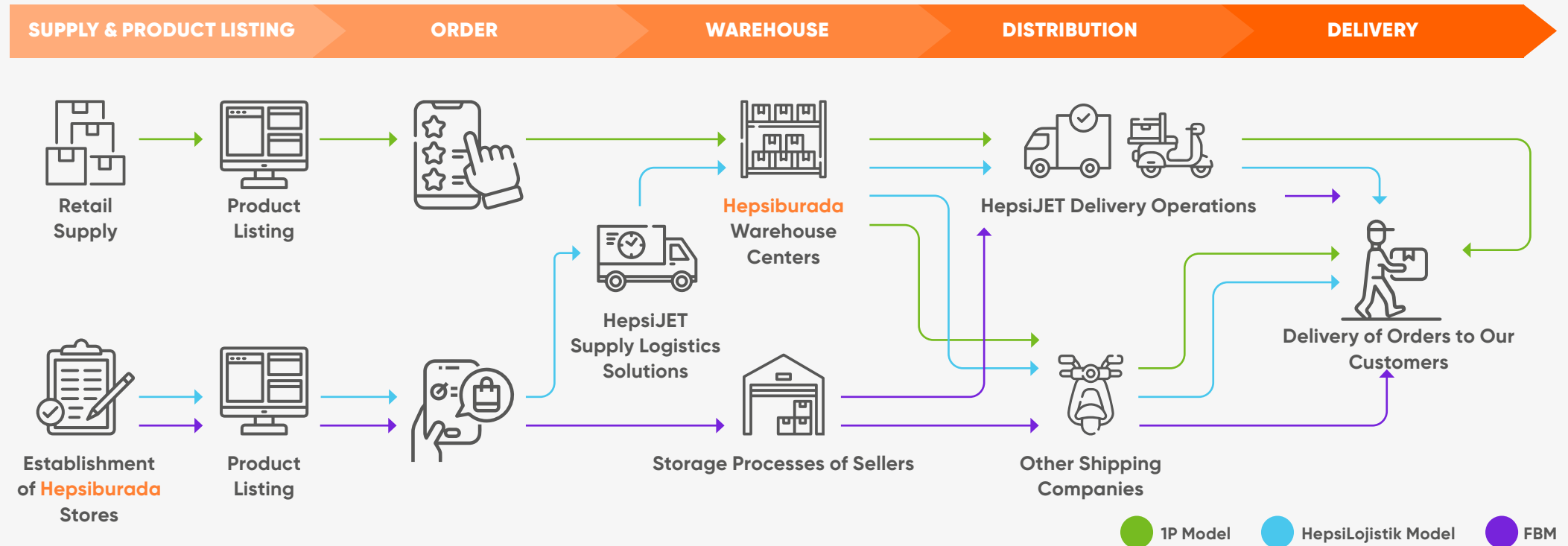
The storage, packaging, shipping and after-sales services of the products are carried out by **Hepsiburada**.

**Applies to sellers who benefit from AllLogistics solutions in the Direct Sales Model and also in the Marketplace Model.

¹ Within the scope of the Direct Sales Model, we use the drop-shipping model in a small share of our operations. In this model, which is also called drop-shipping or drop-shipping e-commerce, orders are accepted by us, while the orders are delivered directly from the supplier to the customer by their own means.

Value Chain

While we continue our operations in 81 provinces of Türkiye, we advance our operations with storage, distribution and delivery steps to ensure the delivery of the orders created after the procurement and product listing. We carry out all the services we provide to our customers in line with our understanding of quality service with our warehouse centers located at strategic points, our route optimization and our own distribution processes as well as the distribution processes we provide with other cargo companies.



Industry Overview and Trends

E-commerce is taking a leading role in the rapidly growing and dynamic field of digital commerce. In recent years, new opportunities and challenges have emerged for e-commerce companies, primarily due to technological advancements and changes in consumer habits. As **Hepsiburada**, we monitor all these opportunities and challenges, evaluate the sectoral outlook and analyze trends. We closely follow developments to adapt our business to the future.

- Responsible Marketing
- Changing Consumer Expectations
- Sustainability in Logistics Operations
- Artificial Intelligence Technologies
- Pricing Pressure
- Regulatory Pressures in the Field of Sustainability
- Data Security and Privacy



Economic Performance

As one of the leading representatives of the e-commerce sector in Türkiye, **Hepsiburada** also increases its financial performance every year and grows the value it creates with its stakeholders.

Hepsiburada achieved a **104%** increase (31% after inflation adjustment) in its unadjusted results according to inflation accounting in 2023, reaching a total sales volume of 96.5 billion TL (116.5 billion TL after inflation adjustment).

The total sales of sellers in the earthquake region through the platform exceeded **4 billion TL** in the last year.

The total number of orders placed through the platform increased by **41%** compared to 2022 and reached **113 million**.

The number of active sellers selling through the platform increased to **101,500**, while the number of products on the platform increased by **41%** to **230.4 million**.

Hepsiburada's order frequency per customer increased by **59%** to reach **8.6** orders per year.

The number of **Hepsiburada** Premium members reached **2.2 million** at the end of **2023** and **2.4 million** as of **March 15, 2024**.

The number of Hepsipay customers reached **15 million**; More than **328 thousand** customers benefited from the **Hepsiburada** Limiti application.

HepsiJET delivered **82%** of **Hepsiburada** seller's orders the next day.

Highlights of 2023

We became the first e-commerce company in the world to commit to the United Nations Global Compact's "Moving Forward Faster" initiative.

According to the "E-Commerce NPS (Net Promoter Score) Research" conducted by the independent research institution FutureBright, we were once again recognized as Türkiye's "Most Recommended E-Commerce Brand" in 2023.

Through our "Eskiye Yenile" (Refurbish the Old) project in 2023, we ensured the recycling of over 15,000 old electronic devices.

We implemented a pilot project for transitioning to electric vehicles in cargo deliveries.

With the HepsiJET Route Optimization project, we managed to achieve a reduction of up to 8% in daily travel distance.

In 2023, we increased the use of recycled materials in our bags to 30%, and we plan to raise this rate to 70% by the beginning of 2024.

Through the training programs we organized to develop employee competencies and skills, we provided an average of 28 hours of training per employee.

We continued our efforts to ensure women play a more active role in leadership positions, and we increased the female manager ratio to 36% in 2023.

Through the Women Entrepreneurs Overcome Financial Barriers project, we supported 357 applications from entrepreneurial women, enabling them to access a total of 92 million TL in credit.

As part of the "Hepsiburada Promise," following the February 6th earthquakes, we increased the trade volume of 3,172 entrepreneurial women and women's cooperatives to 174 million TL.

In March 2023, we launched the "Trade and Technology Power to Earthquake Region" program, and we began supporting 10,000 SMEs and tradespeople and 5,000 entrepreneurial women and women's cooperatives in the earthquake region for two years. Within the scope of the program, we contributed to the employment of 120,000 people and the livelihood of 500,000. We are determined to continue these programs.

We supported over 50,000 women entrepreneurs within the scope of the Technology Empowerment for Women Entrepreneurs.

Sustainability Approach

As **Hepsiburada**, we focus on four different areas of sustainability, namely Environment, Society, Employees and Governance, within the scope of the sustainability approach that we have determined within the framework of our vision, mission and corporate values and according to our sector.

ENVIRONMENT

We are aware of our responsibility as part of the transformation to leave a habitable planet for future generations and build a sustainable future.

We respect the environment in our operations with innovative solutions and focus on protecting natural resources and reducing our environmental impact.

SOCIETY

We see our socially beneficial projects as a part of our way of doing business, and we carry out all our activities with the vision of contributing to our stakeholders and supporting social development.

In line with our responsible brand approach, we support different segments of society through collaborations with public and non-governmental organizations and create social value with the projects we implement.

EMPLOYEES

We see it as one of our biggest responsibilities to provide an inclusive work environment for our employees where everyone has equal opportunities and respects differences.

We work hard to ensure that our employees are healthy, happy and enthusiastic by creating a safe working environment that prioritizes physical and mental health and supports personal development.

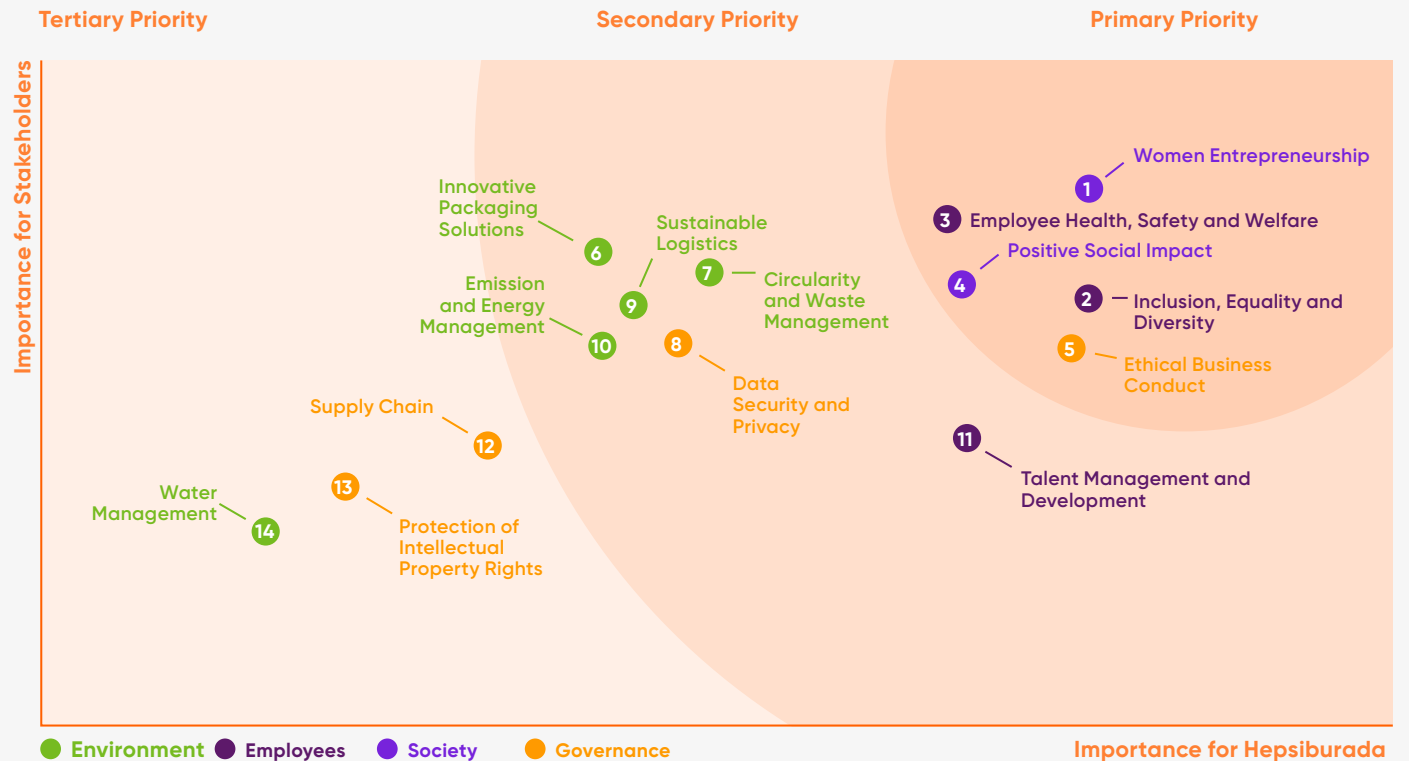
GOVERNANCE

We know that it is the responsibility of each and every one of us to maintain relationships with our stakeholders based on mutual respect and trust. For more than 20 years, in line with our principles of integrity, transparency and accountability, we have acted in accordance with the highest ethical standards and conducted our operations in compliance with applicable international regulations and national laws.

Materiality Analysis

At **Hepsiburada**, we care that our efforts in our sustainability journey focus on creating contributions and meaningful impact throughout our value chain. To this end, we conducted a prioritization analysis in 2023 to guide us in prioritizing sustainability issues, to help us understand stakeholders' expectations, and to direct our efforts to areas that can create the most value.

We evaluated both the current and potential impact of our activities in terms of different dimensions such as environmental, social and governance. And we also examined **Hepsiburada's** impact within the scope of these material issues, and the opinions of stakeholders within our value chain. On the other hand, we divided the stakeholders into different focus groups to analyze the feedback we received and customized the contribution rates to our impact matrix according to this grouping.



Environmentally Responsible Operations with Innovative Solutions Start Here!

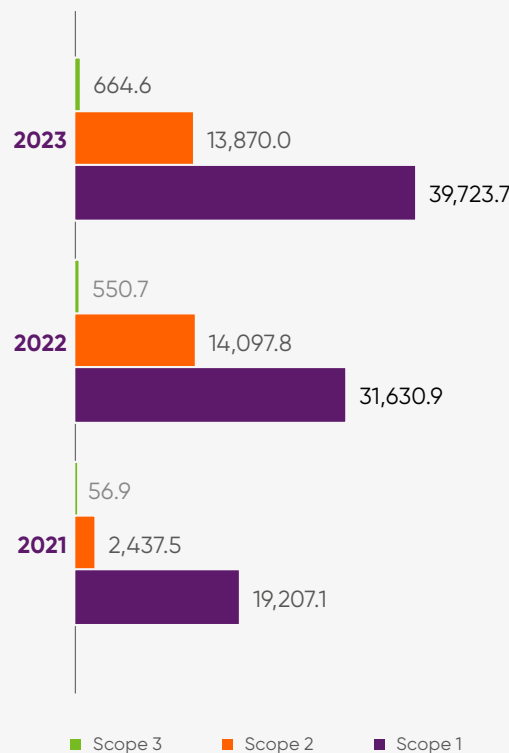
Environmental Impact

While addressing our environmental impact, we adopt a comprehensive management approach that focuses on minimizing our carbon footprint and energy consumption with the awareness that we are an e-commerce company. We aim to transform the way we do business by putting sustainable resource and responsible packaging use, energy efficiency in all operations, and innovative logistics solutions on our agenda.

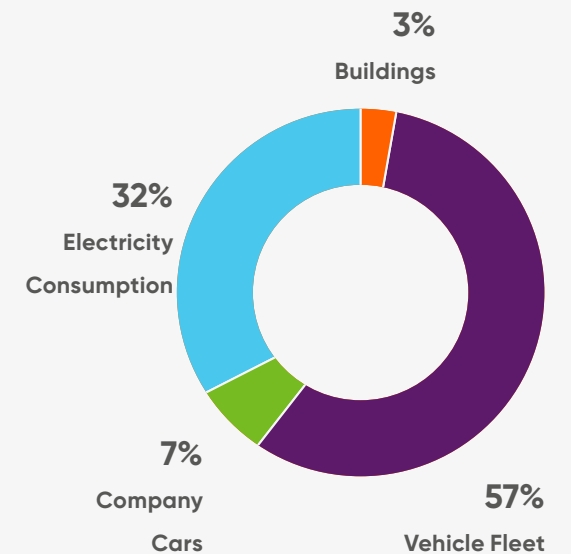
Energy and Emissions Management

We have been measuring and monitoring the greenhouse gas emissions associated with Hepsiburada's current operations and value chain for the last two years. In the coming period, we plan to work on our roadmap to reduce greenhouse gas emissions by examining in more detail the areas of activity where emission sources are concentrated. In addition, we plan to expand the boundaries of Scope 3 emissions and include critical emission categories for our operations in the calculation methodology.

Greenhouse Gas Emissions (ton CO2e)



2023 Energy Consumption Distribution



Circularity and Waste Management

At **Hepsiburada**, we prefer alternative solutions to waste through recycling or reuse. In order to reduce the waste-induced impact of our operations, we separate the waste generated at the source and work to bring it back to the economy through reuse and recycling, and we consider sending it to landfills as a last resource.

Circularity

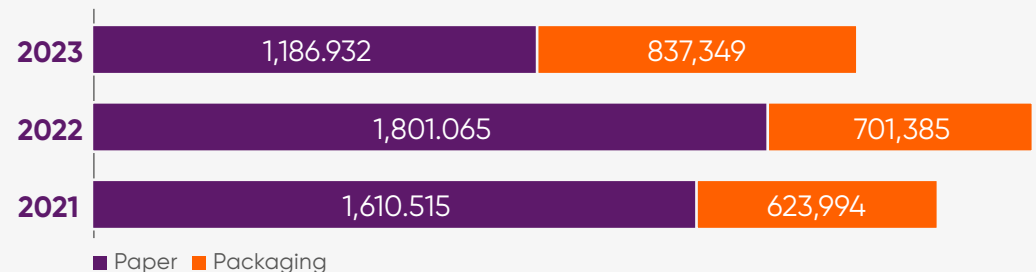
At **Hepsiburada**, we carry out a comprehensive management process to prevent returned products from becoming waste. If the returned products are undamaged and unused, we offer them for resale; for damaged and deformed products, we initiate a technical service process. For products that are not fully recovered at the end of the technical service process, we hold second-hand auctions and ensure their resale. On the other hand, we monitor waste generation resulting from excess inventory, including overstocked, returned, damaged or expired products, within a conscious waste management framework. In addition, thanks to our "Refurbish the Old" project, we recycle old electronic waste and bring it back into the economy.

Packaging with Innovative Solutions

At **Hepsiburada**, we conduct research and development to develop sustainable packaging and responsible packaging solutions that we can integrate into our operations. We ensure that our packaging is made of cellulosic cardboard and is 100% recyclable. We also prefer 100% recyclable plastic materials, including polyethylene and polypropylene, in the filling materials we use.

In our direct sales model, our retail suppliers send the products to our warehouses in paper and plastic packaging to ensure safe and undamaged delivery. In order to prevent the waste packaging materials generated after the products are unpacked and placed on the shelf, we send this valuable waste, as well as all packaging waste generated in our warehouse centers, to licensed recycling facilities to ensure that they are recycled into the economy in line with the circular model.

Packaging Materials (kg)



Sustainable Logistics

At **Hepsiburada**, we provide services in distribution and delivery processes through our 18 transfer centers and 213 branches in 81 provinces and HepsijET operations with more than 1,500 e-commerce partners.

In our country, the infrastructure for the use of electric vehicles and access to electric vehicles with the capacity suitable for the cargo sector is limited, but we plan to switch to electric vehicles in our cargo distribution in order to decarbonize our transportation activities.

In addition, we focus on reducing our emissions from our vehicle fleet by designing the most efficient routes with many process optimization projects and algorithms. With our transfer centers located in suitable residential areas in different regions of our country, we carry out more efficient operations with less cost, and we save energy, fuel and cost by transporting products to the nearest locations in bulk.

Water Management

Water crises pose one of the biggest risks to the global economy, with nearly two billion people today living in areas at risk of severe water shortages. While the WWF emphasizes that we have lost one-third of wetlands worldwide since 1970, it points out that we, as humanity, will see the effects of the climate crisis most quickly and severely on water.

We consider managing our water consumption sustainably as one of our priorities, and we attach importance to the efficient use of water in all operations. Within the framework of our industry and business model, we use water for domestic purposes in our offices, warehouse centers and branches. In this context, we intensified our efforts to reduce water consumption by researching solutions for water saving opportunities. We saved water by switching to a contact sensor tap system and purified water system in our warehouse centers and offices.

Our water consumption in 2023 was 809,036 m³. This figure includes consumption from warehouses, HepsijET branches, transfer centers, and our headquarters. The increase in water consumption compared to the previous year is primarily attributed to the expansion of operational capacity at HepsijET branches and transfer centers.

In the coming periods, we will continue to reduce our consumption and explore opportunities for water reuse in order to reduce our water footprint.

Water Consumption (m³)



Equal and Inclusive Corporate Culture Starts Here!

We are aware that our human resources are one of the most important factors contributing to our success. We strive to create a **Hepsiburada** culture in which all employees feel healthy, happy, safe, and connected by providing an equal and inclusive work environment. We have zero tolerance for discrimination and believe that our differences such as gender, age, and ethnic background are assets. We implement development programs tailored to the needs of employees in different roles and levels, regularly measure performance, and reward achievement. To bring new talents on board and sustain **Hepsiburada's** innovative and dynamic work environment, we implement programs for university students. By prioritizing employee health and safety, we create suitable spaces for working in offices, warehouses, and all other work areas.

Equality, Inclusivity and Diversity

At **Hepsiburada**, we strive to create an inclusive, fair, and respectful work environment that fosters self-actualization. We adopt a zero-tolerance approach to any form of discrimination based on gender, age, ethnicity, etc. From recruitment to performance management, compensation, promotions, and talent management practices, we demonstrate an equal and fair approach. We offer development opportunities for career progression to all employees without discrimination. We integrate egalitarian and inclusive human resources processes into our organizational culture.

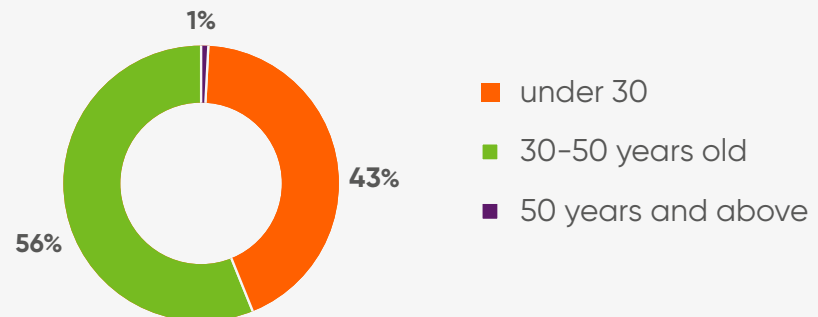
WOMEN EMPLOYEES BY YEAR



WOMEN MANAGERS BY YEAR



EMPLOYEES BY AGE



Talent Management and Development

We consider it our responsibility to support our employees' development in line with the skills of the future. The continuous development of human capital plays a critical role in implementing **Hepsiburada**'s future vision and strategies, sustaining an innovative and entrepreneurial organizational culture, and increasing the value created throughout the entire **Hepsiburada** ecosystem. We offer various development programs tailored to employees' needs and expectations and always encourage their development.

Our performance management system consists of goal-setting throughout the year, Q Check tracking meetings between managers and employees, employees entering their goal results into the system, the evaluation process by managers, calibration, and feedback sessions where performance results are shared. In 2023, 83% of employees underwent regular performance evaluations through the performance management system. In the coming period, we aim to increase the number of employees subject to the performance management system every year, aiming for all employees to undergo regular performance evaluations.

Employee Engagement and Well-being

To create a work environment where employees feel happy, safe, and engaged, we conduct activities to increase employee interaction.

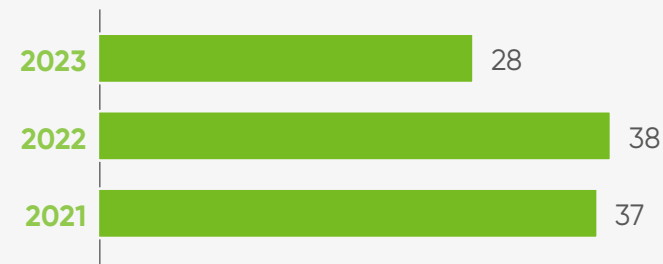
Each year, we measure employee engagement and satisfaction through a third-party institution. As part of the "Employee Engagement Pulse Survey," our overall engagement and satisfaction score was 34% in 2023.

Employee Health and Safety

We consider providing a healthy and safe work environment to be our responsibility. In this context, we are working to integrate occupational health and safety (OHS) into our corporate culture, both in our offices and in our transfer and warehouse centers.

We develop awareness of this issue by providing regular OHS training to employees and contractors. In 2023, we conducted an average of 11 hours of OHS training per employee.

TRAINING HOURS PER EMPLOYEE BY YEAR



Social Good Starts Here!

As Türkiye's **Hepsiburada**, we see the development of projects and programs that create social benefits and collaboration with stakeholders as part of our business. Within the scope of our vision to create shared value with stakeholders, we aim to support social development and contribute to the empowerment of disadvantaged individuals. We support science, culture, and the arts, and implement social impact-oriented projects targeting various groups such as women, children, and stray animals. One of our top priorities is fostering women entrepreneurship, which forms a part of our business model. So, we have a range of teams working to support women entrepreneurs and women's cooperatives through e-commerce and to increase their presence in the workforce.

POSITIVE SOCIAL IMPACT

In March 2023, we launched the "Trade and Technology Power to the Earthquake Region" program, mobilizing our technology, logistics and marketing capabilities to assist 10,000 SMEs and tradesmen, as well as 5,000 women entrepreneurs and women's cooperatives in the region for two years. With the "E-commerce Specialization Centers" established in Adana and Hatay, we respond to the office, stock, logistics, marketing and customer services and training needs of enterprises. Within the scope of the program, we have contributed to the employment of 120,000 people and the livelihoods of 500,000. We are committed to continue these programs. In addition, we continued to cooperate with different non-governmental organizations in 2023:

- Under Hepsigönülden: 111 volunteers, 405 hours of active volunteering
- Since 2022, we have been providing books, stationery and toys to children studying in village schools with the "A Smile is Enough" project, which we launched in 2022 inspired by the smiles of children. So far, we have reached 40,000 children who have difficulty in accessing quality products.
- We implement various social responsibility projects for young people under our "Promise for Tomorrow" program, which we launched to provide new opportunities for young people, support their personal and social development, enable them to realize their potential and participate in all areas of life. As the first phase of "Promise to the Future", we brought together 100 young people studying in the 3rd and 4th grades of universities affected by the earthquakes of 6 February 2023 with the training program we prepared in the field of "E-Commerce, Entrepreneurship and Marketing".
- We continue to work with 54 non-governmental organizations on the HepsiYürekten platform, which we launched in April 2021.

WOMEN ENTREPRENEURSHIP

As a technology company founded by women in Türkiye, where the participation rate of women in the workforce is much lower than that of men, we believe that we have a responsibility in this field. As one of the leading companies operating in the e-commerce sector, we implement projects and programs that will facilitate women's participation in the workforce and try to pave the way for qualified employment through collaborations.

- After the earthquakes of 6 February, we increased the trade volume of 3,172 entrepreneur women and women's cooperatives to 174 million TL within the scope of 'Hepsiburada Promise'.
- With the Technology Empowerment for Women Entrepreneurs program, a total of 51 million women entrepreneurs have offered their products for sale on the Hepsiburada platform. Of these, 6,500 were customized with design labels and 5,200 products were customized with handcrafted labels.
- As a result of 357 applications approved in 2023 within the scope of the "Women Entrepreneurs Overcome Financial Barriers" project, lending of 92 million TL was utilized. In addition to financial support, we offer TEB Family Academy's financial literacy training consisting of five modules free of charge to our women entrepreneurs using our platform.
- As of the end of 2023, more than 230 women's cooperatives are selling on Hepsiburada and we continue our efforts to increase this number every day. We also support women's cooperatives with various advantages.
- Within the scope of the Women Empowerment through Cooperatives project, we provided e-commerce training to more than 140 women's cooperatives in 10 provinces in 2023.
- We also provided e-commerce training to 20 women's cooperatives included in the EU-funded Enhancement of Entrepreneurship Capacities for Sustainable Socio-Economic Integration (ENHANCER) program.
- In cooperation with UN Women Türkiye and KAGIDER, we provided e-commerce training to support women entrepreneurs and business owners affected by the 6 February earthquakes through the "Gender Responsive Economic Recovery: Growing the Economy with Women's Businesses!" program. This program is designed to support women entrepreneurs and women's cooperatives in the earthquake region in 2023 and 2024.

We aim to contribute to local development through the "HepsiTürkiye'den" program. To this end, nearly 270 local vendors and nearly 5,000 local products are currently offered for sale. Approximately 300 of the products are geographically marked products.

Ethical and Transparent Governance Begins Here!

For over 20 years, we have been operating in accordance with the highest ethical standards of honesty, transparency, and accountability in all our business processes. We adhere to our principles of integrity throughout the entire value chain and within the **Hepsiburada** ecosystem, working together with our stakeholders to create value.

Ethics and Compliance

We expect all employees to adopt the **Hepsiburada** Code of Ethics and act within the framework of these principles. Within the scope of Hepsinstitute, there is mandatory training on the Code of Ethics for newly hired employees. In this context, we provided 4,410 employee hours of Code of Ethics training to employees in 2023. At the same time, we share informative content and reminders about the Code of Ethics with all our internal stakeholders through the programs we use within the company. In 2023, we resolved all 26 notifications we received. If a violation of the Code of Ethics is detected, we apply the necessary sanctions and carry out corrective and preventive actions to prevent recurrence. In 2023, we did not receive any ethical notification regarding bribery and corruption.

Customer Experience

According to the "E-Commerce NPS (Net Promoter Score)" research conducted by the independent research firm FutureBright, we continue to be Türkiye's "Most Recommended E-Commerce Brand" in 2022 and 2023, maintaining our success as the customers' choice. Additionally, feedback from our customers serves as a guide to our success. We collect our customers' opinions through various channels and implement corrective actions based on the feedback we receive to improve our processes and operations.



Supply Chain

At every step of creating value, we prioritize fundamental human rights and share the responsibilities of this obligation with more than 5,000 suppliers, who are the most important links in our value chain. We have a "Supplier Management Procedure" that evaluates current and potential suppliers from the beginning of the working relationship until its completion. With this procedure, we manage all business processes, from potential supplier evaluation processes to contract processes, risk assessment, and security measures, to existing supplier analyses, based on the third-party business ethics and compliance declaration.

Data Security and Privacy

Ensuring data security and privacy is among the fundamental priorities for us as a technology-focused e-commerce company. We continue our efforts to protect, manage, and enhance data security, including personal data of customers, hardware and software components constituting our information systems, and other elements contributing to data security. We aim to make our customers feel safe while using our services and strengthen our commitment to privacy.

Protection of Intellectual Property Rights

We believe that protecting intellectual property rights is one of the fundamental elements of operating a healthy and sustainable e-commerce system. In order to protect the rights of rights holders, brands and consumers, we carry out many coordinated efforts to ensure the sale of branded, authorized products and to deter the sale of illegal or unauthorized products.

Info

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