

Doğuş Holding A.Ş. considers essential to conduct its investments and strategic governance activities through a quality-driven approach, by adopting efficiency, effectiveness, and continuous improvement as fundamental principles across all business processes. Our understanding of quality also encompasses the establishment of a transparent, measurable, and sustainable management system that creates value for our stakeholders.

Accordingly:

- 1. Management Systems Integration:** All processes are planned, implemented, and reviewed at regular intervals in line with the principles of the ISO 9001 Quality Management System.
- 2. Process Quality and Efficiency:** The performance of Group companies and processes based at the headquarters is measured, and operational excellence is pursued through the effective use of resources.
- 3. Governance and Compliance:** All necessary measures are taken to ensure full compliance with national legislation, international standards, and corporate policies and procedures, and all processes are structured accordingly.
- 4. Continuous Improvement:** The effectiveness of management systems is evaluated through measurement, analysis, and internal audit processes, and the findings are translated into improvement opportunities.
- 5. Knowledge and Competency Management:** Regular training and development programs are implemented to enhance employees' knowledge and skills, while a culture of participation and accountability is fostered.
- 6. Supplier and Business Partner Relations:** The quality performance of service providers is monitored, and cooperation is pursued in line with a sustainable quality approach.
- 7. Data-Driven Management and Transparency:** Decision-making mechanisms based on measurable indicators are applied across all processes, and outcomes are managed in a traceable and reportable manner.
- 8. Corporate Sustainability:** Our environmental, social, and governance (ESG) performance constitutes an integral part of our quality management processes, with resource efficiency, energy management, and climate targets managed in an integrated manner within our quality framework.

Doğuş Holding continuously enhances its quality management system and strives to achieve high performance, reliability, and corporate excellence across all its activities.