

## Performance Indicators

### ECONOMIC PERFORMANCE INDICATORS

| FINANCIAL SCALE                            | Unit       | 2022      | 2023      | 2024      |
|--|------------|-----------|-----------|-----------|
| Total Assets                               | TL million | 213,343   | 384,257   | 515,328   |
| Funds Extended*                            | TL million | 144,858   | 259,771   | 317,864   |
| Funds Collected                            | TL million | 173,139   | 304,372   | 357,653   |
| Shareholders' Equity                       | TL million | 11,378    | 19,832    | 22,371    |
| Net Profit/Loss for the Period             | TL million | 3,840     | 4,004     | 3,453     |
| NUMBER OF CUSTOMERS                        |            |           |           |           |
| Total number of customers                  | Number     | 1,075,709 | 1,163,058 | 1,334,962 |
| Number of customers using digital services | Number     | 400,761   | 483,433   | 827,153   |

### SOCIAL PERFORMANCE INDICATORS

|   | Unit   | 2022   |       | 2023   |       | 2024   |       |
|---|--------|--------|-------|--------|-------|--------|-------|
|   |        | Female | Male  | Female | Male  | Female | Male  |
| NUMBER OF EMPLOYEES                             |        |        |       |        |       |        |       |
| Direct Employment                               |        |        |       |        |       |        |       |
| Total number of employees                       | person | 660    | 1,520 | 901    | 1,833 | 1,136  | 2,022 |
| White-collar employees                          | person | 508    | 1,396 | 726    | 1,704 | 979    | 1,885 |
| Blue-collar employees                           | person | 152    | 124   | 175    | 129   | 157    | 137   |
| Employees under collective bargaining agreement | person | 435    | 1,152 | 598    | 1,355 | 860    | 1,613 |
| Total employees**                               | person | 2,180  |       | 2,734  |       | 3,158  |       |
| Total female employee ratio                     | person | 30%    |       | 33%    |       | 36%    |       |
| Average Number of Employees                     |        |        |       |        |       |        |       |
| Average number of employees                     | person | 610    | 1,420 | 832    | 1,722 | 991    | 1,796 |
| Average number of white-collar employees        | person | 474    | 1,296 | 674    | 1,596 | 837    | 1,664 |
| Average number of blue-collar employees         | person | 136    | 124   | 158    | 126   | 157    | 137   |
| Total average number of employees               | person | 2,030  |       | 2,554  |       | 2,787  |       |
| Total female employee ratio                     | %      | 30%    |       | 33%    |       | 36%    |       |
| Number of Employees by Age Groups               |        |        |       |        |       |        |       |
| Under 30  | person | 220    | 315   | 351    | 410   | 540    | 527   |
| Between 30-50                                   | person | 283    | 1,063 | 368    | 1,269 | 434    | 1,338 |
| Over 50   | person | 5      | 18    | 7      | 25    | 5      | 20    |
| Indirect Employment                             |        |        |       |        |       |        |       |
| Number of subcontracted employees               | person | 152    | 124   | 175    | 129   | 157    | 137   |
| Total number of subcontracted employees         | person | 276    |       | 304    |       | 294    |       |
| Total female employee ratio                     | person | 55%    |       | 58%    |       | 53%    |       |

|   | Unit   | 2022   |      | 2023   |       | 2024   |       |
|---|--------|--------|------|--------|-------|--------|-------|
|   |        | Female | Male | Female | Male  | Female | Male  |
| NUMBER OF MANAGERS  |        |        |      |        |       |        |       |
| By Age Group  |        |        |      |        |       |        |       |
| Under 30  | person | 0      | 0    | 0      | 0     | 0      | 0     |
| 30-50   | person | 24     | 203  | 26     | 242   | 26     | 281   |
| Over 50   | person |        | 8    | 1      | 8     | 1      | 3     |
| Total number of managers  | person | 235    |      | 277    |       | 311    |       |
| By Level  |        |        |      |        |       |        |       |
| First level   | person | 0      | 0    | 0      | 0     | 0      | 0     |
| Middle level  | person | 22     | 209  | 22     | 245   | 22     | 269   |
| Senior level  | person | 2      | 6    | 5      | 8     | 5      | 15    |
| First level female manager ratio  | %      | 0      |      | 0      |       | 0      |       |
| Middle level female manager ratio   | %      | 10%    |      | 8%     |       | 8%     |       |
| Senior level female manager ratio   | %      | 25%    |      | 38%    |       | 25%    |       |
| Total female manager ratio  | %      | 10%    |      | 10%    |       | 9%     |       |
| Number of employees in STEM (Science, Technology, Engineering, and Mathematics) positions | person | 2      | 16   | 2      | 23    | 2      | 19    |
| Ratio of women employees in STEM positions  | %      | 11%    |      | 8%     |       | 10%    |       |
| EMPLOYEES WITH DISABILITIES AND FOREIGN NATIONAL EMPLOYEES                                |        |        |      |        |       |        |       |
| By gender   | person | 9      | 21   | 9      | 32    | 11     | 31    |
| By legal requirement (minimum)  | person | 37     |      | 53     |       | 65     |       |
| Foreign national employees  | person | 1      | 2    | 8      | 8     | 10     | 6     |
| NUMBER OF HIRES BY AGE GROUP  |        |        |      |        |       |        |       |
| Under 30  | person | 84     | 85   | 179    | 200   | 298    | 304   |
| 30-50   | person | 47     | 193  | 68     | 176   | 38     | 38    |
| Over 50   | person | 2      | 1    | 0      | 3     | 0      | 0     |
| Employees hired within the year   | person | 133    | 279  | 247    | 379   | 336    | 342   |
| NUMBER OF HIRES BY MANAGEMENT LEVEL   |        |        |      |        |       |        |       |
| First level   | person | 0      | 3    | 0      | 3     | 0      | 0     |
| Middle level  | person | 1      | 8    | 0      | 9     | 0      | 2     |
| Senior level  | person | 0      | 0    | 0      | 0     | 0      | 0     |
| Employees hired within the year   | person | 1      | 11   | 0      | 12    | 0      | 0     |
| NUMBER OF EMPLOYEES BY TENURE   |        |        |      |        |       |        |       |
| 0–5 years   | person | 358    | 840  | 536    | 1,047 | 777    | 1,217 |
| 5–10 years  | person | 150    | 556  | 190    | 657   | 202    | 668   |
| Over 10 years   | person | 0      | 0    | 0      | 0     | 0      | 0     |
| Total number of employees   | person | 1,904  |      | 2,430  |       | 2,864  |       |

\*Financial leasing, expected loss provisions and non-performing receivables are included.

\*\*All employees are full-time.

## Performance Indicators

|   | Unit   | 2022   |      | 2023   |      | 2024   |      |
|---|--------|--------|------|--------|------|--------|------|
|   |        | Female | Male | Female | Male | Female | Male |
| LEAVING JOB   |        |        |      |        |      |        |      |
| Number of employees leaving by age                          |        |        |      |        |      |        |      |
| Under 30  | person | 29     | 33   | 64     | 64   | 69     | 127  |
| Between 30-50   | person | 9      | 1    | 6      | 10   | 9      | 28   |
| Over 50   | person | 0      | 1    | 0      | 6    | 0      | 10   |
| Total number of employees leaving their jobs                | person | 73     |      | 150    |      | 243    |      |
| Number of employees leaving by managerial level             |        |        |      |        |      |        |      |
| First level   | person | 0      | 0    | 0      | 0    | 0      | 0    |
| Middle level  | person | 2      | 5    | 3      | 6    | 6      | 26   |
| Senior level  | person | 0      | 0    | 0      | 0    | 0      | 0    |
| Total number of managers leaving their jobs                 | person | 2      | 5    | 3      | 6    | 0      | 0    |
| Number of employees leaving voluntarily by age              |        |        |      |        |      |        |      |
| Under 30  | person | 29     | 33   | 64     | 64   | 69     | 127  |
| Between 30-50   | person | 9      | 1    | 6      | 10   | 9      | 28   |
| Over 50   | person | 0      | 1    | 0      | 6    | 0      | 10   |
| Total number of employees leaving their jobs voluntarily    | person | 38     | 35   | 70     | 80   | 78     | 165  |
| Number of employees leaving voluntarily by managerial level |        |        |      |        |      |        |      |
| First level   | person | 0      | 0    | 0      | 0    | 0      | 0    |
| Middle level  | person | 2      | 5    | 3      | 6    | 6      | 26   |
| Senior level  | person | 0      | 0    | 0      | 0    | 0      | 0    |
| Total number of managers leaving their jobs voluntarily     | person | 7      |      | 9      |      | 32     |      |
| TOTAL EMPLOYEE TURNOVER RATIOS                              |        |        |      |        |      |        |      |
| Under 30  | %      | 0.12   |      | 0.17   |      | 0.18   |      |
| Between 30-50   | %      | 0.01   |      | 0.01   |      | 0.02   |      |
| Over 50   | %      | 0.04   |      | 0.18   |      | 0.4    |      |
| Female employee turnover ratio                              | %      | 0.06   |      | 0.08   |      | 0.21   |      |
| Male employee turnover ratio                                | %      | 0.02   |      | 0.04   |      | 0.08   |      |
| First level manager turnover ratio                          | %      | 0      |      | 0      |      | 0      |      |
| Middle level manager turnover ratio                         | %      | 0.03   |      | 0.03   |      | 0.11   |      |
| Senior level manager turnover ratio                         | %      | 0      |      | 0      |      | 0      |      |

|  | Unit   | 2022   |      | 2023   |      | 2024   |      |
|--|--------|--------|------|--------|------|--------|------|
|  |        | Female | Male | Female | Male | Female | Male |
| TURNOVER RATIOS OF EMPLOYEE LEAVING VOLUNTARILY                              |        |        |      |        |      |        |      |
| Below 30 turnover ratio  | %      | 0.12   |      | 0.17   |      | 0.18   |      |
| 30-50 turnover ratio   | %      | 0.01   |      | 0.01   |      | 0.02   |      |
| Above 50 turnover ratio  | %      | 0.04   |      | 0.18   |      | 0.4    |      |
| Female employee turnover ratio   | %      | 0.28   |      | 0.44   |      | 0.21   |      |
| Male employee turnover ratio   | %      | 0.28   |      | 0.63   |      | 0.08   |      |
| First level manager turnover ratio   | %      | 0      |      | 0      |      | 0      |      |
| Middle level manager turnover ratio  | %      | 0.03   |      | 0.03   |      | 0.11   |      |
| Senior level manager turnover ratio  | %      | 0      |      | 0      |      | 0      |      |
| PARENTAL/MATERNITY LEAVE   |        |        |      |        |      |        |      |
| Number of employees on maternity/paternity leave                             | person | 23     | 77   | 35     | 93   | 57     | 95   |
| Number of employees returning to work after maternity/paternity leave        | person | 21     | 77   | 31     | 93   | 27     | 95   |
| Ratio of employees returning to work from maternity leave to total employees | %      | 0.04   |      | 0.05   |      | 0.038  |      |

| EMPLOYEE DEVELOPMENT                                 | Unit  | 2022   |        | 2023   |        | 2024   |         |
|--|-------|--------|--------|--------|--------|--------|---------|
|  |       | Female | Male   | Female | Male   | Female | Male    |
| Training hours by gender                             |       |        |        |        |        |        |         |
| Total training hours by gender                       | hours | 14,100 | 26,521 | 13,888 | 24,773 | 76,386 | 114,580 |
| Annual average training hours per employee by gender | hours | 21     | 17     | 15     | 13     | 29     | 43      |

| <b>Training Hours by Age Group</b>                | Unit  | 2022     |        |          | 2023     |        |          | 2024     |         |          |
|---|-------|----------|--------|----------|----------|--------|----------|----------|---------|----------|
|   |       | Below 30 | 30-50  | Above 50 | Below 30 | 30-50  | Above 50 | Below 30 | 30-50   | Above 50 |
| Total training hours by age                       | hours | 22,203   | 16,594 | 1,824    | 22,610   | 13,551 | 2,500    | 706,567  | 118,399 | 1,909    |
| Annual average training hours per employee by age | hours | 42       | 12     | 76       | 30       | 8      |          | 27       | 45      |          |

## Performance Indicators

| Training Hours and Number of Participants by Training Programs | 2022           |                                   | 2023           |                                   | 2024           |                                   |
|--|----------------|-----------------------------------|----------------|-----------------------------------|----------------|-----------------------------------|
|  | Training Hours | Number of Employees Participating | Training Hours | Number of Employees Participating | Training Hours | Number of Employees Participating |
| Development training   | 17,253         | 186                               | 19,908         | 414                               | 76,107         | 2,227                             |
| Sales and marketing training                                   | 23,880         | 2,756                             | 25,658         | 2,541                             | 33,504         | 3,452                             |
| Management trainee training                                    | 3,420          | 38                                | 3,226          | 44                                | 5,712          | 84                                |

|                                      | Unit  | Female | Male  |
|--------------------------------------|-------|--------|-------|
| <b>2023 Sustainability trainings</b> | Hours | 173    | 365   |
| <b>2024 Sustainability trainings</b> | Hours | 1,520  | 2,280 |

| Training Costs                            | Unit        | 2022  | 2023  | 2024   |
|---|-------------|-------|-------|--------|
| Total training cost                       | TL thousand | 2,857 | 5,484 | 10,766 |
| Average annual training cost per employee | TL          | 1,308 | 2,004 | 3,759  |

| OSH                             | Unit   | 2022 | 2023 | 2024 |
|---------------------------------|--------|------|------|------|
| <b>Direct employment</b>        |        |      |      |      |
| Number of accidents             | Number | 0    | 1    | 0    |
| Number of fatalities            | Number | 0    | 0    | 0    |
| Number of occupational diseases | Number | 0    | 0    | 0    |
| Work loss due to accidents      | Day    | 0    | 0    | 0    |
| Work loss                       | Day    | 0    | 0    | 0    |
| <b>Indirect employment</b>      |        |      |      |      |
| Number of accidents             | Number | 2    | 0    | 21   |
| Number of fatalities            | Number | 0    | 0    | 0    |
| Number of occupational diseases | Number | 0    | 0    | 0    |
| Work loss due to accidents      | Day    | 2    | 0    | 0    |
| Work loss                       | Day    | 0    | 0    | 28   |

## ENVIRONMENTAL PERFORMANCE INDICATORS

| GREENHOUSE GAS EMISSIONS             | Unit                                   | 2022    | 2023    | 2024    | Change    |
|--------------------------------------|--|---------|---------|---------|-----------|
| Scope 1                              | tonCO <sub>2</sub> e                   | 1,838   | 2,253   | 2,697   | 19.70%    |
| Scope 2                              | tonCO <sub>2</sub> e                   | 2,485   | 2,896   | 104*    | -96.42%   |
| Scope 3                              | tonCO <sub>2</sub> e                   | 1,413   | 1,781   | 1,216   | -31.70%   |
| Total (Scope 1 + Scope 2)            | tonCO <sub>2</sub> e                   | 4,322   | 5,149   | 2,801   | -45.61%   |
| EMISSION INTENSITIES**               |  |         |         |         |           |
| Emissions per employee               | tCO <sub>2</sub> e/number of employees | 2.27    | 2.12    | 0.98    | -53.97%   |
| Emissions by consolidated asset size | tCO <sub>2</sub> e/ TL million         | 0.020   | 0.013   | 0.005   | -59.45%   |
| Emissions by consolidated net profit | tCO <sub>2</sub> e/ TL million         | 1.14    | 1.29    | 0.81    | -37.00%   |
| ENERGY CONSUMPTION                   |  |         |         |         |           |
| Total Electricity Consumption        | MWh                                    | 5,659   | 6,596   | 14,311  | 116.96%   |
| Total Natural Gas Consumption        | m <sup>3</sup>                         | 376,359 | 413,524 | 519,195 | 25.55%    |
| Diesel Fuel Consumption              | liter                                  | 3,295   | 3,410   | 2,444   | -28.33%   |
| Fuel Oil Consumption                 | liter                                  | 0       | 0       | 0       | -         |
| Coal Consumption                     | kg                                     | 0       | 0       | 0       | -         |
| WATER CONSUMPTION                    |  |         |         |         |           |
| Tap Water                            | m <sup>3</sup>                         | 17,705  | 23,296  | 50,005  | 114.65%   |
| Waste Water                          | m <sup>3</sup>                         | 17,705  | 23,296  | 47,505  | 103.92%   |
| VEHICLE FUEL CONSUMPTION             |  |         |         |         |           |
| Company Vehicles Gasoline            | liter                                  | 85,117  | 139,240 | 310,403 | 122.93%   |
| Company Vehicles Diesel              | liter                                  | 334,254 | 414,491 | 332,801 | -19.71%   |
| Personnel Service Vehicles Diesel    | liter                                  | -       | 49,152  | 229,296 | 366.50%   |
| RECYCLED WASTE                       |  |         |         |         |           |
| Paper - Cardboard Waste              | kg                                     | 8,963   | 16,740  | 24,380  | 45.64%    |
| Metal                                | kg                                     | 6       | 10      | 373     | 3,630.00% |
| Glass                                | kg                                     | 16      | 14      | 612     | 4,271.43% |
| Plastic                              | kg                                     | 1,543   | 1,447   | 3,914   | 170.49%   |
| Mixed Packaging                      | kg                                     | 27,186  | 28,281  | 14,148  | -49.97%   |
| Total Recycled Waste                 | kg                                     | 37,714  | 46,492  | 43,427  | -6.59%    |

\* I-REC certificate for 14,350 MWh was obtained in 2024. Scope 2 emissions are calculated as "104 tonsCO<sub>2</sub>e" since electricity consumption is I-REC certified. Emissions from purchased electricity within Scope 2 emissions were realized as 0 on a market basis, and emissions from heat were realized as "104 tonsCO<sub>2</sub>e."

\*\* The sum of Scope 1 + Scope 2 emissions was used in the calculation of Emission Intensities.