

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
White-collar employees	person	508	1,396	726	1,704	979
Blue-collar employees	person	152	124	175	129	157
Employees under collective bargaining agreement	person	435	1,152	598	1,355	860
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
Average number of white-collar employees	person	474	1,296	674	1,596	837
Average number of blue-collar employees	person	136	124	158	126	157
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
Between 30-50	person	283	1,063	368	1,269	434
Over 50	person	5	18	7	25	5
Indirect Employment						
Number of subcontracted employees	person	152	124	175	129	157
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
30-50	person	24	203	26	242	26
Over 50	person		8	1	8	1
Total number of managers	person	235		277		311
By Level						
First level	person	0	0	0	0	0
Middle level	person	22	209	22	245	22
Senior level	person	2	6	5	8	5
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
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
By legal requirement (minimum)	person	37		53		65
Foreign national employees	person	1	2	8	8	10
NUMBER OF HIRES BY AGE GROUP						
Under 30	person	84	85	179	200	298
30-50	person	47	193	68	176	38
Over 50	person	2	1	0	3	0
Employees hired within the year	person	133	279	247	379	336
NUMBER OF HIRES BY MANAGEMENT LEVEL						
First level	person	0	3	0	3	0
Middle level	person	1	8	0	9	0
Senior level	person	0	0	0	0	0
Employees hired within the year	person	1	11	0	12	0
NUMBER OF EMPLOYEES BY TENURE						
0-5 years	person	358	840	536	1,047	777
5-10 years	person	150	556	190	657	202
Over 10 years	person	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
Between 30-50	person	9	1	6	10	9
Over 50	person	0	1	0	6	0
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
Middle level	person	2	5	3	6	6
Senior level	person	0	0	0	0	0
Total number of managers leaving their jobs	person	2	5	3	6	0
Number of employees leaving voluntarily by age						
Under 30	person	29	33	64	64	69
Between 30-50	person	9	1	6	10	9
Over 50	person	0	1	0	6	0
Total number of employees leaving their jobs voluntarily	person	38	35	70	80	78
Number of employees leaving voluntarily by managerial level						
First level	person	0	0	0	0	0
Middle level	person	2	5	3	6	6
Senior level	person	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			
Number of employees returning to work after maternity/paternity leave	person	21	77	31	93	27			
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		
Training Hours by Age Group		Unit	2022		2023		2024		
			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	
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
	2023 Sustainability trainings	Hours	173	365
2024 Sustainability trainings	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
Direct employment				
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
Indirect employment				
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 ₂ e	1,838	2,253	2,697	19.70%
Scope 2	tonCO ₂ e	2,485	2,896	104*	-96.42%
Scope 3	tonCO ₂ e	1,413	1,781	1,216	-31.70%
Total (Scope 1 + Scope 2)	tonCO ₂ e	4,322	5,149	2,801	-45.61%
EMISSION INTENSITIES**					
Emissions per employee	tCO ₂ e/number of employees	2.27	2.12	0.98	-53.97%
Emissions by consolidated asset size	tCO ₂ e/ TL million	0.020	0.013	0.005	-59.45%
Emissions by consolidated net profit	tCO ₂ 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 ³	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 ³	17,705	23,296	50,005	114.65%
Waste Water	m ³	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 tonsCO₂e" 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 tonsCO₂e."

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