

# Sustainability REPORT 2023

Exceed  
Everyday





# Sustainability REPORT 2023

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**DISCLAIMER:**

*This report is for informational purposes only and should not be construed as a definitive guide or a guarantee of future performance. The metrics, data, and conclusions contained within this sustainability report are based on information available to Etiya as of the 2023 calendar year. While the content of this report reflects Etiya's current expectations and forward-looking perspectives, the assumptions and projections are subject to inherent uncertainties and may not encompass all relevant information.*

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# Towards A Sustainable Future Together

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Dear Esteemed Stakeholders,

Sustainability should not merely be viewed as an economic asset to be rebranded and marketed; it must be approached with the philosophy and will to create a livable ecosystem that encompasses our environment, society, and ourselves. We must ask ourselves not what we are doing for our own benefit, but what we are doing for the benefit of others. This mindset requires us to engage with sustainability through a sense of social responsibility, recognizing that our actions today must cater not just to the present but also to the future needs of our planet and communities.

There is an Anatolian tradition that I deeply cherish and have personally witnessed. When seeds are sown into the field, a prayer is offered: “May it be for the wolf, the bird, and the food.” This prayer encapsulates a profound respect for all forms of life, emphasizing that what we cultivate must serve not only ourselves but all living beings.

This philosophy resonates deeply with our mission at Etiya.

Our efforts and initiatives are designed to lay the foundations for a world where life can flourish sustainably for all.

I am immensely proud to share our inaugural Sustainability Report, a testament to our unwavering commitment to creating a positive impact on our customers, community, and planet. In an era where technology is the cornerstone of transformative change, Etiya stands at the forefront of harnessing its potential to drive sustainability. The digital revolution has not only redefined how we conduct business but also how we approach the pressing challenges of our time. Our commitment to leveraging technology as a catalyst for sustainable development has never been stronger.

At Etiya, our values are the pillars that support every facet of our business, guiding our relationships, operations, and vision for a sustainable future. Our dedication to these values is exemplified through our alignment with the United Nations Sustainable Development Goals (SDGs). These goals serve as a compass, directing our efforts to foster well-being, equality, innovation, and environmental stewardship.

We prioritize the health and well-being of our employees and their families, extending this care to our broader community. This year, we have enhanced our wellness programs to ensure that our Etiyaens have access to comprehensive health resources and support systems. Together, we are a united family, committed to caring for one another.

Education is the cornerstone of progress. We set ambitious professional development goals, offering quality education to individuals of all ages, races, genders, and nationalities. Our initiatives aim to nurture the minds of tomorrow, empowering youth with the skills and knowledge they need to excel. At Etiya, we strive for excellence every day, fostering an environment where learning and growth are paramount.

Innovation is at the heart of our mission. We are dedicated to developing and implementing cutting-edge solutions that advance the information and communication technology infrastructure. Our forward-thinking approach ensures that we remain at the forefront of industry advancements, driving progress and innovation.

We embrace diversity and unity by reducing inequalities in the workplace and ensuring inclusivity for all individuals, regardless of gender, age, disability, race, ethnicity, religion, or

nationality.

Our strength lies in diversity, and we are united in our pursuit of equality. Respect and dignity are fundamental to our ethos. We align our practices with human rights frameworks, ensuring that every individual's well-being is prioritized.

We are committed to fostering harmony between urban development and nature by building sustainable cities and communities that reflect our dedication to balance and sustainability. We envision a future where urban growth is achieved without compromising the natural environment. Our planet's future is in our hands. This year, we have made significant strides in reducing our carbon footprint and minimizing waste. We continually seek innovative solutions to control our environmental impact, demonstrating our deep care for the environment and the future of our planet.

Sustainability is not just a goal; it is a way of life at Etiya.

We believe in the power of economic growth to transform lives. By providing employment opportunities and mentoring potential individuals, we support and foster the economic development of our communities. Our efforts empower individuals to pursue diverse careers, contributing to a more vibrant and prosperous society.

As we move forward, we remain steadfast in our mission to create a sustainable future. Our actions today shape the world of tomorrow, and at Etiya, we stand for a future where our planet thrives, our communities flourish, and every individual has the opportunity to succeed.

Thank you for your continued trust and support. Together, we will continue to make a difference, driving positive change for our customers, community, and planet.

With gratitude and optimism,

*Aslan Doğan*



# Message From Our Sustainability Leader

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We communicate with the Etiyaens in every opportunity.  
We have an open-door policy.

We welcome innovative ideas and new insights for building a green future and assuring sustainable development.  
New ideas are always welcomed.

Our efforts have always been directed towards cultivating a diverse, equitable, and inclusive workplace free from all forms of violence and harassment.

We believe that the best workplace is where an employee can feel attached to and enjoy being part of it.

We aim to not only uphold our values within Etiya but also to extend them to our broader society and stakeholders.

We make decisions and conduct practices that are aligned with the goal of strengthening our organizational culture as we are aware of the fact that our innovation ability is influenced by the culture.

Our well-built organizational culture ultimately contributes to our overall sustainability goals.

We feel a profound responsibility towards our employees, empowering them to embrace responsibility not only within Etiya but also towards our society and our environment.  
We have faith in our employees to be socially and environmentally responsible as they have been professionally.

We prioritize environmental sustainability and take actions to minimize our negative impact on our environment.

Similarly, social sustainability has been prioritized as well by enriching our ethical labor practices continuously and taking active roles in social activities.

We dare to take the first steps toward volunteering for a good cause.

Our commitment to sustainability has been reflected in every action we have taken as Etiya, and it will be continued to be internalized more and more within our values, culture and operations.

Through transparent governance and proactive engagement, we intend to set a benchmark for sustainable business practices and technologies and inspire to follow suit in creating a more sustainable future.

*Mazum Efe*



Annually, our targets and strategies are defined and communicated to Etiyaens and our stakeholders in line with the Corporate Social Responsibility (CSR) concepts. This comprehensive perspective enables us to embrace sustainability and foster long-term value creation for all involved.

# ETIYA At a Glance

**1600+**  
**Employees**  
**In 7 countries**

Etiya is a leading software company providing customer experience focused AI driven digital transformation with its award-winning product portfolio, providing a competitive advantage to its customers by bringing agility and flexibility into their business. It incorporates innovative AI technologies, in its portfolio.

Founded in 2004, Etiya has more than 1,600 employees, with a 40% female ratio and offices in 3 continents and 7 countries.

Etiya has accomplished many successful projects around the world, and has won many awards from 3rd party independent institutions like TM Forum with its products and successfully implemented projects.



**40% WOMEN**



# Awards and Recognitions

Etiya has been rewarded numerous awards since its establishment. The awards and recognitions are not limited to a category, but they vary in terms of the scope.



**TM FORUM  
OUTSTANDING CATALYST AWARDS**  
Impact on Society and Sustainability



**TM FORUM  
EXCELLENCE AWARDS**  
Customer Centricity



**TM FORUM  
EXCELLENCE AWARDS**  
Agile Business & IT



**PIPELINE AWARD**  
Innovation in CX  
Innovation in BSS  
Most Innovative Technology Provider



**TM FORUM  
EXCELLENCE AWARDS**  
Outstanding Customer Centricity



**TM FORUM  
OUTSTANDING CATALYST AWARDS**  
Disruptive Innovation  
**| Fizz Project |**



**TM FORUM  
OUTSTANDING CATALYST AWARDS**  
Outstanding Catalyst Innovation  
**| Digital Twins |**



# 02

## Our Approach to Sustainability

Preservation of democracy, human rights, and conservation of the environment, education and charity activities, eradication of crimes and corruption is of utmost importance to Etiya. We pioneer in social affairs with an awareness of good citizenship and responsiveness; we try to play a role in non-governmental organizations, in services and activities for the benefit of the society and public.

We act in a responsive and sensitive manner in Türkiye and towards the customs and culture of those countries where we undertake international projects. We do not offer and accept bribes or gifts in forms of products or services, etc. beyond commonly accepted reasonable limits. Sustainability has always been the focus of Etiya's activities, and in order to manage it more systematically, a three-year plan was devised for

reaching the sustainability goals. Subsequently, strategic goals, annual goals and operational goals were defined accordingly. We, the Etiyaens, feel as a member of a big family, who love and care for each other, our communities, and our environment.



# Our Corporate Responsibility Commitments

Based on the accepted core values of modesty, respect, and proximity to people, Etiya regards basing all corporate conduct on the awareness of social responsibility as an unchangeable core component of its management approach. We expect all of our organizations to manage the economic, social and environmental impact of their actions with responsibility and to place priority on the development of society. We do not regard the scope of our social responsibility limited to just our business operations or their impact. We determine our level of social responsibility and its priority on what is good for society and the environment. We pursue a pioneering role regarding actions that protect democracy, human rights as well as the environment.

As Etiyaens, we can feel our responsibility towards our society and environment since the very beginning of our journey. Even the-Etiyaen-to-be candidates are informed about our responsibilities towards the environment and society. For instance, one of our activities is to plant a sapling for each candidate interviewed

for a job position through TEMA Foundation. At Etiya, special days including internationally, and nationally celebrated days, are memorialized with sustainability activities towards society and environment like donations to communities or charities. For the purpose of spreading a responsible culture towards Etiya, employees' birthdays, work anniversaries, and achievements are also accompanied with sustainability-oriented activities. In a similar vein with shaping a responsible culture, Etiya's Social Responsibility Club has been established, consisting of volunteers who want to take more active roles in society. Apart from their regular activities, at the time of natural disasters, they organize the Etiya's social activities as a whole. Etiya's procedures let the new joiners to choose the club they want to join among which Social Responsibility Club also takes place. Etiya's People and Culture's platform provides the employees the opportunity to join these clubs whenever they desire. Besides, this system let the employees to share their social responsibility related ideas on the platform,

therefore, a collective solution and action can be found and performed by Etiya. For instance, an employee may notice the lack of a library at a school. The situation is described on the platform, forwarded to the Etiya's People and Culture department and the subsequent planning, and organizing are done with the help of Etiya's People and Culture together with the Etiya's Social Responsibility Club. Our branches located at different cities have taken steps towards reducing and eliminating the waste and facilitating the recycling of the remaining waste. The offices located at Technoparks comply with the CSR responsibilities and laws enforced by the regulations and policies of Technology Development District. Conducting our business relies upon our ethics, and it is highly appreciated in our internally performed tasks as well. Our organizational culture, the Etiyaen culture, has been mainly founded on these prominent values:

**Customer-focused:** We meet all our customers expectations promptly and completely.

**Solution-orientated:** With the goal of making life easier, we approach problems and needs with foresight, producing quick solutions.

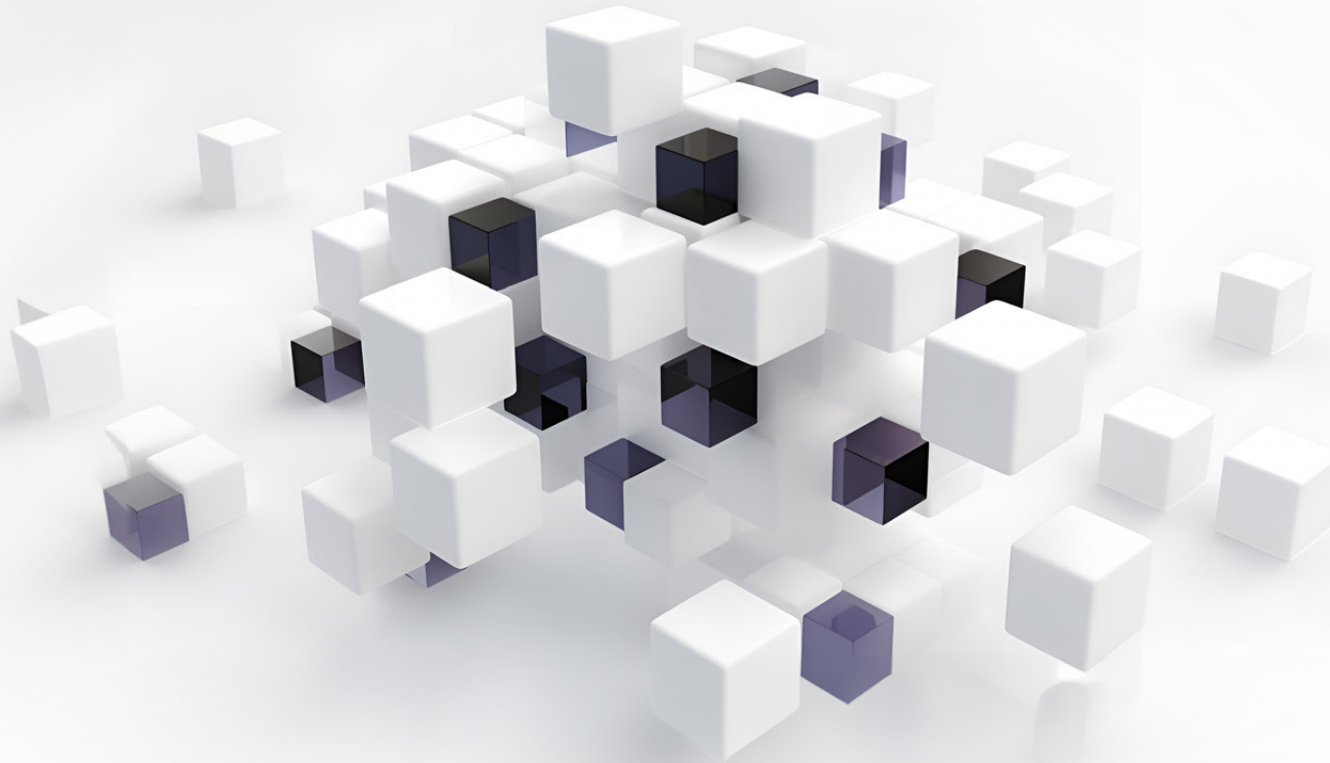
**Happy Employee: Happy Customer:** We operate with an understanding that values the happiness of all individuals comprising our workforce, fostering a culture of contented employees, thus, forming a happy family.

**Teamwork:** Believing in the power of synergy and teamwork, we are a strong, interconnected team that creates “value” together.

**Innovative:** Beyond being followers of the latest technology, we endeavor to be its creators, transforming technology into “value.”

**Quality-focused:** We prioritize quality, continually enriching every product and service we offer with new standards, and merging technology with quality.

**People-focused:** Embracing diversity as richness, we take the respect for individual rights in every aspect and field in the foreground of our activities.



# Our contribution to the UN's Sustainable Development Goals



Etiya has aligned all its long-term and short-term planning with UN's Sustainable Development Goals (SDGs) and actions have been taken place accordingly. Some of them are:



Etiya was contributed to TM Forum Catalyst Project - Intelligent Edge for Sustainable Phase I Agriculture and TM Forum Catalyst Project - Intelligent Edge for Sustainable Phase II Agriculture. Through this project, the agricultural system will be customized for precise tasks such as intelligent weeding, efficient irrigation, and managing animal health. Additionally, it will ensure transparency regarding its effects on Sustainable Development Goals (SDGs).



We offer many opportunities to the Etiyaens and their families in terms of well-being and health. It covers health insurance, and discounted health services. Corporate collaborations established include diverse services such as health, sports and education, and they are continuing to be widened and enriched with more and various services day by day.

At Etiya, health as both physical health and psychological health is of importance. Caring is not limited to Etiyaens but also attempting to embrace our society. Etiya takes an active role in social responsibility events.



Etiya always encourages the process of learning and sharing knowledge. On a way to ease learning and making it more comprehensive, UdeMy Business is now available for use to Etiyaens.

Developing the knowledge and advancing the academic level is not neglected, and following postgraduate education is highly valued at Etiya. For instance, in order to encourage the Etiyaens to pursue their education at master's degree, Etiya offers the students a special type of leave, master's degree leave, letting the students to attend their classes. Thus, they will be able to advance their education and career simultaneously.

By launching the Etiya MBA program in collaboration with Yıldız Technical University (YTU), we reinforce our belief in the necessity of continuous development for every Etiyaen. The program, which was launched in 2023 with the participation of our CEO, the Rector of YTU, and the Dean of the Faculty of Economics and Administrative Sciences, last for 16 weeks. Within the scope of this program, our managers are participating in a comprehensive education process, including courses conducted by esteemed academics from YTU in crucial areas such as leadership, marketing, organizational development, and finance.

We create a source of richness by managing the perspectives and experiences of different generations effectively and by strengthening relationships among employees across different age groups. We foster an environment where they can benefit from each other's perspectives and experiences. To reach this, we have a "mentorship program" where experienced employees at the managerial level mentor those with less experience. Through this program, mentors share their knowledge and provide advice to the less experienced employees, guiding them in their self-discovery journey.

At the same time, mentors also benefit from the fresh perspectives of mentees, gaining more insights into internal views within the company. With our "ReFresh" reverse mentoring program, our young employees guide our managers. Therefore, we help employees to understand each other better, together with assisting managers in strategizing according to the needs of the new generation.

With our "mother coaching" program, we bring together experienced female employees with our female employees returning to work after maternity leave to support them in their post-maternity adaptation process. Etiya has been running our young talent program, "Etiya Academy" which was designed specifically for attracting and training the young talents.



In Etiya, gender equality in economic and social life is among our priorities and our attempts are in line with balancing the number of our employees regarding their gender. With approximately 40% female employees, Etiya exceeds the industry average. In a similar vein, we should proudly announce that one of the successful aspects of our young talent program, Etiya Academy, is that 45% of the participants were female. We strive to further increase the number of female employees year by year. We aim to increase this ratio to at least 50% in the following years. For this purpose, we conduct our recruitment and retention activities accordingly, and measure our progress at regular intervals through various methods. Similarly, increasing the ratio of woman employee in the management team (especially for executive level) is also among our goals. We implement no payment gap between genders, and salary payments continue during maternity leave.



We encourage the use of clean energy in different ways. For instance, the usage of electric vehicles is fostered by Etiya, and discounts are provided to Etiyaens for purchasing electric vehicles from our business partners. Etiyaens working in the branches located at technoparks can easily use the electric vehicles charging points. Besides, the use of parking lots is free for those who use electric vehicles.

Our technopark offices will begin to use solar energy as the source of electricity soon to contribute to the global goal of clean energy source.



Etiya is committed to respecting and promoting human and labor rights in our operations, business activities, business relationships and in the communities where we work.

Respect for human rights is fundamental to the way we carry out business and our ability to operate. Our commitment is aligned with the principles and values contained in the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, with the internationally recognized rights in the International Bill of Human Rights, the International Labor Organization's Declaration on Fundamental Principles and Rights at Work, and the UN Convention on the Rights of the Child, as well as applicable laws. Where national law and international human rights standards differ, we will seek to follow the higher standard where possible.

We work with a number of international organizations, such as the UN Global Compact, to strengthen respect for human rights.

In order to make contributions to the national economy, our young talent program, Etiya Academy targets the young individuals, provides them

with trainings to make their skills and knowledge appropriate as workforce. Etiya, as a leading software company, with its headquarter in Türkiye, has widened its business in different continents, and numerous countries. Our products and services are purchased by our global customers which is considered as technology export, bringing advantages to the national economy.

We offer opportunities to people to work remotely, which plays an important role in winning the workforce back to the economic cycle.



## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



We have been carrying out numerous projects, using our innovation capabilities to help improve the technological infrastructure and the development of the economy. Our company has gone from a local company into a global company which results in increase in the industry's share of employment together with introducing the global market our potential.

On the way to increase innovation, research is part of our daily tasks and new ideas, trends, and solutions are tailored and absorbed into our business after detailed assessment and tailoring. We are proud to offer our customers top-notch up-to-date solutions.

## 11 SUSTAINABLE CITIES AND COMMUNITIES



Etiya cares for both environmental sustainability and social equity. Encouraging the adoption of electric vehicle among employees and offering them numerous benefits are parts of our activities. In parallel, activities like the collection of plastic lids campaign extend our support to disabled individuals by promoting accessibility within urban environments.

By providing hybrid and remote work models to our employees and offering them the chance to benefit from our "summer program" when they are not expected to come to our offices, we contribute to the reduction of air pollution. Similarly, to encourage the use of employee transportation services, the users of these services are not supposed to pay any fee and Etiya arrange and manage all the related tasks regarding the employee transportation.

The Alcom4Health project which we run with the funding provided by TÜBİTAK (The Scientific and Technological Research Council of Türkiye) aims to offer an innovative solution to mitigate the pandemic's negative impact on public health, enhancing healthcare access and socio-economic conditions through advanced remote monitoring.

Leveraging an AI-based platform integrated with 5G and beyond technologies, the project strives to improve daily life by fostering healthier citizens in smart cities.

Etiya and our Canada-based Mobile Satellite Operator customer's ongoing efforts focus on providing direct-to-satellite services that seamlessly link IoT-enabled devices, even in the most remote parts of Canada. Additionally, Etiya Canada-based Mobile Satellite Operator Solutions - Canada based telecom operator direct-to-mobile satellite services offer numerous benefits for mobile network operators (MNOs), such as cost-effective solutions that eliminate the need for significant infrastructure investments, ensuring a low entry cost for partners.



Etiya endeavors are in line with the goal of minimizing the environmental impact. The attempts made includes reducing the utilization of paper and plastic, together with limiting the waste in our offices.

Our offices provide breakfast to our employees, and to avoid the waste of food, careful observation is performed continuously to extract the consumption patterns, and in case of probable extra food remained, they are given to those in need.

During pandemic, our consumption behavior was changed, and we used small water bottles together with our employee's personal water bottles in our offices. Although almost all the recyclable waste has been given to the recycling companies, right after the pandemic, we started to reduce our plastic use again and water dispensers in our offices have started to be used actively. To change the consumption behavior of our employees, water bottles have started to be included in our welcome kits again.



We make efforts towards limiting and adapting to climate change through our projects such as projects such as solutions for electric vehicle manufacturers. Moreover, we have taken actions towards enhancing education and promoting the awareness of our employees on our environmental impact reduction. Related trainings were assigned to our employees to keep them informed and updated on the topic.



Etiya's supporting of the "Life on Land" goal encompasses a range of activities for the purpose of preserving terrestrial ecosystems and biodiversity. Through donations to programs like WWF's endangered species conservation, we contribute to the protection of threatened species and their habitats. These efforts not only help safeguard wildlife, but also promote the health and resilience of entire ecosystems.

Moreover, by caring for the animals though supportive activities such as feeding dogs and cats living around our offices, we demonstrate a commitment to coexist harmoniously with nature in urban environments.

Furthermore, our 'A Sapling for Each Candidate' activity, not only mitigate carbon emissions but also contribute to reforestation efforts, enhancing ecosystem services and biodiversity.

**17** PARTNERSHIPS  
FOR THE GOALS



On the way to achieve our goal regarding the ESG and make a meaningful impact, we collaborate with our customers, partners, volunteers, municipalities, charity foundations, different communities, and companies. We establish partnerships with companies from different countries in various continents, and by doing so, we play an important role in exporting the software and information technology services of Türkiye to diverse parts of the world.

Through TM Forum Catalyst Phase II project, we targeted 9 goals of SDGs directly. The main achievements of this project and the benefits resulting from the implementation of this project will be:

- Increase in the efficiency on farms.
- Increase in productivity on farms

- Increase in the mobile coverage in rural areas for better decision making.
- Traceability of carbon footprint.
- Improvements with the quality of life in rural areas and increase in food supply.
- Reduction of harmful chemicals.
- Reduced water consumption by utilizing smart irrigation.
- Enhanced rancher efficiency by using AI-driven animal health monitoring system.
- Reduced carbon footprint



# ETIYA Sustainability Governance Structure



ESG strategies, goals and targets are defined and communicated with the help and support of our sustainability committee which consists of professionals from different fields in order to be able to handle the ESG subjects more comprehensively and providing a multi-perspective approach towards sustainability.

Our sustainability committee consists of about 20 members which is led by a sustainability lead, selected for this role annually and hold meeting

with the sustainability team on regular basis monthly, apart from the ad hoc meetings taking place for different purposes and on different occasions. The cases when the team gather together might be for the following purposes:

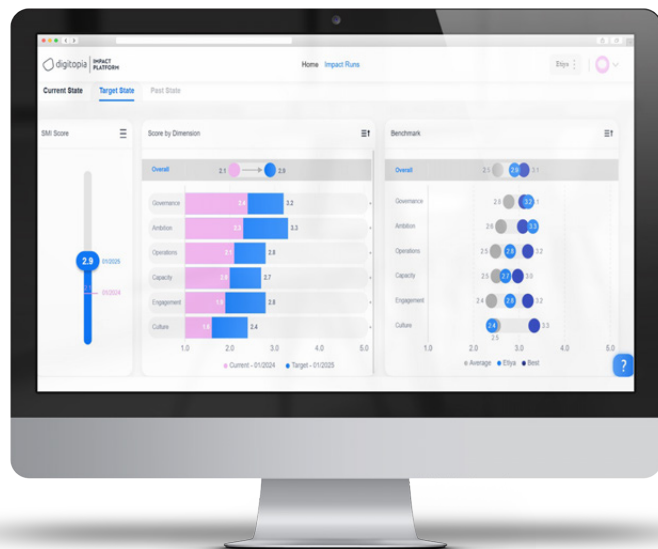
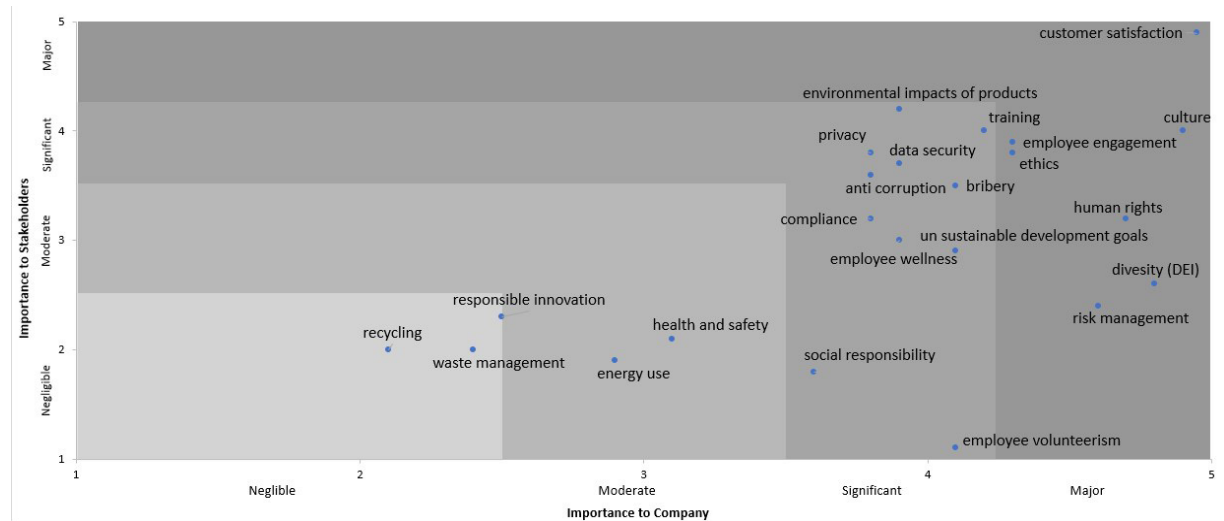
- Discussing new topics, ideas, solutions, and trends on sustainability.
- Informing the other members on a change or modification required related to ESG.

- Updating the status and metrics of our sustainability activities on the need basis apart from our routine updates and controls.
- Asking for the team’s opinion on special topics raised.
- Enhanced rancher efficiency by using AI-driven animal health monitoring system.
- Reduced carbon footprint

# Materiality Assessment

Identification and prioritization of ESG issues helps us with:

- Defining our goals and strategies regarding ESG correctly.
- Identifying the areas which needs to be focused more for the purpose of improvement.
- Defining metrics for the goals set.
- Tracking the progress and analyzing metrics to ensure the compliance with the plans and strategies.



Etiya uses Digitopia Impact Platform as the platform which helps with development and implementation of the sustainability strategies.

Our sustainability strategies are formed based on the outcomes from various assessment tools we benefit from. It is noteworthy that regular controls are performed in order to check our variance from our plans, and actions are planned and executed promptly to fill the gaps.

# Our Innovation-Based Approach

Innovation is always welcomed by Etiya and together with all the innovative activities, 1st Etiya Hackathon was organized and taken place at our Istanbul branch, in February, 2024.

Etiya Hackathon was arranged by an organizing committee consisting of 30 mentors and 18 members of jury with different expertise to cover

and evaluate all the aspects of the projects presented. The theme of Etiya's 1st Hackathon was the absorption of AI into our daily tasks under four different categories of analysis, operational efficiency, software test and software development. Totally 32 teams, 84 Etiyaens, made it to the second round after the first elimination.

They worked enthusiastically on their proposed projects for two days. From each category, first three teams were awarded, and all the attendants were provided with certificates on their attendance. It is noteworthy that the development and implementation of the winner projects are among the annual goals of C-level executives and directors at Etiya.



# Agility

During 2023, we took more steps towards our agile transformation goal. Agile is of great importance to us as it enables Etiya to be much more flexible, responsive, and quick towards the customers' expectations and needs. Some of our milestones were reached during this year, and we keep on working to achieve our next milestones among which is bringing more projects into this approach, some of the initiatives of which has already been taken.

This transformation process, which we carry out with the consultancy of Agile Coaches both internal and external to Etiya, will make our business more efficient and play a prominent role in increasing our customer satisfaction which has always been among our top priorities.

During our agile transformation journey, our success is based not only on our expertise in the implementation of the methodology, but also on the trust we have in each other, together with the openness in our communication and cooperation. Each of us has different talents and perspectives, and we see this diversity as our strength. In this journey, we have been supporting each other at every step and we will continue to do so till the completion of our agile transformation journey, and after that.



# Sustainable Technology

To achieve our goals regarding sustainability in technology, Etiya makes attempts to design, develop and use technology with the aim of minimizing the negative impacts on environment, along with taking actions to support long-term social and economic sustainability.

Some of our related activities include using microservices, digital transformation, cloud computing and leveraging AI. Combining future-oriented customer experience with sustainable technologies can benefit our partners, customers and us in various ways:

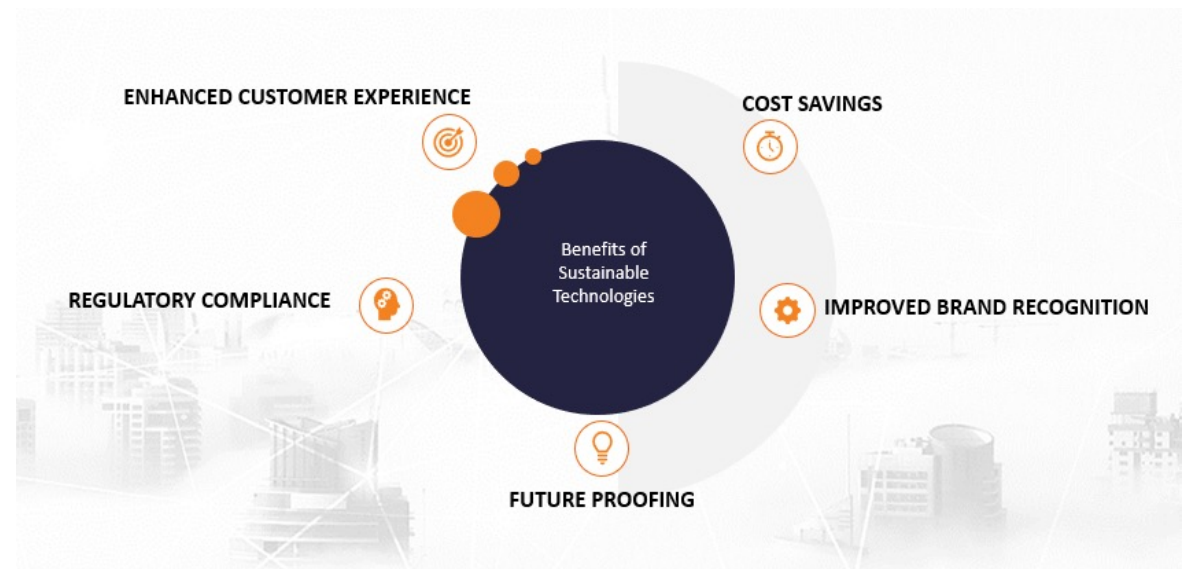
**Enhanced Customer Experience:** By leveraging sustainable technologies, we can offer a more personalized and seamless customer experience. It enables us to anticipate customer needs and deliver tailored solutions based on their preferences, thus, customer satisfaction and loyalty will rise.

**Cost Savings:** Sustainable technologies assist us and our customers to save costs in the long term by reducing energy consumption, waste, and environmental impacts. It results in the businesses to become more efficient and cost-effective.

**Improved Brand Reputation:** Day by day, customers and businesses are becoming more and more aware of the environmental impact of their own activities and of their business partners and customers. It has taken its place as a criterion for decision making.

**Regulatory Compliance:** Sustainability is becoming increasingly important in many sectors, and businesses that fail to comply with regulations face risks such as penalties, damage to reputation, and loss of business. By adopting sustainable technologies, our partners and we can ensure compliance with regulations and avoid legal or reputational issues.

**Future Proofing:** Embracing Sustainable Technologies with Future-Oriented CX allows Etiya to stay ahead by adapting to dynamic customer needs and technological changes. This enables Etiya to maintain its competitive advantages.





# AI-Driven Product Portfolio and AI Policies

We make efforts to improve our productivity and effectiveness by using AI technologies. We gain benefits from these technologies to support our business decisions, facilitating our daily and/or routine activities and tasks, and optimizing our business processes through analyzing large amounts of data.

Apart from encouraging all our departments to follow the latest AI trends and technologies and stay updated on these subjects, our artificial intelligence and data analytics departments hold the main responsibility to watch the recent advances and trends closely, therefore, we can keep our position at the forefront of technology. It is noteworthy that an AI-based scenario suggestion by each employee has taken its place among our annual goals for the current year.



Our attempts on the way to integrate our services and products with AI are going on and have reached remarkable milestones so far. For instance, Etiya has developed its own AI platform called “Cognitus”. Our AI-driven BSS Platform with Cognitus at its core, has enabled us to take our customer experiences to the next level.



Similarly, by gaining advantage of using the digital twins in the telecommunication sector, Etiya has been successful in meeting its customers’ expectations more efficiently and effectively through providing personalized customer experience.

The Telco Digital Twin caters to telecommunications (telco) companies, specifically targeting departments such as

customer relationship management (CRM), marketing, sales, customer service, and analytics. Strategic planning teams aiming to enhance customer experience also stand to benefit significantly from this product.

Developed to deepen the understanding of customers, optimize their journeys, and deliver personalized services, the software predicts customer behaviors and needs, thereby, elevating satisfaction levels and fostering loyalty. By leveraging past interactions, the platform enables the creation of personalized offers, campaigns, and rewards, ensuring a consistent and seamless experience across the entire customer journey. Additionally, it facilitates targeted marketing efforts, optimizes marketing spend, and aids in proactive problem-solving, all while enabling strategic decision-making through comprehensive data analysis and predictive analytics. Ultimately, the Telco Digital Twin software empowers telco companies to cultivate customer-centric strategies, leading to enhanced satisfaction and improved business performance.

In addition to its business benefits, the Telco Digital Twin software contributes to broader sustainability goals by promoting efficiency and reducing waste. By optimizing marketing spend and targeting campaigns effectively,

the software helps minimize unnecessary resource consumption, aligning with UN Sustainable Development Goals (SDGs) such as Responsible Consumption and Production (SDG 12). Furthermore, by leveraging predictive analytics and proactive solutions, telco companies can streamline operations, reduce energy consumption, and minimize negative environmental impact, thereby supporting SDG 13 (Climate Action). Thus, beyond its immediate business applications, the Telco Digital Twin software serves as a tool for telco companies to contribute positively to both business performance and sustainability objectives.



Serdoo is a software-as-a-service (SaaS)-based application that is powered by natural language processing (NLP) and machine learning (ML) technologies. The application can be integrated with any digital channel and interprets and deciphers mail, webchats, SMS, and social media postings. Serdoo helps us to deliver customized chatbots to our customers quickly. Some of the benefits of using our chatbots are brought in the following:

**Quick response:** Users can get instant answers to their questions.

**24/7 access:** The chatbot provides continuous support to users by working around the clock.

**Easy access to information:** The chatbot offers information on various topics.

**Time saving:** Users don't have to visit offices to get information on specific topics, saving them time.

**Staff Support:** By reducing the workload on a business staff, it allows them to focus on more complex issues that require human intervention. When it comes to chatbot, it contributes to environmental sustainability by reducing the use of paper and other physical resources. It eliminates the need for unnecessary printed materials through digital documentation and supports an eco-friendly approach. Besides, it reduces the greenhouse gas emissions by eliminating the need for physical visits to offices or information centers. Overall, together with all the benefits to the users, chatbot contribute to the sustainability goals in numerous ways.

The GenAI-Supported Document Management targets a wide range of industries, including large and medium-sized enterprises, banks



and financial institutions, public institutions, educational institutions, law firms, telco business and research organizations. It offers a comprehensive solution for uploading, managing, and accessing information within documents, leveraging local language models (Local LLM) or the OpenAI language model (OpenAI LLM) to provide instant answers to users' queries. By accelerating information retrieval processes, the platform enhances business processes and decision-making mechanisms across various sectors. Users benefit from quick access to specific information, flexible response options, and efficient time management, leading to improved workflow integration and enhanced data security measures. With its adaptability to diverse sectoral needs and its focus on innovation, the GenAI-Supported Document Management Project empowers organizations to streamline operations, gain strategic advantages, and drive process improvement through cutting-edge technologies.

In addition to its business-oriented benefits, the GenAI-Supported Document Management Project aligns with broader sustainability objectives by promoting efficiency and reducing resource consumption. By minimizing manual searching and review processes, the platform enables employees to utilize their time more efficiently, supporting UN Sustainable Development Goals (SDGs) such as Responsible Consumption and Production (SDG 12). Additionally, its emphasis on digital document management reduces the need for physical paper usage, contributing to efforts towards climate action and environmental sustainability (SDG 13). Furthermore, through its focus on data security and protection of sensitive information,

the project contributes to building strong and secure institutions, fostering trust and integrity within organizations and society as a whole (SDG 16). Thus, the GenAI-Supported Document Management Project serves as a tool for driving efficiency, security, and sustainability in document management practices across various sectors. Our product portfolio contains a wide range of products, solutions, and services:

When it comes to using artificial intelligence technology, privacy and security of our information are of paramount importance. Therefore, our privacy and security teams become extra sensitive to handle the information such as customer information, financial information, personal data, and other documents with great care.

In this context, using of artificial intelligence platforms should be in accordance with the Etiya's Acceptable Use Policy. For the purpose of preventing risks that may threaten information security, and to protect intellectual property rights, Etiyaens are expected to conform to the "information security policies and procedures" and act accordingly.

### PRODUCTS

Customer Relationship Management

Customer Information Management	Lead Management
Campaign Management	Complaint Management
Loyalty Management	Consent Management

Product Catalog Management

Configure, Price, Quote

Order Management

Customer Service Management

Omnichannel Digital Frontend

Digital Interaction Management

Artificial Intelligence Platform

Chatbot

Revenue Management

### SOLUTIONS

Digital Business Platform

Network Commerce & Mng. Platform

Customer Engagement Solutions

### SERVICES

**Managed Services**

Software Development

Data Warehouse	Service Oriented Architecture
Enterprise Integration	Customized Applications

Test Automation

**IT Services**

L1 & L2 Support

# 03

## Environment

Etiya considers environmental sustainability as a fundamental aspect of our corporate responsibility strategy. We acknowledge the significance of protecting the environment and reducing our ecological footprint. Our dedication lies in our attempts to achieve our environmental goals, consistently enhancing our sustainability targets, and actively tracking our progress towards them. Etiya has adopted the innovative and sustainable environmental approach in its operations.

Our basic principle in our operations in different sectors is “to assume the responsibility of the lifecycle of our products and services.”

With such an approach, we manage our operations at each step of our development with an eye to their impacts on the environment.



# Our Path to Operational Efficiency

Operational efficiency has always taken its place among our short-term and long-term goals. To stress the importance of efficiency and to take a big step towards this goal, 2024 has been specifically named as “the efficiency year” in Etiya. Our main goal is to minimize the time required for a task to about 25% while performing them with the good quality. This goal has been set for different departments including software and solution development, cloud and infrastructure, managed services, sales and presales, people and culture, and finance. Some examples of the related activities are:

- Decreasing the time to delivery.
- Decreasing the time to deployment.
- Decreasing the time to close sales.
- Decreasing the time for recruitment period.
- Decreasing the time to prepare financial reports.



# Energy Management

Etiya tracks its energy consumptions in its different locations actively. Some of our goals regarding the energy management are as follows:

- Shifting to the use of solar energy in our offices located at technoparks as the first step.
- Decreasing our electrical and fossil energies uses in our offices by offering hybrid and remote work models to our employees.
- Decreasing our fossil energy use by arranging employee transportation service for our employees.
- Encouraging the use of electric vehicle by providing different benefits and discounts to the users.
- Simultaneously searching for and employing new ways to reduce our energy use in our datacenters.

Our electricity consumption data in our different offices are shown in the following table:

Months 2023	Yıldız Technical University Technopark Office	İzmir Technopark Office	Bilkent University Cyberpark Office	Hacettepe University Technopark Office
January	42441.01	337513	2724.071	8916
February	62093.56	341273	2722.414	8265
March	62168.39	345686	2561.205	10607
April	55263.04	348566	2269.294	2414
May	43580.33	350432	2059.132	2384
June	27847.13	351920	1668.008	3275
July	51984.63	353102	1622.88	4446
August	47681.10	354507	1706.456	4959
September	42277.94	356925	1673.28	4739
October	32034.06	358631	2052.098	4196
November	34348.42	359882	2298.476	2071
December	48905.03	362965	2705.433	2833
<b>Total (KW)</b>	<b>550624.63</b>	<b>3866895</b>	<b>26062.747</b>	<b>59105</b>

*Our total petrol expenditure was 103,288.24 liters for 2023.*

## IMPROVING ENERGY EFFICIENCY

Considering that data centers are a major source of emission for Etiya, we prefer to manage our infrastructure in cloud environments. As Etiya, we have positioned more than 90% of our applications in cloud environments. Energy efficiency is reflected in the targets and goals of all departments and is at the core of our annual incentive programs.

We ensure energy efficiency through:

- Tracking the level of service required to minimize overprovisioning.
- Controlling the usage of servers to identify and eliminate unused servers, closing through scripting.
- Automating the provisioning and retirement of the server stacks, as well as deployment of applications.
- Monitoring average CPU utilization or similar metrics to ensure that as many servers as possible are operating at their “sweet-spot” of efficiency and service while minimizing the number of servers at very high or low utilization.
- Informing and training Etiyaens on the significance of energy efficiency and promote behaviors such as powering down equipment when not in use, reducing printing, and utilizing energy-saving settings on computers and peripherals.
- Leveraging AI solutions helps us with improving energy efficiency, optimizing resource utilization, reducing repetitive work, and enabling predictive maintenance.

- Executing power management policies for computers and devices to curtail energy consumption during idle periods. This includes activating sleep or hibernate modes after designated periods of inactivity.

On/off strategy of Etiya exemplifies a commitment to environmental responsibility amidst the energy-intensive processes involved in producing Large Language Models (LLMs). By strategically managing the use of high-performance GPUs and other energy-consuming machinery, Etiya achieves significant reductions in energy consumption and carbon emissions.

We continue to improve energy efficiency across our networks and facilities as well as in our application solutions, not only in our own operations, but also for our customers. For instance, we are migrating all our applications to microservice base technologies. As a result, considerable amount of infrastructure resource usage is reduced due to auto scale architecture. We are also using EC2 instances with low energy consuming CPU technologies such as ARM and Graviton processors for conventional systems in AWS environments if used.



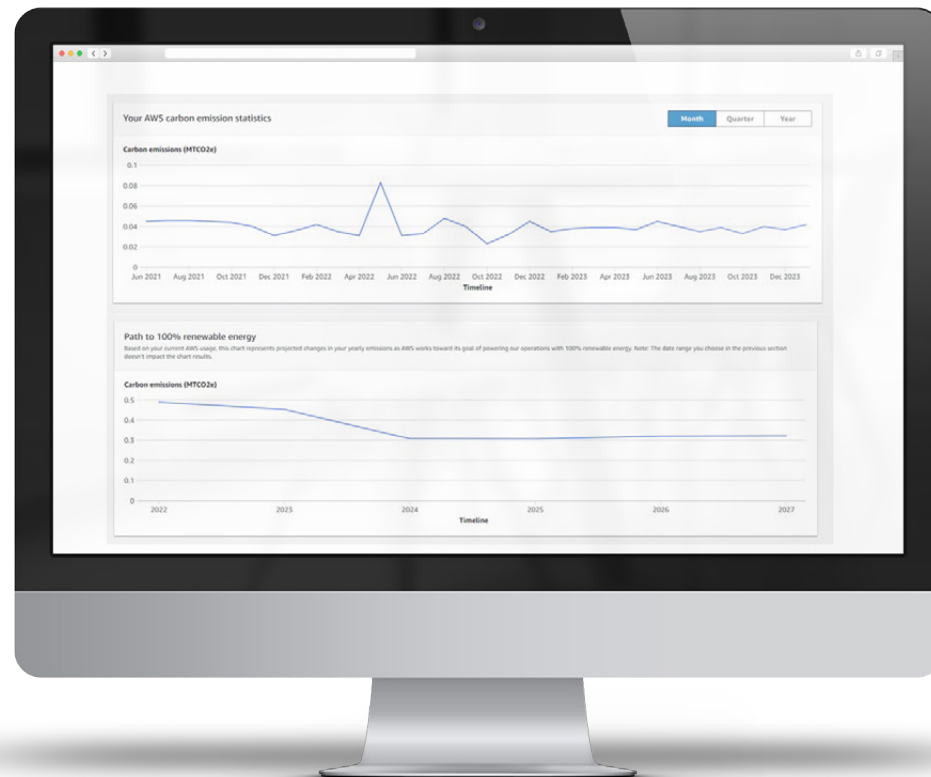


We hold regular meetings focused on cost optimization. In this context, we perform operations such as detecting and reducing over-provisioned servers, aging, and archiving the data stored in the database, and archiving the log data stored out of necessity.

**Case study: Moving systems and data to the cloud**  
 Migrating to cloud environments provides great convenience in terms of efficiency, traceability and management. We aim to complete the process of eliminating obsolete legacy servers in our onsite/ local data centers and moving active ones to cloud environments this year. We prevented 40% idle capacity usage during the transition from our legacy on-premises data center with more than 100 servers to cloud environments.

A significant resource for our internal development environments also runs on the cloud. Our product development teams can carry out their R&D work on the cloud. An example of this is that the AI product team that needs a GPU machine can use these resources by activating them only when they need them, ensuring that the machines remain off when the process is completed. Instead of EFS and EBS solutions for storage and SFTP solutions, we use S3 for actively needed file resources and Glacier for cold data that does not require fast access, unless there is a technical requirement to the contrary.

While the amount of energy consumption appears to have remained constant over the years as below charts, it has actually decreased relatively for each environment due to the increasing number of new projects and environments created for different new customers in the AWS cloud.



# Reducing Negative Environmental Impact

At Etiya, to reduce our negative environmental impacts we take various actions some of which are:

- Identifying our environmental impacts.
- Developing a systematic approach to set goals and plan actions.
- Tracking the progress towards the goals and monitoring the actions regularly.
- Reviewing the impacts and take improving actions.
- Discussing the outcome of the actions among the sustainability committee and devise new plans whenever needed.

Environmental principles are crucial in directing product sustainability efforts across global industries. With mounting attention to environmental concepts, businesses are expected to reduce their environmental footprint and tackle climate change and integrating these principles into their product development and lifecycle management.

These principles ensure that products are created, produced, utilized, and disposed of in ways that minimize environmental harm and foster lasting ecological resilience. As a software company, some of our actions are:

- Leveraging digitalization in our products to eliminate the need for paper use.
- Providing product-sustainability-related information to our customers.
- Improving our software development processes to minimize the energy consumption.
- Offering more energy efficient architecture and cloud computing solutions in our products.
- Considering the minimum hardware usage in our products.
- Supporting green computing practices.
- Reducing repetitive works in our products for energy conservation.

The ability to move operations to the public cloud can offer our customers additional advantages on top of the emissions savings enabled by product and service functionality. “Etiya.com” achieves a carbon rating of C. This is cleaner than 52% of all web pages globally. Only “0.45g of CO2” is produced every time someone visits this web page. This web page appears to be running on sustainable energy. Over a year, with approximately 10,000 monthly page views, “etiya.com/en” produces 54,33kg of CO2 which is equivalent to:

- As much CO2 as boiling water for 7,362 cups of tea;
- 142 kWh of energy;
- As much CO2 as 11,816 full charges of an average smartphone;

This web page emits the amount of carbon that “3 trees” absorb in a year.



## REDUCING WASTE

To achieve our goals regarding the waste reduction, we have removed the use of plastic water bottles. In a similar attempt, paper cups' use was limited in our offices. Our paper use and waste were minimized by updating printers configuration as 'print both sided', together with digitalizing the vast amount of our paperwork. Digitalization plays a critical role in optimizing resource usage, decreasing paper utilization, creating awareness through digital platforms, and presenting sustainability-related information to customers.

Trash cans has been installed in our offices for easing the process of segregation and recycling. It is worth mentioning that almost all the recyclable waste in our offices is handed to the recycling companies.

In a similar manner, cloud computing has had a positive impact on reducing our hardware consumption, resulting in less technological waste.

Coming to the technological waste subject, our computers and peripherals which are no longer in use are refurbished, some are donated, and some are sold to be reused.



## RESPONSIBLY MANAGING NATURAL RESOURCE

We, while determining the organizational roles, responsibilities and authorities in infrastructure, technology, finance, and human resources, also ensure that our employees develop environmental awareness.

We ensure a consistent standpoint in our applications and as a result, we are able to create intercompany synergies.

In the course of our operations, we identify any risks endangering the environment using a proactive approach and try to take measures to minimize them in a timely and thorough manner. We are so careful with the water consumption in our offices. Using sensor taps help us with water consumption and leads to energy saving in the long term.



## TOWARDS A SUSTAINABLE FUTURE WITH OUR CUSTOMERS

We, with our customers, commit to a sustainable future. Some of the cases are brought in the following:

In our solutions for our customer in France, we have positioned all our applications that are not in microservices architecture behind Load Balancer and in a scalable way. In this way, by using the smallest possible EC2 architecture, we have ensured that the systems consume very low energy consumption when they are idle. In this architecture, additional EC2s stand up when needed and shut down when the load decreases and the infrastructure return to the minimum architecture defined, just like the auto scale capability in microservices architecture.

We switched the infrastructure of our Canada-based customer's monolith application, which has been actively running for several years, to container-based architecture. As a result of this work, we achieved auto-scale capability on the servers, less log data generation, and more effective infrastructure management by renewing the monitoring infrastructure.

Through the platform prepared for one of our customers, 4.436.675 km of travelling equivalent to 834 tons of carbon dioxide gas emissions were prevented. This equals to the annual CO2 absorption of approximately 37,600 trees. By leveraging AI and intelligent automations, the platform seeks to elevate the driving experience while promoting loyalty and retention among users. Key features include augmented reality

visual assistance, proactive charging station reservations to alleviate range anxiety, and the integration of digital and physical journeys. Through phased development, starting with a Minimum Viable Product (MVP) and evolving with business needs, the platform aims to culminate in a comprehensive solution that not only enriches user experience but also benefits partners across the ecosystem, covering aspects such as road assistance and smart city services.

Our other customer, provides a 100% digital, 100% online customer experience, with no retail stores and no fixed-term contracts. The complete digitalization helps with sustainability in many ways such as reducing the carbon emission and fossil fuel use by eliminating the need to go to retail stores, selecting remote work model, omitting paper use and minimizing waste, and lowering water and electricity consumption.

One of our customers from the banking sector, has positioned a central AI system that will integrate with its legacy systems to increase the efficiency. Digitalization and use of AI are beneficial to sustainability. As for our other customer from e-learning sector, an AI-powered learning program tailored for corporate employees, aiming to enhance their competencies and support professional development, was delivered. Designed specifically for corporate environments, this AI offers personalized recommendations for training

courses, ensuring employees receive the most relevant learning experiences. By suggesting courses aligned with individual interests, skill levels, and career goals, the program optimizes time usage, directing employees to the most suitable content without extensive searches. Moreover, it enhances efficiency by facilitating effective learning processes and offers progress tracking features to monitor skill development and identify areas for further improvement. With its flexibility and accessibility, employees can engage with training materials anytime and anywhere, fostering increased motivation and commitment to learning.

From a sustainability standpoint, our AI-powered learning program contributes to environmental goals by promoting digital learning methods, reducing reliance on paper and other physical resources within corporate learning environments. This aligns with UN Sustainable Development Goals (SDGs) such as Responsible Consumption and Production (SDG 12) by promoting efficient resource use. Additionally, the personalized learning approach supported by our AI technology aligns with SDG 4 (Quality Education) by ensuring employees have access to quality training tailored to their needs, thus, contributing to lifelong learning opportunities within companies.

For our other customers who are among the reputable universities in Türkiye, chatbots were designed to assist university students, particularly freshmen and current students seeking information about the university. This AI-driven chatbot provides quick, effective responses to frequently asked questions, covering topics such as class schedules, registration processes, academic calendars, and campus information. Operating 24/7, the chatbot enhances student adaptation and reduces stress by offering immediate answers, saving students time and alleviating the workload on university staff, who can then focus on more complex issues requiring human intervention.

From a sustainability perspective, the chatbot significantly contributes to environmental goals by reducing the need for paper and other physical resources through digital information dissemination. This eco-friendly approach aligns with UN Sustainable Development Goals (SDGs) such as Quality Education (SDG 4) by facilitating access to crucial educational resources, and Responsible Consumption and Production (SDG 12) by promoting efficient resource use. Additionally, the project showcases technological innovation within the educational sector, supporting Industry, Innovation, and Infrastructure (SDG 9).

Etiya solutions for one of our customers, a mobile satellite operator, utilized geostationary satellite, ground infrastructure, spectrum licenses, and open-network architecture, all based on 3GPP NTN standards, Etiya provided ubiquitous, direct-to-mobile satellite services across Canada. This means users can easily connect with their smartphones to access SMS, chat, voice, and email, regardless of their location.

Collaborating closely with leading MNOs, these solutions addressed the coverage gap in Canada by delivering continuous IoT communications for fixed and mobile devices everywhere, including rural and remote areas. The aforementioned solutions services encompass network functions and interconnectivity, over-the-top services optimized for satellite, smartphone and device certification services, IoT data collection and processing, and carrier-grade satellite network operation services, all supported by 24/7 service monitoring. This project contributes to the UN 11th SDG, sustainable cities and communities.



# Sustainable Infrastructure

The following architectural drivers are considered in the design for sustainable infrastructure.

**High Availability:** The solution should be designed to ensure high availability of all the architectural components and in order to minimize impacts related to the failure of one or more components. In particular, single points of failures should be eliminated.

**Maintainability:** The network design should allow for programmed maintenance without service disruption (e.g.: for server patching), leveraging the redundancy of all appliances.  
**Scalability:** The selected architecture will allow both horizontal and vertical scalability to support the growth of TM business and the future release of the initiative. In particular, one key design goal should be to almost fully support the future growth expected in future releases with architecture scaling and without need for re-design.

**Performance:** The architecture must be sized appropriately to ensure optimum performance even during periods of peak activity to meet the performance requirements by TM. Note that the required performances should be supported at any level (e.g. wiring & cabling, network appliances, available bandwidth, etc.), so the support of TM personnel is required.

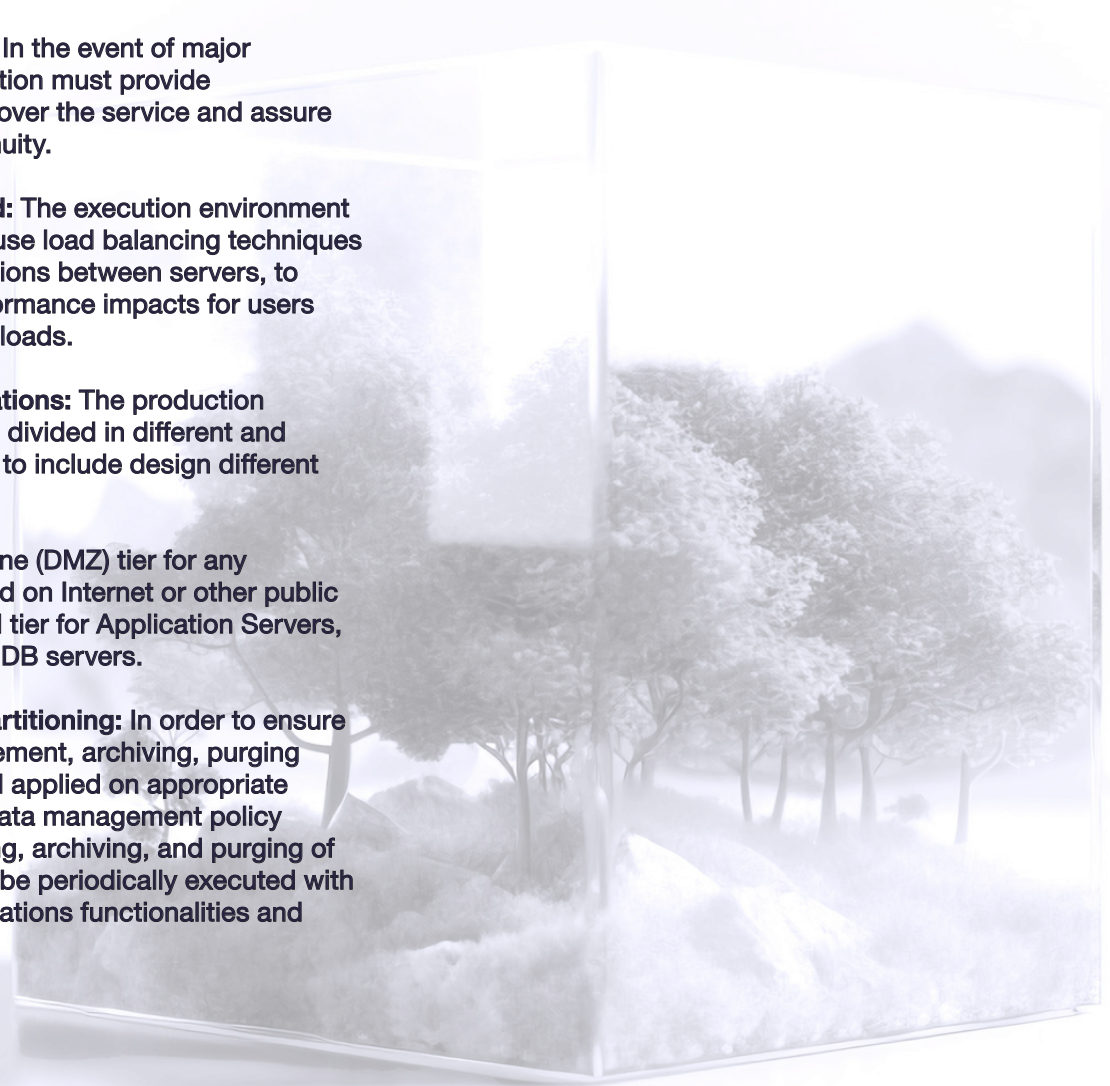
**Disaster recovery:** In the event of major disruption, the solution must provide mechanisms to recover the service and assure the business continuity.

**Distribution of load:** The execution environment of the solution will use load balancing techniques to balance transactions between servers, to avoid random performance impacts for users due to unbalanced loads.

**Security considerations:** The production environment will be divided in different and independent VLAN to include design different tiers.

A De-militarized Zone (DMZ) tier for any service to be offered on Internet or other public networks. Front End tier for Application Servers, A Back End tier for DB servers.

**Database Table Partitioning:** In order to ensure easier data management, archiving, purging partitioning method applied on appropriate tables. As part of data management policy where housekeeping, archiving, and purging of application data to be periodically executed with no impact to applications functionalities and operation.



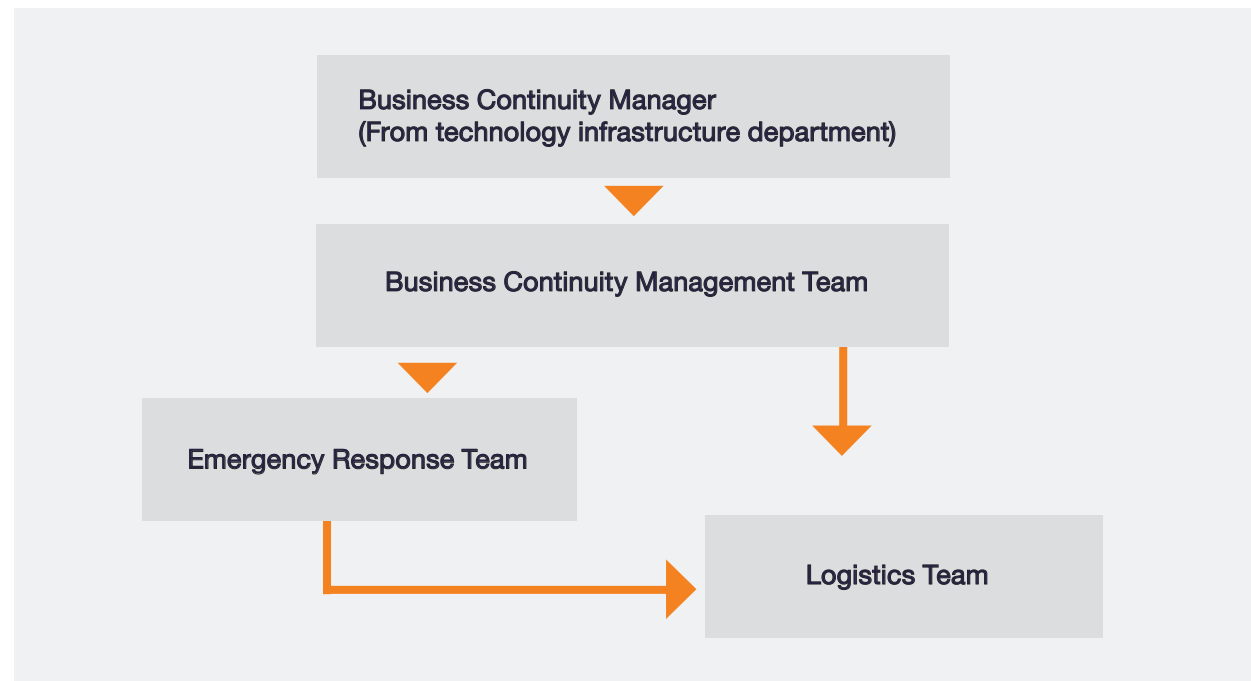
# Business Continuity and Disaster Response

## BUSINESS CONTINUITY

To achieve business continuity objectives, a “business continuity management system” organization is established within “information security management system” as outlined in the chart. Team lists and their members are prepared by relevant departments. Business continuity management team consists of members coming from technology and infrastructure, quality management, people and culture, administrative affairs, and software development departments.

Etiya business continuity management team takes several responsibilities, some of which are:

- Preparing business continuity and test plans for critical information assets.
- Carrying out business continuity and testing activities for the systems under their responsibility.
- Reporting the results of business continuity and testing activities to the business continuity manager.
- Participating in recovery operations in case of disruption to the continuity of critical information assets.





## DISASTER RESPONSE

The disaster's type, definition and their impact on the business continuity are well-defined in "Etiya business continuity and disaster management" directive. It is accompanied by other documents including assets list, risk assessment table, emergency action and accessibility plan, drill report, drill plan, and disaster recovery instruction for more guidance. Etiya Emergency Response Team takes the following steps in event of a disaster:

- In case of disruption to critical information assets, it defines the actions to be taken during recovery operations (such as establishing temporary systems, temporary process/system/application changes, etc.).
- It executes the defined response actions and informs the business continuity manager about the matter.
- It participates in recovery operations in case of disruption to the continuity of critical information assets.

We have developed our emergency action plans for disasters and adverse scenarios in the following categories:

- Fire emergency action plan
- Earthquake emergency action plan
- Flood and water inundation emergency action plan
- Storm and tornado emergency action plan
- Sabotage emergency action plan
- Workplace accidents emergency action plan
- Electric shock incidents emergency action plan
- Food poisoning emergency action plan
- Burn incidents emergency action plan
- Trauma incidents emergency action plan
- Chemical substances emergency action plan
- Radioactive leak emergency action plan
- Explosion emergency action plan
- Pandemic diseases emergency action plan

# 04

## Social | Our People (Etiyaens)

### OUR APPROACH

*Exceed every day.  
Enjoy together.*

We have developed a behavior set called “being Etiyaens” consisting of characteristics that define us. With this behavior set, we encourage our colleagues to embrace our values and principles and act accordingly. For example, we utilize this competency set in performance evaluations, and award categories are aligned with these values in our internal reward programs.

We define “being Etiyaens” as follows:

**Human Oriented:** We embrace an understanding that sees diversity as richness. We prioritize the happiness of both internal and external customers. We respect individual rights in every aspect and field.

**Teamwork:** We exceed together and enjoy together. We inspire each other and work happily together. We share our knowledge and experiences with each other, believing in producing and developing together.

**Innovative:** We constantly question ourselves and evaluate different perspectives. We take risks, and fearlessly embracing mistakes. We are brave and pioneer in all our steps. We love dreaming and constantly try to surpass ourselves.”

**Solution Oriented:** We adopt a proactive mindset and always have alternative solutions. Instead of focusing on problems or limitations, we concentrate on objectives and outcomes. We do not know what ‘panic and worry’ are; we complete every task safely and ahead of time.”

**Resilient:** We keep our energy and motivation high in every situation. Even in the face of difficulties and obstacles, we never give up. We always progress with the mindset that there can be always a better way and a space for improvement.

# SHARING THE FUTURE TOGETHER FOR TWO DECADES!



## THE LIFE AHEAD, OUR JOURNEY TOGETHER!

# Attracting Talent

Etiya young talent program, “Etiya Academy”, has been conducted to attract the youth. With this program, we include recent graduates from any departments of universities who aspire to pursue a career in the technology and software industry in our recruitment process without requiring any prior education or experience in the field, providing them with a significant opportunity. This way, we have a broad spectrum covering different generations.

It is noteworthy that our program has won “Bronze Stevie Award” in the “Best Youth Employment Strategy” category at the 7th Stevie Awards for Great Employers. As for positions which require higher level of experience, “Employee Reference” process which is under the management of the People and Culture Department, is implemented. Etiya takes a step beyond attracting the talent and it has strategies and plans for keeping the talents at Etiya.

We provide our employees with rotation opportunities through which we decrease our turnover rate, maintaining the tacit knowledge, and offering our employees the chance to learn and develop themselves inside Etiya. An online platform is available for our rotation opportunities, all performed based on the procedure defined in “rotation directive” in details.

ETIYA GROWS  
WITH TALENT  
HUNTERS!



# Diversity, Equity and Inclusion

Diversity and inclusion are parts of our culture. We believe that “everywhere, everyone is unique and important to us,” and based on this understanding, we provide equal employment opportunities to all our colleagues, regardless of nationality, religion, age, gender, sexual orientation, or disability status. When we look at the results of our employee satisfaction surveys, we see that the questions related to these principles have the highest satisfaction rates. We believe that a diverse and inclusive work culture triggers creativity, innovation, and enhances our performance, thus, further developing and strengthening us. At Etiya, we strive to maintain and continually enrich our diverse and inclusive work environment. To achieve this, we implement various practices aligned with our goals and enhance our diversity and inclusion culture. We always value the principle of positive discrimination and take actions to support disadvantaged groups. For instance, we apply positive discrimination in our hiring processes to increase the representation of women or provide opportunities for disabled candidates. Additionally, through various internal initiatives, we support disadvantaged groups and assist them in navigating their professional lives without their disadvantages affecting their careers.” We support the participation of individuals with disabilities in the workforce through our recruitment programs, diversifying our practices accordingly.

We consider it essential to convey our values to our new colleagues from their very first day and to ensure that new Etiyaens adapt quickly to our culture. We expedite this process through several ways including our “orientation program” offered on their first day, and our feedback process which is conducted at regular intervals. In addition, to facilitate the assimilation of new employees into the corporate culture and accelerate their adaptation to the job, we have a “buddy” program that allows new hires to familiarize themselves with the work environment and acquire necessary information. Moreover, through our “master” program, employees with 0-2 years of tenure are assigned mentors who provide them with the technical knowledge they need for their role within their first 6 months.” The awareness of DEI is regularly emphasized and reminded through emails and assigned trainings. Thus, Etiyaens are well-aware of the diversity, equity and inclusion concepts and our activities are planned and performed accordingly.

# Engagement and Well-being

For this purpose, we gain benefit from our online well-being platform, “Lotus”. It enables the members to contact dieticians and sport trainers, and benefit from their services. It also offers social clubs, events, and challenges to the members, and in order to motivate them, they are awarded with points which then, can be spent on purchasing different goods or services.

As previously mentioned, along with the physical health, Etiya appreciate the mental health of the Etiyaens. For this purpose, diverse webinars are organized during different times of the year, for different occasions like after natural disasters to provide psychological supports to Etiyaens. Furthermore, “workplace psychological services” are available to Etiyaens, whom they can communicate with and discuss the workplace matters.

At the same time, Etiya’s People and Culture platform enables the employees to forward their opinions, complaints, and improvement ideas regarding the workplace, the other employees regardless of his/her authority and position, in addition to the periodic interviews conducted with the employees to learn about their problems and ideas. Being able to speak your ideas and being aware of the fact that you are heard, play an important role in the well-being of the Etiyaens.

In a similar vein, Etiya uses an online platform for sharing employees’ success and opinions with other Etiyaens, thanking them for their contribution, praising them for their contributions such as being a good team player and so on. It can be also an important factor in the well-being of the employees.

Etiya stands near the Etiyaens at different occasions of their lives. Together with maternity leave, a 10-day leave is given to the new fathers to spend their time with their newborns. Etiyaens parents are able to use leaves on both the first day and the report card day of their children’s schools. Every Etiyaens can take a day leave off for her/his birthday.

In another attempt to increase the well-being of Etiyaens, remote work option in summer is present which enables our employees to spend summer with their families.

In order to preserve the physical and psychological well-being of our colleagues affected by the earthquake, we participated in a webinar on “emotion regulation after disasters” through the services of a training and consultancy company from which we obtained workplace psychologist services. We integrated the family members of our colleagues affected by the earthquake into our “workplace psychologist” application.

We continue to maintain constant communication with our colleagues affected by the earthquake to ensure they do not feel alone during this process.



# Benefits and Compensation



Our remuneration policy strictly prohibits discrimination based on criteria such as language, race, color, gender, political ideology, religion, sect, age, disability, or similar attributes. The foundation of our remuneration policy is comparison based on the individual performance of employees, prioritizing equal compensation and benefits for comparable employees in the industry, considering the company's financial performance for the year and the official inflation rates for that year.

Additional benefits, some of which are restricted to specific job positions, entail: meal voucher, travel allowance, private health insurance, personal accident insurance, phone line and communication allowance, fuel and vehicle allowance. We reward our colleagues who make a difference with their performance and contribute value to Etiya, through our various reward programs. These reward programs aim to ensure the continuity of high performance and high motivation.

The employee reward process at Etiya consists of four main categories: Jumper, Exceeder, NFT Awards, and Employee Stock Ownership Plan - ReWallet Program. Emphasizing behaviors that can serve as examples to their team members is prioritized when determining the recipients of these rewards, aiming to be motivating for the awardee and encouraging for other employees.

**Jumper Awards:** With this reward program, employees who make a difference with their work are rewarded throughout the year within certain quotas. The reward process is managed by the People and Culture department, and managers request rewards for employees they wish to reward through our digital platform. The winning employees are appreciated through a congratulatory email sent to the entire management team, including the CEO, along with a gift voucher. Being eligible for the Jumper award becomes a distinguishing/value-adding factor in the promotion process. Additionally, the award recipients earn points through the Employee Stock Ownership Plan - ReWallet Program outlined later in this section.

**Exceeder Awards:** With this reward program, once a year, employees who best embody and reflect our values of “Innovation”, “Customer Focus”, and “Quality Focus” are rewarded according to predetermined quotas. Similar to the Jumper Awards, the reward process is managed by the People and Culture department, and managers request rewards for employees they wish to reward through our digital platform. At the Etiya annual event, their names are announced and they are gifted with a trophy. Being eligible for the Exceeder award becomes a distinguishing/value-adding factor in the promotion process. Additionally, the award recipients earn points through the Employee Stock Ownership Plan - ReWallet Program

**NFT Awards:** We run this reward program with the goal of offering a permanent digital reward to employees who both make a difference with their work and have a certain tenure. NFT awards are given once a year by the People and Culture department in three main categories

(Exceeder, Tenure, and Support Awards), along with a total of 16 sub-categories. Employees are rewarded with NFTs created as part of Etiya’s NFT collection.

**Employee Stock Ownership Plan - ReWallet Program:** We have an Employee Stock Ownership Plan - ReWallet program that enables our colleagues to share in Etiya’s successes and the value it creates. As part of this innovative program introduced this year, colleagues are provided with the opportunity to earn points based on success criteria such as tenure, performance, participation in training, and leadership in transformation. These earned points are then used to calculate colleagues’ share entitlement rates, which are shared with them in real-time via a system called “ReWallet” developed by Etiya.

**Corporate Gifts:** To express our appreciation for our colleagues and make them feel supported on special occasions, we celebrate their special days with corporate gifts (birthday donations & leaves, starting work, newborn, marriage, special occasion gifts, etc.).

**Exclusive Campaigns for Etiyaens:** As part of collaborations with various institutions, we offer campaigns in different categories such as education, health, activities and entertainment, home and living, sports, and food and beverage to our colleagues. We continuously add new campaigns to our offerings based on suggestions from our colleagues.



# Creating a Hybrid Workplace

Etiya possesses an inclusive work environment where all Etiyaens can freely express themselves, feel healthy, and happy. During the pandemic, we have ensured that employees at risk of Covid-19 (such as those with disabilities, chronic illnesses, pregnant, or over 60 years old) can work remotely to minimize this risk. Throughout the remote work process, we provide frequent updates, activities, and practices to help our employees feel connected with their teams, despite working remotely. After pandemic, our hybrid and remote work models have continued for many reasons of which the main ones are:

- Providing our employees with the choice of where to work from.
- Keeping the sustainability goals in mind and try to reduce the carbon emissions resulting from commuting from home to office.

Our offices possess the social space for the employees to communicate, relax and socialize.



# Health and Safety

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Etiya is committed to maintain a strong Occupational Health and Safety (OHS) culture, by promoting awareness, prevention and care. Etiya Occupational Health and Safety (OHS) within Etiya Human Resources and Organization is the unit responsible for implementing OHS strategies, communication, and governance. In our daily operations, we work together with our customers, suppliers, and other stakeholders to ensure a safe working environment and healthy workplaces. Our commitment is demonstrated through a documented management system.

Our activities encompass but not restricted to:

- Continually improve our OHS management system in order to prevent incidents in all areas of operation.
- Increase knowledge and awareness of OHS through ongoing training and communication.
- Meet or exceed applicable legal, customer and other OHS requirements.
- Ensure that anyone who is engaged in our activities has been made aware of and complies with legal and company requirements.
- Set objectives and targets to drive continual improvements of the Etiya OHS management system.

# Employee Networking Groups and Volunteerism

At Etiya, we value creating a working environment where we can have fun together while also fostering a social and friendly atmosphere. Coming together in our social activities helps strengthen the bond among us.



**Internal Social Activities:** We come together in social events organized during special occasions, Happy Hours, live broadcasts featuring experts on various topics, and “Coffee Breaks” where employees share their interests/hobbies.

At the end of each year, we gather with all our colleagues to evaluate the past year, set goals for the upcoming year, and have a lot of fun together at our annually held event. Last year, in January, with the theme “Together Stronger,” we gathered with over 1000 colleagues in Cyprus and created memories that we will always cherish.

**Tech Talks:** Sharing knowledge, supporting each other, and collaboration are part of the Etiya culture. We recognize that our collective knowledge is one of the company’s strongest assets and we place great importance on sharing and updating our technical knowledge and experiences with all our colleagues to build and maintain a strong know-how.

In this context, our colleagues give presentations and lectures related to their expertise in a live broadcast series organized to share up-to-date information about current technological topics.



**Social Clubs:** We engage in enjoyable activities through various social clubs created for different interests. Through our Social Responsibility Club, we come together for social responsibility activities involving voluntary work. Through our Activity Club, we organize various artistic or sporting activities. Through our Music Club, we play instruments/sing together.

**Corporate Events:** Just as we participate in internal events, we also have fun together by participating in inter-company events. We participate in events and competitions between companies with teams consisting of Etiya employees. Sometimes, we run for the greater good, and sometimes, we compete in competitions/tournaments. Most importantly, we enjoy the pleasure of fighting together as one team with our strong team spirit and synergy.



**Team Events:** Etiya provides a budget to encourage employees to spend time together outside of work. Thus, we attempt to enhance the strong synergy of our teams with social events in this context.

**C-Level Meetings:** We organize events where the CEO and C-level executives meet with all employees quarterly to discuss company goals, our achievements, and current developments.

# 05

## Our Customers

### Privacy

Information security and personal data privacy play a crucial role in supporting and, enhancing our sustainability efforts by promoting resource efficiency, trust, legal compliance, long-term viability, and innovation. Thus, information security and privacy have always been of great importance to Etiya. Privacy has always been of great importance to Etiya, and annual privacy strategies are made in accordance with laws and regulations of the countries that Etiya operate in and widely used standards and policies. In line with these strategies, “Etiya privacy oversight group” has been established to track the privacy activities and it includes experts from different departments including law, quality & compliance, cloud and security, people & culture and, marketing. As part of our proactive approach towards privacy, Etiya gained its first ISO 27701 PIMS (Privacy Information Management System) certificate making it among the few numbers of companies who have obtained this certificate in Türkiye. ISO 27701 standard as a compliance

indicator to GDPR, has helped Etiya to develop advance GDPR personal data processing and protection processes and all the related policies which are also available in details on our website. It is noteworthy that these policies not only serve our customers, but also Etiyaens and to-be-Etiyaens candidates.

Etiya is audited by accredited certification bodies for the compliance with different standards and renewal of these certificates mostly will take place after three years, till which surveillance audits are held annually. Training and awareness are keys for putting Etiya’s policies, procedures, and measures that privacy laws expect from Etiya into practice. It also guarantees the continuity of Etiya PIMS. The training activities contain:

- All staff training program
- Induction and refresher training
- Training for specialized roles

- Monitoring
- Awareness raising

Our Privacy practices are stressed in different forms to keep all the Etiyaens updated on the privacy concepts. Mostly, we focus on refresher training, general training for new concepts, webinars for critical process personnel, accompanied with reminder emails, and release notes on our privacy portal. Besides, to review our PIMS effectiveness, data breach scenarios from our risk management outputs are chosen and, subsequently, a privacy drill is performed once a year. In order to keep the “Etiya privacy oversight group” and its sub-groups ready in case of encountering the scenario situation, the chosen data breach scenario and the intervention activities following such a case is practiced. Privacy practices in Etiya takes a step beyond the regular practices and as a part of ISO 27701 PIMS, we apply “privacy by design” as default requirements for our

products. “Privacy by design” means developing our products and services in accordance with personal data protection laws and regulations. Within the scope of this approach, we add functionality to our products through project development by our product teams.

In this context, we meet the main requirements such as anonymization, deactivation, and deletion after a certain period and disseminate these requirements in our projects. Thanks to the adoption of a preventive approach in our quality, information security and personal data management activities, risks are managed, unnecessary resource use is prevented, and the cost of poor quality is prevented.

2023 data can be summarized as:

- In the scope of QMS (Quality Management Systems) 6% of high risks have been reduced to lower levels and, 5% of low risks have been reduced to lowest levels.
- In the scope of ISMS( Information Security Management System), while the average ISMS risk score was 13.38% in 2023, this average was reduced to 8.04% in 2024.
- In the scope of PIMS, we reduced 10% of medium risks to low level.



# Security

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Information is among the most important assets that Etiya will use in realizing its vision. Therefore, effective use of information, sharing it appropriately, and preserving its confidentiality, integrity, and accessibility are the joint responsibility of all our company and employees. The compatibility of the management systems established, and processes implemented to manage information and its confidentiality, are very important in maximizing the benefit that the Etiya shall receive. Details of practices regarding this issue are defined in the “Etiya Information Security Policy” and associated documents.

Our ISMS entail activities such as:

- Establishment of risk management methodology.
- Providing confidentiality of the information.
- Planning and organizing ISMS-related trainings.
- Conducting internal and external audits.

The information security and cyber security policies and procedures apply to all our employees and contractors, especially employees with access to critical information. The cybersecurity domain is sponsored and ongoing governed by Etiya Infrastructure and Cloud Management. Within the board of directors, we have a dedicated director who is overseeing the cyber security domain, and the overall board of directors is fully engaged in the cyber security oversight.

Information security and cybersecurity awareness training is provided. Monthly newsletters are distributed via email among Etiyaens. Phishing and social engineering simulations are performed regularly. In addition to the procedures mentioned above, a clear escalation process in the case of a potential security breach is provided to all employees. This includes multiple internal incident reporting channels such as by phone, the employee portal and email reporting. All reports are handled by our cyber security team. We are also certified with ISO 27001.



# Caring for Customers

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Etiya adopts an approach which is focused on customer satisfaction and acting proactively in responding to customers' needs and demands in an appropriate and timely manner. We deliver our services on time and under the promised conditions; we approach our customers with respect, honor, fairness, equality, and courtesy. Etiya offers customer experience-focused artificial intelligence-supported digital transformation and solutions with its award-winning product portfolio. Furthermore, with its microservices-based architecture, DevOps application, and AI-supported product portfolio, it provides customers with speed and flexibility, giving them a competitive advantage. Offering end-to-end solutions to customers from various sectors worldwide, including telecommunications, finance, and retail, Etiya enables key turnkey digital transformations. By centering on artificial intelligence and predictive analytics, it makes personalized, 100% digital customer experiences possible. Prioritizing digital customer experience with its "connected customer first" approach and agile methodology, Etiya swiftly implements products and solutions, providing its customers with rapid digitalization and quick gains.

As a globally recognized software company, Etiya operates at world standards and has won numerous awards from independent organizations for its products and successfully implemented projects. Etiya aims to go beyond current standards in its relationships with customers, innovation, and growth targets.

# Our Communities

## SOCIAL RESPONSIBILITY at ETIYA

As Etiya, we are fully engaged in making contribution to the world and society in many areas such as sustainable life, children's & women's & animals' rights, education and healthcare.

- "A Sapling for Each Candidate, Tema Foundation (20,000 saplings by now.)
- Ahbap Association, the most reputable and trusted NGO in Turkey, the software development processes
- Donations on behalf of all Etiyaens to NGOs for special occasions such as March 8 International Women's Day and April 23 National Sovereignty and Children's Day.
- The Hope Foundation for Children with Cancer on behalf of our colleagues for their birthdays and contributed to providing accommodation, education and psycho-social support for children and their families.
- We organize social responsibility initiatives joined by voluntary employees in Social Responsibility Club.



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We, collaborate with different communities in terms of social responsibilities.

Last year, Türkiye experienced a significant earthquake that caused widespread destruction and deeply affected us all. From the very beginning of this seismic event, we promptly reached out to our colleagues and their families and maintained constant collaboration with our managers to conduct a comprehensive assessment concerning our colleagues affected

by the earthquake. We identified the needs of them and planned actions accordingly. In the very first days of the process, our CEO, Aslan Doğan, provided all our colleagues with an informative briefing regarding the actions we would take in response to the earthquake. Following our communication with our colleagues and their families in the earthquake zone, we organized efforts for their relocation to safe places. We provided financial support to those whose own homes or those of their

immediate family members were damaged or destroyed during this difficult period. Additionally, we offered accommodation support in cities outside the earthquake zone. Furthermore, as the technology partner of "Ahbap Association", we collaborated to support its software development processes. We promptly communicated with Ahbap from the onset of the earthquake to ensure the smooth operation of systems. In addition to the support we provided to our colleagues, we organized a disaster relief campaign for other citizens affected by the earthquake. We contributed to donations such as provision of food and hygiene products, generators, heaters, blankets, and clothing together with conducted fundraising campaigns. On International Women's Day this year, on behalf of our employees, we supported the "Return to Production Project" initiated by "Kadınların Elinden" to enable women's cooperatives in the earthquake. By purchasing food and hygiene products prepared by women producers to be delivered to earthquake victims, we contributed to both strengthening women's cooperatives and meeting the needs of earthquake victims. We provided social responsibility leave to colleagues who wished to volunteer to support relief efforts in earthquake-affected areas or local aid centers. These colleagues actively participated in support activities within the knowledge of their managers



and our People and Culture department. Together with our social responsibility club, we established communication channels specifically for the earthquake process to provide rapid assistance to affected regions and individuals. As part of the April 23rd National Sovereignty and Children's Day, Etiya social responsibility club traveled to Hatay and participated in special events for children organized under the coordination of Ahbap, distributing our April 23rd gifts. In this context, we ensured that children living in earthquake-affected areas could enjoy

April 23rd National Sovereignty and Children's Day with enthusiasm as they do every year, and we were there to support them on this special day, aiming to alleviate the effects of the disaster to some extent.

Etiya employees formed a running team and our employees support our team and participate in donation campaigns, adding meaning to their steps, through the "We Run for Education" project conducted by the Darüşşafaka Society. With the donations we collect, we will contribute to increasing the capacity and quality of life and

education spaces of Darüşşafaka Educational Institutions, supporting the education of children affected by the earthquake.

As the Etiya social responsibility club, we roll up our sleeves to prepare libraries consisting of books and toys for our children in the schools in need. Our employees spent a total of 2800 hours on voluntary activities in 2023.



# 06

## Governance | Executive Board



VP OF  
TRANSFORMATION  
AND CEO OFFICE

Nazım Efe



CHIEF TECHNOLOGY  
OFFICER

Ali Durmuş



CHIEF CLOUD AND  
SECURITY OFFICER

Uğur Gemici



VP OF MANAGED  
SERVICES DELIVERY

Gülnihal Kaya



VP OF SALES

Barış Uca



VP OF PRODUCT  
DEVELOPMENT

Olgay Taş



VP EXECUTIVE  
INNOVATION ADVISOR

Sofiene Kamoun



CHIEF PEOPLE AND  
CULTURE OFFICER

Serdar Dağdelen



CHIEF FINANCIAL  
OFFICER

Ertuğrul Cin



CHIEF COMMERCIAL  
OFFICER

Apostolos Kallis



DIRECTOR OF  
MARKETING

Deren Özkepçe

# Ethics and Compliance

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Integrity and honesty are our core values in all our business processes and interactions. We act in integrity and honesty in all our relations with the employees, stakeholders and customers. We provide our services in accordance with company policies, professional standards, commitments, and ethical principles. We demonstrate the necessary dedication to fulfill our obligations. We take care to offer our services in areas where we believe ourselves to be and will be professionally competent, aiming to work with clients, business partners, and employees who adhere to accuracy and legitimacy criteria. We do not collaborate with those who compromise societal ethics or harm the environment and public health.

Etiya business Ethics program, prepared and put into practice in accordance with the Principles of Corporate Social Responsibility, constitute a guide to our business operations.

Etiya Ethics Board has the responsibility to investigate and resolve all complaints and notifications concerning violation of the Code of Ethics of Etiya and related policies. The Ethics Board consists of the general manager, chief People and Culture officer, People and Culture director, Transformation and CEO office vice president and legal Director. The Ethics Board convenes when necessary and takes decisions on the relevant issue.

Anti-Bribery and Anti-Corruption Policy was prepared to elaborate on anti-bribery and anti-corruption section contained in Etiya's Code of Business Ethics. Etiya is against all kinds of bribery and corruption. Accepting bribes or bribing can never be accepted under any purpose. Business relationships with 3rd persons wishing to get business from Etiya through bribery or corruption have to be terminated.

# Risk Management

One of the prioritized commitments of Etiya is to create a preventive approach in our risk management activities. Risk management activities are conducted continuously in order to support the continuity of our processes and business on the way to achieve our goals and in line with our strategies. These risks are identified, analyzed, and prioritized and plans are devised for handling them, decisions are made on how to deal with them, and then, the plans are communicated with the relevant stakeholders. Risk Management activities do not end here, and monitoring is performed at specific intervals to ensure that the risks will not recur and if so, they are handled with care and at the right time.

Etiya risk management system employs different tools and methods at different stages of risk management. Our practices are compliant with some widely known standards and guidelines in the scope of “quality, information security and privacy information management systems”. Tracking the risks are performed actively and regularly, thus, our processes are well-secured. The risks vary in terms of the stakeholders involved, and the notions they are related to particularly environmental, social and governance risks. ESG risks along with other risks are evaluated by experienced committees including our process leaders. Also, these activities are executed and controlled by our

expert personnel on ISO 31001 risk management standard. As mentioned, at Etiya, proactive approach towards risk management is of high significance to us and it is reflected in our systems, procedures, and processes. Trainings are provided to employees at specific periods to keep them updated and harmonized on the subject of risk management, our policies, procedures, and processes. These attempts are for the goal of creating and maintain a risk aware culture within Etiya. We, the Etiyaens, can feel the support of the CEO and the top management in case of risk management, just as the many other cases. Risks and their related strategies are among the topics CEO and the top management are closely engaged with. These activities include but are not restricted to the following actions:

- Meetings are held both periodically and on need basis.
- Current reports are reviewed and discussed during the meetings.
- Recommendations and suggestions are made and elaborated.
- The risk-related strategies are formulated and/or enhanced.

Data related to our risk management activities are as follows:

- Total number of risks is 159. 7 more risks were added compared to previous year.
- Regarding risk response strategy, number for “accept” is 50, “avoid” is 25, “escalate” is 8, “mitigate” is 71, and “transfer” is 5.
- In terms of priority, number for “high” is 34, “medium” is 91, “low” is 23, and “lowest” is 11.
- Taking status, “solution planned” is 51, “solution in progress” is 40, “solution implemented” is 36, and “closed” is 32.

Furthermore, top management risks bear the highest number and information security risks are the lowest in terms of number. In general, and to sum it up, 6% of high risks have been reduced to lower levels while 5% of low risks have been decreased to lowest levels.

# 07

## Appendix | GRI Index

### INDICATOR

Total number of employees	1541
Senior management	72
Managers	73
Employees (Permanent and temporary)	1530
Interns (Unpaid)	0
Graduates	1327
Number of full-time employees	1520
Number of external employees absorbed as employees of the company	123
% of employees working at least three years	31%
Average tenure at Etiya	3.3 y
Time spent per full-time employee on training and development	893 h
% of positions filled internally	4,5%
% of full-time employees received multi-source appraisals	98%
% of employees who chose to take part in personalized voluntary upskilling programs	36%
Employees who participate in courses advancing their business skills	896

**INDICATOR**

Learned (employees who learnt in technical skills)	860
% of employees who chose to participate in learning and development programs	100%
Feedback questionnaires distributed as part of 360-degree review process	119870
% of feedback questionnaires completed as part of 360-degree review process	90%
% of leaders participated in development discussions	99%
Participation in 360-degree review	90%
% of employee engagement survey respondents who said they have clarity around their tasks and priorities	79
% of employee engagement survey respondents who said that their managers care about their well-being	75
% of employee engagement survey respondents who feel that employee health and well-being is of priority to leadership	73
Organizational health index	70
% of female share of total workforce	38%
Females in all levels of management positions	33%
Females in junior management positions	34%
Females in max. two levels from CEO	12%

**INDICATOR**

% of females among the new hires (2023)	37,1%
% of tech roles for females	37%
Baby boomers generation at Etiya	0,2%
Generation x at Etiya	8,8%
Generation Y at Etiya	45,6%
Generation Z at Etiya	44,7%
% of people from other nationalities	6%
% of females in software development	23%
% of females in software testing	54%
% of females in software design and architecture	42%
% of females in software analysis	54%
Total monetary value of our corporate citizenship and philanthropic contributions	234.687 TL
Volunteering hours by Etiya employees	~2800 saat

If you would like to learn more about any of our products or solutions,  
please get in contact with us through [contact@etiya.com](mailto:contact@etiya.com),  
we are here to help you and answer your questions.

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Exceed  
Everyday

