

Our Projects Supporting Community Health

Considering the ecosystem economy which encompasses the entire society, we support community health projects and make collaborations to meet the needs of all our stakeholders in our value chain. We expand the scope, content and area of influence of our projects and set our focal points to the matters that we aim to create a social impact, such as balanced diet, personal care, conscious shopping and responsible consumption. Accordingly, our collaborations with organizations operating in different industries, we offer a wide range of products and services. Moreover, we adopt a holistic approach by caring for all our stakeholders and make collaborations to strengthen our connections with and contribute to the society that we are part of. With our social responsibility projects in collaboration with many organizations, we aim to develop and strengthen the society and to raise awareness of good living. These projects focus on collaborations with our stakeholders in the areas of training, sports, health, vocational development, and talent development, and obtaining concrete outputs in these areas.



Our Wellbeing Journey Program

Our Wellbeing Journey program provides our customers with services including personal information, interactive suggestions and discounted product suggestions on balanced diet, regular and adequate water consumption, increasing daily physical activity and oral and dental health. In the "Wellbeing Journey" program of the Migros Money application, we compare the food shopping of our customers who are a Money card member with recommended consumption data and encourage positive behavioral change with messages about the food groups they need for balanced nutrition and discounted product recommendations. In order for our customers to have a more balanced diet in line with our healthy lifestyle recommendations, we provided our customers with personalized discounts of approximately TRY 1.3 million in 2021. In 2020, in collaboration with Anadolu Medical Center, we renewed our program for our customers who are on a vegan and vegetarian diet. We also share informative messages about the application through the videos prepared by expert dietitians.

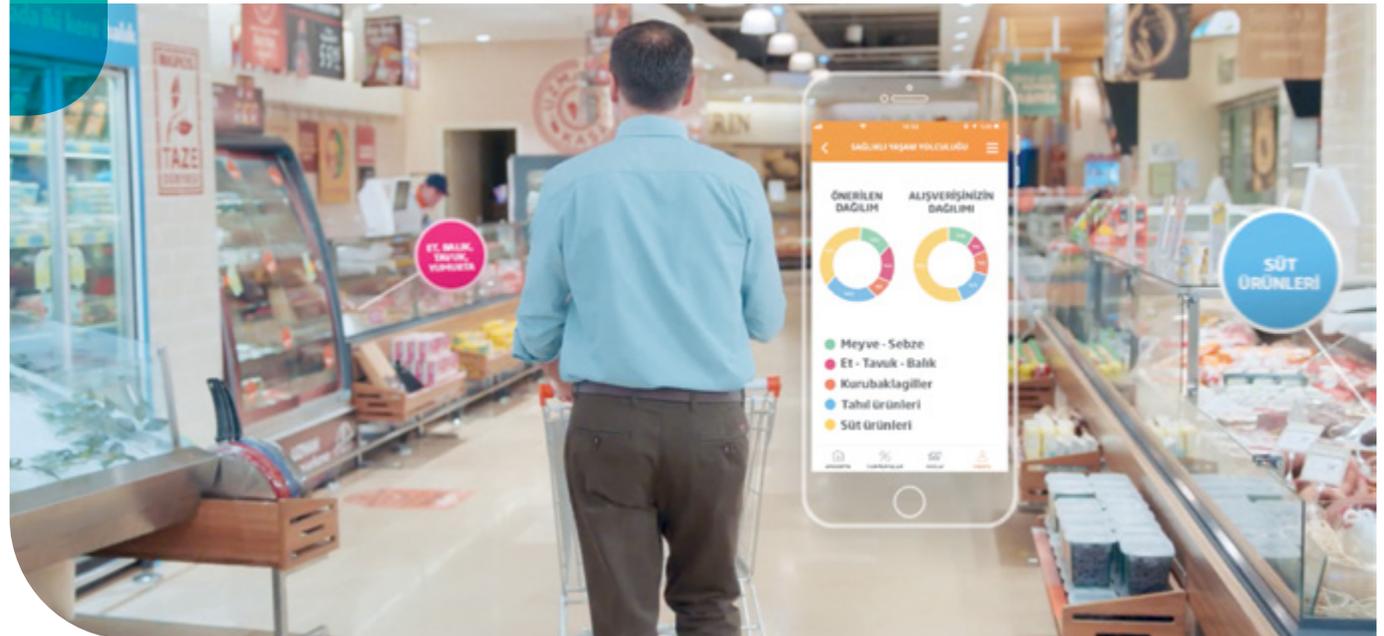
In 2021, we added messages to our program about baby nutrition, baby care and denture care in collaboration with Aptamil, Johnson & Johnson and GSK (Corega) respectively. Since the beginning, this program has allowed us to reach more than 3.3 million customers in 2021. With KMPG Türkiye aiming to identify the permanent effect of the program, we achieved an improvement of 2.8 points in the Balanced Nutrition Index compared to the period before the project. This index is based on the calculation of the annual average distribution of the main food groups in the food shopping of our customers. Then the degree of deviation is found according to the recommended con-

sumption ratios. In 2021, we included baby nutrition and care and denture care messages in the application.

Our Wellbeing Journey Program awarded 7 prizes in the international arena and was presented as an exemplary project at the world retail summits in Lisbon, Berlin, London, Tokyo, Warsaw and Monaco, and attracted great attention as being the first among next generation retail practices. We have ongoing efforts to adapt the project to the retail industry in Latin America and Japan.



You can find Wellbeing Journey Program video on **our Migros TV channel**.



Growing Healthy with Migros Project

We believe that children have a special place in our awareness efforts regarding community health, and we carry out efforts in this respect. We have been carrying out our “Growing Healthy with Migros” project for 5 years, which is prized in many areas, to widespread and further strengthen the awareness in children about healthy and good living. In this context, we organized store tours for children and their families led by our volunteer store managers in 396 Migros stores in 70 provinces of Türkiye. We share much information with children and provide them healthy living and conscious shopping training on the benefits of fruits and vegetables, delivery of products to shelves and control processes, Good Agricultural Practices and the tips for label reading. Children are also told about the benefits of waste collection bins in stores and their contribution to a better future by recycling their waste.

During the tours, the children are told about the importance of motion and balanced nutrition and presented “Migros Guidebook for Growing Healthy”, which was prepared with the support of Food Safety Association. Within the scope of “Growing Healthy with Migros” project, we organized training and events for more than 176 thousand children up to now. In addition to the store tours, we ensured easy and quick access to the training by carrying the training into digital environment.

In 2021, our training was transformed into an animation film in collaboration with the United Nations Food and Agriculture Organization (FAO) and broadcasted on April 23, National Sovereignty and Children’s Day.



Our cartoon received a total of **206,313** views in 2021 via Migros TV and other social media channels. With the re-launch in 2022, this number exceeded 2 million.

You can find the training video of “Growing Healthy with Migros” on **our Migros TV channel**.



Our Collaborations Providing Social Contribution

Migros Theater Festival

Migros offered families the opportunity to watch theater plays during the Migros Theater Festival held in 2021. A total of 30 plays for children and adults were staged within the scope of the festival. Plays were watched on MigrosTV with the PNR code included in the theater tickets sold at Migros stores, Migros Sanal Market and Mobilet.



Support to Education through Stationery Shopping

In order to support the education of children, we donated to the Educational Volunteers Foundation of Türkiye (TEGV) on behalf of our customers a portion of the revenues generated from the stationery purchases amounting to TRY 200 or more, made in our stores in August and September when the exciting return-to-school season was in full swing.

Our Little Athletes Project

In our "Little Athletes" project, we donate a certain part of the income from "Procter&Gamble (P&G)" products sold in our stores, to the Special Olympics Committee of Türkiye. The project ensures that children in need of special training who are at the age of 2 to 7 can both develop their communication skills by socializing with their age mates and increase their coordination skills. With the contribution of our customers as well, we supported 6,238 special youngsters and children up until today to help them meet sports.



Our Collaboration with the Book for All Foundation

In this project we aim at instilling the habit of reading in children and support the Book for All Foundation, meeting on common ground with our customers. By collecting 58,500 books up until today, our customers who dropped into the packages of the Book for All Foundation their own books or the books they purchased from our stores at a discount, have contributed the delivery of these books to schools across Türkiye.

Our Collaboration of Girls on the Field

We are constructing an astro turf with 'Ruffles Girls on the Field Platform', which organizes football schools for girls, tournaments for high school students and adult women, football and social development camps for mixed groups of girls and boys and corporate trainings for schools and companies. We plan to organize training programs and events in the said astro turf with partnership of "Girls on the Field".

Our Collaboration with Play-Doh with the Theme 'A Box Full of Future with Play-Doh'

As part of the collaboration with Play-Doh to support children's creativity and imagination, we donated 39,900 play dough products to the Mother-Child Education Foundation (AÇEV) based on the sales of 4-pack play dough products in our stores.

Our Children's Clothing Donation Campaign

We plan and carry out our 'Clothing Donation Campaign' project, which has been continuing for 10 years and now have become a tradition, in collaboration with Ariel (P&G) and the Community Volunteers Foundation (TOG). We delivered the clothes we collected to 420,000 people.

Migros Children's Theater Festival

Every year, in the weeks that coincide with the 23 April National Sovereignty and Children's Day, we support children in watching theater plays free of charge, in cooperation with the State Theatres. For 27 years, with our Migros Children's Theater Festival, we have enabled 1 million children to go to theater plays free of charge.



Our Collaboration with Kellogg's and TEGV

When children were kept away from the school in Covid-19 period, we implemented our social responsibility project of 1,000 tablets for 1,000 children in cooperation with Kellogg's and TEGV to meet technological needs and overcome limited access to the internet. Our customers contributed to delivery of 1,000 tablets to children in need determined by TEGV, by contributing TRY 1 to the project with each Kellogg's branded product they purchased from Migros, MigrosJet, 5M, Macrocenter.

Our Collaboration with the Spinal Cord Paralytics Association of Türkiye

With the plastic cap collection project carried out with the Spinal Cord Paralytics Association of Türkiye (TOFD), we supported the donation of 6 wheelchairs in exchange for 1,930 kg of plastic caps collected until 2021.

Our Collaboration with Nestlé and SosyalBen Foundation

In the project we implemented through the Nestle and SosyalBen foundation, we supported education through every Nesquik Nesfit and Corn Flakes product purchased from our stores. In the first phase of the project, we contributed to the development of children by delivering educational kits to 1,000 children.

Our Donation Boxes with TEGV

Every year on April 23, National Sovereignty and Children's Day, we place donation boxes in our stores for the Educational Volunteers Foundation of Türkiye (TEGV). During the same period, we sell toys, children's books and stationery products at a 50% discount in our stores. Our customers who buy these products and want to donate can deliver the products to children in need through the foundation.

Social Solidarity

As Migros, we contacted AFAD (Disaster and Emergency Management Presidency) Coordination Centers in all regions in the first hours of the fires that occurred in various regions of our country in 2021, and shipped necessary products such as water and ice, hygiene materials, and emergency food and beverages to the relevant places within a few hours. In addition to this, we also provided instantly needed products from our stores in the regions. Furthermore, we provided various technical equipment such as refrigerated trucks and fire hoses to the areas in need by obtaining the same from the relevant parties. We also carried out follow-up studies and provided support for Migros' people affected by the fire and its teams that were working with all their might, in Çökertme, Mazı, Turunç, Orhaniye, Manavgat - Gündoğmuş Southern side and Taşağıl side, and Isparta Sütçüler regions.



Our Collaboration with Paşabahçe and Breast Cancer Foundation

Within the scope of "October 1-31 Breast Cancer Awareness Month", we contribute to the development of breast health awareness and the spread of early diagnosis opportunities by donating to the Breast Cancer Foundation for each bottle we sell in our stores, by including the Paşabahçe Meva Pink-Capped bottle in the Migroskop and 5M catalogue.