



TRANSPARENT AND FAST FLOW OF PRODUCT INFORMATION

Migros is strongly committed to the principles of responsibility and transparency when providing information about the goods it sells. The company uses both package labels and other methods to ensure that shoppers have complete, detailed, and accurate information about what they are buying. As required by the **Turkish Food Codex Regulation on Labeling and Provision of Food Information to Consumers**, the labels of all foods offered for sale by Migros show calorie count and nutrient information. Under an ongoing project that continued in 2023, the calorie, carbohydrate, sugar, protein, fiber, fat, and salt content of 512 Migros private-label products was updated. The company also provides informative instructions on how to use its 115 private-label non-food products. Migros complies with all statutory and regulatory requirements concerning the provision of accurate labelling information about goods that the company sells online.

Effective collaboration across the global retailing ecosystem is essential to ensuring that consumers can access reliable and accurate information quickly through both online and offline channels about what they are buying. This requires the existence of a shared platform bringing consumers and retailers together. Migros Group's CEO Ömer Özgür Tort is a member of the boards of directors of GS1 Global and GS1 Turkey, which are working along with other national GS1 members on a **"Product Data Digitalization & Standardization"** project initiated by the Consumer Goods Forum to develop barcode technologies for a barcoding system that will ensure that all product information is



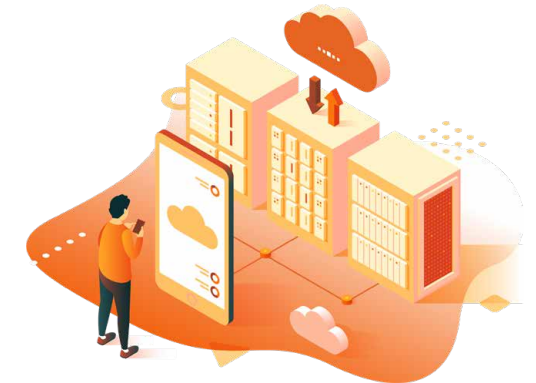
transmitted transparently and consistently among all companies that are CGF members.

Migros has taken the initiative to define 7 key evaluation parameters for all of its private label products within the GS1 system, aiming to lead and serve as a model for the Turkish retail industry. As of end-2023, Migros had collaborated with 1,006 suppliers in the definition of 7 key product information parameters for 17,595 items for inclusion in the GS1 system. Of these, 12,910 have been verified so far. Migros is actively working with its suppliers to ensure that all its

private label products are fully integrated into the GS1 system by 2030. Ongoing developments such as the QR system being planned by GS1 for rollout in 2027 are being closely followed to integrate innovations into Migros' business model as quickly as possible.

Details about Migros' efforts to ensure that suppliers' product labels convey information transparently to its customers are provided elsewhere in the **"Product Quality Control Processes"** [☞](#) section of this report.

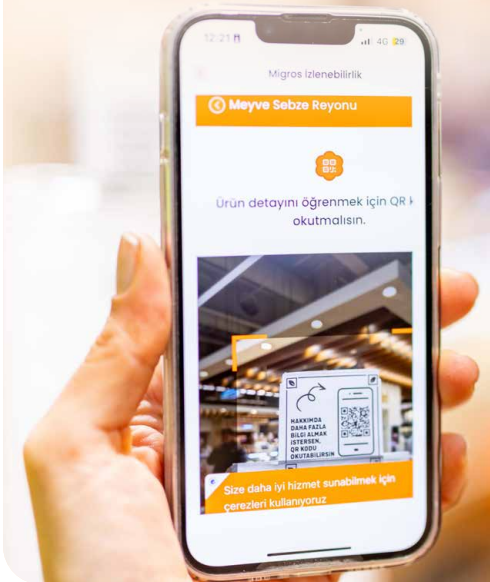
SERVING AS A MODEL FOR THE TURKISH RETAIL INDUSTRY, MİGROS HAS DEFINED 7 KEY EVALUATION PARAMETERS FOR ALL OF ITS PRIVATE LABEL PRODUCTS FOR THEIR INCLUSION IN THE GS1 SYSTEM.





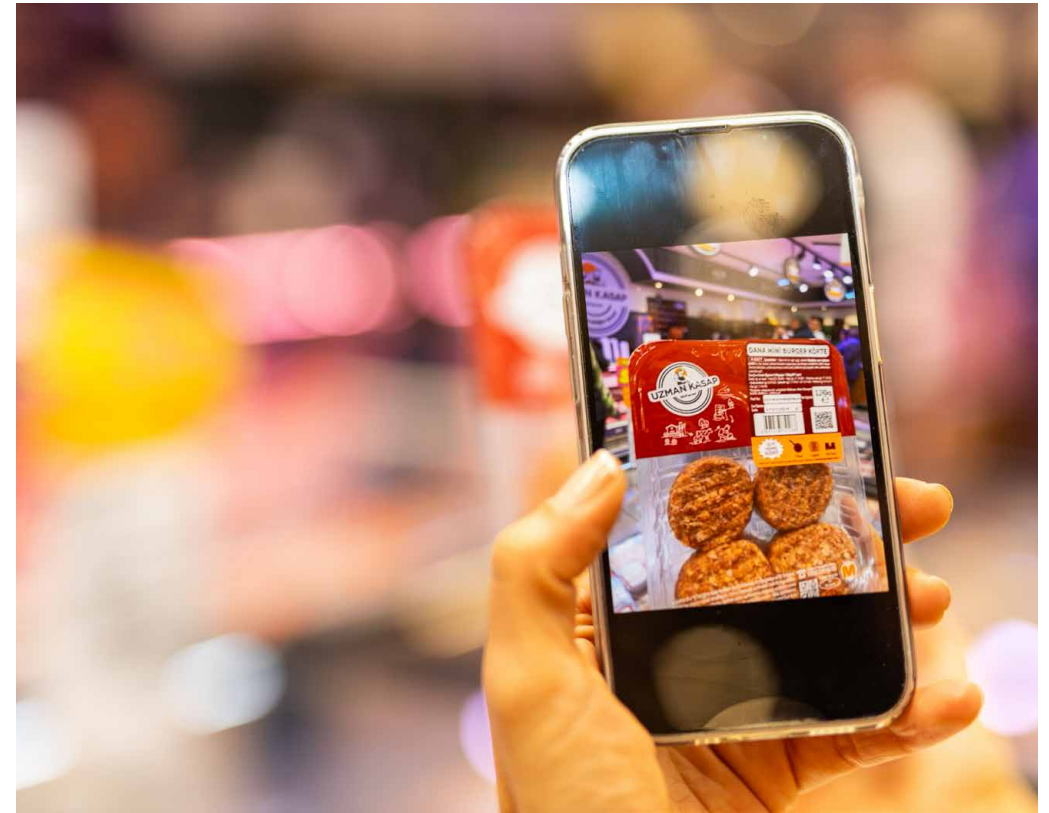
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THE MİGROS TRACEABILITY PLATFORM USES BLOCKCHAIN TECHNOLOGY TO TRACK THE MOVEMENTS OF FRESH PRODUCE AS IT MOVES FROM FIELD TO STORE AND ON TO SHELVES SO THAT CUSTOMERS CAN KNOW WHERE IT HAS BEEN BEFORE THEY BUY IT.



Fruit and Vegetable Traceability

Migros constantly enhances its digital capabilities to ensure that its customers always have access to fresh, healthy products. **The Migros Traceability platform** uses blockchain technology to track the movements of fresh produce as it moves from field to store and on to shelves so that customers can know where it has been before they buy it. Built into the MoneyPay and Migros Money mobile apps is the ability to scan traceability QR codes on fresh produce items. This lets customers conveniently view a complete record of these movements as well as product information details and certification status. During 2023, this feature was used 3,691 times to track the movements of 1,308 traceable items. Through the **Agricultural Production Traceability Portal** that Migros launched, suppliers enter certification details about the products the company sources from them, thereby creating a database which ensures that all sustainability-certified farm produce can be tracked quickly and effectively.



Meat Traceability

Through the meat traceability project that it developed, Migros provides information such as production date & place, expiration date, batch number, nutritional values, allergens, storage, and origins of 20 Uzman Kasap (Master Butcher) red meat products. Customers can access this information by scanning a QR code included in every item's labeling. The aims of this project are to support sustainability and to rationalize

MİGET meat processing plant processes by using GS1 barcodes to track product movements while allowing customers to view traceability details themselves. Migros customers have availed themselves of this feature to **read the barcodes of 3,276 items in 905 stores** since the system was rolled out. The company plans to bring all MİGET products into compliance with GS1 traceability standards in the near future.