

AKÇANSA



SUSTAINABILITY COMMUNICATION POLICY

As a company striving to become Türkiye's leading provider of sustainable building materials with the highest stakeholder value, we embrace our environmental, social, and governance responsibilities and avoid communication focused on 'greenwashing.' We are committed to providing honest, transparent, and accountable communication to all our customers, employees, and stakeholders.

This policy has been established to ensure that **Akçansa Çimento San. ve Tic. A.Ş. communicates accurately, transparently, and honestly about its sustainability commitments, performance, and strategies. This policy also clearly outlines that we will avoid any communication in the context of sustainability that could be perceived as misleading by our stakeholders.**

This approach to sustainability communication implemented by **Akçansa Çimento San. ve Tic. A.Ş. applies to all communication processes managed by the Corporate Communications Department, the Sustainability Department, and all business units within the organization.**





■ We align our sustainability strategy with the United Nations Global Compact (UNGC) and the UN Sustainable Development Goals, and we transparently share our sustainability-focused communication efforts with our stakeholders through official communication channels.



■ We accurately, relevantly, and clearly define our performance indicators in environmental, social, and governance matters, support them with methods and data that comply with international standards, and ensure the validation of these indicators by independent third parties, which we share with the public through our sustainability/integrated reports.



■ Drawing strength from our equitable, fair, inclusive, and diversity-driven corporate culture, we are committed to using communication language that is sensitive to gender equality. We transparently share our approach regarding this matter with our stakeholders through the Gender Equality Policy published on our website.



■ In all our corporate events, we adopt the principle of contributing to a sustainable future and take steps to reduce our environmental footprint.



■ We use scientific data and reliable sources to support the information and commitments we report as part of our sustainability strategy.



■ We adopt a strategy in our conventional and digital communication efforts that prioritizes informing all our stakeholders and the public about our sustainability-focused developments and performance based on scientific and reliable sources and raising awareness on these issues.



■ We avoid providing misleading information to the public and other stakeholders, and we ensure that all our sustainability statements are supported by verified reports and actions.



■ We regularly evaluate the outcomes of our sustainability-focused projects and environmental/social commitments, monitor the progress toward achieving our goals, and share the results with the public through appropriate channels.



■ We act honestly regarding all positive and negative impacts resulting from our activities and take concrete steps to mitigate any future negative impacts.



■ We ensure that the language used in all our sustainability-related communications is clear, straightforward, and precise, avoiding complex terms or misleading expressions. It is essential that Akçansa employees adhere to this approach in their sustainability-related communications.



■ We avoid using language that could be perceived as greenwashing in conventional and digital media content, advertisements, videos, websites, social media, press releases, briefings, statements, and all corporate-level communications related to sustainability.



■ We strive to perform at the highest level to inform and raise awareness among our employees, customers, and other stakeholders about sustainability and the issue of greenwashing.



■ We prioritize avoiding greenwashing in our corporate communication strategy. We avoid approaches that could create the impression of greenwashing and work diligently to prevent any complaints in this regard. Should any complaints arise, we address them promptly and with utmost seriousness. In all our communications with stakeholders, we act respectfully, consider their feedback, and improve our policies and practices accordingly.



■ We comply with the 'Guidelines on Advertisements Containing Environmental Claims' published by the Turkish Ministry of Trade in 2023 and commit to conducting our activities in accordance with any new framework, regulation, or revision regarding greenwashing that may be established in Türkiye.



■ When selecting conferences, awards, and sponsorships, we diligently participate in transparent and reputable activities that consider environmental and social impact management. We refrain from applying for awards with unclear evaluation methodologies and criteria, those that do not provide information about the jury members, or those we believe are perceived as engaging in greenwashing. In this regard, we make the necessary evaluations in cooperation with the Sustainability and Corporate Communications Departments.



■ We do not make false claims or statements about the environmental impacts of our products or services and ensure that all information and statements we share with the public are always verifiable.



■ In line with the Green Claims Directive (Directive on Substantiation and Communication of Explicit Environmental Claims), published by the European Commission in March 2023, we share verifiable information about our products and activities and use specific language when communicating their sustainability.



■ We steer clear of actions that conflict with the realization of our Sustainable Development Goals, including greenwashing, deceptive practices, and misleading advertising.

This Policy has been approved by the Akçansa Board of Directors and came into effect as of November 19, 2024.