

Corporate Communication Activities

With the strength it gets from Türkiye and its employees, Türkiye Hayat Emeklilik set its attitudes based on a simple, exciting and sincere tone and performs its communication activities accordingly.

Corporate communication activities rely on the elements that will differ with the confidence in the strength which Türkiye Hayat Emeklilik draws from its name, and the understanding of transposing the “after” with “before,” mentioned in vision.

Having set out for Türkiye with the values of Türkiye, Türkiye Hayat Emeklilik marches on creating the insurance business of the future by repositioning the “insurance” perception in its path of “Being One, Being United.” In the path it set out with this aim, the company continues to be a leader and pioneer with its vision: Be

recognized as a global technology company within a decade based on its understanding of offering solutions catering to the need for trust at every moment of life for everyone dreaming of a bright future, and using its power for kindness, while transposing the “after” in the insurance experience with “before.”

In line with its vision, mission and strategies, Türkiye Hayat Emeklilik reaches its stakeholders with an original, self-confident, inclusive, sensible, assertive and realistic communication language that is based on a sense of responsibility and that adopts the “WE” concept and makes it felt. The Company performs its communication activities with a simple, exciting and sincere tone with the strength it receives from Türkiye and its employees.

Türkiye Hayat Emeklilik has formulated its attitudes on the grounds of empathy and solidarity, and has specified its communication framework under three main headings;

- **Emotional benefits:** Trust, sense of belonging, peace of mind, pride...
- **Functional benefits:** Secured future/assurance, individual economic benefit, professional management, experience/know-how and expertise, far-reaching service, need-tailored solutions, new products in currently uninsured areas...

- **National benefits:** Sustainable contribution to the economy, growing market, international branding potential...

COMMUNICATION ATTITUDE

- **Leader** (guiding and serving as reference)
- **Close** (accessible)
- **Quick** (agile)
- **Sharing** (stakeholder-oriented, believing in “win-win,” open and transparent)
- **Productive** (producing information, innovations, services)
- Domestic and national, and international at the same time (citizen of the world)

Media Coverage

In terms of media performance, Türkiye Hayat Emeklilik ranked second in the Communication Value score between January and December 2021.

In 2021, a total of 5,117 promising news about Türkiye Hayat Emeklilik were made. 359 and 4,753 of this news was published in printed media and on internet, respectively while five of them were televised. The company was ranked first on internet and third in the printed media among its benchmarks with these figures for the promising news communicated about it between January and December 2021. It attained a total Communication Value score of 42,629,220.



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Türkiye Hayat Emeklilik was awarded from IADA, which rewards worldwide annual reports.

Eight awards for the 2020 Annual Report

Türkiye Hayat Emeklilik won a total of 15 awards with its 2020 Annual Report prepared with the theme of "Unity" from the Vision Awards 2020 organized by the League of American Communication Professionals (LACP), one of the most prestigious platforms in the world, from the International ARC Awards Competition, which is considered the Oscar of annual reports, from the Stevie Awards, where more than 3,700 applications from 63 countries compete, and from IADA which rewards worldwide annual reports.

The awards granted to Türkiye Hayat Emeklilik

LACP/ Vision Awards 2020

- Insurance Category-Golden Prize
- Financial Services 2 Category-Golden Prize
- Best Message from CEO - Golden Prize
- Integrated Annual Report Format - Financial Services Category - Golden Prize

ARC Awards

- Insurance: Life and Health Category - Golden Prize

IADA

- Integrated Presentation Category-Golden Prize
- Illustrations Category-Bronze Prize

Stevie Awards

- Best Annual Report Category - Bronze Prize



Press conference and celebrations for the first foundation anniversary

The first year of Unity was celebrated with enthusiastic events organized with employees and, especially the Head Office Units on September 1, with corporate sales partners and brokers on September 2, and with agencies on September 6. The employees collectively filled with the excitement and happiness of Unity had fun with the events organized for the day, and also reflected Unity physically by making a puzzle, each piece of which represents an employee.

Atilla Benli, General Manager of Türkiye Hayat Emeklilik stated in his speech that unity and co-production lie behind the successful corporate performance, and gave the message that this is the greatest power.

Live connections were made to the regions during the events, and employees had the opportunity to celebrate this beautiful day together by crossing the distances.

At the press conference held on September 7, 2020 on the occasion of the first anniversary of Türkiye Sigorta and Türkiye Hayat Emeklilik; the progress made in the past period was discussed after the launching event, which was organized with the participation of President Recep Tayyip Erdoğan. The commercial film series released were introduced together with the famous actor and the brand face Timuçin

Esen who took part in the films, at the press conference held for the anniversary of the Company's establishment.

Brand Face is Timuçin Esen

Türkiye Sigorta; is an agile, strong, leading, reputable, friendly, innovative and inclusive insurance company. Moreover; It is positioned as an attraction center that excites, creates difference and has high stakeholder sensitivity.

In order to best represent its strong, innovative and sensitive stance, and to move the insurance experience from "after" to "before," the Company sought a representative who would identify with its targets in its advertisements. As a result of the interviews and studies, Timuçin Esen has been the name that exactly overlaps with the principle of professionalism and respect for their work, which are the most sought-after features of business stakeholders. Delivering his messages to large audiences with a successful name like Timuçin Esen made a significant contribution to the Company's business goals.

The first of the commercials went on the air on Wednesday, September 8. Between September 8 and November 30, 2021, five commercials starring Timuçin Esen were featured in radio commercials, outdoor advertisements and digital platforms throughout Türkiye.



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Seven Cities Seven Good People

Türkiye Hayat Emeklilik searched for seven good people in seven regions of this beautiful country, from which it took its name, and reached these people through social experimentation. The purpose of the project which was based on the perspective of "using power for kindness" as set out in the Company's vision was to reveal the beautiful people of Türkiye once again. For this purpose, random people from society were asked for help in special situations created by the social experiment method, and dozens of good people heard this call. The films that involve such kind-hearted people are a way of thanking these people who supported our disabled friend asking for help to climb the

steepest slope of Balıkesir, who showed Turkish hospitality to the tourist asking for help on one of the hottest days in Antalya; who accompanied an elderly man living alone in Tekirdağ and was looking for a chat to accompany his coffee; who guided our little friend who was wandering alone in Balıklı Göl, Şanlıurfa; who mobilized with the couple looking for their lost dog in Erzurum; and who helped our friend with a flat tire on the way to his wife in the hospital in Ordu.

The films created as part of the project were shared on social media accounts on November 13, World Kindness Day with the aim of hosting a special day. The films can be viewed on the corporate YouTube page of the Company.

Pusula Magazine for Agencies

Prepared specially for agencies, one of the most important stakeholders of the company, Pusula Magazine started its publication life with its first issue in July 2021. The magazine which is published quarterly and strengthens cooperation and communication with agencies contains interactive and informative content about the Company news, realized events, interviews, posts about the industry and many more. The magazine is delivered free of charge to the agencies of Türkiye Sigorta and Türkiye Hayat Emeklilik. Besides, it can be read for free via Turkcell Dergilik application.

VakıfBank Sports Club sponsorship

In 2021, the Company sponsored the VakıfBank Volleyball Team that won the Turkish Cup for the 7th time, the Spor Toto Champions Cup for the 4th time, as well as the CEV Champions League silver medal and the 12th Turkish League Championship. The Company will keep supporting sports and the successful women of our country, and sponsoring VakıfBank Sports Club Women's Volleyball Team in 2022.

Great Art Pieces by Little Painters

To support the mental development of primary school students and to evoke an interest in the art of painting and fine arts, Türkiye Hayat Emeklilik and Türkiye Sigorta organized the painting competition named "Big Works by Little Artists" participated by the children of its employees and agencies. The theme of the competition was determined as health workers, the unsung heroes of the pandemic period.

For the purpose of contributing to the development of art in Türkiye and spreading the awareness of art to broader masses, the pictures of children in 5-9 and 10-15 age groups were evaluated in the competition themed "Superheroes Without Capes: Health Care Workers." At the end of the competition in which more than 90 works participated, three works in each category and six works in total were ranked, and 40 works were qualified to be exhibited. The winners of the competition received numerous prizes suitable for their age groups, ranging from bicycles to scooters, tablets to gift vouchers.

Big Bang InsurTech

Türkiye Sigorta and Türkiye Hayat Emeklilik became one of the golden stakeholders of the InsurTech Program at the Big Bang Start-up Challenge, organized with the motto of "Pioneers" on December 2 by İTÜ Çekirdek Incubation Center which is among the top five entrepreneurship centers of universities. This project aimed to raise the awareness of entrepreneurs about the insurance industry, contribute to their technologies and respond to their needs. Cash and investment support was provided to entrepreneurs in the 10th year of the Big Bang Start-up Challenge, in which initiatives in the fields of automotive and mobility, sustainability, technological cities and insurtech came to the forefront.

Please scan the barcodes to watch our commercial films.



Please scan the barcodes to watch the happy customer films.

