

Internal Communication Activities

Türkiye Hayat Emeklilik strengthens the sense of belonging and team spirit by creating a peaceful and productive working environment for its employees whom it regards as its most valuable source.

Türkiye Hayat Emeklilik organizes numerous events to facilitate the adoption of corporate values and culture, increase loyalty to the institution, and ensure strong communication among its employees. Major activities are as follows:

- **Digital Magazine:** Presented to employees quarterly, 4 issues of Birlikteyiz Digital magazine were published in 2021. The magazine prepared as the corporate publication of Türkiye Hayat Emeklilik informed employees through messages of the senior management, interviews with business unit managers, and news about the activities and other current issues, and contributed to social learning.
- **Türkiye Sigorta Academy Website:** The first phase works of the website was completed and went live in order to facilitate access to Türkiye Sigorta Academy training and development activities, information and news, and the online learning platform, in addition to positioning the Academy better within the industry.
- **Avita Employee Support Program:** Avita, the consultancy line where employees can get service by phone in any subject they need, was available to employees throughout the year. The system which provides expert opinions on the subjects

as diverse as psychological support, medical opinion, hobby opinions and technical support operated free of charge.

- **Valuable Dialogues:** Valuable Dialogues programs have been aired every month, with the participation of guests who are experts in their fields and the intense interest of employees. This program was broadcast live on YouTube in the form of an interview, and was performed in four parts in 2021.
- **Catering Events:** Numerous catering events were organized throughout the year in order to increase the motivation of the employees and to strengthen the communication ties between them. Employees were provided with a pleasant break with the event stand consisting of breakfast packages, chocolate waterfall, roasted chestnuts, boza and salep, wafer-ice cream, fruits, vitamin bars, coffee and desserts.
- **Sports Tournaments:** Inter-company teams were formed as part of the Türkiye Sigorta Football Tournament held in summer. Istanbul Anatolia Bancassurance Region team won the tournament. Two teams, namely Türkiye Sigorta and Türkiye Hayat Emeklilik participated in the industry league held in October. Türkiye Sigorta team placed second and Türkiye Hayat Emeklilik placed third in the industry

league held in Antalya. Three teams attended the Companies Basketball League held in November.

- **Special Day Events:** With the online events held on April 23 National Sovereignty and Children's Day, Mother's Day and Father's Day by taking the pandemic conditions into consideration, the employees were not left alone on these special days, and the programs that they could watch with the family were performed.
- **Motivational Events:** In order to build communication bridges with employees on solid basis and to get to know them better, the "Come and Let's Meet" program was carried out over webex. Employees' requests about the Company were listened to and event activities were planned in line with the demands received in the program, performed with the aim of increasing in-house communication, providing an opportunity for employees to get to know each other closely and increasing motivation.
- **Anniversary Events:** Inter-company anniversary celebration events were organized with the concept of "We are 1" in cooperation with Corporate Communications. Music recitals and various caterings were held in the events where live connections were made with the regions.

