

Corporate Communication Activities

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Türkiye Hayat Emeklilik, setting out for Türkiye with Türkiye's values, Türkiye Hayat Emeklilik continues to advance on the path of "Being One and in Unity". By repositioning the perception of "insurance" in our country, and by carrying the "insurance experience" from "after" to "before" in order to build the insurance of the future,

Türkiye Hayat Emeklilik continues to be a leading and pioneering company with the vision of being recognized as a technology company operating in the international arena within ten years, with the perspective of providing solutions catering the need for confidence in every moment of life, for everyone who dreams of a bright future, and using its power for good. In line with its vision, mission and strategies, Türkiye Hayat Emeklilik reaches out to its stakeholders with a genuine, self-assured, promoting a sense of belonging by adopting "WE", inclusive, responsible, sensitive, determined and realistic communicative language. The company conducts its communication activities with a simple, enthusiastic and sincere tone, with the power it derives from Türkiye, and its employees.

Social Media Communication

In 2022, Türkiye Hayat Emeklilik continued its social media communication activities and conducted product- and campaign-specific communication. In 2022, the company increased the number of followers on Instagram to 12,646 and attained 43,453,649 reach. Türkiye Hayat Emeklilik increased the number

of followers by 21% and the number of reach by 90% to 1,886,528. The company kept up its upward momentum on LinkedIn, one of the major digital channels for the professional business world, and increased its impression rate by 341% with 429,109 impressions, and its followers by 71%.

Türkiye Sigorta Basketball Super League Title Sponsorship

Being the title sponsor of the Turkish Basketball Super League, which is recognized as one of the best leagues in the world, Türkiye Hayat Emeklilik and Türkiye Sigorta continued to take its support for sports to the next level with its three-year sponsorship.

With this sponsorship, Türkiye Hayat Emeklilik and Türkiye Sigorta aimed to lay the groundwork for setting up a dynamic, competitive, confident and exciting game for Turkish basketball. The company believes that this sponsorship will reflect the 'innovation and differentiation' approach it has adopted in a way that is consistent with the soul of Turkish basketball.

Sponsorship of Amputee National Football Team

Acting with the vision of using their power for good, Türkiye Hayat Emeklilik and Türkiye Sigorta have supported the Amputee Football National Team and its athletes, who are the symbols of perseverance and determination that won the European Championship twice and made our country proud by winning the World Cup.

Türkiye Hayat Emeklilik and Türkiye Sigorta, are the title sponsors of the Turkish Basketball Super League.



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Türkiye Sigorta Customer Platform

At a press conference conducted on 31 March 2022, Türkiye Hayat Emeklilik and Türkiye Sigorta announced the “Türkiye Sigorta Customer Platform,” a mobile application that breathes new life into insurance business on its digitalization journey. In addition to the press conference, digital advertising initiatives continued for communication about the platform. In addition, communication activities supported by advertisements in printed media were enhanced with outdoor advertisements. Through the mobile application of the Company, all users, regardless of whether they are Türkiye Hayat Emeklilik or Türkiye Sigorta customers, will be able to experience various products and services in the quickest, most dependable and most convenient manner possible through a single application. Super app, which is a first in the insurance sector, has been defined as “Türkiye’s first insurance super app”.

ESİB Trainings

Türkiye Hayat Emeklilik and Türkiye Sigorta have become one of the sponsors of the Insurance and Risk Management Awareness Strengthening Trainings for the Tradesmen (ESİB), which is planned as the largest participation training campaign in the insurance industry in an effort to widespread insurance literacy throughout the society. During the free trainings, the Company shared its solid experience and know-how with tradesmen and artisans, and more than 2 million tradesmen were reached throughout the project.

Along with the risk management training, the company provided tradesmen with trainings on topics such as BES, workplace insurance, insurance for cyber risks, and financial insurance, they would need.



Insurance Meetings in 10 Cities

Türkiye “Insurance” Talks are organized in 10 cities of Türkiye in collaboration with Türkiye Hayat Emeklilik, Türkiye Sigorta and Ekonomi newspaper. In the panels, topics pertaining to increasing enterprise awareness in the disciplines of risk management and insurance are discussed. Chambers of industry and commerce, non-governmental organizations, universities and sector leaders of the region participate as panelists and audience in order to discuss the needs for insurance and potential of the region.



Türkiye Sigorta Memorial Forest

For a greener future, Türkiye Hayat Emeklilik and Türkiye Sigorta created a Memorial Forest of 10,000 saplings for the second anniversary. It continues its efforts to mitigate the effects of climate change and leave future generations with a more habitable planet by planting trees within the scope of sustainability studies. As an insurance company, Türkiye Hayat Emeklilik and Türkiye Sigorta have implemented a social responsibility project with the goals of securing the future of the people, reducing the adverse impacts of company operations on the environment, and increasing its positive impact.

The memorial forest created in Sivas Yıldızeli - Anklar location was organized with the contributions of the Ministry of Environment and Forestry and the participation of regional employees of Türkiye Hayat Emeklilik and Türkiye Sigorta.

44th Istanbul Marathon

Acting with the mission of using its power for good, Türkiye Hayat Emeklilik and Türkiye Sigorta participated in Türkiye's largest charity race for the 3rd time. The companies participated in the 44th Istanbul Marathon with 233 runners. Türkiye Hayat Emeklilik and Türkiye Sigorta employees collected donations for various non-governmental organizations as a step toward a better world.

The employees participating in the marathon delivered a total of TL 425,705 donations from 1,986 contributors to institutions including many NGOs, from Darüşşafaka Cemiyeti to KAÇUV (Kanserli Çocuklara Umut Vakfı), from TED (Türk Eğitim Derneği) to UNICEF.

Pusula Magazine

Pusula Magazine, specifically prepared for agencies, one of the primary stakeholders of the company, started its publication life with its first issue released in July 2021. The magazine, which is published quarterly and enhances cooperation and communication with agencies, contains interactive and informative content on news about the Company, events, interviews, sector-related posts, and many more. In addition to interviews, the magazine, which will reach its readers with three new issues in 2023, also offers puzzles for adults and children, and various label gifts.

The magazine, prepared with the pleasant content contributions of the agencies, is distributed to all agencies, and can also be accessed for free via the Turkcell Dergilik application.

30% PPS Communication

New regulations have been implemented to the PPS in response to the state's increased contribution of 30% to the Private Pension System. The Company carried out communication initiatives across various media channels, including television, radio, print media, and outdoor advertisements, to highlight the benefits of the 30% state contribution.

The advertisement film, featuring Timuçin Esen as the brand's face, has been adapted to highlight the 30% PPS state contribution, and took place on television, radio, outdoor, and social media channels. Along with broadcasting advertisements on digital platforms, communication continued across social media channels.

Three issues of the **Pusula magazine**, which was distributed to all agencies, were made available to its readers in 2022.

