

Corporate Communication Activities

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

Having set out for Türkiye with the values of Türkiye, Türkiye Sigorta gets ahead on its path of “Being One, Being United.” To build the insurance of the future by repositioning the “insurance” perception in our country, it 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 Sigorta 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 and makes the concept of “WE” 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 Sigorta 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

Türkiye Sigorta

In terms of media performance, Türkiye Sigorta ranked second among all its competitors in the Communication Value score between January and December 2021.

In 2021, Türkiye Sigorta was covered in a total of 21,474 positive news items, 858 of which were in printed media, 20,324 on social media and 292 on TV. With these values, Türkiye Sigorta ranked first in social and television media, fifth in print media, and first in all media among its benchmarks in terms of achieving the most positive news in the January-December 2021 period.



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With 292 positive new items on TV in 2021, Türkiye Sigorta ranks the first among brands with the most positive news coverage.



Türkiye Sigorta achieved a total of 45,600,821 Communication Value Points with its positive news in the print media and on the internet, becoming the brand that achieved the Second Best Communication Value Score in print media, the internet and overall.

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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.

Please scan the QR codes to watch our commercial films.



Corporate Communication Activities



A total of 7 awards for the 2020 Annual Report

Türkiye Sigorta and Türkiye Hayat Emeklilik won a total of 15 awards with their 2020 Annual Reports 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.

LACP/ Vision Awards 2020

Insurance Category-Golden Prize
Financial Services 2 Category-Golden Prize
Best Message from CEO-Silver Prize

ARC Awards

Insurance: General Category-Silver Prize
Insurance: General/Written Text Category-Bronze Prize

IADA

Integrated Presentation Category-Golden Prize
Illustrations Category-Bronze Prize

Press Conference and Celebrations for 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 Sigorta 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; 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.

Happy Customer Films

Türkiye Sigorta set out to offer solutions catering to the need for trust at every moment of life for everyone dreaming of a bright future, while transposing the "after" in the insurance experience with "before." Through the steps taken in this direction, the "Happy Customer Films" project was realized to share the real experiences of customers who are satisfied with the products and to convey this happy experience at first hand. In line with this approach, it was aimed to raise awareness about insurance against the risks that we may encounter at any time in daily life, based on real stories. Real policyholders took part in the one-minute films shot in 7 regions of Türkiye. The protagonists of our films told the story of the unexpected situations they encountered, and the story of Türkiye Sigorta being there for them in these difficult times with fast, easy and constructive solutions. The films which tell seven true stories from seven regions that are about tractor accident, flood, earthquake, fire and health were posted on the Company's social media accounts.

Please scan the QR Codes to watch our Happy Customer films.



Corporate Communication Activities

Türkiye Sigorta that continuously supports sports and the successful women of our country, carries on sponsoring VakıfBank Sports Club Women's Volleyball Team in 2022.

Seven Cities, Seven Good People

Türkiye Sigorta 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 our country once again. For this purpose, our people were asked for help in special situations created by the social experiment method, and dozens of good people heard our call. Films involving these beautiful people are a way of thanking our beautiful 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 Türkiye Sigorta.

Türkiye Sigorta Pusula Magazine

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 enlivened with the pleasant contributions of the agencies is delivered to all agencies free of charge. Besides, it can be read for free via Turkcell Dergiilk 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. Türkiye Sigorta will continue to give support to sports and the successful women of our country, and to sponsor VakıfBank Sports Club Women's Volleyball Team in 2022.

Türkiye 2023 Summit National Energy Panel

Energy generation is one of the most strategic subjects for countries. Energy investments have a much different meaning, considering such importance. The possible problems in energy generation have an impact on not only the institutions but also our country and the world. Therefore, Türkiye Sigorta regards providing the necessary assurance and support on energy generation among its priority duties.

With this awareness, Türkiye Sigorta gave guarantees to renewable energy power plants as well as hydroelectricity, solar, geothermal and wind power plants in operation. It also issued policies for TPAO's Kanuni, Yavuz and Fatih vessels that perform seismic exploration and drilling as well as for MTA's research vessel Oruç Reis.

Moreover, Türkiye Sigorta and Türkiye Hayat Emeklilik provided sponsorship to the energy panel organized by Turkuvaz Media Group with the participation of economy channel A Para, Energy and Natural Resources Minister Fatih Dönmez, and the leading names of the energy world. Within the project, General Manager Atilla Benli took part in the panel broadcasted in A Para and A Haber, as spokesperson.



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 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 purposes of contributing to the development of art in our country and spreading the awareness of art to wider 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 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.

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