



DIVERSITY AND INCLUSION POLICY

1. OBJECTIVE

Mavi believes that diversity and inclusion are essential in the workplace and encourages practices to support this approach. Accordingly, Mavi aims to build a company culture that promotes diversity and to provide a work environment where the diversity approach is integrated into the talent experience and employees are always respected regardless of their backgrounds or views and can be themselves.

The Diversity and Inclusivity Policy reflects Mavi's commitment to ensuring diversity and inclusivity among the workforce. This policy aligns with **Mavi's People and Its Principles**, the document defining the ethical principles and code of conduct that apply to all employees of Mavi companies and subsidiaries and business partners.

2. DEFINITIONS

Diversity: Diversity typically refers to all differences that define people. Everything that makes an individual unique is part of the diversity definition.

Inclusion: Inclusion refers to putting the concept of diversity into practice by creating an environment of participation, respect and connection with a wealth of ideas, backgrounds, and perspectives to create business value.

3. SCOPE

This policy applies to all global Mavi organizations and all the partners, including the suppliers and franchisees ("Business Partners" with whom the company has commercial relationships.)

4. RESPONSIBILITIES

The Senior Leadership Team, Chief Human Resources Director (CHRO), and the C-Suite are responsible for implementing this policy.

5. POLICY

Mavi values the differences of its people and provides a work environment where everyone is respected and feels a sense of belonging. Mavi is committed to exercising equal opportunity in all its processes. Accordingly, all recruitment, placement, development, training, compensation, and promotion decisions are based on the employee's qualifications, performance, skills, and experience. This system is built to encourage cultural diversity and equal opportunity and recognize performance and contributions to business success. Therefore, the company strives to attract, develop and retain open-minded talent with diverse backgrounds and experiences and respect for differences.



Mavi aims to build an environment where employees feel valued, safe, and free to create and innovate.

Ensuring gender equality, addressing sexist biases, and empowering women in business are key topics in Mavi's focus. Mavi aims to maintain a balance between male and female employees. Furthermore, Mavi implements strategies that promote women's employment in management positions. Therefore, Mavi offers opportunities and implements practices to encourage women's participation in the workforce, facilitate work/life balance, and support their family life.

Mavi actively participates in and supports the work of national and international initiatives and platforms that aim to empower women toward participating in economic life in all sectors and at all levels.

5.1 Equal Opportunity and Diversity in Recruitment

The **Recruitment Policy** is based on valuing people and knowledge, objective assessments, and equal opportunity. Mavi selects and recruits employees based on their professional competencies and qualifications, regardless of their age, gender, race, skin color, language, religious belief, spiritual or political ideology, ethnicity, economic status, health condition, disability, physical appearance, lifestyle and what they wear, or sexual orientation and helps them unlock their potential.

Mavi supports measurement-assessment practices and selection and placement decisions based on skills and capabilities and promotes equal opportunity.

5.2 Diversity and Inclusion in Training and Career Development

Mavi embraces an inclusive approach to leadership culture and management practices. The company develops and implements programs to allow all employees to unlock their potential by providing training and career development opportunities.

Mavi considers the opinions and suggestions of all employees and encourages engagement by providing platforms where they can express themselves.

Furthermore, Mavi invests in training and development and teams up with external partners to train a qualified human resource for the sector. The company trains its employees on managing diversity and inclusivity.

5.3 Communication Approach

Mavi does not tolerate any sexist, racist, discriminatory, or stereotypical language and attitude in communication. Accordingly, the company encourages open, fair, non-violent forms of communication and applies an equality-focused communications policy.



5.4 Business Partners

In all its relations with Business Partners and stakeholders, Mavi recognizes the importance of collaborating with organizations that value equality and diversity.

Mavi regards diversity and inclusion as a development area for both the company and society. Driven by this approach, Mavi communicates diversity and inclusion principles and practices to its Business Partners and expects them to comply with these principles and practices. The company also supports its stakeholders in becoming ambassadors to society by developing their own best practices.

5.5 Resolving Non-compliance with the Policy

At Mavi, any incidence or suspicion that is considered to violate ethical values and principles, policies, procedures or regulations is reported via the Ethics Line.

The Ethics Line is a 24/7 support system managed by a third party or parties completely independently from the company management, and enables all Mavi employees to report non-compliances detected in Turkey or other countries, voice their concerns and ask questions verbally or written. The Ethics Line can be accessed by phone, email or via the website.

The latest developments regarding the Ethics Line channels and usage are communicated to the employees through **Mavi's People and Its Principles**, the company intranet, and other announcement systems (emailing, posters, etc.).