

TÜRKİYE HALK BANKASI A.Ş.
SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS POLICY

Halkbank, which has established itself as the leading bank of SMEs, continues to carry out entrepreneur and manager-oriented activities to decrease Turkey's reliance on imports and contribute to the country's economic development as well as increase employment opportunities in the country.

While updating its customer-oriented universal banking service offered to the SME and retail banking segments, and implementing strategies to deal with increasing competition in the sector, the Bank has also set as a priority the principle of support to social responsibility projects across the country and steadily continues to increase its efforts in this area. The Bank continues to achieve its aims by showing the sensitivity of social assistance and social responsibility also to its personnel as well as increasing work efficiency.

Social Responsibility Policies of Halkbank

1. Providing training to personnel within the institution and all SME customers outside the institution on subjects such as corporate governance, environmental and occupational health and safety, developing and implementing new projects to support the development of SMEs in Turkey and contribute to a reduction in regional disparities in terms of development;
2. Enabling SMEs to make use of economic developments and opportunities in Turkey and throughout the world by bringing executives and speakers that are experts in their fields across Turkey and holding meetings with them;
3. Expanding the vision of institutions by organizing fairs throughout Turkey/participating in organized fairs and giving information about both subjects relevant to SMEs in the business world (production, foreign trade, branding, documentation, financing, marketing, domestic and foreign investment, etc.) and about our Bank's credit products;
4. Providing education to the illiterate population for the purpose of increasing the literacy rate in our society and eliminating regional disparities in the literacy rate;
5. Getting involved in projects for the disabled and contributing to social solidarity;
6. Both contributing to the promotion of the country in the fields of tourism, culture, arts and sports; and also creating financial resources for projects that support cultural development;
7. Extending support to national and international congresses where subjects, problems and solution proposals are discussed in the fields of economy and industry.

Public Relations Policies of Halkbank

1. Planning and implementing all kinds of promotion and public relations works aimed at increasing brand value and awareness, strengthening marketing activities, creating a positive image among the public;
2. Preparing strategic communication plans to convey the services offered and new credit products to target audiences in the most effective way and carrying out corporate brand communication activities aimed at increasing awareness of the product in the market;
3. Carrying out examination, making analysis, providing information and reporting activities regarding the customer complaints with respect to laws and regulations;
4. Responding to customer queries concerning products and services on 24/7 basis and offering uninterrupted banking services;

5. Contributing to both self-improvement and strengthening of the corporate identity by carrying out activities aimed to increase internal information sharing.