

## Corporate Communication Activities

### Türkiye Sigorta, setting out for Türkiye with Türkiye's values, continues to advance on the path of "Being One and in Unity".

#### Sempatik dostlarımız Türkiye Sigorta güvencesinde!

Türkiye Sigorta Sempati Evcil Hayvan Sigortası, acil durum ve hastalıklarda sempatik dostlarımızın sağlığını koruma altına alıyor. Ücretsiz göz ve kulak temizliği, tırnak bakımı, mikrochip uygulaması ile indirimli kuaför ve otel fırsatları gibi pek çok kolaylığı bir arada sunuyor.



Yaygın veteriner ağı  
Standart ve geniş kapsamlı ürün seçenekleri

SemPati  
Evcil Hayvan Sigortası

Mikrochip uygulamaması ve senede 3 kez göz kulak temizliği, tırnak bakımı, rutin bakım paketleri ve veteriner ücretlerinde percent olmak üzere ücretsizdir.

0850 202 20 20  
turkiyesigorta.com.tr

TÜRKİYE SİGORTA  
ÇÜCÜ, adında.

Türkiye Sigorta, setting out for Türkiye with Türkiye 's values, Türkiye Sigorta 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 Sigorta 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 Sigorta 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 Sigorta continued its social media communication activities and conducted product- and campaign-specific communication. In 2022, the company increased the number of followers on Instagram by 21% and the reach rate by 234% and attained 43,453,649 reach. Maintaining its growth on Facebook as well, Türkiye Sigorta increased the number of followers by 30% and the number of reach by 80% to 41,730,331. 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 approximately to 100% with 1,181,439 impressions. Moreover, the Company carried out communication activities on YouTube and increased the number of followers in this channel by 60%. Hourly viewership rate reached over 154%.

#### Sempati Pet Insurance Film

An integrated communication plan has been created for the Sempati Pet Insurance product.

A commercial was shot featuring Timuçin Esen, the brand face of the company, and it was broadcast on national television channels and radio spots were aired. The promotion of the new product was promoted further via press releases in print media and supported with advertisements in magazines and newspapers.

Communication in the digital media has been ensured to be continuous and complementary. A 360-degree communication was ensured by taking place in outdoor advertising media.

Sempati Pet Insurance's communication plan was deemed worthy of the Gold Award in the "Best Promotion" category at the PSM Awards organized by PSM.

## Corporate Communication Activities

Türkiye Sigorta is the title sponsor of the **Turkish Basketball Super League.**



### 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 Sigorta continued to take its support for sports to the next level with its three-year sponsorship.

With this sponsorship, 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 Sigorta and Türkiye Hayat Emeklilik 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.

### ESİB Trainings

Türkiye Sigorta has 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.

### 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".



### Türkiye Sigorta Memorial Forest

For a greener future, Türkiye Sigorta and Türkiye Hayat Emeklilik 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 Sigorta and Türkiye Hayat Emeklilik 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 was organized with the contributions of the Ministry of Environment and Forestry and the participation of regional employees of Türkiye Sigorta and Türkiye Hayat Emeklilik.



#### 44<sup>th</sup> Istanbul Marathon

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



Türkiye Sigorta 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, from TED to UNICEF.



#### Türkiye Sigorta 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 Dergiilik application.

**The National Amputee Football Team, sponsored by Türkiye Sigorta, won the World Cup.**



#### Insurance Meetings in 10 Cities

Türkiye "Insurance" Talks are organized in 10 cities of Türkiye in collaboration with 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.