



DOĞAN GROUP

SOCIAL RESPONSIBILITY POLICY



Our Group believes that a strong and contemporary society would come into existence through raising modern generations that would respect universal values and contribute to the solution of social and economic problems and in this sense places importance on being involved in social responsibility activities in order to raise awareness and to create positive impacts on the society. As the Doğan Group, we make an effort for the sustainable development of our society by trying to fulfill our social and environmental responsibilities. The principles we take as basis in our social responsibility works are as follows:

- a. Finding the development areas that would minimize the environmental impacts, which might arise from our activities, and applying environmental solutions,
- b. Generating, developing, or supporting projects that would take our society further in economic and social sense,
- c. Contributing to raising of modern generations by performing works in the field of education,
- d. Raising high quality human resources by providing the necessary work environment for the individual developments of our employees,
- e. Contributing to raising awareness in individuals for the solution of social problems through the activities of our media companies and/or the supports we provide to valuable projects carried out by other organizations,
 - Assisting in raising awareness in the society about domestic violence, women’s rights, and education of girls through effective social responsibility projects we carry out in these fields,
 - Emphasizing human rights and equality; trying to instill the consciousness in the society that people should not be discriminated based on language, race, color, gender, political opinion, faith, religion, sect, age, physical disability, and similar reasons,
- f. Taking care to ensure that all our social responsibility works create measurable and sustainable impacts.

We actively use the media and the Aydın Doğan Foundation within the scope of our Social Responsibility projects. We adopt it as a principle to increase social consciousness and to create awareness in the society through the use of these instruments.

Aydın Doğan, the founder of the Doğan Group, who believed that the value of an organization was measured with what it returned to the society from the earnings it gained from the society, founded the Aydın Doğan Foundation in 1996 in line with this belief.

The Foundation gets education and sports institutions constructed, supports these institutions for the provision of high quality education, and promotes education, culture, various branches of art, and artists by organizing national and international contests and granting awards.

In addition to the social responsibility projects, in which our Group is involved, we also aim to support projects that are valuable for and that would add value to our society.

We prioritize benefit of society in all our activities and take care to encourage our employees to undertake voluntary works in social responsibility areas.