Supporting Conscious Shopping with Transparent Product Information

GRI 103-1, 103-2, 103-3, 416, 417-1, 417-2

We believe that our customers have rights to access detailed information about the contents of the products, and we adopt a sensitive approach towards this issue. Accordingly, in 2019, **we provided nutritional information on the calorie, carbohydrate, sugar, protein, fiber, fat and salt contents in the packaging of 209 private-label food products with transparency.** 72 of our 103 private-label non-food products contain usage information.

In addition to this information we share, we have been leading a global transformation project in Turkey since 2017. In retail, the producers and retailers need a well-functioning common infrastructure in order to quickly access correct and reliable product information online. **In collaboration with GS1 Turkey, we are responsible for the Turkey-based activities of the project** initiated by the Consumer Goods Forum (CGF), of which we became a member to support our consumers develop conscious shopping habits through transparent product information. As part of the project, CGF member companies provide consistent and transparent data flow for all products through the GS1 barcode system. Retailers will have GS1 verify the barcode of each product they sell with seven basic attributes, creating a standard dataset globally. With this system, information entered into the product barcode by a producer anywhere in the world will be online and displayed on retailers' screens within seconds.

Data Accuracy and Transparency Road

In line with the decision made by CGF member companies, the world retail and FMCG sector will provide consistent and transparent data flow through the GS1 barcode system. The actions required are listed as follows:
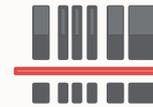
All products will have a **valid barcode** issued by GS1.

Retailers and online marketplaces will ask GS1 to verify the barcode of each product they sell through **7 basic attributes.**

With the global data model, **a standard data set** will be created for each product globally.

With the participation of sector representatives, a country data set with the minimum amount of data required to ensure transparent and consistent data flow in the **retailer - producer - consumer** triangle has been created. Using the various category-based data sets, mainly weight, ingredients and origin, product information was entered into barcodes stored in the GS1 infrastructure. There are still ongoing efforts utilizing the GS1 platform, which Migros has integrated into its system, to pair other retailers and producers. After the project is completed, it will allow all the information and processes from the ingredients of products to the production process, from fields to the shelves to be offered digitally as well as providing speed and efficiency to the retail sector. Thus, consumers will be able to shop more consciously and comfortably, and producers will be able to communicate their products and services to consumers better and first hand.

Another project we carry out as part of our support for conscious shopping aims to provide easy access to information about the products we offer for sale through our online channels. The regulation under "distant sales" in the Turkish Food Codex Labeling and Informing Consumers Regulation will come into force on 01.01.2020. In this context, we will ensure that our customers see the label information specified in the relevant regulation at the stage of purchase of the food products we sell online. We are working together with our suppliers in order to comply with this regulation.