



CUSTOMER SATISFACTION POLICY

1. Purpose

The purpose of this Policy is to ensure that Koton Mağazacılık Tekstil Sanayi ve Ticaret A.Ş. ("Koton") provides its customers with the best possible shopping experience, maximizes their satisfaction, and strengthens their loyalty. At Koton, we are a team that understands our customers, transforms data into value, and continuously improves through customer feedback. We place customer satisfaction at the heart of everything we do, view customer feedback as an opportunity for continuous improvement, evaluate it promptly, and are committed to resolving customer concerns quickly.

2. Scope

This Policy applies to all Koton customers in Türkiye and internationally.

3. Definitions

CRM: shall refer to a system that enables us to better understand our customers, accurately assess their needs, and provide personalized campaigns, offers, and services. All customer requests are collected through a single platform and directed to the relevant departments.

Customer Services: shall refer to the department responsible for handling customer complaints, suggestions, and requests received through channels such as telephone, email, WhatsApp, and social media.

- **Customer Complaints:** shall refer to communications from customers expressing dissatisfaction with pre-sales or after-sales services.
- **Customer Requests, Suggestions, and Feedback:** shall refer to communications from customers regarding their expectations for existing and/or new pre-sales or after-sales services.

4. Responsibilities

The Customer Experience Director is responsible for the administration and implementation of this Policy.

The Customer Experience Manager is responsible for the preparation of this Policy and, where necessary, for updating it and publishing the revised version upon the



approval of the Customer Experience Director.

5. Our Commitments

- Providing our customers with fast and convenient access through multiple communication channels
- Providing our customers with accurate and transparent information
- Responding promptly to our customers' requests and complaints and resolving them as quickly as possible
- Developing alternative solutions tailored to our customers' needs, requests, and complaints
- Continuously improving the quality of our services by taking our customers' suggestions and complaints into consideration
- Ensuring the security and confidentiality of our customers' information
- Providing empathetic support to our customers
- Communicating with our customers in a respectful and professional manner in all our interactions



To fulfill these commitments, we implement the following processes:

5.1. Call Center Management: Customers may submit feedback regarding pre-sales or after-sales services through various communication channels to our Call Center. All customer feedback is promptly reviewed and resolved in accordance with the Company's procedures.

5.2. Accessibility and Multi-Channel Support Process: We provide our customers with multiple communication channels, including telephone, email, WhatsApp, social media, and the "Ask the Seller" feature available on our marketplace platforms. Requests received through all communication channels are consolidated into a single platform.

5.3. Customer Feedback Reporting: We view customer feedback as an opportunity for continuous improvement. We continuously collect and report feedback from every customer touchpoint, carefully review and analyze each submission, and take prompt action to resolve issues.

For our store and online customers:

* Customers who contact our Call Center are invited to complete a post-call survey to evaluate their service experience. Appropriate follow-up actions are taken based on the survey results. Where necessary, customers are contacted no later than 24 hours after the issue has been identified.

* Customer surveys are conducted following purchases and/or customer interactions to evaluate the customer experience and better understand customer needs. Feedback received through these surveys serves as an input for continuous process improvement.

* At selected stores, comprehensive store exit surveys are conducted each season to gather customers' feedback on their in-store experience during their visit.

6. Brand Research

To better understand our customers' current and emerging needs and expectations and maximize customer satisfaction, we conduct a variety of surveys and market research. This enables us to gather insights not only from customers who actively engage with us but also from those who do not, allowing us to take a comprehensive approach to customer satisfaction.

To better understand our customers, we monitor market trends, anticipate their evolving needs and expectations, identify the products they are looking for, and respond quickly. Through brand awareness and brand health studies, store exit surveys, focus group research, customer preference studies on Koton products, and pre- and post-campaign research, we monitor the expectations and shopping habits of apparel consumers while regularly measuring customer perceptions of the Koton brand. In addition, customer reviews posted about the Koton brand on marketplace



platforms are monitored daily to support continuous improvements in both product quality and operational processes.

7. Koton Club Loyalty Program

At Koton, we transform customer data into meaningful insights that create value. We use these insights to better understand and respond to our customers' evolving needs.

With its omnichannel structure, the Koton Club Loyalty Program delivers a seamless and consistent experience across both our stores and online channels. Regardless of where they shop, our members enjoy the same exclusive benefits and are made to feel like a valued part of the Koton family.



Benefits Available to Our Members:

- ✓ Welcome points upon joining the program
- ✓ Birthday surprises and exclusive birthday benefits
- ✓ Personalized shopping experiences and style consultation
- ✓ Convenient receipt-free returns and exchanges
- ✓ Priority access to exclusive campaigns and discounts
- ✓ Fast-track, priority support through our Customer Service Center
- ✓ Direct and convenient support via our WhatsApp channel

We provide personalized offers based on our customers' shopping preferences. In doing so, we not only meet their needs but also create an experience that makes them feel valued.

8. Communication Channels

- Telephone: +90 850 208 71 71
- WhatsApp: +90 850 208 71 71
- Email: mim@koton.com)
- Social Media: Instagram, X, and Facebook
- Marketplace Platforms: Ask the Seller