



## DEVELOPMENT AND INNOVATION POLICY

**As Pamyag Gıda Sanayi ve Ticaret A.Ş.**, our policy aims to promote, support, and guide all our employees in the discovery, development, and commercialization of new ideas. Additionally, we focus on increasing competitiveness, reducing unemployment, and ensuring sustainability. We support the strategies and practices established to gain a competitive advantage in the industry, improve product quality, and enhance business processes. In this regard, we are committed to:

- Developing unique methods and solutions to increase our marketing effectiveness and brand awareness,
- Strengthening our infrastructure to enhance our innovation capacity and performance,
- Creating a supportive environment that rewards innovative ideas and fosters an innovative culture among our employees,
- Investing in R&D activities both within and outside the company, allocating resources for the development of innovative products or services,
- Providing training and development programs to help our employees enhance their skills in areas such as creative thinking, problem-solving, leadership, and teamwork,
- Encouraging risk-taking and creating an environment that allows for trial and error,
- Developing strategies to protect new ideas and emphasizing the importance of intellectual property rights.

**CHAIRMAN OF THE BOARD**