

## QUALITY POLICY

### **“Mission of ATÜ Turizm İşletmeciliği A.Ş. and ATÜ Antalya Mağaza İşletmeciliği A.Ş.”**

Our mission in duty-free operations is to continuously improve service quality and employee satisfaction through our reliable, friendly, and customer-focused service approach that meets international standards, as well as our strong corporate structure.

### **“Vision of ATÜ Turizm İşletmeciliği A.Ş. and ATÜ Antalya Mağaza İşletmeciliği A.Ş.”**

Our corporate vision is to strengthen our position among the world's leading Duty Free operators by combining our strong team, product diversity, and unique service approach with our industry expertise to deliver superior service that sets us apart at all the airports and seaports where we operate.

### **“Quality Policy of ATÜ Turizm İşletmeciliği A.Ş. and ATÜ Antalya Mağaza İşletmeciliği A.Ş.”**

In Duty Free Management; our quality policy is to

- Continuously improve the competencies of our human resources, which are the fundamental element of service quality, through training and development.
- Develop creative activities that will make our sales service attractive and appealing to our customers.
- Ensure continuity in customer satisfaction by producing quick and lasting solutions to our customers' requests and expectations through effective communication,
- Provide and develop sufficient infrastructure to deliver the sales service we aim to provide to our customers,
- Ensure the continuous development and improvement of our management systems and processes,
- Comply with national and international legislation.