

İÇDAŞ Sales Policy

Purpose

The purpose of this Policy is to manage İÇDAŞ's sales activities in domestic and international markets with a customer-oriented, sustainable, profitable and competitive approach, to increase customer satisfaction, and to support the Company's long-term growth objectives.

İÇDAŞ adopts quality, reliability, ethical trade, operational excellence and corporate reputation as its core values in its sales activities.

Policy Principles

- We aim to offer appropriate product and service solutions by accurately analyzing customer needs and expectations.
- We conduct all our sales activities in line with the principles of quality, trust, transparency and ethical trade.
- We adopt the principle of developing long-term and sustainable business relationships with our customers.
- We manage sales risks in a balanced manner by increasing customer, sector and country diversification in domestic and international markets.
- We maintain a balance between profitability, cost, delivery terms, operational efficiency and customer satisfaction in sales processes.
- In export activities, we take into account commercial risks, country conditions, payment security and logistics processes.
- We continuously monitor new market and customer opportunities.
- We regularly monitor the global steel market and competitive dynamics.
- We regularly monitor and evaluate sales performance indicators.
- We consider customer feedback as an opportunity for continuous improvement.

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- We effectively manage credit and collection risks in order to support financial sustainability.
- We support digitalization, data management and reporting processes.
- We ensure full compliance with all applicable legislation and ethical rules.
- We adopt a sustainability approach in all our sales activities.

Effective Date and Implementation

This Policy enters into force upon approval by the Management and is regularly reviewed and updated in line with changing needs.

Board of Directors

13.01.2026