

CUSTOMER SATISFACTION POLICY

1. PURPOSE

At SUB IQ YAZILIM ÇÖZÜMLERİ TİCARET LİMİTED ŞİRKETİ (SUB IQ), one of our core objectives is to ensure and maintain the highest level of customer satisfaction. Our Customer Satisfaction Policy is focused on understanding customer needs, meeting their expectations, and continuously improving by offering high-quality products and services. Our ultimate goal is to build customer loyalty and strengthen our company's competitive edge through exceptional satisfaction.

2. SCOPE

This policy encompasses all operational areas and business relationships of our company. It applies at every stage of our business, starting from product and service procurement to after-sales support and customer relationship management. All employees, suppliers, group companies, and business partners are expected to adopt and contribute to this policy. Our policy is open to continual improvement and subject to periodic updates.

3. OUR PRINCIPLES OF CUSTOMER SATISFACTION

3.1 Quality and Reliability

In line with our Integrated Management System, we comply with quality standards, laws, and regulations to ensure quality and reliability in our products and services. We analyze risks and take preventive measures to ensure uninterrupted service. Our backup systems are integrated into all business processes. We manufacture our products in accordance with their intended use and strive to meet all required features. We enhance the customer experience through after-sales services, aiming to earn our customers' lasting trust through high-quality offerings.

3.2 Customer-Oriented Approach

Understanding and addressing customer needs and expectations is our fundamental principle. We prioritize timely and accurate fulfillment of customer requests and tailor our business processes to meet both time-sensitive and qualitative expectations. Our company has the infrastructure and capability to deliver even the most specific and customized product demands.

3.3 Communication

We maintain open, transparent, and honest communication with our customers. We actively listen to their concerns and strive to improve their experiences by developing appropriate solutions. Customer feedback is analyzed in collaboration with relevant departments and used to guide our operations. We provide full, accurate, and clear information about our products and services.

3.4 Continuous Improvement

We continuously improve our processes and services to enhance customer satisfaction. We foster a culture of learning and development using customer feedback. We identify shortcomings and errors with a solution-oriented approach and consistently strive for improvement.

3.5 Employee Involvement and Training

We inform all employees about customer satisfaction and expectations. We encourage staff to contribute to customer satisfaction and support their ongoing professional

development. Regular training is conducted to improve motivation, communication skills, and knowledge levels.

3.6 Monitoring and Evaluation

We utilize appropriate tools to monitor and assess customer satisfaction levels. Feedback is collected and analyzed to revise our policies accordingly. We also conduct regular customer satisfaction surveys to evaluate expectations and satisfaction levels, guiding our continuous improvement efforts.

3.7 Quality and Price Balance

We place great importance on maintaining a balance between quality and price to maximize customer satisfaction. While continually improving the quality standards of our products, we also strive to offer them at competitive prices. We aim to enhance product quality and ensure they remain accessible and reasonably priced to meet customer needs and gain their trust.

4. RESPONSIBILITIES

The successful implementation of this policy is the responsibility of all employees, suppliers, group companies, and business partners. Everyone mentioned is expected to contribute to customer satisfaction with dedication. Our managers are responsible for supporting the policy's implementation, ensuring it is updated, and providing necessary resources to employees. Additionally, employees at all levels must actively support this policy and contribute to achieving its goals.

Date: 01.01.2025

Chairman of the Board, SUB IQ: Yusuf Yiğit AKKUŞ

Signature:

