

BİM BİRLEŞİK MAĞAZALAR A.Ş.

CUSTOMER SATISFACTION POLICY

1. Purpose and Scope

Customer satisfaction is the building block of the corporate culture that BİM has created since its establishment. This policy covers the efforts made to ensure that all our customers who shop at BİM stores leave the store satisfied and methods for eliminating possible customer dissatisfaction.

2. Basic Principles

BİM customers pay for the product itself, not for the packaging, brand and display of the products. BİM produces and supplies basic consumption goods and groceries with high quality standards and offers them to customers at the most affordable price. For customer satisfaction and health, it analyzes more than 1.000.000 parameters on a determined number of product samples and runs announced and unannounced inspections for manufacturers.

The company puts the interests of its customers ahead of short-term high profits in line with the "[BİM Philosophy](#)." Our employees are responsible for detecting requests and complaints of our customers during shopping and ensuring that the customers leave the store satisfied. With the unconditional return policy, BİM customers can return the products they are not satisfied with to the nearest BİM store without a dispute.

3. Customer Complaint Management

BİM pays utmost attention to the needs, expectations and complaints of its customers with the aim of constantly improving customer experience and keeping customer satisfaction at the highest level.

Customer complaints received with the QR code at the exit door of our stores or with [the customer contact form](#) are transferred to our relevant units and the complaints are handled with a clear, transparent, honest and customer-oriented approach.

Response is given within 48 hours to the communication address given by our customers and they are informed that the complaint has been received by the company and transferred to the relevant units and necessary studies are initiated to ensure 100% customer satisfaction. Our relevant units continue the responses to the complaints received until customer satisfaction is achieved within the framework of legal regulations and "BİM Philosophy". In cases where the received complaints concentrate on a certain issue, the relevant business units are immediately informed and necessary action is taken.

All of our units work to increase customer satisfaction by developing business processes related to the field of activity for which they are responsible so that customer complaints do not occur again.

4. Code of Practice

Personal information requested from our customers in order to respond to their complaints is not shared with third parties within the framework of legal legislation. The personal information in question is not used for advertising or promotional purposes.

The Company's Board of Directors has overall responsibility for the operation and implementation of this policy.