

2020

MARTI
SUSTAINABILITY
REPORT

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▶ ABOUT THE REPORT

We are pleased to present the Marti Technologies, Inc. (Marti) Sustainability Report 2023, which is prepared to inform our stakeholders about our primary sustainability impact and areas of opportunity. The scope of our report covers the performance of our parent public company, Marti Technologies, Inc. and its subsidiary Marti İleri Teknoloji A.Ş.. This report contains performance data from January 1, 2023, to December 31, 2023, and where necessary, we have indicated our performance from previous years to demonstrate comparative results. At Marti, we are committed and intend to disclose our sustainability performance annually.

This report was prepared with reference to the Global Reporting Initiative (GRI) Standards 2021. The report's contents align with the key outcomes of our materiality assessment and cover our approach, future plans, and performance in strategic priorities, and best practices within our strategic framework of “Move Forward. Together”. Our strategy, targets, and priorities are the result of engagements with our shareholders, senior executives, and stakeholders. We aim to contribute to the United Nations’ Sustainable Development Goals by prioritizing environmentally friendly modes of transportation and safety as part of our vision for the future. We will continue to provide services that we believe create value for our country by enabling the transformation of daily commuting. With this responsibility, we are committed to continuously improving our sustainability performance.

Unless otherwise indicated, all the information contained herein is obtained from internal reporting systems (e.g. finance, HR), relevant departments’ databases and project-based findings. Data collection was conducted through meetings and online questionnaires. All monetary amounts are in US dollars (USD), unless otherwise stated.

For inquiries regarding this report, please contact us via investor.relations@marti.tech.

Forward-Looking Statements and Other Important Disclaimers

This report includes certain “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended (Securities Act), and Section 21E of the Securities Exchange Act of 1934, as amended (Exchange Act). These forward-looking statements can generally be identified by the use of forward-looking terminology, including the terms “believes,” “estimates,” “anticipates,” “aims,” “expects,” “seeks,” “projects,” “intends,” “plans,” “may,” “will” or “should” or, in each case, their negative or other variations or comparable terminology.

These forward-looking statements include all matters that are not historical facts. They appear in a number of places throughout this report and include statements regarding, among other things, our ability to achieve the sustainability targets, goals, objectives or programs set forth under our sustainability strategy, “Move Forward. Together,” and descriptions of the Company’s plans, initiatives or objectives for future operations, or the timing of occurrence related to any of the foregoing.

The forward-looking statements contained in this report are based on our current expectations and beliefs concerning future developments. There can be no assurance that future developments affecting us will be those that we have anticipated. Such forward-looking statements involve a number of risks, uncertainties or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by the forward-looking statements. Should one or more of these risks or uncertainties materialize, or should any of the assumptions prove incorrect, actual results may vary in material respects from those projected in forward-looking statements herein.

Many factors could cause actual results or performance to be materially different from those expressed or implied by the forward-looking statements in this report, including without limitation: (i) the outcome of any legal proceedings that may be instituted against us or our directors or officers, (ii) our ability to maintain the listing of our securities on the NYSE American Stock Exchange, (iii) volatility in the price of our securities due to a variety of factors, including without limitation changes in the competitive and highly regulated industries in which we operate, variations in competitors’ performance and success and changes in laws and regulations affecting our business, (iv) our ability to implement business plans, forecasts, and other expectations, and identify opportunities, (v) the risk of downturns in the highly competitive tech-enabled mobility services industry, (vi) our ability to build our brand and consumers’ recognition, acceptance and adoption of our brand, (vii) the risk that we may not be able to effectively manage our growth, including our design, research, development and maintenance capabilities, (viii) technological changes and risks associated with doing business in an emerging market, (ix) risks relating to our dependence on and use of certain intellectual property and technology and (x) and other important factors or risks discussed in the Company’s filings with the Securities and Exchange Commission (“SEC”), accessible on the SEC’s website at www.sec.gov and the Investors Relations section of Company’s website at <https://ir.marti.tech>.

The foregoing list of risk factors is not exhaustive. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date they are made. We undertake no obligation, except as required by law, to revise publicly any forward-looking statement to reflect circumstances or events after the date of this report or to reflect the occurrence of unanticipated events. You should, however, review the factors and risks described in the reports we will file from time to time with the SEC after the date of this report.

Additionally, our discussions of ESG assessments, goals, and relevant issues herein are informed by various ESG standards and frameworks (including standards for the measurement of underlying data), and the interests of various stakeholders. As such, any significance may differ from, and should not be read as necessarily rising to, the definition of “materiality” under the federal securities laws for SEC reporting purposes, even if we use the word “material” or similar language in this or our other reporting. Moreover, given the uncertainties, estimates, and assumptions required to make some of the disclosures in this report, and the timelines involved, materiality is inherently difficult to assess far in advance. In addition, given the inherent uncertainty of the estimates, assumptions, and timelines contained in this report, we may not be able to anticipate in advance whether or the degree to which we will or will not be able to meet our plans, targets, or goals. Furthermore, much of this information is subject to assumptions, estimates or third-party information that is still evolving and subject to change. For example, we note that standards and expectations regarding greenhouse gas (GHG) accounting and the processes for measuring and counting GHG emissions and GHG emission reductions are evolving, and it is possible that our approaches both to measuring our emissions and to reducing emissions and measuring those reductions may be, either currently by some stakeholders or at some point in the future, considered inconsistent with common or best practices with respect to measuring and accounting for such matters, and reducing overall emissions. Certain of our disclosures also rely at least in part on third-party information, and while we are not aware of any material issues with such information, except to the extent disclosed, we have not necessarily independently reviewed this information for accuracy. If our approaches to such matters are perceived to fall out of step with common or best practice, we may be subject to additional scrutiny, criticism, regulatory and investor engagement or litigation, any of which may adversely impact our business, financial condition, or results of operations. Moreover, while we aim to align certain disclosures set forth or referred to in this report with the recommendations of various third-party frameworks, such as the Global Reporting Initiative, the Sustainability Accounting Standards Board, and the Task Force on Climate-Related Disclosures, we cannot guarantee strict adherence to these frameworks’ recommendations. Additionally, our disclosures, as well as relevant internal controls, based on any standards may change due to revisions in framework requirements, availability or quality of information, changes in our business or applicable government policies, or other factors, some of which may be beyond our control.

▶ Letter from CEO



Dear Stakeholders,

Marti is Türkiye's leading mobility app, offering multiple transportation services to its riders. Marti operates a ride-hailing service that matches riders with car, motorcycle, and taxi drivers, and operates a large fleet of rental e-mopeds, e-bikes, and e-scooters. We meet the mobility needs of riders who choose various transportation modes based on factors such as their destination, proximity to specific services, time of day, and immediate preferences. As Türkiye's leading mobility app, having served over 4.9 million users, in 2023, Marti was the most downloaded travel app in Türkiye.

Türkiye's vast population presents significant growth potential, yet the country remains underserved in terms of transportation options. The mobility needs of Türkiye's largest city Istanbul are complex due to its dense population, geographic challenges, and growing traffic congestion. The expansion and promotion of shared mobility are pivotal in addressing Türkiye's mobility challenges, particularly in Istanbul. This challenge also represents a remarkable opportunity for Marti, and we are eager to expand our services to provide safe, efficient, and sustainable transportation solutions for the residents of Türkiye.

As Türkiye's leading mobility platform, we are acutely aware of our obligation to focus on sustainability and social responsibility. At Marti, our aim is to embed the principles of sustainability into every facet of our operations and strategy. In order to achieve our objectives, we follow our sustainability strategy "Move Forward. Together" which is centered around three key pillars: 'Smarter Mobility,' 'Cleaner Cities,' and 'Safer Rides.' In light of our sustainability strategy, we are committed to collaborate with our stakeholders to build a safer, cleaner, and smarter world, one ride at a time by fostering the integration of electric and shared vehicles into daily life.

As a pioneer in shared electric urban mobility in Türkiye, our goal under Smarter Mobility is to enhance the accessibility of our vehicles and drive industry-wide collaboration. In order to reach our objective under this pillar, in February 2024, we finalized the acquisition of all intellectual property and software assets of Zoba, a Boston-based AI-powered SaaS platform that provides dynamic fleet optimization algorithms for operators of two-wheeled electric vehicle rentals. This acquisition is part of our ongoing efforts to enhance operational efficiency throughout 2024.

The Cleaner Cities pillar embodies our pledge to reduce environmental impact and promote low- and zero-emission transportation options within our operations. In 2023, our operations prevented approximately 941 tons of CO2 emissions. We will continue our efforts to achieve net-zero emissions for Scope 1 and Scope 2 by 2030.

Lastly, through Safer Rides, we reaffirm our responsibility to prioritize the safety of our vehicles, thereby ensuring the safety of our riders and the broader community. As a part of our commitment to promoting sustainable mobility practices, we are working towards initiating the Marti Safety Academy in 2024, to serve as a comprehensive resource hub to enhance rider safety. Furthermore, we are collaborating with the Istanbul Metropolitan Municipality to deploy more two-wheeled electric vehicle parking spots.

We extend our heartfelt thanks to all our stakeholders for their unwavering support throughout this journey. As we continue to grow, we are excited to strengthen our collaboration and achieve new milestones together.

Sincerely,

Oğuz Alper Öktem



Global Outlook

The global economic outlook in 2023 continued to be shaped by a complex interplay of factors. While inflationary pressures have eased compared to the previous year, the global economy still faces significant uncertainties. The ongoing impact of Russia's invasion of Ukraine, coupled with geopolitical tensions in other regions, has sustained disruptions in energy markets and global supply chains. The financial sector remains volatile, with concerns over rising interest rates and tightening credit conditions.

According to IMF's latest World Economic Outlook, global growth estimated at 3.2 percent in 2023 is projected to continue at the same pace in 2024 and 2025.^[1] Türkiye experienced a robust economic expansion of 4.5% in 2023 however, this growth rate is expected to decrease to 3.0% in 2024.^[2]

Technological advancements, such as AI and automation, accelerated but also introduced new risks related to cybersecurity and data privacy. Social issues, including labor rights and diversity, became more prominent as stakeholders demanded greater corporate accountability and transparency.

[1] https://www.imf.org/en/Publications/WEO/Issues/2024/04/16/world-economic-outlook-april-2024?cid=ca-com-compd-pubs_belt

[2] <https://www.worldbank.org/en/country/turkey/overview>



Sectoral Outlook

2023 was a remarkable year for mobility sector since big changes as regulation, investment patterns, consumer preferences and technology continued to evolve. The outstanding accomplishments of 2023 include continued growth of micromobility, steady progress with vehicle electrification and continued investment in autonomous vehicles (AVs). On the other hand industry faced some challenges as slowing down of electric-vehicles in some regions, technological issues, lack of public acceptance derailed some AV pilots and concerns about battery range.^[1]

The shared mobility market is expected to generate a revenue of USD 1,501 billion worldwide by 2024. The market is anticipated to experience an annual growth rate of 3.51% (CAGR 2024-2029), resulting in a projected market volume of USD 1,784 billion by 2029.^[2] Several factors are driving this growth as consumers shift from private vehicles to more sustainable options, new vehicle preferences for everything from electrification to connectivity and growing EV demand.^[3] According to a survey, while private cars still dominate the road, 40 percent of survey respondents now use multiple mobility modes, including eco-friendly options such as e-bikes, and 62 percent are beginning to change their transportation habits because of sustainability concerns.^[4]

In addition to all technological advancements and sectoral trends; consumer preferences and expectations highlight the growing potential of shared mobility market. In collaboration with existing players and incoming stakeholders of the industry; shared mobility is expected to shape the global market.

^[1] <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/spotlight-on-mobility-trends>

^[2] <https://www.statista.com/outlook/mmo/shared-mobility/worldwide#:~:text=The%20Shared%20Mobility%20market%20is,US%241%2C784.00bn%20by%202029.>

^[3] <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/spotlight-on-mobility-trends>

^[4] <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/spotlight-on-mobility-trends>

▶ ABOUT MARTI

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Marti was founded in 2018 and launched its operations in 2019 with the goal of offering tech-enabled urban transportation services to riders across Türkiye. As a pioneer in the field, Marti was the first company in the country to offer e-scooter rentals, later expanding its services by introducing e-bike and e-moped rental services-both firsts in Türkiye. In the fourth quarter of 2022, Marti further solidified its role as an industry leader by launching the first ride-hailing service in the country.

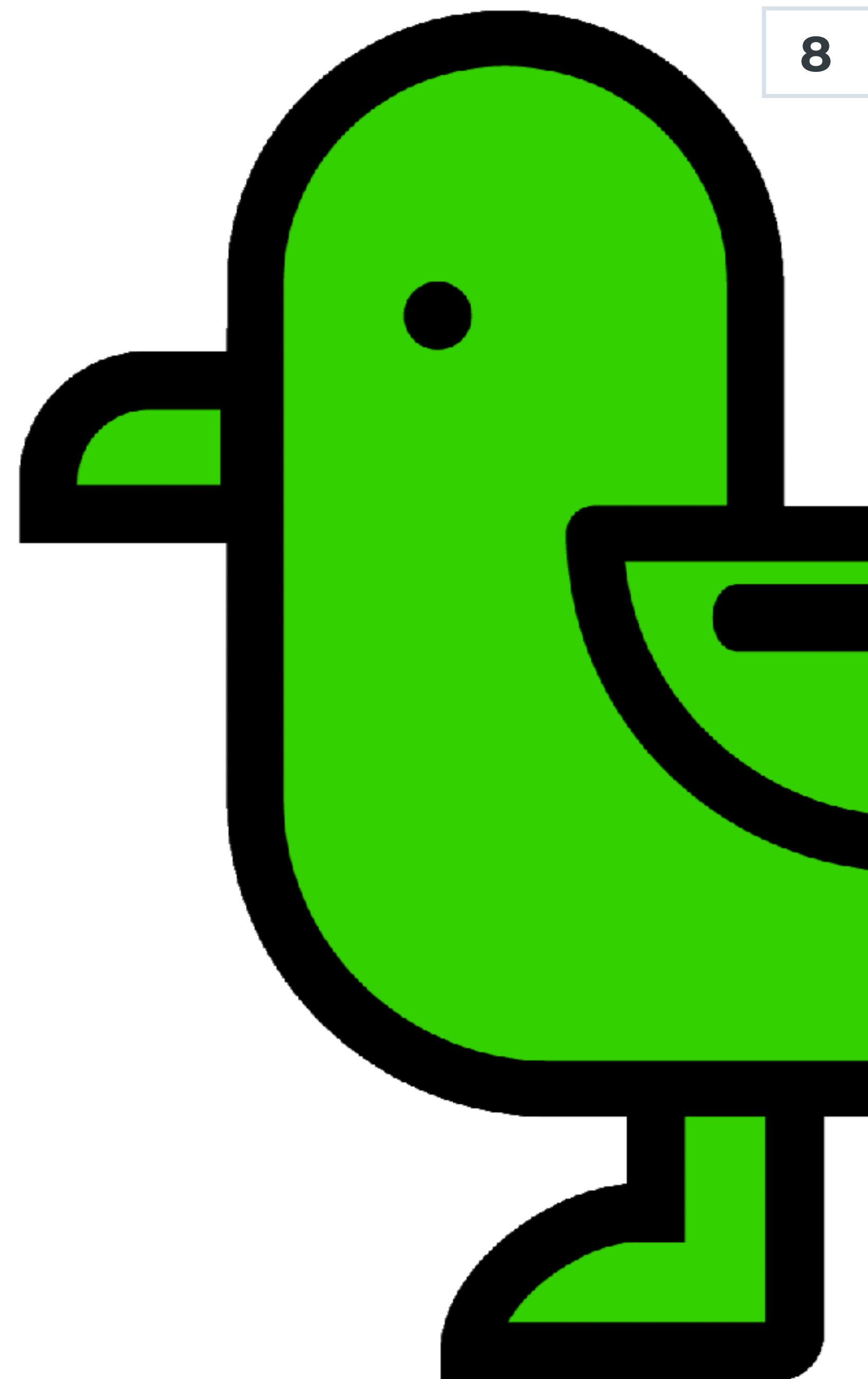
As the leading mobility provider in Türkiye, Marti offers an extensive fleet of e-scooters, e-bikes, and e-mopeds, all supported by proprietary software systems and IoT infrastructure. Our fully funded fleet comprises over 38,000 two-wheeled electric vehicles, serving 6 cities which represent 71% of national GDP of Türkiye. In 2023, we reallocated our vehicles to higher performing cities in order to improve efficiency. We ceased operations in Adana, Bursa, Eskişehir, Gaziantep, Hatay, Isparta, Samsun, Tekirdag, and Yalova. The 9 cities we exited accounted for only 7% of our total revenue but double that share, or 14% of our variable operational costs calculated over the last 12 months of operational performance,

As of the end of 2023, we have facilitated more than 77.7 million rides for over 4.9 million unique riders. Additionally, our ride-hailing service has exceeded its target by hitting over 498,000 unique riders and over 106,000 registered drivers. In 2023, we are the number one urban mobility app in Türkiye across iOS and Android, as measured by the total number of downloads among all apps in the travel category of both stores which serve within city rather than between city transportation. Our operations are sustained by a dedicated team of 553 employees, with women making up 18% of our workforce.

Marti's vision is that everything on wheels will be electric and everything electric will be shareable. Since 2019, we have experienced significant growth and maintained robust unit economics year-round. Our goal is to expand our urban transportation services, introduce new environmentally sustainable and shared mobility options, and leverage our existing scale and customer base to offer technology-enabled services beyond transportation. By pursuing sustainable growth, we strive to positively impact the communities we serve and make a meaningful impact on the future of mobility.

In February 2024, we completed the acquisition of all of the intellectual property and software assets Zoba, the leading AI-powered SaaS platform offering dynamic fleet optimization algorithms for two-wheeled electric vehicle rental operators, as part of the operational efficiency actions that we are continuing to take in 2024. Zoba dynamically optimizes where vehicles are deployed and when operational tasks, such as battery swaps, rebalances, and pick-ups, occur to maximize ridership and minimize vehicle operational inefficiencies.

In July 2023, Marti was listed on The New York Stock Exchange (the “NYSE American”). Our NYSE debut marked the first direct listing of a company from Türkiye, and we aim to pioneer other companies in the region seeking o access public markets in the U.S. Marti’s public listing was recognized as the International Equity Capital Markets Deal of the Year by Bonds, Loans, and ESG Capital Markets CEE (Central and Eastern Europe), CIS (Commonwealth of Independent States) & Türkiye Awards 2023.



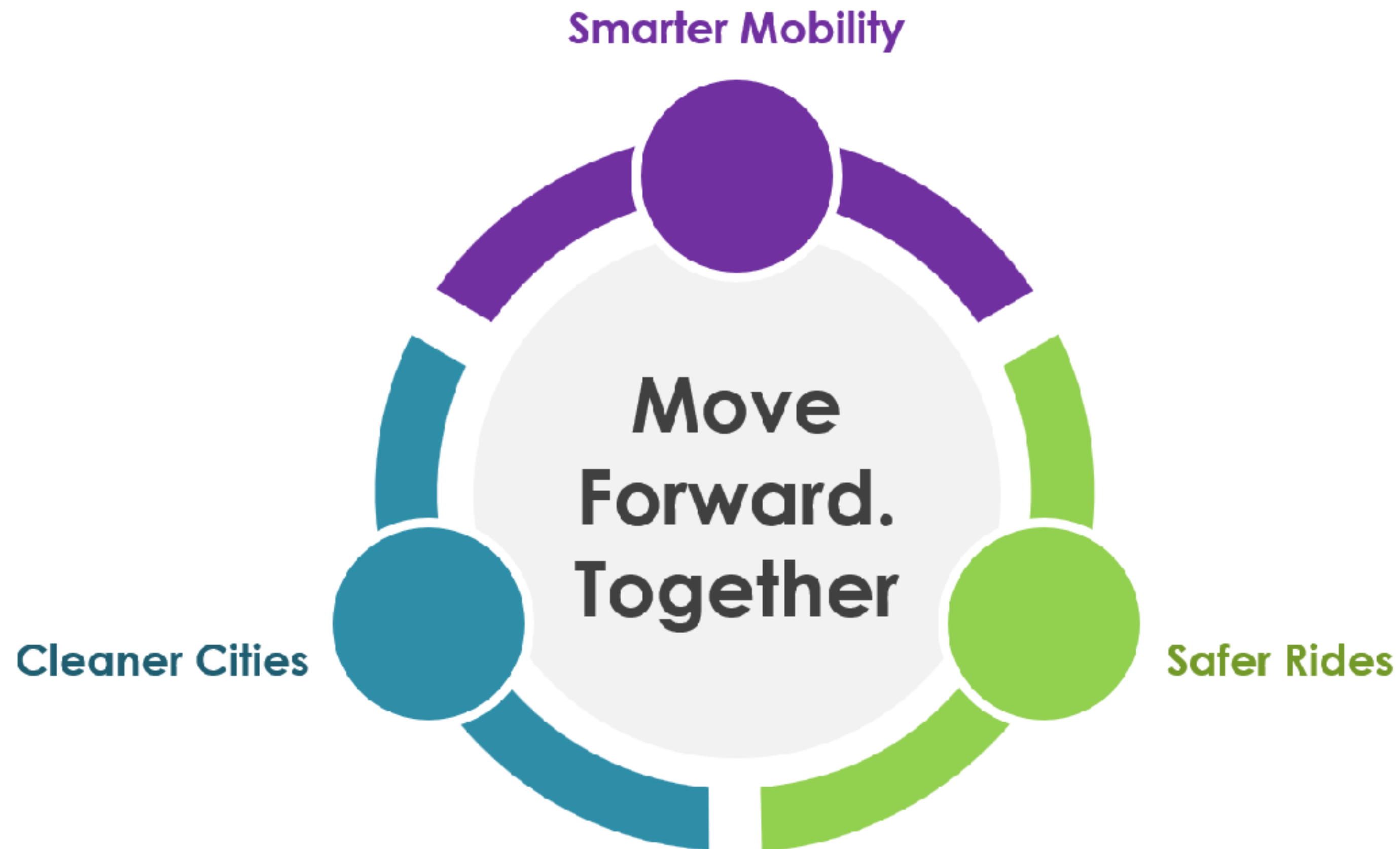
HIGHLIGHTS

- Over 4.9 million unique riders and 96% rides from daily commute journeys
- Approximately 941 tons of CO2e emission prevented via Marti vehicles in 2023, equivalent to CO2 emissions absorbed by approximately 43,000 mature trees in a year
- 47 employees in the R&D division
- 72% of total supplier payments made to local suppliers
- 100% of vehicle components recycled and/or reused via an external recycling partner
- 18% female employees and 26% female executives



▶ OUR COMMITMENT TO SUSTAINABILITY: MOVE FORWARD. TOGETHER

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Our Manifesto

At Marti, we believe that the way forward is to move towards sustainable mobility solutions. We're committed to achieving this collectively, one ride at a time. Today, individuals exhibit a strong preference to reside in cosmopolitan urban areas that provide convenient access to mobility. As our cities continue to evolve and expand, the demand for sustainable mobility solutions has never been more urgent. At Marti, we are dedicated to making mobility smarter, cities cleaner, and rides safer through the multi-modal electric transportation options we offer. With the support of our stakeholders, we innovate by introducing new and continuously improving electric and shared mobility solutions. As Türkiye's leading mobility company, our mission is to be a pioneer in the mobility transformation. We are motivated to improve and make our transportation options more convenient, affordable, and sustainable for all. At Marti, we take responsibility to pave the way for environmentally conscious and accessible mobility solutions.

OUR COMMITMENT TO SUSTAINABILITY: MOVE FORWARD. TOGETHER

Smarter mobility

Today, shared mobility is in high demand in Türkiye due to factors including limited public transportation options, low taxi penetration, and the high costs of private car ownership. We believe that transportation is the number one issue in emerging market megacities. Traffic congestion and noise pollution cause degradation in the quality of living in urban areas. Our vision is that everything on wheels will be electric, and everything electric will be sharable. To address these challenges, we are dedicated to promoting the widespread adoption of shared electric mobility. We aim to provide inclusive, affordable, and convenient mobility solutions that enhance the overall transportation experience.

While aiming towards a future with smarter urban mobility, we know we only can do it with cooperation and collaboration. Therefore, we actively seek sectoral partnerships and engage with local authorities to foster a dialogue among all stakeholders. By working together, we aim to create an ecosystem that supports sustainable mobility solutions, ultimately improving the living standards in our cities.

Cleaner cities

The transportation sector currently accounts for over one-third of global greenhouse gas (GHG) emissions, and we must act immediately in order to achieve a net-zero planet by 2050. With our shared and electric vehicles, we aim to be a part of the change towards carbon-free transport with each Marti ride. In addition to promoting sustainable transportation options, we are determined to reduce our own operational carbon footprint while increasing renewable energy consumption for our operations.

We know that climate change is not the only environmental challenge we face, nor can it be solved without a holistic approach. We prioritize the principles of circular economy to achieve our ambitious global goals by implementing practices that emphasize the reuse, repair, and recycling of vehicle components. Our approach reduces waste and increases the lifespan of our resources, contributing to a more sustainable and resource-efficient model.

Safer rides

Marti prioritizes safety in its operations. We are aware of the responsibility we have to secure well-being of our riders and non-riders.

Safety begins with our vehicles. Our transportation modalities cover different distances, comfort levels, and price points. Our in-house vehicle design and engineering teams work closely with our supply chain partners to enhance the performance and safety of our vehicles across generations. We place significant emphasis on maintaining high standards of safety and quality in all our vehicles. At Marti, our efficient field operations contribute to maximizing the availability of our vehicles to fulfill our riders' mobility needs while providing the best rider experience possible. Our internally managed operational presence on the field allows us to provide on-site interventions. We also take proactive measures to ensure that our trips are incident-free and that our riders can safely utilize our services.

Furthermore, we acknowledge our responsibility for the safety concerns of non-riders including pedestrians and riders of other transportation vehicles. With our collaborations and constant communications with regulatory bodies, we strive to develop solutions for the usage and parking of our vehicles to prevent hazards for non-riders.

▶ OUR TARGETS

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Smarter mobility	Cleaner Cities	Safer rides
Launch programs to enhance accessibility and inclusion of Marti vehicles	Net-zero Scope 1 and 2 emissions by 2030 Net-zero inbound logistics operations by 2030 (Scope 3) 100% EV logistics fleet by 2030	Initiate Marti Safety Academy by 2024
Enhance dialogue with industry peers and authorities on material issues	Zero-waste operations by 2025	Increase numbers of e-scooter parking locations by 300 by 2025

OUR TARGETS

Target	KPI	2023 Performance
SMARTER MOBILITY		
Launch programs to enhance accessibility and inclusion of Marti vehicles	-	
Enhance dialogue with industry peers and authorities on material issues	-	We are continuously working with district municipalities on issues related to mis-parked vehicles.
CLEANER CITIES		
Net-zero Scope 1 and 2 emissions by 2030	Scope 1 emissions (ton CO ₂ e) Scope 2 emissions (ton CO ₂ e)	Scope 1: 840 tCO ₂ e Scope 2: 1,085 tCO ₂ e
Net-zero inbound logistics operations by 2030 (Scope 3)	Emissions caused by inbound logistics operations (ton CO ₂ e)	45 tCO ₂ e
100% EV logistics fleet by 2030	-	We are exploring our options to feasibly switch our operational fleet to EVs.
Zero-waste operations by 2025	Landfill rate (%)	0%
SAFER RIDES		
Initiate Marti Safety Academy by 2024	-	We are working on an online safety course and test for new riders and plan to launch in 2024.
Increase numbers of e-scooter parking locations by 300 by 2025	-	We are collaborating with Istanbul Metropolitan Municipality (IMM) to build parking locations.

MATERIALITY ANALYSIS

We conducted our materiality analysis by adapting the double materiality approach in late 2022. The double materiality approach helped us identify our stakeholders expectations and prioritize the long list of sustainability topics that are most relevant to our business. A third-party sustainability consulting firm assisted with the analysis. A double materiality assessment was conducted in accordance with the recommendations of the Global Reporting Initiative (GRI) Standards. According to the final results of the materiality analysis; Marti's sustainability strategy has been formed.

In the first stage of the analysis a long list of 19 topics was identified by analyzing global standards, industry trends, and relevant literature. To ensure a comprehensive analysis, we identified relevant stakeholder groups and involved key stakeholders in the process. Internal and external stakeholder groups as employees, suppliers, subcontractors, and municipalities were invited to participate in an online questionnaire. Participation in the online questionnaire resulted in 125 responses and a response rate of 46%. AA1000 Stakeholder Engagement Standard has been implemented to the stakeholder analysis which provides a detailed understanding of stakeholder perspectives and concerns.

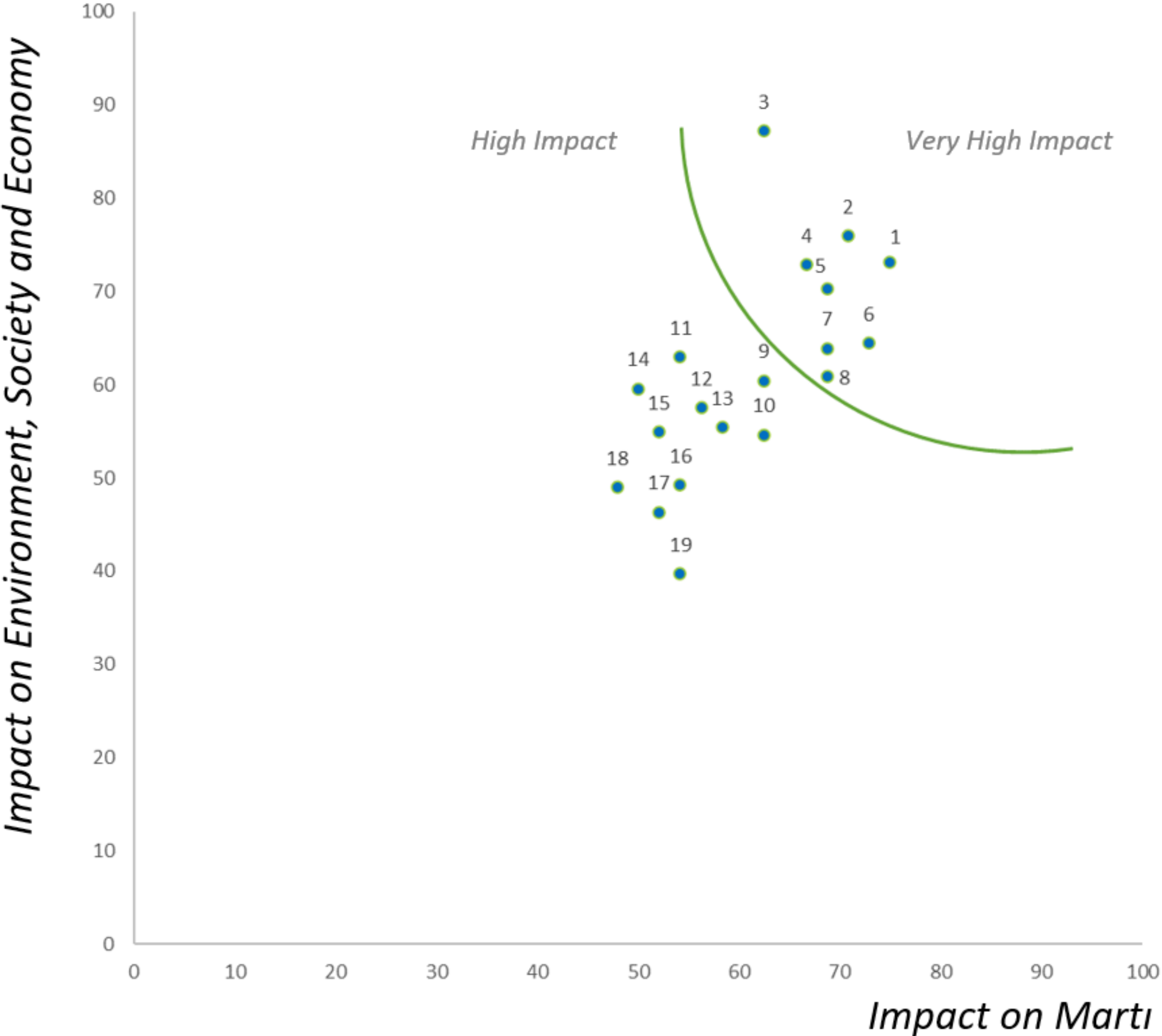
Desk-based research was conducted to analyze actual and potential impacts, the significance of those impacts, and the financial and non-financial materiality of the topics identified. In evaluating the impact of these significant topics, we considered Marti's business strategy and medium- to long-term vision. Additionally, we gathered opinions and expectations from the executive management through one-on-one, semi-structured interviews. Financial impacts, risks, and legal impacts were assessed with reference to the Sustainability Accounting Standards Board (SASB) Five-Stage Impact Analysis.

While assessing the impact of material issues on the environment, society, and economy, we relied on the findings from our stakeholder analysis. We incorporated global and industry-wide trends into our calculations through external trend analysis, utilizing sources such as the United Nations' 2030 Sustainable Development Goals, the World Economic Forum's annual Global Risks Report, the SASB Materiality Map, and peer strategies. An impact assessment was conducted to evaluate the environmental, social, and economic implications of each topic on society. This assessment involved determining whether each topic had a positive or negative impact, whether the impact was currently realized or potential, the duration of the impact, and whether the impact was reversible or irreversible.

As a result of the materiality analysis, we identified eight areas with very high impact: rider safety, congestion and noise, emissions and energy, eco-efficient product design, waste, R&D and innovation, product quality and safety, and accessibility and inclusion.

*Materiality, as used in this report, and our ESG materiality analysis process is different from the definition used in the context of filings with the U.S. Securities and Exchange Commission.

MATERIALITY ANALYSIS



1	Rider safety
2	Congestion and noise
3	Emissions and energy
4	Eco-efficient product design
5	Waste
6	R&D and innovation
7	Product quality and safety
8	Accessibility and inclusion
9	Business ethics and transparency
10	Public policy leadership
11	Resource efficiency
12	Pedestrian safety
13	Talent management
14	Responsible supply chain management
15	Diversity and equality
16	Customer needs and expectations
17	Community engagement
18	Occupational health and safety
19	Risks and opportunities

MATERIALITY ANALYSIS

High Priority Topics	Our definition	Relevant Report Section/Page	Sustainable Development Goals to which we contribute	
Rider safety	Providing Marti riders safely end their trips with no incidents at all times	Rider Safety	11 SUSTAINABLE CITIES AND COMMUNITIES 	Make cities and human settlements inclusive, safe, resilient and sustainable
Congestion and noise	Reducing congestion and noise pollution in urban areas by promoting mobility solutions	Congestion and Noise-free Cities	11 SUSTAINABLE CITIES AND COMMUNITIES 	Make cities and human settlements inclusive, safe, resilient and sustainable
Emissions and energy	Reducing greenhouse gas emissions to zero throughout the entire value chain; increasing energy efficiency and using 100% renewable energy for all operational processes	Response to Climate Change	13 CLIMATE ACTION 	Take urgent action to combat climate change and its impacts
Eco-efficient product design	Designing vehicles with low environmental impact considering higher energy efficiency, enhanced durability and longer battery lifespan	Circular Economy	7 AFFORDABLE AND CLEAN ENERGY  9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	Ensure access to affordable, reliable, sustainable and modern energy for all Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

MATERIALITY ANALYSIS

Waste	Managing end-of-life treatment of vehicles and batteries; seeking opportunities for second life of batteries; diverting all operational waste from landfill	Circular Economy	12 RESPONSIBLE CONSUMPTION AND PRODUCTION Ensure sustainable consumption and production patterns
R&D and innovation	Investing in research and development and designing innovative micro-mobility solutions for safe, reliable and sustainable transportation	Innovation	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Product quality and safety	Providing that all Marti vehicles on the roads are safe and of high quality	Vehicle Safety and Quality	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE Build resilient infrastructure, promote inclusive and sustainable
Accessibility and inclusion	Enabling mobility for all by providing accesible, affordable and equitable mobility services for people	Transportation for All	10 REDUCED INEQUALITIES Reduce inequality within and among countries

STAKEHOLDER RELATIONS

At the heart of maintaining the sustainability of our business and effectively implementing our sustainability strategy lies the establishment of an effective and strong stakeholder dialogue. We value the input of both our internal and external stakeholders in making strategic decisions. As part of our commitment to creating value for all stakeholders, we place great importance on establishing regular and meaningful communication channels. We recognize the significance of actively involving our stakeholders in our decision-making processes. We engage with key stakeholders, local authorities and organizations through bilateral communication to ensure we understand their needs and concerns. Through this inclusive approach, we aim to promote a collaborative and mutually beneficial relationship with our stakeholders. By better understanding their needs, expectations, and concerns, we can make more informed decisions that not only aim to generate value for our stakeholders but also contribute to the long-term success and sustainability of our organization.

Stakeholder	Communication Topics	Communication Method	Communication Frequency
Employees	Career development	Reporting	On-going
	Career opportunities	Group meetings	
	Employee benefits	One-on-one meetings	
	Organizational updates	Online sessions	
	Attracting new talent	Events	
		Social media	
Vehicle Suppliers	Technical support	E-mail	As needed
	Vehicle /part modifications	Video conference	
	Sample vehicle requests		
Suppliers	Commercial negotiations	Face to face	As needed
	Clear contracts	E-mail Video conference	
Subcontractors	Inclusive, clear contracts	One-on-one meetings	On-going
	Timing of payments	Online meetings	
	Creating new business opportunities		
Investors	Financial and operational performance of the company	One-on- one meetings	On-going
	Transparency of Disclosures	Half/Full year financial results announcements	
		Annual general meetings	
		Investor conferences and roadshows	
		Annual reports	
		E-mail	
Main Shareholders	Financial and operational performance	Annual general meetings	On-going
	Transparency and fairness	Public disclosures Website One-on- one meetings	
Financial Institutions	Financial and operational data	Meetings with financial institutions	On-going
	Loans, Funding	Annual general meetings	
	Transparency of disclosures	Half/Full year financial reports Website updates	
Customers	Customer demands	Marti App	On-going
	Customer support	Telephone	
	Customer safety	Social media	
		E-mail Website contact forms Letters	

OUR GOVERNANCE STRUCTURE

At Marti, we emphasize the importance of our senior management's active involvement and ownership in integrating economic, environmental, and social considerations into our business activities and decision-making processes. We consider strong governance as a key element of sustainable business practices. We understand that tackling these issues requires a thorough approach across all levels of our organization. Central to our management strategy is a dedication to ethical business practices and transparent decision-making. We are committed to conducting our operations in an open, honest, and responsible way, and we focus on prioritizing the interests of our shareholders through effective corporate governance practices.

Board of Directors

The Board of Directors is the top decision-making authority at Marti. It oversees management activities and pursues growth objectives, with a focus on enhancing shareholders' rights and interests. We recognize the significance of transparency and accountability to our shareholders and investors, striving to foster a strong, trust-based relationship through open communication. The Board aims to provide shareholders with a clear comprehension of our business strategy, policies, and company culture. Composed of seven directors, including one female and five independent members, the Board plans to meet at least four times a year, with additional meetings scheduled as needed based on business requirements.

The Board of Directors of Marti is responsible of monitoring and guiding the management of the Company's business and affairs, including its committees. Each director is expected to perform their duties with diligence and dedicate adequate time to their responsibilities. These responsibilities include:

- Exercising business judgement in goodwill,
- Making decisions that they reasonably believe that these decisions serve the best interests of the Company and its shareholders,
- Staying well-informed about the Company's operations to evaluate risks and opportunities, as well as keeping track of general business, sectoral, and economic trends that might have an impact on the Company,
- Ensuring that the Company's operations are aligned with advancing the long-term interests of its shareholders.

Board's Committees

Marti has formed three key committees to assist the Board of Directors in its oversight of essential governance functions:

- **The Audit Committee:** This committee is vital for maintaining the integrity of the Company's financial reporting, risk management, and adherence to relevant regulations and standards. It is liable for assigning and monitoring the independent auditor, reviewing the Company's risk assessment and management policies, and ensuring compliance with the Code of Conduct. Additionally, the Committee evaluates the auditor's annual report on independence and quality control.
- **The Compensation Committee:** This committee determines and assesses the compensation for the Company's executives and directors, based on corporate goals and performance evaluations. The Committee ensures that compensation packages foster long-term value creation and align executive and director interests with those of shareholders. This may involve equity-based incentives or long-term incentive plans designed to promote sustainable growth and increase shareholder value.
- **The Nominating and Corporate Governance Committee:** This committee is responsible for identifying individuals qualified to become Board members consistent with criteria approved by the Board, to ensure diverse and independent membership. It reviews the Board's leadership and committee structure, oversees self-evaluations of the Board and management, and manages environmental, social, and governance risks to support the Company's business purpose, strategy, culture, values, and reputation.

Each committee operates according to its charter and the Company's articles. Directors are expected to attend the committee meetings they serve on.

OUR GOVERNANCE STRUCTURE

Sustainability Management

At Marti, sustainability management within the Investor Relations department focuses on aligning the Company’s long-term vision with its environmental, social, and governance (“ESG”) targets. By embedding sustainability into its core business strategy, Marti seeks to generate long-term value for stakeholders, minimize its environmental impact, and make a positive societal contribution. The department has a liability of coordinating and supporting the development and implementation of the Company's sustainability strategy, targets, and actions.

The Investor Relations department works with cross-functional stakeholders to develop and identify the Company's sustainability strategy. This includes defining key focus areas, setting measurable targets, and creating action plans to manage ESG risks and opportunities. By considering the perspectives of investors, regulators, and other stakeholders, the department ensures that sustainability efforts meet market expectations and adhere to best practices. Additionally, the department is in charge of accurate and transparent reporting on sustainability performance. It collaborates with internal teams to gather and analyze relevant data, prepare sustainability reports, and disclose information according to regulatory requirements and global reporting standards. The team aims to effectively communicate sustainability-related information to the investment community, enhancing investor confidence and attracting socially responsible investors.

Ethics and Transparency

Ethical and transparent business practices are core to our values and corporate culture. To ensure that our employees recognize the significance of ethics in every aspect of their work, we have implemented a Code of Business Conduct and Ethics (“Code”). This Code describes specific procedures and measures that all employees must adhere to and is applicable to everyone within our organization.

Further information is available in [Code of Business Conduct and Ethics](#).

Our Code addresses a broad spectrum of ethical considerations, including, but not limited to:

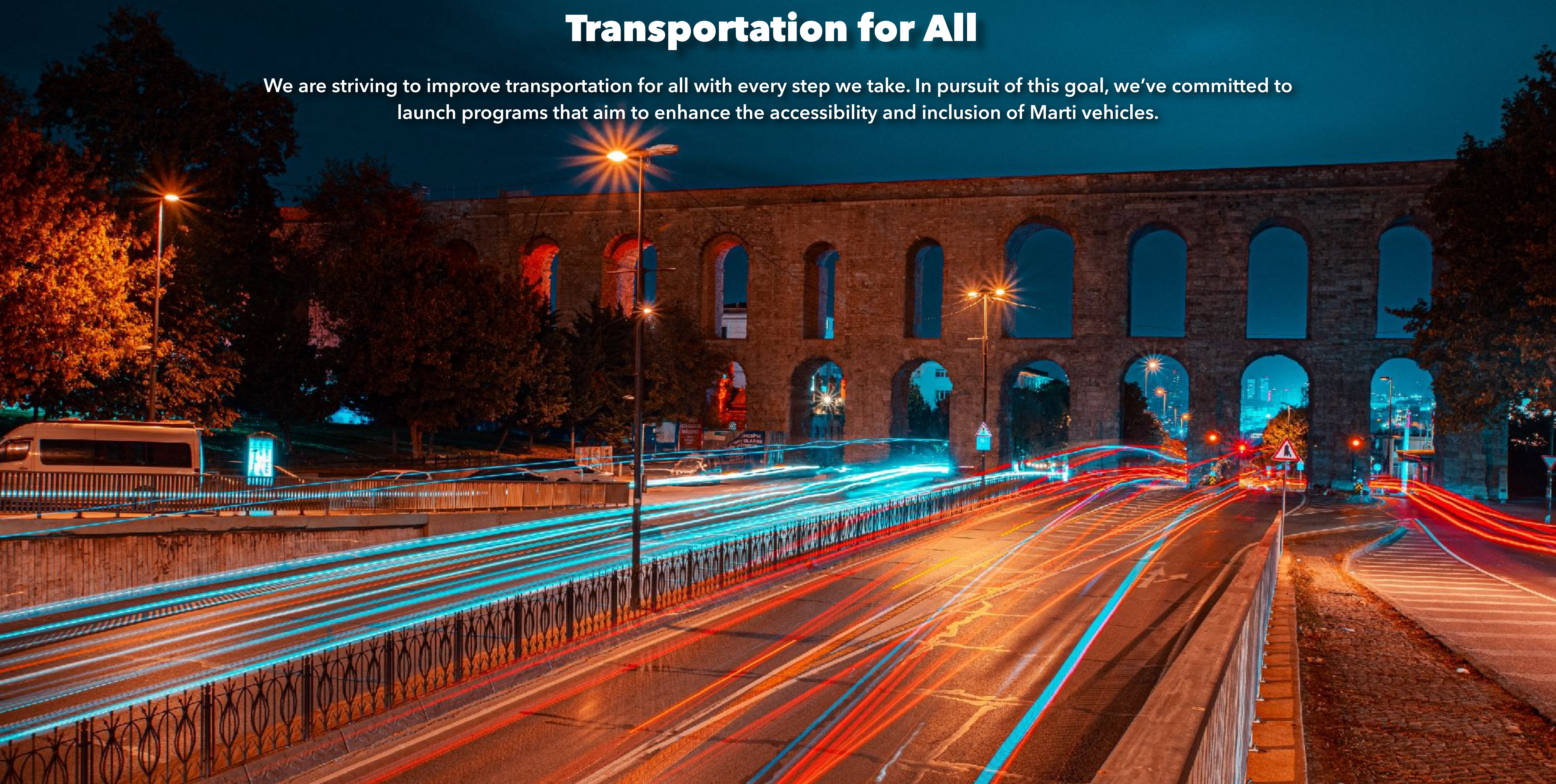
- Policy against retaliation,
- Waivers of the Code,
- Conflicts of interest,
- Corporate opportunities,
- Confidential information,
- Competition and fair dealing,
- Gifts and entertainment,
- Company records,
- Protection and use of company assets,
- Accuracy of financial reports and other public communications,
- Compliance with laws and regulations,
- Public communications and regulation fair disclosure,
- Anti-corruption compliance and the U.S. Foreign Corrupt Practices Act (“FCPA”),
- International trade laws, and
- Environment, health and safety.

Employees who are aware of or suspect a violation of the Code are required to promptly report the behavior to their supervisor or the Company’s Legal Department. We are dedicated to the effective enforcement of our Code and will address any ethical concerns in future reporting periods. To facilitate this, we set up an Ethics Hotline for our stakeholders to report any breaches of our Code. Employees who violate the rules will be subject to investigation, and appropriate sanctions will be implemented based on the requirements and conditions of the situation.

SMARTER MOBILITY

Transportation for All

We are striving to improve transportation for all with every step we take. In pursuit of this goal, we've committed to launch programs that aim to enhance the accessibility and inclusion of Marti vehicles.



Due to the increasing traffic congestion and transportation problems in megacities, we at Marti continue our efforts to make our shared mobility vehicles accessible to everyone.

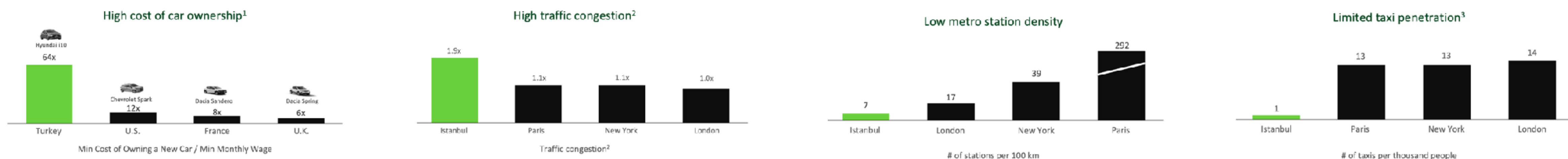
Transportation for All

At Marti, our aim is to offer urban mobility solutions that are inclusive, affordable, flexible, and convenient for everyone in the community. We prioritize enhancing accessibility and inclusion across all our operational areas. By 2023, we expanded our reach to cover 67% of the population in Istanbul, allowing residents from diverse neighborhoods and communities to utilize our services. We are committed to constantly evaluating and upgrading our infrastructure, vehicle design, and customer support systems to improve the accessibility of our services.

Affordability is a crucial part of our dedication to accessible and inclusive mobility. We aim to provide competitive pricing and value-added options to ensure our services remain affordable. We strongly believe that accessible and affordable transportation should be available to all segments of the population. We see it as our duty to create equal opportunities for mobility, enhancing the quality of life in our communities.

In Türkiye, low taxi penetration, crowded and limited public transportation options, and high costs of private car ownership are making it increasingly harder to get from one place to another. According to research conducted by Statista, car ownership per capita is lower in Türkiye than in Europe and the US. Türkiye's motorization rate is around 178 passenger cars per 1,000 people in 2023^[1] whereas the same ratio is 574 in the European Union^[2]. The majority of Americans own at least one car, with 37.1 percent owning two vehicles and 21.9 percent owning three or more vehicles.^[3] On the other hand, the number of metro stations per 100 square kilometers in Istanbul is 7 while the number of taxis per thousand people is only 1. We believe that each of these factors, in isolation and taken together, tremendously increase the demand for shared mobility solutions.

Inadequate public transportation and unpleasant mobility alternatives for last mile journeys



Source: Statista, OECD, TomTom, Transport for London, İstanbul Büyükşehir Belediyesi, Todd W. Schneider, Hyundai Turkey, Chevrolet US, Dacia UK and Dacia France, WorldPopulationReview, CityPopulation, Transport & Environment, Salaryaftertax. Note: 1. Represents the lowest priced new car purchase cost in each country as of mid 2020. Maintenance and fuel costs are significant costs and are not included and net minimum wage salaries are used in this graph. OECD Annual Average 2020 FX rates and OECD minimum wage figures are used. 2. Based on TomTom 2021 traffic index. Indexed to London 2021 traffic congestion score. 3. Both taxis and cabs and private hire vehicles are included. Assumes no private hire vehicles in Turkey.

To address this demand, we are committed to enhancing our electric mobility and ride-hailing services to ensure accessibility for individuals of all ages, abilities, and socioeconomic backgrounds. Our efforts focus on developing transportation solutions that meet the diverse needs of our riders, fostering a more inclusive and equitable urban mobility environment through industry dialogue and collaboration with local authorities.

[1] <https://www.statista.com/statistics/452167/turkey-number-of-cars-per-thousand-inhabitants/>

[2] <https://www.acea.auto/files/ACEA-Report-Vehicles-on-European-roads-.pdf>

[3] <https://data.census.gov/>

CONGESTION AND NOISE-FREE CITIES

We are dedicated to fulfill our commitment to mitigate congestion and enhance noise-free cities by collaboratively working with our industry peers and authorities.

In the rapidly growing megacities of emerging markets, transportation presents considerable challenges, with traffic congestion and noise pollution adversely affecting the daily lives of residents. As key players in the transportation industry, we recognize our duty to tackle these issues and strive to develop effective solutions to enhance overall quality of life.

At Marti, we acknowledge that congestion and noise present considerable challenges that necessitate action. We are dedicated to mitigating these impacts through our shared and electric mobility solutions. Our efficient and convenient products, which serve as alternatives to privately owned cars, are designed to help reduce congestion and noise in urban areas. Electric scooters, bikes, and mopeds take up less space due to their smaller size and, by substituting private vehicles on the road, help alleviate congestion. Additionally, ride-hailing can potentially ease traffic congestion and lower emissions by promoting shared rides, increasing vehicle occupancy, and reducing the number of individual cars on the road.

By encouraging the use of electric and shared mobility options through our electric vehicles and ride-hailing service, we are proactively striving for a future with reduced congestion and more livable urban environments. Through ongoing innovation, we are consistently seeking new methods to enhance our operations, further decreasing congestion and noise in city areas.

Sectoral Dialogue

Transportation is a highly complex issue that requires systematic redesign at the governmental level with new regulations and urban planning. At Marti, we understand that tackling such complex challenges requires collaborative efforts, active engagement, and constructive dialogue with various stakeholders. As we strive to deliver smarter urban mobility solutions, we recognize that success is achievable only through cooperation. By collaborating, we aim to exchange knowledge, share insights, and contribute to the creation of effective and sustainable transportation solutions. Through engagement, we seek to align our initiatives with local priorities, ensuring our services are tailored to meet the specific needs of each location.

This collaborative environment enables us to address potential concerns, gather feedback, and incorporate diverse perspectives into our decision-making process. We strive to build trust and promote transparency by maintaining effective dialogue and actively engaging with local authorities, policymakers, industry peers, academic institutions, and other relevant stakeholders. By fostering open communication, we aim to understand the varied and multi-layered perspectives within the urban mobility landscape and identify innovative solutions. We are committed to actively participating in sectoral initiatives, forums, and discussions to promote knowledge sharing, best practices, and policy advocacy for smarter and more sustainable mobility.

By establishing robust partnerships and engaging in meaningful dialogues, we aim to drive positive change, advance sustainable mobility practices, and foster a more inclusive and equitable urban mobility ecosystem.

Sectoral Dialogues in Action

We understand that managing the utilization and parking of our vehicles is a significant challenge for Marti's operations. To tackle these issues, we are proactively working with local municipalities to develop innovative solutions.

In collaboration with the Istanbul Metropolitan Municipality, we are exploring optimal strategies for positioning our vehicles in sync with traffic patterns, integrating them into bicycle routes, and utilizing designated parking stations. These parking stations will be designed to offer easy access for our riders while minimizing disruption for non-riders. Additionally, to promote responsible parking, we plan to introduce incentive programs that encourage correct usage and parking practices. Through these efforts, we are dedicated to improving the overall rider experience and reducing any inconveniences to the local community.

CLEANER CITIES

Response to Climate Change

Today, now more than ever, we believe the drastic effects that climate change has on people, communities, and the environment have become visible all around the globe. Our commitment to electrifying our fleet and operations underscores our dedication to a low-carbon future.



RESPONSE TO CLIMATE CHANGE

The 2024 Global Risks Report sounded an alarm: the top ten threats to our planet over the next decade were all climate-related.^[1] Now, in 2024, these warnings have become a stark reality. Extreme weather events, from devastating wildfires to catastrophic floods, are no longer anomalies but increasingly frequent and intense disruptions to societies and economies worldwide. The IPCC's Sixth Assessment Report^[2] underscores the urgency of the crisis, revealing a widening gap between the pace of climate action and the accelerating pace of climate change.

Urban centers are at the epicenter of the climate crisis, contributing significantly to greenhouse gas emissions through transportation, industrial activity, building operations, and waste management. Transitioning to cleaner, more sustainable urban models is imperative. By prioritizing emissions reductions, adopting circular economy principles, and fostering innovation, we can create thriving cities that are resilient to climate change.

The business sector, representing 72% of the OECD's global economy, holds the key to unlocking a sustainable future. Integrating ESG principles into core business operations is no longer an option but a necessity. At Marti, we embrace this responsibility by leveraging our position in the transportation sector to drive positive change.

By offering shared, electric vehicles, we are directly addressing two of the most significant contributors to global greenhouse gas emissions: personal transportation and the automotive industry. Our commitment to electrifying our fleet and operations underscores our dedication to a low-carbon future.

We are targeting net-zero Scope 1 and 2 emissions by 2030, a milestone that will position us as a leader in sustainable mobility.

Recognizing the complexity of achieving net zero, we are meticulously tracking our emissions across all scopes. We are acutely aware of the challenges posed by Scope 3 emissions, particularly those associated with our supply chain and vehicle usage. By diligently assessing and mitigating these emissions, we are taking concrete steps towards a more sustainable future.

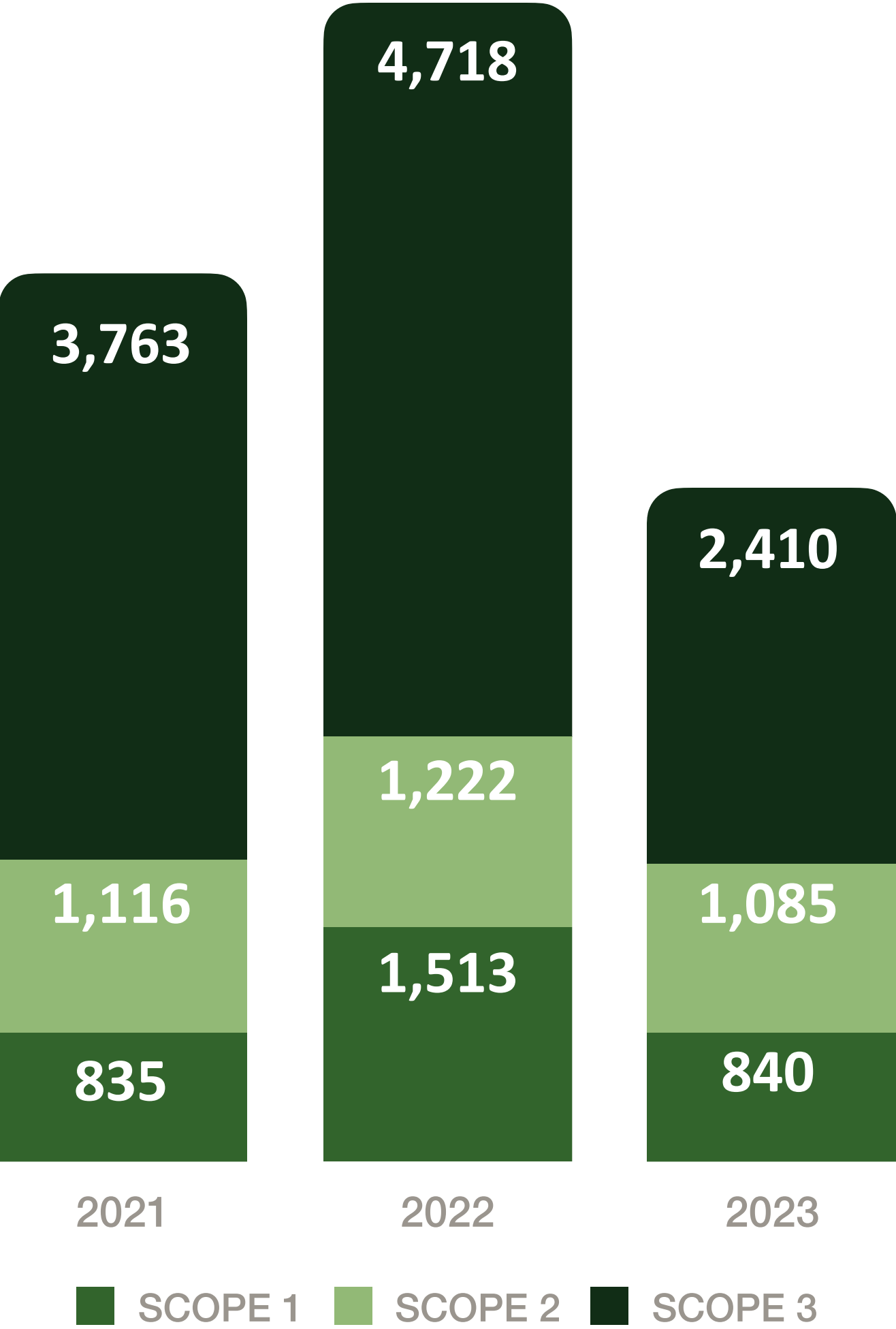
To express our stance for “Cleaner Cities” we aim to have:

- Net-zero Scope 1 and 2 emissions by 2030,
- Net-zero inbound logistics operations by 2030, and
- 100% EV logistics fleet by 2030.

Achieving net-zero emissions is an immense challenge requiring a multifaceted approach and unwavering dedication. We've identified emissions and energy consumption as critical areas for improvement and are committed to driving significant reductions. To measure our progress, we've meticulously tracked Scope 1, 2 and 3 emissions, with a total of 4,335 tons of CO2e recorded in 2023.

We understand that our environmental impact extends beyond direct operations. Scope 3 emissions, including those from our supply chain, vehicle usage, and employee commuting, constitute a substantial portion of our carbon footprint. We're actively scrutinizing these emissions to gain a comprehensive understanding of our impact and develop targeted reduction strategies.

Annual GHG Emissions by Scope (tCO2e)



[1] <https://www.weforum.org/publications/global-risks-report-2024/>

[2] <https://www.ipcc.ch/assessment-report/ar6/>



EMISSIONS PERFORMANCE OF OUR VEHICLES

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We conduct a yearly analysis to assess the environmental impact of our vehicles, drawing on both international research and our proprietary data. To evaluate our shared vehicles' lifecycle performance, we employ the International Transport Forum's ("ITF") methodology for assessing vehicle components, infrastructure, and operational services.^[1] We incorporate Marti’s energy consumption data to calculate emissions per kilometer for each vehicle.

Vehicle component	related to the manufacturing, delivery at the point of purchase, maintenance and disposal of vehicles
Energy component	related the production and distribution of the fuel/energy vector used by the vehicles
Infrastructure component	related to the construction, maintenance and end-of-life management of infrastructure required for vehicle operations
Operational services	related to travel needed for charging and repositioning

To establish a benchmark, we commissioned an independent study to determine the average carbon footprint of a typical ride in Türkiye. Considering factors like taxi, private car, public transportation, and car-sharing, we found that the average ride emits approximately 156 grams of CO2e per kilometer.

Our analysis revealed that both e-mopeds and e-bikes generate significantly lower lifecycle emissions—around 46% and 37% less, respectively—compared to the average Turkish commute. E-scooters, while emitting 21% less CO2 than traditional transportation options, have a larger environmental footprint. This is primarily due to their shorter lifespan and higher aluminum content, which increases the emissions associated with production, delivery, maintenance, and disposal.

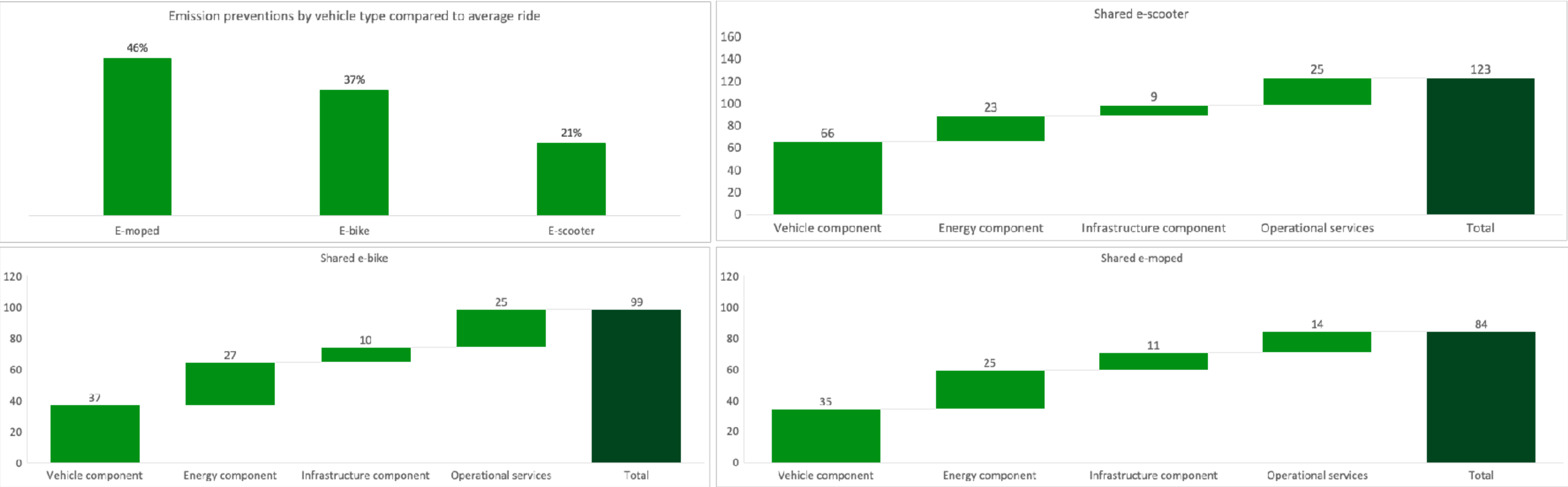
Furthermore, our findings underscore the substantial contribution of energy consumption to the overall carbon footprint of our vehicles, accounting for over 25% of emissions. Türkiye’s heavy reliance on coal and natural gas for electricity generation exacerbates this issue.

^[1] <https://www.itf-oecd.org/sites/default/files/docs/environmental-performance-new-mobility.pdf>

EMISSIONS PERFORMANCE OF OUR VEHICLES

At Marti, we are committed to minimizing our environmental footprint across all operations, including vehicle usage. Our analysis indicates that transitioning to renewable energy for charging our vehicle batteries offers a significant opportunity to further reduce emissions. To gain a deeper understanding of our climate impact, we conduct comprehensive life cycle assessments on our vehicles.

By providing a lower carbon footprint per kilometer compared to traditional transportation options in Türkiye, our vehicles have contributed to a reduction of 941 tons of CO2 emissions in 2023. This is equivalent to the carbon dioxide absorbed by nearly 43,000 mature trees annually, according to the European Environment Agency.



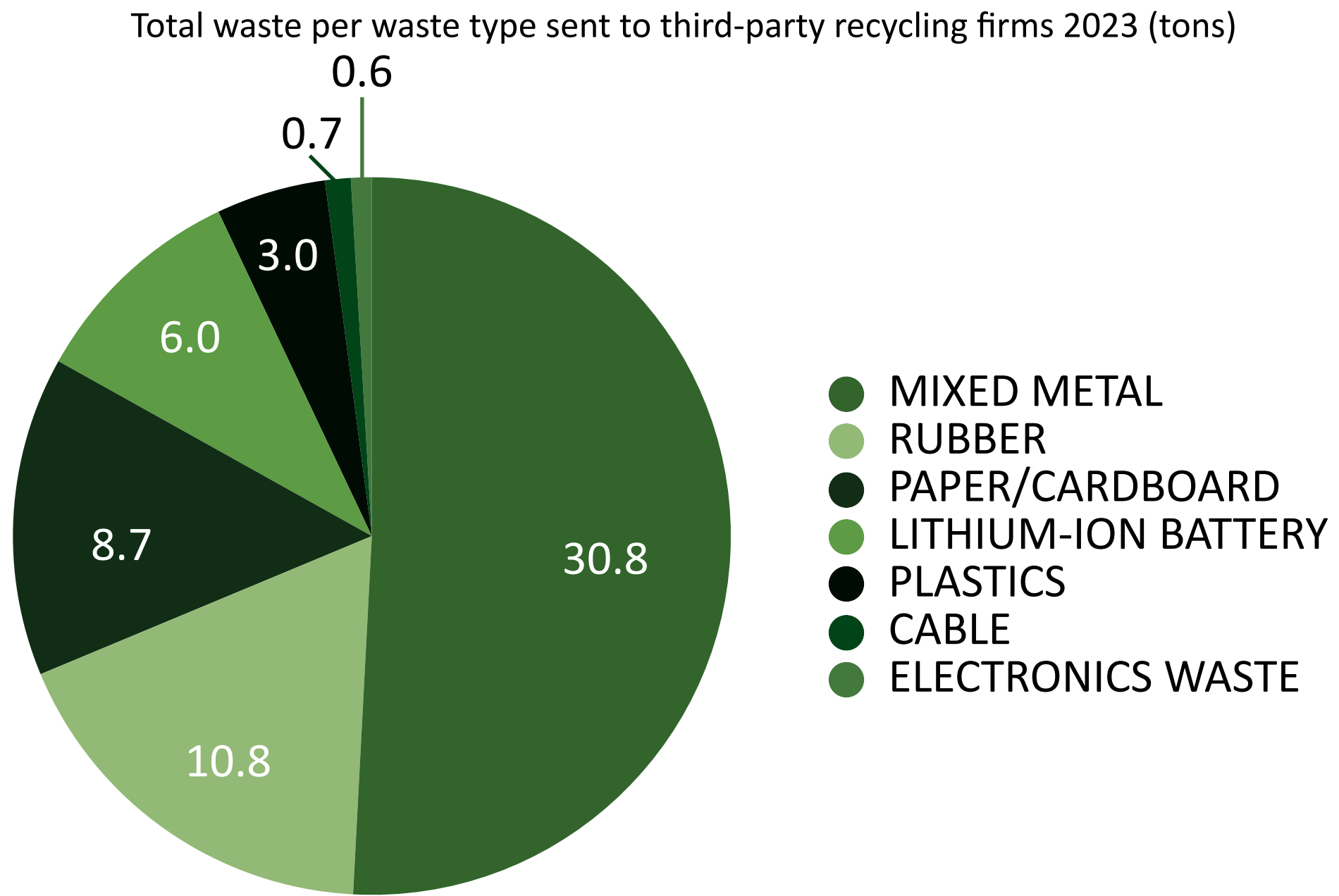
Effective waste management and raw material optimization are cornerstones of our sustainability strategy. By embracing circular principles, we aim to significantly reduce our environmental impact and contribute to broader climate goals. Our focus on vehicle components, particularly batteries, reflects this commitment.

We are dedicated to a zero-landfill future by 2025, prioritizing reuse, repair, and recycling of all vehicle parts and operational waste. Through partnerships with specialized recycling firms, we've achieved a 100% recycling rate for all process outputs, including 60.5 tons of mixed metals, lithium-ion batteries, electronics, paper, plastics, rubber, and cable in 2023.

The batteries used in our fleet vary in capacity. Their lifespan depends on technological advancements, the date of fleet purchase, battery manufacturing dates, and field usage intensity. However, an average battery in our fleet can be expected to last 2-3 years.

Once a battery reaches the end of its lifespan, its condition is assessed, and our electrical engineers attempt to repair it using established methods. If repair is not possible, the battery is classified as scrap and collected by a licensed battery recycling partner. Our partner then handles the battery recycling process.

By leveraging the expertise of our teams and collaborating with recycling partners, we strive to reduce waste, increase resource utilization, and contribute to a more sustainable future.



To extend product lifespan and maximize component value, we've established dedicated Warehouse Maintenance and Electronic Repair teams. Our Warehouse Maintenance team meticulously inspects, repairs, and maintains our fleet, ensuring optimal vehicle condition through diligent quality control.

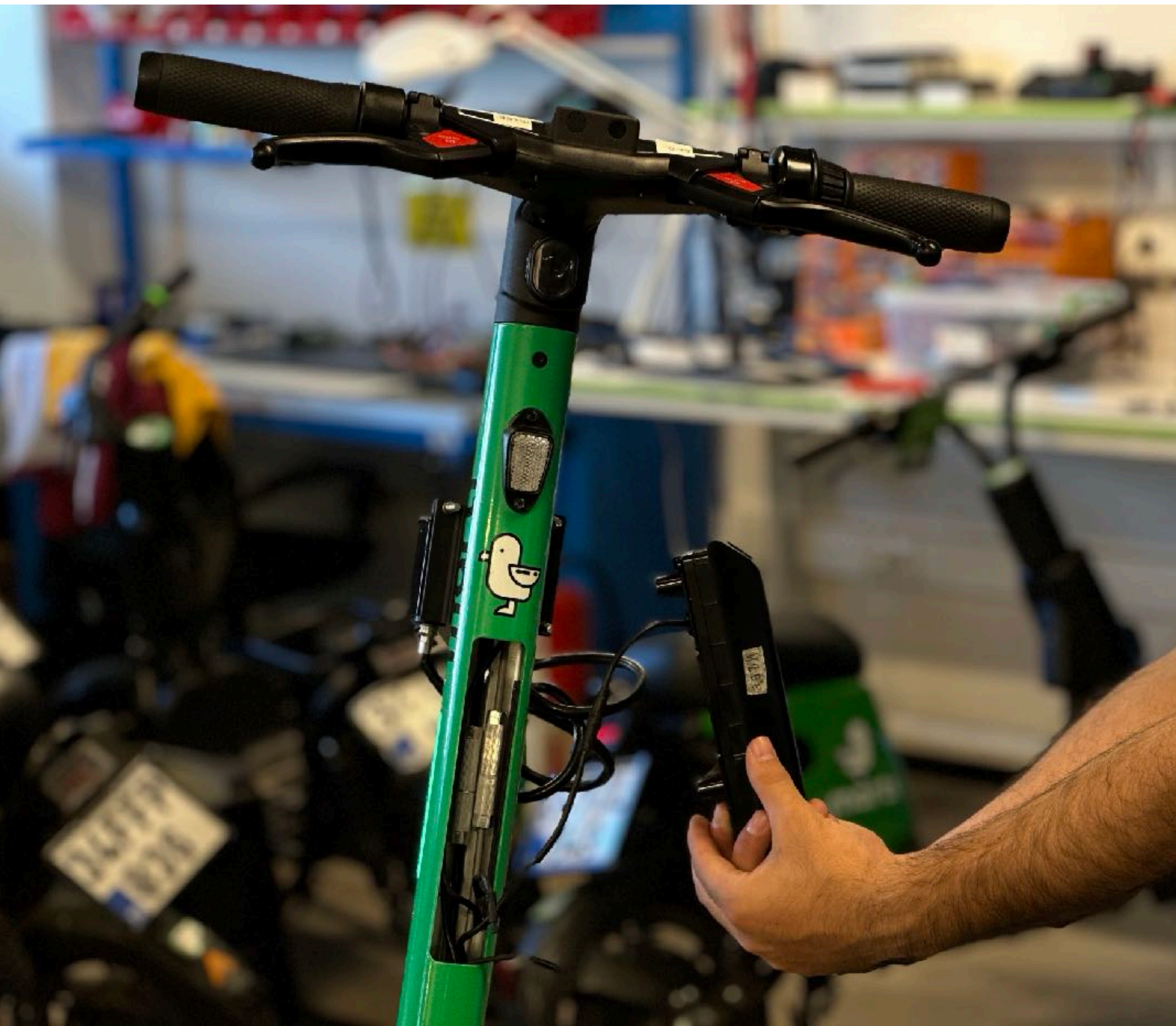
The Electronic Repair Team specializes in refurbishing critical components like batteries, IoT, and motors. By repairing and reusing these parts, we not only minimize electronic waste but also enhance component longevity and performance, reducing the need for replacements.

In 2023, we continued to focus on operational efficiency projects, including the assessment of staff and field operations. By optimizing our vehicle count and increasing efforts to refurbish electronic and spare parts, we achieved an 11% year-over-year reduction in total cost of revenues. Our efforts in operational efficiency in two-wheeled electric vehicles laid the groundwork for expanding our fleet over a two-year timeframe.

 **Waste reduction** – Several vehicle parts are repaired in-house and reused



Reuse rates of vehicle parts



Our Vehicle Reuse Process

To maximize resource efficiency, we have implemented a robust process for reusing components from end-of-life vehicles. This circular approach involves several key steps:

- 1. Vehicle Retirement:** When a vehicle becomes irreparable, our field teams report the issue to central operations for assessment.
- 2. Vehicle Evaluation:** The Vehicle Engineering Team (“VET”) conducts a thorough inspection to determine the vehicle's condition and labels it as out of service in our system.
- 3. Component Assessment:** The vehicle is dismantled, and VET categorizes components as reusable, repairable, or scrap.
- 4. Reuse and Redistribution:** Reusable and repairable parts are integrated back into our production process, minimizing waste and extending component lifecycle.

By following this process, we effectively recover valuable materials and reduce the demand for new components, contributing to a more sustainable operation.

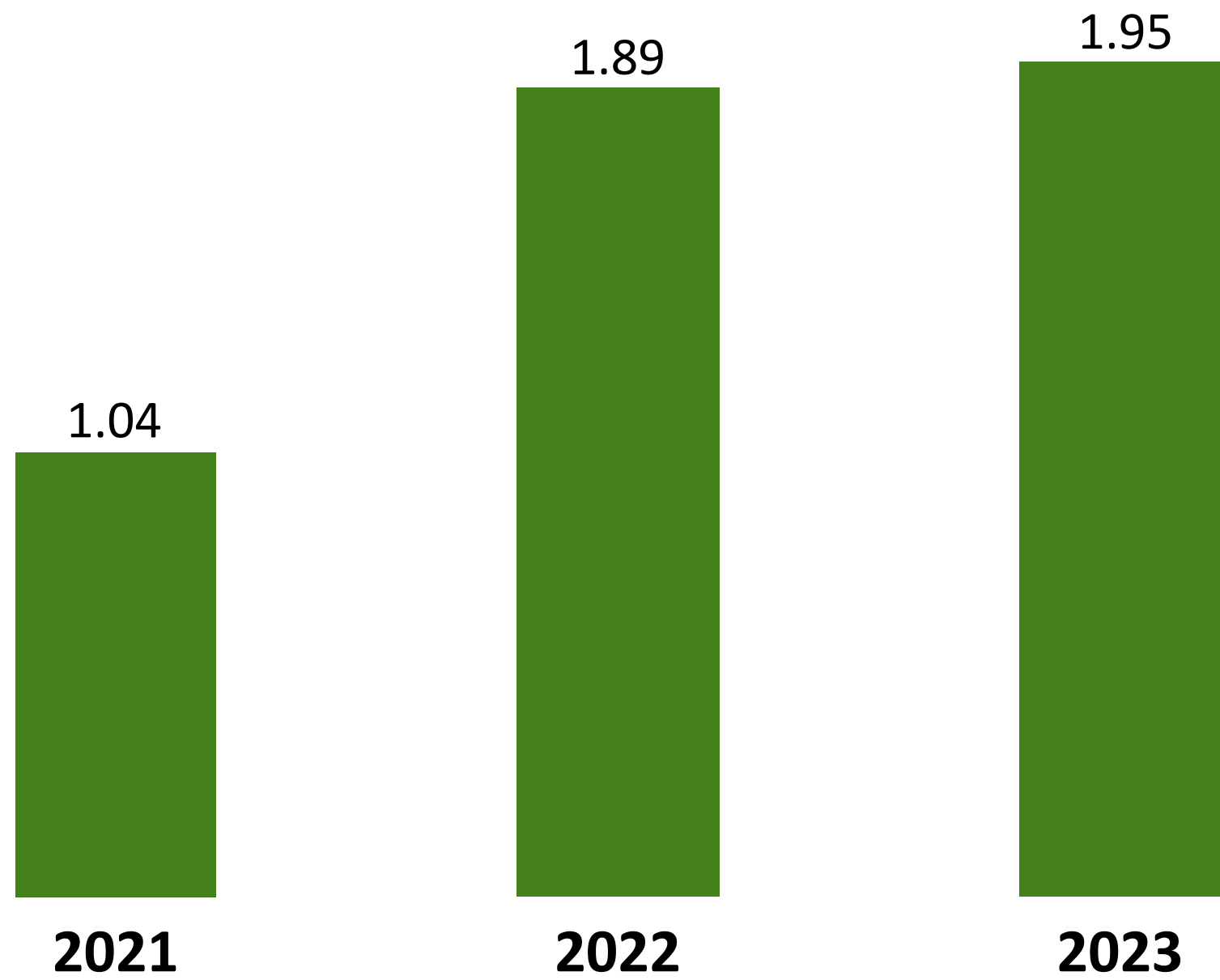
Innovation

We created Marti as an innovative solution to tackle Türkiye's pressing traffic congestion and motor vehicle emissions. Innovation has always been our driving force. We constantly strive to develop fresh solutions for the transportation sector, aiming for safer rides, cleaner cities, and smarter mobility.

We understand the importance of staying ahead in this rapidly evolving market. That's why we've implemented an annual innovation strategy to keep pace with industry trends. Over the past two years, we've focused on securing government incentives to support our technological advancements. These incentives provide crucial resources to enhance our technologies and drive innovation. We're also collaborating with universities and industry leaders to validate our work.

A significant part of our innovation efforts is dedicated to enhancing the rider experience. Our teams work tirelessly to introduce new features and functionalities that improve vehicle performance and overall service quality. Through robust research, development, and testing, we aim to exceed our users' expectations.

Annual R&D Expenditures (million USD)



In 2023, our innovation efforts were mostly focused on our operational efficiency projects. Ongoing mechanical enhancements and new part designs have been developed guided by three key criteria:

- Addressing Field-Related Issues:** Eliminating recurring issues encountered by vehicles in the field.
- Enhancing Vandalism Resistance:** Fortifying components against vandalism and ensuring their durability.
- Promoting Refurbished Electronic and Spare Parts:** Repairing and recycling damaged parts to minimize the need for new replacements.

These developments were spearheaded by in-house mechanical and electrical engineers. The design and development processes prioritized:

- User-Friendliness:** Simplifying usage of parts for enhanced user experience.
- Maximum Safety:** Maintaining the highest levels of driving safety.
- Extended Fleet Service Life:** Ensuring the longest possible service life for the fleet.

Additionally, we kept working on the impact of one of the key areas of our business: batteries. Batteries have a natural service life, and over time, the performance of individual cells within a battery decline. These cells can become non-functional, rendering the entire battery unusable.

To address this issue, our Company implements cell balancing techniques to restore functionality to underperforming cells. Additionally, we address voltage fluctuations within batteries by replacing faulty Battery Management System (“BMS”) circuit boards. These boards manage energy distribution within the battery and their failure can render the battery unusable even if individual cells are intact.

Furthermore, we implement strategies to extend battery lifespan by preventing full charging and full discharging cycles. This is achieved by monitoring the State of Charge (“SoC”) and battery voltage information derived from the BMS. These measures have proven to extend battery lifespan by approximately 15%.



SAFER RIDES

Safety Begins with Our Vehicles.

At Marti, safety is a top priority. We understand our responsibility to ensure the well-being of both our riders and those around them.

The increasing incidence of injuries involving electric bikes and scooters globally highlights the urgent need for improved safety measures for riders of compact electric vehicles. Despite their rising popularity, electric bikes and scooters encounter challenges concerning safety, regulations, and infrastructure. The increase in accidents has highlighted the need for stronger safety measures and regulatory frameworks to safeguard both riders and pedestrians. Problems such as insufficient bike lanes, limited user awareness, and inconsistent regulations across regions create significant barriers to the broader acceptance of electric mobility.

For detailed information on our safety guidelines and regulations, please refer to our user agreement, which can be accessed [here](#).

Rider Safety

We recognize that our riders are integral members of the community, relying on us to deliver a safe and convenient transportation solution. At Marti, ensuring the safety of our riders is our top priority. We have implemented stringent safety protocols and continuously educate our users on best practices for riding our electronic scooters.

Ensuring a safe transportation option is our top priority, and we are committed to promoting rider safety across all the cities we serve. We are committed to continuously improving our vehicle quality and integrating safety measures into our vehicles and app to reduce the number of incidents and crashes. Since our inception, there have been no fatal incidents causally attributed to Marti vehicle issues or malfunctions.

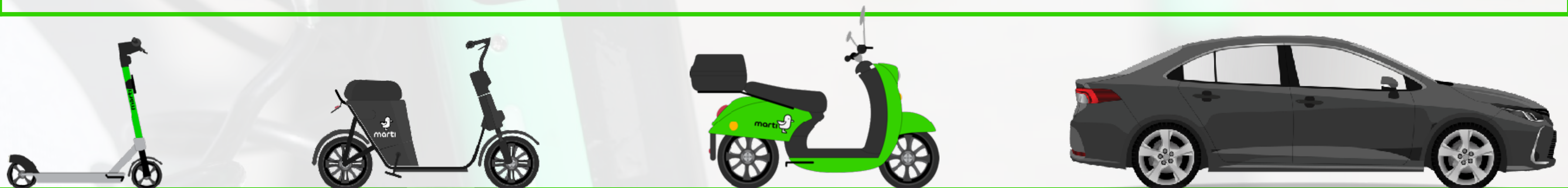
We employ skilled technicians and implement rigorous quality control measures to minimize the risk of mechanical issues or malfunctions, thereby providing a safer riding experience for our users. Our dedicated security team of 24/7 motorcyclists ensures both vehicle and rider safety, allowing for quick intervention when necessary. Additionally, we have access to high-density public CCTV cameras throughout Türkiye, further enhancing our surveillance capabilities and ensuring a safer environment for our riders.

By continuously updating our app, we incorporate user-friendly interfaces and safety-focused features to enhance rider protection. Despite these efforts, we remain vigilant and strive to further elevate our safety standards, aiming to minimize accident risks. We also aim to reduce our response times to safety incidents.

By 2024, we aim to initiate Marti Safety Academy to further enhance rider safety and promote a culture of responsible and sustainable mobility.

Marti Safety Academy by 2024

To promote sustainable mobility, we plan to launch the Marti Safety Academy by 2024. This academy will provide users with access to safety training courses, best practice guides, and other resources to ensure safe usage of our services. Topics will include safe riding, proper use of safety equipment, and traffic navigation. Our goal is to equip users with the knowledge and skills to minimize risks and ride safely.



Safety Measures for Rider Protection

Prioritizing rider safety is crucial for earning our customers' trust and underscores our dedication to offering a secure and dependable mobility service. We are committed to continually assessing and enhancing our safety program to meet high standards and ensure a safe riding experience for all Marti users.

We monitor all rides 24/7, offering live call center support for our users. To enhance rider safety, we have implemented various measures for our electric vehicles, including:

- **Electronic Brake Assist:** Ensures efficient and safe braking on certain models.
- **Reinforced Chassis:** Provides stability and durability, suitable for various road conditions.
- **Controlled Acceleration:** Requires riders to accelerate gradually with their feet, ensuring a controlled start.
- **Non-slip Base:** Offers better grip and stability during rides.
- **GPS System:** Tracks rides in real-time, enabling quick user support and efficient fleet management. This system helps control speed, prevent parking in restricted areas, and ensure vehicles operate within service zones.

These measures reflect our commitment to rider safety and operational efficiency. We prioritize safety by implementing age restrictions, requiring riders to be at least 15 years old. We also encourage riders to take responsibility for safe riding practices and provide regular reminders and guidelines through our app.

Additionally, we provide a riding guide for our riders and encourage them to wear helmets and other safety gear. To further enhance rider safety, we have also updated our application to prohibit riding on highways. If a rider enters a restricted area, the scooter's speed automatically slows down via satellite.



Pedestrian Safety

We have implemented several measures to promote pedestrian safety as part of our commitment to creating a sustainable and safe urban environment.

- **Approved Routes:** Our Marti app allows vehicle use only on routes sanctioned by local municipalities, ensuring riders follow safe paths for both themselves and pedestrians.
- **No Parking Zones:** The app identifies areas where parking is prohibited, preventing vehicles from being left in unsafe or unsuitable locations.
- **Smart Parking Areas:** The app directs riders to designated parking zones, carefully chosen based on each city's infrastructure to ensure proper vehicle placement.
- **Photo Verification:** To confirm proper parking, riders must take a photo of their vehicle in its designated spot at the end of their ride. This process promotes responsible parking and ensures vehicles are correctly parked.

To promote safe and orderly cities, we continuously update our app and implement safety-related technologies such as geofencing, which allows us to set virtual boundaries on the map and helps us prevent riders from entering no-go zones or exceeding speed limits. Our app divides regions on the map into four categories: areas where parking and riding are not allowed, areas where parking is not permitted, areas where low-speed riding is required, areas where discounted parking is available.

We take the complaints seriously and work diligently to address and resolve them in a timely manner. By actively monitoring and responding to complaints, we aim to maintain a high level of safety and convenience for all users.

Increase numbers of e-scooter parking locations by 300 by 2025.

We recognize the importance of pedestrian safety and are dedicated to ensuring that sidewalks and streets are safe and accessible for all road users. We are collaborating with the Istanbul Metropolitan Municipality to achieve our goal of constructing 300 parking spots by 2025. Through these partnerships, we invest in the design and implementation of parking facilities, working towards creating a more organized and orderly environment for mobility. To this end, we have made substantial investments in the design and implementation of parking spots in cities.



SAFER RIDES

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Vehicle Safety

The electric vehicles in our fleet are regularly inspected by our team. Vehicle quality and safety are crucial for providing safe and reliable transportation services. We offer owned and operated services with over 38,000 vehicles across three product categories: e-scooters, e-mopeds, and e-bikes.

Building on the success of a 2021 pilot program with 1,000 e-mopeds, Marti has introduced 4,000 new high-performance e-mopeds to higher performing cities in Türkiye. We focused on operational efficiency in our two-wheeled electric vehicle business in 2023 and 2024, and will evaluate the opportunity to expand our fleet no earlier than the summer of 2025.

The redesigned e-mopeds, tailored for Türkiye's topography and climate, feature:

- **Vehicle dashboards, topcase, and floor protection plates to minimize wear and tear.**
- **Lithium iron phosphate batteries for longer charging cycles and reduced charging time.**
- **Acceleration limits to balance speed and battery life in hilly areas.**
- **IoT box sensors to reduce theft and vandalism.**

We adhere to quality standards in compliance with regional legal regulations, taking a comprehensive approach to ensure the quality and safety of our vehicles throughout their lifecycle. We have obtained the ISO 9001 Quality Management System, ISO 39001 Road Traffic Safety Management System, ISO 20000-1 Information Technology Service Management System, ISO/IEC 27701 Personal Data Management System, and ISO 27001 Information Security Management System certifications. We collaborate closely with suppliers to design and manufacture vehicles to the highest safety standards. .

Our rigorous testing and inspection procedures assess vehicle performance, durability, and safety, ensuring they meet our stringent quality criteria. Regular maintenance and repair services are provided to keep our vehicles in optimal condition. Our team follows strict maintenance protocols, including checks on critical components like batteries and electrical systems, to guarantee their proper functioning and safety. Frequent monitoring of the sensor data enables us to promptly identify and address any issues that arise, predict the damage, detect the vehicle malfunctions automatically, maintaining the safety and reliability of our electric vehicles. Through these efforts, we aim to deliver a secure and reliable transportation service that aligns with our sustainability goals.

To enhance the quality and efficiency of our field staff's work, we have integrated a real-time location tracking feature into our operations app. This allows us to optimize staff routes, respond swiftly to service requests, and boost overall operational efficiency. Ensuring the safety and timely movements of our vehicles is as crucial as the efficiency of our staff.

In 2022, we launched the "Detective" application, which tracks the historical logs of our vehicles, including real-time data on speed changes and coordinates. This enables us to analyze past movements and identify areas for safety and vehicle condition improvements, allowing us to take proactive measures to ensure the highest safety levels for our vehicles and riders. In 2023, additional sensor data feature added to Detective application which enables us to estimate the location of vehicles via GSM in cases where GPS location can not be obtained.

Our commitment is to provide safe transportation options for all stakeholders, including riders, pedestrians, and other road users. By implementing measures such as real-time location tracking, historical log monitoring, and collaborating with suppliers, we aim to continuously improve the safety and quality of our operations. We are dedicated to upholding the highest standards of product safety and continually refining our processes to meet the expectations and needs of the communities we serve.





OUR ECOSYSTEM

Recognizing that our employees are our greatest asset, our ongoing initiatives aim to build a more balanced and diverse workforce, ensuring that all team members are valued, supported, and empowered to succeed.

We also acknowledge the critical importance of gender diversity and are dedicated to cultivating an inclusive environment where every individual has equal opportunities to excel and make meaningful contributions

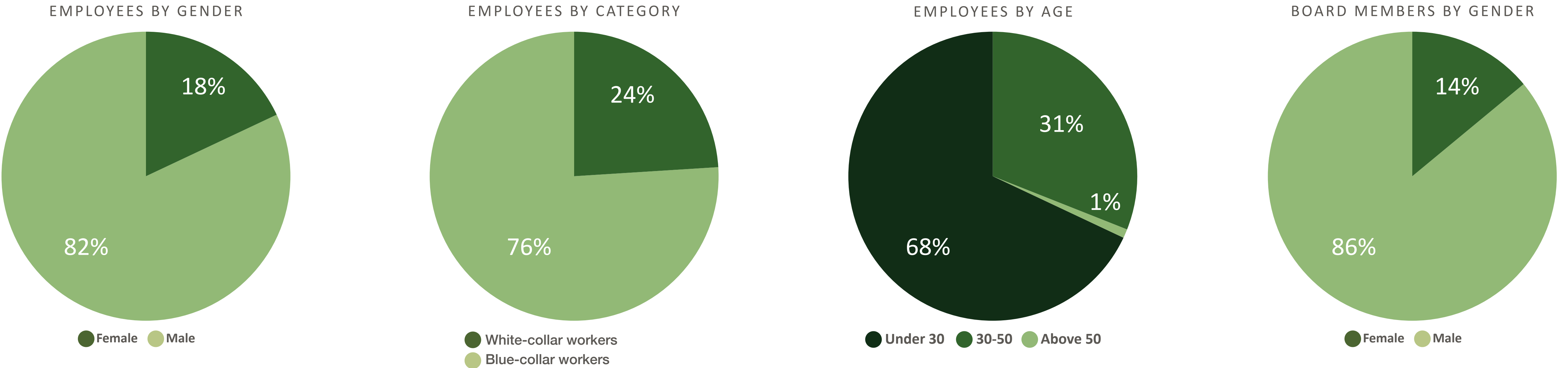
EMPLOYEES

We recognize that our employees are the driving force behind our advancements in creating sustainable mobility solutions. Their passion, dedication, and expertise are the catalysts for our innovative approaches to smarter mobility, cleaner cities, and safer rides. Our workforce not only embraces sustainability as a core value but also actively drives our mission forward. We are committed to supporting and empowering our employees, fostering a culture where their collective contributions lead to a more sustainable and resilient mobility ecosystem. Through their unwavering commitment, we continue to pioneer transformative solutions for the future of urban transportation.

- 553 employees
- 18% women comprising of workforce
- 26% managerial and administrative workforce consists of women employees
- 14% proportion of women on the board of directors

We acknowledge the critical importance of gender diversity and are dedicated to cultivating an inclusive environment where every individual has equal opportunities to excel and make meaningful contributions. Recognizing that our employees are our greatest asset, our ongoing initiatives aim to build a more balanced and diverse workforce, ensuring that all team members are valued, supported, and empowered to succeed.

We also strongly believe that diverse perspectives and experiences are crucial for driving innovation and making well-informed decisions. By advancing gender diversity within our leadership, we are nurturing a more inclusive and equitable corporate governance structure that aligns with our organization's values and goals.



Employee Well-being

At Marti, we are convinced that putting our employees first fosters a positive work environment that propels our Company's growth and success. We are dedicated to actively listening to our employees, encouraging transparent communication, and refining our practices based on their insights. By doing so, we are creating a culture where everyone can excel, make valuable contributions, and actively shape the future of Marti.

We prioritize our employees' well-being and work-life balance by offering a range of employee benefits. We offer benefits package to our full-time employees, which includes private health insurance, transportation assistance, remote work options, and flexible working hours. By prioritizing the health and well-being of our employees, we support their work-life balance. We also recognize and support our employees who are parents by providing them with the right to parental education and granting leave for school-related matters. These benefits reflect our commitment to creating a supportive and family-friendly work environment where our employees can thrive both personally and professionally. Moreover, we are fostering an office environment that allows our employees to bring their pets, while also providing nutritional support. We prioritize the well-being of our staff by offering benefits such as social and health-related leave and comprehensive check-up programs.

Occupational Health and Safety

Our goal is to create a safe and comfortable work environment that supports employee well-being.

At Marti, we prioritize the well-being of our employees across our entire value chain. We are dedicated to sustaining and improving their physical, mental, and social health. To this end, we have crafted a clear vision for occupational health and safety (OHS) that aligns with our long-term objectives. Our goal is for all employees to embrace an OHS culture, supported by a dedicated OHS unit within our organization. To reinforce our commitment to OHS and foster organizational growth, we have set several short-term targets.

Short Term OHS Targets

- **Conducting at least one practical training session per year,**
- **Ensuring timely completion of periodic checks,**
- **Increasing our Near Miss Reporting Rate by 100%**
- **Increasing our Non-Conformance Reporting Rate by 100%**

Marti has adopted a proactive strategy for managing OHS risks and hazards in the workplace. To ensure effective management of these issues, we have appointed an OHS Coordinator who reports directly to the Human Resources Manager. In addition to this, our newly formed OHS Committee started to get involved in OHS processes. The OHS Committee is comprised of 13 members, including six employee representatives who act as spokespersons for all employees. The committee convenes quarterly to discuss and address OHS agenda items, with decisions made upon the approval of the Board of Directors.

Our OHS Coordinator and occupational physician visit all locations monthly to identify potential risks in working areas. In addition, any measures taken to address identified risks from previous months are reported. During these visits, our employees are also given the opportunity to share their feedback, suggestions, and complaints. By fostering open communication and collaboration, we aim to create a safer and healthier work environment for all.

Our regular risk assessments are based on previous workplace accidents, as well as relevant legislation and international standards. To evaluate and score OHS risks, we utilize a matrix method that enables us to prioritize the most critical issues.

We set a high value on collective protection measures to eliminate work-related hazards and risks, but in cases where they are insufficient, we implement personal protection measures. Our OHS Coordinator investigates work-related incidents and lists corrective actions and areas for improvement to prevent similar incidents in the future.

Employees report non-conformities to the OHS Coordinator, with a goal to increase the non-conformance reporting rate by 100%. As part of our continuous improvement efforts, the OHS Coordinator investigates incidents, listing corrective actions and areas for improvement to prevent future occurrences. Through this collaborative approach, we can take prompt actions to address OHS risks and promote the well-being of our employees. At Marti, we recognize the potential fire risks associated with the lithium-ion batteries used in our devices. These batteries can sometimes react and cause fires for various reasons. While we have developed protocols to effectively intervene and extinguish such fires, our approach continues to evolve based on practical experience, as there are currently no specific guidelines available in Türkiye.

Each new incident provides us with valuable insights, enabling us to identify and implement necessary precautions. To enhance our fire safety measures, we are considering collaborating with a fire safety consultant who can offer expert guidance and address our specific questions.

Moreover, we are planning to install advanced Detection and Suppression systems for the charging stations in our warehouses. This initiative aims to further strengthen our fire safety infrastructure, ensuring the well-being of our employees and the safety of our facilities.

We proactively identify and manage work-related risks through regular inspections of work areas and equipment. We focus on ergonomic standards to minimize risks, and we are pleased to report that no occupational diseases have been diagnosed in our institution. We mitigate higher risks from desk work, solder fumes, and stress by providing ergonomic equipment, safe screen tool training, and easy access to materials.



OUR ECOSYSTEM

Marti provided 4,320 hours of OHS training to its employees in 2023. Average training time per employee was 9.41 hours.

OHS Trainings

We conduct regular OHS training sessions throughout the year to increase awareness of the risks associated with our operations. Additionally, we use specialized software to offer remote OHS training to our employees, ensuring that everyone has access to the necessary information and tools.

To further emphasize our commitment to OHS, we consistently provide updates on safety measures and procedures on notice boards located in our warehouses and Company headquarters. We also continuously review and enhance our warning signs and emergency exit directions in work areas to ensure that our employees can respond immediately and effectively in case of an emergency.

Our dedication to fostering a safety culture is yielding results, as we have noticed our employees are actively reporting nonconformities to our OHS Coordinator. We are dedicated to continue enhancement of our OHS training and awareness programs to ensure that our employees feel secure and supported while performing their duties.

Our training topics cover a comprehensive range of key areas to ensure a well-rounded safety approach. General topics include information on labor legislation, employee rights and responsibilities, and the importance of workplace cleanliness and order. Training also covers the legal consequences of workplace accidents and occupational diseases.

In health-related topics, we address the causes of occupational diseases, principles of disease prevention, and practical application of prevention techniques. Employees receive information on biological and psychosocial risk factors, first aid, and the harmful effects of tobacco, including passive exposure.

The technical topics in our training emphasize the safe use of work equipment and cover the hazards, risks, and safety measures associated with electricity. We also focus on safety and health signage, personal protective equipment, working with display screen equipment, and safe manual lifting techniques. Employees learn about chemical, physical, and ergonomic risk factors, as well as fire prevention and control measures, including protection against flash fires and explosions. General occupational health and safety rules and cultivating a strong safety culture are central to our program, as are evacuation and rescue procedures.

Finally, other topics include information on COVID-19 precautions and battery safety. Through this thorough training program, we strive to build a safe, informed, and proactive workforce that is equipped to navigate risks confidently and effectively.

OHS Performance

The Total Recordable Injury Frequency Rate (TRIFR) for employees increased in 2023 compared to previous years, primarily due to the transfer of subcontractors into the Company’s employee group.

	2021	2022	2023
Total Recordable Injury Frequency Rate (“TRIFR”)*			
Employee	0	2.4	36.84
Subcontractor	86.62	77.19	0
Lost Time Injury Frequency Rate (“LTIFR”)**			
Employee	0	2.04	36.84

* Total number of recordable injuries per million work hours; TRIFR is calculated as follows: Number of incidents x 1,000,000 / total number of hours worked in a year

** Total number of lost time injuries per million work hours; LTIFR is calculated as follows: Number of lost time injuries x 1,000,000 / total number of hours worked in a year

OUR ECOSYSTEM

In 2023, we sourced goods and services from 703 suppliers, with 89% being domestic. Notably, around 72% of our total supplier payments went to local suppliers.

Suppliers

In today's rapidly evolving business landscape, supply chain risks have become more pronounced. This has made the development of durable and resilient supply chains a top priority for ensuring business continuity across the globe. Factors such as the increased demand for sustainable materials, potential geopolitical tensions affecting component availability, and the need for advanced technological integration are all contributing to the necessity of building resilient supply chains. At Marti, we understand the critical importance of creating a more reliable supply chain in the mobility sector. Our efforts focus on improving the transparency and traceability of our supply chain and forging closer partnerships with our suppliers to mitigate potential disruptions and ensure the timely delivery of essential components.

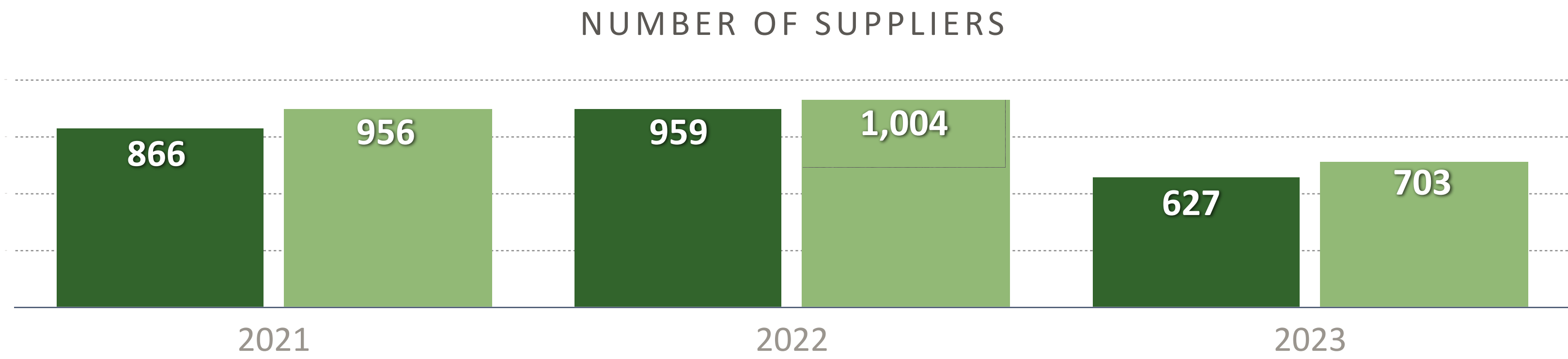
By maintaining clear visibility into our supply chain, we can better identify and address potential risks or disruptions. We emphasize building trust-based relationships with our suppliers, enabling us to collaborate effectively to overcome challenges and maintain seamless operations. Compliance with relevant legislation and ethical practices is paramount in our interactions with suppliers and business partners, fostering trust and integrity throughout our supply chain.

To prevent severe disruptions, we carry out all procurement processes in alignment with our short-, medium-, and long-term business plans, ensuring they serve the Company's best interests. This includes conducting thorough risk assessments, developing contingency plans, and diversifying our supplier base to minimize reliance on single sources. Our procurement activities are conducted in a transparent and competitive environment, following a systematic approval mechanism.

Collaboration with suppliers is key to our approach at Marti. We recognize the importance of operational efficiency, cost-effectiveness, and sustainability in our supply chain practices. By partnering with local suppliers, we aim to reduce logistical emissions and other environmental impacts associated with transportation. Sourcing materials locally helps minimize travel distances, resulting in lower carbon emissions and a smaller ecological footprint. By fostering long-term relationships with local suppliers, we collaboratively identify opportunities for improvement and drive positive change in the mobility sector. Through these comprehensive efforts, Marti is committed to building a robust and sustainable supply chain that supports our broader goals of business continuity and environmental responsibility.

In 2023, we sourced goods and services from 703 suppliers, with 89% being domestic. Notably, around 72% of our total supplier payments allocated to local suppliers. We actively engage with our suppliers to identify opportunities for improvement and drive positive change in the mobility sector. By collaborating closely with them, we can exchange knowledge, share best practices, and jointly develop innovative solutions that improve efficiency, reduce costs, and enhance sustainability throughout the supply chain.

To promote continuous progress and advancement in our production, operations management, and software systems, we have identified key suppliers with whom we engage in significant transactions. As of 2023, we have designated 44 suppliers as critical to our business operations.



OUR ECOSYSTEM

We recognize the crucial role our supply chain plays in fostering sustainability and ethical business practices. Accordingly, we have instituted a supplier policy that reflects our commitment to amplifying economic, social, and environmental benefits across our entire value chain. This policy covers key areas, including:

- **Occupational health and safety**
- **Business ethics (e.g., anti-corruption, anti-competitive practices)**
- **Environmental stewardship**
- **Child labor**
- **Basic human rights**
- **Working conditions**
- **Requiring our suppliers to have sustainable supply policies in place for their suppliers**

As part of our strategy to promote engagement on climate change issues, we ensure that new critical suppliers are integrated into our system by inquiring about their environmental certifications. At Marti, we are strongly committed to working with suppliers who align with our supply chain policy and share our values of ethical and sustainable business practices.

We provide our suppliers with clear guidelines and expectations as outlined in our policy, encouraging them to operate in a manner that promotes sustainability and social responsibility. We emphasize collaborating with suppliers who adhere to and implement international standards to provide products and services with reduced environmental impact.

Our Research and Development (“R&D”) and vehicle teams work closely with these suppliers to identify areas for improvement, such as enhancing vehicle performance, reducing costs, and preventing vandalism. To address vandalism, which is relatively rare for Marti vehicles compared to global two-wheeled electric vehicle operator theft rates, we have implemented various protective measures in our vehicle designs. Our R&D team has developed specific components for each vehicle model to deter or prevent vandalism to our fleet. Marti's robust security measures, including in-house systems and extensive CCTV coverage, have resulted in theft and vandalism rates of less than 0.1% monthly across all operating cities. Our dedicated security team of 24/7 motorcyclists ensures vehicle safety and can quickly intervene when necessary. Additionally, we have access to high-density public CCTV cameras throughout Türkiye, further enhancing our surveillance capabilities. Furthermore, we stress the importance of taking field precautions to prevent vehicle vandalism through our communications with suppliers. This collaborative approach ensures that we maintain a sustainable and resilient supply chain that supports our broader sustainability goals.

Ethics

Ethics, also known as moral philosophy, is a defending, and recommending concepts of Greek word ethos, which means "character" field of Axiology. In philosophy, ethics studies act. Ethics may be divided into four major are

OUR ECOSYSTEM

Customers

At Marti, our dedication to providing exceptional mobility solutions and our customer-centric approach are key drivers of our success. In 2023, we achieved remarkable milestones, reaching over 4.9 million unique customers.

By December 31, 2023, we surpassed our initial targets for our ride-hailing service by engaging more than 498,000 unique riders and registering over 106,000 drivers. Looking ahead, we aim to further expand our reach, setting ambitious targets of 1,600,000 unique riders and 245,000 registered drivers by the end of 2024.

At Marti, we view our riders as integral members of our mobility ecosystem rather than mere customers. Their participation is crucial to our community, and we are committed to fostering strong, engaging relationships with them. To enhance these connections, we have adopted a centralized customer relationship management approach, which allows us to respond effectively to the evolving needs and expectations of our users.

Our goal is to create a vibrant community around our brand, driving user satisfaction and growth through meaningful engagement. We prioritize understanding and addressing our riders' needs to build lasting relationships and foster trust.

Our commitment to sustainability is reflected in our focus on providing eco-friendly transportation solutions. Our electric vehicles are designed to minimize emissions and reduce the carbon footprint of transportation. By leveraging clean energy and cutting-edge technology, we aim to contribute to a more sustainable future and improve air quality in urban environments. Additionally, our shared mobility options help reduce traffic congestion and the costs associated with private car ownership, promoting efficient resource use.

We offer a range of mobility solutions, including e-scooters, e-bikes, e-mopeds, and car-hailing, motorcycle-hailing, and taxi-hailing options. To measure our success and drive growth, we track key performance indicators (“KPIs”) such as average rides per vehicle per day, average daily vehicles deployed, total rides, net revenue per ride, gross profit per ride, unique ride-hailing riders, and unique ride-hailing drivers. We also focus on expanding multi-modal rides and encouraging diverse use of our services.

Our comprehensive customer segmentation approach enables us to tailor our offerings and strategies based on rider behavior and preferences. By analyzing factors such as app sign-ups, ride recency, and ride counts, we classify riders into distinct segments and customize our engagement strategies accordingly.

Several key factors contribute to our success in retaining customers and enhancing their experience:

- Commute Rides:** Over 96% of our rides are for commuting purposes, demonstrating the critical role our services play in daily transportation.
- App Openings to Ride Conversions:** Increased vehicle availability boosts the ratio of app openings to ride conversions. When riders find available vehicles more easily, they are more likely to use the app and complete their ride.
- Vehicle Availability and Retention:** High vehicle availability enhances user experience by reducing wait times and increasing convenience, which strengthens customer loyalty and retention.

By focusing on these elements, Marti is dedicated to delivering exceptional service, promoting sustainable transportation, and building a loyal, engaged rider base.



OUR ECOSYSTEM

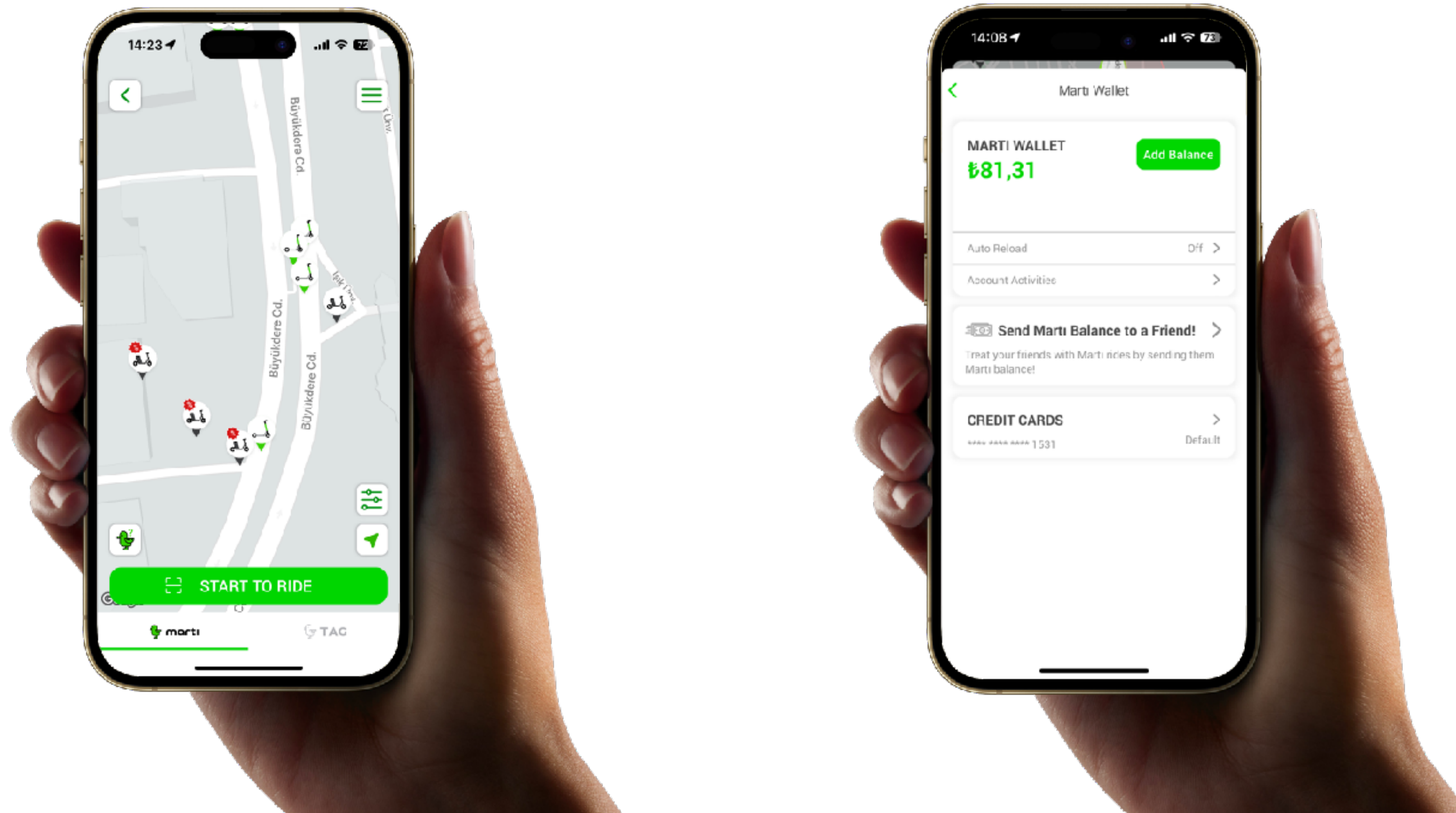
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At Marti, we proactively engage with new riders through targeted activation and re-ride campaigns, while rewarding our loyal users with exclusive loyalty promotions. Additionally, we address passive customer segments with retention initiatives, offering incentives to encourage them to rejoin our community. Our primary communication channel with customers is through push notifications.

We are deeply committed to protecting our users' privacy and data. Our Privacy Notice transparently details how we handle personal data, including the legal basis, processing methods, and purposes, as well as data transfer, erasure, destruction, and anonymization procedures. We ensure compliance with data protection regulations by obtaining explicit consent from users for all transactions carried out through the Marti App. Our Privacy Notice also outlines the rights of data subjects, empowering users with greater control over their personal information.

For more details, you can access [Marti's Privacy Notice](#).

In 2023, Marti provided 6,360 hours of training in customer relationship management for a total of 304 employees.



OUR ECOSYSTEM

We are committed to enhancing our employees' expertise in customer relations management through a robust training program. This program, aligned with our company values, covers all critical aspects of customer interactions. It includes in-depth training on our e-scooters, e-bikes, and e-mopeds, as well as tutorials on call and control center software. We emphasize maintaining high standards of call quality to ensure exceptional customer service.

Our goal is to empower our employees with the knowledge and skills required to provide outstanding support and build lasting relationships with our users. By investing in their development, we strive to deliver exceptional customer experiences and foster long-term loyalty.

Customer Feedbacks

At Marti, our comprehensive suite of services is supported by advanced proprietary software systems and IoT infrastructure. One of our key performance indicators (KPIs) for customer management is the increase in average monthly rides per unique rider. We have observed that multi-modal riders, who use a combination of our services, significantly surpass single-modal riders in both ride frequency and expenditure. Consequently, our focus is on promoting multi-modal usage as these services become more widely available and driver participation grows.

We prioritize customer satisfaction and take feedback seriously. To facilitate this, we have established multiple contact channels: telephone, social media, email, website contact forms, and letters.

Customers can reach us 24/7 at +90 (850) 308 34 19 or via the Marti app.

In 2023, we received a significant number of feedback from our customers, totaling 1.52 million throughout the year. Through our efforts, we were able to successfully resolve 83% of the feedback provided, demonstrating our dedication to addressing customer concerns and ensuring their overall satisfaction by providing timely assistance and support.



Performance Indicators

Social Performance Indicators

Employees by Gender	2021		2022		2023	
	Female	Male	Female	Male	Female	Male
Number of Employees	45	138	62	270	102	451
Total Number of Employees	183		332		553	

	2021		2022		2023	
Employees by Age and Gender	Female	Male	Female	Male	Female	Male
Under 30	21	56	33	124	71	303
30 - 50	22	71	24	138	30	139
Over 50	2	11	0	13	1	9

	2021		2022		2023	
Disabled Employees	Female	Male	Female	Male	Female	Male
Number of Disabled Employees	0	3	1	3	1	2
Total	3		4		3	

New Hires by Gender	2021		2022		2023	
	Female	Male	Female	Male	Female	Male
Number of New Hires	44	109	39	205	173	386
Total New Hires	153		244		559	

Employees by Category	2021	2022	2023
Full-Time	183	332	553
Part-Time	0	0	0
Total	183	332	553

	2021		2022		2023	
Employees by Gender and Category	Female	Male	Female	Male	Female	Male
Blue Collar	3	37	4	113	70	351
White Collar	42	101	58	157	32	100
Subcontractors	50	739	68	643	11	12

	2021		2022		2023	
Turnover Rate by Age and Gender	Female	Male	Female	Male	Female	Male
Under 30	16	20	11	59	107	298
30 - 50	9	27	16	84	19	74
Over 50	4	5	2	8	2	19
Total Turnover Rate	81		180		510	
Turnover Rate by Gender	64%	38%	47%	56%	125%	85%
Total Turnover Rate	44%		54%		92%	

Performance Indicators

Environmental Performance Indicators

GHG Emissions (tCO2e)	2021	2022	2023
Scope 1	835	1,513	840
Scope 2	1,116	1,222	1,085
Scope 3	3,763	4,718	2,410
Total	5,714	7,453	4,335

	2021	2022	2023
Electricity Consumption (GJ)	8,989	9,843	8,739

Total waste per waste type (tons)	2022	2023
Mixed Metal	84.5	30.8
Lithium-Ion Battery	1.8	6.0
Electronic Waste	2.8	0.6
Paper/Cardboard	14.9	8.7
Plastics	2.0	3.0
Mixed Packaging	0.2	0.0
Rubber	3.6	10.8
Cable	0.0	0.7
Total Recycling Rate	99%	100%

GRI CONTENT INDEX

Statement of use	Marti has reported the information cited in this GRI content index for the period January 1 - December 31, 2023 with reference to the GRI Standards.	
GRI 1 used	GRI 1: Foundation 2021	

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	General disclosures	
	2-1 Organizational details	3, 8, 9
	2-2 Entities included in the organization’s sustainability reporting	3
	2-3 Reporting period, frequency and contact point	3
	2-4 Restatements of information	-
	2-5 External assurance	-
	2-6 Activities, value chain and other business relationships	9, 40-42
	2-7 Employees	37, 45
	2-8 Workers who are not employees	45
	2-9 Governance structure and composition	19, 20
	2-10 Nomination and selection of the highest governance body	19
	2-11 Chair of the highest governance body	19
	2-12 Role of the highest governance body in overseeing the management of impacts	19
	2-13 Delegation of responsibility for managing impacts	19, 20
	2-14 Role of the highest governance body in sustainability reporting	20
	2-15 Conflicts of interest	20
	2-16 Communication of critical concerns	19
	2-17 Collective knowledge of the highest governance body	19
	2-18 Evaluation of the performance of the highest governance body	19
	2-19 Remuneration policies	This information is not disclosed for reasons of confidentiality.
	2-20 Process to determine remuneration	This information is not disclosed for reasons of confidentiality.
	2-21 Annual total compensation ratio	This information is not disclosed for reasons of confidentiality.
	2-22 Statement on sustainable development strategy	10-13
	2-23 Policy commitments	20, 38
	2-24 Embedding policy commitments	20, 38
	2-25 Processes to remediate negative impacts	20, 38
	2-26 Mechanisms for seeking advice and raising concerns	20
	2-27 Compliance with laws and regulations	20
	2-28 Membership associations	-
	2-29 Approach to stakeholder engagement	18
	2-30 Collective bargaining agreements	-

Material topics		
	Disclosure	Location
GRI 3: Material Topics 2021	3-1 Process to determine material topics	14
	3-2 List of material topics	15-17
GRI 200: Economics Standards Series		
Economic performance		
GRI 3: Material Topics 2021	3-3 Management of material topics	8, 9
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	9
Procurement practices		
GRI 3: Material Topics 2021	3-3 Management of material topics	40
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	9, 40
GRI 300: Environmental Standards Series		
Energy		
GRI 3: Material Topics 2021	3-3 Management of material topics	25-27
GRI 302: Energy 2016	302-1 Energy consumption within the organization	25, 46
	302-5 Reductions in energy requirements of products and services	26, 27
Emissions		
GRI 3: Material Topics 2021	3-3 Management of material topics	25-27
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	25, 46
	305-2 Energy indirect (Scope 2) GHG emissions	25, 46
	305-3 Other indirect (Scope 3) GHG emissions	25, 46
Waste		
GRI 3: Material Topics 2021	3-3 Management of material topics	28-30
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	28, 46
	306-2 Management of significant waste-related impacts	28-30
	306-3 Waste generated	28, 46



GRI CONTENT INDEX

GRI 400: Social Standards Series

Employment		
	Disclosure	Location
GRI 3: Material Topics 2021	3-3 Management of material topics	36, 37, 45
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	45
Occupational health and safety		
GRI 3: Material Topics 2021	3-3 Management of material topics	38, 39
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	38
	403-2 Hazard identification, risk assessment, and incident investigation	38
	403-3 Occupational health services	38
	403-4 Worker participation, consultation, and communication on occupational health and safety	39
	403-5 Worker training on occupational health and safety	39
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	38
	403-8 Workers covered by an occupational health and safety management system	38
	403-9 Work-related injuries	39
Diversity and equal opportunity		
GRI 3: Material Topics 2021	3-3 Management of material topics	36, 37
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	36, 37, 45
Customer health and safety		
GRI 3: Material Topics 2021	3-3 Management of material topics	32-35
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	32-35

Material Topics That Are Not Covered by the GRI Standards

Congestion and noise		
GRI 3: Material Topics 2021	3-3 Management of material topics	23
R&D and innovation		
GRI 3: Material Topics 2021	3-3 Management of material topics	30
Product quality and safety		
GRI 3: Material Topics 2021	3-3 Management of material topics	35
Accessibility and inclusion		
GRI 3: Material Topics 2021	3-3 Management of material topics	22



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REPORTING CONSULTANT

S360

DESIGN

Marti