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2025

SUSTAINABILITY REPORT

Table of Contents

1. ABOUT THE REPORT	2
2. ADA KARAKÖY HOTEL	2
2-1. THE HOTEL'S SUSTAINABILITY MESSAGE	3
2-2. CORPORATE RESPONSIBILITY	3
2-3. OUR HOTEL VALUES	5
3. SUSTAINABILITY TEAM	6
4. REDUCING ENVIRONMENTAL IMPACTS	6
OUR ENVIRONMENTAL APPROACH:	7
RESOURCE CONSUMPTION	8
ELECTRICITY CONSUMPTION	8
WATER CONSUMPTION	10
WASTE MANAGEMENT	12
CHEMICAL USE	13
5. STAFF AND WORKING LIFE	14
6. SOCIAL WORK AND ACTIVITIES PERFORMED	17
7. CULTURAL ACTIVITIES	18

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1. ABOUT THE REPORT

Working within the principle of being aware and creating awareness for a livable world, we strive to pass on the natural resources entrusted to us to future generations in the same, or even improved, condition.

As **ADA KARAKÖY HOTEL**, we aim for continuous development and improvement in every element of sustainability management. We commenced our sustainability efforts as of 2025. In this direction, we aim to share the progress we have achieved with our management, employees, guests, suppliers, and all other partners, thereby increasing the awareness we create and transforming it into shared goals and achievements.

The information contained in this sustainability report prepared,

- The environmental, social, and economic performance evaluation of our facilities,
- Our goals established to enhance this performance,
- Our strategy and process to be followed to achieve these goals,
- Contributing to the ecological balance,
- Minimizing negative impacts and hazards that may affect the environment,

Unless otherwise stated, contains the performance results for the 2025 period.

2.ADAKARAKÖY HOTEL

is a city hotel located in Beyoğlu. Offering a luxury accommodation experience to its guests, the hotel aims to add a star to its quality through the principle of sustainability.

As a hotel, we aim to maximize guest satisfaction by organizing our services entirely according to guest demands and expectations. To realize this vision, our fundamental principles are as follows:

- **Sectoral Leadership:** We aim to be the most successful and exemplary institution in the sector, and we continuously raise our service standards accordingly.
- **Excellence in Details:** Acting on the logic that "small things make big differences," we pay meticulous attention to even the finest details to make the guest experience flawless.
- **Guest-Oriented Approach:** We operate with a fully guest-oriented focus and consider all feedback and suggestions from our guests as valuable guides for our development.
- **Qualified Human Resources and Team Spirit:** We trust our talented staff, who are supported by continuous training; we are aware that the greatest source of our high service quality is our employees, who work with family bonds and a team spirit.
- **Occupational Health and Safety:** We operate with a zero-accident goal in the field of Occupational Health and Safety for our staff; we conduct continuous improvement activities to make our working environment safer.

2-1. ADA KARAKÖY HOTEL SUSTAINABILITY MESSAGE

ADA KARAKÖY HOTEL SUSTAINABILITY MESSAGE

Dear Guests, Business Partners, and Employees;

As ADA KARAKÖY HOTEL, we are aware of the impacts of tourism on environmental and cultural heritage. We embrace sustainable tourism not just as a responsibility, but as a promise to leave a more livable world for future generations.

In line with this vision, we work with determination across a wide spectrum, from energy and water conservation to effective waste management, and from preserving local culture to providing economic support to the local community. In these days where we feel the effects of global warming and climate change more each day, we make reducing our environmental footprint our priority and strive to make environmental awareness the common culture of our entire team.

By managing sustainability risks with a strategic approach, we aim for long-term growth that is in harmony with nature. We thank you for accompanying us on this journey.

For any requests or feedback that may contribute to our process, you may contact our Hotel Manager.

Hotel General Manager

2-2. CORPORATE RESPONSIBILITY

As ADA KARAKÖY HOTEL, while carrying out our activities, we conduct efforts to maintain positive relationships between the institution and the surrounding community, organizations, and natural habitats; to ensure that our social and economic impacts are as positive and beneficial as possible for the environment and local people; and to reduce or eliminate any negative impacts.

Our Corporate Responsibilities,

Being Environmentally Friendly: Our primary goal is to carry out activities to protect the environment and cultural heritage within the region where we operate and, as much as possible, beyond. We commit to minimizing our carbon footprint to protect the natural ecosystem. By taking decisive steps in waste management and pollution prevention, we fulfill our debt to nature through sustainable practices.

Supporting the Local Community: We pay maximum attention to ensuring that the staff we employ are from the local community. Through our local employment strategy, we contribute directly to the revitalization of the regional economy. At the same time, by providing the local people with job opportunities in their own land, we prevent social migration and strengthen the sense of regional belonging. By working with local suppliers, we also support the region's commercial cycle.

Sustainable Tourism: Meeting the needs of our guests and the local community while considering future generations, ensuring savings in natural resource consumption, and improving the quality of life form the foundation of our sustainability activities. We conduct our tourism activities not by competing with nature, but in harmony with it. By turning to renewable energy sources and increasing water efficiency, we secure our environmental heritage.

Creating Opportunities: We create extensive internship opportunities for tourism students to gain work experience. We support our employees with continuous training, vocational development seminars, and professional career management programs. With a "grow your own leader" culture, we aim to promote our own staff to senior positions first, retaining talent within the institution and growing together.

STAKEHOLDER GROUP	DIALOGUE PLATFORM	COMMUNICATION FREQUENCY
EMPLOYEES	Performance evaluation meetings Social events Occupational health and safety meetings Satisfaction survey Sustainability assessment survey	4 times a year At least twice a year Monthly Quarterly Twice a year
GUESTS	Satisfaction survey E-mail Digital platforms Social media Call center Fairs	Continuous Continuous Continuous Continuous Continuous A few times a year
SUPPLIERS	Surveys Face-to-face meetings Digital platforms E-mail Messaging service	Once a year Upon request Continuous Continuous Continuous
LOCAL PEOPLE	Social projects Digital platforms Social media	During the project Continuous Continuous
SECTORAL ORGANIZATIONS	Membership meetings Seminars and fairs Digital platforms	Always A few times a year Continuous
SOCIETY AND MEDIA	Social responsibility projects Interviews Digital platforms	During the project When needed Continuous

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OUR VALUES



2-3. ADA KARAKÖY HOTEL VALUES

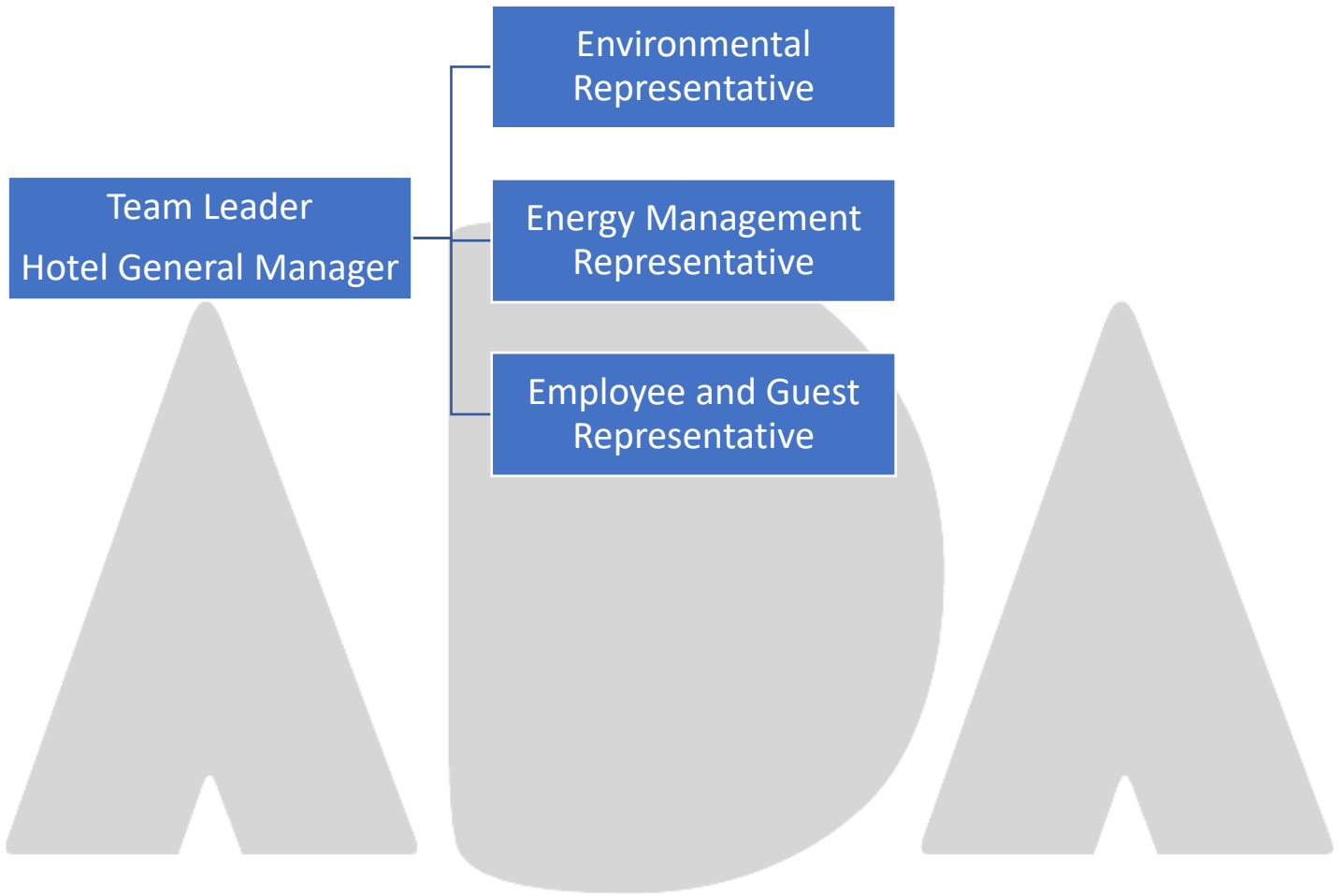
Our values are our most fundamental compass that determines who we are, what we stand for, and how we must act. We take it as our primary objective to maximize guest satisfaction in tourism and to build an unwavering bond of trust with our guests. By acting in accordance with our values, we shape both our attitude toward our guests and our professional solidarity among ourselves; we define the quality of our work and the strategic activities that lead us to sustainable success through these principles.

Thanks to our values, which always carry us forward and make a difference in the sector, we strive to do our best in all our operations without compromising on ethical principles. By blending traditional hospitality with our innovative perspective, we offer not just an accommodation service, but an unforgettable experience.

At the heart of everything for us lies the trust our guests, stakeholders, and employees have in our hotel, our principle of transparency, and our professional code of conduct with high standards. To protect and develop this trust, we further strengthen our chain of values consisting of integrity, quality, and mutual respect every passing day.

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3.SUSTAINABILITY TEAM



4.REDUCING ENVIRONMENTAL IMPACTS

As ADA KARAKÖY HOTEL, our primary priority is to minimize the pressure on natural resources by reducing the consumption of water, electricity, natural gas, and chemicals, as well as the amount of solid waste—all without compromising our guests' comfort and luxury experience.

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We instill this sense of environmental responsibility in all our staff and conduct regular training programs to ensure that every employee actively contributes to this process.

We go beyond fulfilling environmental regulations as a mere legal necessity. We take pride in our pioneering practices aimed at fostering a strong environmental awareness among the local community, our employees, business partners, and guests. In light of sustainable tourism principles, we take innovative measures to minimize, and where possible, completely eliminate damages to soil, water, and air.

Our hotel regards providing social benefit as a corporate duty. In this context, we take care to cooperate with local suppliers and accept creating sustainable employment areas for the local community as a strategic goal.

OUR GOALS

- In order to turn our vision into reality, we attach special importance to the following matters:
- Effective Stakeholder Communication: Developing new communication methods to share our sustainability efforts with all our stakeholders in a more transparent and effective manner.
- Data-Driven Management: Constantly reviewing our data collection sources and structuring our strategic goals to achieve measurable and high-success-oriented results.
- Regional Development: Providing concrete contributions to the economic and social development of the region where we operate.
- Technological Transformation: Expanding the use of eco-friendly and energy-efficient technologies in our operations.
- Resource Conservation: Placing the protection of natural resources at the center of all our business processes.
- Transparent Reporting: Preparing regular sustainability reports to track our performance and share it with the public.
- Excellence in Occupational Health and Safety: Providing a safe working environment with a "zero occupational accident" goal by ensuring the highest level of safety conditions for our employees.

OUR ENVIRONMENTAL APPROACH:

Our hotel is an institution committed to the principle of responding most effectively to the expectations of our guests, staff, stakeholders, and the law.

In order to protect the environment and fulfill the requirements of sustainable tourism, we identify our environmental impacts and keep negative effects and potential hazards under control. We strive to minimize the use of natural resources, energy consumption, and the pollution of air, water, and soil, while rigorously monitoring the waste generated by our facilities.

We strive to ensure that environmental awareness and sustainability efforts are embraced not only by our staff but also by our guests, suppliers, and subcontractors.

- Resource consumption is monitored regularly.
- LED lighting is preferred throughout our facility.
- All electronic devices used are selected from A+ energy-saving products.
- Guest feedback is collected, and actions are taken for continuous improvement.

- Various studies are conducted to reduce the amount of waste in our facility.
- Care is taken to purchase products in bulk packaging rather than small individual containers.
- Especially during breakfast service, large containers are used instead of single-use ones. For example, salt and pepper shakers are used instead of individual packets.

RESOURCE CONSUMPTION

We are aware that usable energy resources in the world are limited. We prefer the energy sources used in our hotels to be from renewable energy sources.

- Our consumption is monitored on a daily, monthly, and annual basis.
- We raise awareness among our staff and guests to reduce resource consumption. For example, labels are used to inform them not to leave water and energy running.
- Our staff receive training regarding resource consumption.
- Motion-sensor lighting is used in areas where the infrastructure is suitable.
- To reduce chemical use, refillable liquid soap is used in washrooms within general areas for our guests.

ELECTRICITY CONSUMPTION

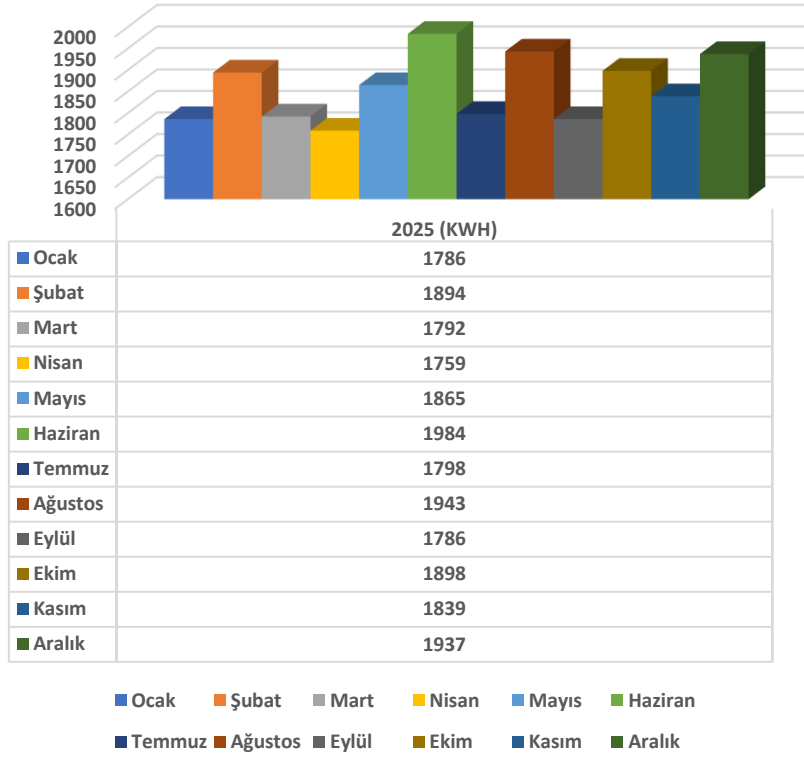
The following initiatives regarding electricity saving are carried out and maintained in our hotel:

- Energy-efficient bulbs or LED lights are used throughout our hotel.
- Sensors are used for lighting in common areas where the infrastructure is suitable.
- Outdoor lighting is controlled by timers.
- LED TVs are used in all our guest rooms.
- To save energy, minibars in our rooms are disconnected from the power source when not in use by guests.
- The curtains in vacant rooms are kept closed during the summer and open during the winter to reduce the use of air conditioning and heating systems.
- Electrically operated devices are positioned in a way that they are not exposed to direct sunlight.

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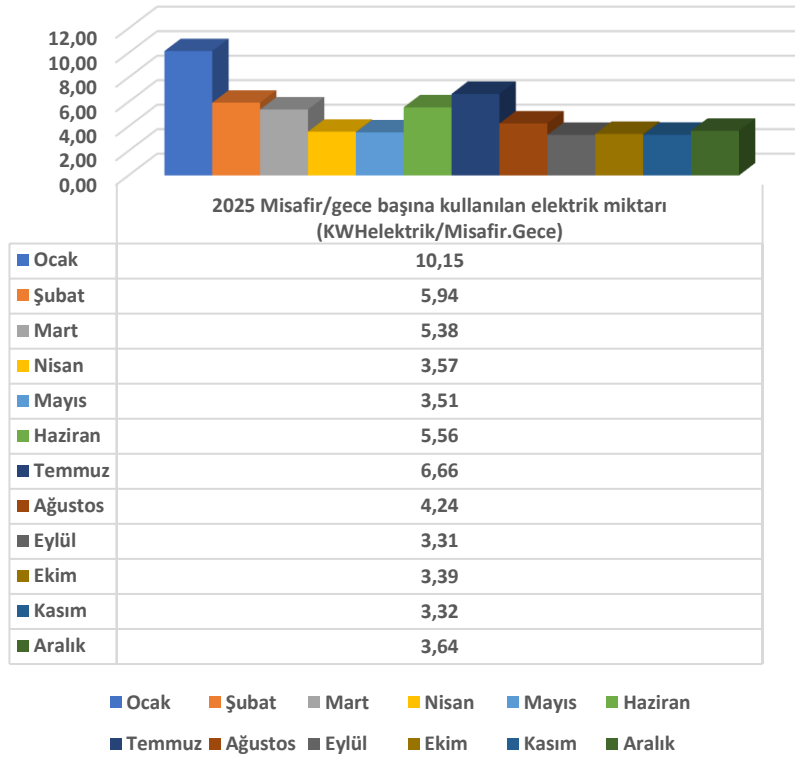
2025 Electric Consumption Tracking Chart



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2025 Per Capita Electricity Consumption Tracking Chart



Can be viewed in detail in the related tables.

OUR GOALS

- To achieve 1% savings per person in energy consumption by the end of 2026 and continue this trend increasingly in the following years.
- To continue purchasing highly energy-efficient devices.
- To replace aging equipment with modern energy-saving devices.
- To inform and raise awareness among staff by continuing energy-saving training every year.

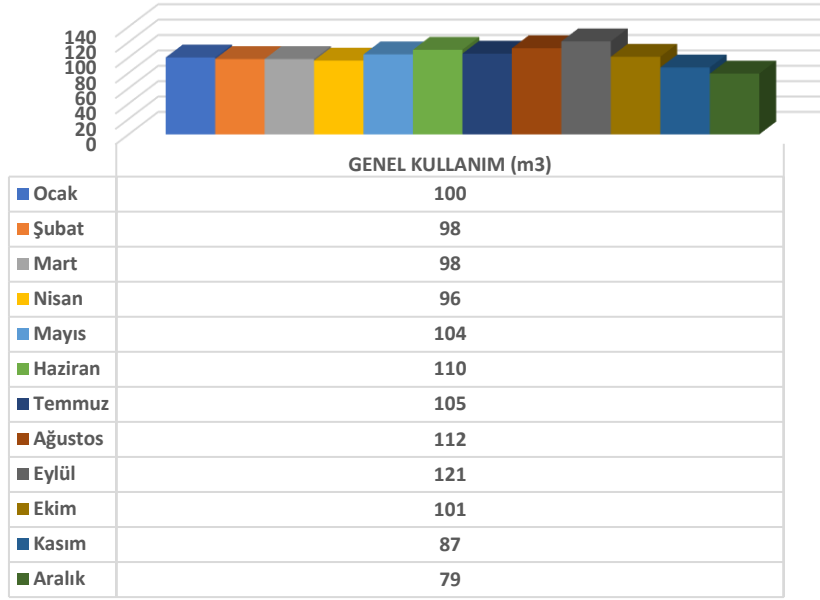
WATER CONSUMPTION

At our hotel, we use water-saving equipment to reduce overall water consumption without compromising on health, hygiene, and guest satisfaction. To avoid affecting the public's needs, we use our own well water. We carry out and ensure the continuity of the following water-saving initiatives:

- Water-saving and/or dual-flush toilet systems are used in restrooms.
- We have an official wastewater report obtained from the relevant municipality demonstrating that all wastewater sources are treated and safely discharged without harming the local community or the environment. Our wastewater is connected to the sewer system in compliance with discharge regulations.
- Water tanks are maintained during the winter months, and potential leaks are prevented.

- All cisterns are adjusted to discharge no more than 6 liters of water per use.
- Rooms and common areas are cleaned using fiber cloths and mops instead of washing with water.
- Our staff receive regular training on water conservation and reporting potential water leaks.
- Towels and bed linens are changed only upon guest request.

2025 Water Monitoring Chart

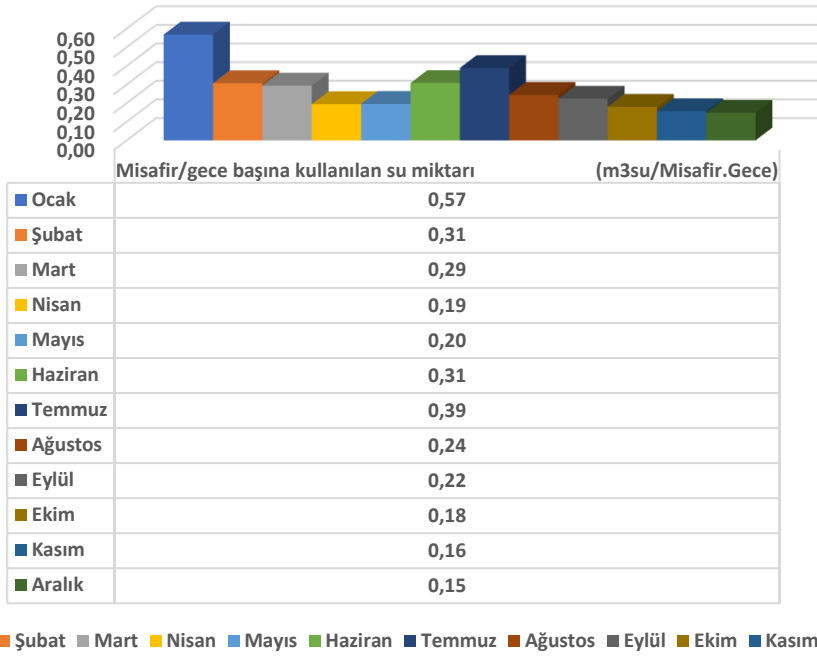


■ Ocak ■ Şubat ■ Mart ■ Nisan ■ Mayıs ■ Haziran ■ Temmuz ■ Ağustos ■ Eylül ■ Ekim ■ Kasım ■ Aralık

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2025 Per Capita Water Monitoring Chart



SOME OF OUR GOALS

- To achieve 3% savings per person in water consumption by the year 2026.
- To raise awareness among staff by continuing energy conservation training every year.
- To prioritize water-saving models when purchasing new appliances and equipment.
- To replace existing faucets with motion-sensor (photocell) faucets over time.
- To replace standard showerheads with low-flow, water-efficient models

WASTE MANAGEMENT

In our Waste Management System implemented at the hotel, our primary goal is to reduce the amount of waste generated, manage our waste effectively to ensure disposal with minimal environmental impact, and recover those that are recyclable.

Both hazardous and non-hazardous wastes are collected by our contracted, licensed disposal and recycling firm. Employees receive annual training on waste and trash segregation.

Our practices as a hotel:

- Hazardous wastes are regularly collected in the hazardous waste storage area and handed over to companies licensed by the Republic of Türkiye Ministry of Environment, Urbanization and Climate Change to ensure their recycling and recovery.
- To ensure the separate collection and recycling of recyclable waste, separate bins for each type of waste have been placed in every department, and the importance of this issue is reinforced through staff training.
- Packaging waste is minimized by purchasing products in bulk (large boxes, sacks, drums, and buckets) instead of single-use products.
- Single-use water consumption is reduced by providing water dispensers in staff welfare areas.
- Waste cooking oils are collected in the waste oil storage tank and disposed of through our contracted authorized firm.
- Waste segregation bins for glass, paper, metal, oil, plastic, and food waste are located in various departments and office areas to facilitate on-site sorting.
- To reduce paper consumption, correspondence and announcements are conducted via email as much as possible.
- To foster environmental awareness, we inform our staff not to print unless absolutely necessary. When paper use is required, double-sided printing is practiced, and scrap paper is utilized for internal needs.

OUR GOALS

- Our primary goal for 2026 is to take measures to reduce the amount of paper, plastic, glass, and metal waste per guest-night by 1%, and to ensure their recycling by sorting the generated waste correctly.
- We will continue to raise awareness among our staff by increasing the number of participants and the duration of the environmental training we provide each year.
- Awareness will be fostered among both guests and staff through waste management notifications delivered via various communication methods.

CHEMICAL USE

We work with relevant companies for the safe disposal of chemicals and track our chemical waste meticulously. We monitor the amount of chemicals used and provide training to our staff to prevent wasteful or incorrect chemical application.

To protect our employees' health from the hazards and harmful effects of chemicals used or processed in any way, to ensure a safe working environment, and to protect our future, we as the Hotel:

- **Monitor chemical consumption amounts** and provide training to our staff to prevent unnecessary and incorrect use.
- **Work with authorized companies** for the safe disposal of chemicals and maintain the tracking of chemical waste generated within our facility.

- **Take necessary precautions** for hazardous chemical waste, leaks, etc., and provide protective equipment to our staff for interventions in case of spills, exposure, or other incidents, supported by regular training and periodic emergency drills.
- **Minimize the amount of contaminated waste** by transferring chemical materials from large drums to smaller reusable bottles.
- **Prioritize chemical products** whose formulations contain surfactants that are biodegradable in nature.

SOME OF OUR GOALS

- To increase our measures for reducing chemical waste and achieve a 1% reduction in consumption by 2026.
- To continue raising staff awareness by increasing both the number of participants and the total training hours for chemical usage education provided each year.
- To procure more biodegradable products from our contracted chemical supplier, ensuring that the environmental impact is minimized.

5.STAFF AND WORKING LIFE

As ADA KARAKÖY HOTEL, we carry out activities to maintain positive relationships between our institution and the surrounding community, organizations, and natural habitats. We work to ensure that our social and economic impacts are as positive and beneficial as possible for the environment and local people, while striving to reduce or eliminate any negative effects.

We take care to ensure that the staff we employ are from the local community.

We contribute to the revitalization of the local economy through our employees and help regional residents stay in their own area rather than seeking job opportunities elsewhere.

Our priority is to protect the environment and cultural heritage within our region and as far beyond as possible. As a hotel, we follow a policy that respects human rights.

The legal rights of our staff are always protected. No discrimination is made during or after the recruitment process, and equal opportunity is provided to everyone.

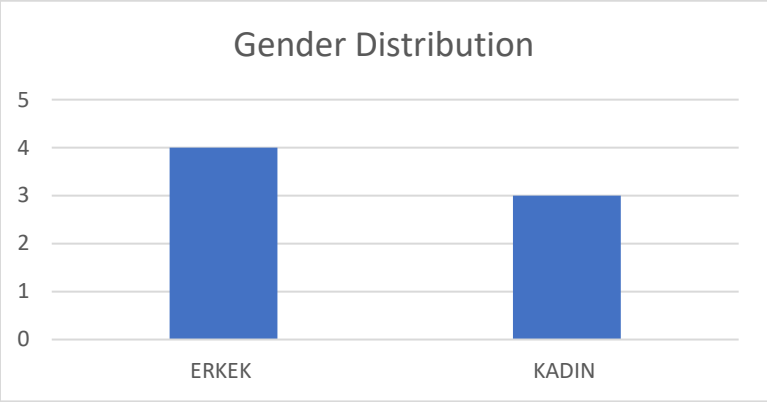
Furthermore, no child labor is employed within the hotel. We do not cooperate with companies that employ child labor. If suppliers send personnel who fall under child labor status, they are not permitted to work.

We have initiated annual one-hour awareness training sessions against child abuse for all hotel staff.

LOCAL STAFF RATIOS:



MALE-FEMALE RATIO AMONG STAFF:



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BENEFITS PROVIDED TO OUR STAFF

Staff Cafeteria: Meals served in the staff cafeteria are free of charge for employees. Breakfast, lunch, and dinner (3 meals) are provided with menus that change every two weeks.

Staff Motivation Meals: To celebrate our success and increase motivation, staff parties and dinners are organized at our hotel at the beginning and end of every season. **Ramadan Food Box Aid:** Every year during the month of Ramadan, we provide

Ramadan food boxes to every member of our staff without exception.

Career Management: We create internship opportunities for tourism students to gain work experience. We support our employees with training and career management programs. We aim to grow together by training our own staff and promoting them to higher positions whenever possible.

DEVELOPMENT OF OUR STAFF

As a hotel, regular training is provided to all our staff. All our employees receive vocational on-the-job training.

Our business aims to strengthen personal development and organizational success by investing in the talents of our staff. In line with this, we are committed to providing development environments and opportunities to ensure continuous growth, creating a culture where managers take responsibility for employee development, regularly monitoring performance, and ensuring open communication to build a qualified, successful, and global workforce and leader pool.

Environmental training is provided to our staff in line with annual training programs. These sessions cover topics such as reducing the consumption of natural resources, waste reduction and correct segregation, procedures for hazardous waste, and the protection of natural life.

Training is conducted through both internal and external sources. Awareness of environmental issues is ensured for all staff through periodic training provided by the Environmental Officer.

In addition, chemical training is received from our supplier companies to raise awareness among staff who use chemicals, ensuring the standardization of consumption. Awareness has also been increased through training provided by the Vegetable Waste Oil Company, covering the environmental hazards of waste oils and the importance of their collection.

Efforts are carried out in our facilities to prevent any living creature from being harmed in the event of a fire.

In this context:

- **Fire safety training** has been provided to our staff.
- **Emergency response teams** have been established.
- **Fire drills** have been organized.

OUR PRIMARY TRAININGS

- Sustainability
 - Environmental and Waste Management
 - Occupational Health and Safety
 - Prevention of Child Abuse
 - Communication
 - Gender Equality
 - Legal Rights and Freedoms
 - Energy Conservation and Consumption Reduction
 - Fire Drills and Training
 - Training on the Use of Chemicals Used in the Facility
 - Savings Measures Training
 - First Aid and Health
 - Food Safety
- ❖ The primary goal of our training activities is to create a constructive culture that prioritizes guest satisfaction, is conscious of hygiene, environment, health, and occupational safety, and to make all employees a part of this culture within our stakeholder relationships.

6.SOCIAL WORK AND ACTIVITIES CONDUCTED

Sustainable development is a concept with social, ecological, economic, spatial, and cultural dimensions. As a hotel, we are conscious of and committed to our responsibilities regarding sustainable tourism and development. We strive to leave a better world for future generations. Our corporate vision, mission, culture, values, and ethical principles guide us in fulfilling these responsibilities. We select our product and service suppliers from local companies.

- We prioritize the use of local products.
- We do not dispose of bakery product waste from our hotels; instead, we provide it to local residents to be used as animal feed.
- We create internship opportunities for tourism students to help them gain professional experience.
- We support our staff through training and career management programs.
- We aim to grow together by training our own staff and promoting our employees to higher positions whenever possible.

- We support measures that increase guest stays, encourage engagement with local producers and service providers, and boost local spending to enhance tourism's contribution to the host destination.
- We aim to increase the quantity and quality of local employment created by tourism by supporting professional specialization and improving wages and service quality without discrimination based on race, gender, or disability.
- We strive to ensure that the economic and social benefits derived from tourism activities are distributed broadly and fairly, improving opportunities, income, and services for socio-economically disadvantaged groups.
- We aim to provide a safe, satisfying, sustainable, and innovative experience to visitors without discrimination based on race, gender, disability, age, or any other factor, while supporting the concept of the "responsible tourist."
- We ensure consultation with other tourism stakeholders during the planning, management, and implementation phases of local governments, while empowering and involving the local community and civil society in regional tourism development processes.

7.CULTURAL WORKS

As **ADA KARAKÖY HOTEL**, we welcome our guests with authentic Turkish hospitality, embracing a "guest" rather than a "customer" mindset, and attend to all their needs throughout their stay.

We are aware that the most important way to make a difference is to provide a high level of guest satisfaction by offering quality services. Our guests' requests are essential for us to provide this quality. In cases where we receive complaints, we investigate them objectively, diligently, and carefully, acting with a solution-oriented approach. By offering special theme nights, we aim to both promote our own culture and maintain satisfaction at the highest level.

Our hotel respects the intellectual property rights of the local community. Authentic elements of traditional and contemporary local culture are incorporated into our cuisine, design, and decoration. To protect and promote our cultural heritage, we provide information regarding nearby residential areas, historical beauties, crafts, and archaeological remains through various communication channels. In doing so, we contribute to the global recognition and development of the region.

We provide the following information to our hotel guests:

- Removing any materials from tourist or historical sites and taking them out of the area is contrary to the laws of the Republic of Türkiye; therefore, historical objects should not be taken, even as a souvenir.
- Litter should not be thrown at historical sites.
- Fires should not be lit at historical sites.
- Historical objects or structures should not be climbed upon or damaged.
- Historical objects or structures should not be touched.
- Historical objects or structures should not be painted, written upon, or defaced.
- Wandering in narrow and crowded areas with large bags or backpacks should be avoided, as it may cause objects to fall or damage/scratch wall paintings.

- We inform our guests regarding transportation and entry to tourist sites.
- Our hotel does not buy, sell, trade, or exhibit historical or archaeological artifacts.

Our hotel prioritizes the promotion and consumption of local products. We implement innovative and creative practices to ensure sustainability in gastronomy across all our activities.



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