

Strategic Goals of Anadolu Hayat Emeklilik

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Anadolu Hayat Emeklilik pursues its operations in keeping with its vision to be Turkey's top and most preferred life insurance and pension company in all aspects and to take place among the world's leading companies in terms of quantity and quality where the degree of economic integration is constantly increasing. Being one of the strongest and most reliable companies in the sector, Anadolu Hayat Emeklilik further raises its goals by the day and makes optimum use of its know-how, experience and capital accumulation to secure sustainable profitable growth.

The aspects making Anadolu Hayat Emeklilik different and privileged are its know-how, competent human resource, robust financial structure, strong brand equity, extensive distribution network, and deep-rooted corporate culture. The Company uninterruptedly fulfills its mission of nurturing in people an awareness of the need to safeguard their future, offering financial solutions that respond to needs of individuals and organizations, enhance the quality of life and contributing to the development of the national economy by creating long-term stable funds.

The key priorities for the Company include cementing the leading position in the sector through innovative products and practices, ensuring effective product and service positioning in line with the needs of customer segments and sales channels, and reaching the highest level in customer experience and services with the target of operational excellence.

Initiatives and efforts are underway to realize digital transformation, which is the key to securing sustainable growth and efficiency in business processes. One of the main focal points is to carry out these initiatives with integrated, agile and solution-oriented systems.

In line with its sustainability strategy Anadolu Hayat Emeklilik carries on its activities within the context of "Anadolu Hayat Emeklilik Sustainability Management System" in order both to integrate sustainability into its business models and to make the sustainability concept an indispensable part of the corporate culture.

Ensuring constant development of the human resource that represents the most competitive and longest-lived asset and investing in qualified people are among the main strategic goals.