

NORM Holding Human Resources Policy

Our Company's human resources policy and practices are in compliance with all the principles listed under Article 3.3 of Section 3 of the Corporate Governance Principles.

Norm Holding has focused on corporate values since 1973 and continues its leadership in the sector with its qualified human resources. Norm Holding has achieved success in every step it has taken with the human resources that make a difference for customers, believe in the power of the team, act fairly and respectfully, add value to society and the environment, and continuously improve norms and itself.

We aim for our human resources to consist of talents who dream of going beyond the established standards, who constantly question in order to improve their processes, who can develop innovative processes and approaches, who think creatively, who constantly improve themselves, who are inquisitive, who behave ethically, who are impartial and fair, who share information, and who are respectful.

Acquiring Talent

As Norm Holding, one of our most important goals is to recruit individuals; who are specialized in their own field, with a professional working approach, are agile, with high development potential and motivation, and individuals; who attach importance to teamwork, and who; can adopt Norm Holding values and take the necessary actions to realize them. It is always essential for us to evaluate the right talent in the right position, in this direction, Norm Holding Talent Pool is kept up-to-date throughout the year and our Human Resources team continues its efforts to discover talents throughout the year.

In our recruitment process, the job description of the position and the qualifications sought to enable us to design our evaluation process. There is equality of opportunity among candidates and there is no discrimination based on language, race, nationality, color, gender, disability, political opinion, philosophical belief, religion, or sect at any stage. In order to evaluate the suitability of our new graduates and experienced candidates for the position, all or some of the personality inventory, potential inventory, English placement test, competency-based interview, executive interview, and assessment center applications can be used. Vacant positions in our company are announced to our employees through the "Steer Your Career" application and they are prioritized to be considered for the position.

Company employees can access all job descriptions on the corporate portal. A structured orientation program is implemented for new hires, promotions, and rotations as part of the job orientation program.

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We offer internship opportunities to university students in the summer and vocational high school students in the winter with the awareness that they will constitute our candidate pool in the future, and we ensure that they get to know the business environment closely while they are still students. At the same time, within the scope of the internship program, we are implementing the Digiconnect Program, which is a long-term internship program remotely and online.

With Norm Vocational Training Center, we bring young people who have interrupted their education into employment as a qualified labor force. In this process, we equip our young people with versatile professional and personal development trainings at our training center.

Managing Talent

With our Performance Management System, we ensure that the goals that will serve the company's strategies are realized with the contributions of our employees; we aim to evaluate the participation of our employees with a fair, systematic, and measurable method and to improve their development. We carry out our performance management system, which has been established and continues successfully, with the OKR method by aligning it with Norm strategies, which are rapidly coming to life and determining sector trends. We initiate the dissemination of targets from the senior management level, progress from departments to the management level, and offer the opportunity to dynamically revise the business plans that feed the targets throughout the year. We also effectively measure the performance of field employees and build reward systems accordingly.

With Norm Holding Career Planning System, we aim to prepare the organization and employees of our globalizing company for the future, to develop our existing human resources in line with their own development needs, to ensure the continuity of Norm Holding's leadership know-how, to meet the needs required for the continuity of the organization and to keep the workforce ready to back up the positions.

Within the scope of Norm Holding's career planning system, we objectively measure the potential through inventory practices, and accordingly, we prepare and implement individual development plans that will enable our employees to reach their career goals. We carry out backup work for all positions and also implement an inter-departmental rotation program.

We conduct an Employee Opinion Survey every two years to measure the satisfaction and commitment of our employees on various issues related to their work and the company. In line with the survey results, we establish action committees consisting of employees from all levels, listen to the voice of the field and implement the action plans prepared by the action committees for the areas targeted for improvement.

We follow global, national, and sectoral trends in wage and benefit packages and apply a wage policy accordingly. With our reward system, we recognize and reward the added value created by our employees.

We organize meetings to inform employees about the company's financial status, remuneration, career planning, training, and health.

Human Resources Development Policy

We carry out all training & development activities within Norm Holding within the scope of Norm Academy. The purpose of Norm Academy is to prepare and implement development plans in line with the corporate and individual development needs of our employees that will carry the business of our employees to the future by ensuring the internalization of the strategy of developing competencies and all corporate values.

We implement the "EN Lider Sensin Leadership Development Program", which lasts approximately one year, in order for our employees working in managerial and higher positions to adopt a leadership approach in line with corporate values. With the NorMentor Mentorship Program, we aim for Norm Holding to reach its strategies and goals for the future and for the development of employees by benefiting from the knowledge and experience of today's managers.

We make training plans in order to contribute to the training, personal, and performance development of our employees; we regularly ensure the participation of employees in trainings, courses, congresses, conferences, and similar organizations organized within and outside the company within the framework of an annual training plan. In addition, we aim to increase the personal and professional knowledge and skills of the employees with Norm Academy LMS e-learning platform that can be accessed 24/7 over the internet.