

Online Strategies & Customers Online

We design digital transformation studies and projects addressing at least one of the topics concerning customers, products and services, processes and systems, and people in light of agile principle. In the table below, you can see the share of the services we offer to our customers through any online sales channel in our turnover and our customer ratio.

	2020	2021	2022	2023	2023 Target
% of revenues generated online (e.g. through direct sales, advertising, etc.)	29%	37%	48%	56.7%	55.2%
% of total customers actively using your online services solutions/sales platform	33%	24%	24.4%	34.5%	24.4%

Please note that the percentage of total customers using our online services solutions was decreased between 2020 and 2021. Because B2B customers have been grouped within the scope of the new digitalization project called as Mars in 2021. Although the number of our customers seems to have decreased, there has not been such a decrease in fact. With our Mars project, we aim to increase the number of online sales channel countries and get a more accurate result in the number of online customers. Although the integration of the project is still ongoing, the ratios have improved compared to 2022 thanks to the channels commissioned.