



R. T. MINISTRY OF  
ENVIRONMENT, URBANIZATION  
AND CLIMATE CHANGE



**EMLAK KONUT**

GAYRİMENKUL YATIRIM ORTAKLIĞI A.Ş.

R. T. MINISTRY OF ENVIRONMENT, URBANIZATION AND CLIMATE CHANGE IS A SUBSIDIARY OF TOKİ

Emlak Konut GYO A. S.

# VISION AND STRATEGY PAPER

2025 - 2029





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T.C. ÇEVRE, ŞEHİRCİLİK VE KLİMA BAKANLIĞI İZMİR BÖLGE MÜDÜRLÜĞÜ

# VISION AND STRATEGY PAPER 2025 - 2029

**4**

**STRATEGIC  
DIMENSION**



**7**

**PURPOSE**



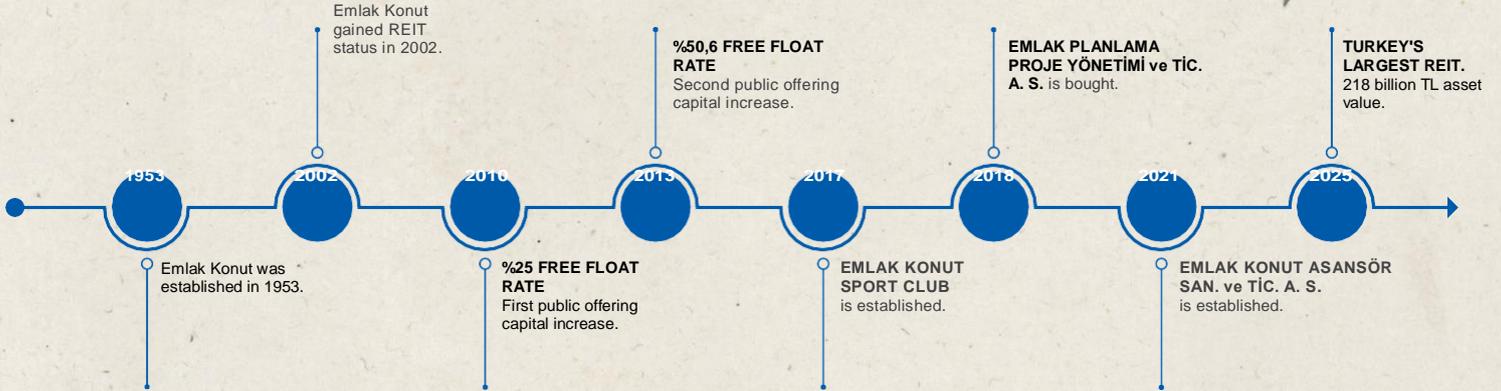
**24**

**GOAL**



# MILESTONES

A success story that has been continued with confidence for 72 years



\*2025 Q1 data

# EMLAK KONUT IN FIGURES SINCE 2002

Turkey's largest real estate investment partnership

**254.853**

INDEPENDENT  
SECTIONS

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**40.000**

EMPLOYMENT OF  
PERSONS

**393**

TENDERS

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**256**

SUPPORT  
TO THE  
SECTOR

**53**

SCHOOLS

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**7**

HEALTH UNITS

**34**

MOSQUES

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**5**

NURSERIES

# MISSION

To build safe areas that provide added value to all stakeholders and increase the quality of life with innovative business models and sustainable solutions that lead the sector.

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# VISION

To be a leader in the real estate sector on a global scale.

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# CORE VALUES

Trust

Responsibility

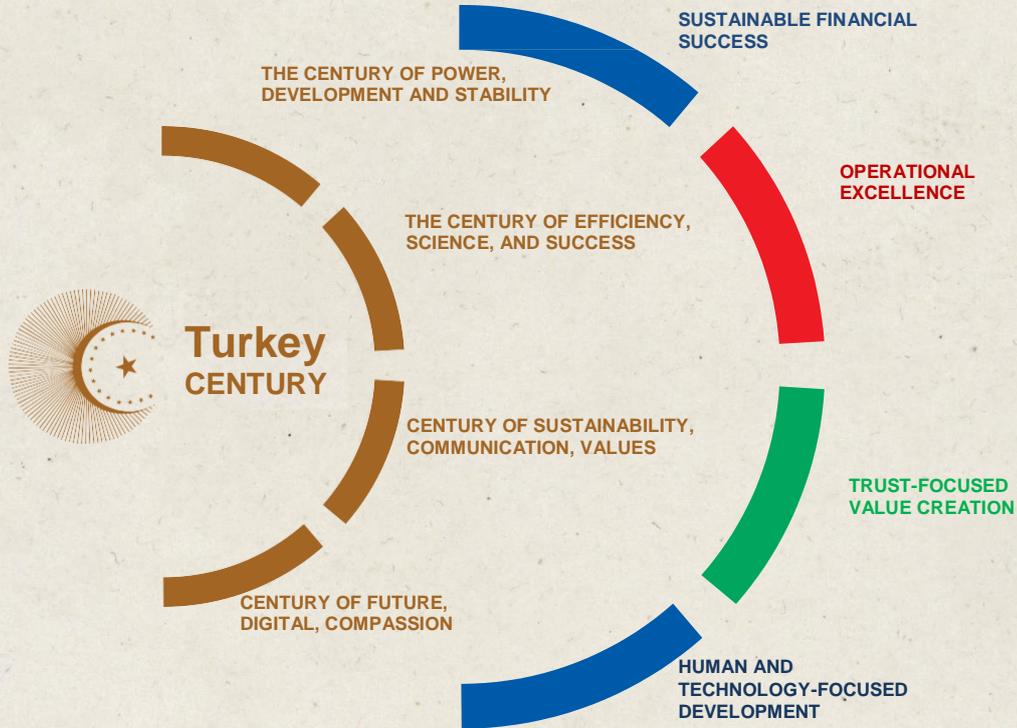
Stakeholder Oriented

Innovator

Stability

Sustainability

# STRATEGIC DIMENSIONS

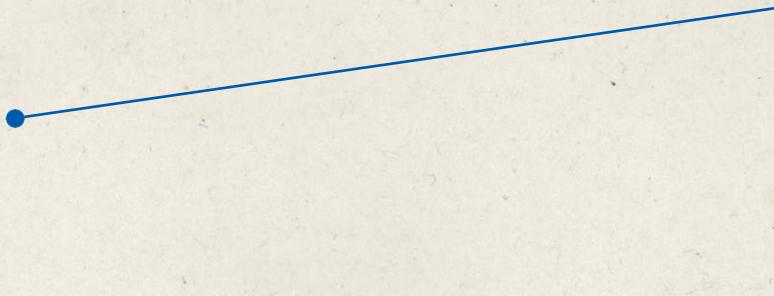


The Relationship Between Strategy Areas of Turkey's Century Vision and EGYO A. S.'s Strategic Dimensions

**GOAL 1**

**STRONG FINANCE &  
SUSTAINABLE GROWTH**

**ENSURING FINANCIAL SOUNDNESS AND  
SUSTAINABLE GROWTH**



### **Strategic Target 1.1 Size of Assets**

To increase total asset size through new national and international investments and efficient portfolio management.

### **Strategic Goal 1.2 Financing Diversity**

Diversifying financing sources with innovative and sustainable models

### **Strategic Goal 1.3 Effective Portfolio Management**

To increase the value of the real estate portfolio by effectively managing the conditions with the correct analysis.

### **Strategic Goal 1.4 Income Diversity**

Increasing the Share of Non-Residential Projects and Rental Incomes in Total Income

### **Strategic Goal 1.5 Financial Health and Liquidity Management**

Ensuring Long-Term Financial Stability by Optimizing the Company's Cash Flow



**GOAL 2**

**GLOBAL COMPETITION**

**INCREASING GLOBAL COMPETITIVENESS**



### **Strategic Target 2.1 International Growth**

Expanding international business volume by developing new business models and strategic partnerships

### **Strategic Target 2.2 International Investor Attractiveness**

Increasing the Company's Investor Attractiveness with a Focus on Reliability in the International Market

### **Strategic Target 2.3 International Brand**

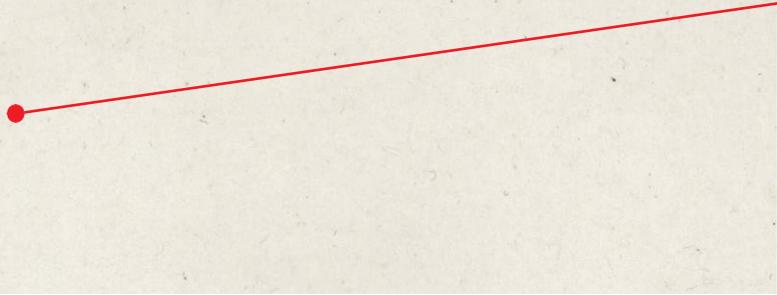
Increasing brand recognition and trust on a global scale by strengthening international communication activities.



**GOAL 3**

**DURABLE PROCESS & EFFICIENT  
PERFORMANCE**

**STRENGTHENING THE DURABILITY AND  
OPERATIONAL PERFORMANCE OF PROCESSES**



### **Strategic Target 3.1 Process Efficiency**

Systematically Increasing the Efficiency of Operational Processes with a Continuous Improvement Approach

### **Strategic Target 3.2 Supply Chain and Resource Management**

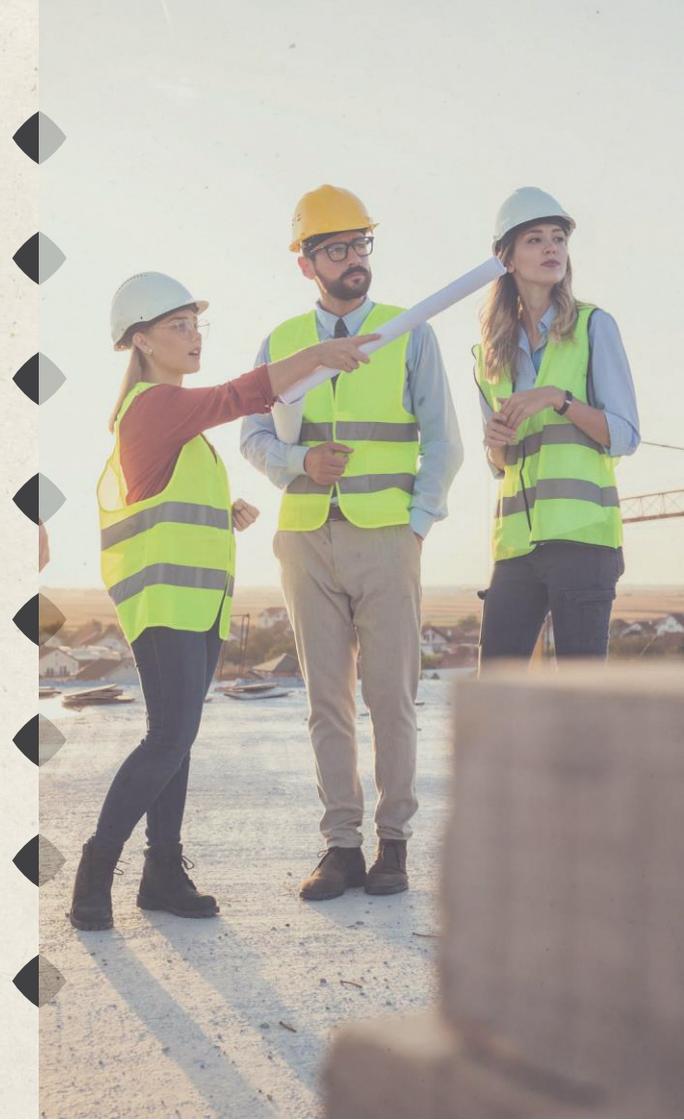
Improving the Performance of Procurement Processes by Optimizing the Supply Chain and Managing Resources Effectively

### **Strategic Target 3.3 Effective Project Management**

Completing Projects on Time and as Planned by Managing Processes Effectively

### **Strategic Target 3.4 Proactive Risk Management**

Ensure Security in Processes and Secure Success by Minimizing Risks with a Proactive Approach



**GOAL 4**

**EFFECTIVE  
STAKEHOLDER  
MANAGEMENT**

**STRENGTHENING THE STRATEGIC POSITION WITH A  
FOCUS ON CUSTOMER AND STAKEHOLDER TRUST**



### **Strategic Target 4.1**

#### **Customer Satisfaction**

Increasing Customer Satisfaction Level by Strengthening Customer Relations at All Contact Points

### **Strategic Target 4.2**

#### **Strategic Effective Marketing**

Increasing the Impact of Marketing Activities with Data-Driven and Innovative Marketing Strategies

### **Strategic Target 4.3**

#### **Stakeholder Trust and Strong Brand**

Strengthening Brand Value by Increasing Stakeholder Trust with Multi-Channel Communication Strategies



**GOAL 5**

**SUSTAINABLE VALUE  
CREATION**

**CREATING LONG-TERM VALUE BY  
PROVIDING SOCIAL CONTRIBUTION WITH A  
SUSTAINABILITY APPROACH**



### **Strategic Target 5.1**

#### **Social Responsibility and Social Benefit**

Increasing Social Benefit with Trust-Building Projects that are Sensitive to Society's Needs

### **Strategic Target 5.2**

#### **Sustainable and Environmentally Friendly Projects**

Generalize Sustainable Environmentally and Friendly Projects and Practices with Green Building Certification

### **Strategic Target 5.3**

#### **Use of Renewable Energy**

Increasing the Share of Energy Provided from Renewable Resources in Total Consumption



**GOAL 6**

**INNOVATION AND TECHNOLOGY  
MANAGEMENT**

**OFFERING INNOVATIVE SOLUTIONS  
WITH DIGITALIZATION, PROPTECH  
APPLICATIONS AND INNOVATIVE**

### **Strategic Target 6.1**

#### **Open Innovation and Entrepreneurship**

Strengthening the Innovation Ecosystem of the Company and the Sector by Supporting Open Innovation and Entrepreneurship Culture

### **Strategic Target 6.2**

#### **New Technology and Digital Transformation**

Carry the Company's Digital Infrastructure and System Integration One Step Forward with Digital Transformation Strategies and New Technology Solutions

### **Strategic Target 6.3**

#### **Information and Data Management:**

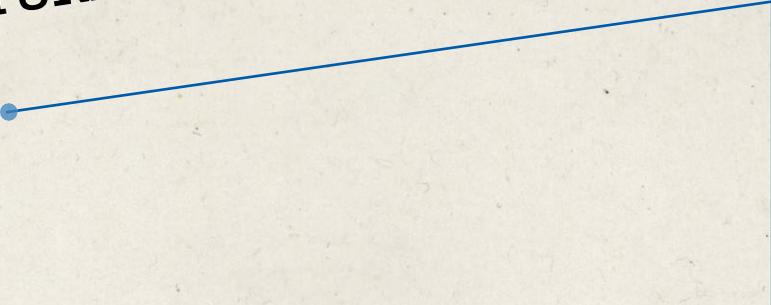
Strengthening the Information Management System Infrastructure with Data Analytics and Integration Solutions



**GOAL 7**

**EFFECTIVE TALENT & VALUES-  
BASED CULTURE**

**STRENGTHENING THE CORPORATE  
CULTURE AND GOVERNANCE**



### **Strategic Target 7.1**

#### **Inhouse Competence Development**

Ensuring the Continuous Development of Employee Competencies by Strengthening Human Resources Functions

### **Strategic Target 7.2**

#### **Cultural Adaptation and Development Management**

Strengthening Employee Commitment and Organizational Alignment Around a Shared Vision and Corporate Culture

### **Strategic Target 7.3**

#### **Excellence in Governance and Transparency**

Strengthening the Corporate Governance Structure by Improving Transparency, Accountability and Audit Standards







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