



IGA CORE VALUES



Trust / Behavioral Indicators

We act with fairness, lead with transparency, and inspire trust under all circumstances.

TRUST



- I make the same decisions and behave consistently in similar situations, without considering title, institution, family ties, friendship, gender, religion, language, or race.
- I act fairly regardless of conditions, and I make sound, objective decisions based on information and data when faced with different opinions, thoughts, and attitudes.
- I build trust-based relationships with all stakeholders and communicate kindly, honestly, transparently, consistently, and always truthfully.
- I acknowledge success and take ownership of failure. I do not blame others; instead, I share openly and turn it into a learning opportunity.
- I keep the promises we make to our stakeholders, guests, and to one another under all circumstances.
- I understand the needs of guests from different cultures and ensure they feel safe and comfortable.

Guest Orientation / Behavioral Indicators

We place Turkish Hospitality at the heart of every service we offer to our guests.

GUEST ORIENTATION



We place **Turkish Hospitality** at the heart of every service we offer to our guests.

- I put our guests at the center of our services, actions, and plans in order to meet their expectations and needs, and to provide a unique airport experience.
- I aim for excellence in service and operational quality, and I proactively produce solutions to our guests' problems without discrimination of religion, language, or race.
- I establish positive communication with our guests, welcome them sincerely and with a smile; I always strive to touch their hearts and remain accessible.
- I believe that guest satisfaction is the fundamental reason for our existence, and I design and implement our business processes with a guest-centric approach.
- As a sign of the respect I have for our guests, I pay attention to cleanliness and hygiene rules, and I take care of my appearance with grace and courtesy.

Continuous Improvement / Behavioral Indicators

We embrace development with passion, make innovation a habit, and create value in everything we do.

Continuous Improvement



- I value continuous learning and work with the passion to lead in shaping the future of our industry.
- I make technology a part of my work and constantly develop new ideas.
- I am open to change and focused on solutions.
- I create a transparent and positive environment where creative and innovative thinking can flourish.
- I take ownership of my work; I act with foresight, take initiative, and create value through learning and innovation.
- I anticipate change, prepare my skills for the future, and always stay one step ahead.
- I believe our success is inseparable from our stakeholders, and I create opportunities that support their development and strengthen our entire ecosystem.
- To build a competitive workforce, I attract talent, develop them through training opportunities at international standards, and retain them by creating satisfaction.

Unity / Behavioral Indicators

We look out for one another; with the power of achieving together, we become a team in which each of us is valued.

UNITY



- I look out for one another, prioritizing and appreciating collective success over individual achievement.
- I avoid arrogance in all circumstances and make everyone I interact with feel valued through my courteous and humble attitude and behavior.
- I do not assume that my own view is the most correct; I listen to other ideas without prejudice, ask questions rather than claim to know, and listen carefully to the answers.
- I keep each other informed and supported without distinguishing between departments; I value team spirit and cooperation.
- I act with collective wisdom, unite different units as one team, and achieve success together.
- I share in the success of our work, recognizing and appreciating great ideas and exemplary behaviors.

Efficiency / Behavioral Indicators

We manage resources wisely, use effort and time in the most efficient way, and shape the future with responsibility.

EFFICIENCY



- I plan resources, effort, and time according to strategic priorities; I reduce waste and increase value creation.
- I regularly measure the output of decisions and efforts; I eliminate inefficient steps, simplify processes, and standardize them.
- I manage resource usage with consideration for environmental, social, and financial sustainability, and I integrate practices into my work processes that will create value for future generations.
- I use human resources efficiently, leveraging the knowledge and experience of my teammates to create mutual benefit.
- I manage with data and produce competitive results by balancing quality, time, and cost.