



KAMUYU AYDINLATMA PLATFORMU

HACI ÖMER SABANCI HOLDİNG A.Ş. Material Event Disclosure (General)

Summary

Formation of Digital Strategic Business Unit



Material Event Disclosure General

Related Companies [TKNSA]

Related Funds []

Material Event Disclosure General	
Update Notification Flag	Hayır (No)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	-
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Announcement Content	
Explanations	

According to growth plans in digital businesses in line with portfolio management strategies of Sabancı Holding, **Digital Strategic Business Unit (SBU)** has been established to foster the existing digital businesses and to accelerate new investments and initiatives in respective areas. Accordingly, **Mr. Max Speur** has been appointed as the Digital Group President effective as of March 15, 2023. In line with this appointment, DxBV and Teknosa, which has recently initiated its digital transformation together with technology marketplace services, will be managed under Sabancı Holding Digital SBU.

Mr. Speur has 30 years of global experience in Technology and IT Services Industry. Mr. Speur received his Mechanical Engineering & Business Administration degree from Technische Hogeschool Rijswijk, MBA Technology Science and Management from University of Twente and MBA Leadership Program Mergers & Acquisition from Henley Business School. He started his career in 1992 at Royal Dutch Shell as Finance & Marketing Analyst and worked at Logica between 1993-2001 at various management positions. Mr. Speur then pursued his career at IBM. He worked at IBM Business Consulting Services as Partner-Managing Principal in Amsterdam between 2001-2003 and IBM Global Services, as Communication Sector Leader in Asia Pacific, Shanghai region between 2003-2005. Mr. Speur was appointed as Hewlett Packard Enterprise Services Vice President and Sales & Industry Leader in Singapore and Melbourne in 2005 and continued this role until 2011. In 2011, he founded AT10TION Group. He joined SunTec Business Solutions in 2012 as CCO & COO responsible for UK, Singapore, UAE, USA, and India. In 2017, he was appointed as CEO of CCS Connects and pursued his role until 2021. Prior to joining Sabancı Group, Mr. Speur has been working as the founder and the CEO of AT10TION Group he has established in 2011.

In case of a discrepancy between the Turkish and English versions of this public disclosure statement, Turkish version shall prevail.

We proclaim that our above disclosure is in conformity with the principles set down in “Material Events Communiqué” of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we’re personally liable for the disclosures.