

Digital

Each sector is an integral part of the whole, much like the different instruments in an orchestra.

Digital Technologies, represented by electronic sounds, drive seamless progress across industries. We empower digital growth in our orchestra.

TEKNO SA

SABANCIDx

175

Stores

230 Million +

Annual Visitors

5,000+

Active Customer Base in Digital Solutions

9

Offices

Digital

Sabancı Holding innovates and invests in its digital strategic business unit to advance towards an integrated ecosystem of the future.



75.5%
Sabancı Holding's total effective ownership in Bulutistan

2X
Number of merchants doubled in marketplace in 2024

Digitalization and the Future of Connected Enterprises

The global business landscape continues to evolve rapidly under the influence of digitalization. In 2024, significant advancements in artificial intelligence (AI), cloud computing, and digital infrastructure reshaped industries worldwide. With the rise of generative AI, data center investments and energy demand surged, fueling the rapid expansion of cloud services. As generative AI and application modernization drive cloud adoption, sovereign cloud solutions have become increasingly critical for data resilience and regulatory compliance.

Today enterprises need to be more connected to be competitive and relevant in their markets and to ensure growth and sustainability globally. Last decade enterprises focused on digital transformation in their organizations and invested in implementing digital business models to become digital enterprises helping them to tap in new growth opportunities and serve in new markets while transforming how and where they serve their customers. Digital disruption becomes more widespread with the introduction of AI platforms and agentic solutions in cloud environments that requires enterprises more connected with the digital ecosystem to leverage innovations for sustainable growth.

As a key enabler of becoming more digital and connected, Sabancı Holding Digital Strategic Business Unit (SBU) continues to lead the industry with the vision of "Creating the Connected Enterprises of Tomorrow." In 2024, this vision materialized through an integrated value proposition encompassing digital infrastructure, cloud computing, and AI platforms, delivering scalable and sustainable solutions.

Strategic Direction and Integrated Value Proposition

Sabancı Holding's strategy in digital extends beyond technological advancements; it represents a fundamental shift in business models. The Digital SBU focuses on digital infrastructure investments on a global scale, enhancing cloud services across Türkiye and the region, prioritizing the integration of AI-powered platforms and services into cloud and enterprise infrastructure and the development of data-driven digital business models.

In technology retailing sector, accelerating digital business and enhancing customer experience through AI-powered solutions are the main focus. The projects led by SabancıDX and Teknosa accelerate digital business model innovation and equip enterprises with future-proof solutions.

Data Centers and Cloud Computing: The Future of Digital Infrastructure

In 2024, Sabancı Holding reinforced its digital investments, positioning itself as one of the leading cloud providers in Türkiye and the Region. Sabancı increased its stake in Bulutistan to 75.5%, leveraging DxBV and Sabancı Ventures to further expand its footprint in the cloud and strengthen its market presence. As a premier public and hybrid cloud provider, Bulutistan is expected to expand its growth in domestic and international markets. This strategic investment lays a robust foundation for scalable and sustainable cloud infrastructure and services, empowering businesses in their digital journey to be more connected. These strategic investments are essential for expanding the Group's digital capabilities and meeting increasing market demand for cloud services. Bulutistan announced as one of the winners for Technology Fast 50™ Türkiye presented by Deloitte and recognized as 4-star Outstanding Organization by EFQM in 2024. These awards remunerate the efforts of Bulutistan innovating in cloud and digital solutions while ensuring excellence and sustainability in operations.

SabancıDX continues to be one of Turkey's fastest-growing cloud infrastructure and service providers with multi-hybrid cloud solutions and products. Strategic partnership with Microsoft Azure has enhanced the scalability and reliability of SabancıDX's cloud and AI solutions and enhanced client flexibility and scalability. SabancıDX also continued its transformation into a best-in-class Managed Cloud Solutions Provider, offering comprehensive public, private and hybrid cloud solutions tailored to diverse customer needs. These efforts, combined with comprehensive digital solutions to clients and strengthen the Group's position in the evolving digital ecosystem.

SabancıDX and Bulutistan serves more than 5,000 clients in region. Also, 20% of Fortune 500 Türkiye listed enterprises trusting SabancıDX and Bulutistan cloud services and infrastructure to run their daily digital operations.

The critical infrastructure where internet and digital lives is the data centers globally and ever-increasing demand accelerates with recent developments. Sabancı Group has identified key investment areas that align with its strategic priorities. These includes creating a hyperscale grade data center platform globally in line with the integrated value proposition of Digital Group to provide best-in-class products and services in all layers of digital infrastructure, cloud and AI platforms for our customers to build digital experiences to scale, connect with their customers and digital ecosystem.

Teknosa's Strategy in Digital: Redefining the Omni-Retail Experience

As a pioneer in technology retail, Teknosa has undertaken a digital-first approach to enhance customer experiences and to become a connected enterprise through the introduction of AI-powered omnichannel solutions.

To better serve to customers both in digital and physical channels; a major milestone in 2024 was the introduction of Bilge – Türkiye's first and most advanced AI-powered sales assistant – and Sales Wizard, both cutting-edge AI-driven solutions designed to re-define shopping experience and improve operational efficiency.

Digital

With a strong focus on innovation and sustainability, Sabancı Holding aims to become a major player in the global digital ecosystem.



Bilge empowers Teknosa's sales teams by providing real-time coaching, insights, and motivation tools to better serve better our customers. It also offers cross-selling recommendations, personalized product & service suggestions while providing profitability optimization guidance and streamlining in-store operations. Sales Wizard delivers real-time product information, payment options, and campaign insights, significantly improving conversion rates while elevating both customer satisfaction and store efficiency to complement Bilge's value proposition.

Expanding its digital ecosystem, Teknosa has scaled its marketplace model, doubling its number of sellers and exceeding 200,000 SKUs. This growth strategy has diversified product offerings across new categories, enriching the omnichannel retail experience. Teknosa also announced Teknosanet, a new home internet brand, introduced to complement Teknosacell, providing customers with high-speed and reliable connectivity at home.

In addition, investments in retail media technology have played a significant role in enhancing Teknosa's digital transformation. Teknosa Ads, the company's retail-media platform, has attracted over 100 advertisers, leveraging video and programmatic advertising to drive revenue and improve conversion rates. Furthermore, ERP, data management, and enterprise architecture transformation projects have been initiated to enhance operational efficiency and leverage AI-driven business productivity and optimization systems to elevate the customer experience.

These strategic initiatives have strengthened Teknosa's position as a customer-centric retailer and resulted in an NPS score of 72, securing one of the leading industry players in customer satisfaction. Moreover, Teknosa's GMV realized at TL 13.3 billion, demonstrating a balanced approach to controlled and profitable online growth in alignment with financial sustainability goals.

A Sustainable Digital Future: ESG-Driven Transformation

Sabancı Holding continues to integrate sustainability principles into its digital strategy, adhering to environmental, social, and governance (ESG) standards. Teknosa, SabancıDx and Bulutistan actively develop projects to reduce carbon footprint and establish sustainable digital business models. Investments in low-emission energy sources have strengthened the environmental impact of the cloud and platform investments.

Bulutistan and SabancıDx operate locally optimized data centers and cloud infrastructures to improve energy and resource efficiency, and partner with vendors to utilize environmentally friendly equipment and platforms to minimize its customers' negative impacts on environment with optimized use/high-level utilization of multi-tenant cloud infrastructures and on-demand scalable platforms.

Digital Group aims to invest in green and carbon-free sustainable digital infrastructures to enable enterprises and customers to meet global climate objectives also aligned with the sustainable investment policies of Sabancı Group.

Teknosa promotes a circular economy through renewed product sales and its "Bring the Old, Take the New" campaign. Furthermore, by committing to the Science Based Targets Initiative (SBTi), Teknosa aligns its emission reduction goals with global climate objectives. Teknosa aims to reduce Scope 1 and Scope 2 emissions by 42% by 2030 focusing on improving energy efficiency, transitioning to renewable energy sources, and reducing its carbon footprint across all operations. Also aligned with its sustainability focus, the company continues its B2B, climate control, and solar panel operations under the İklimsa brand, having successfully deployed 78 solar panel projects with a 28 MW capacity since 2022.

Expanding Digital Capabilities and Future Strategies

Looking ahead, Sabancı Group is committed to strengthening its digital capabilities, advancing AI-driven business models and platforms, expanding digital infrastructure and cloud investments beyond Türkiye and the region, and targeting European and global markets. Strategic partnerships with leading global technology firms will be further extended, reinforcing the impact of digital solutions. Meanwhile, strategic acquisitions, such as Bulutistan, will accelerate growth and solidify Sabancı Holding's position in digital infrastructure and services. The Holding will continuously seek and invest in both organic and inorganic growth opportunities to enhance shareholder value while simultaneously developing core capabilities within the organization. With a strong focus on innovation and sustainability, Sabancı Holding aims to become a major player in the global digital ecosystem.

