



## 2019-2020 SUSTAINABILITY REPORT













Welcome to the Elif Sustainability Report which covers our efforts, performance and significant events on our focus areas of environment, society, economy, workplace and marketplace for the period 2017-2018.



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Introduction from CEO Elif Holding CEO, Selcuk Yarangümelioğlu, introducing our sustainability report.

#### **DEAR FRIENDS, COLLEAGUES AND PARTNERS**

*Elif is committed to creating sustainable value* for wellbeing of the earth and the society. Our packaging reaches millions of people all around the world every day, helping to create a happier and healthy life. We exist for People in every sphere of life. Our business is "Packaging for Life".

### INTRODUCTION FROM CEO

## Introduction from CEO, Selçuk Yarangümelioğlu

\*This year's Sustainability Review touches upon the ever-growing ambitions and the achievements of Elif Packaging in creating "greener" solutions for packaging, our joint efforts, and promises regarding a waste-free environment and the revision of our operational performance with an environmental understanding. Our commitment to making all our packaging recyclable or reusable by 2025 has paid off in terms of increasing recycled material use unquestionably and encouraged the world to do more recycling of packaging.

\*\*We are at a thrilling part of our journey to a sustainable future and are determined to keep our earnest promises of the protection of the environment in a better way and at the same time expanding as a company and pleasing those for whom we work.

Elif is thankful for your thoughts and feedback and a regular report will continue to be presented to you regarding our progress.

The well-being of the earth and people is at the core of Elif's commitments to a sustainable future. Millions of people all over the world use our packaging for a healthy and happier life. We are in every step of life for the people and we are "Packaging for Life" as a business.

Our work on sustainable business practices helps to strengthen the connections between our brand and the people who touch our products billions of times every year in more than 50 countries.

Knowing that our business will grow and succeed sustainably together with the quality of life in society, this is fundamentally important to us. For this purpose, we have prioritized certain steps in our business that are closely related to creating high-quality packaging for happy and healthy moments of life. In that, we have reconstructed our brand with a unique B2B2C approach in the packaging industry that puts consumers and life at the heart of packaging called the "Packaging for Life" concept.

As Elif, we aim to become a pioneer in the packaging sector for strategic trends and the next generation of packaging. Creating projects and activities focusing on the pillars of society, women and children, we also plan and launch projects for supporting women and children's rights.

Safety is a key focus area for Elif. We are working relentlessly to reach our goal of "No Injuries". Investing in new systems, tools and programs, we target to continue improving our performance in the coming years.

We have completed 6 years as a supporter of United Nations Global Compact and 8 years as a member of SEDEX. We will keep being supporter of UNCG in following year. We will continue to participate in new organizations and programs to exchange and develop our approach of sustainability management.

For more than a decade, packaging has become a key focus area for the brands to communicate their sustainability credentials. With

packaging being such a visual and tactile touch-point between consumer and brand, innovations have come thick and fast.

Neo-Eco is the next evolutionary step in how sustainability is addressed in packaging, with new innovations empowering consumers with the ability to lead their lives in a more environmentally positive way.

ElifGreen, ElifNatty, ElifPCR and ElifPIR are our latest neo-eco innovations. Thanks to these new printing and color technologies, our customers can now serve their customers with a wider range of products and campaigns. You can access more information about Elif's neo-eco innovations in the past 6 years in the Marketplace section of this sustainability update.

Industry 4.0, the new industrial revolution, is advancing its way to our business transformation as the sustainability and efficiency contributions of technological innovations increase day by day.

### **OUR VALUES**

- Leadership
- Responsibility
- Passion to Create Value
- Diversity
- Integrity

Purpose & Approach Yo can visit elif.com to read more about our purpose and approach that shapes Elif.

### PACKAGING FOR LIFE

- Environment
- Society
- Economy
- Workplace
- Marketplace

### **Focus Areas**

Sustainability activities of Elif are focused on our sustainability foces areas.



### ABOUT THIS REPORT APPROACH

### Our live sustainable reporting approach

Elif's Sustainability Report is prepared and presented in line with the Global Reporting

Initiative's (GRI) Sustainability Reporting G4 Guidelines (2013).

Sustainability Report 2019-2020 is considered as a summary of our management approach and performance of operation within the given period of time and is also Elif's fourth review in terms of sustainability. You can access details on the information provided in the review online at Elif's corporate website and at the section dedicated to our actions for sustainability.

The online content provides further information about Elif's management systems and processes as well as additional and update information about the issues covered.

### COVERAGE

In this review, 'Elif' refers to Elif Holding Inc.Co. and its subsidiaries;

• Elif Plastik Packaging Industry and Commerce Inc.Co. Based in Istanbul. Turkey

• Elif Global Packaging Industry and Commerce Inc.Co. Based in Istanbul, Turkey

• Elif Global SA based in Lausanne, Switzerland

• Elif Global Packaging S.A.E. Based in Cairo, Egypt

The sustainability activities in this report consist of Elif's operations entirely in an 18-month period between 01 January 2018 and 30 June 2019, and unless otherwise stated the statistics and financials represent the annual data from 1 January to 31 December of the relevant year.

#### **OUR APPROACH**

In the 2015-2016 Sustainability Review, Elif announced its new reporting approach along the sustainability journey.

The projects and existing project rollouts as well as project updates does not always fit in a single document. That is why we have, in last reporting period, shared links in our sustainability report which will help reader reach Elif's updates and news online.

With its dynamic and proactive culture, Elif pursues developing this approach in the Sustainability Report 2018-2019.



#### Questions Contact us from elif.com for your questions and feedback about this report.



**Responsible Packaging** You can visit us on **elif.com** to read more on how we innovate for sustainability.

### **Elif Sustainability Reports**



**Prior Reviews** You can visit us on **elif.com** to view our prior sustainability reports



Packaging for Future

Sustainability is embedded into our corporate values and strategy. Through our journey forward, we focus on special programs and projects to reach our sustainability management goals. We are «Packaging for Life», and this purpose describes how we leverage our sustainability principles in 5 areas of action. Within these 5 areas of ainability, we take advantage of business of

Acting with the vision of sustainable future, EII will further continue to put into practice programs and projects contributing to protection, improvement and sustainability of the environment and human life.

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### **Read More**

Access to our sustainability activities can be found here in this Sustainability Report and on Elif website elif.com

### ABOUT THIS REPORT CONTENT & NAVIGATION

### Our topic selection structure to identify content of this report

The primary challenges in sustainability and how Elif meets them is the main focus of this report. Elif's social, safety and environmental performance in 2018 are provided in details.

The Sustainability Report 2019-2020 focuses on the key sustainability challenges, responses and outputs of Elif It details Elif's sustainability activities under 5 key areas:

- Environment
- Society
- Economy
- Marketplace
- Workplace

In each chapter of this report, you can find key progress from the past year, key partnerships and highlighted activities.

Important cooperation, highlighted actions, and key progress from the last year can be found in this review. Readers will also be able to reach our highlighted stories in different languages such as German, Arabic and Turkish, thanks to our online live reporting. You can click on the link to find out more and/or update or to read it in your language.

#### **TOPIC SELECTION AND** CONTENT

The topic selection process identifies the sustainability subjects that were most relevant to Elif and our stakeholders or prominent globally in period covered in this report.

Sustainability Report 2019-2020 is the first report we used materiality matrix, which is a systematic approach to determine the content of the report and confirm its validity, to select the topics. Elif continuously tries to communicate with different groups and people to find out the impact of our business throughout the world and points of concern about the 5 key areas stated in this report.

These include co-workers, shareholders, stakeholders, customers, suppliers, contractors, community representatives, business partners, customers, nongovernmental organizations, investors, media, academics and consultants.

We also talk to teams within Elif across all parts of our business. We gather opinions and advice in various ways including formal and informal meetings, workshops and online surveys.

This report lists the topics that were a priority to our company in period 2019-2020. A full list of the topics that consistently ranked of higher importance are provided in the table on page 9-10 in subsequent pages.



Acting with the vision of sustainable future, Elif will further continue to put into practice programs and projects contributing to protection, improvement and sustainability of the environment and human life.





**Be Online** 

**Packaging for Future** 

Sustainability is embedded into our corporate values and strategy. Through our journey forward, we focus on special programs and projects to reach our sustainability management goals. We are «Packaging for Life», and this purpose describes how we leverage our sustainability principles in 5 areas of action. Within these 5 areas of sustainability, we take advantage of business opportunities and minimise risks along the value chain.

Access to our sustainability activities can be found in this Sustainability Report and

### ABOUT THIS REPORT TOPIC SELECTION

## **Defining what matters with** materiality matrix

Materiality is an essential concept for sustainability reporting and its impacts on the investors are of great importance to Elif. GRI helps companies select topics and arrange them according to their priorities for the companies in terms of reporting and communication by providing certain high-level guidance for Sustainability Reporting Standards. Having taken advantage of this guidance, we have recognized our impacts on sustainability and prioritized certain topics and issues for reporting while being in communication with our stakeholders.

The materiality matrix covers the key sustainability themes at Elif and arranges them according to their weighting from an internal and external perspective.

The central issues of the sustainability are displayed and organized along three axes:

Axis 1: Significance to stakeholders

Axis 2: Significance to sustainability context

Axis 3: Significance to Elif Strategy Topics and aspects that should be reported and to which Elif attaches importance the most are displayed at the intersection of the upper most quadrants of the three axis. These action points are classified as being particularly crucial to Elif's success in business and they are featured prominently in the report.

Elif's Sustainability Report 2019-2020 covers all the subjects included in the matrix. The reporting on the key areas (GRI aspects) is based on the indicators outlined in the GRI-G4 guidelines.

GRI is the world's leading standard for comparable sustainability reporting based on key figures (www. globalreporting.org). Elif applies the guidelines in conformity with the GRI-G4 "Core" option. In addition, industry-specific requirements for industrial manufacturing services providers (manufactured capital disclosures) have also been taken into account.

### **TOPIC SELECTION STEPS**

The contents of the materiality matrix were established in 2017as part of a multi-level materiality process involving internal and external stakeholders. Based on qualitative and quantitative interviews with the Elif's Executive Board, Elif's Sustainability Commitee comprising of Marketing, Occupational Health and Safety and Energy and Utility Services, Human Resources, Brand Developmentand Corporate Communication specialists worked on selected key themes for Elif, discussed them with selected stakeholders and refined them in structured interviews. Elif's first materiality matrix is announced with Elif Sustainability Report 2018-2019. The matrix will be reviewed annually and amended when necessary.

#### Significance to stakeholders

| Sustainability & Environment NGO Topics &<br>Feedbacks          | NG           |
|---|--------------|
| Report Reviews by SKD (WBCSD Turkey<br>Branch)                  | NG           |
| Global Media Review - Media                                     | Med          |
| Civil Society Dialogues   | Civi         |
| Social M Feedbacks & Website Visits                             | Sivil        |
| Brand Awareness and Packaging Procurement<br>Preferences Survey | Sect<br>Pote |
| Customer Feedbacks & Demands                                    | Exis         |
| Material and Technology Providers' Feedbacks                    | Sup          |
| Elif Brand Expecience Survey                                    | Exis         |
| Elif Global Branding Survey                                     | Elif         |
| Elif Innovation Survey  | Elif         |
|   |              |

| Significance in sustainability context  |                            |  |  |  |  |
|---|----------------------------|--|--|--|--|
| Resulting topics are considered in their broader sustainability context based on: |                            |  |  |  |  |
| European Comission 2030 Targets   | IGOs                       |  |  |  |  |
| UNGC, UNICEF & IPCC (UN & WMO)  | IGOs                       |  |  |  |  |
| WBCSD Vision 2050 Report  | NGOs                       |  |  |  |  |
| GRI Sustainability Reporting Guidelines and Standards                             | Sustainability Initiatives |  |  |  |  |
| Elif business environment outlook   |                            |  |  |  |  |

**Read More** 



#### Significance to Elif Strategy

| Significance to Elif Strategy         |
|---------------------------------------|
| Elif Strategy & Shareholder Feedbacks |
| Sustainability Priorities             |
| Key Projects                          |
| Financial & Reputational Risks        |

#### Elif's latest topic selection criterias, steps of materiality matrix process and final materiality matrix can be found at elif.com



### ABOUT THIS REPORT | MATERIALITY MATRIX

# Classification of topics by focus area & topics in detail

| Responsible Packaging                     | Sustainable Materials<br>Management                     | GHG Emissions Perf.,<br>Lower-carbon and<br>Renewable Energy |
|---|---|--|
| Natural Resources &<br>Environment        | Waste   | Pollution  |
| Local Supplier and<br>Skill Development   | Employee Attraction and<br>Engagement                   | Ocupational Health and<br>Safety & Human Rights              |
| Business Strategy &<br>Performance        | Circular Economy  | Business Partner Management<br>and Collaboration             |
| Supply Chain Technology &<br>Industry 4.0 | Responsible Packaging Policy and<br>Community Education | Next Generations & Education                                 |
| Equality & Women<br>Empowerment           | Information Security                                    | Access to Food and<br>Prevention of Food Waste               |
| Product Safety and Quality                | Economy   | EnvironmentWorkplaceSocietyMarketplace                       |

|  | Issue  | Action   |
|--|--|--|
|  | Responsible<br>Packaging   | Investing in research and development as<br>products to market to improve product of<br>considering enhanced recyclability and lig<br>selection of materials; innovating to impr<br>business processes.                  |
|  | Sustainable<br>Materials<br>Management                                   | Responsible sourcing practices that lead t<br>impacts and create social value; using ma<br>according to sustainable sourcing scheme<br>bio-based, and leverage post-consumer r   |
|  | Product Quality<br>and Safety  | Ensuring the safety and quality of Elif's pr<br>Quality and Product Safety Policy throug   |
|  | GHG Emissions<br>Performance,<br>Lower-carbon<br>and renewable<br>energy | Reducing greenhouse gas (GHG) emission<br>by lowering energy consumption, using a<br>other sector players with innovative proje<br>through the selection of plastic packaging<br>optimizing transportation and packaging |
|  | Waste  | Post-consumer Waste: Supporting the pre<br>the human food and goods chain; Minim<br>Operational Waste: Minimizing manufact<br>reduction, reuse and recycling; responsib<br>waste.  |
|  | Occupational<br>Health and<br>Safety & Human<br>Rights                   | Providing safe working conditions and ac<br>maintain and improve co-workers' physic<br>Leveraging human rights in all circumsta  |
|  | Circular Economy   | Developing product innovations and coll<br>partners and governments to improve re-<br>packaging.   |
|  | Information<br>Security  | Improving information security with ISO to provide better and more reliable servic   |
|  | Responsible<br>Packaging Policy<br>and Community<br>Education            | Promoting responsible packaging policy a<br>consumers to improve understanding of<br>informing the community on the role and   |
|  | Business Partner<br>Management<br>and<br>Collaboration                   | Collaborating with customers and supplic<br>performance; Managing customer relatio<br>with supplier feedbacks to increase custo<br>position and capabilities to drive sustaina   |

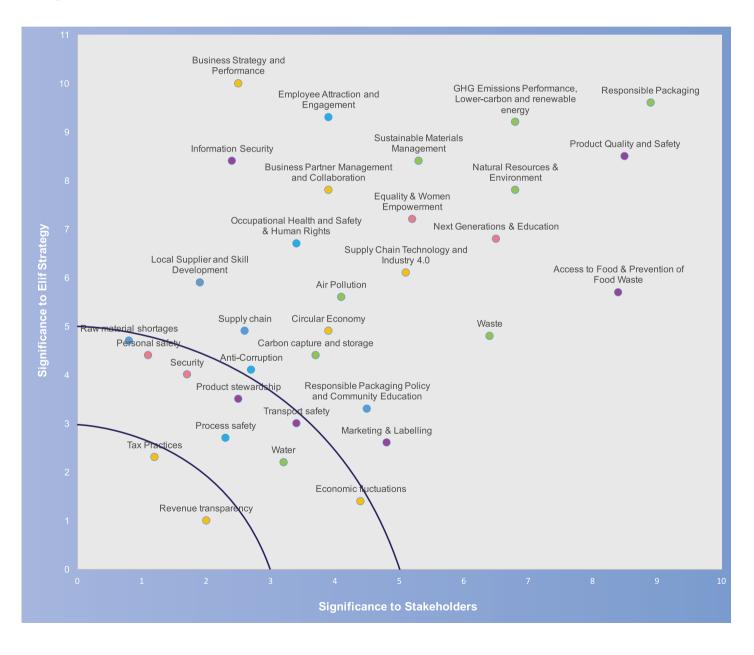
| vironment | Society | Economy | Workplace | Marketplace |
|-----------|---------|---------|-----------|-------------|
|           |         |         |           |             |

|   | Boundary  |             |         | ocus Area |           |             |  |
|---|---|-------------|---------|-----------|-----------|-------------|--|
|   | ,   | Environment | Society | Economy   | Workplace | Marketplace |  |
| t and bringing innovative<br>t design and life cycle impacts<br>I lightweighting; sustainable<br>prove Elif's manufacturing and                                     | Consumers<br>Customers<br>Communities<br>Elif business groups<br>Environment<br>Suppliers                   | x           | х       | x         |           | x           |  |
| d to minimized environmental<br>materials that are selected<br>mes, using materials that are<br>r recycled content.   | Consumers<br>Customers<br>Elif business groups<br>Suppliers<br>Regulators<br>Environment                    | x           | х       | x         |           | x           |  |
| products according to Elif<br>ughout the value chain.   | Consumers<br>Customers<br>Elif business groups<br>Suppliers<br>Elif co-workers                              |             | x       | x         | x         | x           |  |
| sions across Elif's value chain<br>g renewable energy, inspiring<br>ojects, enabling GHG reductions<br>jing over other materials and<br>ng manufacturing processes. | Consumers<br>Customers<br>Transport & Logistics<br>Elif business groups<br>Suppliers<br>Environment         | x           | x       | x         | x         | x           |  |
| prevention of plastic pollution in<br>imizing food waste;<br>acturing waste through source<br>sibly disposing of hazardous  | Consumers<br>Communities<br>Environment<br>Elif business groups<br>Transport & Logistics<br>Suppliers       | x           |         |           |           |             |  |
| access to resources to<br>rsical and emotional well-being.<br>itances.  | Elif business groups<br>Elif co-workers<br>Communities  |             | х       |           | x         |             |  |
| ollaborating with industry<br>recovery and recycling for plastic  | Consumers<br>Customers<br>Elif business groups<br>Industry/partners<br>Regulators<br>Retailers<br>Suppliers | x           |         | x         | x         | x           |  |
| O 27001 standards and policies vice for our customers   | Elif business groups<br>Certificators<br>Elif co-workers  | x           | x       |           | x         |             |  |
| cy and regulations; educating<br>of recycling of plastics and<br>and benefits of plastic packaging.   | Elif business groups<br>Consumers<br>Customers<br>Industry/partners<br>Suppliers<br>Regulator               |             | х       |           |           |             |  |
| pliers to improve sustainability<br>tionships and working together<br>stomer satisfaction; Using Elif's<br>nability throughout value chain.                         | Customers<br>Suppliers<br>Elif business groups<br>Elif co-workers   | x           |         | x         |           | x           |  |



### ABOUT THIS REPORT | MATERIALITY MATRIX

### **Prioritization of topics &** topics in detail cont'd.



| Issue   | Action   | Boundary   | F           | F<br>Society | ocus Area |           | N 4 |
|---|--|--|-------------|--------------|-----------|-----------|-----|
| Employee<br>Attraction and<br>Engagement        | Attracting high-caliber people by communicating Elif's culture, business<br>model and the value of packaging; improving employee loyalty<br>by leveraging the "best" employee brand to increase involvement,<br>productivity, and retention.   | Customers<br>Elif group companiess<br>Elif co-workers<br>Potential employees                   | Environment | - Joclety    | Economy   | Workplace |     |
| Next Generations<br>& Education                 | Developing countries and enhancing standards of communities<br>by providing better living and education conditions for the next<br>generations.  | Consumers<br>Customers<br>Communities<br>Elif group companiess<br>Suppliers<br>Elif co-workers |             | x            |           |           |     |
| Equality<br>& Women<br>Empowerment              | Emphasizing our belief in the power of "equality of man and woman<br>through our diversity and equal employment principles. Assimilating<br>and applying an approach empowering women's presence in the<br>economy.  | Consumers<br>Customers<br>Communities<br>Elif group companiess<br>Suppliers<br>Elif co-workers |             | x            |           |           |     |
| Natural<br>Resources &<br>Environment           | Acting responsibly toward the environment and promoting productive<br>and source saving methods and technologies in its business activities.<br>Driving new projects and inspiring industrial organisations to do the<br>same.   | Consumers<br>Customers<br>Communities<br>Elif group companiess<br>Suppliers<br>Elif co-workers | x           |              | x         |           |     |
| Access to Food<br>& Prevention of<br>Food Waste | Responsible packaging and transportation practices that lead to<br>minimized food waste. Using materials that are selected according<br>to food protection and safety. Using materials more functional, more<br>leightweighted and more protective materials.<br>That are bio-based, and/or contain post-consumer recycled content.  | Consumers<br>Customers<br>Communities<br>Elif group companiess<br>Suppliers<br>Elif co-workers | x           | x            |           |           |     |
| Local Supplier<br>and Skill<br>Development      | Developing the capabilities of local workers by on-the-job training,<br>master-apprentice system, and investing in technical high schools.<br>Demanding high level of standards from local suppliers and supporting<br>those to achieve the given targets.   | Elif group companiess<br>Suppliers<br>Elif co-workers<br>Communities                           |             |              | x         | x         |     |
| Supply Chain<br>Technology and<br>Industry 4.0  | Improving manufacturing performance, product quality and flexibility<br>by close tracking developments in technology, implementing new<br>technological advancements and developing implemented systems.   | Elif group companiess<br>Elif co-workers<br>Suppliers  |             |              | x         | x         |     |
| Business Strategy and Performance               | Contributing to the sustainable growth of Elif and the communities where Elif operates.  | Shareholders<br>Elif group companiess<br>Elif co-workers<br>Suppliers<br>Customers             |             |              | x         |           |     |
| Pollution                                       | <ul> <li>Air: Reducing toxic air pollutants (VOCs, nitrogen oxides, etc)<br/>across Elif's value chain and minimizing impact to air quality in local<br/>communities.</li> <li>Water: Designing and operating our facilities to help reduce their fresh<br/>water use and reuse recycled water.</li> <li>Land: Designing our products and processes to minimize landfill.</li> </ul> | Elif group companiess<br>Environment<br>Suppliers<br>Regulator<br>Communities                  | x           | x            |           | x         |     |

|  | vironment | Society | Economy | Workplace | Marketplace |
|--|-----------|---------|---------|-----------|-------------|
|--|-----------|---------|---------|-----------|-------------|

### ABOUT THIS REPORT EXECUTIVE SUMMARY

### Leading the way of flexible packaging

Being a global supplier of flexible packaging solutions for food, beverage, pet, home and personal care industries, Elif works continuously to create value in a spirit of leadership, diversity and integrity and acknowledges its responsibility for providing professional human resources with its innovative management approach.

We know what it means to be worldclass and have a clear vision of how to be that in every aspect of the packaging business. We will continue to empower initiatives and set worldwide standards through leadership, responsibility, passion to create value, integrity and diversity for this purpose. Elif's commitment to deliver high-standard results is encouraged by these values.

Elif continuously search for new concepts and packaging ideas together with its customers and suppliersto provide packaging solutions of future.

Elif owns leading flexible packaging production facilities in the world with architecture of construction, infrastructure and high technology of production and scale. With its worldwide benchmark factories in Turkey and Egypt, Elif has a production capacity over 100,000 tons per year.

Elif's international operations network is strategically structured to offer both worldwide supply flexibility and a global localized service for its customers. Offering services to many major brands, both domestic and global, Elif exports over 50% of its production to more than 50 countries worldwide.

Elif has generated 6% volume growth in 2019.

Elif is dedicated to make use of collaboration and innovation to serve and create the highest quality products specially designed for each customer thanks to its BRC/IoP Grade A certification as well as ISO 9001, ISO 14001, ISO 27001, ISO 50001 and ISO 45001. As a company, we not only stand for efficient corporate governance but also promote honest communication with customers and suppliers and long-lasting cooperation to uphold the principles of mutual trust and fundamental human values as a part of our code of conduct and ethics policy.

Elif continues to target tomorrow's excellence to keep its global benchmark company position in the flexible packaging industry. This has been achieved with the enthusiasm generated

by the synergy of Elif's customers, suppliers, professional human resources and management team with innovative approach.

Continuously improving its service and quality standards, Elif has been authenticated as the market leader for setting high standards in the flexible packaging industry by its multinational customers with leading brands.

Elif is committed to work relentlessly to deliver value adding flexible packaging solutions through leadership, responsibility, passion to create value, integrity and diversity.

Sustainable development for Elif is the combination of long term oriented economic success with environmental protection and social responsibility. As sustainable actions are an essential part of our corporate culture, we have completed many projects that are considered to be the best in class within this concept and been awarded by our customers and authenticated authorities. With this understanding, Elif will continue to be a pioneer in taking sustainable development related actions as new investments and initiatives strengthen its sustainability approach.



lexible packaging solution of Elif are consumed in more than 50 countries across 4 nd healthier life

### Elif at a Glance Our logotype tells our passion for packaging





Elif and its operations. www.elif.com





### **Our Brand Story**

Our logotype tells our passion for packaging. <u>To learn more about</u> Elif brand story please visit us on elif.com



#### 1400+ co-workers

Elif takes pride in its growin talented and diverse team of more than 1400 professiona vho work to create value fo its customers



#### 40+ awards

More than 40 awards pride Elif on its ability to make Elif a great partner to its customers and a great place to work for its co-workers.



#### 100+ leading brands

flexible packaging serving more than 100 market eading brands in various consumer goods industries



### ABOUT ELİF OUR BUSINESS MODEL

### **Our sustainable business model leverages** Elif's successful business transformation.

#### HORIZON OF IMPROVEMENT

Elif's successful transformation of business into a global benchmark company is leveraged buy its value chain and growth strategies based on its corporate values. With the well management of change, risks and capital basing on its value, Elif's sustainable growth model targets long term economic success in combination with environmental and social responsibility both in the workplace and marketplace of Elif.

For the last 45 years, we have come along a long way through challenges to reach our goals. In this long journey, we recognize that the horizon of improvement never comes closer, thanks to our vision of being a global benchmark flexible packaging company. In every phase of our transformation we target to achieve higher standards for our sustainability framework (society, environment & economy). This is the source of our never ending enthusiasm and passion for our business.

Through change management using "Elif DAA (Define-Apply- Adopt) Transformation Method", minimization of risks by diversification of growth

sources, and disciplined management of capital by benefiting our cash flow, productivity and cost lowering methods, we achieve sustainable growth and successful transformation of business into a Global Benchmark Company.

Our core values also map our business strengths and priorities.

#### **LEADERSHIP**

We will continue to be pioneers by empowering initiatives and setting worldwide benchmarks. We are topnotch in the way we design, produce and serve our products, leader in management performance and committed to deliver leadership results.

#### RESPONSIBILITY

We act responsibly toward the environment and the society and aim to make a positive impact through our brands, activities, resources and assets.

### PASSION TO CREATE VALUE

We are passionate about intelligent packaging solutions and helping to shape the next generation of our customers' products.

#### DIVERSITY

We leverage diversity to create maximum value for our business using the colors of diverse ideas, needs, talents, geographies, cultures and capabilities of our organization, customers, business partners as well as communities.

### INTEGRITY

We build trust in our relationships through honest and ethical behavior. We uphold the values and principles of Elif in every action and decision. As a vital asset of our corporate responsibility, we operate within integrity, respect and the sprit of law.





### ABOUT ELİF CHANGE MANAGEMENT

### Long-termed, organized and strategical change.

### CHANGE MANAGEMENT

Through change management using "Elif DAA (Define-Apply- Adopt) Transformation Method", minimization of risks by diversification of growth sources, and disciplined management of capital by benefiting our cash flow. productivity and cost lowering methods, we achieve sustainable growth and successful transformation of business into a Global Benchmark Company.

Our growth strategy is powered by 5 strengths of our company:

#### **CUSTOMER VALUE PROPOSITION**

We are strictly connected with our values chain in order to deliver an outstanding value proposition for our customers. Our values are the integral part of our customer value proposition. With well-founded knowhow and talents, state-of-art production techniques and the flexibility for tailor-made products and services, we contribute to the business success of our customers all over the world. We continuously develop, test and optimize our products, materials and processes in order to provide the optimum packaging solution for their needs and secure their success.

#### **TECHNOLOGY PRIMACY**

We are continuously seeking for new materials, techniques and technologies to be the leader in adopting, using and developing these new solutions to be able to offer advanced products and services for packaging needs of

that approach, Elif has been one of the pioneering companies to utilize the Digital Plate Making and HD Flexo Printing technologies and offer these high quality printing options to its customers. With this innovative approach, we aim to provide the best solution available for our customers with our expert team and state of the art equipment. Therefore, we leverage closer relationships with our customers, ensuring that we can fully understand the dynamics shaping their markets as their packaging partner and deliver the innovative packaging that they need and want.

our customers. As an indicator of

#### MARKET PENETRATION

Through a truly global presence and supply flexibility, we have a penetration in more than 50 countries all over the world. Parallel to the balance of local and export markets, we are delivering more than 50% of our products to Europe and rest is equally distributed in North America, Asia, Middle East and Africa. We are leading the local market in sectors we serve and target to be the market leader in MENA after opening of our facility in N.Africa.

#### **SECTOR COVERAGE**

Flexible packaging sector produces packaging for almost all of the consumer and industrial markets. We are the clear leader in hygiene, detergents, consumer tissue, and food sectors in Turkey and a significant player in hygiene market in Europe. While

we are improving our performance in the sectors we lead with better value proposition, we also enter and grow in new sectors on a strategic background.

#### **INVESTMENT IN HUMAN**

Continuity of our quality and service can only be achieved with gualified employees. Therefore, we select high quality employees and invest in them to make them even more gualified for the road in front of them. Co-worker development and career planning is integrated into Elif's performance management process. We organize tailor-made induction programs to ensure that new co-workers receive consistent introductory training about Elif and the industry dynamics. At Elif, it is believed that competencies and capabilities develop on-the-job as well as formal training programs and training tools. We build capability through 'on the job learning' as well as through formal programs and trainings.



1997



1972

Change Management Read http://www.elif.com/history for further details of our successful transformation of business into a Global Benchmark Company.

|                                | 2005   | 2010  | 2015   |
|--------------------------------|--|---|--|
|                                | PHASE 3  | PHASE 4   | PHASE 5  |
| to<br>on<br>if<br>ity<br>e re- | 2007: ISO 14001,<br>OHSAS 18001,<br>ISO 22000<br>2009: COBIT &<br>General audit to<br>define necessities<br>2010: SEDEX &<br>Total process opt.<br>2010: 3rd phase<br>re-organization<br>(2nd generation | 2011: Decision for<br>overseas investment<br>2011: BRC/IoP<br>2012: New ERP<br>system<br>2014: Cairo plant<br>startis production<br>2014: 4rd phase<br>reorganization<br>(under Elif Holding) | Multi-geographical<br>production and<br>distribution<br>facilities &<br>Global Corporate<br>Governance Model |
| k. a.ş.                        | <b>elif</b> plastik  | Celif.<br>Packaging Intelligence  | <b>Velif</b><br>Packaging for Life   |

### **CORPORATE CULTURE & VALUES**

### ABOUT ELİF CORPORATE PRESENCE

### **Providing a full range of services** on a secure global footprint

Elif has stayed one step ahead of the need to change for 48 years since it was first founded in 1972, and has become one of the most prominent group companies in Turkey as well as in Europe. When taking steps, Elif has always followed international standards and achieved continuous improvement. It has become a global player making progress day by day towards success. Elif aims to administer corporate governance, undertake social responsibility and protect the environment at international standards to become a worldwide international trademark.

#### **ELIF GROUP OF COMPANIES**

Elif continues to transform new market potentials into growth and strengthens its international position on a secure global footing.

Being a worldwide leader in flexible packaging, Elif Global has strong international relationships with major customers through a comprehensive network stretching across the globe. These relationships enable the global coordination of customer requirement and ensure the delivery of a single quality system across all operations.

To gather sales and distribution of all Elif subsidiaries under one roof, Elif Global's headquarter with more than 1700 employees is located in Istanbul, Turkey.

#### **ELIF EUROPE**

Elif Europe is the hub of European operations of Elif Group. Elif's European sales organization and operation network is strategically structured to provide operational excellence and supply flexibility for Elif's European customers.

Elif Europe business is headquartered in Lausanne, Switzerland. Elif Global S.A. aims to provide localized service and competitive advantage for its customers in Europe.

Elif Europe sells and distributes various standard and complex flexible packaging solutions produced in Elif Turkey and Elif Egypt to European markets.

#### **ELIF TURKEY**

Elif Turkey is the leading global flexible packaging manufacturer in Turkey with a customer network all over the world. Elif Turkey manufactures various

standard and complex flexible packaging solutions in Elif's state of art plant in Istanbul. Elif Turkey flexible packaging manufacturing factory combines its high-quality production techniques with an understanding of consumer and customer needs. In Turkey Elif has more than 1350 employees. Elif Turkey business is headquartered in Istanbul, Turkey.

#### **ELIF EGYPT**

Elif Egypt is the hub of Middle East and African operations of Elif Group. The state-of-the-art facility has started operation in 2015 and represents a significant Greenfield investment by Elif in Egypt.

Elif Egypt business is headquartered in 6 October City in Cairo, Egypt. Elif Global S.A.E. employs 350 co-workers and aims to bring a competitive advantage to the Egyptian Industry with quality packaging that will increase the demand to their products in global arena.





### ABOUT ELİF OUR PRODUCTS

## Our packaging reaches millions of people all around the world everyday, helping to create a happier and healthier life.







**Read More** Access to our markets and solutions on our http://www.elif.com/products full a full range of features and capabilities.



### ABOUT ELİF **SECTORS WE SERVE**

### Shaping the future of packaging with our customers







**Read More** Access to our markets and solutions on our **http://www.elif.com/products** full a full range of features and capabilities.

### ABOUT ELİF **OUR COMMITTMENTS FOR SUSTAINABILITY**

| FOCUS       | GOAL  | STRATEGY  |
|-------------|---|---|
| ENVIRONMENT | Reduce naturalresource usage continuously and globally.   | Drive process, product and policy<br>initiatives in the sector related to<br>reduction of natural resource usage.               |
| SOCIETY     | Create value for the communities we touch.  | Sponsor education of future generations<br>for sustainable development.   |
| ECONOMY     | Perform sustainable solutions for<br>our business framework to achieve<br>sustainable growth.                   | Promote efficient, productive and<br>cost saving methods, technology and<br>investments for and with the business<br>framework. |
| VORKPLACE   | Develop an equal opportunity for<br>diverse workforce, engaged to work in a<br>safe workplace with no injuries. | Elif is committed to deliver any legal,<br>organizational or functional requirement<br>related with labor rights and safety.    |
| MARKETPLACE | Help shaping the next generation of our customers' products.  | Develop intelligent packaging solutions<br>for consumer, environment, customer<br>and economy.                                  |

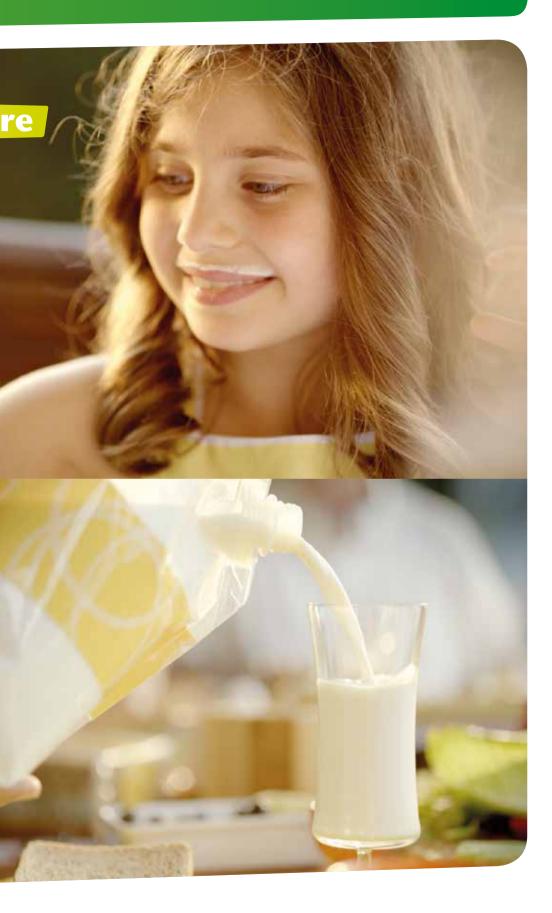
5 🗸 new product innovation for lower raw material use and rcyclability

> 5 🗸 green projects for future

2 🗸 NGO collaborations

2 🗸 awareness campaign for environment





### ENVIRONMENT PACKAGING FOR OUR PLANET

### **Innovating sustainable solutions with higher** performance, functionality and cost-efficiency

Offering high-guality printing and lowcost yet efficient solutions, especially in short runs, ElifHybr is the hybrid printing technology of Elif that uses a combination of different ink transfer systems with electron beam curing.

This hybrid printing technology is especially beneficial for customers in the rapidly changing consumer sector who would like to gain considerable advantages over its rivals. ElifHybr improves market entry speed of packing average 50-70%, and this provides the desired advantage during printing preparation and installation.

ElifHybr eliminates all quality and high cost problems of brands implementing designs on more than one or different campaigns and promotions parallel to increasing marketing activities by differentiating product designs on the packages by taking into account personal, regional and similar purposes and objectives of the companies. ElifHybr, supporting brand ownership for the brand owners at the side of consumers by establishing an emotional link between consumers and brands, meets personalization, privatization and differentiation needs of its customers

particularly in terms of marketing by reducing high installation, roller printing and line-cut costs. ElifHybr enables printing the desired design on different packaging films regardless of thickness of film and color.

Elif Hybr technology saves energy by using its electron beam curing technology through the curing process, and hybrid printing technology by reducing volatile organic compounds (VOCs) as much as possible. In addition, the non-use of solvents during the drying process with special inks produced for this technology offers the optimum solution for the environment. The immediate curing process of ElifHybr conserves energy by 65% as well as reducing the consumption of ink by 60%. Considering the decrease of energy use, emissions from the drying process and non-solvent printing and less VOC formation as a result of the unique ink used and the curing process, it is observable that ElifHybr reduces the carbon footprint by 75%.

ElifHybr is honored with WorldStar Award of WPO (World Packaging Organization) which is the packaging industry's most prestigious award.

Elif offers PE twist film Elif2Twist to wrap a large variety of pre-formed confection, such as hard candy, caramels, chocolate truffles, chocolate bars and taffy with outstanding printing quality and ideal twist properties.

Being available in transparent, white and metallized versions, Elif2Twist works smoothly on high-speed packaging machines as a result of its improved surface properties for lower friction. Sales and brand loyalty are increased with the help of Elif2Twist, Elif's highquality printing solutions and finishing/ coating applications that meet the confectionery producers' requirement of shelf appeal.

vElif2Twist can be recycled and is ecologically safe, thus can replace the traditional materials that harm the environment, such as cellophane, paper and PVC. A wide range of colors is available for Elif2Twist including transparent, matte, gloss, white and metallized enabling high visibility of the candy or chocolate.

## **Helifhybr**

Reduce waste and time to market Increase packaging customization With hybrid printing!





ElifHybr & Elif2Twist cost-efficiency and sustainability.





Visit Elif's innovation highlights on our website to see more products providing more performance, functionality,

### ENVIRONMENT RECYCLING COMES FIRST

## **Running together to reach the European Commission's 2030 recyclability targets**

Elif presents another new alternative with "ElifHyPEr", the high-performance PE packaging solution created as a result of Elif's intensive R&D studies and continuous efforts to develop useful solutions for "humans" and "environment".

ElifHyPEr has better optical properties such as higher gloss, clarity, lower haze and offers better mechanical and barrier properties, advancement in film performance and reduced use of natural resources. The packaging can be recycled thanks to ElifHyPEr eliminating the need for lamination with other substrates. Elif's contribution to the environment and sustainability and the advantages it provides regarding financial feasibility and product differentiation enables the high-performance PE film solution of Elif being at the forefront of the fast-moving consumer sector in its increasingly competitive environment.

ElifHyPEr can be used in different flexible packaging applications such as stand-up pouches, in-mold labels, shrink sleeves, drawstring tapes, cereal and cracker packaging, sealant wraps, twist wraps, tapes, frozen food packaging, barrier packaging, liners, heavy-duty bags and lamination replacement as its purpose is to achieve maximum performance with minimum resource usage.

With its improved properties ElifHyPErcan be used as an alternative for BOPP or PET films enabling recyclability of the packaging, which leads to recyclable pouches and bags.

Elif's 100% recyclable PE pouch solution Elif2Pouch is created to meet the growing demand for recyclable and sustainable packaging. This innovative packaging solution of Elif satisfies the customer's needs and is in line with the 2030 recyclability target of the EU Commission to create a better future for the environment.

- Great optical properties. High clarity, transparency and gloss
- Excellent stiffness and strength
- 100% recyclable -Can be recycled with all other PE materials including retail shopping bags
- Compatible with existing postconsumer recycled waste streams
- 100% recyclable closure, spout and zipper options
- High barrier to moisture
- Excellent puncture resistance for greater product protection
- Customizable oxygen and aroma barrier



Optical



OTI **Barrier Properties** WV Haz Glo Ten Ten Elor Mechanical Properties Elor Elm Elm

**ElifHyPEr & Elif2Pouch** To learn more about how ElifHyPEr and Elif2Pouch contributes 'Packaging for Earth' please vsit our product pages on our website.



| Properties                  | Standart    | PET       | BOPP      | <pre></pre> |
|-----------------------------|-------------|-----------|-----------|-------------|
|                             | ISO 4593    | 12µ       | 20µ       | 20µ         |
| R (23℃, 0%rH)               | ASTM 3985   | Excellent | Poor      | Excellent   |
| /TR (38°C, 90%rH)           | ASTM F1249  | Poor      | Excellent | Excellent   |
| ze %                        | ASTM D1003  | Excellent | Excellent | Excellent   |
| oss 60°                     | ASTM 2457   | Excellent | Excellent | Excellent   |
| nsile Strength, N (MD)      | ASTM D882   | Excellent | Good      | Excellent   |
| nsile Strength, N (CD)      | ASTIVI Dooz | Good      | Excellent | Poor        |
| ngation at Break (MD) %     |             | Good      | Good      | Poor        |
| ngation at Break (CD) %     | ASTM D882   | Poor      | Poor      | Excellent   |
| nendorf Tear Test (gf) (CD) |             | Excellent | Excellent | Good        |
| nendorf Tear Test (gf) (MD) | ASTM D1922  | Excellent | Excellent | Good        |
| iendorf Tear Test (gf) (MD) |             | Excellent | Excellent | Good        |

| roperties                   | Standart   | PET-PE Pouch | BOPP-PE Pouch     | <pre>@elif2pouch</pre> |
|-----------------------------|------------|--------------|-------------------|------------------------|
| Thickness                   | ISO 4593   | 12µ          | 20µ BOPP / 60µ PE | 20µ ElifHyPEr / 60µ PE |
| R (23°C, 0%rH)              | ASTM 3985  | Excellent    | Good              | Excellent              |
| /TR (38°C, 90%rH)           | ASTM F1249 | Excellent    | Excellent         | Excellent              |
| ze %                        | ASTM D1003 | Excellent    | Excellent         | Excellent              |
| oss 60°                     | ASTM 2457  | Excellent    | Excellent         | Excellent              |
| nsile Strength, N (MD)      | ASTM D882  | Excellent    | Good              | Excellent              |
| nsile Strength, N (CD)      |            | Good         | Excellent         | Good                   |
| ngation at Break (MD) %     | ASTM D882  | Excellent    | Excellent         | Good                   |
| ngation at Break (CD) %     |            | Good         | Good              | Excellent              |
| nendorf Tear Test (gf) (CD) | ASTM D1922 | Excellent    | Excellent         | Good                   |
| nendorf Tear Test (gf) (MD) |            | Excellent    | Excellent         | Good                   |

### ENVIRONMENT RECYCLING COMES FIRST

### Elif recent sustainable solutions

#### ElifGreen

ElifGreen is a renewable resource PE flexible packaging film filled with green PE granules made from sugar cane in various percentages up to 100%. ElifGreen offers keeping the same mechanical properties as in fossil based PE films. ElifGreen is 100% recyclable, 100% renewable and 100% sustainable film solution.

ElifGreen has the OK biobased label, offered by TÜV AUSTRIA, uses a star system to indicate the biobased content of certified product's – the more stars to have, means the higher biobased content contained.

ElifGreen allows recyclability of the packaging helping customers to meet consumers' sustainability expectations and achieve 2030 recyclability targets of EU Commission.

• Fully recyclable where polyolefin recycling streams for flexible packaging in place

• Renewable source

• Applicable for all kind of flexible film packaging products

• Options for customers to buy green products

 Lower CO2 gas emissions (75% lower Carbon Footprint versus traditional PE)

 Versions made with responsibly sourced sugar cane (BonSucro certified) are available upon request.

### ElifProLite

ElifProLite is Elif's new high barrier laminated packaging solution for flexible packaging industry. ElifProLite is fully recyclable thanks to its mono-material structure & homogeneous composites which suitable for recycling through the available corresponding recycling streams.

ElifProlite has excellent film performance and superior processability for high speed packaging applications. ElifProLite's high barrier laminate features offers excellent aroma protection and prolonged shelf life. While replacing non-recyclable laminates and allowing recyclability for the packaging products, ElifProlite helps customers to meet sustainability expectations of consumers and achieves 2030 recyclability targets of EU Commission.

- High barrier packaging designed for recyclability
- Mono-material structures

• High-barrier properties against humidity and oxygen

 Optional integration of barrier properties against light

 Optional integration of barrier properties against mineral oils

• Solutions suitable for packaging of an array of products, contributing to their shelf-life extension

 Lighter than conventional laminates of the same thickness

• Higher product-to-package ratio

#### Elif Natty – Compostable **Flexible Packaging Solutions**

Elif Natty is a compostable PE film formulated with a family of innovative bioplastics alloys based on biodegradable polymers totally or partially obtained from renewable resources. Elif Natty makes the World a greener place.

Elif Natty serves Sustainable Development — combining environmental demands with those of agriculture and industry. Elif Natty comes from renewable resources of agricultural origin and

reduces greenhouse gas emissions, and the consumption of energy and nonrenewable resources.

Elif Natty in the end, returns to the earth through processes of biodegradation and composting — without releasing pollutants

Elif Natty provides certificated compostable products to the customers using TUV Austria certification programme.

By replacing non-degradable structures Elif Natty meets customer's expectations and achieves 2030 sustainability targets of EU Commission.

- 100% biodegradable and 100% compostable.
- Lower greenhouse gas emissions

• Better option to save the Earth from plastics

• Nature-friendly



### ElifPCR

ElifPCR is an eco-friendly packaging solution that contains high quality post-consumer recycled material content. ElifPCR reduce carbon food print and environmental impact of the package while maintaining its quality. ElifPCR will provide sustainability gains and truly contribute to Circular Economy.

By using post-consumer recycled material in its primary function, as a flexible package film, high quality recycled content will return to economy without losing its intrinsic value.

ElifPCR will provide a sustainable packaging solution that have lower CO2 emission and energy consumption that generate lower environmental footprint in its life cycle when compared to flexible packages that contain only virgin plastic as film material.

• Sustainable solution with reduced CO2 emission and energy consumption.

• Contribute to circular economy by utilizing recycled material in its original function.

• Quality comparable to virgin grade products.





### ENVIRONMENT BETTER TOGETHER

### **Running together to reach the European Commission's 2030 recyclability targets**

#### **NEW YEAR. NEW HOPE:** 'Packaging for Environment'

Elif has been considered as a symbol that makes a difference in its sector through environmental awareness and environmental activities within the scope of climate change since the day it was first established. We have launched a new project and donated seedlings to the TEMA Foundation on behalf of our suppliers and customers.

By drawing attention to environmental problems and the fight against them. Elif has continued to raise awareness in the past year. Hundreds of seedlings were donated to the TEMA Foundation on behalf of its customers and suppliers to contribute to the greening of the North Cyprus cantonal area.

As always, Elif supported the 'Earth Hour' movement again this year. We switched our lights off on Saturday, March 24, for an hour at 8:30 pm for Earth Hour, which is an annual event aimed to raise awareness on energy consumption and climate change. Being one of the leaders in Turkey for this movement, Elif raised awareness on the issues of climate change, depletion of water resources and the loss of biological diversity that the earth is facing.

#### **TRIGEN II Proceeding to invest in future**

Elif has invested a trigeneration project 2 years ago as part of its 'NOsume Energy' program. Elif continued to contribute to the protection, improvement and sustainability of the environment and human life through its new Trigeneration investment, Trigen II, which increases its trigeneration capacity by 100%.

Elif started to produce the energy it used at its production facility in Istanbul according to its sustainability approach.

Elif reduced its dependence on the distribution network to a minimum and the transmission. Additionally Elif managed to reduce production losses, resulting quality problems and maintenance costs as a result of network interruptions and fluctuations.

Elif's previous system which produces 4 MW of electricity allowed saving energy by 80% in energy efficiency and cooling water and efficiency via obtaining thermal oil. The System generates the recovery of 3.2 MW of heat energy, clean energy production and low carbon emissions, reducing greenhouse gas emissions.

Elif introduced a new system. Elif invested 4.3MW more energy in addition to the existing 4MW electrical energy generating system and started to produce 8.3MW of total electrical energy, and with the energy amount of natural gas consumed by the existing system and the energy waste in the heating and cooling system from the heat.

From this, the operation of this facility benefits by reducing the harm to nature and human and carbon emissions. Thanks to this facility, the main heating thermal conditioning (heating, cooling, humidification) where the production phases take place will provide double benefit by reducing natural gas consumption with the addition of providing working comfort and proactively prevents the occurrence of quality problems. In the extrusion section, the temperature, the waste heat of the newly established facility is brought to the desired temperature. This improvement ensures the efficiency increase in the process and the continuity of the production in case of power cuts.

ISO 50001 - Energy Management SystemElif has been awarded the ISO 50001 Energy Management System certificate

for the first time in its sector.Today, where energy is increasingly important, TS EN ISO 50001 Energy Management System, which is based on the principle of efficient use of energy, is a Management System that can be applied to any business from small to large in every sector, it can be carried out alone or in integration with other management systems. EMS enables organizations to determine energy policies, manage energy consumption within the framework of energy management programs created in line with their goals and objectives, and ensure improvements by evaluating the performance of the energy management system.

#### **Future Aspects GREY WATER TREATMENT SYSTEMS**

Elif will invest to a Grey Water treatment system. Grey water reuse has major benefits to environmental sustainability. With the awareness of sustainable usage the aim is to reduce the need for fresh water and minimizing the demand public fresh water usage and reusing the water created during proses stages.

Production machines in our factory require chilled water in accordance with the process. This water sent to the rainwater channel will be combined with the process residual water coming from the polyethylene recycling facility and will be collected.

The accumulated water will be separated from solid particles with the support of chemical dosing. With the reverse osmosis system, and it's conductivity will be reduced and it will be ready for use. Thanks to this recycled water to be used in the system, less water will be drawn from the network line and the amount of water consumption will be greatly reduced.

#### **ELIF FRESH COMPRESED AIR**

Elif is proud to introduce the new investment plan of new technology turbo compressor system.

The newly planned turbo compressor system will turn off some of the existing compressed air compressors and produce a large amount of oil-free air.

As a result of this new technology less energy will be used, and therefore, electricity consumption and carbon emissions within the factory will be reduced. In addition, it is planned to provide a safer air to use by being oil-free.

#### WHAT WE DO

Project Goals and Deliverables

2020: More and more European countries will recycle flexible packaging by the assistance of CEFLEX initiative through:

The development and implementation of robust Design Guidelines for collecting, sorting and recycling flexible packaging and the "End of Cycle" infrastructure

The identification and advancement of environmental friendly end markets for the secondary materials recycled from flexible packaging

Offering a viable business case to collect, sort, recycle and return flexible packaging to the economy in quantity and at a competitive quality/price for future end-market applications.

2025: The development of infrastructure across Europe for the collection, sorting and reprocessing post-consumer flexible packaging thanks to the project CEFLEX by:

A robust business case implementation that supports the development of the circular economy in which flexible packaging is thought to be a relevant and responsible packaging decision

Proof of principle from fruitful pilot projects



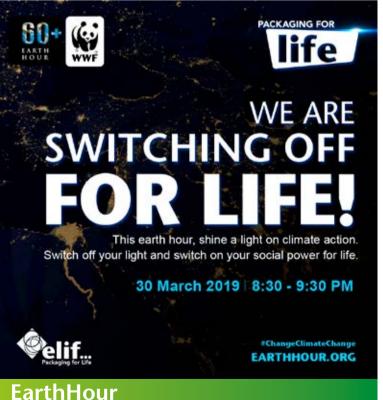
TRIGEN I & II Elif invested in 2 trigeneration projects: TRIGEN I in 2016 and TRIGEN Ilin 2019-2020







**Fresh Compressed Air** Elif is proud to introduce the new investment plan of new technology turbo compressor system.



Please connect vith us on **elif.com** to get more information regarding Earth Hour activities and reminders.



Millions 🗸 of people in contact with Elif every day

**3 ✓** years of UNICEF Platinum Wings sponsorship

6 ✓ years of Save Food Initiative membership

7 ✓ years of UNGC participation



### SOCIETY PACKAGING FOR THE FUTURE

### Elif's major areas of focus: Next Generations & Access to Food

#### **PACKAGING FOR LIFE**

Producing "Packaging for Life", Elif Elif acts in the spirit of leadership while striving continuously to create value for producing "Packaging for Life" and knows that a diverse and rich culture requires honesty and responsibility as key values.

We all use packaging one way or another in our daily lives. Elif strives for "always" better products for the society, the environment and the future. We are Packaging for Life.

### **ANOTHER YEAR OF UNICEF** 'PLATINUM WINGS' **SPONSORSHIP**

Elif has been Turkey's first supporter of UNICEF's "Platinum Wing" program since 2017. Elif continued its supports for this significant project in 2019-2020 as well. We are proud to state that Elif is the first Turkish institution bestowed with the 'UNICEF Platinum Wing' honor as a result of the regular support given to UNICEF projects to help the disadvantegeous children of Turkey and the world to access the living, improvement, health and education services and offer them the same rights with their peers.

The most significant influence Elif has on the people of the world is the quality of its packaging materials that help people access better quality products.

Elif is passionate about promoting information exchange and collaboration between those who are a part of the value chain as part of "Save Food Initiative". The company will keep working on new technologies to reduce waste while extending shelf life and delivering the ultimate product and brand protection.

Save Food Initiative is aiming for the better access to food in disadvantageous regions of the world. The group that is suffering the most from shortage of food is children.

Having been the first 'Platinum Wing' supporter of UNICEF in Turkey, Elif is always trying to be a part of certain sustainability projects to help these children enjoy basic rights and freedoms and to live equal lives with those who are more advantageous.

2.5 children were treated for severe acute malnutrition, 13.6 million children were vaccinated against measles, 29.9 million people were given safe access to safe drinking, cooking and personal

hygiene, 2.8 million children were given psychosocial support and 5.5 million children were given formal or nonformal access to basic education in 2017 thanks to regular funds raised by Elif and other supporting organizations.

### SAVE FOOD INITIATIVE

Elif has been the honored to be a supporter of the Save Food Initiative as of 2018.

The purpose of Save Food Initiative is to establish new ways with which industry experts, politics, researchers and consumers can use food more efficiently.



### **SAVE FOOD**

Elif is the supporter of Save Food initiative since 2014. Visit www.save-food.org web site for further information.





### SOCIETY PACKAGING FOR NEXT & GENERATIONS

### Elif's major areas of focus: Women Empowerment and UN Global Compact Principles

#### UNGC

Elif is committed to realizing its social responsibilities and making its corporate environment official and has put this intention on paper by sending a Letter of Commitment to UN in July 2012 to join United Nations Global Compact.

The company's economic, ecological and social engagement, the effective integration of these with one another and carrying out individual responsibilities to realize and sustain a profitable business compose the corporate values of Elif. Being a word-wide operating company, we interact and make business with a lot of different cultures, social attitudes and various environmental platforms. Elif has the knowledge of how important the UN Global Compact principles are and has already adopted certain aspects of these principles, such as the way it conducts relations with employees, business partner and other stakeholders. We believe that to achieve sustainable development, one needs to run business with integrity, in compliance with the laws and regulations governing its activities, social responsibility and environmental protection.

Elif is dedicated to integrating the Global Compact and its principles with its corporate strategy culture and everyday operations. The company is passionate about engaging in joint projects to address and advance the ultimate needs of our society with these principles in mind.

As it is a tradition now, we have continued our Women's Day activities this year, as well.

Elif presented Women's Day flowers with special messages about the significance of Women's Day as a gift to ensure that all our employees, their families and their surroundings are aware of 'gender equality' after the 'March 8th Women's Day Lunch' attended by all employees.

Additionally on this meaningful day, the products produced by the working women of Yırca were presented to support our female employees and raise awareness in order to contribute to the working women of Yırca Village.

The company donated the Turkish Education Foundation to support strong women of the future on behalf of its employees and further improved its Women's Day activities.

The concept of gender equality was discussed during the Women's Day events by conducting a short survey among the employees. We also had the chance to watch some short videos with anecdotes about the matter and shared these on social media platforms.

To achieve a higher level of development, the society needs the women's increased participation in the economy, improvement of their place in the family and a bigger share to them from development and growth. Being conscious about this, Elif continues to start influential social responsibility projects as well and continues to offer jobs to housewives within the development goals of the United Nations and particularly the Millennium **Development Goals.** 

Elif puts substance behind the interest of realizing sustainable, fair, responsible and ethical principles of conduct within the voluntary code called The Global Compact. The Global Compact is a UN initiative for the business world, announced in 1999 to achieve a sustainable world and has 10 principles in four key areas: human rights, labor rights, anti-corruption and environment.

Elif will continue to promote, implement and reflect its commitment to sustainable development and corporate values by encouraging all of its consultants, business partners, suppliers and dealers to adopt the UN Global Compact principles.

### **Companies included in the Business Plastics Initiative** announced that they will determine their plastic commitments!

Elif is proud to be a part of this initiative within its sustainability strategy. Turkey Global Compact, World Business Council for Sustainable Development and carrying plastic pollution TUSIAD fight a step further with "Plastic Business Initiative" established. By responding to the initiative's call, companies that want to be a part of the solution announced that they will determine their plastic commitments by 2021.

The Business Plastics Initiative was established to encourage private sector organizations to establish commitments to plastics and to transparently report their commitments on an annual basis. The plastic commitments of the companies involved in the initiative will be reviewed regularly and the progress made will be shared with the public every year. Responding to the initiative's call, 26 companies, including Elif, announced that they will determine their plastic commitments by 2021.

#### **Support From Elif To New** Generations

Elif carried out a project that aims to bring universities and industrial establishments closer and provide students with knowledge and experience about the industrial sector. For the students who participated in university fairs and student days, selected in

line with their interests, 'One day project' was carried out, where they will spend one day at Elif production facilities.

As a continuation of this project, Elif created the Graduate Training Program. In this context, new graduates who were thought to create added value were given the opportunity to gain experience and awareness within Elif.

In order to ensure that the students participating in the program are in the right job later in their career, a plan has been created in which they will gain 1 month of experience in each department. At the end of the program, job opportunities were provided to participants who wanted to continue their career in Flif.





MARCH 8<sup>TH</sup> Elif celebrated March 8<sup>th</sup> Women's Day together with all of its employees in 2019 and 2020.



### HE BUSINESS PLASTICS INITIATIVE

lif is proud to be the first flexible packaging company to join the Business Plastics Initiative as an indicator of s <u>sustaina</u>bility strategy.



GRADUATE TRAINING PROGRAM Elif carried out a project that aims to bring universities and industrial establishments closer and provide students.



**4% ↑** Capacity Grow

8% **↑** Revenue Growth

Upgrading to high technology print inspection systems

Stand up poch machines investment





### ECONOMY

## **Ambitious business objectives** encourage investors

#### **REWARDING BUSINESS OUTCOMES**

Elif's sustainable business model, expanding packaging portfolio and B2B2C business approach supports the company's sales growth to strengthen its achievements by triumphing together with the customer within the customer centric approach. We have embraced a business objective that brings consistent organic sales growth beyond the growth of the segments in which we compete. Our objective to deliver value creation for Elif and its partners has driven us to reach highlevel of top-line growth running and consistent bottom-line growth.

Continuing its growing business results, Elif increased its investments to cover capabilities crucial to its customer success in 2017. We have closed this year with 10% growth compared to last year, thanks to the brilliant Egypt operation. It has increased its capacity to both adapt to changing customer needs and to meet the mid-term growth targets of the company with innovative and strategic investments.

#### **NEW INVESTMENTS REWARDING BUSINESS OUT** COMES

Elif continues to make investments by following Innovative and technological developments closely.

Elif installed on 5 new high technology print inspection systems. With this investment, Elif aims to detect reliable errors, increase productivity with automatic print monitoring method, focus on the root causes of errors depending on the analysis of production records, tend to less error and waste, and thus increase customer satisfaction with controlled quality.

Elif invested to the infrared scanning is a unique system that will allow you to read in real time the coating weight that is being applied. This technology is able to read the amount of adhesive with a very high precision, even solventless or solvent based, on clear, printed or metalized films. It will give opportunity to measure adhesive that is applied and chance to control coating weight in each position, coating weight target, range, machine speed, etc.

According to Elif's sustainability goals, increase efficiency and reduce the resulting losses with the transition to more systematic work, is one of the major topic. With the standardization, investment, and operational excellence methods implemented since 2017, a 23% reduction in waste rate has been achieved.

In order to increase the capacity in Elif Printing Department, a new flexo printing machine that can print 8 colors was invested.

In addition, in order to increase Elif lamination capabilities, our capacity was increased by 20% by investing in a new lamination machine that can laminate with and without high technology solvent and has different coating applications.

Flexible packaging supports sustainable production and consumption. According to this sustainability approach flexible packaging is designed to minimize the use of packaging materials, prevents packaging waste and plays a minor part of a food product's environmental footprint but a major role in preservation.

Elif can offer pre-made gusseted bag solutions such as quad-seal bags, back seal gusseted bags and flat bottom bags with 8 new machine investments for the bag converting line.

Gusseted pouches of Elif are produced with high performance laminates, recyclable laminates and barrier materials and serve a wide range of food& beverages, personal care and home care applications as well as pet care products.





### **Elif Pouch Solutions** http://www.elif.com/products

Elif installed on 5 new IPQ center 100% print inspection systems.



### ECONOMY

## Elif continues pioneering technology from **Industry 4.0 to Packaging 4.0.**

#### **INDUSTRY 4.0 VISION**

Industry 4.0 is a vision in which all processes and system states are independently controlled by each system and machine. This vision enables the production process to be optimized for the entire process chain through sharing information between systems. Covering mechanized processes, production automation and mass production, Industrial Revolutions 1.0 to 3.0 paved the way for industrial advancements and enabled Industry 4.0 to focus more on increased collaboration, operational process enhancement, production innovation and cyber-physical production. We have a long road ahead to fully adopt this vision at Elif. Nonetheless, it is still crucial to define Industry 4.0 in detail to be able to create a flexible packaging market: Packaging 4.0. Packaging 4.0 consists of intelligent machines conducting intuitive operation and integrated processes.

#### **PACKAGING 4.0 AT ELIF**

Our goal is to adopt Packaging 4.0 to be flexible, cost efficient and high-quality, all at once. We will be addressing the below given strategic trends by embracing this new industrial approach:

•Emphasizing a greener, more efficient and sustainable approach

• Being mobile and having web-based information systems

• Transforming applications through convergence to initiate new advancements

Elif has been able to define the production phases of machines, downtimes and stops and collect live data from systems to share for analysis since the steps it took in 2008 for Industry 4.0 thanks to data master software.

We have started to use MII module with the integration of PLC device, which enabled recording and data flow into operator computers, to all machines after transforming our ERP system to a full scale one.

All inputs and outputs of the system were controlled and analyzed following the implementation of the new system APO and its effective use. This led to the production system to be in line with the system inputs and the collected live data enabled diagnosis and of analysis of the deviations in the outputs instantly thus creating an opportunity to immediately interfere the system when needed.

The strategic platform of Packaging 4.0. enables manufacturing integration and intelligence and plant connectivity.

Relying more on intelligent machines and integrated automation for the production made Elif more cost efficient, flexible and high-quality through increasing the level of control on machines.

Elif is implementing Packaging 4.0 in its business units and production lines seeing that the vision will develop even further with the advancements of the technology.



### Packagin 4.0 at Eli

Elif Istanbul







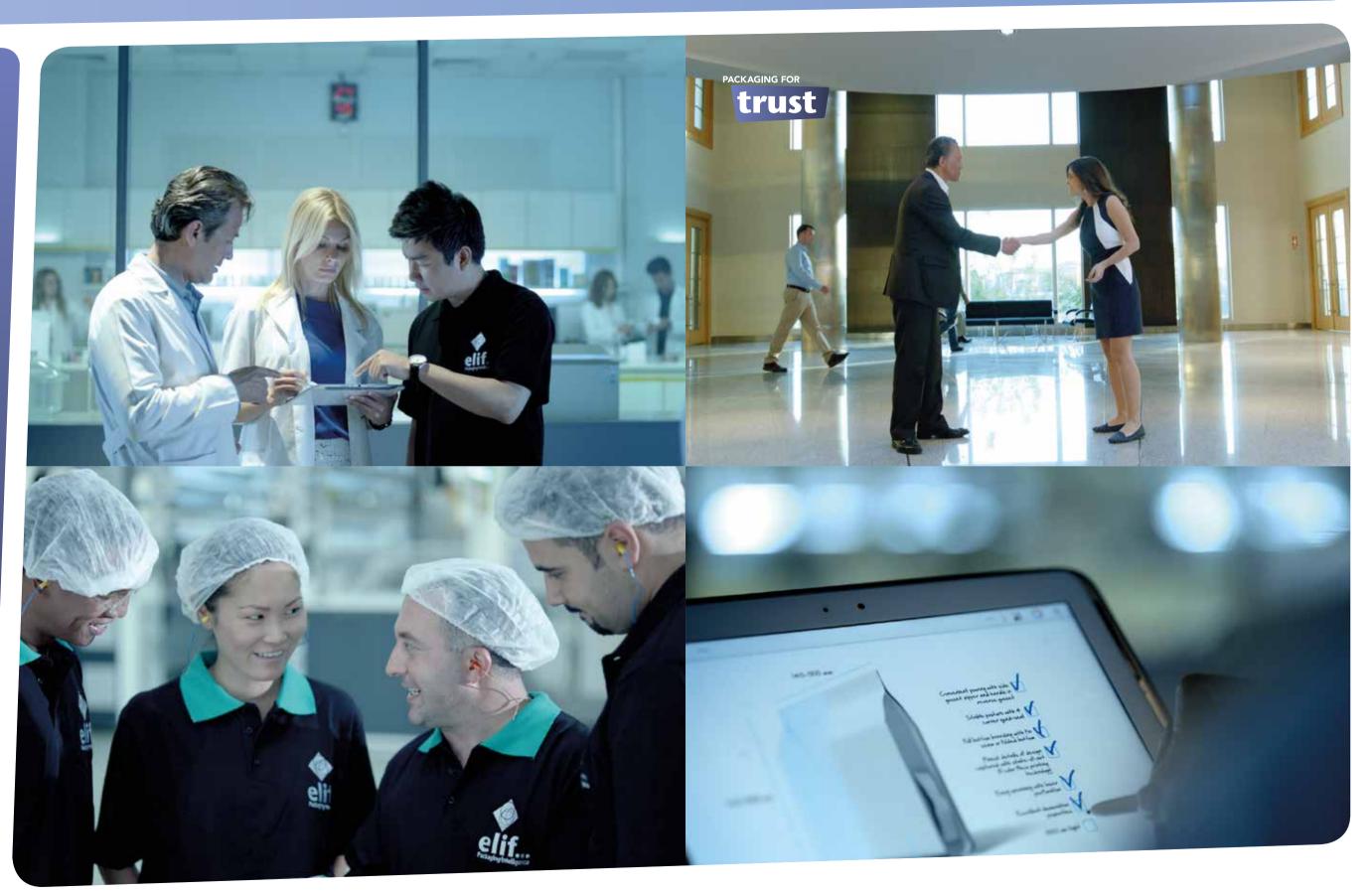
26% 🕹 Lost days injury frequance rate

4.88% 🗸 case weight ratio

**12** ✓ hours of OHS education

8 ✓ yearsof SEDEX membership

**ELOX ✓** Elif Operational Excellence





### WORKPLACE OCCUPATIONAL HEALTH AND SAFETY

## **Elif's major areas of focus: Occupational Health and Safety**

### **ONE STEP CLOSER TO OUR 'NO INJURIES' TARGET**

Elif Environment, Occupational Health and Safety Policy covers the occupational and workplace health and safety approaches of Elif. In order to fulfill its long-term objectives, Elif establishes and prepares an annual action plan on occupational health and safety. All Elif employees are encouraged to make proposals for the development of company's safety policy at Elif just like the Elif Environment, Occupational Health and Safety department responsible from the management of the environment and labor safety. An award system is established to reassure that employees are welcome to make their suggestions and share their ideas.

Each of Elif's manufacturing sites prepare an annual program including, but not limited to, an action plan to support the company's Environment, Occupational Health and Safety Policy and strategy.

Elif's occupational health and safety programs aim to build a healthier and safer work environment to protect the people engaged in work, employment or its surroundings as well as these people's welfare and Elif's coworkers. Our company knows that the company's core is its co-workers and their synergy.

ElifCase Frequency Rate is measured by calculating the number of injuries or work-related illnesses per total hours worked and multiplied by 1.000.000.

ElifCase Weight Ratio is measured by calculating the number of lost days due to the injuries or work-related illnesses per total hours worked and multiplied by 1 million. No changes occurred in 2019 compared 2018 and a 4,88% decrease was observed in Case Weight Ratio as well as a 4,96% decrease in Down Time.

ElifCase Weight Ratio is measured by calculating the number of lost days due to the injuries or work-related illnesses per total hours worked and multiplied 1 million.

It was verified that most of the accidents that took place in the in the past years during production were due to cuts of snap curved knives. In order to solve that problem, special equipment was purchased and related trainings were given to all employees in the related subject as well as determining a team of experts on cutting. As a result, Elif has managed to decrease the cutting work accidents by %60.

Periodical educations and trainings are offered to Elif employees and yearly health risk-control programs are conducted by the company to assure a healthy environment. Elif implemented a wide range of processes and programs to achieve better protection and to prevent occupational injury and illness of its employees, contractors and visitors and thus received a OHSAS 18001 Occupational Health & Safety Management System Certificate. It is clearly concluded from the results that Elif's health and safety programs are living up to their promise and we are one step closer to fulfilling our target for following Environment, Occupational Health and Safety Policy and ®No Injuries D target.

#### **CO-WORKER AWARENESS AND EDUCATIONS**

We have given education for 12 hours per co-worker with the purpose of orientation, information and awareness raising on occupational health and safety issues. Elif is aware that these subjects have certain technical requirements and design the educations accordingly.





### **OCCUPATIONAL CO-**WORKER AWARENESS & **EDUCATION**

To learn more about carrier and coworker development programs of Elif, please follow the www.elif.com Or contact Elif HR department.

### OCCUPATIONAL **HEALTH &** SAFETY AT ELIF

www.elif.com to read Elif's Occupational Health and Safety Policy. To learn more about occupational health and safety at Elif please follow the







### WORKPLACE THE JOURNEY TOWARDS SUCCESS, **OPERATIONAL EXCELLENCE**

## Elif's major areas of focus: **Next Generations**

Elif is a member of SEDEX (Supplier Elif has launched an important project together with its 700 employees to realize its objectives of achieving, managing and ensuring the sustainability of industrial order and cleanness into the organization in an efficient way.

Elif participated in the Workplace Conditions Assessment program. The Workplace Conditions Assessment program enables companies to efficiently evaluate the workplace conditions with the right techniques. In doing so, it uses common and accepted industry standards. Workplace Conditions Assessment thus provides a powerful solution for companies and facilities that want to improve themselves based on best practices. Workplace Conditions Assessment is undoubtedly a very effective and powerful tool for evaluating, benchmarking and continually improving supplier workplace conditions.

Leadership and problem-solving are what make an operation truly excellent. These skills are the key to continuous improvement, but some people can be somewhat unsure about the correct way to approach the operational excellence subject. It is something that the majority find too ambiguous or too broad to discuss and it is definitely a challenging term to define. Operational excellence can be defined as more of a mindset that you and your employees should have rather than a set of activities that you perform. You might be thinking that this is something that could only work in theory and wondering if there are any actionable steps to take. But before

we get into the actions to implement this concept, let's understand how operational excellence is related to continuous improvement.

We hear the term "operational excellence" everywhere nowadays. We are coming into contact with more and more organizations that have committed or are willing to commit to this concept on a personal level. There seem to be various interpretations of this term as many companies that are committed are not achieving the same target.

Leaders who think of operational excellence as the proper and consistent application of certain procedures (World Class Reliability, Six Sigma, TPM, Lean TQM etc.) and tools (SMED, Visual Management, DMAIC, Kaizen, Kanban etc.) are focused on having the right work practices and business processes (i.e., doing work the right way). However, others may view operational excellence as creating the right work culture that emphasizes acknowledgement and rewards the right behaviors while a different group see operational excellence as in operational results and value capture.

The "Internal Trainer Project" was initiated in Elif to train trainers and facilitate standardization in education and practices.

A platform where training, coaching and guiding competencies will be developed was created for the Internal Trainer team of 16 people and up to 300 hours of training was provided.

#### **COMING TOGETHER ONLINE**

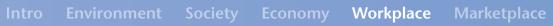
Our company has become a part of the social platforms to grow its entertaining, dynamic and informative shares. Elif shares market trends, innovations and company news on its LinkedIn, Twitter, Facebook and other social media platform pages. Being a social platform that aims to bring together business professionals and enable their information exchange, LinkedIn draws the attention of professionals in the packaging and FMCG sectors. Our company page on LinkedIn is named Elif Global and you can support us in our journey to strengthen communication online.

Having more than 500 million users. LinkedIn is the largest social platform in the business world today that gathers professionals from more than 200 countries.

Elif has renewed its company page in the past year and aims to introduce its new products, projects and services via the company page on LinkedIn. We would also like to see all Elif co-workers gathered on this platform to get and stay connected.

Elif will continue to use its accounts on social media more actively in an entertaining and informative way and reach our passion for 'Packaging for Life' to more and more individuals every day. You can follow us on social media platforms to be informed about new business opportunities and stay in contact with Elif's new products and services.







Toplum, çalışanlar, hissedarlar ve elbette müşteriler ile birlikte pir takım bütünlüğü içerisinde çalışma disiplinimiz olduğunu v takımdaslığı önemseyerek ürünlerimizi sunduğumuzu anlatır

opluma olan sosyal sorumluluğumuz kapsamında iş güvenli işçi sağlığı için ne kadar önem verdiğimizi ve bu konuda a





NO 🗸 corruption

8 🗸 years of SEDEX membership

 $4^{\text{th}}\checkmark$ year in information security system certificate

> CEFLEX 🗸 membership

IPG 🗸 Business Plastic Initiative







### WORKPLACE MARKETPLACE APPROACH

### **Responsible sourcing and information safety**

#### MARKETPLACE APPROACH

Elif has objectives as a brand to provide services and products of high quality and value, helping societies worldwide, articulation their goals and creating a path to guide them from their current position to where they want to be in the future. Treating customers' assets as its own and taking actions and making decisions with their long-term development in mind, Elif promotes the cultures and values for which it strives.

### CODE OF CONDUCT AND ETHICS POLICY IMPLEMENTATION FOR NEW MARKETPLACES

We are planning to start the operation at Elif's new manufacturing plant in the fourth quarter of 2014. This new facility is built to be the hub of Middle East and Africa operations of Elif.

Elif's will be implementing Code of Conduct and Ethics Policy in this new plant by bringing its know-how and latest technology to Cairo as well as providing new opportunities with regards to employment and creating added value for the economy of the region.

#### **NEW INFORMATION** MANAGEMENT SECURITY **SYSTEM**

Elif was awarded the ISO/IEC 27001 Information Safety Management System Standard 2017 thanks to being one of the first packaging companies in Turkey.

The only international standart that is controllable and defines the Information Safety Management System (ISMS) requirements at the same time is ISO/ IEC 27001. It helps securing and controlling important information assets through its design that ensures required and proportionate safety controls. In addition, ISO/IEC 27001 embraces the process approach to create, implement, operate, monitor, inspect, maintain and develop the Information Safety Management System.

An information safety certificate that determines the standard for risk management preparations, risk handling and business continuity plans, duties, record keeping, responsibilities and emergency incident management procedures of institutions in the matter of safety called ISO 27001 has been granted to Elif for completing the inspections carried out in June successfully. The company has

established an information safety policy that consists of all its activities and creates awareness between the staff regarding the threats towards information safety to be entitled to receive that certificate.

We renewed our ISO 27001 certificate in August 2020.

### **RESPONSIBLE AND** ETHICAL SOURCING AND PROCUREMENT

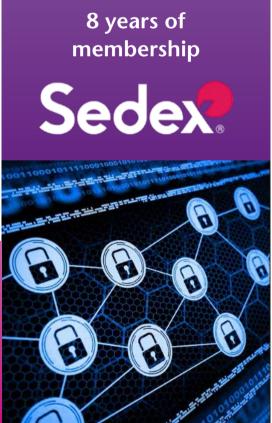
Sedex is a global organization operating with members to make improvements in ethical business practices in global supply chains since 2010. Sedex has members from 160 countries, 17,000 suppliers, more than 21,000 sites and 400 global brands.

Being a Sedex A/B member, Elif is able to share to its ethical performance information with its customers and demand the same information from its suppliers. Elif enables us to exchange date through the Sedex platform. Our participation in Sedex may be detailed as below:

- Self-Assessment Ouestionnaires (SAQs): Members can assess their plants in terms of safety standards, working conditions, company policies and environmental impact etc. with the help of the SAQ. Elif plants complete these guestionnaires and review them every year. Furthermore, the customers who participate in Sedex platform can also view our Self-Assessment Questionnaire results to support our accountability for sustainable progress in improving our operational impact.

- Sedex Members Ethical Trade Audit (SMETA): SMETA provides an ethical methodology for "best practice guidance and ethical audit techniques to help auditors conduct high-quality audits for responsible business practices." and is carried out independently.

Elif is periodically audited as per the requirements of being a member of the organization according to Sedex Members Ethical Trade Audit (SMETA) and has recently completed Sedex Self-Assessment Questionnaire (SSAQ) to improve its ethical policies and sustainable approach. The company registers information in the Sedex database to meet the customers increased demand to access sustainability related information on Elif's operations as was the case in 2019-2020 when more than 20 customers applied for accessing Sedex information about Elif's plants.





### Elif ISO 27001 **INFORMATION** MANAGEMENT **SECURITY SYSTEM**

Visit our website to reach Elif's latest ISO 27001 certificate.

### WORKPLACE MARKETPLACE APPROACH

## **Responsible sourcing and information safety**

### **INDEPENDENT AUDITS**

The importance of transparency and continuity in both the international and national scope cannot be emphasized enough in today's global economic conditions. In order to obtain transparency, the companies must provide financial reporting and be subjected to independent auditing.

Elif not only goes through a tax audit and auditing of accounts every year but also gets external and independent auditing to fulfill the requirements of being a global company operating in foreign trade. Our declarations and whether they are in line with the regulations and determined duties and taxes are audited within this scope and the outcome is reported.

### **INNOVATION FOCUSED** MENTORSHIP PROGRAM

Elif adopts an innovative approach in order to increase the product variety and quality, service quality and customer satisfaction offered in the developing world conjuncture.

In this context, in order to develop the innovation phenomenon in Elif with a sustainable and systematic approach, Elif participated in an Innovation Focused Mentorship Program consisting of companies that are members of exporters' associations and based on university-industry cooperation.

Innovation Focused Mentorship Program as a University – Industry Cooperation aims at sustainably increasing innovation management competence, constituting and strengthening innovation management infrastructure, designing and adopting institutional innovation system at firm level. The Inosuit program was successfully completed on May 19. Ranked 134th in Innovation Results category in InovaLIG.

### **R&D CENTER**

R&D Center application was made to create new and innovative products and services to create added value in the national and international arena.

In the light of these achievements, Elif has been awarded with "R&D Center Certificate" by the Ministry of Technology and Industry at September 2018. In the first year after becoming an R&D center, 6 Utility Models, 4 Patents and 2 project applications were made to the TÜBİTAK TEYDEB 1501 Industrial R&D Support Program.

Elif has participated in the 35th International Conference of The Polymer Processing Society as the Platinum Sponsor and took part in the International Scientific Committee.

A presentation prepared jointly with Yıldız Technical University was made at the same congress.

Elif applied to the 2244 Industry Doctorate Program in order to raise qualified human resources with a doctorate degree needed in the industry within the scope of the 2023 goals of our country, to encourage the employment of doctoral researchers in the industry, and to develop the university / research infrastructureindustry cooperation. Doctorate students have been employed.

### **R&D CENTER** CERTIFICATE

Elif has been awarded with 'R&D Center Certificate' by the Ministry of Technology and Industry at September 2018.





**35TH** 

Sponsor.



### **INTERNATIONAL CONFERENCE**

Elif has Participated in the 35th International Conference of the **Polymer Processing** Society as the Platinium





#### Elif Holding

**Elif Holding A.Ş.** Orhangazi Mahallesi 1652 Sokak No:2 Esenyurt 34538 Istanbul TURKEY

www.elif.com +90 212 622 06 22

#### Elif Global Turkey

Elif Plastik Ambalaj San. ve Tic. A.Ş. Elif Global Ambalaj San. ve Tic. A.Ş. Orhangazi Mahallesi 1652 Sokak No:2 Esenyurt 34538 Istanbul TURKEY

www.elif.com +90 212 622 06 22

#### Elif Global Europe

**Elif Global SA** Avenue Gratta-Paille 2 C/O Mazars Sa Lausanne 1018 Vaud SWITZERLAND

www.elif.com +41 21 310 49 49

### Elif Global Egypt

**Elif Global Packaging S.A.E.** Engineering Square Plot No: O18-O20 North Extension of Industrial Zones 6th October City Cairo EGYPT

www.elif.com +20 238 642 188



**Elif Plastik Ambalaj San. ve Tic. A.Ş.** Orhangazi Mahallesi 1652 Sokak No:2 Esenyurt 34538 Istanbul TURKEY

www.elif.com +90 212 622 06 22

