

UN Global Compact Report Communication on Progress 2017

TAYBURN®

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About This Report

This is the fifth COP to be published by Tayburn (“the Company”).

This COP

- summarizes the performance which the Company achieved during the reporting period (1 January 2015 to 31 December 2016) with respect to the Ten Principles and
- presents the Company’s goals and plans for the future.



The Power of Knowledge

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Letter from the Directors

To our Stakeholders,

With great pride, we present our fifth COP, produced in accordance with the Global Reporting Initiative and aligned with the UN Global Compact's Sustainable Development Goals.

This report, covering the 2015-2016 activity period demonstrates Tayburn's continued commitment and ability to working as a corporate sustainability and governance consultancy while partnering with clients from a number of different sectors to make a positive impact and create sustained value.

Milestones Achieved During the Reporting Period

Tayburn passed several milestones during the reporting period;

- Welcomed numerous top-brand clients and partners;
- Re-launched its website to showcase its enhanced service offerings and extensive resources;
- Launched its social media presence;
- Improved its effectiveness and efficiency by implementing policies, procedures and tools to help it better serve clients;
- Won numerous awards in internationally- acclaimed professional corporate communication competitions such as ARC, LACP Vision Awards, Stevie Awards (IBA) and IADA.



Alignment of our Corporate Strategy with SDG 5, 12 and 13

At the UN summit in September 2015 the United Nations officially announced the UN Sustainable Development Goals (SDGs), which build on and succeed the UN Millennium Development Goals (MDGs).

Tayburn contributes to a sustainable future with its innovations. We support the United Nations in the implementation of the UN Sustainable Development Goals, which create the framework for sustainable business practices at the economic, social and environmental levels.

The standard-bearer of sustainability and the author of many trailblazing firsts in its sector, Tayburn has prioritized the 5th, 12th and 13th SDG in the context of its service-provision activities and has identified those goals as the primary areas in which it will demonstrate its contributions to global sustainability.

A Seat on the Global Compact Türkiye Network Board of Directors

In 2016 Tayburn was elected a member of the Board of Directors of the Global Compact Türkiye Network.

During its three-year membership (2016-2019), our Company will be in an even better position to engage in its committed efforts to promote the Ten Principles that make up the United Nations Global Compact and the SDG and to further heighten perceptions of them in Turkey while also supporting the UN Global Compact Türkiye Network.

Tayburn will also be continuing to support the preparation of UN Global Compact Türkiye Network's annual reports and other corporate communication materials.

Launch of our Integrated Reporting Services

Another important milestone that Tayburn passed in 2016 was the introduction of integrated sustainability reporting, a service line that has become an issue of increasingly greater importance for clients all over the world in recent years.

Our Company provided integrated reporting consultancy services last year to one of Turkey's leading cement-makers.

Letter from the Directors

This report was prepared not only in compliance with the International Integrated Reporting Framework suggested by the IIRC but also in accordance with the Core option of the GRI G4 Reporting guideline published by the Global Reporting Initiative (GRI). Additionally during the course of the preparation of this report the United Nations Global Compact's Ten Principles, and the principles of the World Business Council For Sustainable Development (WBCSD) and the Cement Sustainability Initiative (CSI) were also considered. As the client was a company whose shares are publicly traded on Borsa İstanbul, the minimum annual reporting requirements of both the Turkish Commercial Code and the Capital Markets Act also had to be taken into consideration. As a supplier of corporate reporting and communication products and services to the Turkish market since 1994, Tayburn's knowledge and experience in this specialized business line is unrivalled. With the introduction of integrated reporting services beginning in 2016, Tayburn has added a new dimension to its ability to help its clients to communicate effectively with their stakeholders.

Sustaining Business, Sustaining Value

Tayburn remains steadfast in its mission to create sustainable value by engaging with clients and continually evolving its service offering in order to meet their changing needs.

We will continue tracking the latest trends to help our clients mitigate risks and capitalize on opportunities while also seeking new ways in which to demonstrate our expertise and to set ambitious new goals in the corporate communication, sustainability and governance fields.

We extend special thanks to our team, valued clients, colleagues and friends for their support as we continue striving to achieve our vision of creating a world in which all corporate citizens operate in a manner that enables current and future generations to thrive.

Tayburn's commitment to the UNGC Ten Principles

Tayburn reaffirms its commitment to the United Nations Global Compact Ten Principles in all four core areas: Human Rights, Labor Standards, Environment, and Anti-Corruption.

We have pledged ourselves to making UNGC and its principles fundamental elements of our corporate strategies and culture as well as of our daily operations.

Istanbul, October 2017

Ronaldo Manosa
Director

Ediz Usman
Director

Who We Are?

Tayburn is a corporate communication and sustainability consulting company headquartered in İstanbul, Turkey.

Founded in 1994, Tayburn is an affiliation of Edinburgh based Tayburn (www.tayburn.co.uk).

Tayburn supplies its corporate customers with creative and integrated corporate communication solutions in the following practice areas:

- Annual reporting
- Integrated reporting
- Sustainability consultancy and reporting
- Investor relations
- Marketing
- Branding
- Digital
- Editorial services

For more details please visit our web site at www.tayburnkurumsal.com

Our Mission

We consider it a privilege to serve our clients. This conviction is the justification for Tayburn's existence and defines its mission as a company.

To enable our clients to engage in transparent, sustainable and productive dialogue with their stakeholders by means of the high added value products and services that we offer. This mission is realized through Tayburn's professionalism, national and international market acumen, and worldwide experience in corporate communication. The result of that realization is workable, high added value solutions.

Our Sustainability Strategy

Ethical Business Practices

Tayburn's business practices must be consistent with the ethical business practices in the markets in which it operates. Tayburn's activities are to be based on honesty, integrity, transparency and respect.

People

Tayburn is committed to providing a workplace free of discrimination where all employees can fulfill their potential based on ability and merit. Tayburn strives to deal with everyone in a fair and open manner.

Sector-Community

Tayburn is committed to being a contributor of positive change within its sector and community. The Company encourages its employees' efforts to support the communities in which they live through social investment, business relationships, and participation in charitable endeavors.

Environment

Tayburn is committed to protecting the environment and health and safety of its employees. The Company is conscious of its responsibility to conserve resources and continuously look for ways to more efficiently use resources to reduce the environmental burden of waste generation.

Data Protection

Unauthorized disclosure of sensitive information can result in Tayburn and its customers failing to comply with industry best practices, compliance or legislative requirements. These events impact customer retention and result in financial or reputation damage. Tayburn takes great care and responsibility with customer data.

Our Team and Governance

Team

Tayburn comprises highly talented team members with experience in corporate communication, sustainability, strategy development, stakeholder engagement, finance, design, and marketing communications.

Ronaldo Manosa, Ediz Usman, Nilgün Yılmazcan, and Gürdal Gök, our directors, provide leadership to the team and offer strategic counsel and direction to clients.

Suppliers

Recognizing no two clients are alike, we strive to match client needs with the most creative, effective and efficient resources. We have established relationships with a variety of experts – from printers to native speaker editors, and multimedia producers – that allow Tayburn to leverage its expertise while delivering on specific client needs.

Governance

Tayburn's directors oversee day-to-day operations in the various divisions of the Company.

In 2011, Tayburn formed a Sustainability Committee to provide counsel and specific expertise to the Company in the field of sustainability. Ronaldo Manosa and Ediz Usman are the current members of the Sustainability Committee.

The committee is responsible for the coordination of all sustainability-related strategies and activities at Tayburn.

Our External Commitments

We are driven to be the very best at our business. Our greatest satisfaction is to provide our clients with exceptional value and service. Along the way, we have been honored to receive recognition and awards for our products and services.

On the other hand, a big part of our success has come through the sharing and learning that takes place with other leaders in corporate responsibility.

Tayburn maintains active membership in peer-learning groups on regional, national and international levels, including:

- The Global Compact
- GRI-Global Reporting Initiative
- Turkish Investor Relations Society (TÜYİD)
- Global Water Partnership
- Integrated Reporting Türkiye (ERTA)*

*Tayburn joined ERTA in 2017.

Ten Principles - Our Performance

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

Tayburn supports the UN Global Compact's Ten Principles. We also support and respect internationally proclaimed human rights. Tayburn also expects all its corporate stakeholders to continuously improve their work with human rights.

Actions in 2015-2016

Tayburn has a published Statement on Human Rights which is aligned with the Universal Declaration of Human Rights, and has been a member of the United Nations Global Compact since 2009. The Company has systems applied internally to manage its approach to human rights.

To help us evaluate and mitigate risk that may impact upon human rights, we have updated our Code of Ethics and Social and Environmental Standards.

Our employees are the backbone of our business. Their dedication, productivity and experience make it possible for us to remain innovative and competitive. Our continued success is dependent upon our ability to meet the needs of our workforce.

Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: Businesses should uphold the elimination of all forms of forced and compulsory labor.

Principle 5: Businesses should uphold the effective abolition of child labor.

Principle 6: Businesses should uphold the elimination of discrimination in respect of employment and occupation.

Tayburn shall ensure compliance with labor and employment laws, including wages and working hours. Furthermore, no colleague is discriminated against because of age, gender, national origin, disability, religion, sexual orientation, marital or maternity status or political opinion.

Actions in 2015-2016

Tayburn believes that the only way to take advantage of the growth opportunities in the market is through employing competent human resources. We continuously aim to be one of the most desired places to work for by sustaining a secure work environment that awards success and promotes individual initiative taking. As of December 2016, Tayburn employs 17 full and part time individuals of different ages, genders, ethnicities, physical and mental abilities and lifestyles and values the unique background of each of its employees.

Forced or involuntary labor is not tolerated by Tayburn. This includes work on a forced contract, slavery and other forms of work against one's will. Tayburn respects children's rights. Therefore, the Company does not support child labor and does not use children as part of its work force. Tayburn contributes education systems, where it can, in providing work placements or internships as part of university or vocational courses of study. Tayburn will not discriminate (or tolerate discrimination by its employees) against any applicant or employee based on age, gender, national origin, disability, religion, sexual orientation, marital or maternity status or political opinion.

At Tayburn employment decisions related to new hires, transfers, promotions and compensation are based on experience, skills, qualifications and responsibilities. The key to providing high quality corporate communication services for Tayburn is having professional human resources.

Training and Education

With the rapid evolution of the corporate communication and sustainability field in Turkey and abroad, we recognize the importance of continuous learning. The Company set aside professional development funds for education and training opportunities, including conferences, webinars, external training and education opportunities.

During the reporting period, average training time per employee was twenty-two hours.

Environment



Tayburn provides products and services to its customers that promote sustainability, CSR and environmental issues. Tayburn believes that by supporting actively such projects, it contributes to an environmentally sound economy and world.

Caring for Climate



Environment

Principle 7: Businesses should support precautionary approach to environmental challenges.

Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility.

Principle 9: Businesses should encourage the development and diffusion of environmental friendly technologies.

As an office-based company, Tayburn's direct environmental impact is limited. In any case Tayburn strives to further reduce its environmental impact. Tayburn expects all its corporate clients and business partners to continually improve their environmental impact and to encourage their stakeholders such as suppliers and trading partners to meet the same expectations.

Actions in 2015-2016

Tayburn aims at continuous improvement in its environmental management and performance. Although corporate communication agencies are not clearly identified with environmental management in Turkey, we have a history of promoting environmental responsibility. It represents an important part of our culture and identity as an organization.

Our Sustainability Committee is responsible for refining and monitoring the implementation of environmental policies and ensuring that these are integrated into Tayburn's philosophy and practice. At an executive level the Managing Director has overall accountability for the management of environmental and sustainability issues.

Tayburn conducts its operations in a manner that is committed to recycling, conservation of resources, prevention of pollution, and promotion of environmental responsibility among its employees, its customers and the supply chain. The Company provides products and services to its customers that promote sustainability, CSR and environmental issues. Tayburn believes that by supporting actively such projects it contributes to an environmentally sound economy and world.

Energy Use

The global energy and climate change crisis presents opportunities to reduce costs and risks associated with dependence on fossil fuels. Although our energy footprint is relatively small (given the size of the offices we occupy and limited use of major energy consuming devices) Tayburn aspires to lessen our energy-related impacts at our offices.

We practice small energy conservation steps daily by shutting down all computers and power sources at the end of the work day, lowering the thermostat in the winter, turning off lights every time we leave a room, and making use of natural light whenever possible.

In the past year, we made important steps to encourage telecommuting and have reduced travel through communications technology upgrades.

Environment

Sustainable Purchasing and Supply Chain

While we are currently in the process of creating a formal Sustainable Purchasing Policy, we have informally given preference to sustainable purchasing options for office supplies in recent years. For example, Tayburn's printed marketing materials are printed on Forest Stewardship Council (FSC)-certified paper, and we prefer to purchase cleaning and landscaping materials with minimal environmental impacts.

Going forward, we recognize that a formal policy with a clear system for evaluating and selecting products will be more effective for tracking and improving our environmental impact.

Tayburn believes that part of bringing the highest value possible to clients includes choosing local suppliers who understand and respond to environmental and social concerns. The Company currently selects its vendors based on location, cost, and environmental and social performance.

Waste and Recycling

Standard office waste represents another of our relatively significant environmental impacts.

Paper, represents the larger portion of our waste. We do cooperate with local organizations to send paper to recycle on a regular basis.

We are currently in the process of creating a formal Waste and Recycling Policy which will raise awareness with our team members and will help encourage all of us to be more conscious about what gets thrown away.

Our Carbon and Water Footprint

A comprehensive Carbon Footprint for Tayburn's Istanbul Offices is outlined on page 20-21, and the methodology for this footprint provided in the section which follow.

This report quantifies the GHG emissions across Tayburn's operation between the 1 January 2015 and 31 December 2016. Figures are expressed in terms of tons of carbon dioxide equivalent (tCO₂e). A water footprint is also provided on page 20-21. The data has not been in any way checked or verified independently as part of this footprinting exercise.

Relevant Emissions Sources

The following GHG sources and other environmental impacts were determined to be relevant within the organizational boundaries of Tayburn:

- Electricity consumption
- Natural gas consumption

Environment

2015

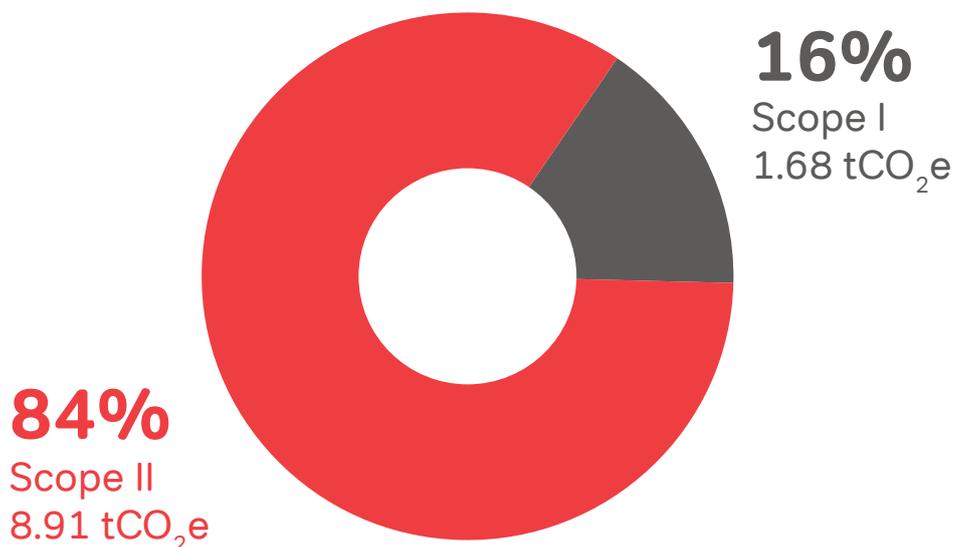
Tayburn's 2015 Carbon Footprint (Carbon Emission)

Emission Source	2015 Consumption	2015 tCO ₂ e
Scope I		
Natural Gas - Istanbul Offices (m ³)	890 m ³	1.68 tCO ₂ e
Scope II		
Electricity - Istanbul Offices (kwh)	19,400 kwh	8.91 tCO ₂ e
Total		10.59 tCO₂e
Carbon Emission Per Employee		0.62 tCO₂e

Tayburn's 2015 Water Footprint

Total Water Footprint	227 m ³
Water Footprint Per Employee	13.4 m ³

Breakdown of Tayburn's Carbon Emission in 2015



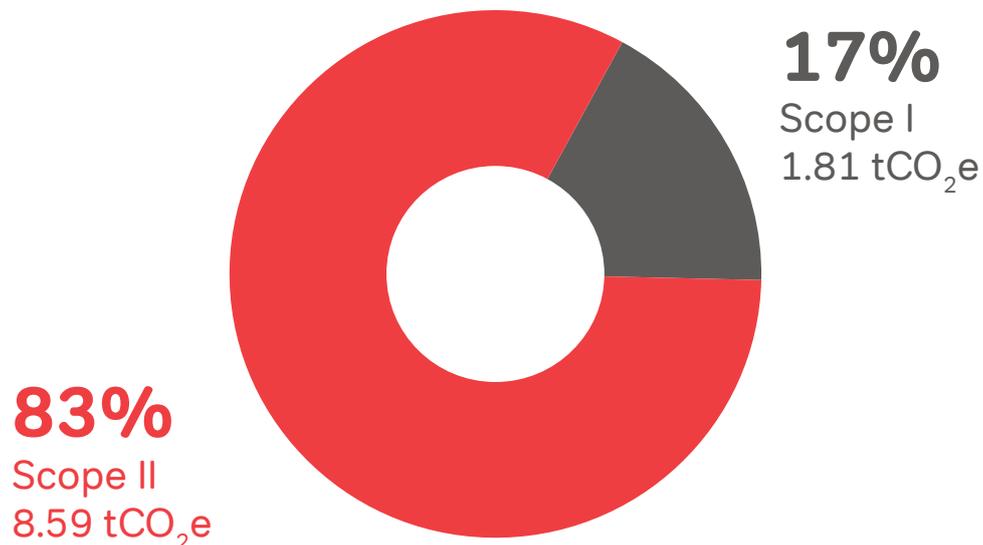
2016

Tayburn's 2016 Carbon Footprint (Carbon Emission)

Emission Source	2016 Consumption	2016 tCO ₂ e
Scope I		
Natural Gas - Istanbul Offices (m ³)	960 m ³	1.81 tCO ₂ e
Scope II		
Electricity - Istanbul Offices (kwh)	18,700 kwh	8.59 tCO ₂ e
Total		10.40 tCO₂e
Carbon Emission Per Employee		0.61 tCO₂e

Tayburn's 2016 Water Footprint

Total Water Footprint	202 m ³
Water Footprint Per Employee	11.9 m ³

Breakdown of Tayburn's Carbon Emission in 2016

Environment

Quantification Methodologies

Calculating GHG Emissions

The process for calculating GHG emissions for each activity type is outlined below.

Activity Data x Emission Factor = GHG Emissions

Emissions factors are listed for each data source type below, and all emissions factors are sourced from the GHG Protocol Calculation Tools. Global Warming Potential's (GWPs) used are based on the latest available guidance for the GHG Protocol Calculation Tools.

Natural Gas

Activity Data

Natural consumption has been compiled for the Head Office in m³ and provided as summary figures for the purposes of this footprint calculation.

Emissions Factor

Emissions factor is from the Stationary Combustion version 4.1 GHG.

Calculation Tool

Sector Commercial

Fuel Type Gaseous Fossil

Fuel Natural Gas

Unit m³

Heating Value Basis Not Applicable

Factor 0.00189055345098692 tCO₂e per m³

Electricity

Activity Data

Electricity consumption has been compiled for the Head Office in kWh and provided as summary figures for the purposes of this footprint calculation.

Emissions Factor

Emissions factor is from the GHG Emissions from Purchased Electricity version 4.7 GHG.

Calculation Tool

Country Turkey

Year Most recent available

Fuel Mix All

Factor 0.000459145435886311 tCO₂e per kWh

Reporting Period

All data is collected and reported in line with Tayburn's financial year which runs from 1 January to 31 December. This report covers the period for 2015-2016. The reporting period dates will be clearly stated wherever GHG emissions are reported.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Tayburn's activities are to be based on honesty, integrity and respect.

Tayburn is committed to upholding high moral and ethical principles and specifies the basic norms of behavior for its employees.

While Tayburn's business practices must be consistent with the ethical business practices in the markets in which it operates, the Company believes that honesty is the essential standard of integrity throughout the globe.

Actions 2015-2016

Ethical business lies at the heart of the Tayburn's CSR pillars. We aspire to play a positive part in society, grow value, attract and develop the best kind of people.

The Company's reputation and its future success are critically dependent on compliance, not just with the law, but with the highest ethical standards.

Fees, commissions, or any form of payment intended to induce or reward favorable decisions and actions are unacceptable and prohibited. Employees of Tayburn may not, in violation of any law, pay or offer to pay or give anything of value to induce or reward favorable action in any business transaction. These provisions are not intended to apply to routine, reasonable business entertainment or gifts of minor value, customary in business relationships.

Tayburn strictly followed all applicable laws and regulations relative to anti-corruption in the reporting period.

For more Details on our Products and Services

Ronaldo Manosa rmanosa@tayburnkurumsal.com

Ediz Usman eusman@tayburnkurumsal.com

Nilgün Yılmazcan nyilmazcan@tayburnkurumsal.com

Gürdal Gök ggok@tayburnkurumsal.com

Süleyman Seba Cad. Acısu Sok. 1/15

Maçka 34357 İstanbul

Phone (+90 212) 227 0436

Fax (+90 212) 227 8857

On the web

www.tayburnkurumsal.com

www.tayburn.co.uk

Scan QR Code with your smartphone to find us on the web



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