

SALES AND MARKETING POLICY

1. Sales conditions are based on the principle of ensuring maximum return in order to optimize short and long-term company goals.
2. Strategies are developed to maintain the market share, to obtain market share compatible with Aromsa's capacity, and to gain a larger market share in growing markets compared to competitors.
3. Sales contracts are implemented in full compliance with the terms of the agreement.
4. Supply and demand changes in the market and customers changes are monitored on regular basis.
5. Regulations (standards, legal regulations, etc.) in the flavor market are followed and customers are supported in this regard.
6. It is ensured that all processes and employees touching the customer - especially the sales processes - behave in a way that creates a positive customer experience.
7. Technical support is provided before and after sales in line with customers' demands
8. The main purpose in our marketing and communication activities carried out through different communication channels (website, social media accounts, events, etc.) is adding value to customers and informing them about our products and services.
9. All marketing and communication activities are carried out and maintained on the basis of open, transparent, accountable, trust and business ethics, taking into account the communication and contact needs of the customers.