**Press Release 18.05.2023**

**Two honorable awards given to Aydem and Gediz Perakende**

**The digitalization efforts of Aydem and Gediz Perakende are ongoing, with an emphasis on improving employee and consumer experiences. Gülsün Akhisaroğlu**, **Director of Information Technologies, was presented with two separate honors at the** **“****Future of CIO Summit and Awards” and the “International Data Corporation (IDC) Turkey CIO” in recognition of the company projects developed.**

In the energy industry, Aydem Perakende and Gediz Perakende stand out for their investments in digitalization, which is the company's objective for 2022. To satisfy the evolving demands and expectations of clients, subscription, contract, and payment transactions can be done online with ease thanks to the systems and apps built. While flexible work models and software that facilitate online, hybrid, and office work improve employee performance, moving repetitive and routine jobs to RPA robots improves work quality and efficiency.

**Akhisaroğlu: “We will continue to invest in projects that improve the customer experience”**

The CIO Awards, one of the most prestigious awards in the technology world, took place this year for the 14th time. At the Future of CIO Summit organized by CxO Media, 56 technology leaders were honored. Gülsün Akhisaroğlu, Director of Information Technologies at Aydem and Gediz Perakende, was honored in the “Best CIO of the Year / CIOs of the Year” category for digitalization projects implemented under her supervision. “Our investments and projects continue in all areas that regulations allow,” Akhisaroğlu stated in her acceptance speech. “We have solutions that make client engagement a positive experience across all platforms, including SMS, WhatsApp, mobile, and web-online. We have made investments in and launched platforms that enhance interaction, as well as infrastructures that enable our staff to operate from any location, at any time, securely, and with great performance. We have given RPA robots the repetitive work to take the burden off data-dependent units. We are continuing this year's initiatives to enhance the consumer experience by spending money on data analytics. All of my coworkers who took part in digitalizing efforts have my gratitude and my pride.”

**Akhisaroğlu: “We support the development of gender equality in technology”**

Gülsün Akhisaroğlu, Director of Information Technologies at Aydem and Gediz Perakende, also received the “Best in Women in Technology and Business” award. The program, which examined 323 projects from 86 institutions in seven categories, determined that Akhisaroğlu was deserving of the honor.

At the “IDC Turkey CIO Summit 2023,” Akhisaroğlu was given her award for winning the category in which women support the development of gender equality by assisting in the training of female executives and enhancing financial performance through their contributions to business outcomes and work cultures in information technology.

Akhisaroğlu stressed the significance of girls receiving technical education, women participating in business, and women working in the technology sector in her speech at the award event. She asserted that she was accepting the honor on behalf of the entire team of Aydem Energy, dedicated to gender equality with its dedicated “Equal Life” approach.

**About Aydem Perakende:**

One of the building blocks of Aydem Enerji Group, which is the first and leading integrated energy company in Turkey with 40 years of experience and expertise in the energy sector, Aydem Elektrik Perakende Satış A.Ş. started operating in 2008 as the contracted supplier in Aydın, Denizli and Muğla and became the first electricity retailer privatized in Turkey. Aydem Perakende operates as the incumbent supplier in the Turkish cities of Aydın, Denizli and Muğla to provide energy for life at more than two million points in all 81 cities in Turkey, creating added value for the national energy and economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Perakende keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Turkey. Aydem Perakende has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Turkey”.

**About Gediz Perakende:**

One of the building blocks of Aydem Enerji Group, which is the first and leading integrated energy company in Turkey with 40 years of experience and expertise in the energy sector, Gediz Elektrik Perakende Satış A.Ş. started operating in 2013 as the contracted supplier in İzmir and Manisa. Gediz Perakende supplies energy for life at more than three million points, offering faster and durable solutions to cater to customer requirements in İzmir and Manisa as well as creating added value for Turkey’s energy sector and the economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Perakende keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Turkey. Gediz Perakende has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Turkey”.

**For Press Contact with Aydem Perakende and Gediz Perakende**

Department of Corporate Communication

Corporate Communication Specialist – Zeliha Kurban

E-mail: [zeliha.kurban@aydemenerji.com.tr](mailto:zeliha.kurban@aydemenerji.com.tr)

Tel.: 0534 853 26 15