

PROPLINE CULTURE

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PROPLINE'S CORPORATE IDENTITY



Innovation Is What We Are

Propline is a new era international real estate brokerage company that aims to revolutionize the real estate industry by merging technological and conventional ways to facilitate investment process for the international investors and settlers. We believe that one day investing in or moving to another country would be just as easy as ordering a coffee online. When that time comes, Propline will be ready thanks to its state-of-the-art infrastructure and online solutions provided by the clean-cut mobile app and web site.

Propline is built up by the seasoned businesspeople, each one of them have a long and proud history in the real estate and construction market by the successful projects they have accomplished.

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It All Started with a Dream

We decided to embark on this journey when our partners having significant experience in every leg of the real estate sector imagined designing a system that would eliminate the negative experiences of foreign investors in purchasing real estate. We are determined and motivated to be alongside the foreign investors who will buy real estate in another country for any reason, to provide them with accurate and high-quality information, to predict and provide the points where support is needed, to manage all processes in a transparent manner and to implement a successful and risk-free purchasing experience. In the post-purchase period, it is essential that all services required for the management and maintenance of the property, including making the purchased property ready to live in or to rent, are provided effectively within the Propline's tailor made and all-inclusive concierge services that no other company in the global real estate market delivers right now. We aim to enable our customers to reach all other services that they may need in a foreign country, with easy, high quality and reliable conditions, just as if they were in their own country and own city. All our systems are designed to eliminate negative points in customer experience with Propline's human-centred, innovative, effective and solution-oriented approach.

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What We Have is Who We Are

Our partners are known both for the branded housing projects they have implemented and for successfully managing the sales offices of many branded housing projects that have gained public recognition. Our partners have also admirable investments and experiences outside the real estate sector. Except for the Propline staff, about 750 people work within the other business and investments of our partners and the consolidated turnover is close to 500 million USD.

In Propline management and executive boards, there are experts with more than 30+ years of professional experience. In order to establish a harmonious balance of experience and innovation and to produce effective solutions beyond the current conditions, young and dynamic talents with strong urge to surpass themselves found their place in the Propline team and the team was further strengthened in line with its goals.

A woman with long blonde hair, wearing a blue denim jacket, is holding a pink marker and a clipboard. She is standing in front of a glass wall with several colorful sticky notes (yellow, green, pink) attached to it. The background is slightly blurred, showing an office or meeting room setting. The text "HIGHLIGHTS OF PROPLINE" is overlaid in white, bold, uppercase letters across the center of the image.

HIGHLIGHTS OF PROPLINE



People First

We can't emphasize enough the importance of personal connection and communication. We act knowing that putting people at the center of our business is the only way to understand the dreams, desires, and ambitions they carry. And only this connection allows us to pave the road to help our clients create a better future for themselves and their families.

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Doubt Free / Complete Certainty

We design our business process with a high awareness of the burdens existing in the global property business. The same awareness also helps us partner with experts after meticulously exploring our options. Through solid know-how in the international estate brokerage sector and valuable partnerships, we go above and beyond expectations with our services and allow our clients to fill with the excitement of the steps towards their new life without a single doubt in their minds.

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Technology Driven

We aim to become the prop-tech company leading end-to-end digital transformation in the property investment industry. As technology is one of our core elements, if not the most significant, we continuously invest and improve the technological infrastructure to create second to none user experience and be a trendsetter in the sector.

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Long-lasting

We endeavor to build long-lasting relationships with our partners and make each other stronger. Our technological infrastructure leaves nothing to chance and ensures harmonious and professional collaboration between all parties involved. We thrive on the strength gained through creating values for our clients by the services we provide together with our established partners.

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Local Expertise

We call ourselves Glocal, Globally Local. Let us explain; we serve and support our customers globally with local knowledge. Regardless of the location, our clients desire to invest in; we are ready to support them with the local understanding, local language, and service capacity.

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A dramatic landscape of snow-capped mountain peaks under a cloudy sky. A large, semi-transparent blue circle is overlaid on the left side of the image. The text "PROPLINE VALUES" is centered in white, bold, uppercase letters.

PROPLINE VALUES

Our core value is being “people-oriented”.

People

We listen not only to your groundbreaking new ideas but your needs and challenges because you mean the most. at Propline, there is nothing more important than the people we work with, whether they be our clients or team members.

Other values of our company are as follows:

1st Value **Integrity**

2nd Value **Innovation**

3rd Value **Inclusion**

4th Value **Insight**

Integrity

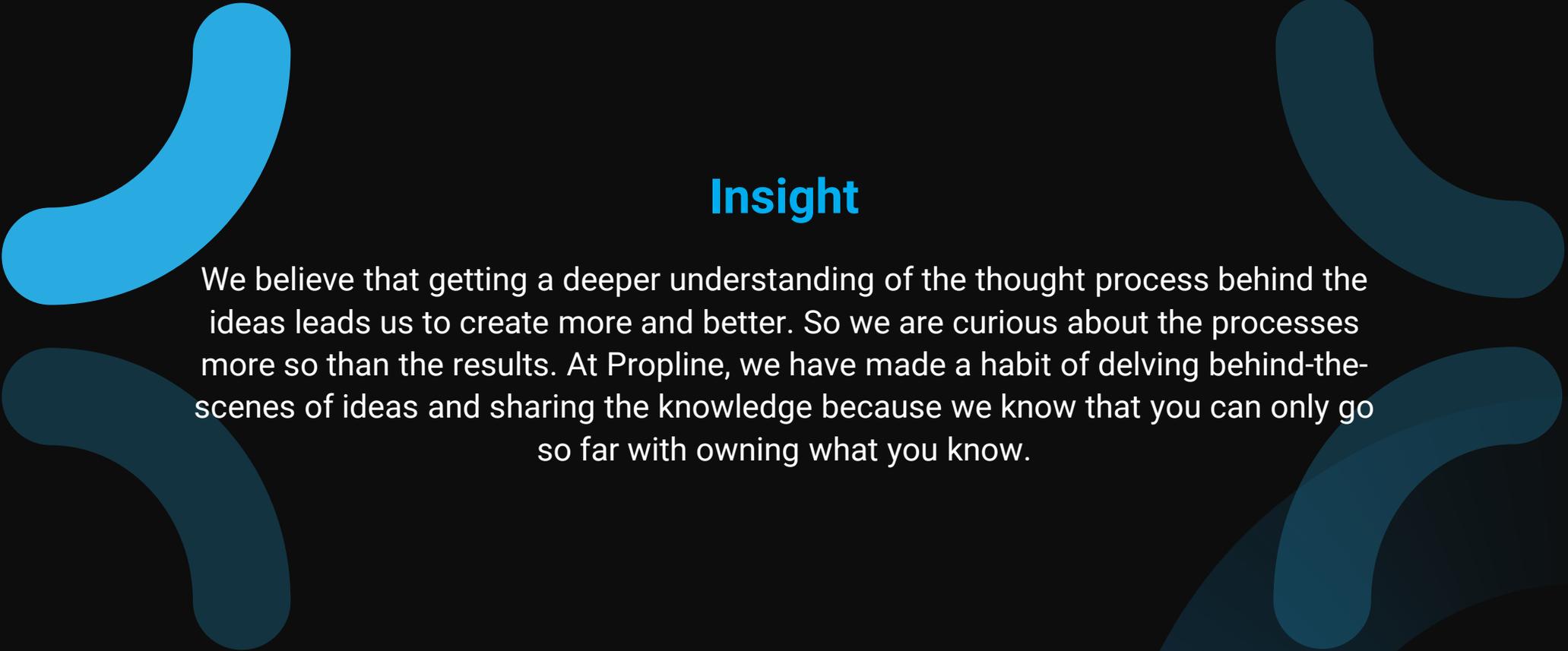
At Propline, each of us works with a deep awareness of who we are as members and what we mean for the Propline community. We are responsible for our actions and ideas, but we are also responsible for each other. This allows us to have strong integrity as a global and diverse team.

Innovation

We are here to create, push boundaries and make a difference. Remember, we aim to make things simple for property investors worldwide, so there is no end to how creative you can get to develop a new, impactful way of doing our business. Our dedication to coming out with new ideas is not for saving the day but for changing the way.

Inclusion

What we are interested in the most is what you bring to our community as a team member. We know that our strength feeds from our diverse nature. We believe in the uniqueness of all our team members and providing equal chances to be part, to take the lead.



Insight

We believe that getting a deeper understanding of the thought process behind the ideas leads us to create more and better. So we are curious about the processes more so than the results. At Propline, we have made a habit of delving behind-the-scenes of ideas and sharing the knowledge because we know that you can only go so far with owning what you know.

A wide-angle photograph of a desert landscape at sunset. A paved road with yellow lane markings winds through the foreground and middle ground. The background features rolling hills and mountains under a clear sky. A semi-transparent blue circular graphic is overlaid on the left side of the image.

VISION and MISSION



Vision: One day, buying and selling a new property in another country will be easier than ordering a cup of coffee via our global property comfort zone policy.

Mission: Propline delivers global scaled property technology solutions for end users and service providers to expand their property comfort zone to transform “next country” into “next street”.

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A group of four diverse professionals (two men and two women) are gathered around a wooden table in a meeting. They are looking at a tablet and a smartphone. The man on the left is holding a smartphone and a pen. The man in the center is wearing glasses and looking at the tablet. The woman on the right is looking at the tablet. The man on the far right is looking at the tablet. The table has a small potted plant, a pen, and some papers. The background is a blurred office setting.

CORE COMPETENCIES OF PROPLINE



Our core competencies are inspired by the core value “being people-oriented” and other values of Propline. Our values at Propline are indicators of our behaviors.

Our corporate values and core competencies shared by all our colleagues are listed below:

1. Value: Integrity

1st Competency: **Accountability**

2nd Competency: **Self-Awareness**

2. Value: Innovation

3rd Competency: **Growth Mindset**

4th Competency: **Problem Solving**

3. Value: Inclusion

5th Competency: **Collaboration**

6th Competency: **Empathy**

4. Value: Insight

7th Competency: **Continuous Learning**

8th Competency: **Knowledge Sharing**

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**THE CULTURE, PRINCIPLES AND
WORK ETHIC OF PROPLINE**



Inclusion, Diversity and Equality

Inclusion and diversity are the main principles of Propline corporate culture. The primary goal of these principles is to unearth the limitless performance potential of all our employees. Propline believes that a more effective and productive future is only possible in a sustainable work environment where employees can freely share their ideas and suggestions, produce, and improve themselves.

All employees equally benefit from workplace facilities and workplace instructions. Any practice that is unfair, not based on the principle of equality, or is unethical is avoided. In this context, the following rules are applied:

- a.** No employees are subject to any discrimination because of their religion, language, race, ethnic and social identity, political views, gender, marital status, physical disability, financial opportunities, age, sexual orientation, or affiliation to any association.



b. Job applications cannot be rejected for a reason that is not grounded on the principle of equality, and the reason for rejection will be notified to the applicant upon request.

c. All employees with the same level of education, experience, work discipline, and skills have equal opportunities when starting to work and in training, as well as in cases of promotions and transfers. No one can be forced to work under unfair conditions, taking into account the principle of equality among equals. Non-discriminatory written policies are implemented in all processes regarding hiring, opportunities, promotion, training, transfer, dismissal, retirement, and employment. These processes are conducted by the People and Culture Management and controlled by the Management. Acting otherwise is a disciplinary offence.



Work Ethics

Integrity, transparency, high professional ethics, and honesty are primary values in all activities and relationships of Propline. Propline will not engage in any activity that may damage the mutual trust in its business relations and social responsibilities towards its employees, shareholders, business partners and their staff, suppliers, competitors, the environment, society, or humanity.

Propline also aims to be among the most responsible companies towards all its corporate and individual shareholders, as well as fully complying with the law.

Propline Code of Conduct defines the necessary norms for the company's business conduct and communication with its employees, clients, suppliers, and all relevant institutions to proceed in line with ethical principles. Principles, behaviors, and norms set out in the Propline Code of Conduct shall be adopted and implemented by all Propline employees. Employees read these sets of rules on their first day of work and approve by signature. Our employees are obligated to comply with these rules throughout their Propline Journey.

A photograph of a baby crawling on a grassy field. The baby is wearing a dark blue t-shirt and is looking towards the camera with a happy expression. The background is a soft-focus green field. On the left side of the image, there is a large, semi-transparent blue circle. Overlaid on the center of the image is the text "YOUR PROPLINE JOURNEY" in white, bold, uppercase letters.

YOUR PROPLINE JOURNEY



Starting Work

New candidates are required to provide documents that should be in their personal files during the job application and submit them to the People and Culture Management department. Candidates shall read the agreement of employment before starting to work and they shall be informed about the work and working conditions. The agreement of employment shall be signed by both parties. The People and Culture Management department conducts the employment procedures of the candidates who are approved by the employer.



Your First Day

- It's your first day, welcome to Propline!
- Your company account is ready, and you will find a computer at your desk.
- An ID card for entrance to the building with your name on it and a meal card will be placed next to your computer.
- After necessary documents are signed (such as the Employment Agreement, Confidentiality, and GDPR), you will be able to access the online system.
- Your Propline Journey will start with the "Who is Propline?" orientation training provided by People and Culture Team.



Your First Week

- You will spend your first week at Propline meeting your team.
- With the guidance of your director/manager, you will get to know your department, job description, teammates, processes, and the details of your role at Propline.
- On the Propline Academy online platform, you will complete the first week's training prepared based on your competencies.
- On the last workday of your first week, you will have a short coffee break with the People and Culture Management regarding how your first week went.

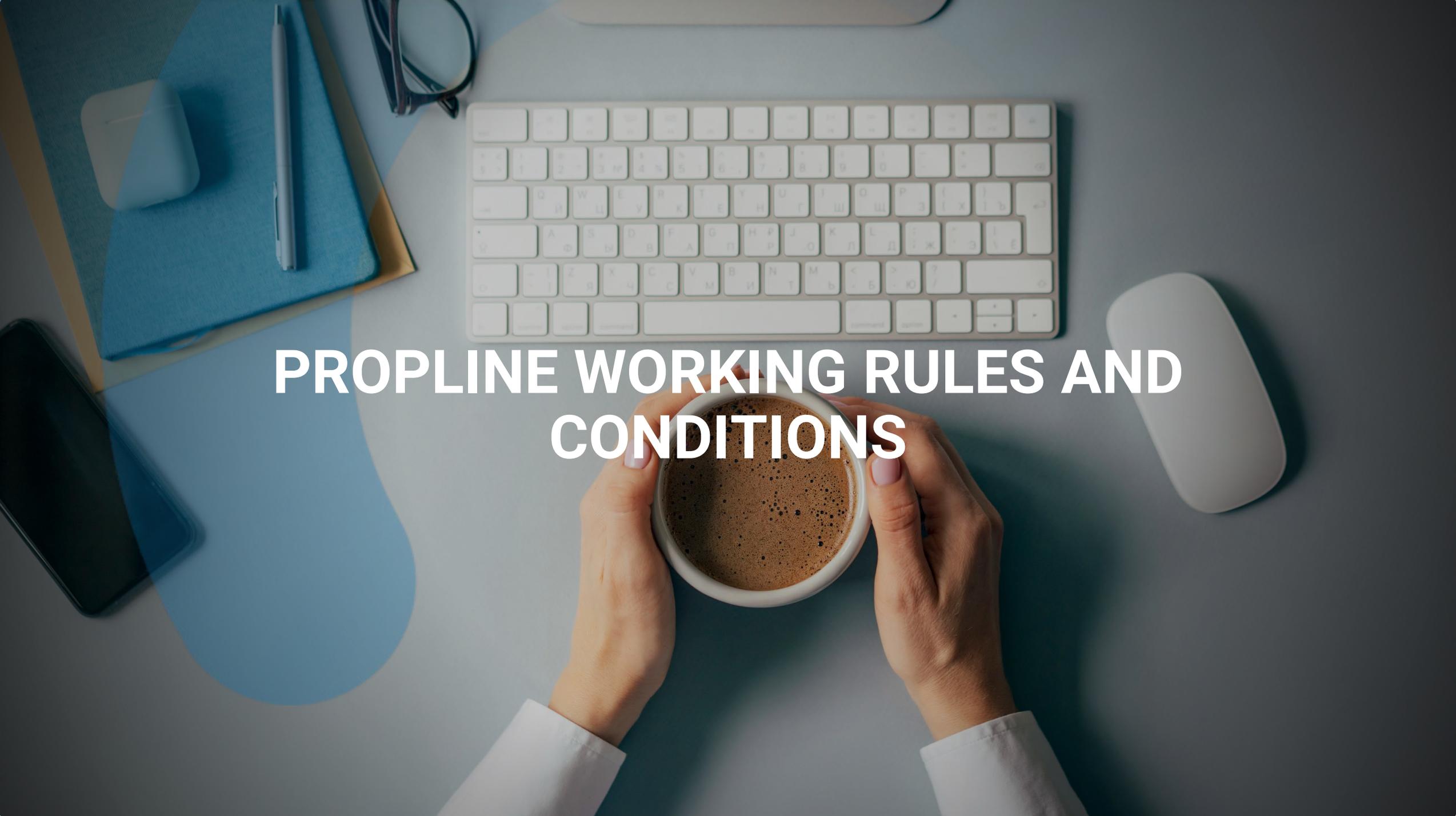


Your First Month

After getting to know your own department, teammates, your individual and departmental roles and responsibilities within Propline with the leadership of your director/manager in your first week, now is the time to discover other departments!

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PROPLINE WORKING RULES AND CONDITIONS



Working Types

Propline establishes Full-Time, Part-Time and Project-based agreements with its employees. However, some employees may exceptionally be allowed to work remotely.

Furthermore, it is sometimes possible for employees to work with more flexible conditions in cases of public health, the nature of the job, or the arrangements made at the beginning of work. In addition, employees are allowed to work remotely on previously designated days with the approval of the company administration. (For instance, working from home one day a week)

Propline employees are updated on the details of the general principles regarding the work they will do by accessing the company networks remotely in cases of need (natural disasters such as epidemics, earthquakes, etc.) or for drill purposes. Completing the assigned tasks on time is the responsibility of the employees whereas their performance while working remotely is the responsibility of the Department Directors/Managers.



Types of Employment Agreements

They are categorized as indefinite term, fixed-term, and internship agreement.

Our Employee Profile

Since we are a global company, our employees are from various nationalities. Working conditions differ depending on the local regulations and working models of relevant countries.



Working Hours

In terms of office working hours, we adopt a working culture that yields the highest value with a flexible model.

It is important that given tasks are completed within working hours. Although employees are obliged to comply with the start and end of working hours of the workplace, what really matters for the employer is that the employees fulfill at least 45 hours of work per week. Employees who will come to the workplace outside the designated hours shall notify their directors/managers of their arrival and departure times. In this context, Propline takes remedial measures, makes necessary arrangements and regulations regarding the work hours and work order to keep the working hours productive. Breaks are not included in work hours.

Employees are expected to complete the tasks that are assigned to them within working hours.

Propline may take necessary measures to make the work environment healthier and safer, boost the motivation of employees, and provide services in better conditions.



Duty and Working Place

Explanatory information about the duties and working place is specified in the job offer. "Working Place" is the place where the employee will perform the given tasks. "Working place" includes all the workplaces that the company has opened and will open in relation to the nature of the duty.



Career Path

Propline aims to offer its employees a stable career path and in this context, places great importance on training activities. The career paths of employees are based on their merits and performance, and the promotions are awarded regardless of the employee's religion, language, race, ethnic and social identity, political views, gender, marital status, physical disability, financial opportunities, age, or sexual orientation.

Throughout the career path of the employees, Propline reserves the right to assign its employees to Propline's workplaces in order to ensure development or plan their careers and the workflow within the scope of administrative rights.

Assignment of duties is carried out by the People and Culture Management and the director/manager of the relevant employee.

A group of diverse people are sitting around a wooden table in a restaurant, smiling and eating. The scene is bright and cheerful. In the foreground, a woman with glasses and a yellow top is smiling broadly. To her right, a man in a blue denim shirt is also smiling. The table is set with plates of food, glasses of orange juice, and beer. The background shows other people at the table, all appearing to be in a good mood.

**PROPLINE SALARY,
SOCIAL AND FRINGE BENEFITS**



Salary

Propline salary management policy is regulated in accordance with the labor market, sector of operation, the company's current salary structure, and financial solvency. A competitive and fair salary policy is implemented through regular market analyses.



Salary Payments

Salary is the amount determined based on the monthly minimum wage. Our company makes monthly salary payments. At the end of each month, salary accruals are made for all employees for the month they have worked in. All payments and social & fringe benefits are calculated in Turkish Liras (TRY) based on the gross salary. Payments are made via bank transfers in the first 10 days of each month according to the working process of the employees.

Our company adopts a performance-based bonus principle and there is a separate procedure for that.

Accounting and Personnel Affairs Department informs all employees of their salary and accounting rolls/payrolls which include salary breakdown along with their salary. These payrolls are issued to the employee in an electronic environment and archived electronically by the Accounting and Personnel Affairs Department. The salaries included in the employment agreements of all employees who receive a salary other than the minimum wage include family allowance, child allowance, and 270 hours of overtime pay in the amount designated in their employment agreements.



Types of Allowances:

- a. Salary
- b. Bonuses
- c. Severance and Notice Pays
- d. Annual Leave
- e. Transportation Allowance
- f. Meal Card
- g. Private Health Insurance
- h. Other benefits in kind
- i. Flexible employee reward system



Social Rights

The employee's lunch costs are covered in the form of a meal card, which is stated in the job offer as meal allowance beside salary. The employees are provided with company phones depending on the priority and needs of the duty and at the discretion of the company.

The Salary and Social & Fringe Benefits Procedure includes necessary information regarding social rights. The fringe benefits offered to the employees are provided in the job offer.



Flexible Employee Reward System

Procedures and principles related to flexible rewarding for employees are developed, changed, and implemented by the People and Culture Management and the relevant department's director/manager.

Employee Leave Management

Terms and rules of the leaves of employees are specified in the Propline Leave Procedure and Propline Maternity and Breastfeeding Leave Procedure. Employees may take different types of leaves such as Paid Annual Leave, Propline Leave, Casual Leave, Social Leave, and Sick/Illness Leave in accordance with the laws, regulations, and Propline procedures. Propline strongly encourages employees to take their leaves, and not to accumulate them.



National Holiday and General Holiday Work

Depending on the country and region where Propline employees work, Propline puts into effect the necessary regulations within the framework of the local laws of the relevant country, taking into account the national holidays and public holidays, and determines the working days and schedules based on those holidays.

A man with glasses and a beard, wearing a blue denim shirt, is sitting at a desk with a laptop. A woman with long brown hair, wearing a light-colored long-sleeved shirt, is leaning over his shoulder, pointing at the laptop screen. She is holding a tablet in her left hand. The man is holding a pen in his right hand. The background is a dark, modern office environment with a large window showing a cityscape. The text "PROPLINE DISCIPLINARY ACTIONS" is overlaid in the center of the image.

PROPLINE DISCIPLINARY ACTIONS



Department Directors/Managers may verbally warn Propline employees. The verbal warning includes verbally notifying the employee of the mistakes in their duties and behavior and/or points that need to be improved. After the verbal warning, disciplinary action may be taken if deemed necessary. Provided that the criminal termination rights arising from the laws are reserved, the disciplinary penalties and definitions to be given for the behaviors of the employees against the internal principles and regulations are written warning and termination of the employment agreement in the order of importance.

Circumstances Requiring Written Warning:

Conditions requiring written warning are outlined in the Propline Disciplinary Codes. A written warning is a written notification to the relevant employee that they should be more careful, cautious, attentive, and competent in their duty and behavior, in case of detection of behavior and negligence that may harm the company or third parties in the future. A written warning can be given by the Senior Management or Department Directors/Managers.



Circumstances Requiring Dismissal:

Circumstances requiring dismissal are outlined in the Propline Dismissal Procedure. Accordingly, dismissal is the termination of the employment agreement of the "related employee" in accordance with the relevant article of the labor law, in order not to be assigned to the company again, as required by the laws or Propline's regulations.

Dismissal Procedure is carried out by the senior management, relevant department directors/managers, and the director/manager of the People and Culture Management department with the support of the Legal Department. Arrangements and processes regarding the dismissal are explained in detail in the Propline Dismissal Procedure.

A man with long, curly, light brown hair and a beard is smiling at the camera. He is wearing a black shirt with a colorful, tropical pattern. He is sitting at a table with a laptop in front of him and holding a martini glass with a yellow drink and a lemon wedge. The background is a blurred outdoor setting with a thatched roof. The text "GENERAL RULES OF PROPLINE" is overlaid in white, bold, sans-serif font across the center of the image.

GENERAL RULES OF PROPLINE



Occupational Health and Safety

The health and safety of employees are the first among the top priorities of Propline. A Propline employee should not engage in an act that is classified as a dangerous work or actions if it is not their duty or not necessary. It is the main duty of the employee to comply with the provisions of the regulations on this matter and to fully implement the procedures to be put into effect by Propline in this context. In accordance with Propline Occupational Health and Safety Procedure, employees shall not endanger the health and safety of other employees affected by their action or work.



Use of Company Property and Resources

Employees are responsible for the proper use and protection of the company property and resources. These include all the company property (office equipment, assets and consumer goods related to them) and financial resources. These property and resources are used in correspondence with the goals of work within the framework determined by the company management. Unless allowed by the company management, company property and resources shall not be used for the works unrelated to the company.

All employees shall try to protect company property against any kinds of damage, loss, or theft. Employees who lose, harm or misuse company property may be personally liable for replacing or repairing these items.

The internet and phones and/or lines provided for communicating with clients and within the company shall not be used for personal purposes by employees. Personal phone calls shall be brief in cases of emergency.

Employees shall only use the propline.com email addresses for work-related purposes. As far as possible, e-mails are preferred instead of telephone calls. Fax, photocopy machine, printer, internet, etc. shall not be used for personal purposes.



Liabilities to Propline

- Employees shall not take out of the workplace and/or show or give to others any information and documents they have acquired or used regarding or belonging to the workplace.
- The employee is liable for any damage or loss of profit and damages to be recourse to the company due to the employee's failure to perform their duty, perform it incomplete, defective, late, or not performing their duty on time.
- Letterhead stationery, presentation, electronic mail and video-conference background templates of the company shall be used in corporate communication.
- Employees must protect any consumable material, equipment, spare parts, main parts, or immovables entrusted to them from any damages.



Liabilities to Propline

- Employees in Propline Daily Working Process shall not upload any illegal (copied and/or unlicensed) software to Propline computers. As per the Law of Intellectual Property Rights, illegal files/documents such as music shall not be uploaded or copied to computers.
- Propline and Propline employees shall not conduct any procedures against their responsibilities and legal regulations. Any material and punitive compensation or punishment that may arise from procedures against legal regulations is the responsibility of the people who cause disruptions and managers who do not take preventive measures.
- The nature of the work requires employees to frequently interact with each other. However, these interactions shall not affect the work performance and productivity negatively. For these matters, the signed employment agreement terms for each employee shall be valid.



Dress Code

Employees contribute to the culture and prestige of Propline with their appearances. Employees are expected to present themselves professionally which will make a positive impression on the clients. This applies to all employees of Propline regardless of their positions.

When employees meet clients in person or while attending online meetings, employees shall wear "smart casual" attire (for male employees: shirts, jackets, trousers in with appropriate shoes, and for female employees: shirts/blouses, blazers, skirts/dresses/trousers, and shoes).

A man with a beard, wearing a blue suit jacket, a light blue shirt, and an orange safety helmet, is smiling broadly. He is holding a large cardboard box filled with office supplies, including a green pen holder with pens, a red folder, a yellow folder, and a green succulent plant. He is pointing his right hand towards the text 'EMPLOYEE EXIT PROCESS' which is overlaid on the image. The background is a gradient of purple and blue with a large, faint circular graphic element.

EMPLOYEE EXIT PROCESS



When an employee voluntarily leaves the job, the career journey after Propline is planned for the employee via taking account of employee's works in Propline. The employee who left Propline shall continue being liable for the contractual obligations to Propline in accordance with the form and conditions specified in the employment agreement (confidentiality etc.)

Propline Employee Exit Procedure will be applied in dismissals other than the voluntary leaving.

It is our hope that our friendship with the employees who leave will last long. Propline, within the framework of natural processes, always treats all its friends leaving their jobs in a warm and embracing manner.

