**Press Release 05.05.2022**

**Aydem Perakende and Gediz Perakende Introduce Elementary School Students to a Virtual Reality Experience Through Its “Your Energy is Your Future” Project**

With a joint project developed by Aydem Perakende and Gediz Perakende and Young Guru Academy (YGA), 2,500 elementary school students living in the Aegean region are to have first-hand experience of energy saving from a young age driven by the motto “Your Energy is Your Future”.

The project, intended to raise children’s awareness of energy conservation in their daily lives, is expected to reach 2,500 children in the Aegean region throughout the year. Within the framework of “Science Sessions” to be executed at designated schools in cooperation with YGA, volunteers from the company and the association will help students gain familiarity with a range of energy topics including “How is energy produced?”, “How does it get to our homes?”, “What is energy efficiency?”, “How to save energy”, who will then be offered a hands-on experience with VR goggles. Using VR goggles, students can make actual experiences of how they can make energy savings in their day-to-day lives when using the kitchen, living room or playing in the children’s room.

Serdar Marangoz, General Manager of Aydem Perakende and Gediz Perakende, highlighting the responsibility that companies should assume in carrying out projects that will benefit and contribute to society for a sustainable future, said they would be raising awareness of energy efficiency among children at a young age with the “Your Energy is Your Future” project, which offers children the opportunity to have hands-on experience of energy saving in their daily lives. He explained that through “Science Sessions” created in collaboration with Young Guru Academy, students can conduct various scientific experiments with science kits while gaining awareness of energy conservation.

**About Aydem Perakende:**

Aydem Perakende was established in 2008 as a subsidiary of Aydem Enerji to supply over two million customers in Aydın, Denizli and Muğla with high quality and uninterrupted energy. Aydem Perakende, consistent with its primary focus on customer satisfaction, provides electricity services to non-eligible consumers in the regions where it operates through retail sales contracts, and to all eligible consumers in the country, regardless of region, through bilateral agreements. 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 inclusion in the “List of the Best Employers in Turkey” published by the Great Place to Work® Institute. At the Great Place to Work® Turkey’s Best Employers for Private Sector and Regions Awards, Aydem Perakende won the first prize, outperforming other companies with 250 or more employees in the category “Best Employers of the Aegean Region”.

**About Gediz Perakende:**

Incorporated within Aydem Enerji, 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 a contracted supplier in İzmir and Manisa. Gediz Perakende supplies more than 12 million people at more than three million points with energy, offering faster and durable solutions to cater to customer requirements in İzmir and Manisa. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Gediz 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. Creating added value for Turkey’s energy and economy, in February 2021, Gediz Perakende became “Great Place to Work Certified”, proving that it indeed is a great place to work with its working policies, as well as the strong corporate culture created with its innovative practices, besides being recognized among the “Best Employers in Turkey” in April 2021.