



POLICY ON THE PROTECTION AND PROMOTION OF CULTURAL HERITAGE

Cultural heritage encompasses all tangible and intangible values related to our identity, culture, and history. Historical cities and settlements, cultural landscapes, written sources, monumental structures, archaeological sites, sacred places, traditions, beliefs, language, music, and rituals all constitute cultural heritage.

In conventions and international legal instruments prepared by international organizations such as UNESCO and ICOMOS, cultural heritage is categorized as tangible cultural heritage, intangible cultural heritage, underwater cultural heritage, and natural heritage. Tangible cultural heritage includes movable and immovable cultural assets. Movable cultural heritage consists of paintings, sculptures, objects, archaeological findings, manuscripts, coins, and similar items. Immovable cultural heritage includes archaeological sites, historical urban areas, monuments, and architectural structures. Intangible cultural heritage covers oral traditions, performing arts, rituals, traditional crafts, and cultural expressions. Natural heritage includes natural sites and formations with physical, biological, and geological characteristics.

The protection of Cultural Heritage Assets is defined under Law No. 2863 on the Protection of Cultural and Natural Assets as conservation, maintenance, repair, restoration, and, where necessary, adaptive reuse. For movable cultural assets, protection includes conservation, maintenance, repair, and restoration processes.

As **WOW ISTANBUL HOTELS & CONVENTION CENTER**, our **Policy on the Protection and Promotion of Cultural Heritage Assets** is based on the following principles:

- We identify and control the potential direct and indirect impacts of our operations, visitors, and supply chain activities on cultural heritage assets.
- We promote our cultural heritage through publications such as brochures, booklets, and digital media, including videos.
- We participate in initiatives focused on the protection of cultural heritage assets in collaboration with NGOs and local authorities.
- To raise awareness of the protection and promotion of cultural heritage assets, we organize internal training and communication activities and include this topic within the scope of sustainability training programs.
- We take action to ensure the sharing and documentation of local cultural heritage inventories.