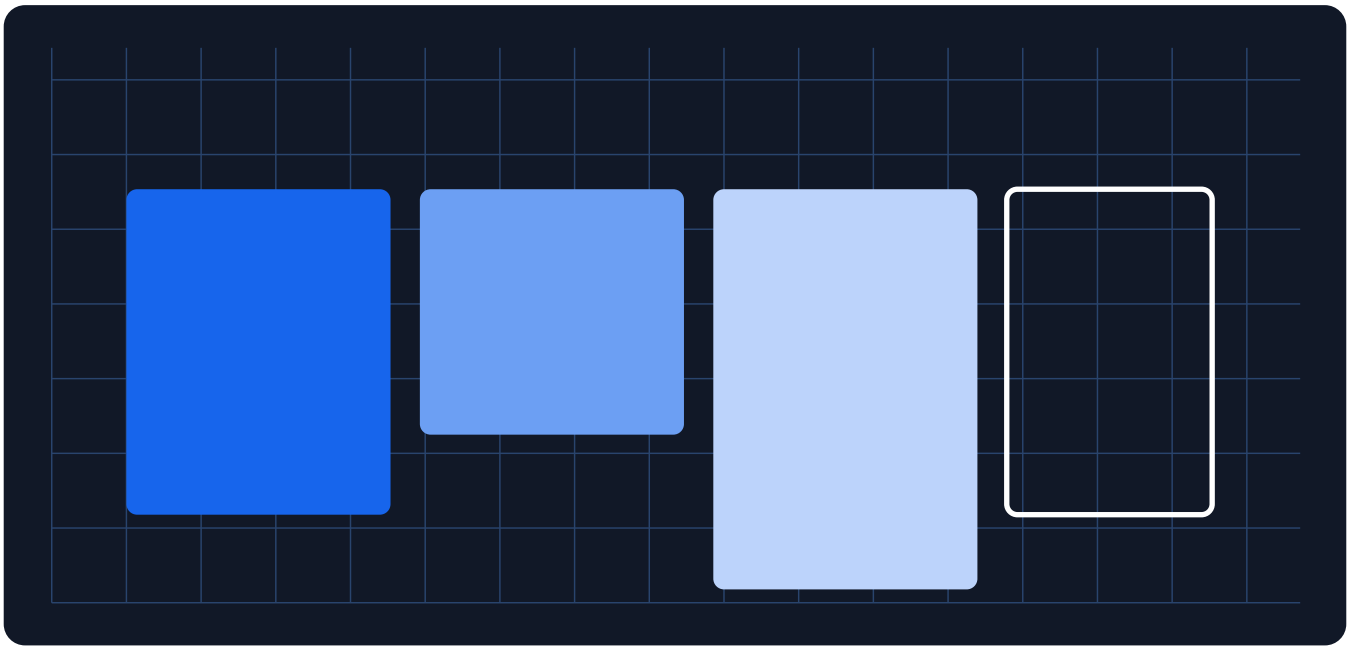
2026 / CORPORATE REPORT

Inclusion and Diversity Report

Respect for differences.
Room to grow.
Accessible technology.

A people-centred workplace and approach to digital experiences



Reporting period: 2026
Information cut-off date: 28 October 2026

This report describes Blueprint's corporate approach for 2026 and the practices disclosed up to the information cut-off date. Future priorities are presented separately from achieved results.

01 / MANAGEMENT APPROACH

Creating together through our differences

At Blueprint, we consider employees' contributions in terms of their skills, the value they create and their potential to develop. Our management approach rejects the restriction of opportunities in working life because of disability, physical characteristics or personal background. We aim to help colleagues with different needs feel supported and able to contribute.

This approach is reflected in everyday working arrangements. Birthday leave, maternity leave and remote working opportunities are among the practices that support the relationship between employees' working and personal lives. We consider the barrier-free office approach adopted in our single office alongside our attention to accessibility in the projects we develop.

As a technology company, our influence extends beyond our own workplace. The websites, applications and software we provide help people access information, services and employment opportunities. We therefore see inclusion as part of both our employee experience and our approach to digital products.

Looking ahead, we aim to focus on employee development and AI training, and to improve our ways of working through our paperless office target for 2028. We intend to advance learning and digitalisation with an approach that takes people's needs into account.

Blueprint Management

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02 / COMPANY PROFILE

The experience between people and technology

Blueprint is a technology company providing user experience design, software engineering, cloud and digital transformation services to organisations. Its work, from web and mobile applications to internal platforms, makes understanding different user needs important. The company operates from a single office. [K1]

Its corporate product portfolio covers recruitment, content management, employee communication, e-commerce, file transfer and payments. This range allows inclusion to be considered both in how teams work and in the digital experiences encountered by end users. [K2]

Product	Main use
OnHiring	A recruitment and HR platform combining career portal, video interview and academy solutions.
BlueCMS	Central management of corporate content and publishing processes.
Blue Intranet	Internal communication and digital processes for employees.
Blue E-Commerce	Organisation-specific B2B and B2C sales infrastructure and systems integration.
SendBlue	Transfer of corporate files and large datasets.
BluePay	Payment, collection and dealer management processes.

A shared responsibility for inclusion

An employee accessing an internal announcement, a candidate submitting an application and a customer completing a payment operate in different contexts. Their shared needs are to understand information, use the interface and follow the outcome of an action. Although products serve different purposes, Blueprint’s accessibility approach rests on a commitment to consider these human needs.

Sources: [K1], [K2]. Source list: p.12.

03 / GOVERNANCE

Management responsibility and reporting concerns

Responsibility for the inclusion approach rests with the current company management. Management's role is to consider employee support and an accessible working environment alongside corporate decisions. The single-office structure provides the basis for working arrangements in which employees can share their needs with management.

Reporting concerns by email

Employees can submit complaints and other concerns to company management by email. Reports from employees who do not wish to provide their name are also open to management review. This approach is intended to give employees a way to raise an issue or express a need.

The availability of this channel is not presented as a result concerning complaint numbers or resolution performance. This publication explains the existing responsibility and communication method. It does not announce a technical guarantee of anonymity for email or a specific resolution timeframe.

What this means for stakeholders

Stakeholder	Clarity offered by this report
Media	A common framework for understanding the company's inclusion approach, employee support and future priorities.
Suppliers	An account of the importance Blueprint places on different needs, accessibility and learning in its working culture.
Service purchasers	Information to assess the product and service approach, accessibility references and the boundaries of the report.

The public inclusion page sets out a corporate framework based on respect for differences, equal opportunity and an inclusive working culture. This report adds detail to that framework through the practice information supplied by the company. [K5]

Sources: [K5]. Source list: p.12.

04 / WORKING LIFE

A workplace attentive to different needs

Blueprint management adopts support for employees regardless of disability, physical characteristics or background as a fundamental approach. An inclusive workplace requires employees' contributions to be visible and the relationship between working arrangements and individual needs to be considered.

Support available to employees

Practice	Its place in the employee experience
Birthday leave	A leave practice that makes room for employees' personal lives and time for themselves.
Maternity leave	A practice supporting consideration of working life alongside personal needs during parenthood.
Remote working opportunities	Flexibility that allows work to be organised beyond physical attendance at the office.
Barrier-free office approach	An approach that considers physical barriers and employees' access needs in the office environment.

These practices share an intention to make room for employees' needs at different stages of life. Needs relating to personal time, parenthood and work location differ. An inclusive approach recognises these differences as part of the working experience.

From a barrier-free office to digital projects

The barrier-free approach adopted in the company's single office concerns a physical workplace attentive to human needs. Accessibility in projects focuses on barriers to use in digital environments. The shared principle is that a user's or employee's characteristics should not unnecessarily restrict participation.

Considering physical and digital environments together offers a perspective that does not confine inclusion to one area. Participating in the office and accessing a service through a project are different experiences. Starting from the person's needs matters in both.

05 / ACCESS TO CAREERS

Skills and mutual assessment

Blueprint's open positions page describes recruitment as a process that brings candidates' experience and skills together with the requirements of a role. The application journey is explained in four stages. [K3]

Stage	Process described on the website
01 / Application received	The application submitted through the form is recorded.
02 / CV and initial assessment	Experience and skills are reviewed against the requirements of the position.
03 / HR and technical interview	Experience, skills and role requirements are assessed with HR and technical teams.
04 / Mutual fit	Values, working approach and ways of working with the team are explored together.

Candidates can browse vacancies by department, location, seniority and working arrangement. A general application route is also offered to people who cannot find a suitable vacancy. It allows candidates to explain their interest in the company, the work they want to do and the areas in which they could contribute. Vacancies can change over time. [K3]

An inclusive approach to recruitment

Management's support for employees with different backgrounds and physical characteristics also frames its view of candidates. Differences in a person's experience or way of working make it important to understand their potential. Exploring mutual fit should be read as an opportunity for communication in which candidates can also assess the company and the role.

Publishing the application journey helps candidates understand the stages they may encounter. Providing a general application option alongside current vacancies offers an additional route for people with different professional experience to express their interests and introduce themselves.

Sources: [K3]. Source list: p.12.

06 / EMPLOYEE DEVELOPMENT

Different routes into learning

Blueprint's employee development approach addresses learning needs from new joiners to team leaders. Internal micro-modules, seminars and technical training are described across technical skills, communication and leadership, corporate culture and design thinking. [K4]

Development route	Opportunity described on the website
Internal learning	Coding, data science, AI and cybersecurity, alongside communication, teamwork and agile working.
Mentoring	Pairing new joiners with an experienced team member for their first six months and offering one-to-one development support.
Sharing experience	Internal knowledge-sharing sessions, shadowing and rotation support.
External learning resources	Udemy, Coursera and LinkedIn Learning memberships, certification examination support and event participation opportunities.

These opportunities create a framework in which employees can use different learning resources rather than rely on a single method. Mentoring makes room for experience transfer, online resources for individual learning pace, and team sharing for learning together.

Development in the 2026 report

Focusing on employee development is one of management's future priorities. It concerns adapting to changing technical tools and strengthening employees' own capabilities. Learning means more than becoming familiar with a new tool: it also involves using acquired knowledge, sharing experience and developing a career direction.

The value of a learning culture for inclusion lies in making room for people with different levels of experience. Acquiring a new skill, sharing existing knowledge or exploring another area of work can broaden the ways an employee is able to contribute to the company.

Sources: [K4]. Source list: p.12.

07 / DIGITAL ACCESSIBILITY

Taking WCAG principles as a reference

Blueprint states that it considers accessibility principles across its products and digital projects. One international reference for this approach is **WCAG: Web Content Accessibility Guidelines**. WCAG is a technical guidance and standards framework published by the W3C; it is not the name of a law. [K6]

Four fundamental principles

Principle	Meaning in terms of human needs
Perceivable	Presenting information in ways suited to different sensory needs, such as providing text alternatives for visual information.
Operable	Allowing interfaces and navigation to work through different methods, such as keyboard-only use.
Understandable	Making content, instructions and actions clear, and helping people understand and correct errors.
Robust	Enabling content and controls to be interpreted by different user tools, including assistive technologies.

These principles show that accessibility extends beyond visual design. Content, interaction, software structure and context of use are considered together. Users' needs can differ, so a single way of using a product should not be assumed to work for everyone. [K7]

A reference framework and verified conformance

WCAG 2.2 contains testable success criteria that can be used in accessibility evaluation. It has A, AA and AAA levels. To make a conformance statement at a particular level, the scope of the evaluated product, version, pages and processes needs to be defined. [K6]

> This report describes Blueprint's approach of considering WCAG principles. It does not provide an independent audit result, a blanket WCAG AA or AAA conformance statement, or certification for the products.

Sources: [K6], [K7]. Source list: p.12.

08 / INCLUSION IN PRODUCTS

Different processes, shared access needs

Blueprint's products touch daily tasks for different audiences. Applying for a job, publishing content and making a payment do not follow the same user journey. Adapting accessibility to the product context requires attention to what the person is trying to accomplish.

The mapping below explains where accessibility matters in relation to the products' main functions. It is not a test result or a technical checklist confirming that every feature has been fully implemented. [K2]

Product	Important accessibility touchpoint
OnHiring	Candidates understanding career information, using application fields and following the status of the process.
BlueCMS	Content authors creating an understandable publication structure, and end users finding their way through content.
Blue Intranet	Employees accessing announcements and internal processes, with information understandable across working arrangements.
Blue E-Commerce	Users finding products, understanding options and progressing through purchase steps.
SendBlue	Users following file selection, transfer status and the outcome of an action.
BluePay	Clear payment information, understandable input errors and noticeable transaction outcomes.

Attention throughout the process

W3C's evaluation approach recommends examining accessibility early in development and evaluating it throughout the process. Automated tools can help, but no single tool can verify all accessibility requirements. Human evaluation and user experience also matter. [K8]

Blueprint's principle of considering accessibility across its products is presented in this wider context. The conformance level and delivery scope required by a service purchaser for a particular project should be clarified separately within that project's technical evaluation.

Sources: [K2], [K8]. Source list: p.12.

09 / DEVELOPMENT PRIORITIES

Employee development and AI training

Management's future priorities include a focus on employee development and AI training. Taken together, they connect adaptation to new technologies with employees acquiring skills. Training is presented as a future direction in this report, rather than the result of a completed programme.

Areas for putting the training priority into practice

The topics below are **implementation proposals** developed to expand on management's stated AI training priority. They do not announce a confirmed training schedule, participant number or mandatory programme scope.

Proposed focus	Intended learning area
Basic AI literacy	Understanding tools' capabilities and limitations, and developing the habit of evaluating outputs.
Work-related practice	Trying tools through examples relevant to an employee's role and connecting learning to work.
Output review	Applying human judgement to the accuracy of generated content and its fitness for the intended purpose.
Information and responsibility	Awareness of corporate information use, with care in tool selection and sharing decisions.
Knowledge sharing	Sharing learned methods through examples within the team and building shared experience.

A proposed approach to inclusive learning

It would be useful for training to address different starting levels, include practical examples and be supported by resources that employees can revisit. Making room for questions and considering together how learning translates into everyday work can turn the priority into a tangible development experience.

This report does not create a new deadline or success percentage for employee development and AI training. Management's stated direction is retained, while implementation details are identified as proposals.

10 / TARGET FOR 2028

Towards a paperless office

Blueprint has set a **paperless office target for 2028**. This expresses a direction towards transforming paper-based office processes through digital ways of working. It is not presented as an achieved reduction in paper, a quantified environmental saving or a result of zero paper use.

The relationship between paperless working and inclusion depends on digital documents being genuinely usable. Keeping information beyond physical paper can make remote access easier, but a scanned image or a difficult-to-understand file can create new barriers. It is therefore important to consider the target alongside accessible digital information.

Proposed implementation steps towards the target

Step	Direction of work
Identify processes	Make paper-based documents and approval workflows visible and consider areas suitable for digitalisation.
Accessible digital documents	Consider searchable text, clear headings and understandable file organisation as part of digitalisation.
Support employees	Provide guidance and learning support for new documents and workflows.
Record progress	Define baseline data and a tracking method for paper use or digitalised processes.
Review in 2028	Review progress towards the target, processes requiring exceptions and the employee experience together.

These steps are proposals for implementing the stated target. They should not be read as a confirmed project plan, allocated budget or management-approved timetable for every step.

> Three shared future priorities: the paperless office target for 2028; a focus on employee development; and AI training. Their common direction is to consider employee needs while using technology to improve ways of working.

11 / SCOPE AND SOURCES

About this report

This report explains Blueprint's inclusion and diversity approach for 2026 for the media, suppliers and service purchasers. The information cut-off date is 28 October 2026; it is not a performance review covering all year-end results. The company's single-office structure forms the basis of the report.

Working practices, management responsibility and future priorities are based on information supplied by the company for this report. Product, career and learning descriptions draw on public website pages. This is a qualitative corporate account. Employee statistics and individual information are not published.

No unmeasured ratios have been produced for programme outcomes or product conformance. The accessibility discussion describes the company's approach and international references; it is not independent assurance, physical accessibility certification or a blanket WCAG conformance document. Forward-looking implementation proposals are identified in their respective sections.

Sources

K1 Blueprint - About Us

K2 Blueprint - Our Products

K3 Blueprint - Open Positions and Application Process

K4 Blueprint - Employee Development

K5 Blueprint - Inclusion and Diversity

K6 W3C - Web Content Accessibility Guidelines 2.2

K7 W3C WAI - Accessibility Principles

K8 W3C WAI - Evaluating Web Accessibility Overview

Company website sources were reviewed on 27-28 October 2026. The careers and employee development pages and W3C sources were checked again on 28 October 2026 when preparing the final version.

Contact and current information

For corporate information, products and career opportunities:
blueprint.com.tr

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