Operating in industries which are critical for the progress of national economy, our companies have been engaged in very intensive and successful efforts recently.

The Contracting Group continues with the tunnel drilling works at Kabataş - Mecidiyeköy section of the Kabataş - Mecidiyeköy -Mahmutbey Metro line project with imported TBMs. Conducted in parallel with many other domestic and international projects, the Metro line project will interconnect 9 districts of Istanbul and serve 830,000 passengers when it is completed. The Energy Group aims to complete 70% of the construction works at the Karabiga Ultra Supercritical Power Plant by the end of the year; as of today, more than 610 million USD has been invested in the plant, which will have a total capacity of 1,320 Megawatts. Our Industry and Trade company Alarko Carrier continues to undertake the air-conditioning automation projects of numerous leading organizations and institutions in Turkey and participates in tens of trainings aimed at service quality.

The Tourism Group continues to be a center of attraction in this summer season with innovations and collaborations. Beside all these improvements our web site is online with its user friendly design.

We will continue sharing our developing activities with you in our magazine "The News" with colorful articles and pictures.
Dear and Valued Friends,

An analysis of our Group reveals that we are active in the industries on which our government places utmost importance in terms of economy, and we will continue to work along this strategy.

We have been operating in the energy industry, which is the most closely followed-up industry in recent years, ever since 1984, when the first privatization of a dam was achieved. With the ongoing power plant construction projects, we will continue investing in this industry also in the upcoming years. After the Karakuz hydroelectric power plant commissioned successfully last year, we plan to start the production at our Karabiga power plant in 2018. The Karabiga power plant project is half-way towards completion at this point. We dedicated special attention to the technological aspects of the project, and eventually we will be bringing to life a facility that will be one of the world’s most environmentally-sensitive facilities.

We will continue to contribute to the transportation sector with our involvement in major infrastructure projects in Turkey’s metropolitan cities. The new metro line project commitment that we initiated in Istanbul in 2016 as well as the ongoing metro construction in our capital Ankara are the proof of our leading position as a contractor specializing in rail systems.

Dear Friends, the interest of our government in the African countries also encourages us to do business in this region. We have already started to evaluate some infrastructure projects and plan to undertake soon in one or two African countries. In addition, we have started discussions with international finance institutions to finance these projects.

Our company Alarko Carrier continues to operate with the latest technologies and without compromising quality at its modern facilities in the Gebze Organized Industrial Zone. We maintain our leading position in Turkey with our market share in system sales. Our partnership with the Carrier company, a world leader in HVAC and refrigeration, still continues successfully and makes a substantial contribution to our exporting activities. In line with our plans in recent years, the weight of our exports in our revenue is steadily growing. Moreover, the air-conditioning systems and equipment produced by Alarko-Carrier, which are used by our contracting group, are a source of synergy between the two companies.

We all know that the tourism industry is going through a challenging year. Heartened by the slight relief provided by the incentives offered by the government, we are fully confident that as an experienced player in the industry, the strategic changes that we are making will allow us, as in the years before, to achieve our targets for this year as well.

Our Hillside City Clubs’ membership potential increases continuously in Istanbul without compromising quality, and have been carrying out their pioneering innovative works for the past 25 years. Merging sports with a healthy lifestyle is something the newer generations have accepted as the essence of life. The time our members are spending at the facilities is continually increasing and thus, the activities offered by our specialized colleagues are becoming more and more diversified, with new applications introduced into Turkey parallel to the ones released worldwide.

With inflation in the US and Japan slowing down at a pace lower than expected, our estimate is that ten-year US treasury bond interest rates will begin to gradually increase. Therefore, the currencies of developing countries will lose value against the US dollar, albeit at a slow pace, and this will lead to increasing competitive advantages for these countries in exports, contracting and tourism. In this connection, our company aims to evaluate the opportunities available to us in the contracting, industry and tourism sectors.

As we carry out our activities, we wish to extend our sincere gratitude to our colleagues across the entire organization, our suppliers that support us with their services, all of the administrations that offer us their fair support, all of our customers who have given us their trust, and our shareholders who have become our partners by acquiring the shares of our companies on the stock exchange.

Yours Sincerely,

İzzet Garih
Chairman of the Board
Final Site Delivery Takes Place for the Taksim-Yenikapı Metro Project, the Most Important Mass Transportation Project in Istanbul

Site delivery was made on 12 April, 2016 for the Southern Concourse of Vezneciler Station, the last incomplete station component of the M2 (Yenikapı-Hacıosman) Metro Line, which had been integrated with Marmaray and commissioned for commercial operation on 15 February 2014.

Expected to be used by a significant number of passengers due to its location, the Southern Concourse of Vezneciler Station is planned to be completed before the start of the school year.

With the completion of this station component, the M2 (Yenikapi-Hacıosman) Metro will be fully operational and the Taksim-Yenikapı Metro Project, which connects the Asian and European sides of Istanbul with rail systems, makes it possible to travel by Metro from Kartal to Atatürk Airport, the Bus Terminal, Olympic Stadium and Sarıyer, makes it possible to access the IDO sea bus terminal in Yenikapı via the Metro, integrates the M1 (Yenikapi – Bus Terminal – Airport and Airport – Kirazlı) Lines with Marmaray and M2 Subways at the Yenikapı Station, and is the most important project for Istanbul’s Mass Transportation System, as well as the most difficult and lengthiest in terms of the construction process due to the route’s historical texture, will be completed.

The planned passenger capacity was improved by nearly 30% by means of an update in the signaling system of the M2 line, adding value to the fact that this line offers a good alternative for the chronic traffic problem in Istanbul.

After completion of the Southern Concourse of Vezneciler Station, the last stage of the M2 Metro, the number of passengers is expected to increase from 600,000 to 650,000 in the M2 line and from 450,000 to 475,000 in the M1 line.
The first of the 2 TBMs (tunnel boring machines) to operate in the Kabataş – Mecidiyeköy route of the Kabataş – Mecidiyeköy – Mahmutbey (M7) Metro Line, where we will be doing tunnel boring works, has arrived in Turkey. Connecting Istanbul’s existing T1 (Bağcılar – Kabataş), T4 (Topkapı – Sultan Çiftliği), M1a (Yenikapı – Atatürk Airport), M1b (Yenikapı – Kirazlı), M2 (Yenikapı – Hacisalman), M3 (Krauzlı – Olympic Stadıum – Başakşehir), M6 (Levent – Hisarüstü) and F1 (Taksim – Kabataş Funicular) rail system lines and making access from these lines to the metrobus and ports possible, M7 is the largest Metro project of Istanbul to be constructed at one go and will shoulder a significant part of the mass transportation burden of metropolitan Istanbul.

Planned to serve 830,000 passengers on a daily basis by connecting Istanbul’s 9 districts to each other, the Kabataş-Mahmutbey Metro Project started with the site delivery taking place on 27 May 2015. As of today, 8 shafts with a total length of 165 meters and an 650 meter tunnel have been opened. One of these shafts, the 72 meter deep Yıldız Station shaft is the deepest shaft in Istanbul. The Kabataş-Mecidiyeköy section of the line posed a real difficulty in terms of construction due to the route’s dense superstructure, historical texture and composition. Historical remains from the Late Ottoman Period were discovered during the archeological excavations made in the shafts in Kabataş and Beşiktaş.

All manufacturing processes have been completed and factory tests have been made with the participation of the Administration for the 2 TBMs to be used in the construction of Kabataş-Mahmutbey Metro, which is one of the most important rail system projects in Turkey and will significantly reduce the traffic congestion in Istanbul, making people’s life easier. One of the TBMs was shipped from India and arrived in Turkey. Procedures have been started for the shipment of the other TBM from Canada; it is planned to arrive in Turkey in July 2016. With these TBMs, the 6400 meter section of the line between Kabataş and Fulya will be completed in 1 year.
The were awarded contracts for the Phase 1, Phase 2 and Phase 4 of the project by the Governorship of Astana in May 2011, November 2011 and September 2012, respectively.

Stage 1 of the project consisted of installation of a 11 km pressurized HDPE pipeline with a diameter of 1200 mm, construction of a new vehicle maintenance and repair workshop (1227 m²), rehabilitation of the cafeteria building (capacity of 50 people, 652 m²), rehabilitation of the power workshop (418 m²), a two-story security building (62 m²), a single-story security building (20 m²) and delivery of operational-maintenance equipment in 29 months. These works were completed in nearly 7 months by implementing an accelerated work schedule.

Planned duration of Stage 2 was 19.4 months. This stage consisted of rehabilitation of the 60,000 m² aeration tanks, rehabilitation of the UV plant, establishment of a package laboratory unit, replacement of 2 compressors in the blower house, rehabilitation of 2 primary sludge pump houses and asphalt and landscaping works within the plant. These works were completed in nearly 11 months by implementing an accelerated work schedule.

Planned duration of Stage 4 was 36 months. Water treated by the current treatment plant is to be discharged into the Esil River, which flows through Astana and is surrounded by settlements. The project covers a Chemical Treatment Plant with a capacity of 254,000 m³/day and its ancillary units in addition to the mechanical and biological treatment currently done at the plant. These works were completed in nearly 24 months by implementing an expedited work schedule. With the commissioning of the Chemical Treatment Plant in 2015, the current waste water treatment plant became a facility capable of treatment at UNESCO standards.

Phase 3 of the Taldykol Treatment Plant Project Continues at Full Speed
We were granted the contract of this project by the Governorship of Astana in March 2012, with a planned delivery period of 44.5 months. The Taldykol Lake has a total volume of 65 million m³. The scope of the work included cleaning of the Taldykol Lake, which is contaminated by the city’s waste water treatment plant, by using underwater excavation equipment and geotextile tubes. It is known that there is approximately 4.1 million m³ of sludge on the lake bed. After the lake is cleaned, 5.6 million
m³ of earth will be moved and 17 million m² of land will be leveled and planted.

The launch of Phase 3 was postponed by the Employer to June 2014 so that the works could be started simultaneously with the testing and commissioning of Stage 4.

In 2015, earthworks of the drainage site, supply of power lines for the outer site, in-site pipelines, a pier for dredgers, sedimentation and balancing ponds, construction of a chemical laboratory and necessary piping for sludge extraction were completed, reaching a capacity of 6,100 m³/hour. Sludge was extracted using dredgers with a capacity of 900 m³/hour, 1,200 m³/hour and two 2,000 m³/hour. Geotextile bags used for storage of extracted sludge were laid on all of the 6 islands available in the site and 360 bags have been filled as of today. 39% of the actual sludge extraction process has been completed. With the sludge sweeper that we built with a capacity of 2,400 m³/hour at the start of the 2016 season, we are going to have a total sludge extraction capacity of 8,500 m³/hour. Sludge extraction works are planned to be finished by the end of 2016. The planned project completion date is July 2017, including earthworks and landscaping.

Stage 3 is an ecological project and of great importance for the city of Astana. The project will be completed before Expo 2017 and the swamps around the lake will be dried up completely. The area will be cleared from reeds, mosquitos and unpleasant smells and turned into a living environment.

**Phase 5 of the Taldykol Treatment Plant Project Continues at Full Speed**

We were granted the contract of this project by the Governorship of Astana in December 2013, with a planned delivery period of 40 months. The capacity of the existing treatment plant will be increased from 136,000 m³/day to 254,000 m³/day with this project.

The scope of the project includes 1 grit chamber, 8 primary sedimentation tanks, 12 secondary sedimentation tanks, 1 aeration tank, 2 gravity tanks, 1 sludge treatment house, 1 compressor building, 1 bunker building, 9 in-plant drying basins, 2 drying basins in the region of Taldykol Lake, solid sediment pump houses, various pump stations, in-plant piping works and installation of 9 km HDPE piping and 4.6 km steel piping with a diameter of 1,200 mm and 1,400 mm, respectively, outside the site. The capacity of the new waste water treatment plant to be built is 118,000 m³/day.

Reinforced concrete works have been completed for 8 of 12 secondary sedimentation tanks, including sub-piping. 90% of the on-plant installation works of 1,600 mm-diameter pipes has been completed. A 4.6 km steel pipeline with a diameter of 1,420 mm and a 9 km polyethylene pipeline with a diameter of 1,200 mm have been installed. 51% of the reinforced concrete works have been completed in the sludge drying tanks.

We aim to complete all remaining reinforced concrete, insulation and finishing works, mechanical piping and installation of process equipment and start landscaping and recultivation works this season. Once the process equipment are installed, testing and commissioning procedures will be started. Official completion date of the project is 20 March 2017. We aim to commission the plant by the end of 2016, using an accelerated work schedule, since the city of Astana will be hosting the EXPO in May 2017.
Production Starts at Kazakhstan’s Bozshakol Copper Concentrate Plant

Pursuant to the EPC agreement signed between Kazakhmys and Alarko Contracting Group on 20 September 2011, the Bozshakol Copper Concentrate Plant project was completed in Kazakhstan and production started at the plant.

The scope of the project included: design, supply of 74 pieces of process equipment, infrastructure, a 35,000 m² process building, 15,000 m² non-process building, permanent camping site of 27,000 m² for 1500 people, 34 km land route, 35 km railway, 1 tailings pond with earth embankment and various buildings and facilities. Major figures from the project are: 1.700,000 m³ excavation, 460,000 m³ embankments, 120,000 m³ reinforced concrete, 20,000 tons of steel and 200,000 m² coating. The cost of the project is 492 million USD.

Following the completion of construction work in 2014 and completion of systems and State approvals in 2015, pilot production started in January 2016 and commercial production started in March 2016; the first shipment from the plant was made with railcars in April to China. The plant will process 25 million tons of metal and produce 65,000 tons of usable copper annually. The process is based on separating the copper, gold and molybdenum found in the mine by using the flotation method and process input materials include metals, water, electricity, agate and various chemicals. The final product is a powder-like, very fine-grain, granular material and it is shipped in 2 ton bags.

The plant consists of: 1-Primary Crusher, 2-Overland Conveyor – Ore Stock Pile, 3-Grinding (3 mills), 4-Flotation and Moly Building, 5- Filtration Building and 6-Tailing System and Tailing ponds.
Karabiga Power Plant Investment Progresses at Full Speed
70% Physical Progress is Targeted for the End of 2016

Following the completion of EIA and authorization procedures, equipment production and foundation laying works of the construction site were started in September 2014 for the import coal-based ultra supercritical power plant which consists of two 660 MW units and has a total installed capacity of 1320 MW, and works are progressing at full speed. Physical progress of the power plant is planned to be 70% by the end of 2016. The value of the investment made to this day is 610 million USD. As part of the investment, a 44.50 meter wide and 533 meter long quay with 2 cargo-coal unloading cranes was built by the end of 2015 and started to be used for the unloading of power plant equipment arriving by sea. Construction of the plant’s 164 meter furnace made of reinforced concrete was completed. A large part of the construction, mechanical, piping and high-voltage electricity projects was also completed. In the order of design; low-voltage, control systems, instrumentation and control piping projects are ongoing. 95% of the orders for project materials, which consist of 130 separate packages, have been secured. Production and shipment of such equipment, which is supplied from Germany, Sweden, Italy, France, USA, Korea, India and particularly China, continues on schedule; workshop controls of the equipment are done under the supervision of CENAL Quality Control team and Independent Audit Companies. 55.000 tons of project equipment, which is estimated to be more than 100.000 tons in total, has already been placed in the construction site.

Assembly of boiler steel plates for Unit 1 and Unit 2, which had started in July 2015, was completed; assembly of pressurized boiler parts is ongoing. Nearly 20.000 of a total of approximately 70.000 boiler weld gaskets have been completed.

Construction of the cooling water pump house, a major component of the plant, and installation of the CTP pipe with a diameter of 4 meters is ongoing. The sweeper and barge required for marine piping of cooling water have arrived at the site. A significant part of the works to install a Gas-Insulated Transformer in the plant’s interconnected system was completed. Construction work and related equipment installation was started in all locations of the plant in accordance with the work schedule. Steel plate assembly is about to be completed for the turbine-generator house and turbine assembly is planned to start in August 2016 after the supply of load-bearing foundation elements. The construction site staff currently consists of 1800 people in total, 750 of whom make up the electro-mechanical installation team. Planned to be commissioned by the end of 2017, the plant’s annual production volume will be 10 billion kilowatts/hour.

In May 11, 2016 Alarko Holding’s CEO Ayhan Yavruçu and Cenal Elektrik Üretim A.Ş. Board Members visited worksite for examination and were briefed about the project.
Chairman İzzet Garih Visits Karabiga Construction Site

Alarko Holding Chairman of the Board İzzet Garih, Vice-Chairman of the Board Vedat Alaton, Board Member Niv Garih, Financial Analysis, Systems and Planning Senior Vice President (CENAL Board Member) Ümit Nuri Yıldız and CENAL Project Coordinator Cengiz Akın visited the construction site on 13 May 2016. The group first examined the site and then met the Site Manager and Site Chiefs for a detailed briefing.

MEDAŞ Coordination Meeting Takes Place

Meram Elektrik Dağıtım A.Ş (MEDAŞ) had a General Coordination Meeting with its employees in Antalya. Approximately 300 employees attended the meeting, which took place at Hotel Starlight. The three-day meeting program included motivational activities as well as presentations.

Department heads made presentations on the first day of the meeting, during which the activities of 2015 and Q1 2016 were evaluated. In addition to evaluation of operations, new projects, investments and areas of improvement were discussed in this session. During the second session, which was attended by all participants, presentations were made and a seminar took place with the participation of Typology Specialist and Author Ethem Kocababa as speaker.
While we frequently hear about cyber-attacks happening in Turkey and abroad nowadays, Meram Elektrik Dağıtım A.Ş (MEDAŞ), which provides electricity distribution services in Konya, Karaman, Aksaray, Niğde, Nevşehir and Kırşehir, completed its infrastructure and process-related efforts for Information Security Management at global standards and became certified for the ISO/IEC 27001 Information Security Management System Standard.

ISO/IEC 27001 Information Security Management System Standard is an international document whose criteria are defined by ISO (International Organization for Standardization); the Standard is used by reputable organizations, institutions and companies around the world to certify that they maintain the security of all kinds of information in their hands.

Providing its services in six provinces, MEDAŞ is the first company in the sector to obtain an ISO/IEC 27001 Information Security Management System certificate and one of the first Turkish companies to become certified for this Standard. By setting up an information security system and getting it certified, MEDAŞ has once again demonstrated its philosophy of uninterrupted service and the importance that it places on customer data.

While we frequently hear about cyber-attacks happening in Turkey and abroad nowadays, Meram Elektrik Dağıtım A.Ş (MEDAŞ) and KTO Karatay University signed a protocol under the scope of the “Industrial Consultancy Project”.

The signature ceremony took place at MEDAŞ Headquarters and was attended by MEDAŞ General Manager Erol Uçmazbaş, KTO Karatay University President Prof. Bayram Sade and students of the Energy Management Department of KTO University.

Noting that industrial consultancy was significant for them, MEDAŞ General Manager Erol Uçmazbaş commented: “Today we have gathered here for the cooperation between MEDAŞ and KTO Karatay University with regards to industrial consultancy. The aim of this project is to train university students for real life. They need to be prepared both on the theoretical and practical level; this is crucial. Universities are there for the theoretical side; and industrial consultancy comes in for the practical side. The fact that this project is launched in cooperation with KTO Karatay University is also very important to us. This will be the first of many other projects that we will develop together.”

Uçmazbaş underlined that engineering was no longer enough by itself in the industry, but business administration skills were also necessary, and said: “Engineering by itself isn’t sufficient in our business. A mind for business is also required. What we seek is engineering combined with business administration skills. Such a department is opened in our region and gives graduates, we will benefit from it too.”

KTO Karatay University President Prof. Bayram Sade noted that every single student participating in the project had been placed in a job, and continued to explain: “The energy management group was the last one; we have finished this. This project is the first and only of its kind in Turkey. This is not an internship -because no internship lasts 4 years- but it involves internship too. In accordance with our criteria, our students will meet with managers and a technical committee at least once a month. Our goal is to make sure that our students become familiar with the industry in which they will be working. Thanks to this project, we don’t just give a diploma to our students but prepare them for the industry and real life.”

Following the speeches, the “Industrial Consultancy Project” protocol was signed by Erol Uçmazbaş and Prof. Bayram Sade.

MEDAŞ Certifies that All Its Data is Protected

MEDAŞ Signs Protocol With KTO Karatay University As Part Of “Industrial Consultancy Project
MEDAŞ Trains Its Employees for Teamwork

MEDAŞ (Meram Electricity Distribution Company) gave its employees teamwork training. Nearly 50 employees from the company’s 3 departments participated in the training, which took place at Hotel Dedeman. During the training, a car was made from nearly 100 kg of newspaper, with focus on teamwork.

MEDAŞ organized a training session on teamwork for its employees to help build a team spirit. Trainer Mürüvet Ersoz discussed such topics as How to Build Team Spirit, Distribution of Roles, Communication, Holistic Approach, Planning and Coordination, Effective Resource Management and Motivation. Activities were organized at the beginning of the training so that employees could get to know each other better. During the 8-hour training, each group of trainees was asked to make a different car component.

By the end of the training, 100 kg of newspaper had been used; trainees had had much fun and gained experience in teamwork, planning and time management.

MEDAŞ Hosts Contractors from Konya

Meram Elektrik Dağıtım A.Ş and Konya Contractors’ Association met for a breakfast at MEDAŞ Headquarters on 3 March 2016. The meeting was attended by Ekrem Demirici, President of Konya Contractors’ Association, and many members of the Association.

During the meeting, a presentation was made to Association members about current practices and changes in activation requests. Association members mentioned some practical issues, upon which they were provided with necessary explanation. Ekrem Demirici, President of the Contractors’ Association, remarked that the meeting had been useful and thanked MEDAŞ.
The Ministry of Energy and Natural Resources investigated the overall satisfaction levels of the customers of electricity distribution companies. Minister of Energy and Natural Resources Berat Albayrak started a survey across Turkey, emphasizing that customer satisfaction should be the most important criterion for electricity distribution companies. In the survey conducted upon the instructions of Mr. Albayrak, the overall customer satisfaction score of MEDAŞ was found to be 3.16 over a scale of 5. With this result, MEDAŞ became one of the top 3 companies in ensuring customer satisfaction among the 21 distribution companies across Turkey.

Face-to-face interviews were made with 22,318 subjects aged 20 years and older in 1126 neighborhoods, villages and townships in 44 provinces located in 21 distribution regions across the country on 5-15 March 2016. Respondents were asked about their overall satisfaction levels, whether there was immediate response to power failures, whether problems were solved quickly, voltage fluctuations and satisfaction with privatization. Besides, respondents who had contacted an electricity distribution company within the last six months were asked about other topics such as the easiness of transactions, accessibility, staff’s attitude etc.

**MEDAŞ Selected One of the Top 3 Distribution Companies In Overall Satisfaction**

MEDAŞ undertook an important project in 2016 to honor our ancestors. By having the portraits of prominent Seljuk Sultans redrawn based on historical data, MEDAŞ created a calendar that has archival value.

MEDAŞ developed a meaningful concept for its 2016 calendar to present and promote the city of Konya, the Seljuks and Seljuk Sultans. Illustration and painting techniques were used in the project, which attracted quite an attention.

Pointing out that they had decided to undertake such a project on the occasion of Konya having been selected 2016 Tourism Capital of the Islamic World, in addition to the fact that it was the capital city of Seljuks, MEDAŞ officials commented: “We wanted this project to be worthy of Konya, a city of many civilizations. We used historical data to have the portraits of 6 prominent Seljuk sultans redrawn, creating a work of archival value. We would be very happy if we contributed to the promotion of Konya with this project. Konya was selected Tourism Capital of the Islamic World for 2016, and this was influential in our decision to implement this project. We hope that it will help to introduce our sultans to future generations.”

**Results Announced for MEDAŞ’s Invention Award Competition**

**MEDAŞ Honors Our Ancestors**

Winners of the Invention Award competition organized by Meram Elektrik ve Dağıtım A.Ş (MEDAŞ) and Meram Elektrik Perakende Satış A.Ş (MEPAŞ) for employees received their awards.

The awards ceremony took place at MEDAŞ Headquarters. Commenting on the competition, MEDAŞ General Manager Erol Uçmazbaş said: “We organized the Invention Award competition for the first time this year. The aim of this competition is to help develop innovative ideas and proposals concerning savings, new product development and productivity in ways of doing business. There was much interest in the competition with more than 30 applications. Congratulations to all participants and winners. We will continue to organize this competition in upcoming years. Our goal is to come up with new ideas and suggestions every year.”

MEDAŞ Network Automation Head Engineer Kenan Kâhya won the competition with his project titled “The Use of GES Inverters as SVC” while Customer Services Assistant Specialist Nilgün Karakaya won the second place with her Customer Satisfaction Measurement project. Winners and participants of the competition were presented with gifts.
MEDAŞ Remembers Children on April 23

MEDAŞ Elektrik Dağıtım A.Ş (MEDAŞ) arranged a celebration on the occasion of April 23 for the children hospitalized at Necmettin Erbakan University (NEU) Meram School of Medicine.

On the occasion of April 23, National Sovereignty and Children’s Day, MEDAŞ visited the children treated at the Oncology Department of Necmettin Erbakan University (NEU) Meram School of Medicine Hospital and organized a celebration for the children to spend a pleasant day. Arrangements were made by MEDAŞ to decorate the hospital, bring in some clowns and play music for the children to enjoy themselves. Children played, danced and had fun and were presented with gifts at the end of the program. The hospital staff and children thanked MERAM members for the pleasant activity.

MEDAŞ Opens Communication Center for Mukhtars

MEDAŞ has launched an online system in its web site to respond quickly to the requests, complaints and suggestions of mukhtars (Village Head Men) from Konya, Karaman, Kırşehir, Nevşehir, Niğde and Aksaray provinces.

Personal user names and passwords were identified for access to the system, which is available only to mukhtars. Mukhtars can use their personal user name and password to sign in the Communication Center for Mukhtars in the web site of MEDAŞ and report requests and problems concerning their neighborhood. A person signing into the system with their user details can only submit requests within the limits of their respective details and follow up the results of their previous requests.

MEDAŞ General Manager Erol Uçmazbaş made the following comments on the subject: “We are aware of the importance of mukhtars in local administration. Therefore, we developed a very nice online system to come up with solutions for their complaints and requests in the fastest way possible. With this system, we can forward the complaints and requests received from mukhtars to the relevant units instantaneously. Our goal is to respond as soon as possible. Responses are sent via e-mail and SMS to mukhtars whose user information is available. We believe that the system will set a nice example for the fast and effective resolution of the problems in neighborhoods.”

MEDAŞ and MEPAŞ Employees Support Blood Donation Campaign

Once again, MEDAŞ and MEPAŞ employees supported the blood donation campaign organized by the Konya Blood Donation Center of Türk Kızılayı, as in previous years.

Representatives from the Konya Blood Donation Center of Türk Kızılayı visited the Headquarters of MEDAŞ on January 20, Wednesday, to meet the staff members who wanted to donate blood as part of the campaign. There was a great turnout for the campaign from the employees, who expressed that they were very happy to help save people’s lives through the blood donation campaign and thanked the officials of Türk Kızılayı for giving them this opportunity.
Alarko Carrier Receives the President’s Award

We were found worthy of the “Carrier President’s Award” for the second year in a row. Alarko Carrier General Manager Önder Şahin was presented the plaque by Carrier International Operations President Ross Shuster during the “Carrier EMEA” meeting held in Dubai. We are pleased to have been presented with this award as a recognition of the successful results that we achieved in such a difficult year as 2015.

Alarko Carrier is Selected the Industry’s Most Prestigious Brand

Alarko Carrier won the first place in the air-conditioning industry at “The ONE Awards for Integrated Marketing” organized this year for the second time. Marketing Türkiye and Akademetre collaborated to prepare the reputation and brand performance measurement index of companies from 36 sectors, and Alarko Carrier was selected as the company which strengthened its brand value and reputation the most in its own sector.

Alarko Carrier was represented by General Manager Önder Şahin, Hırant Kalataş, Deputy Executive VP (Industry and Trade) in charge of Marketing, and Hüdai Öztürk, Advertising and Public Relations Manager, in the awards ceremony that took place on January 8. Being stakeholders of this success, representatives of the advertising, public relations and digital communication agencies that supported the brand promotion and communication activities were also present at the awards ceremony. Giving information on the subject, Alarko Carrier General Manager Önder Şahin commented, “Alarko Carrier became the leader of the air-conditioning category in a survey held across Turkey using the criteria of brand awareness, being well-known, being trusted, being different, being recommended, being supported in commercial operations, social responsibility efforts and being appreciated for communication and advertising campaigns. This leadership entirely represents the public’s preferences and opinions; therefore, this award is very meaningful and different from the others that we have been granted to this day. Results from this survey, which has been conducted across Turkey, encourage us to produce and create even better products. I would like to thank our people who have made the Alarko Carrier brand leader of the industry, and congratulate all Alarko Carrier members who have contributed to this success.”
A leader of the air-conditioning industry, Alarko Carrier has introduced a new practice for its R&D projects.

The company has launched the Passport System, developed by United Technologies Building & Industrial Systems (Carrier) as a “Product Development Procedure”. With the new system, projects can be divided into different phases and followed up step by step; scope and content is checked by the project team during phase changes and submitted in a specific format to the Evaluation Committee, which may decide to keep or terminate the project. This method guarantees development of projects from a technical point of view and in terms of feasibility. With the Passport System, many matters such as resources, the industry, national and international requirements, expectations, trends, new developments, state of the competition and legal regulations can be considered and the ideal products which can meet expectations can be identified and produced. Murat Çopur, Alarko Carrier Deputy Executive VP in charge of Plants, noted that they had started to work on this system even before the foundations of the R&D center were laid, and commented: “By 2012, we fulfilled all criteria without any exception and opened the R&D center in the Alarko Carrier facilities located within Gebze Organized Industrial Zone. There are air-conditioner, pump, heat, measurement and material laboratories in the center. With respect to their capacity and features, these make us a leader in Turkey. We launched the Passport System at a time when the works were still ongoing so that better-qualified products could be developed in R&D projects. This differentiates us from the 165 active R&D centers in the air-conditioning industry. And we are proud to be one of the 3 Ministry-listed R&D centers in the air-conditioning industry.”

A Novelty in R&D: The “Passport System”

Experience, excellence and progress has culminated in evolution. Toshiba, a pioneer of innovation, has introduced yet another first. Toshiba E Series VRF Systems have been launched for the Turkish market. Toshiba Shops and authorized dealers under Alarko Carrier’s Ankara Office were given training about the new product at Ankara Rescatese Hotel on 18-19 November 2015. Attended by 40 people, the training started with a speech made by Alarko Carrier Dealership Sales Manager Ali İsmet Koçak. Koçak talked about the novelties offered by the E Series VRF Systems and the general condition of the VRF systems market in 2015. Then, Faruk Gençyiğit, Product Manager for Alarko Carrier Residential and Commercial Air-Conditioners, and Technical Manager Tuncay Kültür gave the 2-day training in a coordinated fashion. During the interactive training, it was explained that numerous features of the Toshiba VRF system, such as continuous heating, compressor back-up system, seasonal efficiency of more than 7.00 in cooling and 22 HP capacity in a single module, would make a big difference compared to the competition in the industry. In addition, Alarko Carrier Ankara Dealership Sales Department Chief Alper Özgür informed participants about specific site applications. The training ended with hands-on practice on a computerized selection program on the 2nd day.

Toshiba E Series VRF Systems are in Turkey

Visit to the RC GROUP SPA Plant

Our Company hosted major actors of the data center market at the plants of RC GROUP SPA. A trip was organized in November 2015 to the plant of RC GROUP SPA, for which Alarko Carrier has been the Turkish distributor for 5 years. A group of 17 people set off from Turkey for Italy and first visited RC Group Spa’s precise controlled air-conditioner production facilities located 30 km from Milano. During the visit, information was provided by company officials and Precise Controlled Air-Conditioners Product Manager Merve Nama Ünsaç about the company, its new products and production line. The X TYPE system, which was newly launched by RC Group Spa with the aim of reducing the PUE value below 1.15 in data centers, drew quite an attention from participants and became the focus of the day. The group saw the X TYPE device first hand in RC GROUP SPA laboratories and received detailed information about the system from the manufacturer. In the days following the visit to the plant, a city tour was organized in Milano and trips were made to the Aquarium of Genoa and Portofino, as a pleasant way relaxation after a stressful 2015.
Alarko Carrier was at ISK-Sodex 2016 with a Remarkable Stand

The leader of the air-conditioning industry, Alarko Carrier was an exhibitor at ISK-Sodex 2016, which was organized at Istanbul Exhibition Center (CNR Expo) on May 4-7. The Company’s heating, air conditioning, water pressurization and automation products, developed with the latest technology and designed so that the use of natural and the environmental impact could be minimized in all stages from production to usage, were showcased for the appreciation of visitors and other exhibitors. At the exhibition, which served as a meeting platform for professionals who wanted to follow up the latest trends and developments in the industry, visitors showed great interest in Alarko Carrier’s stand, where graffiti works were displayed to draw attention to global climate change.

Giving information about the “ISK-Sodex 2016 International HVAC, Cooling, Pumps, Valves, Fittings, Water Treatment and Insulation Exhibition”, Alarko Carrier General Manager Önder Şahin commented, “We were very happy to exhibit, once again, at ISK-Sodex, which is considered the industry’s most important event. At the exhibition, we presented our smart solutions for buildings, condensing boilers and combi boilers, wall-mounted air-conditioners, VRF air-conditioning systems, circulator pumps, high-temperature heat pumps and compression type Cooling products. With environment-friendly products developed using the latest technology, we demonstrated Alarko-Carrier’s competence to local and foreign visitors and exhibitors. As in previous years, we made a difference with this year’s stand and used a design that drew attention to global climate change, which is one of the most important issues of our day.”

On the second day of the exhibition, the Alarko Carrier stand was visited by Mr. İzzet Garih, Chairman of the Board of Directors, Board Member Mr. Niv Garih and Chief Executive Officer Mr. Ayhan Yavruçu, who toured the center and received information from General Manager Önder Şahin about the exhibition concept.
Alarko Carrier Sponsors "Data Center Dynamics Converged Istanbul 2015"

Alarko Carrier sponsored the Data Center Dynamics 2015 Istanbul conference held in cooperation with RC Group at Haliç Congress Center on 8 December 2015. Having been making RC GROUP SPA products available to Turkish customers since 2011, Alarko Carrier presented precise controlled air-conditioning solutions for environments such as data centers, system rooms, laboratories and hospitals where temperature and humidity should be controlled within very narrow tolerance limits, to the industry’s service with its brand assurance and the 50-year experience of RC GROUP SPA. At their stand at the DATA CENTER DYNAMICS conference organized in Istanbul for the 6th time, Alarko Carrier representatives displayed RC GROUP’s precise controlled NEXT EVO INV DX air-conditioner with a 10 kW inverter, presented the company’s current product range and gave detailed information about the newly launched X TYPE system. The most important criterion considered when creating an efficient, energy-saving data center is the PUE value, which is calculated by dividing the data center’s total energy consumption by the energy consumption of IT equipment. The ideal value is 1. RC GROUP SPA stated that the new X TYPE system designed for data centers could bring the PUE value to 1.15. The system can achieve this efficiency even with high external temperatures by using a method called free cooling, by which mechanical cooling is shut down and external air temperature is used for cooling purposes. During the “Solution Stage” session of the Data Center Dynamics Istanbul 2015 conference, Precise Controlled Air-Conditioners Product Manager Merve Nama Ünsaç made a presentation, comparing the X-TYPE system to other available systems and giving details about its advantages and working principle.

Mersin Navona Hotel Prefers Toshiba VRF Systems

Toshiba VRF systems were Hotel Navona’s air-conditioner of choice. Guests of Hotel Navona, a boutique hotel located in the center of Mersin, only 1 km from the Marina, will enjoy the beautiful blue of the Mediterranean and hear the sound of the sea with the comfort of the silent Toshiba air-conditioners.

The DC Twin Rotary compressor technology used in Toshiba’s VRF systems maximizes energy efficiency with precise inverter control while simultaneous aging of the compressor and external units results in a comfort that is easily distinguished from the competition. The name of the new Hotel Navona in Mersin comes from the famous piazza in Italy. Inspired in its design by Piazza Navona, a typical example of the Baroque architecture, Hotel Navona is a special building, from its facade to interior decoration. The 14-floor Hotel has 72 rooms, 2 king rooms, a capacity of 172 beds and 3 ballrooms which can serve 50-1000 guests on special occasions. For the air-conditioning of Navona Hotel, 19 external and 120 internal units with a cooling capacity of 855 kW were used from the Toshiba SMMS-i series.
**Gloria Sports Arena**

**Chooses High-Efficiency Carrier Products**

LEED is a certification developed by the U.S. Green Building Council for environment-friendly buildings. LEED is the most common, reliable and recognized “Green Building Certification System” around the world. It is intended to create green buildings and settlements that respect people and nature for a more livable world. Gloria Sports Arena, owned by Özaltın Holding and located in Belek, Antalya, has 35,000 m² of outdoor facilities, 5,800 m² of water sports facilities and 6,800 m² of indoor facilities. Using 3 high-efficiency Carrier screw compressor chillers from the new series for its dividable gyms, 6 swimming pools, field hockey field and football fields, Gloria Sports Arena received LEED certification (Leadership in Energy and Efficiency Design).

Main features of the project which were deemed worthy of LEED certification included the following:

- Energy consumption: 26% less energy is consumed than a reference building described by ASHRAE 90.1-2007.
- Renewable Energy: Nearly 5% of the building’s total energy consumption comes from renewable energy.
- Water consumption: Nearly 35% less water is consumed than the reference building. The global HVAC leader and inventor of the air-conditioner, Carrier was preferred for project development and consultancy in this project, in which Mechanical Installation Design and Consultancy Services were provided by FNP Filiz – Nail Pehlivan Mekanik Tesisat Sistemleri Mühendislik Müşavirlik Ticaret Ltd. Sti. Screw compressors with frequency inverter and water-cooled 23XRV chillers, which cause no harm to the ozone layer and offer energy efficiency above global standards, are the best in their class in terms of low maintenance and operational costs. These devices are very silent since there are only 3 moving parts. They are unrivalled in efficiency and there is no surge risk thanks to the compressor structure. Offered with a large range of capacity, 23XRV chillers are designed for a lifetime of efficiency and reliability, and this is why 4 Carrier 23XRV chillers and Alarko Carrier assurance were preferred in this project.
Alarko Carrier Undertakes Automation of Air-Conditioning at TED University

Alarko Carrier continues to combine quality with comfort for the distinguished educational institutions of Turkey. As part of the Campus Expansion Project for TED University in Ankara, Alarko Carrier completed the automation of air-conditioning and introduced a Building Management System for the new additions to the Campus.

For the 6 completed blocks, air-conditioning elements in all educational areas and students’ living spaces could be controlled via a single computer. Maximum energy efficiency and comfort was aimed at in the project, which made a difference with Automated Logic Corporation DDC equipment and the WebCTRL software. Thanks to Automated Logic Corporation, the Building Management System enables controlling all ventilation, heating and cooling equipment under specified scenarios; makes it possible to achieve the targeted energy efficiency and promises many advantages for the future.

Since an unlimited number of points and users is allowed, any new building constructed in the campus or any new device added can be integrated to the Building Management System.

Users can check, monitor and report data by connecting to the system software WebCTRL via the internet, intranet or GSM, using their PC, IOS, Android tablets or phones within the limits of their authorization. Parking lots where students and lecturers park their cars, lecture halls, cafeterias and all other areas can be checked spontaneously and adjustments can be made easily.

Alarko Carrier Table Tennis Team Ranks 3rd in the Premier League of Kocaeli Inter-Company Table Tennis Association

Having been the champion of the KKMTSD Premier League in the 2014-2015 season, the team ranks 3rd in the first half of the 2015-2016 super league. Teams placed in the first ranks will represent Kocaeli in Turkey Championships. After the completed matches, the Premier League standings are as follows:

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Ebru Dişiaçık Receives Yet Another Award, This Time from Alarko

Having won the second place in the short story competition organized by Ankara Altındağ Municipality and in the “Stories of Holding on to Life” competition organized by the Turkish Association of Hematological Oncology, Ebru Dişiaçık was also presented with a “Personal Achievement Award” by Alarko family.

Ebru expressed her feelings with the following words: “I was totally surprised by this personal achievement award given by my company. I was found worthy of this award because I won the second places in the short story competitions that I entered in 2015. This is a source of great happiness and pride for me. It is inexplicably pleasing for a person to be recognized for what they do to express and improve themselves and ultimately, to be happy. In fact, I am holding on to life too. 2015 was a very productive year for me in terms of writing. There will be more competitions. But most important of all, I already have two book projects in my mind... I will always write, try to express our shared feelings and concerns, and access those aspects of life which are hard to touch.”
Publicly-held Group companies Alarko Holding A.Ş., Alarko Carrier Sanayi ve Ticaret A.Ş. and Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. held their Ordinary General Assemblies in March and April to evaluate their 2015 activities.

During the General Assembly Meeting of Alarko Holding A.Ş. held on 28 April 2016, 2015 activities of Alarko Holding A.Ş. were evaluated and the Group’s investment goals for 2016 were discussed and it was decided to distribute to shareholders dividends of TL 58,101,420 (gross), which had been transferred from the profits of the previous year to the reserve for contingencies.

Alarko Carrier Sanayi ve Ticaret A.Ş. held its General Assembly Meeting of 2015 on 29 March 2016. The activities of Alarko Carrier Sanayi ve Ticaret A.Ş. in 2015 were evaluated during the Meeting, which started with the reading of the message from the Board of Directors. The net profit of Alarko Carrier Sanayi ve Ticaret A.Ş. for 2015 was announced to be TL 36,925,398; and it was decided to distribute to investors cash dividends of TL 44,496,000 (gross), which corresponds to 412% of the issued capital and of which amount TL 33,526,725 (gross) was to be paid from the profit for the period and TL 10,969,275 (gross) was to be paid from the part of the profits for 2013 which had been transferred to the reserve for contingencies.

The Ordinary General Assembly Meeting of Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. for 2015 was held on 25 March 2016. From the profits of TL 31,791,243 for the operating year 2015, it was decided to distribute to shareholders dividends of TL 6,710,000, which represents 63% of the issued capital.

Believing in the power of combining more than 60 years’ experience and corporate culture with the innovations required by the market, Alarko Holding has renewed and strengthened its online presence. Having a user-friendly design and updated content, www.alarko.com.tr is online with its new face.
Alarko Holding Receives “Respect for People” Award from Kariyer.Net

Being one of the most prestigious awards in the Human Resources sector and granted each year by Kariyer.Net to those companies which act in the most ethical and professional manner in their relations with candidates, the “Respect for People” Awards have been distributed for the 15th time. The award ceremony was organized on the first day of the Human Resources Summit 2015, which took place on February 17-18 at Lütfi Kirdar Congress and Exhibition Center; it was a source of pleasure and excitement for Alarko Holding to be awarded for our recruitment practices at the Holding, Land Development Group and Energy Group level.

“Interview with Alarko at Campus” Event at İTÜ’s Maçka Campus

Organized as part of the “Alarko Employer Brand Project”, the first “INTERVIEW with ALARKO at CAMPUS” event took place on 23-24 February 2016 at the Maçka Campus of Istanbul Technical University (İTÜ), attracting intensive attention of students.

Applications were received simultaneously via the digital platform LinkedIn, and job and internship interviews were held at the campus in 2 simultaneous individual sessions over 2 days with students or new graduates of faculties of Business Administration, Economics, Engineering and Social Sciences.

Alarko Talent Day 2016

As part of the “Alarko Employer Brand Project” the second “Alarko Talent Day 2016” took place on 27 May 2016, bringing together 60 talents at our Holding’s Head Office in Istanbul and at Alarko-Carrier Gebze; young talents from various universities of Turkey had the opportunity to meet the Alarko Family in person.

The program started at the Head Office of Alarko Holding with the greetings of Alarko Holding CEO Ayhan Yavruçu and the speech of Alarko Holding Board Member Niv Garih, a presentation by the Human Resources Department of Alarko Holding, IamYOUTH Project Presentation, distribution of Certificates & Awards and a Cocktail, and continued in the afternoon at the Gebze Head Office of Alarko-Carrier with a speech made by Industry and Trade Group Coordinator Önder Şahin, a Company Presentation and a Product Presentation by Marketing and Support, ending with a tour of the Alarko-Carrier Plant.
AİK Gets to Know Its Leaders

Alarko Future’s Club hosted Mr. İzzet Garih, who made a speech on “Alarko and Institutionalization” as part of the “AİK Gets to Know Its Leaders” event organized in the Alarko Carrier Conference Hall. AİK members were able to get to know their managers better and learn from the experiences of Mr. İzzet Garih at the “AİK Gets to Know Its Leaders” event, during which many subjects were covered, including management, business relations, organization and finance. Having been much awaited, the event attracted a large turnout and it was promised that such events would continue to offer people the opportunity to get to know other leaders of Alarko more closely.

“Introduction to Sailing” Program

Upon the requests of those AİK members who were interested in water sports, an introductory sailing class was organized on May 22, Sunday. After a tasty breakfast at Kalamış Posh Braserie, members received both hands-on and theoretical training from Genoa Sailing and then enjoyed a 2-hour sailing experience towards Sarayburnu.

Alarko Future’s Club Business Cup

Alarko Future’s Club joined the first Inter-Company Football Tournament organized in Kocaeli with the Alarko Future team consisting of employees from Group companies. Our team was very successful in the Business Cup tournament and completed the group stage at the first place. Alarko Future team eliminated their rivals in the quarter-finals and semi-finals and completed the tournament at the second place, signaling possible championship for the next season.

ATV and Paintball Adventure with AİK

Members and their friends and families came together for the ATV and paintball event organized by AİK and spent a weekend packed with activities in the heart of nature at the Karaaslan camping site located near the Yuvacik dam. AİK members interested in outdoor sports were very pleased to take part in the event, during which there were many moments of fun and excitement.
organized by the Social Event Committee of Meram AİK, the tour of Belgrade, which means “white city” in Serbian, began on 8 April 2016. AİK members were enchanted by the city, home to 2 million people including all its suburbs, which they had the opportunity to discover for two days, with its beautiful nature, green parks, lively clubs, bars and restaurants.

Trip to Erciyes

A trip was organized on 13-14 February 2016 to Mount Erciyes (Kayseri), which is one of the highest mountains of Turkey and hosts some of the country’s best ski resorts. Meram AİK members had the opportunity to enjoy skiing and snowboarding for two days, enjoying the winter cold and beautiful scenery.

Meat Dishes Workshop with USLA

Alarko Future’s Club members learnt how to cook meat dishes from Austrian, Hungarian and Mexican cuisines in a food workshop titled “Meat Dishes from the World” which was organized by the AİK Training Committee with USLA (International Hospitality Academy). Participants tried their hand at cooking schnitzel of veal, goulash of veal and fajita and enjoyed what they cooked together at the end of the workshop.

Volleyball Tournament with Meram AİK

The tournament took place in the Headquarters Sports Complex of Meram Elektrik Dağıtım A.Ş. with the participation of 14 teams and a total of 94 players. Lasting nearly 8 weeks, the tournament drew quite some attention. An opening ceremony was organized for the 31st Term of Meram AİK after the tournament. Members of the champion team were rewarded with a quarter gold coin.

Interview with Dalia Garih at the Ankara Office

AIK Ankara representation office had a pleasant interview with Dalia Garih at the Ankara Office on 23 February 2016. Ms. Dalia shared her knowledge and experience in different subjects, including the purpose of AİK, her memberships, art etc. with the young participants. Ankara team was very pleased to have the opportunity to benefit from Ms. Dalia’s experience and knowledge.
Meram AİK-Interview with Leyla Alaton

On the occasion of March 8, International Women’s Day, woman members of Meram AİK met with Leyla Alaton, Member of Alarko Board of Directors. In addition to focusing on women’s presence in professional life and the secrets of success, Ms. Alaton also talked about her beauty secrets, successful career and private life and answered the questions of AİK members in an atmosphere of cordial conversation.

A Trip to Cappadocia with AİK

A trip was made on May 14-15 to Cappadocia, a region which hosted many civilizations through history and was inscribed in UNESCO’s World Heritage List in 1985. The tour started at Ihlara Valley and then participants visited the DERİNKUYU underground city, Cappadocia’s largest underground city, and many other touristic destinations such as the Güvercinlik Valley, open-air museums of Urgup and Göreme, Hacı Bektaş-ı Veli Museum, Uçhisar Castle, Asmalı Konak and Turasan Wine Rooms. Those interested in photography had the chance to shoot spectacular pictures during the trip. Participants also tasted local food and watched some traditional pottery work in the workshops of Avanos for a thoroughly enjoyable weekend.

AİK Makeup Training

As part of the “Extraordinary Breaks with AİK” events, which have been organized for 2 years now and already turned into a tradition, AİK hosted the famous hair and makeup designer Gökhan Yalçınler. In the event, which attracted great attention from women, Yalçınler made a small presentation about makeup and shared some practical makeup tips such as makeup styles by face type, the ideal makeup in professional life and choosing the right colors. There was a Q&A session after the presentation, during which participants had the chance to learn more about the details they were curious about.

PES Tournament with Meram AİK

Organized for the second time, PES Tournament 2016 took place on 1-11 February with 25 participants. The winner was Mr. Cankat Yavuz, Energy Market Assistant Specialist at MEPAŞ, and his prize was a PlayStation 4 game console and PES’16.
Hillside Beach Club’s Chief Instagram Officer (CIO) Project Selected the “Best Social Media Campaign” in the 14th Golden Spider Web Awards

Hillside Beach Club’s “Chief Instagram Officer” project was selected as the year’s most successful project in the category of Social Media Campaigns at the 14th Golden Spider Web Awards, known as the Oscars of the Internet. Awards were distributed in 41 different categories in the awards ceremony which took place at UNIQ Istanbul. The “HBC Chief Instagram Officer” project successfully passed the preliminary qualification, qualification groups and the final stage assessments made by a jury of 24, consisting of leading figures from the IT, media and business community; and it was found worthy of the award.

Launched by Hillside Beach Club in 2015 for the second time with the participation of Turkey, there were 50 thousand submissions for “Chief Instagram Officer” from across the world and the project reached 23.5 million Instagram users. As part of the project, which was launched with the slogan “job @ heaven on earth”, 6 CIOs were selected from a number of cities across different continents, from South California and Berlin to Rio de Janeiro and London. Pictures shared were evaluated based on 10 specific criteria and owners of the best 6 pictures experienced Hillside Beach Club and managed the hotel’s Instagram account for 1 week as Chief Instagram Officer.

Hillside Beach Club became the first company in the world to do recruitment via Instagram and the project, which was included in Business 2 Community’s list alongside major international brands, was shown among the best projects of last year. Announced in 2015, the project was also covered by such news resources as yahoo.com and thrillist.com which reach wide audience groups around the world.

Guests of Hillside Beach Club Enjoy the “Feeling Good Week”

Hillside Beach Club offered its guests a very special experience with the Feeling Good Week organized on May 8-14. Guests had a pleasant time at the yoga and fitness classes, breathing and dance therapy sessions and aroma, juice, mandala and terrarium workshops during the Feeling Good Weekend. Activities supervised by specialists helped guests who wanted to relax and rest their body and soul discover the ways of feeling good.

As part of the Feeling Good Weekend events, fitness classes were given by Christina Howells, founder of UK’s popular site “That Girl London” and talks were organized about how to maintain a balanced diet, with Rob Hobson, nutritionist and author of “The Detox Kitchen Bible”.

In the aroma workshop, guests had an enjoyable journey into the mysterious world of scents. In the terrarium workshop, guests discovered how plants from nature could be placed in glass vases in the most esthetic way. Those who wanted to relax their spirit with the power of colors discovered all about mandala and had a difference experience of meditation. Interested guests learnt about juicing, the rising trend of healthy nutrition, in the juicing workshop.

The “Wellness Lovers” kiosk, one of this year’s novelties at Hillside Beach Club, was greatly appreciated. Seekers of new tastes will be quite pleased at the Wellness Lovers kiosk, which offers healthy and tasty options for those who prefer to follow the rising nutritional trends of recent times.

Due to strong demand, Hillside Beach Club will organize the Feeling Good Week again on October 9-15 to offer its guests the opportunity to spend enjoyable hours and relax physically and spiritually.
In its renewed, dedicated Functional Training® area, Hillside City Club Etiler offers many different workout options from TRX and rope training to Roman Rings and plyometric training. Being a rising trend in the fitness world, Functional Training® is a training system which mimics basic daily functional movements such as pushing, pulling, squatting, turning, lifting and modes of walking (walks and runs) and involves the use of free weights and alternative special equipment. The Hillside Functional Training® system focuses on working multiple muscle groups instead of a single muscle group with exercises for balance, strength and conditioning, and therefore helps muscles get stronger and the body get tighter much faster compared with many other sports. This training system also helps people make their daily functional movements easily. Hillside Sports Team members have international training certificates for Functional Training® and can develop personal training programs using special measurement systems.
Hillside City Clubs Welcome Summer with Burc Beach

Hillside City Club has opened the swimming pool and sea season. Thanks to the special arrangement made with BURC Beach, members of Hillside City Club Etel and İstinye can enter BURC Beach, the best beach of Kilyos, free of charge and benefit from a 15% discount in expenses by using their personal entrance card. Hillside Sports Team has prepared a training program which starts at 16:00 every Saturday and Sunday so that guests can enjoy sports with different forms of workout from Zumba to Tabata at BURC Beach. In addition to water sports such as kiteboarding, catamaran, wind sailing etc. BURC Beach offers activities such as beach volley and beach football.

With a swimming pool concept that is reminiscent of New York’s terraces, Hillside City Club-İstinye strikes attention with its outdoor swimming pool, all-white sunbathing terrace and Jacuzzis. Yoga and Pilates classes, pool-side movie screenings and sports parties are also organized at Hillside Teras.

Hillside City Club-Trio offers its guests the atmosphere of a holiday resort with its swimming pool surrounded by palm trees and large turf areas. At Trio, numerous activities are organized with the attendance of experienced Hillside trainers, including pool volley, matkot, ping-pong, aquapump, boot-camp and YogaFit on the lawn. Members may also take part in stroke swimming classes.