

We Continue to Invest in Our Core Fields of Operation

In this issue, 'The News', reports the news about the extremely active and successful work in our Group of Companies. On January 5, 2017, Ankara-Keçiören-AKM metro line that our Contracting Group has successfully completed, came into service by the President Recep Tayyip Erdoğan and Prime Minister Binali Yıldırım. The bidding of Kaynarca-Pendik-Tuzla Metro Project in İstanbul was awarded to the joint venture in which 'Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş.' owns a share of 50%. Our Contracting Group has completed the first three phases of 'Treatment Project' that they maintain in Astana before its contract time. Niv Garih was appointed as the Chairman of the Board of Directors to Alarko Carrier San. ve Tic. A.Ş. Alarko Carrier ranked first among the organizations of Carrier all over the world, in the field of sales performance in 2016 and it was granted the 'Sales Award'. Alarko Carrier was also introduced among the most social brands and won the awards of the sector's most valuable brand in Turkey and the company with the best export performance. Our Energy Group has heralded that they are about to finish the first unit of Karabiga Power Plant having an installed capacity of 1320 MW. Our Electricity Distribution Company MEDAŞ has announced that it will invest 1,3 billion TL more by 2020 while continuing its services in a wide area covering 6 provinces. Our Tourism Group has started the construction works of Hillside Karpaz Resort, whose first phase will cost 110 million US\$, in a 450 acres of area in Karpaz, Cyprus. Together with these great news, we enjoy sharing more news and photos with you, coming from our Group of Companies in the following pages of our magazine.

New investment decisions came from our groups one after the other. In addition to many new investments in energy area, new Hillside Resort in Cyprus, new metro tenders and more...



Kaynarca-Pendik-Tuzla Metro Project is Beginning

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Karabiga Power Plant Project is on the Brink of Completion

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Hillside Beach Club Kept Its Pioneer Position by Initiating a System of Reservation on Social Media

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ONLINE İŞLEM MERKEZİ

Online İşlem Merkezi ile 7/24 tüm işlemlerinizi parmaklarınızın ucunda...

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- ABONELİK İPTALİ
- BORÇ SORUŞTURAMA VE ÖZEMELERİ
- FATURA İTİRAZLARI
- BİLGİ GÜNCELLEME



HILLSIDE "SNAP-J"LER ARIYOR!

Yeni bir ekipman için doğru ekipmanı bulmak için doğru ekipman için doğru ekipman...

SNAP-J'LER ARIYOR!

Yeni bir ekipman için doğru ekipmanı bulmak için doğru ekipman...

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SNAP-J'LER ARIYOR!





We are Increasing our Investments in our Fast Growing Country

Distinguished Friends and Shareholders,

As we leave behind the first half of 2017, we have witnessed important political developments both at home and around the world. The new era in the USA, England and France is an indication that the people of these countries are in search of new expectations, hopes, norms and especially economic solutions.

These developments that cause countries to compete in the economic sense will definitely be felt in our country as well. Due to our devotion to the lands we were born and raised in and the fact that service has always been our main principle, we will strengthen our competitiveness and continue to increase our existing operations' productivity and consistency.

After the loss of Mr. Ishak Alaton, Niv Garih, our 3rd generation's representative and member of the Alarko Holding Board, was appointed as the Chairman of the Board of Alarko - Carrier, an important exports base of our Group. We firmly believe that he will make important contributions to our company due to his meritable education and the experience he gained abroad and in the various divisions of our company. Alongside its commendable performance, Alarko - Carrier also received the "Sales Award" of Carrier Global this year. Alarko - Carrier once again received this award for the prestigious and strategic sales it concluded through the year. Hence, I sincerely congratulate everyone who was part of the efforts asserted and contributions towards this award.

Looking forward, our priority will be to maintain our domestic investments' program with no delays or setbacks. The first 660 MW unit of our Karabiga thermal power plant with a total capacity of 1.320 MW will start production towards the end of the year. Moreover, our solar energy plants with a total capacity of 55 MW, whose construction is ongoing, has been commissioned to a great extent and has started production. Thanks to the rainy winter season, our Karakuz hydroelectric power plant is continuing production at full capacity. MEDAŞ, our electricity distribution company is continuously making investments towards developing its service quality. As a whole, the total of the above mentioned investments of our energy group will reach approximately 1.5 billion USD.

We are planning to meet the resources needed for our future investments by transferring the profits we obtain from our contracting services abroad to our capital. In addition to the infrastructure construction works we have undertaken already, we won another metro tender, this time on the Asian part of Istanbul. We intensified our efforts to use the experience we have acquired in this respect not only at home but also abroad. We are continuing to work on adding infrastructure and railway projects to our backlog, especially from the Eastern European market.

We will also try to take part in infrastructure tenders in the Sub-Saharan area, a market we plan to go into in the foreseeable future; our main objective will be to start an infrastructure project in 2018.



İzzet Garih
Chairman of the Board

In the tourism sector, we are planning to attain and develop the success we have had at Fethiye Hillside Beach Club, which we own and operate, in "Hillside Karpaz" Cyprus Hotel and Holiday Village investment. The construction of our Cyprus holiday village in the Karpaz area over a lot of 100 acres which we obtained the building license for, has started. The sum of this investment's 1st phase is estimated to be approximately 110 million USD.

As our country went through an important referendum trial, we believe that the upcoming months will be a recovery period and that opportunities will present themselves so that we reach the targeted levels in development.

Lastly, a period of vitality and dynamism in the economy awaits us at this period in which foreign currency inflows will increase.

With my deepest respect,

First Three Phases of Astana Kazakhstan Taldykol Treatment Project Completed Ahead of Time

Three different projects consisting of the modernization of the Taldykol Treatment plant in Astana, the capital of Kazakhstan, increasing its capacity, setting up a chemical treatment system to enable treatment in UNESCO standards promised to the Astana Governorship were completed before final date and delivered to the employer.

- Phase 1 planned to be finished in 29 months according to the contract was completed in 7 months,
- Phase 2 planned to be completed in 19 months, was completed in 11 months,
- Phase 4 planned to be finished in 36 months, was completed in 24 months and delivered to the Astana Governorship.

Phase 1: Laying of 11 km pressurized HDPE pipeline with a diameter of 1.200 mm, construction of maintenance workshops, auxiliary facilities, security buildings, and procurement of operation and maintenance equipment within the scope of this phase have been completed.

Phase 2: Rehabilitation of the 65.000 m² aeration tanks and ultraviolet plant, setting up of a package lab unit, procurement and assembly of the aeration building compressors, the rehabilitation of the 2 primary sludge pump houses and in-plant asphaltting and landscaping works within the scope of this phase have been completed.

Phase 4: The construction of chemical treatment building with a 254 thousand m³/day and the auxiliary units have been completed and the treated water at the plant is being discharged into the Esil River flowing through the center of Astana. With the commissioning of the chemical



treatment facility, the existing waste water treatment plant has become one up to UNESCO standards.

Lake Deepening and Recultivation Earth Works of the 3rd Phase of the Taldykol Treatment Project Ongoing at Full Speed

The cleaning and deepening of the Taldykol Lake project, an ecological project of major importance for Astana will be completed as of the end of 2017.

When the project is finished, the swamp area around the lake will be completely dried and the existing reed bed will be freed from mosquitoes and unpleasant odors and turned into a liveable area.

Cleaning approximately 5,6 million m³ of mud deposited at the bottom of the Taldykol Lake with a total volume of 65 million m³ which is polluted by the treatment plant of Astana using underwater excavation equipment and geotextile tubes has been accomplished successfully. Following the cleaning of the lake, 750 thousand m³ of deepening and 4,3 million m³ of earth infill were carried out and 740 thousand m² has been levelled.





Mud removal was handled with 5 dredgers with a capacity of 8,500 m³/hr, the mud drawn from the lake was directed into geotextile bags to be stored thus completing mud drawing and separation. The plant is planned to be completed by the end of September 2017.

Commissioning Works at the 5th Phase of the Taldykol Treatment Project Ongoing

The existing treatment plant with a capacity of 136.000 m³/day of Astana has been raised to a total of 254.000 m³/day with the commissioning of the newly built treatment plant with a capacity of 118.000 m³/day.

The project includes: 1 grid arrester building, 8 primary sedimentation tanks, 12 secondary sedimentation tanks, 1 aeration tank, 2 gravity tanks, 1 treatment building, 1 compressor building, 1 bunker building, 9 inplant drying pools, 2 drying pools at Taldykol Lake, solid sediment pump house buildings, various pump stations, in-plant piping works, laying a 9 km long 1.200 mm HDPE and 4,6 km long 1400 mm steel pipe have been completed. Clean water was given to the plant on 16 March 2017, following the successful completion of the clean water test, commissioning works started at the plant with treated water given to the system on 11 April 2017. Following landscaping and asphaltting works, the official opening of the project is planned for the Astana day celebrations in July 2017.



Architecture Finishing Works at the Kabataş - Mahmutbey Metro Stations Started

Tunnel boring and station construction activities are ongoing at the Kabataş – Mahmutbey Metro Project. Architectural works at the 4 stations whose concrete work has been completed has started.

Tunnel boring is ongoing at full speed at the 22,5 km long metro line which will start at Kabataş and reach Mahmutbey passing through Beşiktaş, Yıldız and Mecidiyeköy. The Yıldız station was passed with the 1st TBM that started from Fulya and will go all the way to Kabataş. The installation is being prepared at Kabataş for the 2nd TBM that will start at Kabataş and proceed in Fulya direction. Boring with this TBM will begin in the second half of the year.

The two ends of the tunnels between Mecidiyeköy-Fulya built using the conventional tunnel boring (NATM) method have been joined to each other. Moreover, the final concrete coating works of the tunnels in the Mecidiyeköy Fulya direction have started.

Fine architectural work has started at Veysel Karani, Çirçir, Karadeniz and Kazım Karabekir stations located between Mecidiyeköy – Mahmutbey.

The electromechanical works at these stations will begin once the brick wall, plaster, and platform concrete works within the scope of the architectural fine work are completed.



Ankara Now Has its Metros

The electromechanical works of 9 stations on the 9,25 km. long Keçiören-AKM (Atatürk Cultural Center) metro line whose construction started with the contract signed between the Ministry of Transport, Maritime Affairs and Communications Infrastructure Investments General Directorate and Alsim Alarko on 15 March 2016 has been completed and put in operation on 5 January 2017 with the participation of President Recep Tayyip Erdoğan and Prime Minister Binali Yıldırım. The infrastructure, superstructure, electromechanical and signalization works of the additional lines at the Macunköy Depot area and the electromechanical and signalization works at the Aşti Söğütözü section added to the Ankaray operation within the scope of the same contract are ongoing.



Alsim Alarko Turkey's Champion

Our Alsim Alarko Table Tennis team won the championship at the Intercompany Table Tennis Istanbul Championship organized by Turkish Table Tennis Federation and held at the Tozkoparan Sports Hall on 11 March 2017 and won the right to compete at the Turkish Championship held on 5-7 May 2017 in Kyrenia, Cyprus. At the end of the Intercompany Table Tennis Istanbul Championship held at Eşref Apakan Sports Hall in Kyrenia, Cyprus, the Alarko team consisting of Alper Kaptanoğlu (Deputy Chief Executive Officer), Murat Eriş (Assistant General Manager of Hillside Karpaz Club Project, Mesud Farahmand (Hillside Karpaz Club Chief of Logistics) and İrfan Tavukçuoğlu (Guest player) won the championship.





The Kaynarca - Pendik - Tuzla Metro Construction

Alarko-Cengiz İnşaat joint venture undertook the Kaynarca - Pendik - Tuzla Metro construction and electromechanical systems procurement, assembly and commissioning works.

The project of a total of TL 1.618.539.400 includes the construction of the 12 km long metro line and delivery of 8 stations on a turn-key basis. The construction period of the project is 1.020 days.

The Kaynarca-Pendik-Tuzla Metro Project where 6 TBMs (Tunnel Boring Machine) will be used consists of two separate routes:

- The Kaynarca (Tavşantepe)-Çamçeşme-Tuzla Line
- Pendik Center-Kaynarca Line

The 7,9 km long Kaynarca-Tuzla Line of the project whose site delivery was made on 28 April 2017 and whose mobilization activities have started and the Kartal-Kaynarca metro line that starts at the end of the tail tunnel and passes through Kaynarca Center, Çamçeşme, Kavakpınar, Esenyali, Aydıntepe and Tuzla Belediye Station ending at the end of the tail lines. The other line of the metro, the Pendik Center - Kaynarca Metro Line is 4,1 km long and will start at the Pendik Center Station operating as the existing Marmaray and fast train stations and reach the Kaynarca Center Station integrating to the line before the Hastane Station of the connection of the Rail System of Sabiha Gökçen Airport whose construction is ongoing. The BIM technology will be used in the project and the metro line stations will be designed using 5 dimensional design and all the necessary information including plans, sections, perspectives will be saved in the digital data base. Thus, the quantities, progress payments, planning and cost information will be tracked over the 3 dimensional model.

Works included within the scope of the project are:

- Tunnel construction works to be conducted with TBM or NATM technique,
- Construction and architectural finishing works and construction of



the entrance-exit buildings of a total of 8 stations, namely 6 on the Kaynarca-Tuzla Line and 2 on the Pendik Center-Kaynarca Line,

- Track works, energy procurement and distribution, traction force, illumination, signalization, control and communications, (SCADA, transmission, telephone, wireless, announcements, closed circuit TV, clock, access control, passenger informing, and passenger passage and charge collection systems), production of the systems, procurement of on-vehicle equipment,
- Installation of environment control systems (ventilation and air conditioning), fire alarm, fire protection and fire extinguishing systems,
- Platform separator doors, potable water, waste water and drainage systems, escalators, moving walkways, and elevators, track works, and related design, production procurement, assembly, testing, and commissioning works,
- Giving operation and maintenance training regarding all the systems for a duration of 24 months, operation supervision service, preparation of operation and maintenance handbooks, spare parts and consumable materials for two years and the procurement of special tools and equipment, training on-the-job and abroad.

Sapling Project Training Maintained in 2017

Training with the 2014 group of the Sapling Project continued on February 19-22, 2017. The group was given "Goal Mapping" training by Ateş Ataseven of Management Center Turkey. Then, the group did an example case evaluation on the homework they had prepared within the scope of the "Project Management" training given by the Istanbul Kurumsal Gelişim (Istanbul Corporate Development) company. Moreover, the samplings who came after reading the book "Execution - İş Yaptırabilme Sanatı" discussed the importance of work focused on success and result over what they read in the book and exchanged ideas about how they



could apply it in their work life in the future. The first training was completed by "Influencing and Convincing Skills" training given by Volkan

Mirzalı, trainer of Management Turkey on the last day. Members of the 2016 group of the Sapling Project have attended their second-year training between 13-16 March 2017. Participant received "Advanced Excel Training" from Hasan Aşlıcioğlu of Professional Minds. The training covered all shortcuts and reporting facilities of Excel, and also included applied sessions. TMI trainer İpek Ateşalp offered "Time Management" training, where participants were shown how to prioritize tasks and how to use time efficiently. Alarko Holding Board Member Niv Garih, who attended the meeting, shared the holding's views on the "Sapling Project".

Karabiga Power Plant Investment Progressing at Full Speed

More than 80% progress has been attained in the construction of the imported coal based Karabiga Power Plant with a total installed capacity of 1320 MW consisting of 2 units of 660 MW each.

Construction works and the power plant equipment delivery to the site have been completed. The electromechanical assembly works, cooling water off-shore and on-shore piping is progressing at full speed.



The steel and coating assembly of the spaceframe of the two coal storage yards of 46 decares (357m x 129m) each planned to be totally covered by a semi elliptical space frame at a height of 40 m. to suppress the dusting effect to the environment is ongoing. The boiler hydrotests of Unit-1 and Unit-2, the important interim deadlines for the commissioning of the plant have been completed successfully. Within this same context, the switching station has been completed, connected to the 380 kV national network and has gone into joint operation with the national network and electrical energy of 380 kV has been obtained to the power

plant. Power supply of 6,3 kV and 0,4 kV made to the plant by means of transformers.

In line with the objective of setting off the first unite of the plant with natural gas, the water purification plant, auxiliary boiler, compressed-air system, the auxiliary systems in which activities are ongoing according to the program have been commissioned recently. The cleaning of the auxiliary steam lines with steam from the auxiliary boiler has been completed. The no-load tests of the first coal stocking machine at the coal stocking area have been completed successfully. The tests at the central control station are ongoing. Assembly of the piping of the main steam pipes, the turbin-generator at Unit-1 and the other systems is almost completed. Currently, the site staff consists of a total of 3400 people, 2100 of whom are the staff of the electro-mechanical installation team. The annual production of the plant planned to be commissioned at the end of 2017 will be 10 billion kilowatts/hour.



Alarko Holding Board Members Visited Karabiga Site

Alarko Holding Chairman of the Board İzzet Garih, Vice-Chairman of the Board Vedat Alaton, Board Member Niv Garih and Financial Analysis, System and Planning Senior Vice President (CENAL Board Member) Ümit Nuri Yıldız visited the construction site on 16 May 2017. Following the visit of the site, the group met the Site Manager and Site Chiefs for detailed briefing.



MEDAŞ-TEDAŞ Coordination Meeting

A coordination meeting was held between Meram Electricity Distribution Co. (MEDAŞ) and Turkish Electricity Distribution Co. (TEDAŞ). Issues such as project approvals to be studied in coordination, planning of the provisional acceptance and expropriation to be handled during the process of realization of the investments were discussed at the breakfast meeting held at the MEDAŞ General Management Training Hall. MEDAŞ General Manager Erol Uçmazbaşı and TEDAŞ Area Coordinator Tolga Erbil as well as MEDAŞ-TEDAŞ executives participated at the meeting. At the meeting, the MEDAŞ executives stated that the number of projects were increased directly proportional to the annual 2,5 times increase in the investment budget of the 2016-2020 application period and the importance of working in coordination with TEDAŞ in order to be ensure to put into use these investments. MEDAŞ, active in 6 provinces including Konya, Karaman, Niğde, Kırşehir, Nevşehir and Aksaray, evaluated the investments following privatization and pointed out that every year serious investments were made to enable electricity distribution taking into consideration the requirements of the area.



MEDAŞ Maintains In-company Training

Meram Electricity Distribution Co. (MEDAŞ) is placing emphasis on training in order to increase its service quality. MEDAŞ gave training in numerous areas to hundreds of its employees all through 2016 at Meram Academy established for this purpose. The objective of this endeavour is to increase the level of knowledge of the employees with training on occupational health and safety as well as personal development and professional competence. MEDAŞ General Manager Erol Uçmazbaşı who gave information regarding training activities pointed out that company employees were continuously supported with various training programs. Uçmazbaşı stated that due to the particularities of the electricity distribution service they were in constant contact with the customers and added, "Job safety trainings are our sine qua non. We keep our employees on constant training to do our job better from the view point of professional competence. However, we also give as much importance to personal development trainings because we believe that as a company giving service to 1,8 million customers, improving service quality will increase customer satisfaction."



Meram Academy for Training in All Areas

Emphasizing that they allotted serious time and budget to training, Uçmazbaşı stated that they had established a training unit called "Meram Academy" giving online service to accelerate their training activities. Uçmazbaşı said, "We established Meram Academy two years ago. No doubt, using this unit effectively and intensively was more important. We gave it serious

importance to be able to give training by saving time to our friends working in six provinces. Looking at the point we have attained as a result, we realize that we have made continuous development in these two years. Thanks to these efforts, in 2016 we gave a total of 126.368 hours of training on 90 different subjects. Our aim is to develop this further in 2017.

MEDAŞ Convened with the Union of Contractors

MERAM Electricity Distribution Co. (MEDAŞ) and Konya Contractors Union (KOMÜT) met at a breakfast at the KOMÜT Building. MEDAŞ General Manager Erol Uçmazbaş, Deputy General Managers Eyüp Erduran, Muhammet Metlek and Mustafa Başer, Unit Managers and Konya Contractors Union President Ekrem Demirci and numerous union members participated in the meeting.

An exchange of opinions between union members and MEDAŞ and the problems of the contractors were discussed at the meeting. MEDAŞ also mentioned its new investments for the new year and gave details. MEDAŞ executives answered the requests of the Union members. Pointing out that the meeting had been useful, KOMÜT President Ekrem Demirci thanked MEDAŞ General Manager Erol Uçmazbaş for their visit.



Governor Canbolat Visits MEDAŞ



Konya Governor Yakup Canbolat visited Meram Elektrik Dağıtım A.Ş. (MEDAŞ). Konya Governor Yakup Canbolat who was met by MEDAŞ General Manager Erol Uçmazbaş was given information on the works done in Seydişehir and Beyşehir and the activities conducted in 2016. Governor Canbolat was also briefed on activities conducted to increase the service quality of MEDAŞ active in Konya as well as the provinces of Karaman, Kırşehir, Niğde, Aksaray and Nevşehir.

MEDAŞ's Investments Continue at Full Speed

MERAM Electricity Distribution Co. (MEDAŞ) organized a press conference to give information regarding its investments. MEDAŞ General Manager Erol Uçmazbaş and Deputy General Managers Eyüp Erduran and Mustafa Başer participated in the program in which numerous press members were present. At the conference where information regarding investments was given, participants were told that distribution service was given to an area of 80 thousand kilometres square consisting of 6 provinces including Konya, Karaman, Niğde,

Kırşehir, Nevşehir and Aksaray, 65 boroughs 334 towns, 1379 villages and 512 plateaus and that investments including small auxiliary stations were made in approximately 6000 spots in 2016.

MEDAŞ General Manager Erol Uçmazbaş stated they were planning to make investments totaling TL 1,3 billion between 2016 and 2020 and said, "Investments made in 2016 was TL 268 million. As a result of these investments we attained an 80.064,69 km long distribution line and 48.590 power distribution units. Moreover, we supplied meters to 34.613 customers." General Manager

Erol Uçmazbaş said that in addition to investing in improvement and expansion, they also gave priority to illumination investments in 2016.

The Reason for Planned Power Cuts is Investment

Uçmazbaş who also gave information regarding planned power cuts saying, "The reason for planned power cuts is the investments being made. They are not the result of breakdowns or out of control. These two should not be confused. People should be informed of power cuts that are a must to enable making the said investments and maintenance work. Unless we make the said investments and maintenance work, the defects will come up as breakdowns. Therefore, we expect our citizens to be tolerant. Mr. Uçmazbaş also mentioned about investments in the SCADA system. As a result of the expansion of the existing SCADA system, they will be instantly informed about energy interruptions at more points and the problems can be remotely eliminated.



Işık University Construction Club Seminar

Önder Kazazoğlu, the Executive Vice President of Alarko Group of Companies Energy Group, gathered with students at a seminar called "Life After Graduation" held by Işık University Construction

Club on 29 March 2017. Kazazoğlu who stated that in addition to a decent education, one has to know and improve themselves in order to be successful in professional life, also highlighted the importance of being a self-confident

individual who inquires, researches, develops and shares information in a rapidly changing world for the career development. The seminar, where the Q&A section was also held, attracted a great deal of interest from the participants.



MEDAŞ Personnel Support Forestation

The personnel of Meram Electricity Distribution Co. planted 500 saplings within the scope of the social responsibility project. MEDAŞ Deputy General Manager Eyüp Erduran, Forestry Regional Directorate Administrative Assistant Manager Mustafa Uygun and MEDAŞ personnel participated at the event held at the erosion control and forestation area in Boyalı of the Meram Merkez district. MEDAŞ Deputy General Manager Eyüp Erduran pointed out that everyone needs trees from their birth to their death. Erduran said, "Within the scope of the MEDAŞ social responsibility project, we are here to plant a tree for every one of our employees. I would like to thank everyone who has made an effort. Best wishes." Forestry Regional Directorate Administrative Assistant Manager Mustafa Uygun said, "We are here to support the forestation efforts within the scope of memorial forests of the MEDAŞ General Management. MEDAŞ is supporting the memorial forest forestation efforts by paying for 500 saplings." At the end of the event Mustafa Uygun presented Eyüp Erduran a certificate for their contribution to forestation.



MEDAŞ was Selected As the Best Distribution Company in Customer Satisfaction

The Ministry of Energy and Natural Resources has surveyed the overall satisfaction rates of the customers of the electric distribution companies. The results of the research were announced by the Minister of Energy and Natural Resources Berat Albayrak at ELDER 10th Sector Meeting.

In a study performed countrywide March 2016-March 2017, with a total of 22.606 association in 21 distribution sites, subjects like general satisfaction, whether there was an immediate interruption in the event of an electrical failure, whether the problems were resolved in a short time, voltage drops, satisfaction from privatization were investigated. Besides, issues such as operational simplicity, accessibility, the behavior of the personnel etc. were also taken into consideration among those who received service from electricity distribution companies in the last six months. MEDAŞ was selected as the best distribution company among 21 distribution companies in terms of customer satisfaction. MEDAŞ, whose head office is located in Konya, provides electricity distribution in the provinces of Konya, Karaman, Aksaray, Kırşehir, Niğde and Nevşehir.

Meram Elektrik Perakende Satış A.Ş. (MEPAŞ) Opens Online Operations Center

MERAM Elektrik Perakende Satış A.Ş. (MEPAŞ) opened its Online Operations Center (OİM). Thanks to this service MEPAŞ customers will be able to do membership login online as well as carry out many transactions without logging as a member. MEPAŞ started a new platform that will make the lives of its customers easier. Now, MEPAŞ customers do all operations on the "Online Operations Center" without getting up from their computer. It will also be possible to use the "Online Operations Center" on mobile platform.

MEPAŞ Customers will be able to do many operations on their own, without going to MEPAŞ, using the Online Operations Center they can access using www.mepasenerji.com.

Easy access with a single ID

Although MEPAŞ customers had to go to MEPAŞ offices for many operations, they can now do all these operations on virtual platform using a single ID.

On the OİM Platform customers will be able to;

Inquire about their dept and pay their electricity bills using Axxess, Bonus, Card Finans, Maximum, Paraf and World credit cards and in installments of 2-9. Report the details of their bills for one year, (only for their own facility), subscription application, (for facilities in the dwelling and real person business) independent consumer application (for facilities exceeding the limit) subscription cancellation request and restitution of security deposit, objection to bill change of tariff, update information. The

system also allows MEPAŞ subscribers to inquire their current status and confirm their payments (payments and applications).



MEDAŞ Organized a Quiz Program among Engineers

The quiz program organized by MEDAŞ has been finalized. Tens of people participated in the online competition over the Meram Academy platform. Among the many participants, Construction-1 Chief Engineer Mevlüt Akbulut was first, Facilities Control and Acceptance Engineer Emre Emniyet was second, and Niğde-2 Operation Supervisor Mehmet Bıyıklı was third. The awards were granted to the winners at the ceremony held.



First Graduates of the MEDAŞ Engineers' Training Program

The Engineer Education Program organized by Meram Elektrik Dağıtım A.Ş. in coordination with the Turkish Labor Institution (İŞKUR) has been completed. A ceremony was held at the MEDAŞ General Directorate on this occasion. The Konya Labor Institution District Manager Emrah Keleş, MEDAŞ General Manager Erol Uçmazbaşı, MEDAŞ Assistant Manager and Engineers participated in the ceremony and the participants were given certificates. The first group who attended the program developed by MEDAŞ in coordination with İŞKUR for new engineers graduated. This program will also offer job possibilities to those who have participated



and were successful. MEDAŞ General Manager Erol Uçmazbaşı said, "First of all, I would like to thank İŞKUR for introducing this program and for their collaboration. We have given job possibilities to the new graduates of this program, put in effect thanks to İŞKUR in our company, thus gave them the chance to acquire experience. Hence, our young friends

found the opportunity to turn the theoretical education they gained at school to practice. While this program gave us the chance to orient the young engineers who will start working, it also gave us the opportunity to get to know them before they start working. I wish success to all the engineers who have participated in the program in their carriers."

Niv Garih was Appointed as the Chairman of the Board of Directors to Alarko Carrier San. ve Tic. A.Ş.

Niv Garih, who had been elected to serve on the Board of Directors of Alarko Carrier Sanayi ve Ticaret A.Ş. in the Ordinary General Assembly held on 23 March 2017, was appointed as the Chairman of the Board of Directors of Alarko Carrier San. ve Tic. A.Ş. in the Board Meeting held on 24 March 2017.

Niv Garih, born in 1981, graduated from New York University Stern Business School's department of Finance and International Business with honors in 2006. From 2006 to 2008, he worked as a Financial Analyst in the fixed income asset management division at JP Morgan in New York. Beginning his career at Alarko Holding A.Ş. as a Business Development Specialist in 2009, he was promoted an Assistant Manager at the same department. Niv Garih, Alarko Holding's Board member since 2014, also heads its Investor Relations operations since 2013. He's married with one daughter and speaks English and French.



Alarko Carrier was Selected the Most Successful Brand of the Sector Once Again

Alarko Carrier was elected the year's most successful brand in the air-conditioning sector by the people's jury at "The ONE Awards for Integrated Marketing" organized for the third time this year. According to the result of the study conducted by Marketing Türkiye and Akademetre research association to prepare the reputation and brand performance measurement index of companies in 40 sectors, Alarko Carrier, once again, was selected "The Most Successful Brand in the Air-conditioning Sector." At the ceremony held on January 5, Deputy General Manager in Charge of Marketing Hırant Kalataş and Advertising and PR manager Hüdai Öztürk represented the company. Representatives of the advertising, public relations and digital communication agencies that supported the promotion and communication efforts of the brand were present at the ceremony.

Hırant Kalataş Deputy Executive Vice President (Marketing & Support) who gave information regarding the subject said, "Alarko Carrier was the leader of the sector in the research made on brand recognition, acquaintance, trust, social responsibility project, appreciation of communication and advertising campaigns last year, too. We are enjoying the satisfaction of being selected as number one, once again according to the results of the preference and opinion of the people. The result we have obtained from



research carried out in Turkey in general motivate us to do better work in designing and production. We extend our thanks to the public who have carried us to the leadership and congratulate Alarko Carrier members and shareholders who have serious share in this success."



2017 UTC CCS International Partnership Meeting

Carrier, under the ownership of United Technologies (UTC), met its global partners in Italy between May 18 - 21. 'UTC Climate, Controls & Security' Worldwide President, Robert J. McDonough and 'Otis Elevator' Worldwide President, Philippe Delpech, the top management of 'UTC CCS', as well as the companies with which UTC is a partner in 23 different countries, all participated in the three day program in Venice. Alarko - Carrier, among

all the other companies under 'UTC Climate, Control & Security (CCS)' was represented by Niv Garih, Alarko - Carrier's Chairman of the Board, Dalia Garih and Tal Garih.

In this year's meeting, held in order to create synergies between the UTC partners and strengthen their partnership structures biyearly, İshak Alaton, the late founder of our company, was remembered with respect.

At the event, senior management of UTC presented its medium term strategies and forecasts comprehensively while exchanging ideas with all its partners. Within this scope, Alarko Carrier's success story of many years was cited as a case. Hence, we would like to thank all the employees of Alarko Carrier who have helped achieve this success consistently over the years.



Philippe Delpech, Niv - Romina Garih and Robert J. McDonough



Philippe Delpech, Tal Garih and Robert J. McDonough

Alarko Carrier's Successful Exports Performance Awarded by İSİB

Alarko Carrier once again won the "Company Exporting Air Handling Units to The Largest Number of Countries" and "Company Exporting to The Largest Number of Countries" awards given by İSİB (Association of Airconditioner Exporting Manufacturers) due to the successful exports it has accomplished in 2016. At the award ceremony held in Ankara with the participation of the executives of various institutions and companies, Alarko Carrier was first in the category of "Company Exporting the Most Air Handling Units" and third in the category of "Company Exporting to The Largest Number of Countries".

Alarko Carrier Deputy Executive Vice President İsmet Gençer who gave information regarding the issue pointed out that they made use of their experience of over 60 years and the Carrier quality in their products and said, "We are also one of the most preferred brands in many countries abroad. The fact that we have a high quality and wide range of products answering different needs and our quality service approach makes us a preferred brand in projects abroad. We have numerous symbolic projects such as the Kremlin Palace, the Sistine Chapel, Dubai Airport in our portfolio. We are proud of contributing to our country's economy as one of the leader air conditioning producers of Turkey. We are thankful to our team who have worked selflessly for this success maintained for years."



Alarko Carrier in the “Social Brands Turkey Top 100” List

Alarko Carrier was the first and only company in the air conditioning sector to enter the “Social Brands Turkey Top 100” list determined using the evaluation of the social media performance of the companies by “Social Brands”, Turkey’s social media computation platform. Alarko Carrier managed to get into the list leaving

behind more than 19 thousand accounts, thanks to the original and effective contents, amusing competitions and meaningful posts prepared for special days for Facebook, Instagram, Twitter accounts.

Alarko Carrier Advertising and Public Relations Manager Hüdai Öztürk who gave information regarding the subject, pointed out the role of social media in communication practices of companies was increasing gradually. Öztürk said, “The access speed and power of the social media to masses is effective in the brands’ turning to this area. The interactive structure of the system, enables us to see the viewpoint and expectations of our target groups more clearly.

Moreover, we can also measure the effect we have created. Therefore, we consider the social media as very important and use it actively. In our sector, we were the first one to make a live broadcast on Facebook, the first to open a corporate operation page on Instagram. The interaction we obtained as a result of these endeavors, put us in this list. We will keep doing such endeavors.”

In order to measure the social media performance of the brands correctly, the Social Brands Top 100 is prepared analyzing and grading all the performance indicators together. The number of likes, messages used, the kind of interaction and intensity obtained by the messages its place held in the sector in comparison to other brands are effective in the process of evaluation.



Alarko Carrier at the Teskon-Sodex Fair

Alarko Carrier, one of the leading brands in the air conditioning sector, received the appreciation of the visitors with its 24 m² stand set up within the meeting point concept at the “Teskon-Sodex Heating, Cooling, Ventilation and Air Conditioning Congress and Fair”.

Alarko Carrier Executive Vice President İsmet Gençer said that the fair was the meeting point of the air conditioning sector adding that participating in this type of events was important. Gençer said, “As one of the companies with the widest range of products, fairs are important meeting points where we can best introduce our products and services, share the results of our R&D efforts, listen to the opinions and suggestions of the participants and answer their questions.”





Toshiba: The Preference of Prestigious Air Conditioning Projects

All the heating-cooling requirements of the Pirlanta Göztepe housing and the Marmara University Göztepe Campus C-D Block central classroom buildings whose constructions are ongoing on the Anatolian side of Istanbul are being supplied by Toshiba VRF systems.

The Pirlanta Göztepe housing, one of the largest projects in Fikirtepe, the first urban transformation area on the Anatolian side, consists of three blocks of 20, 22, and 24 storeys over an area of 12 thousand square meters. Toshiba SMMS-e Super Multi VRF systems are being used in the air conditioning of a total of 446 flats designed as 1+1, 2+1, 3+1, 4+1 and 5+1. The project that makes use of 31 duct outdoor units and 540 duct indoor units is one of Alarko Carrier's largest capacity applications.

The Toshiba VRF Air Conditioning systems are being preferred in the air conditioning of the C-D Blok central classroom buildings of Marmara University Göztepe Campus, a total of 39.000 m² area. The buildings consist of 3 basements and entrance floor, 7 regular storeys and a

terrace and contain one student dining hall for 420, technical sections, 6 computer labs and archive rooms. A duct type air conditioning project with 91 outdoor units and 445 indoor units was designed for this project.

Thanks to the perfect compliance of the new high efficiency DC Twin Rotary compressor and vector controlled inverter technology an ESEER of more than 7.00 is obtained in all capacities. Annual energy consumption is lowered to the minimum due to this effective performance. These high technology products developed by Toshiba, creator of VRF systems and one of its major producers in the world, provide engineers and architects serious flexibility with their high degree of piping distance. The system's equivalent length can be selected as 235 m and the height distance as 40 m. With a height distance of 40 m., an 11 storey building can be air conditioned with only one system. Hence, there is no need for different systems to air condition different storeys. The height difference between indoor and outdoor units can be raised up to 70 m. and can thus be solutions for very high buildings.



In VRF systems, the speed of the compressors with inverter can be monitored and this can be adjusted so as to provide the necessary capacity in the amount of refrigerant sent to the heating-cooling system. In the system that can be totally controlled electronically, it is possible to calculate which outdoor units will be used more efficiently. Load is distributed among the outdoor units, the rotation speed of the compressor is determined and as a result, a larger amount of heat transfer is provided. The high efficiency of the VRF systems is based on the fact that the electricity power necessary in inverter technology is much less than in traditional systems. Hence, less damage is given to the environment.

Toshiba Multi System Air Conditioners Cool More Than One Room Simultaneously

The Toshiba multi system air conditioners offered to the market by Alarko Carrier, the leader of the air conditioning sector, enable obtaining the desired temperature in different rooms simultaneously using only one external unit. Toshiba air conditioners are in the A++ energy efficiency class and provide savings in energy consumption. Alarko Carrier pointed out that the heat increase in the summer months necessitates air conditioning in more than one room and Dilara Çayır, product manager of individual and commercial air conditioners said, "Air conditioners deemed a luxurious in the past, are a sine qua non today. Consumers want air conditioning not only in one room but in a couple of rooms simultaneously. So we have presented a perfect solution that will enable air conditioning in more than one room with the Toshiba multi systems. With this system, only one outdoor unit can work 2, 3, 4, and even 5 indoor units at the same time. Hence, consumers are able to make savings both in cost and in the area used." The light

and compact external units of the Toshiba multi system air conditioners also emit less noise. The high technology of the product offers optimum performance and improves quality of life. The outdoor unit designed in a variety of capacities enable meeting the needs of consumers both economically and without making concessions of comfort.





Alarko Carrier's Gaziantep Authorized Dealer Inaugurated with the Participation of Deputy Prime Minister Mehmet Şimşek

Deputy Prime Minister Mehmet Şimşek participated in the inauguration ceremony of DNZ Enerji's - Carrier's Gaziantep authorized dealer - Carrier and Toshiba Shop on April 12. In parallel with the increasing use of natural gas in Gaziantep, DNZ Enerji aims to introduce Alarko Carrier's high technology products to the inhabitants of the area. Alarko Carrier has an extended and powerful sales network in Turkey as a whole and gives its customers service targeting "one hundred percent customer satisfaction" with its approximately 250 authorized dealers.



Adana Çukurova University Visits Alarko Carrier

The commissioned control engineers at Adana Çukurova University that opted for Alarko Carrier products visited the Gebze plant on 6 February 2017 and had the opportunity to observe the production process in situ. At the tour hosted by Alarko Carrier Quality Manager Ece Yengül, following a presentation on the ACE quality systematic at the factory, the guests visited the air handling unit, submersible pump, combi and rooftop production lines. Following the tour Ankara Office Chief Alper Özgür gave information on Alarko Group of Companies and the wide range of Alarko Carrier products.

Pointing out that they offered different solutions both for homes and universities as well as large areas such as medical complexes and airports, Yengül said, "In 2016, Toshiba VRF systems and Wolf boilers started to be used at the Tömer Building and Teknokent Building at Çukurova University where Alarko Carrier products have been used for long years. We deem it important to host teams that opt for our products in our factory and inform them on the processes. We are proud of our production lines which we invest in and renew constantly. At this visit, the Aldens boiler and air handling unit production lines attracted a lot of interest."



Alarko Carrier Offers the Market the New Combi Boiler and Thermal Stabilizer Tank

Alarko Carrier, a precursor company in the air conditioning sector, presented to the market a combi boiler and thermal stabilization tank compatible with equipment running on renewable energy. These products offer an ideal hot water comfort in instances where classical auxiliary units are not sufficient for water producing appliances. The Alarko Carrier combi boiler combines storing water coming from the heating system and the production of the hot water going to the taps and showers in a single apparatus thus creating saving on area. The combi boiler that has maximum heat insulation transfers the heat of the boiler water with that of usage water without mixing them. Solar energy contributes to the system in this combi type containing a serpentine and hence, provides more economical heating. The connection is made to the serpentine, therefore, water circulating in the solar energy system and containing special additives and that coming from other heating sources are not mixed. The serpentine boiler, whose surfaces in contact with water are enamelled and other internal surfaces are of black sheet steel, has 9 different models with volumes ranging between 500 lt and 2000 lt. The heating side can resist a pressure of 3



bars and hot water side a pressure of 10 bars. The thermal stabilization tank functions as a pressure resistant water storage tank that enables hot water to collect in a single area and be distributed from this area in instances where more than one heat source is to feed the system. Hot water stored in the thermal stabilizer tank easily answers the instant need for heat that cannot be answered with solid fuel based boilers or heat pumps. The tank with high heat insulation enables easy designing and assemblage due to the numerous in/out vents.



Alarko Carrier's Chinese Business Partner OYRD is the Main Sponsor of the HVAC Meeting

Ouya Rongda HVAC Technology Beijing (OYRD), Alarko Carrier's business partner in China, was the sponsor of the HVAC meeting held in Wuhan, China. A conference on condensation technology was held at the meeting where high technology products manufactured in Turkey by Carrier were displayed. Representatives of companies selling air conditioning products in Wuhan as well as in the Hubei, Sichuan and Anhui areas participated in the meeting. At the conference section of the event that attracted wide

attention from the press, OYRD General Manager Lily Lu gave detailed information regarding the application of double condenser technology, a first in the Chinese market, offered to the market by Carrier. Lily Lu mentioned that condensing combis came up as a trend and quoted the working principles of double condensing system, their advantages compared to the other combis, their yield values, Alarko Carrier's production technologies and quality control processes.



Alarko Carrier Products Attract Interest at the 24th HVACR Fair in Pakistan

Alarko Carrier found the opportunity to display its products at the 24th International HVACR Fair held in Lahor, the second largest city of Pakistan on 30 March – 1 April 2017 via its authorized dealer Catkin Engineering Sales & Services. Alarko Carrier displayed many of its products such

as solid fuel boilers, burners, water boosters, circulation pumps, expansion tanks, submersible pumps, combis, radiators and radiator valves at its 72 m² stand and was well liked by the visitors. In addition to contractors and project companies, local manufacturers and users showed great

interest in the exhibition. More than 10,000 guests visited the fair and thousands of companies from 143 countries participated. Various events were conducted during the fair where 14 speakers, experts in their respective fields, submitted papers at the conference organized.



Alarko Carrier at the Front Lines of R&D 250 List

With resources amounting to approximately TL 8,5 million allotted to research, development and innovation activities, Alarko Carrier was placed 69th in the R&D 250 list which lists Turkish companies that invest in R&D determined by Turkish Time magazine. Giving information on the subject, our Deputy Executive Vice President in charge of factories Murat Çopur said they considered R&D as the key to technology, competition, production and skilled labor employment. Çopur said, "Focusing on development and innovation, we are allotting serious resources to R&D work and investments we make in this area increasing every year. The air condition, pump, heat, measuring and material laboratories in our R&D center established in

1986 are among the leading facilities in Turkey due to their capacity and characteristics. We are exporting all the products designed by the Alarko Carrier R&D department or developed on a common platform with Carrier. We export to 53 countries including China from which everybody in the world imports." Turkish Time magazine bases its data on those compiled by the research of the Turkey Exporters Assembly conducted to determine Turkey's 1.000 largest companies within the scope of "TIM 1.000". The magazine that asks companies questions regarding their R&D activities, determines the list by enriching the data obtained by the R&D amounts in the year end financial statements of the Borsa Istanbul companies.



Alarko Carrier Obtains Information Security Management System Certificate

Alarko Carrier actualized the ISO 27001 Information Security Management System (BGYS) project in order to protect the privacy, integrity and access to information on written, verbal, visual and electronic media under the consultancy of TUV AUSTRIA HELLAS. Firstly, the information security team formed under the coordination of the consultant company determined the scope, objectives and goals of the BGYS. At the planning stage, the program coordinators determined the reasons and sources of possible risks and graded them. Action plans were designed for high risk situations and necessary actions were started. The consultant company conducted



seminars for the Alarko Carrier staff to inform them on the action taken and increase their awareness.

Staff members who could not participate were given this opportunity over the online training platform ACademi. At the closing stage of the project, the consulting company determined the information security shortcomings using 2 different internal inspections and made improvements in the system. At the end of the project, Alarko Carrier ensured the criteria of TUV AUSTRIA HELLAS and qualified for the ISO 27001 Information Security Management System certification.

Alarko Carrier Received Award from Toshiba Air Conditioning



The EMEA area distributor meeting organized by Toshiba Air Conditioning Company was held in Lizbon this year.

At the meeting attended by participants from many different countries, we qualified for the "Best Sales Growth" due to our outstanding success in the Multi Air Conditioner product segment in 2016. Our company obtained the title of both the highest selling Toshiba distributor and the highest increase in sales by

rising the Multi Air Conditioner sales 13 folds in 2016. Alarko Group Deputy Coordinator Hırant Kalataş and Individual Commercial Air Conditioner Product Executive Dilara Çayır represented our company at the ceremony. Our brand that has always adopted customer satisfaction as its first goal attained this with the campaign "You Do the Livingroom, We Do the Other Room." This success attained in a difficult year like 2016 proved that our company is the leader of the sector.



Alarko Carrier Offshore Air Handling Units

Alarko Carrier air handling units were preferred in future oriented offshore projects such as FMB-Tchnip petrol in Qatar, ICHTYS natural gas in Australia and BorWin wind energy in Germany, realized using the most important energy investments and most advanced technologies, for their superior specifications. In quest of future oriented endeavors, the energy sector of the world turned to the high seas in the 1950s. At first, exploration was predominantly for oil as it was the most consumed resource. Oil was expected to be exhausted in a short period and was technologically well developed. The first offshore oil production plant was realized in Azerbaijan in the early 1950s. However, production technology was very limited. Only a depth of 40 m. could be explored. Means of carrying the oil to the shore were also limited. Important developments were brought about with time and offshore oil production spread in the world. Although natural gas was known by man since antiquity and transported and used in primitive ways, it started to be used in homes and industry following World War II. In the 1950s, the share of natural gas in the world's energy consumption was 10 %. This percentage is 25 % nowadays. Natural gas fields were also discovered during offshore oil exploration. However, these resources could only be utilized following the overcoming of technical difficulties and high cost limitations in the areas of production, storage and transportation in the 1980s. Natural gas moved from sea to the land was transferred to tankers through pipelines and transported after being liquefied. In addition to wind energy that came to the fore in the quest for alternative fuels that spread following the 2000s, the land and seas came into the agenda. It was possible to use this resource more efficiently than wind energy on land. Therefore, offshore wind energy projects began to be developed although they required larger investments compared to onshore projects. In concert with developing technology, offshore wind energy production is developing constantly and important projects are being generated and applied. Alarko Carrier air handling units are being preferred in important offshore oil, natural gas and wind energy projects due to their successful performance in difficult operation conditions.

Qatar – “Strategic Project” of Qatar Petroleum

Alarko Carrier has developed rather extensive relations with the Middle East and the Gulf countries and has provided air conditioning products to numerous prestigious projects such as hotels, shopping malls, public buildings and royal palaces. Qatar Petroleum (QP), one of the world's most important oil and natural gas producers with its offshore and onshore facilities, put a new and important offshore oil platform at the PS2 and PS3 newly discovered oil fields Northeast of Qatar in 2013. Two facilities, one for production, the second one as a support facility were to be connected to one another by a bridge within the scope of the project. QP signed a contract including engineering, procurement, installation and commissioning with the French Technip company, which is among one of the biggest companies of the world in the area of offshore facilities. The company was to be responsible for carrying out the whole project. The top of both platforms was to be installed using the “floatover” technology



developed by Technip. Vast surfaces could be made on the sea using this technology. Platforms could be installed offshore without using floating cranes. This allowed both time and cost savings. Connections and commissioning procedures were easier to do. This technology was used in Qatar for the first time. The project was described as a “strategic project” due to the potentialities it provided. The cost of the project was determined as EUR 250 million. The special air handling units manufactured by Alarko Carrier passed the international durability and efficiency tests conducted by independent experts successfully.

Australia- Ichtys - The Biggest Offshore Lng Project

The Ichtys natural gas field in Western Australia was discovered in 2000. The field covering an area of 140 thousand km² was the most important discovery of Australia in the area of energy. Twenty million US dollars were spent for this technically very complex and globally very important project that started following completion of both financial and technical preparations. The project consisted of three incorporated mega projects. The natural gas fields were in Western Australia and the world's biggest and most advanced offshore facilities were established there. The onshore natural gas processing facilities were 890 km away in the Darwin area in Northern Australia. The world's longest subsea gas pipeline was built between the two locations. 1,6 tonnes of LNG and 1,6 million tonnes of LPG will be produced annually at the facilities established under the leadership of Siemens Energy. In addition a production capacity of 100 thousand barrels will step in per day for peaks. The facilities with an operational life of 40 years will provide employment opportunities to more than 30 thousand people and contribute US\$ 8 billion to the economy of the area. Air handling units by Alarko Carrier for the project



were completed a short time ago, have reached Australia after a long sea journey and are performing their task safely.

Germany- Winds of Change - Borwin3 Offshore Wind Project

The transmission technology of the BorWin3 HVDC Offshore Project in which Germany's leading companies in the energy sector have come together will be provided by Siemens HVDC, the consortium leader, and Petrofac, the contractor company, is responsible for the construction of the platform. This time, Alarko Carrier that has taken part in numerous projects of Petrofac, assumed responsibility in the project that will produce electricity from the North Sea winds.

BorWin3 is a follow-up of a series of projects in which the electrical energy obtained from the wind farms developed by Germany in the German North Sea and the Baltic Sea will be transmitted to the national electricity system through a subsea cable by HVDC technology developed by Siemens.

Within this scope, the HelWin1 and HelWin2, BorWin2 and SylWin1 production centers were connected to each other. The BorWin3 project is the fifth and one of the most important legs of this project. The plant which is being installed at a depth of 40 meters and approximately 100 km. away from Germany's shore on the North Sea is planned to go in operation in 2019. In Siemens HVDC technology the 33kV AC supplied by the wind turbine generator is converted into 155kV DC before it is transported to the shore. This power is transported to the onshore conversion centers through underground cables. Here the power is converted to 400kV DC and connected to the network. The project differs from the other HVDC system as one of the conversion stations of the two is located on an offshore platform. As offshore energy generation



is generally far from the consumption area, transportation of energy becomes as important as its generation. HVDC technology presents a long distance transportation advantage due to its more effective power transfer capacity.

It is noted that losses are less than 4% with the use of this technology. When the BorWin3 platform is completed, it will generate 900 MW of electricity which means that it will meet the consumption of approximately one million people. Alarko Carrier considers taking place in this big and important project of the renewable energy industry, the rising trend, an important step to develop its presence in this area and consolidate its engineering experience. With this project, Alarko Carrier, who has adopted supporting sustainable energy to offset the negative effects of pollution as a corporate principle, proves that its products are multifunctional and can meet future requirements.

Alarko Carrier, the Preference of the Manisa, Adana and Eskişehir Municipalities

The Manisa, Adana and Eskişehir Metropolitan Municipalities opted for our submersible pumps with noryl fan in the wide range of products in the water pressurization segment to provide potable water. A total of 283 submersible pumps with noryl fan to be used by the central boroughs and villages of the Manisa, Adana and Eskişehir Metropolitan Municipalities were delivered following all our factory and control tests. Our submersible pumps with noryl fan preferred by metropolitan municipalities in Turkey in general to meet the need for potable water emerge as uninterrupted sources of water whose investment return is rapid. The pumps preferred by users due to their high yield in providing water and long life, function as a reliable source especially in potable and usage water. The pumps are used for different purposes in all types of buildings from villas to high rises and also enable water storage like air pressure tanks. In addition to these superior technical features, the continuous and quality service and rapid spare part procurement place our brand among the preferred ones.



New Seminar at Columbia University by İzzet Garih, Chairman of the Board of Alarko Holding



İzzet Garih who gave his 5th seminar on Construction Management to the graduate students at the Engineering Faculty of Columbia University in New York was met with great interest by the students. The students who generally join the master's program after working in construction companies listened to İzzet Garih who presented examples regarding planning, cost control, resource leveling techniques, corporate lifecycles and similar subjects. İzzet Garih, who also mentioned the success stories of Turkish contracting companies working abroad, talked about the synergic advantage of the joint venture type collaboration between Turkish companies with either American or other international companies.

These seminars carried out with the invitation of Dr. İbrahim Odeh, executive of the Construction Management department, have drawn intensive interest among the students in the last three years.



İzzet Garih - Dr. İbrahim Odeh

Ordinary General Assemblies for the Term of 2016 were Completed

The Ordinary General Assemblies in which the activities of our public held companies Alarko Holding A.Ş., Alarko Sanayi ve Ticaret A.Ş. and Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. for the term of 2016 were held in March and April. The Alarko Holding A.Ş. General Assembly was held on 17 April 2017. The Group's investment objectives were explained at the meeting where the activities of Alarko Holding A.Ş. for the term of 2016 were evaluated.

Alarko Holding's consolidated profit for 2016 was TL 151.469.315 and the decision was taken to distribute a total of TL 69.274.770 (Gross) consisting of TL 35.023.597 TL (Gross) from this year's profit and TL 5.170.550 from the profit of 2005, TL 8.728.512 from the profit of 2006, TL 12.308.022 from the profit of 2007, TL 2.262.213 from the profit of 2010, TL 5.016.909 from the profit of 2011, TL 763.059 from the profit of 2013, and TL 1.908 from the profit of 2014 added to the extraordinary reserves in previous years as dividend to shareholders in cash. The General Assembly of Alarko Carrier Sanayi ve Ticaret A.Ş. for the period of 2016 was held on 23 March 2017. Following the opening speeches, the activities of Alarko Carrier Sanayi ve Ticaret A.Ş. for the period of 2016 were evaluated at the General Assembly. Alarko Carrier declared its net profit for the period of 2016 as TL 46.138.222 and

the decision was taken to distribute to investors in cash a dividend of TL 32.464.800 (Gross) which corresponds to 300,60% of the issued capital and consists of TL 13.993.238 (Gross) from the period profit, TL 18.471.562 (gross) from the profit of Immovables Transferred to Special Funds and sales of participation for the period of 2011.

The Ordinary General Assembly of Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. for the period of 2016 was held on 28 March 2017. The decision was taken to distribute TL 10.650.794 from the TL 133.207.239 profit of the period of 2016 and corresponds to 100% of the issued capital.





Alarko Holding was Awarded the “Respect for Human Award” by Kariyer.net

In the Human Resources sector, Alarko Holding was awarded the “Respect for Human Award” presented every year to companies which have the highest principles and best corporate approach from the viewpoint of communications with applicants.

The 16th “Respect to Human Awards”, one of the most prestigious awards of the Human Resources sector, given by Kariyer.net to the companies that have the most principled and institutional approach regarding their approach to the candidates, have found their recipients. The ceremony, in which we experienced the excitement of receiving an award regarding our employment activities as Alarko Holding, Land Development Group, and Energy Group was held at Lütfü Kırdar Congress and Exhibition Center on February 15th, the first day of the 2017 Human Resources Summit.



Alarko Holding was Awarded by TMI Turkey

TMI, a leading Global HR Management and Training Consultancy company of Swedish origin that has accomplished numerous successful national and international projects in the areas of “Leadership Development”, “Performance Development”, “Branded Culture” and “Service Development” since its foundation in 1989 conducted its 2017 Project Awards ceremony Tuesday May 16 at @Meeting Maslak. Alarko Holding A.Ş. won the “Best Project Award” in “Performance Development”. Our project has also been carried to the international platform and will represent Turkey at the World Congress which is held every year with the participation of Management, Job Development, Training Consultants and Sales teams of 45 TMI countries to be held in London in July of this year in the category of “TMI Global 2017 Project Awards – Performance Development”. Alarko thanks our HR project team and all the executives, employees and solution partners who have been with us during this process. We wish you success at the World Congress.



2nd Term Graduates of BAU & Alarko MBA

The 2nd term students of BAU & Alarko MBA, that provides knowhow in the academic sense to the sector, graduated. The 2nd term students of the postgraduate “BAU & Alarko MBA” program, prepared in accordance with the needs of the company and the employees as a result of the cooperation of Bahçeşehir University (BAU) and Alarko Group of Companies for the first time in Turkey have graduated.

Bahçeşehir Üniversitesi (BAU) and the Alarko Group of Companies took the decision to collaborate in designing and running Turkey’s first YÖK approved corporate education program in 2013. As a result, employees of the Alarko Group of Companies got the chance to study in the areas of Financial Affairs, Marketing-Sales, Engineering and Support Units in a program specially designed for Alarko and obtain an MBA degree. A total of 28 employees graduated from the 1st term and 22 students graduated from the 2nd term and received their diplomas following the graduation ceremony.

The opening speeches of the graduation ceremony that started with a moment of silence and the national anthem were made by Burak Küntay, Director of BAU Social Sciences Institute, Ayhan Yavrucu, member of the Board and CEO of Alarko Holding, Prof. Dr. Şenay Yalçın, President of BAU, Leyla Alaton, member of the Board of Alarko Holding and Niv Garih, member of the Board of Alarko Holding. This was followed by the presentation of awards given to the Alarko Executives who took part in the program as Internal Corporate Trainers and supported the academic program with their professional business experiences, business procedures special to Alarko and case studies. The graduation ceremony was held after the three students who graduated with the highest marks were presented their awards by the BAU and Alarko Executives.

“We Will Continue Doing This Type of Work With Turkey’s Prominent Corporations”

Emphasizing the responsibilities of universities towards the community, BAU President Prof. Dr. Şenay Yalçın said, “Universities are not institutions that just transfer and produce knowledge. Hence, they must find and contribute to the solutions of the community’s problems. The adequate

progress in the university-sector collaboration had not been realized until recently. Yet we see very good examples of such collaboration in developed countries. We have worked towards necessity oriented approaches in the sector-university collaboration we have started in this context. We have started this type of work with many prominent Turkish institutions. But Alarko Holding has a special place in this endeavor. The fact that it has employees who come from various areas, that there are people who come from different disciplines motivated us even more because differences are advantages that should be used to get good results. In our first experience with the MBA program we started with Alarko Holding, we observed that we had taken the right step from the viewpoint of our students’ success. I believe that in this domain of collaboration based on the division of facilities and skills within the scope of mutual trust will lead to very important benefits for our country that is a regional power in these collaboration areas and slowly moving towards becoming a global power. Therefore, we congratulate and thank Alarko Holding’s top management for having trusted us. We, in turn, are motivated to offer more of the potentialities we have. We also congratulate our students and hope that this kind of examples will increase.”

A Doctorate Degree Opportunity for a Graduate

Burak Küntay, Director of the BAU Social Sciences Institute, said that academicians and important names of the business world came together at the lessons, and added, “If you leave the sector outside the postgraduate program, you come short, if you leave theory out, it is no longer a master’s program. Therefore, the savoir faire here is to combine the sector and the academy.” Küntay gave the good news that one of the students who graduated from the MBA program either this term or the previous one was going to be given the opportunity of doing a doctorate. “Doing a doctorate is an important issue and should not be compared to a graduate or postgraduate program. This is a longer and more difficult process. It is not one that can easily be coordinated with professional life. Therefore, we will consult with the Alarko management regarding the person to be selected.”





“We are Carrying out the First Sector and Academy Collaboration”

Alarko Holding Board Member and CEO Ayhan Yavrucu pointed out that they were proud of being the first example of the sector meeting the academy, thanked BAU for making this possible and added, “BAU defined our requirements with us in the best possible way. The content of this program we determined together is very rich. We joined together like the two sides of a medallion and put forth the deficiencies and assessed the command of the university regarding the developments in the world and the new trends and the program developed satisfied both us and our employees. I am sure that we will both see the good results.”

“We have a Culture Deriving From Education”

Stating that as a company, they placed a lot of importance to education, Alarko Holding Board Member Leyla Alaton said they would always support their employees in this respect and added, “As Alarko, we have a culture that derives from education. In other words, we are a company that puts great emphasis on education and the people’s knowledge and invest in people. Therefore, we wanted to give our young employees a chance to be better equipped and more knowledgeable. I am proud of being a member of a company supporting them to be better equipped with knowledge that they will acquire both from the university and business life. As people coming from the business world, we know the realities of business life. But there is also information that a university can give. No doubt, there are a lot of new things that the combination of the two will incorporate. I hope to see the result of this in the work of our young employees.”

Both Self-Improvement and Contribution to the Company

Alarko Holding Member of the Board of Directors Niv Garih, indicating that they are willing to create an opportunity for those who want to maintain both their career and studentship at the same time, stated the following: “It was significant that our employees could enter academy and contribute to themselves without making a great sacrifice from their careers. Here, the point is both the personal growth and their contribution to the company as they progress. By means of this education, we invest in our people, employees and the youth”.

Alarko MBA Coaching & Mentoring Program has Begun

The first meeting of the program took place at Holding Conference Hall with the cooperation of Alarko Human Resources Department and AİK on 6 January 2017.

The aim of the in-house program, that unites the first MBA graduates (Coaches), the second MBA graduates (Mentees) and respectable Alarko executives (Mentors) who have at least 10 year experience in field and minimum 3 years and more at Alarko, is to guide the leaders who carry the institution into the future in the light of today’s leaders and support them in realizing their potential.

One on one meetings started in April subsequent to the trainings of “Mentoring & Coaching Workshop” on 24 March 2017 with the moderation

“Education and Youth is the Basis of Everything”

Tal Garih, Business Development Manager of the Alarko Energy Group and BAU Graduate School of Business Board Chairman, pointed out that this would only be possible with more up to date education resulting of such collaborations. Tal Garih also said, “First of all I would like to point out that we are very proud because this is a first in Turkey. I hope that a program directed to educating the employees of a company by a private company collaborating with a university will continue because youth and education are the basis of everything. Bahçeşehir University is a pioneering school. It has become a world brand. However, unfortunately private companies and academic institution are a little disconnected in Turkey. Therefore, as a Graduate School of Business we have constituted a management board consisting of the representatives of the private sector so that we can give the MBA programs the most correct direction. We can only make education more modern and visionary if we act together. We set off on this premise and brought together the private sector and academy and started beneficial programs.”

“Once You Know the Sector You can Apply Academic Knowledge Better”

Aylin Yurttadur who completed the 2nd term of the “BAU & Alarko MBA” with high honors drew attention to this program saying that it was more important to advance academically especially after starting in business life. “First of all, this program enabled me to have a wider environment in the sector. I met people in the other companies of Alarko. Academically, I did not think of doing a doctorate in the past but now I am able to put into practice what I have learned here in my business life. I was already a business graduate but could not put into practice what I had learned as easily as I do now. I think that people should return to academic life after having worked in business life for a while. In other words, it is more useful to get academic and theoretical knowledge after having familiarized with the market. You can correlate all the information much better. I thank Bahçeşehir and Alarko for having given us such an opportunity.”

of Holding Human Resources and “Coaching & Mentoring Skills (Practice)” on 24 April 2017 in company with the solution partner PDR and 2 professional coaches. The 2017 program will be completed with at least 4 meetings with each Mentee before the Evaluation Meeting in November.



“I Support Equality” Seminars by AİK

Approximately 400 participants attended the 3 seminars on “I Support Equality” organized with the collaboration of AİK and the Human Rights of Women – New Solutions Association and held at the Alarko Holding Conference Hall on Wednesday February 15, 2017, at the Alarko Carrier Gebze Conference Hall on Friday February 17, 2017, and AİK Meram Bölge on Saturday February 18, 2017. The seminar was held within the scope of the project “More and Better Jobs for Women: Women’s Empowerment through Decent Work in Turkey” conducted by ILO. The participants were also presented participation certificates.



Masterpiece by AİK

The Alarko Future’s Club Education Committee brought together AİK members interested in the art of painting. In this event, that enabled those who never tried painting before the chance of copying well-known art works, the chance to paint in oil colors. At the end of the two-and-a-half hour session, the participants produced paintings worth hanging on their walls done all through their personal efforts.



AİK Meram Backgammon Tournament Ended

A backgammon tournament was held at the MEDAŞ General Directorate Building on January 28, 2017. The final of the tournament was played by Şeyma Baba and Burcu Tüfekçi from our company and the winner was Şeyma Baba. The fact that the final which was met with interest by many participants, was played between two women aroused great interest in backgammon which is usually dominated by men. Following the tournament, Şeyma Baba, the winner, was congratulated by many.



The Rhythm Workshop by AİK Ended with a Spectacular Concert: “Bizden Sesler”

The Rhythm Workshop by AİK crowned its 6 month work with a spectacular concert night. Members of the “Alarko Rhythm Group” performed live performances towards 2 hours at the concert held on Friday, March 31st at Taksim Asmalı Stage. Along with the event which was performed specifically for the employees of Alarko and received great applause at the end of the performance, the Rhythm Group was desired to perform at the upcoming events of AİK as well.



Alarko Future's Club's Edirne Tour

The AIK Edirne Tour started with the meeting of the participants in front of the Izmit Halkevi on December 3rd 2016 at 06:00 am. After picking up the other participants from Istanbul, we departed for Edirne which is a border city and the former capital, where the cultural heritage is felt intensively by its mosques, bazaars, bridges and historical houses. Following visits to Buçuk Tepe Kıyık Bastion, an example of military architecture used for defence during the 2nd Balkan Wars, the Museum of the Battle of Sırpsındığı, tour of the Palace, the Historical Kırkpınar Oil Wrestling Field, the Justice Pavilion, the remains of the New Imperial Palace (the Saray-ı Cedid-i Amire) where Mehmet the Conqueror and Cem Sultan were born and lived, the Imperial Kitchens, the Panoramic Pavilion, the Sand Pavilion and

Bathhouse, the Balkan Martyrs' Cemetery, the Complex of Bayezid II and Health Museum where mental patients were treated using music, water sounds and scents, was used until the 16th century and won the European Museum Award of the Europe 2004, a lunch break was given to enjoy the famous fried liver dish of Edirne.

The tour continued with visits to Karaağaç, connected to Edirne through a 4 km long route, the Historical Meriç Bridge (Mecidiye Bridge) and Lausanne Memorial. Later we returned to Edirne city center and following visits to the Üç Şerefeli Mosque, known for its entrance door, the Old Mosque (Ulu Camii), famous for its inscriptions, Bedesten (Covered Bazaar) and Selimiye Mosque that Architect Sinan referred

to as "The masterpiece of my mastership" and the Arasta Bazaar, a shopping break was given to shop for souvenirs of Edirne. The participants completed the tiring but full day with the hope



AİK Members were at Uludağ

The event organized every year by the Alarko Future's Club for members that are lovers of winter sports every year was held at Uludağ on 11-12 February. During the 2-day tour in which participants stayed at the premises of METU, while some enjoyed the atmosphere of the mountains, other members in the group rented skiing gears and were given skiing training. Following dinner at the premises AİK members enjoyed a pleasant time accompanied by music played by a group invited for them in particular. On Sunday, after the breakfast members who wanted to ski immediately went on skiing where they had left. After the lunch, the group returned to Istanbul with pleasant memories of a tiring but enjoyable weekend.



Bubble Football: The Most Entertaining Game of the Football Pitch by AİK



This year, members of the 'Alarko Future's Club' have met the bubble football, one of the world's fastest-spreading sport activities. The football game emerged in Norway, spreading to Europe then Turkey and resembling the bumper cars, rejoices not just the players but the spectators as well. The members of AİK had a lot of fun with the game they met, in which the rivalry is not at the forefront and the chief goal is to have fun and whose rules resemble to football but vary from the classic one in some ways.

Rafting Adventure on the Melen River

A village breakfast was served prior to the Melen River tour organized every year for AİK members fond of nature sports. Later, the old structures of nature were discovered accompanied by the extraordinary natural beauty of the Melen River. Following the tour that gave the chance to contemplate the natural beauty, the participants were given rafting training and a tight rafting race was held on the cool waters of Melen. AİK members enjoyed a wonderful time during this challenging but fun rivalry.



An Orienteering Adventure at the Belgrade Forest



A breakfast was held at the Tarihi Sarıyer Bilice Börekçisi prior to the event to be held at the Belgrade Forest on November 20th, 2016. This was followed by Orienteering training given to the participants in a pleasing, silent and peaceful atmosphere of the forest and the members tried to find their route on maps in the beauty of the forest. Orienteering is a kind of sport that includes navigation by map, while moving at speed. Although it can be done on various terrains, forest are usually preferred. It is organized by federations in most countries and carried out according to certain pre-determined rules.

AİK Meram Visited Karaman Kindergarten on April 23

The activity organized around the slogan "If One Child Laughs, The World Laughs" by AİK Meram Education Committee at Karaman Kindergarten on the National Sovereignty and Children's Day was taken place with the great support of the employees. The children spent an enjoyable day with food, gifts and the show of clowns.



AİK Meram Athena Concert

The Athena concert was held on February 18, 2017 at the Konya Rixos Hotel. A wonderful evening was enjoyed in Konya by the audience who watched the Athena music band that has participated in innumerable concerts and festivals both at home and abroad since 1998 and is the first and only group of the punk and ska trend in Turkey. 20 participants took part in the event.

AİK MERAM İLE
ATHENA KONSERİ

ATHENA

18.02.2017 Saat: 20:30
Yer: Rixos Otel Konya

ÜCRET
AİK 33 TL
ALARKO-MISAFİR
55 TL

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KEYİF AL, DEĞER KAT! 32.DÖNEM



What Awaits You at the Next Village Seminar

MERAM AİK conducted a seminar that added value to the lives of its employees. The “What Awaits You at the Next Village” seminar organized by the AİK Meram Education Committee was realized with the participation of 150 employees. The seminar aimed at showed the employees what the 5 levels in their lives that would enable to raise their motivation and be successful were. It was observed that the participants showed great interest throughout the training session.



“Diary of a Madman” by AİK Meram

The play took place in Konya State Theater on October 17, 2016. Genco Erkal acted in a play written by Nikolay Vasilyevich Gogol which is about the pages of a man's diary who tries to cope with his life. 22 people participated in the event.



“Youth is the Future. Join AİK”

The Alarko Future's Club was established on the assumption that the future of the Alarko Group of Companies would be in the hands of the dynamic, hard-working, creative, knowledgeable young generations who had completed their university education and had the will and ambition to advance, and to coach and train young members of the Alarko Group of Companies who had these qualifications and saw their future at Alarko to acclimatize to work cooperatively and by job-sharing and become the valuable experts, technicians



and executives of the future. Working at the Alarko Group of Companies being a university graduate and less than 33 years old is sufficient for being an AİK member. As members of the 32nd term Alarko Future's Club's Board, we would be happy to see you among us.

AİK Meram Notre Dame Quasimodo Musical

Victor Hugo's immortal work the “Notre Dame Quasimodo” a musical about the dark days of France following the Revolution was staged at the Konya Rixos Hotel on February 23, 2017 and was met with great interest by AİK Meram members.



Support Program to Village Schools by AİK Meram

Clothing and stationery support was given to the students in 3 village schools in Konya and Muş. Needy students in 3 village schools in Konya region were given clothing and stationery support by AİK within the scope of the sister village schools project. At the organization, that was conducted by the contribution of our charitable members and AİK, 72 students were given winter jackets and boots.



Hillside City Club Offers New Packages to Prepare for Summer



Hillside City Club and Sanda Spa prepared special exercise and care programs for the summer for its guests who want to get effective results in a short time. The 6-week "Summer Ready Camp" designed for members of Hillside City Club starts with the preparation of a tailor made training program. The special program, in which sports lovers who want to attain the best performance in a short time and in a healthy way train with the Functional Training® workout program with the Hillside Sports Team 3 days a week is also supported by an alimentation program enabling the body to attain its ideal form. In the Functional Training® system, exercises focusing on stability, strength and fitness help strengthen muscles and tighten the figure in a much shorter time than many sports. This system of exercising helps doing daily functional movements much more comfortably. On the other hand, Sanda Spa prepared a 3-week beauty package. This care treatment entitled "Yaza Hazırlanın" ("Prepare for Summer") and containing 7 massages and 3 care therapies is preferred by those who want to start the summer season with renewed body and skin.



PALMS Teras Opens at Hillside City Club

Palms Teras at Hillside City Club Etiler, the address of pleasurable meetings, opened for the summer. Palms Teras creates a holiday atmosphere in the center of the city with its relaxed atmosphere and has prepared a new menu consisting of unique flavours and a rich event program full of special activities for its guests. Palms Teras carried over summer's energy to its menu with healthy and light flavors and will continue to offer the well-liked and tasty alternatives prepared daily on the terrace throughout the summer. At PALMS where service is open from 11:30 to 21:30 everyday, there is also a to-go menu for those who are short of time. Light and refreshing healthy foods such as pineapple with flax seed, cucumber fingers with wild fennel, granola and fruit yogurt are the best for those who prefer healthy snacks. PALMS Teras comes to the fore with its healthy home made and fresh pressed fruit juices and has also introduced summer month specials such as cold latte with dates and "green juice", a mixture of green vegetables, in its menu. PALMS Teras, the exact location for pleasurable meetings with family and friends or inspiring gatherings, will organize activities of various brands as well as exercise parties which combine sports and music all through the summer.



Hillside Marks a First with Snap-J Project

Hillside completed its quest for Snap-Js at peace with the cameras, like to discover novalties, are social media afcionados. Hillside, the precursor of novalties, marked a first in the world and announced its quest for a "Snap-J" at peace with the cameras, likes to discover novalties, and is a social media afcionado with a job posting on Snapchat and Instagram stories. Application to this zestful job that gave candidates the chance to express themselves was only conducted using Snapchat and Instagram stories. Approximately 8000 applications were made to this ad with the #SnapJWanted hashtag. In a short time, it made an impact even abroad and was quoted at The Sun, a leading publication in England, and its career site recruiter.co.uk. The job description defined the Snap-J as one who would represent Hillside, will enjoy new places, participate in festivals, follow artistic events, and make new discoveries in the city. The one who had these qualifications became entitled to be the presenter of these discoveries. The 8 Snap-Js determined following the evaluation of applicants from all around the world will also be the presenter of mini-series to be shown on Hillside's Snapchat, Instagram stories and youtube channels.



Hillside Beach Club, a Pioneer of Reservations Through the Social Media

Hillside Beach Club has put in an application that initiates the reservation process over Instagram for the first time in the world through Social Booking. Hillside Social Booking that enables users to convey their reservation requests for their holidays without leaving the instagram news feed is very easy. All the guests have to do to communicate their accommodation request with no time loss is to leave an emoji related to summer at the comment box of any of the visuals in Hillside's Instagram account @hillsidebooking. The reservation request is received when the Hillside team comes back to the person with a direct message and gets the necessary information.

One more novelty: The Hillside Beach Club web site met the new season with its new look and technology.

In addition to its Social Booking service, Hillside Beach Club met its guests with its renewed web site this summer. The more colorful, interactive



and interesting www.hillsidebeachclub.com does not only introduce the hotel's facilities but also presents programs related to the choices and areas of interest of the guests while planning their vacation using a special interface. The new Hillside web site includes contents for all frames of mind with ENJOY THE NIGHT where activities that can be done after sunset , RELAX where various options that will benefit the body and soul, TASTE & JOY with delicious food and beverage alternatives, ALL THE FAMILY containing activities for the whole family and special programs of children of all age groups, and IN ACTION for action afcionados.

The Hillside Beach Club team that makes the reservation and vacation planning process easier with their innovative approach had previously opened its Beach Order application that allows the guests to order their beverage choice in the way they want without leaving their deckchair while on the beach.

Summer Begins at Hillside Beach Club

Hillside welcomed its guests with a season filled with activities extending from colorful parties to workshops that entertain while training, from carefully designed weeks to activities combining sports with entertainment. Considering every single detail for its guests to enjoy unforgettable memories, Hillside Beach Club offered a colorful activity program for the long awaited summer.

A Summer Full of Special Weeks

May started with the "Feel Good Week", the sine qua non of those looking for serenity, continued with the "Water Sports Week" enlivened with shows by the Wakeboard World Champion Dean Smith that sports lovers have been waiting for a long time. In June, Hillside implemented the vacation program of sports lovers' dreams with "Summer Challenge". All through the week, guests found the opportunity to experience cycle parties by the sea side, as well as numerous sports activities conducted on jogging, walking and cycling tracks accompanied by the spectacular nature of Fethiye.

Workshops That Entertain While Training Those Who Want to Take Up A New Hobby

Hillside Beach Club, the precursor of the "edutainment" (education while teaching) trend in Turkey and its successful implementer, added new workshops to this program that has become traditional. The guests who learned new techniques at the paper and ceramic workshops as well as the relaxing terrarium application found the opportunity to return home having acquired a new hobby. Hillside's programs specially designed for children are with My Hillside Artfolio also very colorful. This season, the young guests of Hillside learned and had the opportunity to apply a new art trend accompanied by the famous artists Andy Warhol, Picasso and Henri Matisse.



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