



JUNE 2019 NUMBER: 56

The NEWS

New Signatures, New Awards

The Bucharest Beltway Tender, one of the international projects of our Contracting Group, was signed with the ceremony realized in March 11, 2019. Another international project, Kazakistan Almaty Beltway Project of total 66 kilometers whose design works were started on 12 April 2018, will be completed by the end of 2022. The first train departure has been successfully completed in the Kabataş-Mecidiyeköy-Mahmutbey Metro Project, which is also known as M7 line in the country. Alarko Carrier, a member of our Industry and Trade Group, won the export achievement award granted by the HVAC-R Industry Exporters' Association, and the "EMEA Region-The Best Sales Growth" award granted by Toshiba. Publicly-held Group companies Alarko Holding A.Ş., Alarko Carrier Sanayi ve Ticaret A.Ş. and Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. held their Ordinary General Assembly Meetings in March and April to evaluate their 2018 activities. Our Hillside Beach Club, which was described as "Heaven on Earth" in the prestigious "How to Spend It" supplement of Financial Times, the major newspaper of the UK, started 2019 summer season on 15 April 2019. You can find the summary of these news reports and more in our June 2019 issue of our magazine.

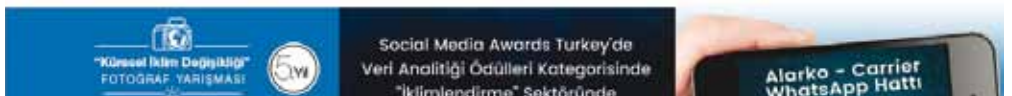
In this issue:

While our companies were awarded new tenders in the country and abroad, their completed projects and works also won various awards.



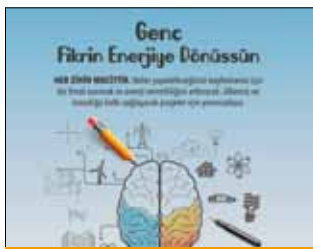
Bucharest Beltway Project Contract is Signed

PAGE 4



Alarko Carrier's E-Commerce Platform is Now Live

PAGE 10



Prize Project Competition from MEDAŞ

PAGE 7



Ordinary General Assembly Meetings Were Held for 2018

PAGE 18



Summer Season Started at Hillside Beach Club with Innovations

PAGE 22





AS WE ENTER A REDEVELOPMENT ERA

Distinguished colleagues and stakeholders,

Our country will have left the elections behind in the second half of 2019. We have four years ahead of us in order to revive and revitalize our economy, and this period will not be interrupted with election campaigns. An efficient use of this opportunity will contribute to our economic development and prosperity in general.

Our company has successfully overcome the stagnation period that lasted for the last six months, taking strength particularly from its focused financial management activities. We successfully continue to repay our loans used for the significant investments of our Energy Group. We have repaid around 135 million USD in 2018. The steady fall in the net debts of our group will be ensured to continue also this year. Together with the repayment of the loans, our net asset value increases, which in turn increases our motivation for new investments in the energy and other sectors.

We have participated in the tender for, and have taken over the management of, Gönen Hydroelectric Power Plant in 2018, and the timing of this transaction was just perfect. Our hydroelectric power plants currently generate record amounts of power thanks to the rainy season at the beginning of 2019. This proves that shifting our energy investments to power plants running on renewable resources and balancing our portfolio is the right strategy in terms of risk distribution.

We have successfully held the ordinary general assembly meetings of our group companies

and our Holding Company in 2019 April. The interest shown by our investors in the general assembly meetings was highly satisfactory. We have made a note of the questions asked and the opinions expressed by our investors during the general assembly meetings, and noticed that our responses were found satisfactory.

Another step we have taken this year for investor relations is that we have appointed a senior manager to serve at our Holding as Chief Investor Relations Officer. We believe that our group's investor relations will improve further thanks to this appointment.

Our Alarko Carrier partnership operating in the field of industry and trade is taking strong steps towards being a much more modern organization thanks to its digitalization move that has gained momentum this year. Alarko has always been one of the most popular brands in Turkey in the field of heating, cooling and ventilation with its experience that dates back to 64 years ago. We have maintained our leading position with Alarko Carrier partnership. I have no doubt that we will continue to lead the market with our premium products, regardless of market conditions. I wish our team success in their preparations for the air conditioner sales, which we expect to grow particularly in the summer months in parallel to the revival and recovery of our economy.

As you can see in the following pages, we have held the signing ceremony for the first highway contract we have been awarded in Romania in our Contracting sector in the recent months. We expect to have a positive outcome for the other



İzzet Garih
Chairman of the Board

phase of this contracting project by the second half of 2019. Thanks to the aforementioned and other projects, we continue to be one of the leading contracting companies of our country.

A source of pride for us in the tourism sector, Hillside Beach Club has started the season with full occupancy rate. The procedure is about to be completed related to increasing the surface rights of this facility to 49 years again. This development, which is good news for Alarko GYO A.Ş. holding the relevant surface rights and our Tourism Group which is in the position of operator, will have a positive impact on our company financials.

In today's environment where constant change and growth are inevitable, we will continue to produce and work for our country at full speed. I would like to extend you my kind regards, and wish you a healthy, peaceful, prosperous and productive summer.



Bucharest Beltway Project Contract is Signed

A contract was signed between Alarko Contracting Group, the winner of the tender related to the second phase beltway to be constructed in Bucharest and Romania National Highways and Infrastructure Administration (CNAIR). The signing ceremony held at the Ministry of Transportation was participated by Razvan Cuc, Romanian

Transportation Minister, and İzzet Garih, Alarko Holding Chairman of the Board of Director, Ayhan Yavrucu, the President of the Executive Board of Alarko Group of Companies, Alper Kaptanoğlu, Alarko Contracting Group General Manager and Mustafa Gafuroğlu, Alarko Contracting Group Deputy General Manager.



Execution Process is Over for the Beltway to be Built by Alarko in Bucharest

Following the execution of the contract dated 11 March 2019 for our Romania - Bucharest Beltway Project, whose construction was undertaken by our Contracting Group, the works have been started with the official work starting instructions given by Employer Romania National Highways and Infrastructure Administration (CNAIR) on 10 April 2019. Bucharest Beltway Construction project has been planned in the status of divided road in the southern zone surrounding the city center. Its total length is 100,9 km and it consists of 3 separate lots. Alarko Construction Group has assumed the design and construction works of the 16,3 km- Lot 2 section as part of the general project works. The budget amount for these works related to this section of the highway whose construction we have undertaken is 750.849.942,12 Lei (approximately 163 million Euros).



The term for performance of the works under the contract is 12 months for project preparation and obtaining construction permits and 30 months for construction works, reaching total 102 months with a guarantee term of 60 months.

Our project will be designed in the status of 2 x 2 lane road divided by steel barriers according to the design speed of 140 km as per the respective technical specifications. The construction works will be started once all approvals and permits are obtained in accordance with the European Union standards and country legislation. Within the scope of the project, works will be carried out for 5 highway bridges and viaducts, 10 overbridges, 2 intersection arrangements, 1 operation and maintenance area, 2 temporary parking areas, highway traffic regulation and passenger information systems (ITS) and other closed security systems, as well as various road illumination and finishing works.

Within the scope of the project design works, works are currently ongoing for mapping activities, ground surveys aiming to determine the ground's mechanics parameters, investigations on explosive ammunition as the remnants of the 2nd World War, preliminary works on archeological areas and creation of design criteria, and upon completion of these works, conception design works and detailed as-built design works will be started. This 12-month period will include the performance of additional expropriation works which may be required, preparation of design and construction work schedule, preparation and approval of all construction projects, and the completion of construction permits.



The Departure of the First Train Has Been Successfully Completed in the **Kabataş-Mecidiyeköy-Mahmutbey Metro Project**

The departure of the first train as part of the ongoing work for Phase 1 of the 22,5-kilometer Kabataş-Mecidiyeköy-Mahmutbey Metro Project known as Line M7, which consists of 19 stations and a storage area and for which we have undertaken the construction, has been successfully completed with the participation of our Distinguished Mayor and esteemed managers. Test and commissioning works for the escalators, lifts and platform screen door systems and other electro-mechanic and finishing works, as well as train departure tests are ongoing at full speed within the scope of tunnel boring activities between Kabataş and Mecidiyeköy stations and the TBM tunnel excavations on Line 2 have been completed. At Beşiktaş region, which is a high risk area in TBM excavations on Line 1, was successfully finished. Excavations towards Yıldız station are still ongoing.

With the completion of the project, our metro project consisting of 19 stations and 1 storage maintenance area, which will reduce the traffic issue of Istanbul upon completion of the project, will both contribute to reduction of CO2 emissions and significantly reduce the time of transportation between districts.



Within the scope of our project, integration will be ensured between (F1) Kabataş-Taksim funicular line and Kabataş station, (M2) Yenikapı-Haciosman metro line and Mecidiyeköy station, (M3) Bakırköy İDO-Kirazlı-Kayaşehir metro line and Mahmutbey station, (M11) Gayrettepe-İstanbul Airport metro line and Kağıthane station, (T1) Eminönü-Kabataş tram line and Kabataş station, (T4) Topkapı-Sultançiftliği tram line and Karadeniz Neighborhood station, (T5) Eminönü-Alibeyköy tram line and Alibeyköy station, Metrobus and Mecidiyeköy station, and maritime transport and Kabataş and Beşiktaş stations.

With Kabataş-Mecidiyeköy-Mahmutbey Metro project, transportation period will be 5,5 minutes for Beşiktaş-Mecidiyeköy, 7,5 minutes for Mecidiyeköy-Alibeyköy, 13 minutes for Çağlayan-Gaziosmanpaşa, 25,5 minutes for Beşiktaş-Sarıyer Haciosman, 26 minutes for Mahmutbey-Mecidiyeköy, 31,5 minutes for Beşiktaş-Mahmutbey, 39,5 minutes for Mahmutbey-Yenikapı, 45 minutes for Mahmutbey-Sarıyer Haciosman, 44,5 minutes for Mahmutbey-Üsküdar, 52 minutes for Mahmutbey-Kadıköy, and 95,5 minutes for Mahmutbey-Sabiha Gökçen Airport.



The Great Almaty Beltway Project is Launched



The length of the beltway that is projected to pass through the districts of Karasay and Talgar in the state of Almaty, Kazakhstan, undertaken as the first major Public-Private Partnership project of the country is 66 kilometers. The road is designed to carry 4 lanes on a section of 14,5 km and 6 lanes on the remaining 51,5 km. There are 7 intersections, 15 viaducts, 21 overbridges and 7 underpasses on the road. This project is expected to address the heavy traffic congestion in the city to a significant extent. As part of the West China - West Europe international highway project, the Great Almaty Beltway project is the first major Public-Private Partnership being undertaken in Kazakhstan. Standing out as the largest private sector infrastructure investment project outside of the petroleum and gas industries, the Great Almaty Beltway project will reduce the transport load of the city arteries and serve approximately 2.000.000 people. With the completion of the project, the socioeconomic development of the city of Almaty and its environs will gain momentum and by reducing the density of traffic congestion in the metropolis, air pollution is also expected to be brought down to a minimum.

Project guarantor is Kazakhstan Republic's Ministry of Industry and Infrastructure Development, and project contractors are Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş. - Makyol İnşaat Sanayi Turizm ve Ticaret A.Ş. - SK Engineering & Construction Co. Ltd. - Korea Expressway Corporation consortium. Following the signing of the protocol by the President of the Executive Board of Alarko Group of Companies' Ayhan Yavrucu in the presence of Nursultan Nazarbayev, President of Kazakhstan, and Recep Tayyip Erdoğan, President of the Republic of Turkey, the Kazakhstan Ministry of Industry and Infrastructure Development and the partners of the Consortium signed an agreement on 7 February 2018 with a total contract value of KZT 512.352.867.000 (approximately USD 1.668.467.067).

As Alsim Alarko, our share in the partnership is 33,4%. Construction time for the project is 50 months and the period of management is 15 years and 10 months, which corresponds to a total period of 20 years. The scope of the construction work has been specified as "EPC" (Engineering, Procurement and Construction). The road, made up of 6 lots, is designed

to be 66 km long, with 4 lanes on a section of 14,5 km and 6 lanes on the remaining 51,5 km. The main body of the road will be concrete while the connecting roads will be of asphalt. There are 7 intersections, 15 viaducts, 21 overbridges and 7 underpasses on the road. The total length of the viaducts is 1.716 meters, the length of the bridge, 1.251 meters, the length of the subway tunnel 243 meters, and there will be 154 culverts at a length of 7.445 meters. The construction work on the bridge will involve 42.000 meters of bored piles and 15.000 meters driven piles. The scope of the project also includes 26 million m³ of earthmoving, 2,3 million tons of subbase, 1,4 million tons of base, 532.000 tons of asphalt and 406.000 cubic meters of concrete implementation. A total of 253.000 cubic meters of concrete will be used in the construction of the bridge, the engineering structures and the Area Control Center building. The amount of aggregate to be crushed for the project will be 6,8 million tons. There will be illumination on intersections and engineering structures longer than 100 m. The landscaping will include the planting of 1,8 million m² of green lawns and 60.000 trees. A sound barrier reaching a total of 6,4 km and a 142 km wire fence will be installed along the roads in residential areas.

The ITPS (Intelligent Transport and Payment System) that will be set up as part of the project will contain 15 toll booths, 27 dynamic information panels, 99 closed-circuit cameras, a vehicle tracking system, an automatic license plate recognition system and a road conditions information system. The building mobilization works of the project have been completed to a great extent. We have started the installation works for the aggregate crushing facility of 440 ton/h. The construction of the facility with a capacity of 350 ton/h has been completed in Turkey, and its transportation will soon be started. The design work for the project began with the signing of the agreement on 12 April 2018. In line with the as-built projects, we have initiated works on 27 April 2019 for building detour road on 2 lots (Section 4 and 8b), carrying out stripping excavation, for demolition of the existing houses on the line route that has been expropriated, and building culverts, and performing gas, electricity, water displacement and archeological works. With the completion of the financial loan procedures, the construction works on the other 4 lots are expected to start on 25 July 2019. The project is targeted to be finished by the end of 2022.

MEDAŞ General Manager Erol Uçmazbaşı Visited the Call Center of MEDAŞ

Merem Elektrik Dağıtım A.Ş. (MEDAŞ) celebrated the success of the call center in 2018 with its employees in Karatay. MEDAŞ General Manager Erol Uçmazbaşı visited the call center's employees. Congratulating the employees for the call center's



outstanding performance in 2018, Uçmazbaşı said: "Upon moving the call center to Konya, we have increased the number of our employees to 150 from 41. Thus, we have created employment for Konya youth, and eliminated the problem related to accessing "Alo 186", and thus increased customer satisfaction. We have answered more than 2 million of calls in 2018. 96% of callers could reach a colleague in less than 20 seconds".

Besides, Uçmazbaşı noted that call center employees should have sufficient knowledge and experience to ensure that the right actions are taken fast in order to respond to customers' requests and complaints and customers are accurately informed, and thus they provided more than 20,000 hours of training to the call center employees to that end in 2018. Stating that all efforts spent were translated into "customer satisfaction", Erol Uçmazbaşı thanked the call center employees who made MEDAŞ proud for the last 2 years for their valuable efforts.

MEDAŞ Prioritizes Requests of Mukhtars

In order to keep up with the evolving technology, provide better service for their customers and ensure an interactive engagement, Merem Elektrik Dağıtım A.Ş. put into practice a "Communication Center Program for Mukhtars" and "Mukhtars' WhatsApp Line" in 2017, prioritized the complaints and requests of mukhtars, and gave mukhtars the ability for communicate their complaints and requests instantly to the relevant units. As a result, these communication channels received 984 applications in 2018, and 824 of these applications, which were filed in compliance with the legislation,

were resolved in approximately in 1 day. General Manager Erol Uçmazbaşı said: "We know how important our mukhtars are for local governance. Therefore, we are trying to respond to our mukhtars' suggestions, complaints and requests in the fastest manner possible. With these two systems we have established, we aim to get back to our mukhtars as soon as possible. What matters is dealing with these requests, rather than receiving them. We attached importance to this, and carried out necessary follow-up as required".

Prize Project Competition from MEDAŞ

Merem Elektrik Dağıtım A.Ş. (MEDAŞ) closely follows-up the newly-developed technologies and their impact on electricity distribution sector, and continues to attach importance on, and support, education in all fields.

To ensure that the youth meets the inventor inside them and discovers their potential, MEDAŞ launches the project competition titled: "Let Your Young Idea Turn into Power". With this project competition, MEDAŞ intends to reveal the projects that will increase energy efficiency and contribute to our country and humanity. Held for the first time this year, the competition accepts university students in Konya, Karaman, Aksaray, Niğde, Nevşehir and Kırşehir, which are included in the areas of service of MEDAŞ, as participants. Those wishing to participate in the prize project competition should be either undergraduate, graduate or postgraduate student. Applications are received on www.meramedas.com.tr.



MEDAŞ Coordination Meeting is Held

Meram Elektrik Dağıtım A.Ş. (MEDAŞ) held a General Coordination Meeting with its employees in Antalya. The meeting held at Diamond Premium Hotel was participated by almost 180 employees. Various activities were held for increasing the employees' motivation in addition to the presentations during the program that lasted 2 days. The agenda of the coordination meeting consisted of the activities performed in 2018 and in the first quarter of 2019. On the first day of the meeting, the activities performed were evaluated, and new projects, investments and processes to be improved were addressed. In the second session, general assessments were made and a closing speech was delivered.



MEDAŞ Starts its Traditional Solution Partner Meetings in Kırşehir

Meram Elektrik Dağıtım A.Ş. started its traditional annual information and opinion-exchange meetings in Kırşehir this year, with the participation of electrical engineers and electrical scientists. Hosted by MEDAŞ, the meeting enjoyed the participation of Halil Coşkun Tunçez, Vice General Manager of MEDAŞ, Mustafa Sağlam, Consumer Services Director, Ethem Konar, Project and Expropriation Director, Enterprise Authorized Representatives in charge in Kırşehir, Kenan Kerimoğlu, Head of Kırşehir Chamber of Electricians and Electronic Technicians, and freelancer electric engineers and electrical scientists. The presentations delivered by MEDAŞ representatives on energy demand, project approval and facility acceptance provided information on changes in application, increase in service quality and improvement of

connection processes. Participants exchanged opinions in the aftermath of the meeting, and engineers and scientists expressed their requests and recommendations in relation to the applications.



MEDAŞ Hosts Junior Art-lovers



Always supporting art, Meram Elektrik Dağıtım A.Ş. hosted the students of Private Konya Nesibe Aydın Nursery School in MEDAŞ art gallery. The event was conceived from the idea that children being introduced into art activities in preschool period via visual elements will have the ability to perceive visual symbols faster and more accurately in life, and thus will be better at expressing their feelings and ideas either through words or painting or other visual arts. After the students who came to MEDAŞ Arts Gallery visited the exhibition of Hikmet Şahin titled "Revision", an event of painting on canvas was held with the students under the leadership of Muhsin Kaleli, the owner of "Kaleli Art Center". Contributing to encouraging children to engage with art, MEDAŞ officers were awarded certificates of acknowledgement by Nesibe Aydın Nursery School.

Tourism Supporter **MEDAŞ**

Within the scope of the activities performed by Selçuklu Municipality aiming to reshape the general outlook of Sille, the investment made by Meram Elektrik Dağıtım A.Ş. has been completed. Hosting a rich cultural heritage starting from the early ages of Konya and featuring cultural assets reaching modern times, Sille attaches great importance to its rich Turkish-Islam heritage. The investment made in the village worth TL 700.000 has now been completed. In Sille, which is popular among local and foreign tourists, the overhead line, which dominates the village silhouette and gives the village an untidy appearance, was redirected underground. In addition, illumination works have been carried out on the street reaching to Sille Dam, which has recently been very popular with tourists. The statement made by MEDAŞ noted that they are so happy to have completed said investment within due time and to have contributed to the tourism in Konya.



MEDAŞ Management Comes Together with Breakdown/Maintenance Team

Meram Elektrik Dağıtım A.Ş. General Manager Erol Uçmazbaşı met at breakfast with Breakdown/Maintenance team. At the breakfast, breakdown/maintenance team came together with General Manager Uçmazbaşı, System Operations Manager Mustafa Emre Şafak, Nevşehir Enterprise Authorized Representatives Sefa Teryaki and Gülşah Güney, Hacibektaş Enterprise Officer Arzu Demirer and Ürgüp Enterprise Officer Ümit Can Türkay. Speaking after the breakfast, Erol Uçmazbaşı said: "I am trying to come together with you,

distinguished colleagues, as much as I can. Your devotion to be there, in all circumstances is particularly praiseworthy. We are decreasing the number of breakdowns every year. I would like to thank you all for the significant decrease in the number of breakdowns in 2018. I hope we will ensure further enhancement towards this aim. Of course, we will never compromise occupational safety rules as we do that". The meeting was ended following the Q&A session where the questions of breakdown/maintenance employees were answered.

"Meram Night" from **MEDAŞ**

Prioritizing loyalty to the organization and employee commitment beyond anything else, MEDAŞ continues its internal activities towards such goal. At Meram Night organized to this end, an overall evaluation was made on 2018, and then the employees who have left behind their 40, 35 and 25 years of service behind, Tevfik Aslan, Ramazan Bilgen, Mustafa İkizoğlu and İsmet Zekai Varol, respectively, were awarded a "Seniority Award", while Gökhan Yazar, Mehmet Bıyıklı, Veysel Ege, and Zafer Alkan were presented a "Success Badge" for their outstanding success within the year and Fatih Alpaslan, who was found worthy of an award for his contribution to ensuring customer satisfaction, was given "Our Customers are Our Assets" award. Delivering a speech during the event night, MEDAŞ General Manager Erol Uçmazbaşı said: "Human resources are our most important capital. It is not possible to achieve success at a place where employees are not happy and peaceful. In this connection, our most important duty is to recognize the value of our employees as necessary, and to make them feel valued through these events. I would like to extend my gratitude to all our employees who helped us to have a good year despite all the challenges we have faced. I hope we will increase our ever-increasing service quality even further, and serve our region in the best manner possible".



MEDAŞ Acts Responsibly to Support Village Schools



Meram Elektrik Dağıtım A.Ş. (MEDAŞ) continues to attach importance on, and support, education in all fields. Making a distinguished name for itself in the fields of cultural and social activities, MEDAŞ is also popular with its corporate responsibility projects. Donating clothes to schools within the field of its service through the "Sister School" application it has launched 3 years ago, MEDAŞ completed the first leg of this year's donation project by means of providing various gifts to the students of Niğde Ulukışla Horoz Village Şehit Mehmet Zengin Primary School, Niğde Bor Kayı Village Ayşe Aydoğan Primary School and Nevşehir Derinkuyu Güneyce Village Primary School, and the event was participated by Bekir Sıtkı Dağ, Niğde Bor District Governor, Sıtkı Erat, Bor Mayor, Celalettin Özudoğru, Bor District Director of National Education, and Ulukışla District Assistant Director of National Education.



Alarko Carrier's Export Success is Awarded

With its export activities carried out in 2018, Alarko Carrier was granted the award of "The Company to Export the Greatest Number of Air Handling Units, Rooftops, Fancoils, Modular Air Conditioning System" by HVAC-R Industry Exporters' Association (İSİB). The award ceremony was held with the participation of İsmail Gülle, President



of Turkish Exporters Assembly (TİM), Mehmet Şanal, İSİB Chairman of the Board, Zeki Poyraz and İbrahim Pektaş, Deputy Presidents of TİM, and many representatives of the air conditioning industry. Making comments on the issue, Cem Akan, Alarko Carrier General Manager noted that they felt proud to have been granted another award by İSİB for their successful export performance, and said: "As Alarko Carrier, we have combined our experience of more than 60 years with Carrier's production quality supported by state-of-the-art technology. We are exporting to a wide range of international markets worldwide from Australia to Germany and from the Middle East to African countries. Alarko Carrier maintains the same success in the global arena as it does in the country. While air handling units, panel radiators and packaged rooftop units constitute the major part of our export products, we have increased the number of countries to which we export to 57. We offer our products in a various geographical areas such as Ivory Coast, Djibouti, Hungary, Malta, Macedonia, Mauritius, Oman, Papua New Guinea, Philippines, Uganda and Yemen, and continue to add value to both the country and the industry".

Alarko Carrier's E-Commerce Platform is Now Live

The leading air-conditioning brand of Turkey, Alarko Carrier has now launched its e-commerce platform. The visitors of www.alarko-carrier.com.tr will have the chance to have a look at combi boilers, residential air-conditioners and accessories 7/24 and to give orders with only a few clicks. Alarko Carrier Sanayi ve Ticaret A.Ş. that was established in 1998 as an equal partnership between Alarko Sanayi ve Ticaret A.Ş., an actor of the air-conditioning industry for 65 years, and Carrier, the world leader in its segment, has revamped its website and is now offering consumers an e-commerce platform, following its successful work on social media platforms. The platform can be accessed at www.alarko-carrier.com.tr. Alarko Carrier e-commerce website, allows visitors to enjoy the comfort of ordering an air-conditioner or a combi boiler on any day, and at any time. It is possible to access detailed information on combi boilers, air-conditioners and accessories on the website, and to make an online order.

Air-Conditioner and Combi Boiler Wizards are Guiding Visitors

Visitors can access product specifications, technical data and documents on this website with its simple, modern, and user-friendly interface. Moreover, visitors can use Combi Boiler and Air-Conditioner Wizards on the website to choose the model that best fits their needs. The Combi Boiler Wizard helps the visitors to choose the best air-conditioner that suit their needs by entering the name of their province; the floor, where their flat is located; the settlement and insulation information; the size of the flat; and the ceiling height of the house. The Air-Conditioner Wizard lists the most suitable air-conditioner models according to the city; average number of people in the relevant setting; the dimensions of the area, where the air-conditioner will be used; the direction of the windows; total window area, and insulation information. Thanks to the



data management system of the website, all registered users are sent reminders on critical issues such as products and various campaigns, and annual product maintenance, as well as information on new products and other product groups that they may need. The website meets the needs of the consumers very fast thanks to information and quote forms for the products in Alarko Carrier product range that need preliminary engineering service such as building management systems, and heat sharing services. Alarko Carrier General Manager Cem Akan explains that they made an important investment in digital transformation with the e-commerce website: "Alarko Carrier closely follows-up with the prevailing trends, and we are working in accordance with our long-term strategic plans. We are witnessing the change worldwide, brought by digitalization, and today, digital transformation is inevitable. We took an important step in this process with our e-commerce platform. We are happy to launch a project, which is among the very firsts of its kind in Turkey, and will set an example to the entire industry."



With its Heating and Water Group Products, Alarko Carrier Attended the HVACR Expo Fair in Karachi

Alarko Carrier's high-tech products were greatly appreciated at HVACR Expo held in Karachi in November 22-24, 2018, Pakistan for the 26th time this year. At the expo held at Karachi, Lahore and Islamabad in turns every year, this year Alarko Carrier showcased heating products such as combi-boilers, burners and circulators in its own booth, while it had the chance to present its submersible pumps to consumers at another booth where its Pakistan distributor directly attended the exhibition. At the seminar organized within the scope of the fair, Alarko Carrier Product Manager Cüneyt Bulca provided information to the technical employees from the private and public sector about how to improve the economic life of submersible pumps and ensure maximum energy savings. Bulca delivered a detailed technical presentation on the impact of choice of materials on the outcome if Alarko submersible pumps are used together with Photovoltaic Panel + Variable Frequency Driver. In addition, Alarko provided detailed information about how Alarko submersible pumps can be customized according to application field data, and how this customization decreases the breakdown rates and increases the useful life of pumps.



Taking the floor at the seminar, Agha Hassan Raza, Baluchistan State Energy Department Director, stated that Alarko submersible pumps, out of various submersible pumps they tried so far, worked smoothly without breaking down for long years and that they were highly pleased with the products.

Alarko Carrier Attracted Huge Attention at Teskon-Sodex 2019 Exhibition

The leading actor of the Air-conditioning Sector, Alarko Carrier attended Teskon-Sodex 2019 Heating, Refrigeration, Ventilation and Air Conditioning Exhibition held on 17-20 April. The exhibition was held at İzmir Tepekule Congress and Exhibition Center. At the significant event where the industry's professional actors came together, Alarko Carrier attracted huge attention with its prestige booth of 24 square meters. Alarko Carrier booth is used as a point of contact allowing direct communication with the exhibition participants. The booth's visitors and Alarko Carrier users communicate their questions and evaluations about the products to Alarko Carrier.



Alarko Carrier was given “EMEA Region - The Best Sales Growth” Award by Toshiba for its Successful Performance

Distributing Toshiba air-conditioners in Turkey, Alarko Carrier won “EMEA Region - The Best Sales Growth” award in 2018 for its outstanding success in the light commercial air conditioners segment. The award given at the Meeting of EMEA Region (Europe, Middle East and Africa) Distributors, which was held at Malta and participated by Toshiba representatives in various countries, was presented to Dilara Çayır, Alarko Carrier Residential and Commercial Air-Conditioners Product Manager. Stating that they have been carrying out their operations in the field of light commercial air conditioners for long years taking strength from Toshiba quality and Alarko expertise, Dilara Çayır said: “We take pride in receiving this award from Toshiba for our diligent efforts for ensuring that our products offer good user experience and the success we have achieved as a result of these efforts. Maximum user satisfaction has always been our priority at Alarko Carrier. We owe this success to not



only our experience and knowledge in the sector, but also the commercial partnerships who prefer our durable, high-quality and efficient products. We would like to extend our gratitude to everyone for their valuable contribution”.

Alarko Carrier’s High-Tech Products Produced in Turkey was displayed in Peking

One of the leading companies of air-conditioning industry, Alarko Carrier, together with its China Distributor OYRD, attended the ISH Fair held in Peking, the capital of China, on 6-8 May. First participating in this fair in 2017, Alarko Carrier exhibited its combi-boilers, condensing boilers, circulation pumps and panel radiators based on the

theme of “For a Better World”. Distributors, customers, gas companies, project firms and media organizations coming from different regions of China showed great interest in the Alarko Carrier booth, and the fair visitors were provided with detailed information about the specifications and performance of Alarko Carrier products.



Change in the Organization of Alarko Carrier Sanayi ve Ticaret A.Ş.

A change was made in the organization of Alarko Carrier established in 1998 as an equal partnership between Alarko Sanayi ve Ticaret A.Ş., an actor of the air-conditioning industry for 65 years, and Carrier, the world leader in its segment.

Within the scope of the reorganization, Cem Akan, who served as Chief Financial Officer so far, became the General Manager. Being a graduate of the Department of Economics (Lectured in English) of Marmara University, Cem Akan embarked upon his career at Alarko Carrier in 2004 as Budget and Financial Analysis Specialist, and then served as Budget and Financial Analysis Manager and Chief Financial Officer. Having been promoted as Assistant General Manager as part of the restructuring activities, Hirant Kalataş assumed the management of Marketing, After-Sales Services and System Sales activities, while Murat Çopur was appointed as Assistant General Manager responsible of the manufacturing plants in Gebze and Dudullu.



At the Seminar Held by TTMD Bursa Representative Office, Alarko Carrier Came Together with Industry Professionals and Faculty Members

Alarko Carrier continues to share its experience and technical expertise of 65 years in the field of heating and cooling with the industry professionals. Towards this aim, it has participated in the seminar held by Turkish Society of HVAC and Sanitary Engineers (TTMD) Bursa Representative Office on 27 April, and delivered a presentation. The first part of the presentation delivered by Alarko Carrier Business Development Manager Oğuz Aydoğdu and Business Development Engineer Semih Temel addressed key factors to be considered when designing and choosing air handling units, with a focus on certified hygienic air handling units". The second part of the seminar provided information about the "wizards" feature allowing comparison of sample systems using Carrier Hourly Analysis Program (H.A.P).

The seminar was watched by the representatives of the construction companies operating in the installations sector and the students of the Department of Mechanical Engineering of Piri Reis University and Balıkesir University, in addition to the founders and representatives of mechanical project design companies.



Alarko Carrier Authorized Dealer Ünsal Makine offers Support for “A Life without Barriers”

Alarko Carrier's Izmir authorized dealer Ünsal Makine continues its project “We're Altogether” launched with the aim of providing support to the needy disabled population. Alarko Carrier's authorized dealer operating in Izmir, Ünsal Makine donated wheelchairs this year to the needy disabled with its project titled “We're Altogether”. Within the scope of the project launched under the auspices of the founders Rasim Salman, İsmail Özakşehir and Elif Moroğlu, a part of the income derived throughout the year was transferred to the fund created, providing the needy disabled with support. Providing information on the issue, Ünsal Makine shareholder İsmail Özakşehir said: “The project “We're Altogether” launched with a small fund and with the aim of “ensuring greater participation of the disabled in life”, continues to grow every day. As Ünsal Makine family, we are trying to support the disabled having difficulty in participating in social life as a result of the success we have achieved and the income we generated thanks to the dedicated efforts of our project and solution partners and our points of sale. Our biggest goal is to contribute, albeit in a tiny way, to ensuring that they can lead a life without barriers”.



Alarko Carrier Met Engineers of Future

At the Career Summit supported by Rectorate of Yalova University, Yalova Directorate of National Education and Yalova Counseling and Research Center, which was held on 25 April 2019, Thursday for the first time under the theme of “High School Students Meet University Students and University Students Meet the Business World, Alarko Carrier came together with engineers of future. The event was held at Raif Dinçkök Cultural Center in cooperation with the Technological and Innovation Society, a joint venture of the Faculty of Engineering and the Department of Industry and Polymer Engineering of Yalova University, and started with the keynote speeches delivered by Vice-Rector Prof. Mustafa Öksüz and Yalova Deputy Governor İrfan Demiröz. Upon explaining the philosophy of Alarko, one of the most-established institutions operating in the industry for more than 60 years,

Emin Cüneyt Bulca, Alarko Carrier Water Pressuring Systems Product Manager, provided useful tips to the youth that can help with their professional carrier, which are backed by his own experience. The summit where various booths were installed and where the students obtained information about choosing profession and career planning enjoyed the participation of more than 3,000 visitors.



Career Tips from Alarko Carrier to the Youth



Participating in Eastern Anatolia Career Fair, Alarko Carrier Ankara Dealership Sales Manager Ali İsmet Koçak provided useful tips to the university youth that will help them to be successful in their career paths. Hosted by Erzurum Technical University in March 8-9, 2019 at Tüyap Exhibition Center, Eastern Anatolian Career Fair drew large participation from the universities in the region. Delivering a presentation on the subject of “Communication in Business Life and Career” to the university students and faculty members, Ali İsmet Koçak, Alarko Carrier Ankara Dealership Sales Manager, also shared information about the views of Dr. Üzeyir Garih and İshak Alaton, founding partners of Alarko Carrier, on issues such as the steps that should be taken for a change in business life and a successful career.

With “Professional Sales Techniques”, Alarko Carrier Increases the Selling Capabilities of its Authorized Dealers

Providing services through its widespread dealer and service network in Turkey, Alarko Carrier continues to provide trainings aiming to improve the authorized dealers' customer relations and sales skills. To this end, Alarko Carrier held a “Professional Sales Techniques” training at Serdaroğlu A.Ş., an authorized dealer in Ankara on 7 February 2019, which was led by Ali İsmet Koçak, Alarko Carrier Ankara Dealership Sales Manager. The second half of the training, which started with marketing strategies and sales techniques' theory, explained what kind of strategies should be established in today's economy and fast-changing competitive environment, in a manner to allow interaction. Subjects such as the differences between retail sales and project work sales, management of operating costs and techniques of establishing sales targets were among the most popular topics that attracted participants' attention.



Alarko Carrier Hosted its Visitors in its Booth at Demre Agriculture Fair

Standing out with its wide product range and wide service network in the field of water pressurization, Alarko Carrier hosts its visitors at the Agriculture Fair, which was held for the fifth time this year between February 27 - March 2, 2019 in Demre district of Antalya. Attending the fair through Antalya submersible pumps expert dealer AKS Pompa, Alarko Carrier exhibits its various products such as submersible pumps, shallow well, sewage and centrifugal pumps at the fair. The fair which introduces the producers and farmers into agricultural technologies brought representatives of 60 companies producing saplings, seeds, pesticides, fertilizers, greenhouse films and agricultural tools and equipment together with the fair visitors on an area of total 2.300 square meters.



Alarko Carrier wins “Customer-Friendly Brand” Award

The efforts of Alarko Carrier aiming to maximize customer satisfaction have been recognized by şikayetvar.com, Turkey's biggest complaint-handling platform, with Alarko Carrier being named a “Customer-Friendly Brand”. With its nearly 300 authorized dealers and technical staff throughout the country, Alarko Carrier continues its operations with a view to meeting consumers' requirements 7/24, in the fastest manner and with the highest quality.





Water Resources of Farmers in Adiyaman Region Are Now under the Guarantee of Alarko Carrier

Responding to various needs with its wide product portfolio in the field of water pressurization, Alarko Carrier continues to exhibit its products in regional fairs via its authorized dealers. Finally, Alarko's Adiyaman submersible pumps expert dealer Bereket Tarım offered the products marketed by Alarko to the fair visitors at its booth in the 4th Adiyaman Food, Agriculture and Livestock Fair held at the Exhibition Center of the Chamber of Trade and Industry in April 17-21, 2019. At the fair where Alarko's 4-6-8" submersible pumps and motors, sewage pumps for shallow well and centrifugal pumps of various capacity and operating range were exhibited, the visitors were provided with information on the technical specifications of products as well as the criteria and applications to be considered while choosing products. Making comments on the fair, Yüksel Pinar, Alarko Carrier Submersible Pump Sales Manager, stated that food, agriculture and livestock played an important part in Adiyaman economy, and highlighted that the fair was of vital importance for the producers in Adiyaman and surrounding regions who adopt modern agricultural techniques. Noting that fairs

are an important means of ensuring that enterprises are introduced into local, regional and international markets, Pinar also said that the fair was attended by more than 120 companies, half of which was from Adiyaman, and attracted huge attention also from the surrounding provinces.



Denizli Soils Are Even More Fertile Thanks to Alarko Submersible Pumps

Alarko Carrier came together with the industry professionals at Aegean Agriculture, Greenhouse and Livestock Fair with its Alarko Submersible Pumps giving life to soil. Held by Orion Fuarçılık and bringing together the agriculture and livestock actors of the Aegean Region, the fair was held at EGS Park Exhibition Area between 27 February - 3 March, 2019. Throughout the fair, which is an important gathering event for the industry and which was held in Denizli that has an important export potential in the field of agriculture and livestock, Sinan Karacalı, Alarko Carrier Sales Supervisor, Kağan Gökçek and Mutlucan Cica, Regional Officers, and Işık Mühendislik, Denizli Submersible Pump Expert Dealer, provided the visitors with information on submersible pumps and their areas of use.



Durable and long-lasting Alarko Submersible Pumps stand out as the sole ready-to-use, uninterrupted and private water resource for service water and potable water. Helping the fight against drought and water shortages, the products almost serve as life line support thanks to their high efficiency. Submersible pumps draw water from thousands of meters deep underground, and allow meeting the water requirements of gardens, agricultural fields and greenhouses from underground water resources. Underlining the success achieved in Denizli thanks to the technologies used in the agriculture and livestock industries, Sinan Karacalı, Alarko Carrier Sales Supervisor, said: "Denizli is one of the most important points of the Aegean Region in terms of

agriculture and livestock. We have been working in cooperation with the industry professionals in Denizli for a long time. Our submersible pumps are preferred particularly in the agriculture sector because of their high technology and economic advantage. We take great pride in seeing today that Alarko submersible pumps which have been installed in various Anatolian cities including Denizli more than 20 years ago are still in operation". Stating that they were so pleased with the attention in submersible pumps, Karacalı said: "Aegean Agriculture, Greenhouse and Livestock Fair is one of the most important events of the region, which is attended by visitors from around Turkey. This year, the fair is expected to be attended by more than 200,000 people. Our submersible pumps exhibited at our booth attract huge visitor interest".

Alarko Carrier Supports Energy Efficiency in Pakistan

Alarko Carrier participated in the 3rd Renewable Energy and Energy Efficiency Conference and Fair held in Lahore, Pakistan on 13-15 February, 2019. Alarko Carrier attended the fair, which hosted visitors from all Asian countries, as Honorary Speaker.

In the Renewable Energy and Energy Efficiency Conference held in the fair organized by REAP (Renewable & Alternative Energy Association of Pakistan), Emin Cüneyt Bulca, Alarko Carrier Water Pressuring Systems Product Manager, delivered a presentation to the industry professionals on submersible pumps. Bulca provided information on the long-lasting use of submersible pumps used with VFD (Variable Frequency Driver) in solar energy systems. He shared with the participants in detail the technical specifications of Alarko Submersible Pumps that are popular across the country, as well as the key issues to consider for their use together with solar panels.

Capturing the interest of industry professionals with the pump's long economic life and energy efficiency, the same presentation was delivered again upon request in Islamabad, the country's capital city.



Mobile Application Era in Pursuing Opportunities on the Field



SAP FIORI, the mobile interface of the SAP CRM system that has been used by Alarko Carrier starting from 2011, was started to be used by Alarko Carrier Sales units through mobile phones. The 6-month project conducted by the IT department of Alarko Carrier in collaboration with the Sales units and solution partner consultant company was completed in 2018 September upon the provision of user trainings, and went live. The application offers a channel where regional officers and sales engineers can perform some of their daily routines on mobile just like using any social media application, thanks to its simple operating system and platform-independent structure. Designed for customization to the needs, the application offers a more user-friendly

experience and allows access from all places and devices and is thus more flexible. It is also simpler as it allows the user to focus on the important tasks only. Simplicity and intuitionism are prioritized again as is the case with the other mobile applications.

Sales units have the chance to add new customers, customer visits, speculations and opportunities, forward the opportunities to the relevant departments, and access their customers and the offers prepared for these customers. Again, the application allows the users to view the reports they use on their desktop applications.

Ordinary General Assembly Meetings were Held for 2018



Publicly-held Group companies Alarko Holding A.Ş., Alarko Carrier Sanayi ve Ticaret A.Ş. and Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. held their Ordinary General Assembly Meetings in March and April to evaluate their 2018 activities. At Alarko Holding A.Ş. General Assembly Meeting held on 18 April 2019, where 2018 activities of Alarko Holding A.Ş. were evaluated, the Group's 2019 investment goals were also discussed. It was decided that, (gross) total TL 74.211.000 be distributed to the shareholders as dividends.

In addition, information was provided during Alarko Holding A.Ş. General Assembly Meeting on the Investor Relations department established at the Holding as of 2019. It was noted that the Department will support the management and improvement of Alarko Holding's relations with the existing and potential investors.

2018 General Assembly Meeting of Alarko Carrier Sanayi ve Ticaret A.Ş. was held on 28 March 2019. At the General Assembly that started with reading the message from the Board of Directors, 2018 activities of Alarko Carrier Sanayi ve Ticaret A.Ş. were evaluated. Disclosing 2018 net profit for the period as TL 49.330.486, Alarko Carrier Sanayi ve Ticaret A.Ş. decided that no dividends be distributed in order to strengthen the Company capital in consideration of the economic conditions.

The Ordinary General Assembly Meeting of Alarko Gayrimenkul Yatırım Ortaklığı A.Ş. for 2018 was held on 26 March 2019. It was decided that, out of 2018 profit for the period of TL 269.599.472, the TL 27.053.017 portion corresponding to 254% of the issued capital be distributed to the shareholders as dividends.

Alarko Holding Came Together with Young Talents within the Scope of Alarko BAU Event

At "Alarko BAU Business Point" event held at Bahçeşehir University Beşiktaş Southern Campus CO-OP Office on 11 December 2018 within the scope of "Alarko HR Employer Brand Project", "15 Talents" met Alarko Family. Young undergraduate students participating in the event from various departments of the university had the opportunity to be introduced into career opportunities at Alarko and have an interview with Alarko Holding HR manager.





Alarko Holding is Awarded 2018 Respect for Human Beings Award



Being one of the most prestigious awards in the Human Resources sector and granted each year by Kariyer.Net to those companies which act in the most ethical and professional manner in their relations with candidates, the “Respect for Human Beings” Awards have been

distributed for the 18th time with an event held at Maslak Uniç Istanbul on 2 May 2019. Alarko Holding won an award within the scope of its Holding, Land Development Group and Energy Group recruitment activities.

An Award from SecretCV to Alarko Holding

Being one of the most prestigious Human Resources awards of Turkey and granted by SecretCV each year to the companies which have had notable achievements in the sector, which have introduced a new perspective into the sector and turned into an employer brand and which have strengthened their success further with the value they attach to their employees and candidates, the “2018 Stars of the HR” awards were

distributed at Istanbul Four Seasons Bosphorus Hotel on 17 April 2019. In the SecretCV-HR Summit attended by Leyla Alaton, Member of the Board of Alarko Holding, as a lecturer in the Special Session title “HR is Digitalized. What about the Feelings?”, Alarko Holding was proud to win its second award within the scope of its Holding, Land Development Group and Energy Group HR activities.



Leyla Alaton, Member of the Board of Alarko Holding, Participated in the French Cultural Center's Women Day's Panel

Leyla Alaton delivered a lecture at the "Women Faces of Success" conference organized by Ankara French Cultural Center for International Women's Day. In the conversation held at CerModern on 7 March, 2019, women talked about being a woman in men's world and "succeeding without being mannish" from their own perspective at the panel, which was also attended by Annika Molin Hellgren, Ambassador of the Kingdom of Sweden to Ankara. Stating that it is very important for them to host Leyla Alaton at the conference, Sébastien de Courtois, Director of Ankara French Cultural Center, said: "Ms. Alaton is a very important role model for women and the youth not only with her career, but also with her works carried out in cooperation

with NGOs in the field of empowerment and economic independence of women. I am sure that she will continue to inspire women in dealing with their problems to be encountered during their professional life.



TÜSİAD Global Compact Women Workshop was Held with Alarko Holding Board Member Leyla Alaton Hosting the Event

TÜSİAD Global Compact Working Group for Women Empowerment in Turkey held a conference on 7 March, Thursday on "Boosting the Provision of Childcare and Educational Services in Professional Life", which was hosted by Alarko Holding. The keynote speech was delivered by Leyla Alaton, and the conference highlighted various subjects including mainly women's business life, as well as empowerment and equal representation of women in all areas of social life and the investments made in boosting the provision of childcare and educational services. Many representatives of the business world, who are signatories to the Women's Empowerment Principles (WEPs), attended the meeting.



An Award from Büyükçekmece Municipality to Alarko Holding

With its support provided to Büyükçekmece's infrastructure, exemplary works in low-density city development and the value it added to the city aesthetics, Alarko Holding won the "Outstanding Service Medal" given by Büyükçekmece Municipality Council with the Council's decision dated 10 January 2019 and numbered 13. The award was presented by Hasan Akgün, Büyükçekmece Mayor, to Harun Moreno, Alarko Real Estate Investment Company General Manager, who accepted the award on behalf of İzzet Garih, Chairman of Alarko Holding.





Erciyes Tour with Alarko Future's Club

At the event held at Kayseri by Alarko Future's Club (AİK) Social Events Committee on 2-3 February 2019, a first was achieved in the name of "Alarko Future's Club" with total 50 participants from 4 different companies consisting of Alarko Holding, Alarko Carrier (İstanbul-Ankara), Meram and Alarko (Konya). At the event, which had the highest level of participation and which brought together 4 different Alarko groups for the first time, AİK members and guests enjoyed a beautiful weekend together. The participants went to the highest peaks of Erciyes mountain for skiing in their time allocated for skiing, and then danced and had fun in the outdoor party held afterwards. Taking the chance to taste the delicious meals of Kayseri, the team also had the opportunity to make new friends during their time together.



AİK Members Brought Clay to Life



The Masterpiece arts workshop organized by the Arts Committee of Alarko Future's Club also featured a clay sculpture workshop in the art studio. The workshop participants built clay sculptures and had fun at the Masterpiece art workshop, which aims to ensure that everyone is in touch with arts regardless of experience or talent. As a result of the event challenging participants' creativity and handicraft work, participants felt the joy of creating sculptures which they may take home or office, or give to their friends as a gift.

Village School Aid Project from AİK

AİK continues to add value to life taking strength from its slogan. With the voluntary support of Alarko employees, village schools that are in need were contacted, and village schools aid project was started. The first school to receive aid was Alinteri Primary School in Hınıs district of Erzurum. Students' clothes, stationery, book and toy requirements were met through the internal aid organization of Alarko Future's Club. With the support of Alarko employees, the village schools aid project is still ongoing with Siirt, Ağrı and Van provinces.



Summer Season Started at Hillside Beach Club with Innovations



With its welcoming team and world-famous intimate service approach, Hillside Beach Club started 2019 summer season on 15 April. With brand new workshops designed in line with the “edutainment” trend of providing educational entertainment, in which Hillside Beach Club has been a leader, and special programs tailored to the interests of guests, Hillside has again designed programs to address various pleasures and age groups this season. The prestigious “How

to Spend It” supplement of Financial Times, the biggest newspaper of the UK, mentioned Hillside Beach Club by saying “Heaven on Earth”, and indicated that the region where Hillside was located was particularly excellent for sailing tours, with a range of available activities being listed. Activities that can be easily arranged at Hillside this season include touring nearby bays, 12 Islands tour, or a “Sunset Cruise” sailing tour for an unforgettable sunset view. The Hillside team thinks of each detail as you enjoy these activities. The world-famous Kayaköy, which is close to Hillside Beach Club, attracts travelers of all ages with its history that dates back to 5,000 years ago. This season, a night walk at Kayaköy followed by an astronomy seminar was designed by Hillside team as a special experience.

You can enjoy your holiday non-stop with the revamped mobile application

Hillside Beach Club allows reaching various services through the mobile application revamped every year with only one touch. The innovative application allowing real-time follow-up with daily activities at the hotel and booking for events also offers free-of-charge access to the “press reader”, which covers various magazines and newspapers. This year, the mobile application will allow the guests to choose the movie to be screened on the sea, which is an unforgettable Hillside experience, from among the alternatives, and with the virtual expenditure card option, guests will not have to carry a purse or card with them anymore.

As Part of the New and Emerging Experiences, Guests were Introduced into the “21 Days of Feeling Good” Event

The Istanbul leg of the “Feeling Good” Weeks, which are held at Hillside Beach Club and which already become a classic, has been held on 11-31 March with a special program prepared by Hillside. The trends of future and today’s experience waiting to be discovered were introduced to those interested throughout the program at Hillside Etiler. The guests had the opportunity to try out new workshops during 21 Days of Feeling Good. Starting with “Cycle Boxing” group class designed by Hillside, the program offers “Art Attack” class combining art with entertainment, which is facilitated by Sedef Gali, “Tea 101” class sponsored by Melez Tea helping discover the rich world of tea, and “Full Moon Run” class where the participants run under the full moon and saplings are donated as much as the kilometers ran by participants, as well as a lecture given by Food Writer Cemre Narin under the title of “Our Relationship with Food”.

Some of the courses included in the “21 Days of Feeling Good at Hillside” program also included “hybrid” exercises combining cycle and boxing, and those combining the “mindfulness” concept that has been very popular lately with the energetic group classes. The “headstand” workshop providing tips about the popular Instagram pose, the new version of Jungle Challenge, game-changer exercise designed by Hillside,

and “Morning DisGo”, the morning cardio accompanied by a DJ that allows participants make a fresh start to the day, were all activities that attracted attention the most.



The Hillside “Gifs” that Made People Feel Good Were Viewed 3,3 Million Times

With the feature added to add GIFs to Instagram stories, Hillside presented to the social media and mobile users the GIFs that it designed with different concepts and made people feel good. 12 GIFs designed with various concepts can be easily found on Instagram Story by typing in “Hillside” or “Feeling Good” keywords. The GIFs used often by Hillside Beach Club guests, Hillside City Club members and ING Cinecity audience in their posts were also used by many phenomena and Instagram users in their Instagram stories. Viewed 3,3 million times so far since they were loaded to Instagram, the GIFs allow social media users from around the world to share their moments that made them feel good using these colorful designs. Information on, and sample uses of, “Feeling Good” GIFs may be checked at [instagram.com/feelinggoodstories](https://www.instagram.com/feelinggoodstories) account.



Hillside Beach Club Blog is On the Air

Carrying out pioneering works with its innovative projects, Hillside Beach Club’s colorful world is now published on a blog. Reflecting Hillside’s dynamic ecosystem of feeling good, Hillside Beach Club is now available on <https://blog.hillsidebeachclub.com/>. This blog, which is an inspiration for travel, features the events to be held in Fethiye region, a detailed travel guide for Kayaköy, useful information on yoga and healthy nutrition, and various suggestions

for family and travel. In addition to its useful information, the blog also contributes to search engine optimization (SEO) and particularly features content from authors of well-known publications abroad. The blog named “Feel Good Stories” also features the articles of famous authors such as Tina Walsh, writing travel articles for Telegraph, one of the most famous newspapers of the UK, Jane Akatay known for her articles about Fethiye Region, and Patricia Bright, the mostly-viewed Youtuber of the UK.



Hillside Academy Celebrates its 2019 Graduates

Hillside Beach Club celebrates the 2019 graduates of Hillside Academy, where it trains its colleagues who will continue to provide its globally-acclaimed services and prepares them for the sector. Students of Fethiye Vocational School for Girls have completed their education at Hillside Beach Club, and had the opportunity to gain experience as interns during the summer season. The training received by 50 students between 7 February and 28 March was given on the subjects of vocational training, and serving of food and beverages, as well as English language, occupational health and safety and personal development. 2019 graduates of Hillside Academy noted that the training program remind them of the importance of the first smile, trust, quality and sincerity, and said that this training program helped them to improve their English, learn how to speak to their guests, and understand that a smile can make a big difference and that good communication skills were vital. Saying that the training increased their self-confidence and gave them positive energy, the young graduates noted that they were so excited to embark upon their professional life with full competence.



Alarko Tourism Group was Listed Among the “500 Top Service Exporters of Turkey”

Upon conducting a survey, Turkish Exporters Assembly (TİM) announced the list of “500 Top Service Exporters of Turkey”. The survey which included leading service exporters in 17 various industries listed Alarko Tourism Group maintaining its leading position with its innovative practices among the “Top Service Exporters” of 2017.

Being included in the List of “Top 500 Service Exporters”, which was prepared by TİM for the third time this year and which lists the most successful exporters of Turkey, Alarko Tourism Group is the first institution to introduce Turkey into the concept of “leisure”, which can be defined as “the free time spent pleasantly and productively, in a quality manner”.

Alarko Tourism Group maintains its leading position in the industry in the light of its mission of “making feel good” and “continuous development” adopted from the very first day of its foundation. Contributing to the

development of the industry thanks to the fresh perspective and passion that it brought about to its fields of activity, Alarko Tourism Group offers customized services to its guests with its Hillside Beach Club, Hillside City Club, Cinecity Cinemas and Sanda Spa enterprises.



“Creative Minds”, an Advisory Board Consisting of the Youth, is Established

Hillside started its “Creative Minds” project, which will integrate young people’s vision into its management processes. Closely following-up the global developments and adapting them to its products fast, Hillside launched “Creative Minds” project, and allowed Y and Z generations to express their experience and interests in a manner to enhance products, and to improve their entrepreneurship skills. Selected from among creative youth between the ages of 13 and 19 years, the first “Creative Minds” team of Hillside communicates their experience and views in a manner to directly contribute to decision-making process, and the team’s meetings held every 3 months with Hillside managers in which they share their comments and views about the products and services allow them to develop skills.

Opening its doors to its guests with the vision of “always offering better quality”, Hillside has already implemented many opinions expressed during the “Creative Minds” project, during which it has heard the views of an age category which will be the future guests of Hillside. With the suggestions of the youth, a decision was made for designing and launching a special meeting venue named “Waked Point” at Hillside Beach Club this season. The youth sharing their opinion also made a creative suggestion for interaction as regards Hillside Beach Club’s classical movie screening on the sea. They made the suggestion that the movie to be screened on Thursday could be selected by the guests through the mobile application,

and the new feature added to the Hillside application was made available for use. After the group noted that their favorite exercise was boxing, one-to-one and group boxing classes were started at Hillside Etiler.

The Creative Minds team to meet 4 times a year will be in constant communication with the Hillside team though messaging application, and will continue to share new ideas they encountered and liked with each other.



Date June 2019 Number 56 Proprietor İzzet Garip, Chairman of the Board, Alarko Holding A.Ş.

Managing Editor Leyla Alaton, Member of The Board, Alarko Holding A.Ş.

Production Topprint Basım Tanıtım ve Yayıncılık Ltd. Şti.

Esentepe Mah. Atom Sk. Kanyon Apt. No: 20/1 İstanbul TURKEY- Phone +90 (212) 264 33 11 Fax +90 (212) 264 33 10 www.topprint.com.tr

Printing Works Umud Doğa Matbaacılık - Mas-sit Matbaacılar Sitesi 1. Cadde No: 160 Yüzyıl-Bağcılar 34204 İstanbul - TURKEY TPhone +90 (212) 438 02 05

Correspondence Alarko Holding A.Ş. Muallim Naci Cad. No: 69 Ortaköy 34347 İstanbul TURKEY Phone +90 (212) 227 52 00 (Pbx) Fax +90 (212) 259 49 09 - 227 04 27

http www.alarko.com.tr E-mail info@alarko.com.tr