



December 2020 NUMBER:59

# The NEWS

## It is Time to Focus on Post-Pandemic Agenda as We Leave 2020 Behind

The Covid-19 outbreak which affected the entire world has changed the economic environment significantly. It has had a deep impact on social life, including mainly travel, holiday, eating and entertainment habits. Thus, it has become unavoidable to adopt new business and working methods. Totally eliminating time and space concepts in business life, the outbreak has strengthened digitalization and teleworking. As we leave behind 2020, which has been very challenging for the humankind, the updates about the Covid-19 vaccine from around the world give us increased hope for 2021. We would like to extend our gratitude and thanks to all healthcare workers for their devoted efforts during this outbreak. At Alarko Group, we have managed this process successfully thanks to our well-established infrastructure and modern management approach. Now, it is time to focus on the post-pandemic agenda with utmost dedication. At Alarko Group, we are successfully closing 2020 despite all the challenges. Mecidiyeköy-Mahmutbey line of Kabataş-Mecidiyeköy-Mahmutbey Metro project undertaken by our Contracting Group has been commissioned. As MEDAŞ, our energy distribution company, continues its technological investments, it also continues to be an exemplary company with its environmental-friendly efforts. MEPAŞ, one of our Energy Group companies, keeps supporting domestic producers by means of extending the scope of its bank collaborations offering farmers easy terms of payment. Achieving a high performance nowadays when it is more important than ever to ensure a healthy ventilation and hygiene, Alarko Carrier, our Industry and Trade Group company, received the "Second Prize for Export Achievements" from İSİBİ. Boasting of being Turkey's first company-specific MBA program, the BAU-MBA program conducted as a result of the collaboration between Alarko Holding and Bahçeşehir University, has celebrated its 4th batch of graduates. Hillside Beach Club operated by our Tourism Group has achieved high occupancy rates with its high-quality and unlimited service approach despite all the challenges posed by the pandemic, and was selected the "World's Best Resort Hotel" in the Haute Grandeur awards, the prestigious tourism awards initiative. Details and more information about these updates are available in the following pages. We wish you a healthy and peaceful year ahead...

"At Alarko Group, we are successfully closing 2020 despite all the challenges. Now, it is time to focus on the post-pandemic agenda with utmost dedication."



## Mecidiyeköy-Mahmutbey Line is Commissioned in Kabataş-Mecidiyeköy-Mahmutbey Metro Project

PAGE 6



## The Winners of Alarko Carrier's 7th Photo Competition on Global Climate Change are Announced

PAGE 13



MEDAŞ Will Continue Providing High-Quality and Sustainable Power Supply with Its Power Storage Project

PAGE 8



4th Term MBA Students Have Graduated

PAGE 20



Hillside Beach Club is Granted A Global Award by Haute Grandeur, a Prestigious Awards Initiative

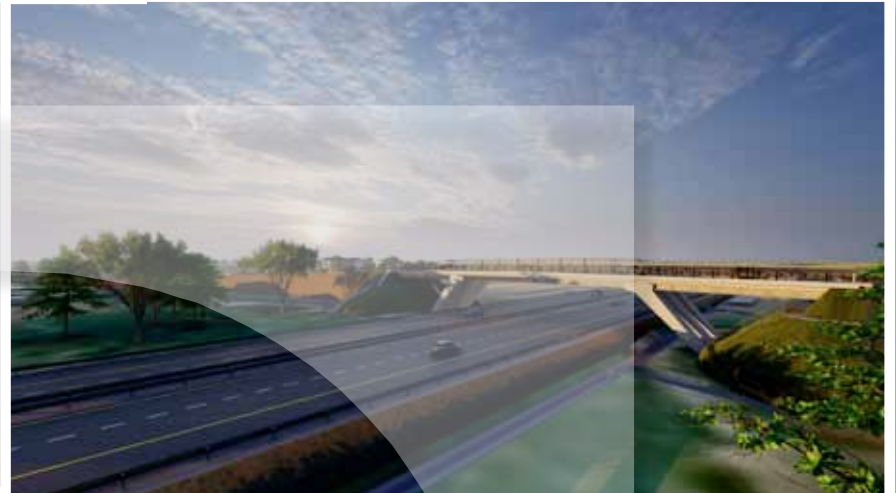
PAGE 21





Çiftçilerin Fatura  
Ödemelerinde  
3 Ay Faizsiz Erteleme  
Kolaylığı Sağlayan  
İşbirliği Yenilendi.

**MEPAŞ**



**Digitization Drives Efficiency  
at Turkish Coal Plant**



2020



**YENİBİRLİDER  
GELİŞİM  
PROGRAMI**







## WE ARE FULL OF HOPE AS WE APPROACH 2021

Distinguished colleagues and stakeholders,

We are full of hope as we approach the new year and leave behind a year that was spent under the shadow of a severe pandemic, encountered nearly every 100 years in the world's history.

It has increased our hope not to witness great economic losses in various segments despite the pandemic thanks to the recent developments in the digital technology. As the Group, we also adapted fast to these developments in our organization, and implemented new working methods successfully in line with the newly-emerging conditions.

Although the measures taken in the industries where face-to-face services are involved have reduced the capacity and efficiency to an extent, we have observed that growth can be continued also in these areas when the limits of human dedication and creativity are challenged.

The vaccine news that keep coming one after another seem to be the indication that the pandemic will have a less important place on our agenda in 2021.

Thanks to the balanced variation in our group of companies, some of our units have accelerated their growth during the pandemic while others have not been affected at all and some others have been affected at a minimum. In general, we expect our Group to close 2020 successfully, achieving growth.

Teleworking was successfully organized, avoiding any reduction in our labor efficiency. I would like to extend my thanks to the Organizational Methods, Human Resources and IT departments which successfully implemented these efficient working methods.

The crisis is continued to be successfully managed in our country. We are grateful to the entire healthcare community that has assumed the greatest role in fighting the pandemic and still continues to perform its tasks in the riskiest environments, including mainly the Minister of Health.

In 2020, the importance of financial engineering was understood better at our Group. Increasing the share of our TL loans to 21% and trying to ensure that the impact of fluctuations of foreign exchange rates on us can be kept at a minimum, we also repaid our loan of USD 193 million in the first 9 months of the same year. We estimate that the impact of this move on our future financial figures will be quite positive.

In 2020, we received the advance payments made within the scope of our foreign projects in our Contracting business. As the lengthy and long-standing project financing discussions related to the BAKAD highway project we assumed in Kazakhstan as a consortium were completed and the contract was finally signed, the project loan payments were started to be made to our accounts. Likewise, we also received the advance payments for the road project we carry out in Romania. At this point, our teams managed to accelerate the mobilization

and construction activities despite the challenges created by the outbreak.

We are also very proud to have commissioned the Kabataş-Mecidiyeköy-Mahmutbey metro project on 29 October Republic Day. This line consisting of 15 stops makes a great contribution to lessening the traffic burden at one of the most important axes of Istanbul. The line will serve 450,000 people per day when it is operated at full capacity.

Our Alarko-Carrier industry company has achieved significant performance and increased its sales during this period where healthy ventilation and hygiene have become more important than ever, and become our company which made best use of the teleworking methods, making no concessions on the hygiene requirements of its employees.

We were expecting the tourism industry to experience challenges because of the pandemic. The performance results achieved by Hillside Beach Club, operated by our Tourism Group, indicate that it has achieved its targets and has not incurred any losses within the year despite these conditions. Hillside Beach Club has managed to achieve full occupancy rate despite the reduced capacity under the pandemic conditions, made significant cost savings and achieved high trust and customer satisfaction rates, exceeding expectations without compromising the standard Hillside quality and leaping its brand to an upper level. As always, we are proud to have received the "Best Resort Hotel of the World" award as a result of these efforts. I sincerely congratulate each member of our team working at all levels in our Tourism Group, who closed the 2020 season without incurring any losses in a period where the country's tourism revenue has experienced a significant decline because of the pandemic.

Our energy companies, which are responsible for significant business volumes in our Group, have increased their efficiency and recorded growth in 2020.

This year, our energy distribution company MEDAŞ has reaped the fruits of its efficiency-increasing investments made in previous years. The data of the first three quarters reveal that we have distributed 8% more energy compared to the past year. We have achieved nearly 26% increase in our revenue as a result. Our asset base value, consisting of our ongoing investments every year, has reached TL 1.6 billion. As a result of these investments, we have continuously increased our service quality, reduced the lost-illegal use ratio and become a customer satisfaction-oriented enterprise.

While we repaid significant amounts of loan principal and interest in foreign currency in our energy generation companies, we also tried to ensure that the impact of fluctuations of foreign exchange rates on us can be kept at minimum through the use of "forward hedging" application. We made better use of debt instruments in TL, reducing our loan costs through obtaining low-interest TL loans especially in the first half. While increasing our power generation by 12% on annual basis, we also ensured



**İzzet Garih**  
Chairman of the Board

38% increase in our revenue. The most important factor behind these figures was the preliminary sales we performed for 2020 at the end of 2019. Our marketing efforts designed with the right strategies coupled with efficient production have helped us achieve success in the field of power generation.

We will continue our efforts aiming to ensure diversification in the field of power generation also this year. The share of hydroelectric plants and solar power plants in our generation activities is increasing, and we aim to increase this share further in future.

In the light of the growing importance and impact of technology and in parallel to the global developments, we have made our debut into Technology Investments industry in 2020 as a new business segment. Our company has successfully completed three investments in America, Africa and Latin America since the day of its foundation. Our goal is to identify technology-based innovative business models with high potential all over the world, and to invest in these models at an early stage.

I believe that our company will seize significant opportunities in 2021 together with the recovery period in both our country and the world. We will closely follow these developments altogether, and develop the right plans and strategies together with our young and dynamic staff. Alarko will continue its healthy growth, backed by its knowledge gained out of experience and its decisions based on calculated risks.

I wish all our valuable colleagues a peaceful, happy and a wealthy year in which they will stay healthy.

Yours Sincerely,

# Mobilization and Construction Works are Ongoing for Lot-1 and Lot-2 of Southern Bucharest Beltway Project

**W**ithin the scope of our contracted Southern Bucharest Beltway Project in Romania, we have completed the as-built projects related to the construction of the 33 km-long highway consisting of two separate sections (Lot 1 and Lot 2) for Lot 2, and initiated the building and construction works upon the site delivery performed in two phases on 18 August 2010 and 30 October 2020.

We have reached a physical progress level of 6.99% as of the end of September in the Lot 2 section whose site delivery has been performed and construction works have been initiated.

The construction works of small and large engineering structures, earthworks (excavation and land-filling) and soil improvement works are still ongoing on the field, and activities are carried out for the mobilization of the pre-stressed pre-cast girders production site, superstructure coating production sites and other auxiliary facilities, which will be needed in the later stages of the business plan.

As-built project preparatory works for Lot-1 section have been completed by the end of November, and the construction activities are intended to be initiated in December after all approvals are obtained and the site delivery is performed.

We have reached a physical progress level of 5.09% as of the end of September in the Lot 1 section. Detailed excavation activities are still ongoing in the archeological sites as part of the actual site activities during this process, and their detailed researches have been completed and the approval processes related to the research reports are followed up before the Ministry of Culture.



Plans are made separately for the provision of sufficient resources, teams and equipment that are required for ensuring that the construction activities can be carried out simultaneously in both sections and that the works can be completed before the due delivery dates.

Our highway project has been designed in the status of 2 x 2 lane asphalt-paved road divided by steel barriers according to the design speed of 140 km/hour as per the respective technical specifications.

Within the scope of Lot 1 and Lot 2 projects, works will be carried out for 10 highway viaducts, 19 overbridges, 4 intersection arrangements, 55 culverts, 2 operation and maintenance fields, 4 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.

The term for performance of the works under the contract for both lots 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.



# Prime Minister of the Republic of Kazakhstan, Askar Mamin Pays Visit to BAKAD Project

**P** rime Minister of the Republic of Kazakhstan, Askar Mamin performed on-site examination for BAKAD project on 15 October 2020. The meeting was attended by Beybut Atamkulov, Minister of Transportation, Amandyk Batalov, Governor of Almaty Region, and the senior executives of the General Directorate of Highways. During the meeting that lasted nearly 30 minutes, the project's latest status and the plans for the next year were discussed. Mr. Askar Mamin was given briefing about the ongoing activities and a short film made from images captured by a drone was screened at the end of the meeting.

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. Completion of the project will help accelerate the social-economic development of Almaty and its surroundings, reduce the traffic load within Almaty and minimize air pollution. Project guarantor is Kazakhstan Republic's Ministry of Industry and Infrastructure Development, and project contractor is 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. 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 11 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 and the connecting roads will be asphalt. There are 7 intersections, 13 overbridges, 6 underpasses, 1 railway underpass, 18 bridges and 1 retaining wall on the road. The total length of the overbridges, underpasses and bridges is 2,638 meters, while the length of total 114 culverts is 4,872 meters. The construction work on the bridge will involve 1,740 bored piles and 3,200 driven piles.

The scope of the project also includes 23 million cubic meters of earthmoving, 3.2 million tons of cold mix layer, and 1.6 million tons of asphalt. A total of 190,000 cubic meters of concrete will be used in the construction of bridges, engineering structures and the area control

center building. The amount of aggregate to be used for the project will be 5.31 million tons (1.95 million tons of sand & gravel mix and 3.36 million tons of ballast). Road illumination will be performed on intersections. The landscaping will include the planting of 1.8 million square meters of green lawns and 60,000 trees. A sound barrier reaching a total of 3 km and a 142 km wire fence to prevent the entry of creatures 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 13 toll booths, 58 toll plazas, 27 dynamic information panels, 99 closed-circuit cameras, a vehicle tracking system, an automatic license plate recognition system and a road conditions information system.

Progress achieved in terms of overall volumes of work on the field according to the business schedule:

Description	Unit	Total volume	Completed	Remaining	Progress %
House demolition	units	169	130	39	77%
Project development	km	66	56	10	85%
Infrastructure Displacement Works	km	167,2	74	93,2	44%
Culverts	units	114	44	70	39%
Archeological Works	units	336	211	125	63%
Service Road	km	66	47,3	18,7	72%
Earthwork Operations	Mln m <sup>3</sup>	18,7	1,6	17,1	9%
Bridge Works	K m <sup>3</sup>	190	9,8	180,2	5%

Together with the financial closing taking place on 6 August 2020, the project's ending date under the contract term of 50 months will be 6 October 2024; however we aim to complete the project by the end of 2023 including the test and commissioning phases.





# Mecidiyeköy-Mahmutbey Line is Commissioned in Kabataş-Mecidiyeköy-Mahmutbey Metro Project

All testing and commissioning activities have been completed for Mecidiyeköy-Mahmutbey M7 metro line, which is the first phase of Kabataş-Mecidiyeköy-Mahmutbey metro, the first driverless metro of the European side. The necessary conditions required for the initiation of commercial operations, as well as the system's safety and security functions have been completed, and SMB2-Certificate for Initiation of Commercial Operations with Passengers including General Safety Certificate have been obtained from independent third party auditing firms. The provisional acceptance was performed for M7 metro line on 28 October 2020, and the line was then commissioned.

M7 metro line of Mecidiyeköy-Mahmutbey M7 metro is 18 km long, and connects 6 districts to each other with 15 stations. Kağıthane and Alibeyköy stations of the line consisting of 15 stations are located on the viaduct, while the other 13 stations are totally under the ground.

All stations of the M7 metro constructed in observance of all requirements of handicapped citizens are equipped with tactile paving, total 225 escalators, 108 elevators and 1192 cameras for the safety of passengers. In the project of Driverless and Disabled-Friendly metro vehicles, Platform Screen Doors (PSD) that act as a barrier between the platform and the train and open when the metro car reaches the station and automatically close immediately before the train goes into motion provide maximum safety at passenger waiting areas. Preventing unwanted incidents such as accidental falls onto the rails or suicide attempts and to provide passengers a safe transfer, the entire full-length Platform Screen Door System has been produced in the country and was



employed for the (Mecidiyeköy-Mahmutbey) M7 metro project for the first time.

Providing services with total 20 sets of 4-car trains, the M7 metro has train sets with a capacity to carry 2,160 passengers at once, and the Mecidiyeköy-Mahmutbey line provided free-of-charge services for the first ten-day period.

M7 Mecidiyeköy - Mahmutbey line is integrated with Yenikapı-Hacıosman metro (M2) and metrobus on Mecidiyeköy station, while it is integrated with Topkapı-Mescidi Selam tram car (T4) and Kirazlı-Olimpiyat-Başakşehir metro (M3) on Karadeniz Mahallesi and Mahmutbey stations, respectively. When completed, Eminönü-Alibeyköy tram line (T5) will allow transfers to this line at Alibeyköy station. In addition, when the metro line to Istanbul Airport (M11) is completed, it will connect to the airport allowing transfers from Kağıthane station."





## CENAL Elektrik Üretim A.Ş. was Awarded Covid-19 Safe Production Certificate

All necessary hardware were provided, necessary measures were taken and necessary conditions were met at CENAL Elektrik Üretim A.Ş. in order to be awarded Covid-19 Safe Production Certificate due to the Covid-19 outbreak that has gripped the entire world, and an application has been filed with the Turkish Standards Institution for such certificate. The TSE Covid-19 Safe Production Certificate was given on 16 July 2020 following the inspections carried out. All measures required for the certificate have been implemented from the very beginning without any compromise, and the facility continues to successfully fight against the Covid-19 outbreak.



## Karabiga Power Plant is Mentioned in a News Report in The International Energy Magazine Powermag



CENAL Karabiga Power Plant is mentioned in a news report titled "Digitization Drives Efficiency at Turkish Coal Plant" on the website [www.powermag.com](http://www.powermag.com) (one of the most eminent digital media platforms of the energy sector). The news report mainly highlights the digital services that are commissioned for the boilers, turbines, generators, as well as the facility's state-of-the-art technology in terms of emissions, and the positive contribution made by the facility to the regional economy. You can reach the news from the link below: <https://bit.ly/38X4PoT>

## CENAL Signs a Long-Term Service Agreement with General Electric (GE)

Cenal Elektrik Üretim A.Ş. has signed a 12-year long-term service agreement (LTSA) with the manufacturer GE for the main equipment, boilers, turbines, generators and the related automation systems available at Karabiga power plant. This agreement

will help Cenal Elektrik Üretim A.Ş. benefit from the supplier's experience and capability, while guaranteeing the supply of experts and spare parts to be needed during the servicing activities and ensuring that generation activities are continued in a sound manner.

## Professional Competency Certification Works are Still Ongoing at CENAL Elektrik Üretim A.Ş.

Cenal Elektrik Üretim A.Ş. carries out its activities towards the goals of improving the professional competencies and completing the missing trainings and certificates. As part of the training and development activities, Professional Competency Certification activities are still ongoing for Bridge Crane Operator, Scaffold

Installation Employee, Engine Maintenance Technician, Pointer (Rigger), Mobile Crane Operator and the Assembler of Automation Systems, and the Professional Competency Certification process is aimed to be completed for total 193 employees by the year-end.



## Easy Terms of Payment Offered by MEPAŞ for the Farmers

**M**eram Elektrik Perakende Satış A.Ş. (MEPAŞ) extended the scope of its collaborations for offering producers advantaged terms of payment via agricultural credit cards offered in cooperation with İş Bank (İmece Card), Turkish Economy Bank (Harman Card), Denizbank (Producer's Card), QNB Finansbank (QNB Agricultural Card), Şekerbank (Hasat Card), Vakıfbank (Agricultural Card) and Ziraat Bank (BankKart). Within the scope of this collaboration, MEPAŞ Agricultural Irrigation Customers holding the agricultural credit cards of Denizbank (Producer's Card) and QNB Finansbank (QNB Agricultural Card) will have the chance to delay their invoice payments without interest for 3 months, while the customers holding the agricultural cards of the other banks will have the same chance for 2 months. Within the scope of the renewed agreement, farmers that are the customers of MEPAŞ will have the chance to benefit from the advantages offered by these banks in the fields of Agricultural Banking. Achieving a first in the energy industry, MEPAŞ will offer the producers consuming electrical energy for their agricultural activities to delay their invoice payments by agricultural card without costs and interests for up to 3 months. In this connection, MEPAŞ will renew its collaborations with the public and private banks via its activities focusing on the development of the agricultural sector, and continue to support the producers. Noting that the expanded collaboration provides the Agricultural Irrigation Customers of the entire region with a significant opportunity, MEPAŞ General Manager İlker Arslanargun commented on the issue by saying: "We attach importance to customers' expectations

and continue to support our farmers. We are aware of the contribution made by the agricultural sector to our country economy, and support our producers at all times. To that end, we continue to provide easy terms of payment for electricity invoices of our farms by expanding our existing collaboration with total 7 banks including public and private banks, which provides farmers with advantageous terms of payment. As one of the significant players of the energy sector, we continue to take significant steps in our sector by developing customer-oriented projects through this kind of collaborations. We have derived total collections of TL 330 million this year, which indicates that this practice will make a significant difference. We believe that this will be exemplary for many other energy companies. We are proud to solve the problems of the agricultural sector and provide our customers with support. The holders of Agricultural Cards of the relevant banks will have the chance to delay their electricity bills' payments without interest for up to 3 months. At MEPAŞ, we will continue to offer customer-oriented projects."



## MEDAŞ will Continue Providing High-Quality and Sustainable Power Supply with Its Power Storage Project

**M**eram Elektrik Dağıtım A.Ş. closely follows-up with the technological developments in the country and abroad, continuing to maintain its leading position in the industry. It brings the global trends to our country via the R&D efforts spent to that end. Renewable energy sources and storage of generated power are essential because of the limited nature of the power sources in our country and the world, as well as the increasing shortage of energy sources. MEDAŞ R&D team will carry out various activities on electricity distribution networks within the scope of energy storage project as regards the reduction of loss rates, ensuring voltage adjustments and management of small-sized networks. The storage system aims to reduce circumstances disrupting power quality such as drops of voltage, voltage rises and short-term power cuts, and to ensure power substitution and the efficient use of renewable energy sources. In this connection, MEDAŞ signed an agreement on 19 October 2020 for the energy storage system of 521

kWh (this storage capacity is sufficient to meet the power requirements of a housing complex consisting of 100 apartments for 5 hours). In line with our country's sustainable development goals and national policy, the project will be completed by 17 May 2021, and the energy management system, which may be considered as the backbone of the storage system, will be developed through the use of domestic and national means.







## Another Technological Investment from MEDAŞ

**M**aking use of technological facilities to the maximum extent with a view to providing faster services to its consumers, MEDAŞ continues to improve its technological infrastructure. With the Remote Monitoring and Inspection System, Outage Management System and Workforce Management Systems included in the scope of Network Automation Project commissioned in June following the 2.5-year efforts of a team of 20 people, the outages can now be determined before customers calls, ensuring faster intervention to the power cuts. When consumers call the call center at 186 and provide their installation (subscriber) number, the potential outage location is automatically estimated by the computerized system. This allows the identification of the teams who are closest to the location of power outage, ensuring that the outage can be addressed as soon as possible. The Advanced Network Management System allows faster identification of the location of breakdown, transfer of the closest team to the relevant location and resupply of energy faster by means of considering alternative power supply. MEDAŞ has accelerated its investments for increasing the number of consumer feeding points that can be remotely monitored and controlled



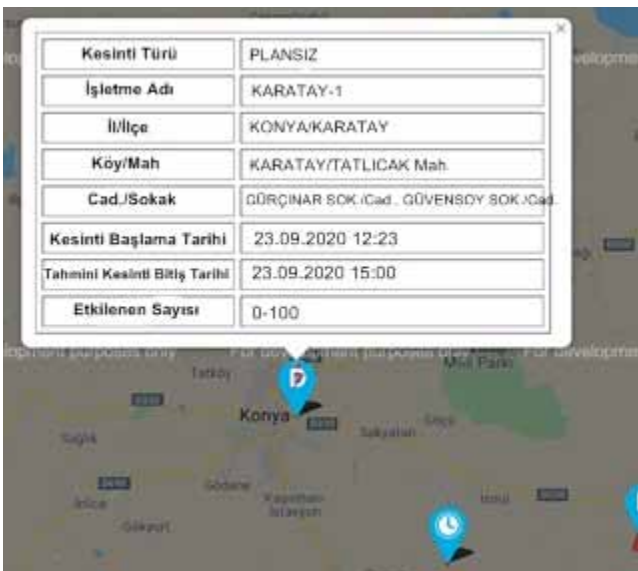
within the scope of said project. It continues its activities towards the goal of increasing the number of its existing controlled stations by 70% by means of adding 100 stations to its remotely-monitored and controlled stations in 2020. Intending to ensure that 600 stations more are made remotely-monitored and controlled in 2021 and 2022, MEDAŞ aims to remotely control the backbone of its electrical network in 6 provinces where it provides services and ensure that interventions can be made in the network from the control center without the need to wait for the onsite teams to arrive at the outage location, thereby gaining the opportunity to fix unplanned outages faster.

## MEDAŞ Introduces Tablet Application for the Inspection of Installations

**C**ontinuously improving its service quality, MEDAŞ has taken another significant step towards digitalization. In an announcement made, MEDAŞ said that the installation inspection applications started to be received via tablet PCs in 6 provinces in the field of activity as of 1 July 2020. It was stated that the ability to file the installation inspection applications through the use of tablet PCs ensures that the inspection procedures can be completed faster and more accurately, saving time for the consumers and the electrical engineers and electricians deemed as solution partners by the consumers. MEDAŞ

carries out its efforts with the aim of exceeding the expectations through the support of its more than 1,000 electrical engineers and electricians working in its field of service. Offering the ability to perform the inspection procedures for new subscriptions immediately without the need to wait for any period and ensuring that the consumers are informed on the processes and results via SMS and e-mail, MEDAŞ continues its works at full speed towards its goal of providing more transparent and faster services.

## MEDAŞ Provides Information to Its Customers



**M**EDAŞ continues its activities towards the goal of providing better service to its customers making use of technological facilities to the maximum extent. Informing its customers 48 hours in advance via SMS for the planned power cuts required for investments and maintenance, MEDAŞ will now perform the same notification procedure for breakdowns. With the newly-commissioned system, MEDAŞ will inform all customers affected by any breakdown to occur via SMS, and state in such SMS the estimated time energy will be back after the time of failure is determined. The "Power Cut Map" made available on the bottom of the home page of [www.meramedas.com.tr](http://www.meramedas.com.tr), introduced as another innovation, will ensure that the starting and estimated ending time of major power cuts, as well as the affected addresses/regions can be tracked by everyone. The customers' mobile phone numbers registered in the system should be up to date to make sure that this notification procedure can be completed in full. Customers who do not wish to provide their mobile phone number or who wish to change their numbers may perform these procedures easily by calling the call center at 444 1 186.

## MEDAŞ to Shed Light on the Road of Konyaspor

**H**aving previously sponsored İttifak Holding Konyaspor for its jerseys, Meram Elektrik Dağıtım A.Ş. (MEDAŞ) has now signed a stadium name sponsorship agreement for 3 years. The signing ceremony was attended by Güven Öten, Konyaspor Secretary General, and Erol Uçmazbaşı, MEDAŞ General Manager. Speaking during the signing ceremony held at the Press Meeting Hall, Güven Öten, İttifak Holding Konyaspor Secretary General, said: "The bond created between MEDAŞ and its affiliated companies making huge contributions to our country and city in recent years and our club Konyaspor is getting stronger with every passing season. Our collaboration that started in 2014-2015 season has now been carried to the "Stadium Name".

We had previously signed a sponsorship agreement with MEDAŞ, MEPAŞ and Seydişehir Eti Alüminyum A.Ş. for placement of advertisements on the backs and sleeves of our jerseys and the sleeves of shorts. The name of our western tribune was included in this agreement in 2016. The support of MEDAŞ company to our club and community has grown further with every passing season, and now the name of our stadium has been changed to MEDAŞ Konya Metropolitan Stadium for 3 years."

"We have sponsored Konyaspor for 6 six years, and the extent of this sponsorship is growing further with every passing year. Konyaspor is one of the greatest trademarks of our province, which makes us very happy", said Erol Uçmazbaşı, MEDAŞ General Manager, and continued: "We are changing the name of our stadium as MEDAŞ this year. As you all know, our stadium is the best in Turkey. It is therefore very valuable to

us also in this respect. I hope that our sponsorship will bring good luck to Konyaspor. We hope we can see beautiful victories at MEDAŞ Stadium. Our greatest hope is to get rid of the Coronavirus pandemic and to see spectators coming to the stadium. I hope that this agreement will bring good luck to both parties."

MEDAŞ General Manager Erol Uçmazbaşı finished his words by saying "It will be MEDAŞ from now on who will shed light on to the road of Konyaspor".



## MEDAŞ Trains Its Employees for Reliable Services

**W**orking non-stop for the installation of a modern technological infrastructure in the provinces of Konya, Karaman, Aksaray, Niğde, Nevşehir and Kırşehir, to which energy distribution services are provided, MEDAŞ employees complete their trainings to provide safer services on the field. The trainings planned by the Human Resources and Training Departments are provided regularly on weekly basis. The experts of the respective fields share with MEDAŞ employees their knowledge and experience. The trainings held remotely during

the pandemic in observation of the principles of masks, distancing and hygiene bring together the employees with the experts in their respective fields. Providing nearly 155,000 man/hours of trainings in the last year, MEDAŞ works with a great deal of dedication towards its training goals for 2020. Dedicated to creating employment in the provinces where it provides services, MEDAŞ continued creating employment also during the pandemic and added many new employees to its organization.





## A Green Initiative from MEDAŞ

**A**chieving many firsts in the distribution sector, MEDAŞ takes a significant step towards digitalization. In Turkey, being the first company to digitalize the consumers' application process for connection to the distribution network in 2012, MEDAŞ introduces another first. As of 1 June 2020, MEDAŞ started to receive and approve all project applications via electronic signature in 6 provinces falling into the scope of the field of activity. Aiming to ensure the approval of at least 40,000 projects per year via e-signature and saving 2,000 trees thereby, the project intends to prevent consumers and solution partners (electrical engineers and electricians) from losing time and ensure zero physical interaction during the present Covid-19 crisis.

Commenting on the issue, MEDAŞ General Manager Erol Uçmazbaşı said: "As the company, we continue to take the steps that will make our consumers' life easier in our field of activity in line with a specific plan. Electronic signature has always been an efficient tool used in our processes so far. Today, we have now made this infrastructure ready to cover the projects.

We started approving all Low-Voltage interior installation, Medium-Voltage third party and unlicensed power generation projects in Konya, Karaman, Kırşehir, Niğde, Nevşehir and Aksaray via e-signature as of 1 June 2020. At MEDAŞ, we strive to provide services that exceed the expectations through the support of our 1,200 solution partners in our



field of activity. For the last 5 years, we had targeted ensuring that the initial procedures for project approvals and connection applications can be completed within the same day and that all the procedures can be completed within maximum 4 days regardless of the scope of the transactions. We have achieved this target.

We are now able to complete the execution procedures at the final stage via e-signature as of today. Considering that we approve 40,000 projects per year, this has been an environmentalist move, which provides savings equivalent to 2,000 trees per year. This application will also prevent our solution partners from losing time they spend for printing out documents, performing the execution procedures and coming to our enterprises.

Ability to perform the execution procedure immediately upon the inspections will be a great source of pride eventually for MEDAŞ family striving to prevent potential consumer problems before they arise."

## MEDAŞ Rewards Its Employees

**C**arrying out the power distribution activities of the provinces of Konya, Karaman, Niğde, Aksaray, Nevşehir and Kırşehir, Meram Elektrik Dağıtım A.Ş. (MEDAŞ) has held an internal competition with the aim of both providing its consumers with better service and ensuring a motivation boost for its employees.

The company employees competed with each other for accessing the consumers whose meter readings could not be taken and whose meters could not be inspected because of locations that were closed during the regular visits paid to the consumers for the reading and inspection of electricity meters, and performing the necessary inspections. In an environment of friendly competition, various consumers whose meter inspections could not be performed because of failure to reach their meters were accessed, and services were provided to these customers. The employees who have achieved an outstanding success were presented their awards following the competition. In addition, during the negotiations held with the authorized representatives of MEDAŞ, the authorized representatives stated that monthly electricity meter readings and inspections are required to be performed under the EMRA legislation, and therefore the consumers could apply to the enterprise in

charge of the region or the call center to arrange an appointment for the performance of the necessary procedures during the months in which their meters could not be read and inspected.



## MEDAŞ Acts Towards the Goal of Preventing Delays

**M**EDAŞ has held one of its routine annual meetings with electrical engineers and electricians via video conference with a special agenda. The agenda of the meeting was determined as the discussion of grounds for revision of the mostly revised energy permissions and projects together with the project designers. Authorized representatives of MEDAŞ asked whether there is any deficiency attributable to MEDAŞ in these processes, and whether the designers can make any improvement suggestions. Electrical engineers said that they were happy with innovative MEDAŞ applications such as e-signature. They said that the ability to complete the energy demands and project approvals within several hours in the same day exceeds their expectations.

MEDAŞ General Manager Erol Uçmazbaşı said: "At MEDAŞ, we strive to improve our processes. We expect you, our distinguished solution partners, to show the same sensitivity. Any modification to be required for the energy permission and project approval application causes time loss for both us and you. There are even projects revised more than 3 times, and we now definitely have to eliminate this problem. This is because every procedure delayed because of the revisions causes a delay in our provision of power to a production facility. In this connection, we at MEDAŞ strive to carry out the works faster and with an increased quality, while expecting you to spend the utmost effort for ensuring that a job can be completed with one or maximum two revisions."

## We Have a Responsibility Towards the Nature!

**I**n addition to the electricity distribution services provided to the provinces of operation of Meram Elektrik Dağıtım A.Ş. (MEDAŞ), the company carries out its activities also for the preservation of natural life and prepares to add another one to its nature-friendly solutions.

As is known, Turkey is situated on the migration route of birds because of its geographical location. Having to travel thousands of kilometers every year to complete their migration cycles, migratory birds land on energy transmission lines from time to time for shelter or breeding purposes. They sometimes die of electric shock. In order to alleviate this risk, MEDAŞ introduces the "Isolation Against Accidental Contact with MV Energy Transmission Poles" application. This application intends to ensure isolation of the energy transmission poles to be installed in the distribution network of the area of license of MEDAŞ. The power cuts to arise from electric shocks are also estimated to be reduced to a great extent through this means.



## A Surprise Mother's Day Event from MEDAŞ for Healthcare Professionals

**O**n the occasion of the Mother's Day, MEDAŞ paid a visit to the healthcare professionals of a hospital who provide devoted services during the Coronavirus outbreak which affected the entire world. Acknowledging the efforts of healthcare professionals who provide interrupted services during the outbreak on behalf of MEDAŞ employees, MEDAŞ Human Resources Manager Yeşim İğnak Koçak and her team delivered gifts to the healthcare professionals working at the hospital. Human Resources Manager Yeşim İğnak Koçak said: "We are here to distribute gifts to the healthcare professionals who devotedly continue to provide us with services under challenging conditions and away from their children, with a view to ensuring a little motivation boost. I hope we can make them smile".



and appreciated during these challenging times. I would like to extend my gratitude to MEDAŞ on behalf of my colleagues and our hospital".

Havva Gürbüz Gürer, Healthcare Services Manager, continued: "We have been telling everyone to stay at home since the beginning of this process. They should do that not only for their own, but also their family's and children's health. This is a global issue at the moment rather than a country-specific one, but we can overcome this only if we act united. In other words, it is the sensitivity of our nation which will help us overcome this problem, rather than our individual fight against the outbreak."



# The Winners of Alarko Carrier's 7<sup>th</sup> Photo Competition on Global Climate Change are Announced



1. Meriç Aktar



2. Ömer Faruk Güler



3. Emre Şentürk

**T**he winners of Alarko Carrier's Photo Competition aiming to underline the impact of global climate change and held for the 7<sup>th</sup> time this year have been announced. In the competition held between 1 August and 15 September, which is open to everyone interested in photography professionally or as an amateur, the first prize was won by Meriç Aktar. One of the most important environmental threats of today is climate change, which is a global concern. The researches made so far reveal that the average global temperatures of air and ocean have increased, that the snow and glass melting has become widespread and that the global sea level increased. The Mediterranean Basin, which also includes our country, is among the regions where the earth is most sensitive to the impact of the global climate change. With the photography competition it held for the last seven years, Alarko Carrier aims to demonstrate the devastating impact of the global climate change and raise awareness on the issue.

## The Winners were given special prizes

In the competition whose winners are selected by public voting and jury voting, the jury members consisted of Niv Garih, Alarko Carrier Chairman of the Board, Harun Özkara, Alarko Carrier Air-Conditioning R&D Project Manager, Adem Meleke, Journalist and Photographer, Ahmet Erdem, one of the leading figures of Instagram, Coşkun Aral, Documentary Film-Maker and Photojournalist, Ercan Arslan, Photo Editor and Photojournalist of Milliyet Daily, Mustafa Seven, Photographer, and Yüksel Altun,

## The Climate Change Affects our Future

The researches made so far reveal that the average global temperatures of air and ocean have increased, that the snow and glass melting has become widespread and that the global sea level increased. The Mediterranean Basin, which also includes our country, is among the regions where the earth is most sensitive to the impact of the global climate change. The Global Risks Report published by the World Economic Forum reveals that the global risks that have the most significant impact on the world's future 10 years are global climate change and the environmental impact associated with the climate change.

## The report provides that the top five risks that are most likely to occur in the next ten years are as follows:

- Extreme weather conditions
- Failure in the struggle against climate change and climate change adaptation

Photographer and Photography Trainer. In the competition held since 2014, this year's winner Meriç Aktar was awarded the prize of Toshiba J2KVG Seiya 13 Wall-Type DC Inverter Split Air-Conditioner, while the first runner up Ömer Faruk Güler and second runner up Emre Şentürk were awarded the prizes of Samsung Galaxy Note10 smart phone and Canon EOS 250D camera, respectively. The three participants who were found worthy of jury's special award won the prize of WOWITOYS Lark Racing Optical Flow Drone, and the 6 participants who received an honorable mention were granted vouchers of TL 200 from D&R.

## The owners of the winner photos:

1. Meriç Aktar
2. Ömer Faruk Güler
3. Emre Şentürk
4. Esen Uz Sökmen
5. Mutlu Taşpınar
6. Mustafa Varol
7. Hasan Avuçtekin
8. Emel Altay
9. İsa Turan
10. Serap İkiyek
11. Aynur Bostan
12. Melih Akkuş

- Natural disasters
- Loss of biodiversity and ecosystem destruction
- Human-caused environmental damage and disasters

## It is Possible to Reduce the Impact of Climate Change

The Special Report on Global Warming of 1.5 °C published by the Intergovernmental Panel on Climate Change provides that the negative impacts of climate change could be avoided if the global warming is held at 1.5°C compared to 2°C or higher. For example, the rise in the global sea level to be reached by 2100 at a global warming of 1.5°C would be 10 centimeters lower compared to a global warming of 2°C. While the probability of an ice-free Arctic Ocean is likely to occur once a century at a global warming of 1.5°C, this probability increases to once a decade at a global warming of 2°C. While coral reefs will be reduced by 70-90% at a global warming of 1.5°C, nearly all reefs will be extinct at a global warming of 2°C.

## Alarko Carrier Ranks Among the Companies Making the Most R&D Investments

**T**he leading brand of the air-conditioning sector, Alarko Carrier ranks 142<sup>nd</sup> in the list of Turkish companies making the most R&D investments with its resources of more than 9 million TL allocated in 2019. The results of the “Top 250 Turkish Companies by R&D Expenditures” survey conducted by Turkishtime are announced. Considering R&D as one of the most important drivers of technology, production and employment of qualified workforce and being the leading brand of the air-conditioning sector, Alarko Carrier has ranked 142<sup>nd</sup> in the list of companies making the most R&D investments in Turkey with its total R&D spending of more than 9 million TL in 2019. The survey conducted by Turkishtime since 2013 reveals the trends of innovation and R&D in Turkey. The Top 250 R&D companies survey provides basic data related to companies such as their R&D expenditures in 2019, the share of their R&D expenditures in their total revenue in 2019, planned R&D expenditures for 2020, number of R&D employees, number of patents, utility models, design registrations and trademarks obtained from R&D centers in 2019, as well as ratio of utilization of R&D support.

### An R&D and innovation team of 52 people

Commenting on the issue, Alarko Carrier Marketing Director Volkan Arslan noted that Alarko Carrier focuses on continuous development and innovation and allocates a significant part of its budget to R&D efforts every year. “There are various firsts we have introduced to the sector as a company with a strong history of 65 years. Believing that the innovative approach on which our culture is based will carry us into the future, we attach great importance to R&D investments. We have a team of 52 people who are experts in the fields of R&D and innovation. We invest 3.47% of production and 1.46% of total revenue into our R&D efforts. We have recently focused our R&D and innovation activities on developing highly energy-efficient and environmental-friendly products, and have thus made significant investments in our production line and R&D laboratories. We will continue to do so as we move forward. We export the products designed by Alarko Carrier R&D Department or developed jointly with Carrier to a certain extent. We are exporting to 57 countries all over the world.”, said Arslan.

### Our Laboratories are At the Service of the Sector

Alarko Carrier enhances its leading position in the industry with its existing and newly-developed laboratories equipped with the state of the art technology. It tests the rooftops up to 250 kW at its Rooftop Psychrometric Test Laboratory opened in 2009 according to ASHRAE and EN standards. In addition, this laboratory is one of the few laboratories in Europe whose test results are certified by Eurovent via independent



auditors at producer laboratories under test conditions of 100-200 kW. EN 1886 performance criteria of air handling unit laboratory opened in 2018 are used for both the development of new products and customers' FATs (Factory Acceptance Tests). The fancoil test laboratory is expected to be completed by the beginning of 2021. R&D Heat Laboratory is located in Alarko Carrier Gebze Facility. We can perform all the thermal tests required by the relevant EN standards of our condensing combi boilers and boilers between 4 and 1200 kW, which are our own design. The Submersible Pump Test Laboratory used for the R&D activities related to water pressurization products has been accredited in 2006 as per TS EN ISO 17025, and bears the title of the first private laboratory of Turkey where hydraulic and engine performance tests are performed in our country for clean water submersible pumps according to TS EN ISO 9906. The laboratory has been credited by TÜRKAK (Turkish Accreditation Agency).

### 2021 Plans are Ready

Following the third member of Alarko combi boiler family, Super Fit Combi Boiler, the new combi boiler with touchscreen will be introduced to the market at the beginning of 2021. The product range is intended to be completed within 2021 with the additional capacities to be added with wall-type and floor-mounted Aldens boilers. Alarko Carrier will enhance its position in the market through intermediary models of Optima circulation pumps and the integration of building automation option. In addition, Alarko Carrier is proud to be the first company which completely automated the 39HQ air handling unit and adapted a modulated air handling unit, which has thousands of combinations in the sector, to its selection program. The company will have completed the 180 – 215 kW models of its new generation Erp 2021 ready rooftop series by the year end. The state-of-the-art fancoil device of Carrier, whose production will be started at the Plant in 2021, will be offered to both domestic and export markets.



## Alarko Carrier's Export Success is Awarded

**W**ith its export activities carried out in 2019, Alarko Carrier was granted the second prize in the category of "The Company to Export the Greatest Number of Air Handling Units, Rooftops, Fancoils, Package type air-conditioner" by HVAC-R Industry Exporters' Association (ISİB).

Making comments on the issue, Cem Akan, Alarko Carrier General Manager, noted that Alarko Carrier ranked among the companies to make the highest exports for eight years in a row, and that they were proud to have been granted another award by ISİB for their successful export performance. "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 nearly 60 countries, with air-handling units being exported to mainly the Middle East, Australia, Eastern Europe and North Africa and rooftop devices mainly to Qatar, Israel, Chili and CIS countries. In addition to the rooftop and air handling units we export under the trademark of Carrier, we also aim to add the fancoil devices whose production will be started the next year to the products exported under the trademark of Carrier and thus increase our contribution to the country's export figures. Alarko Carrier maintains the same success in the global arena as it does in the country. While air handling units, radiators and rooftop units constitute a 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 large geographical area including Ivory Coast, Djibouti, Hungary, Malta, Macedonia, Mauritius, Chili, Oman, Papua New Guinea, Philippines, Uganda and Yemen, and continue to add value to both the country and the industry", said Akan.



## Alarko Offers Super Fit Combi Boiler Super Performance with Compact Size

**T**he leading brand of the air-conditioning industry Alarko Carries brings together the state-of-the-art technology and high performance with its new Super Fit Combi boilers. Equipped with premix condensing technology, Super Fit combi boiler stands out among other products with its low consumption. Bringing together compact size that fits into any location, advanced technology and high performance, Alarko Carrier has created the new Alarko Super Fit Combi. With its very narrow depth, it easily fits in kitchen cabinets. Offering excellent performance and low fuel consumption, Super Fit Combi Boiler both protects nature and provides savings. Alarko Super Fit has a very high performance offering an efficiency of 97.9%. It provides continuous and full modulation for heating and domestic hot water. The anti-freeze function, pump and 3-way valve anti-locking functions, as well as automatic air venting program offer full heating safety. Being suitable for underfloor heating, the device can be operated with natural gas and propane LPG. Offering practical connection to the solar energy system, the device uses solar energy for producing hot water.

Standing out with its lightness and compact size, Alarko Super Fit has a width of only 43.7 cm, height of 64 cm and depth of 25.6 cm. The premix technology combusts the ideally mixed gas-air mixture with a very low flame height. Low flame height ensures a low sound level, while minimizing the harmful flue gas emissions generated by combustion.

User controls are available on a modern and functional control panel on the front of the boiler. Controls allow the central heating system temperature to be easily adjusted from 30°C to 85°C and the domestic hot water temperature from 35°C to 60°C. Alarko Super Fit combi boilers are differentiated from other products with their easy-to-use adjustment buttons and reset button on the control panel, as well as their aesthetic appearance.

### State-of-the-art technologies

Alarko Super Fit combi boilers employ state-of-the art technologies such as an electronic motherboard. This product brings together various features such as electronic motherboard, remote controller communication network (opentherm protocol), outdoor sensor connection, flue sweeper function, parameter programming function, fault codes, fault notification and program update via USB. The smart thermostat of Super Fit combi boilers allow you control your boiler from anywhere in the world with your smartphone or tablet. You can access and change instant temperature settings or timer programs.





## To-shi-ba Thinking Air-Conditioner

**B**asing its most recent strategy on the motto "Thinking Air-Conditioner", Toshiba's two new commercial films are now on the air. Alarko Carrier's campaign, whose PR works are carried out by BÜRO, depicts, in a witty manner, scenarios where the Toshiba Air Conditioners step in to sort things out at the most critical times. The film underlines the message that the air conditioners provide comfort to consumers, albeit not to the same extent as in the commercial, ensure well-ventilated indoor spaces, provide savings and protect the nature with their Inverter technology and A+++ energy efficiency class. The commercial film produced by Society is directed by Alper Yılmaz. In addition, Toshiba's jingle was also changed in this campaign along with Toshiba's renovated communication strategy and communication tone.

The new jingle of Toshiba offers modern and technological connotations as required by the corporate identity, while maintaining a humorous tone. The new jingle of Toshiba Air-Conditioners which we heard in the commercial ads for the first time and which we will continue to do so from now on was produced by Audiofil.



### COMMERCIAL FILM CREDITS

**Advertiser:** Alarko Carrier

**Trademark:** Toshiba Air Conditioner

**Advertising Agency:** BÜRO

**Creative Director:** Esra Ayas Özalp, İlker Zaharya

**Creative Team:** Emre Reisoğlu, Ceren Orun Erkmen

**Customer Team:** Büşra Keskin, Derya Ergün

**Producer Company:** Society

**Producer:** Alper Evirgen

**Director:** Alper Yılmaz

**Sound Design:** Melodika

**Voice Over:** İlker Zaharya

**Jingle:** Audiofil

**Media Agency:** Skala Medya

**Platforms:** TV, internet, radio

**Commercial Films**

**Air conditioner that thinks of you and the environment:**

<https://youtu.be/nbep881AOd4>

**Air conditioner that thinks of you:**

<https://youtu.be/Pk8CMIImOMLc>

## New Advertisement Campaign of Alarko Combi Boilers: Alarko Combi Boiler, Super Combi Boiler True to its Name



**T**he leading brand of the air-conditioning industry, Alarko Carrier introduced a new commercial campaign drawing attention to the distinctive features of Alarko Combi Boilers as the winter is approaching. Preparing to burn the legendary jingle of Alarko Combi Boilers into the minds of consumers once again, the commercial is already on air. The first jingle to come to mind when one says "combi boiler" returns with another commercial: "Alarko Combi Boiler. Real combi boiler, real comfort". Alarko Combi Boiler's new commercial films start with this catchy jingle that has been in use for long years. The main character comes on stage in front of a giant typography design that reads as "SUPER" on a background of Alarko red color, and describes the three different models with three different films. The campaign produced by BÜRO focuses on the product's features entirely. While telling about "Seradens Super", Turkey's most silent combi boiler, the actor silences the environment, and he nearly folds himself in two as he tells about the "Super Fit" model. The film's actor is divided into two characters while talking about the double-condensing "Seradens Super Plus". The word "SUPER" included in each brand name is the common theme of the commercials of "Alarko Super Combi Boiler Range". The commercial film produced by Society is directed by Ariel Goldenberg.

### COMMERCIAL FILM CREDITS

**Advertiser:** Alarko Carrier

**Advertiser Marketing Team:** Volkan Arslan, Hüdai Öztürk

**Trademark:** Alarko Kombi

**Advertising Agency:** BÜRO

**Creative Director:** Esra Ayas Özalp, İlker Zaharya

**Creative Team:** Esra Ayas Özalp, Fatma Erkuş, Berk Kuruçay

**Customer Team:** Büşra Keskin, Derya Ergün

**Producer Company:** Society

**Producer:** Alper Evirgen

**Director:** Ariel Goldenberg

**Sound Design:** Melodika

**Media Agency:** Skala Medya

**Platforms:** TV, internet, radio, magazines

**Commercial Films**

**Super Fit Combi Boiler:** <https://youtu.be/W70sMOhKKOY>

**Seradens Süper Plus Combi Boiler:** <https://youtu.be/TlekAPOKsjl>

**Seradens Süper Combi Boiler:** <https://youtu.be/RecQ0sSJ4xl>



## Nata Vega Shopping Mall Chooses Alarko Carrier

**I**n its “Vega Shopping Mall Subayevleri” project named after Vega, a star that is much brighter than the sun, Nata Holding preferred highly-efficient Carrier screw compressor chillers from 30XB series with one of them featuring “free cooling” function and Carrier/Automated Logic brand building management system.

Starting operations with its 102 stores on an area of 25,000 square meters and bringing a new perspective into the shopping and entertainment culture of the capital, Vega Shopping Mall chose to employ three Carrier 30XB screw compressor chillers for its cooling system. 30XB chillers are included in the Aquaforce® product family, offering high efficiency without harming the environment.

While Aquaforce chillers offer high efficiency in real working conditions, 30XB chillers offer the highest efficiency in its class with their increased surface area, combined with a state-of-the-art and highly efficient engine used in tubing. It is one of the industry-leading devices with its hermetic compressors, modular structure, positive-displacement compressors and an option to connect an electrical box to the chiller.

Within the scope of the building management system, all HVAC equipment were chosen from among Automated Logic brand controllers and WebCTRL software. The WebCTRL software that can be run on all kinds



of operating systems (Windows, Linux, MacOS etc.) allows end-users to intervene in the system only through a browser (Internet Explorer, Safari, Chrome, etc.) without the need to perform any additional software installation. Enabling visual demonstration and regeneration of the system’s past defects and reactions, the software provides an excellent operation and control ability. Developed by Alpkon Project, the project was assumed by MNM Avrasya İnşaat as the main contractor and the mechanical subcontracting works were carried out by Altes Engineering, which is a well-established company producing solutions for comfort, safety and operational ergonomics related to mechanical installation systems for all kinds of buildings with its specialized staff.

## Toshiba Multi Air-Conditioners for Arul Park Houses



**Ö**zgüntür İnşaat chose Toshiba Multi Air-Conditioner Units for its Arul Park Houses project. All air-conditioning requirements of the Arul Park Houses project, whose construction is continued by Özgüntür İnşaat, one of the distinguished construction companies of Antalya, are met by Toshiba Multi Air-Conditioner Units. Consisting of 2 blocks, 51 apartments and shops situated on an area of 2,818 square meters and planned to be delivered in May 2021, Arul Park Houses project will employ 51 Toshiba Multi outdoor and 121 Toshiba Multi Wall-Type indoor units.

Offering superior cooling and heating comfort, Toshiba Multi Air-Conditioner Units ensure optimum performance with their state-of-the-art air-conditioning technology, improving consumers’ quality of life. The system designed in a manner to allow an outdoor unit to operate 2, 3, 4 or 5 indoor units occupies less space with its light and compact design.



## After-Sales Services Trainings Continue Also During the Pandemic

**A**larko Carrier has held customer trainings for the engineers and technicians of TÜBİTAK National Metrology Institute (NMI). Continuing its trainings at full speed despite the challenging conditions of the pandemic, Alarko Carrier has provided the engineers and technicians of the National Metrology Institute (NMI) with After-Sales Services training in line with the agreement it has signed with TÜBİTAK. During the technical customer training activities carried out for the engineers and technicians of TÜBİTAK National Metrology Institute, to whom periodical maintenance services are provided, the training participants were provided with information on general cooling cycle and chiller's group's main components (compressor, evaporator, condenser,

expansion valve), use of display screen in 30 RBM chiller group, and diagnostic and troubleshooting methods, as well as operation and maintenance information. Following the training held in two sections (consisting of theoretical and hands-on device training sessions), information was provided on 30 XB chiller groups TÜBİTAK NMI intends to buy within the scope of its new investment.



## Trainings Continued in Virtual Environment

**T**he training seminars held online due to the pandemic under the guidance of Tuba Akgözlü received huge attention from the participants. The first virtual meeting following the summer period was held on 16 September on the theme of restructuring of the sales channel distributed to all provinces of Turkey. During the seminar that started with 280 participants, Koray Fedar, Dealer Sales Director, delivered a presentation on the Restructuring of Dealership System. The service product technical trainings planned to be delivered in the fourth quarter

were held on the theme of Alarko Seradens and Super Fit Combi Boilers in two different sessions on the last day of September and on three different days within the first week of October. Finally, the Occupational Health and Safety Technical Training was held on 5 October in the form of a virtual seminar again. Various remarkable videos were shared, which support the content of the training, during the seminar attended by the employees of Alarko Carrier involved in the works included in the scope of hazardous work categories.



## Alarko Carrier's Competitions on Instagram Continue to Draw to Huge Attention

**T**he competitions held by Alarko Carrier on Instagram in July, August and October drew great attention from the account's followers, and the winners won special prizes with their posts.

The best 10 photos selected in July from among those shared with the theme of "What if Willis H. had not invented Carrier air-conditioners?" were shared on the account of Alarko Carrier, and the owners of the photos won special prizes. In the competition where the followers were



asked about what they felt about the visuals shared on the Instagram account, a follower who participated in the competition by expressing his/her feelings using emoticons won a decorative snow globe that can be used at home or office. A follower who gave the correct answer to a mathematical equation problem in October won coffee and a coffee cup.

### The Three Activities performed with Influencers Received Total 215,624 Impressions

The three activities performed in collaboration with two celebrities on Instagram had great success by achieving a reach of 191,622 and impressions of 215,624. A post and a story shared by Yiğit Dikmen has reached 22,845 impressions and 2,115 interactions. Two posts and four stories by Merve İpek Öztürk have reached 192,779 impressions and 4,465 interactions.





# Alarko Carrier Conducts Impressive Video Projects

**T**he leading brand of the Air-Conditioning industry, Alarko Carrier continues its digital investments at full speed. Receiving much appreciation with the videos it has released on special days such as 26 June World Refrigeration Day, 17 July The Invention of Modern Air Conditioning and 29 October Republic Day, Alarko Carrier also commemorated Mustafa Kemal Atatürk with its new video project developed for 10 November. Noting that they attach particular importance to the special days' projects, Hüdai Öztürk, Alarko Carrier Advertising and Public Relations Manager, said: "At Alarko Carrier, we believe that special days' projects are so valuable as they allow us to differentiate ourselves from others, attend to people's feelings and underline the sensitivities of our brand. We also strengthen our communication with our followers through the activities we perform on special days that are important for both our brand and our country. We try to make sure that each content is creative and innovative. We are proud to release the video we created for November 10 for our followers".

## 26 June World Refrigeration Day

With the video it released on 26 June World Refrigeration Day, Alarko Carrier highlighted that the average arctic sea ice decreased by an average of 7.13 million square kilometers recently. Alarko Carrier also noted that they wish to ensure thermal balance without disrupting the world's balance. Total 244,744 people were reached on the social media via the video.

**Please go to** <https://youtu.be/IVSPHkxbmJA> to view the video.

## 17 June, The Invention of Modern Air Conditioning

On the anniversary of the invention of air-conditioning, Alarko Carrier commemorated Willis H. Carrier, the inventor of modern air-conditioning who chased his dreams dating back to 118 years ago, underlining that he tried to ensure "real comfort" no matter what the circumstances are. Total 385,472 people were reached on the social media via the video.

**Please go to** <https://youtu.be/8pDF0aQFAzc> to view the video.

## 29 October Republic Day

Creating a highly-appreciated video for 29 October, Alarko Carrier gained the appreciation of everyone by saying: "If you also believe in the free women of a country and support the art and artists, if you are hopeful about the youth and if we are beautiful together, then fly your flags proud! Happy 29 October Republic Day". Total 599,915 people were reached on the social media via the video.

**Please go to** <https://youtu.be/IFuIADr-TBk> to view the video.

## November 10 filled with respect and great longing

Alarko Carrier received great acclamation on social media with the video it has created for November 10. The company cherished the memory of Mustafa Kemal Atatürk with love, respect and great longing by saying: "No matter how we heat the entire world, we cannot warm the hearts the way you do it with a single look". Total 1,386,858 people were reached on the social media via the video.

**Please go to** <https://youtu.be/TLgu047SigY> to view the video.



## Alarko Holding Enters the Technology Investments Industry with Its Venture Firm

**A**larko Ventures was founded in July 2020 under the name of Alyat Teknoloji Yatırımları Holding A.Ş. with the aim of discovering technology-based promising new-generation companies and investing in these companies. Founded with a capital of TL 10 million as the technology investments segment of Alarko Holding, the company will continue its investments to the extent allowed by the free cash flow to be generated by our Group. The investment strategy of the company involves 5 main categories for the digital companies growing at tremendous speed all over the world. These categories are online marketplaces, healthcare, financial technology, real estate technology and supply chain/logistics.

The geographic distribution of the capital has been planned as 50-70% for America, whereas 30-50% of the capital is planned to be invested in Africa, Latin America, South Asia and Middle East. From the date of its foundation, Alarko Ventures has examined 38 opportunities out of 90, performed detailed analyses for 12 of them and invested in 3 of them. The investments have been made in America, Africa and Latin America. Alarko Ventures aims to discover new digital business models and get shares out of these discoveries, adding synergistic value by integrating innovations into the existing business segments of Alarko Group.

## 4<sup>th</sup> Term MBA Students Have Graduated

**W**e are pleased to announce that the 4<sup>th</sup> Term students of the first graduate program in Turkey to offer an academic degree specific to the needs of a corporation and its employees, the "BAU & Alarko MBA" program, born of the collaboration between Bahçeşehir University (BAU) and the Alarko Group of Companies, have now graduated from the program. We sincerely congratulate our students for their dedicated work and graduation, and wish them continued success.



## 8<sup>th</sup> Term Program of Yenibirlider Association has Now Been Completed

**C**ontinuing to bring the youth of Turkey with high potential together with the professionals of the leading institutions, the Yenibirlider - Leadership Development Program has completed its 8<sup>th</sup> term leaving behind total 112 hours consisting of Leadership Training, Mentorship Program with Senior Managers, Coaching Program, Advantageous Business World Network Gatherings, Cultural and Artistic Activities and Wellness Activities. We would like to extend our congratulations to all participants of the 8<sup>th</sup> term who were selected to participate in the program after a meticulous election process and who successfully completed the program and have become entitled to be awarded their graduation certificate accredited by Boğaziçi University.

2020



**YENİBİRLİDER  
GELİŞİM  
PROGRAMI**



## Hillside Beach Club is Granted a Global Award by Haute Grandeur, a Prestigious Awards Initiative

**C**ontinuing to contribute to the promotion of our country with its international awards won so far, Hillside Beach Club was selected the World's Best Resort by the prestigious tourism awards initiative.

Defined as the symbol of excellence in the accommodation sector, Hillside Beach Club was selected the "Best Resort Hotel" in the global arena by the 2020 "Haute Grandeur" Awards initiative participated by various chain trademarks such as Anantara, Belmond, Banyan Tree and Four Seasons. Gaining a global recognition with its intimate service approach, Hillside Beach Club was selected the best of Europe in the "Best Resort Service" category.

Assessing the hotels' employee, service and food quality, as well as their websites and social media events, and considering the public votes and feedback received from guests, the Haute Grandeur awards are granted upon a detailed assessment lasting for 1 year. Analyzing the comments made on various online platforms such as Trip Advisor, Expedia, Google+ and Booking, Haute Grandeur Awards are considered to be highly prestigious by the travel lovers.



## Hillside Outdoor Club Started Offering the Ability to Do Sports Outdoors



**B**oasting of an outdoor area of 450 square meters suitable for outdoor sports activities in the city, Hillside Outdoor Club started providing the members of Hillside Etiler with its services. At Hillside Outdoor Club, you can attend Outdoor Gym, Outdoor Studio or Outdoor Cycle courses, or receive private courses outdoors in the Outdoor PT area. In addition, all indoor spaces of Hillside City Club started offering 100% fresh air supply starting from 20 October.

With its fitness camps initiated, Hillside Outdoor Club offers special camping programs outdoors. Cycling, HIIT and Power HIIT camps to last for 6 weeks at Hillside Outdoor Club are organized 2 days a week with limited capacity, and also involve special dietary consultancy services. These camping events held in classes of 8 people offer a special recovery program implemented in 3 sessions, which help muscles recover, relax and relieve tension after exercise.

## Istanbul Foundation for Culture and Arts (İKSV) Meets Jazz Hillside Summer

**O**rganized by Hillside Beach Club in cooperation with Istanbul Foundation for Culture and Arts, the İKSV and Summer&Jazz event was held on 3-9 October.

Guests were offered unique experiences during the talks and workshops attended by many important figures in their respective fields, along with special jazz concerts and movie screenings. Starting with Ozan Musluoğlu Trio, the jazz concerts continued with the performances by Seda Erciyes & JmH and Önder Foçan Band ft. Anıl Şalliel. In addition, the French movie "La Bonne Épouse – How to Be a Good Wife" selected from among the participants of the İKSV Film Festival was also screened within the scope of the event. In addition to the conversation on the theme of the history of jazz held by Harun İzer, İKSV Jazz Festival Director, the conversation titled "How was this movie selected?" bringing together Kerem Ayan, İKSV Film Festival Director, with the guests of Hillside Beach Club was offered as another bonus event.

The art event titled 'Art of Feeling Good' held in cooperation with Mehmet Sinan Kuran and the piano lessons tutored by Şevki Karayel were among the events designed specifically for children.



## Hillside Beach Club Prepared Its "Workation" Pack for Employees Working Remotely



**A**fter the emergence of the "workation" trend driven by the need to work remotely from anywhere other than the office, Hillside Beach Club has prepared a new accommodation pack offering professional and vocational facilities at the same time. This alternative highlights that closed spaces are not the only option for a comfortable working environment. Hillside's "workation" pack includes facilities such as strong and uninterrupted Wi-Fi connection at all points, video conference and meeting rooms, 3<sup>rd</sup> wave fresh coffee around the clock, and laptop desks for those who wish to work in their room's terraces. The remote workers are offered regular exercise and yoga programs, self-care and massage therapies and many other activities to be held in an impressive natural environment or to be enjoyed with the family as part of this pack offered by Hillside Beach Club.



## The “Feel Good Week” Event, Which has Now Become a Classic Already, was Held at Hillside Beach Club

**W**hile the guests found the opportunity to try out new experiences during the “Feel Good Week” featuring various activities and workshops to help people boost their spirit and relax, they also had the chance to experience the yoga classes held in cooperation with Cihangir Yoga targeting various levels.

During the “Feel Good Week”, guests experienced special events held within the scope of the event such as Soundala that will help tune the body making use of ethnic instruments such as Shaman drums and Tibetan bowls, Breathing Therapy teaching people to breathe right and ensuring a deep relaxation, Sugar-Free Life Workshop where suggestions are shared for a sugar-free diet, and sessions of Flower Therapy making use of the healing power of flowers where the participants prepared their own unique natural essence.

The guests were given the choice to start their day with yoga and meditation sessions held at the silent bay of Hillside Beach Club, the Silent Beach, or at Serenity Beach, under the guidance of Cihangir Yoga instructors. The yoga and sunset meditation on the boat drew huge attention from the yoga-lover guests.



Date December 2020 Number 59 Proprietor İzzet Garih, 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.

Merkez Mah. Seçkin Sok. DAP Vadi İ Blok No: 3/1 Kağıthane - İstanbul Tel 90 (212) 264 33 11 Fax 90 (212) 264 33 10 www.topprint.com.tr

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

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