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## Karakuz Dam and Hydroelectric Power Plant Project

Two state of the art technology TBMs tailor-made for the Construction of the Energy Tunnel of the Karakuz Dam and Hydroelectric Power Plant Project have been reached to the construction site. We aim to complete the 11 km tunnel in 11 months!

The Karakuz Dam and Hydroelectric Power Plant Project is located on the Körkün River within the boundaries of the Pozanti and Karaisalı counties of the Adana province. The annual energy production of the plant with an installed capacity of 76 MW will be 276 GWh. The project consists of intake and outlet structures as well as derivation and energy tunnels, coffer-dams, access roads on either side of the lake, balance tank, pressure pipeline, power plant, switchyard and transmission lines.

The dam consists of a concrete body with a crest length of approximately 200 m and a height of 45 m from the foundation. The dam lake area is 29,9 hm<sup>2</sup> with a total volume of 5.112 hm<sup>3</sup> and the access road around the lake is 6,2 km. The 321 m long derivation tunnel has a diameter of 6 m and the 11 km energy tunnel's interior diameter is 3,1 m. The 56 m deep balance tank with an interior diameter of 12 m is situated close to the outlet of the energy tunnel. The 1.580 m long pressure pipeline with an interior diameter of 2 m has a vertical drop of 530 m. There are two pelton type turbines in the power plant. The 154 kV switchyard will be connected to the national power distribution system by a 32 km long energy transmission line. The volume of the earth and concrete works of the project is 2.000.000 m<sup>3</sup> and 160.000 m<sup>3</sup> respectively.

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# A ROAD MAP FOR YOUNG PEOPLE

As we enter 2013, I found it useful to draw a road map for young people looking ahead. Young people do not know what choice to make as they reach the last years of their education and are getting ready to go into professional life. First of all, they should begin by getting to know themselves. The question, "Which road will make me happy in life?" has priority. When a person does what he loves for a living, happiness is guaranteed.

For long years I have been getting various invitations from home and from countries abroad. Occupational organizations, organizations from the business world, foundations, universities invite me. Whenever possible, I accepted these invitations. There, I found the opportunity to communicate with all the different strata of the community, to get to know them better and the chance to address the young people in particular. Generally I did not speak at length. I preferred to go into a question and answer session after a short introduction. I am aware that they value the things I tell them but what they need to know is important from the point of view of attaining the objective of the talk. Therefore, I have to listen to them, to get to know how they look at life, where they get stuck, where the problem lays. In other words, if I can take a clear picture, I can write the caption. And my philosophy of life is: people always learn new things in different situations and circles. There is no such thing as, I've known everything for as long as I've known myself... People should not only talk. They should think as they talk and be open to learn new things at the same time...

I deemed it useful to present here the common denominators of matters that they wonder about and those that I remember from such meetings. I consider helping young people who are preparing to set out as one of my duties.

I have 14 suggestions for the young looking for a road map:

## 1. What is your target once you have graduated from high school or university?

Which goals attract you? First of all define the port or ports you want to attain and then set out on your way. When evaluating the opportunities that will come your way on your journey, proceed towards your goal consciously...



## 2. One of your objectives is to be rich, to have lots of money...

This is correct and necessary but not enough... Your real goal is to be happy... A happy and serene life... To be a good person known for his/her knowledge and skills and sound principles... A respectable person... Being a respected person should be above and beyond being rich... This is the only way you can challenge yourself...

## 3. Are you ready to embrace the world?

The day will come when you will go beyond the borders of Turkey. Your success will take you abroad... Are you ready? What about your knowledge of languages? Do not content yourself with English only... Learn Russian, Chinese, Japanese, Arabic...

## 4. The education you got thus far is only a broad basis.

Plan an education program that will continue as long as you live. Take an interest in philosophy... Read philosophy books... Take an interest in art, music, poetry. Respect experience, don't opt for way of the fools who have obsessions such as learning by their own experience. Learning is a life long effort... An extremely pleasing one... You will discover new worlds everyday, take great pleasure... Always keep alive the excitement of learning, acquiring new knowledge and skills... Don't forget that what was true yesterday remained there. You have to set aside time to learn what is true today and will be true in the future.

## 5. I said that having money, material means was necessary but not enough...

Saving money is important but accumulating culture is more important... Being a cultured person will earn you respect in society... What's more important is that enjoying life as you spend money is only possible with culture. A person whose culture is limited is a poor person with lots of money... A person whose money is good for nothing. Just like the culture of earning money, the culture of spending money is also an important detail. You can only acquire it with the awareness that you will build up while you are earning money... Improve your culture even if your money is limited...

**6. How long you live is not important... What's important is how you live...**

Plan a quality life... Develop friendships with quality, respectable people... Utilize their knowledge and skills. Make friends with people who think... Let me repeat something that you already know: Man is known by the company he keeps...

**7. Be honest... Honest of thought...**

Speak up your thoughts... Use your right to think differently... Those who think differently become leaders in society... A leader is a courageous person who suggests a different path.

**8. Once in a while question your prejudices...**

What was true yesterday may not be true today... Question your truths often and express today's truths with fervor... Don't be trapped by preconceptions.

**9. First of all have confidence in yourself, then in everyone else and have them have confidence in you...**

Lack of confidence is a very bad feeling and exhausts people psychologically. First have confidence in yourself. Knowledge is the key to success in the 21<sup>st</sup> century. Capital, money are of secondary importance. Don't forget that Bill Gates, the founder of Microsoft, one of the world's richest men, left university in the third year... He is the son of a middle class family... He became the world's richest man with his knowledge, his computer skills. Bill Gates' fortune is the product of his 320 gr. brain. Your brain is also about 300-330 grams. You don't have anything less than Bill Gates. You have nothing less, you have more. Have confidence in yourself... Confidence in your knowledge... Acquire the knowledge that will make you confident. I remember words uttered as a result of vast experience:

"Be tolerant toward your enemy, he may be your friend some day. Keep distances with your friend, he may be your enemy some day."

**10. Be courageous...**

Courage is important. Courage shown at the right place and time will make you noble, save you from bondage. Keep your feeling of giving up always alive. Even if it is for your advantage, never do something that is contrary to your principles, have the courage to say "No."

**11. Have spiritual values...**

Enrich your inner world, as well as your mind...

**12. Be loyal...**

Have a sense of belonging, be loyal to those who do you a favor, be faithful.

**13. Develop new identities...**

Do not be content with one identity. Your businessman identity should be insufficient to describe you. Acquire social identities, serious responsibilities. Take interest first in the community you live in, in people and in humanity, take on responsibilities with your own willpower.

**14. Don't be unreachable...**

Remain as close, reachable and talkable to people as you were when you set out on your path. Don't change. Reach out to people and open the way for them to reach you easily. Take notice of criticism. Don't only spend time with people who like and approve of you. Lend an ear to those who think differently...

**İshak Alaton**

*Glimpse into Alarko's Past*

Yeni adresimiz: Çeşme Sokak 13  
Perşembepazarı Galata

Yeni telefonlar: 44 11 55 ve 44 46 51

Tesisat proje ve tatbikat büromuzla teşhir ve satış mağazamızın 20 Mart 1962 tarihinden itibaren yukarıdaki adreste faaliyete geçtiğini bildiririz.

**ALARKO**

ISITMA - KLİMA - SOĞUTMA  
MAZOT VE AĞIR YAĞ YAKMA

1962

ALARKO Fabrikası Senelik imalat Cetveli

30 milyon TL  
25 milyon TL  
20 milyon TL  
15 milyon TL  
10 milyon TL  
5 milyon TL

Sür'atle gelişen bir endüstri, yüksek kalitenin ifadesidir.

Isıtma - Klima - Soğutma tesislerinde kullanılan cihazları imal eden Türkiye'nin en büyük ve en modern fabrikası

**ALARKO** SANAYİ ve TİCARET A.Ş.

Fabrika: Tıkveşli Yolu - Topkapı Telefon: 21 71 40  
İhtilal-Perşembepazarı-Karaköy Telefon: 43 03 00  
Ankara satış: Şişliye-Ankarlar Yolu 4 Tel: 12 19 57

1966

Avrupa'da beşinci Balkanlar'da birinci

Dalaman Kâğıt Fabrikası'nda sarfedilen su miktarı İzmir'de sarfedilen sudan fazla

BU VÜS'ATTE BİR TESİSİ TÜRKİYE'DE İLK DEFA  
**ALARKO**  
GERÇEKLEŞTİRMİŞTİR !

1971



## Karakuz Dam and Hydroelectric Power Plant Project

Two sites have been set up in Karaisalı and Pozantı for the execution of the project and work is continuing in accordance with the program.

Two TBMs (Tunnel Boring Machine) manufactured in accordance to state of the art technology will be used for the tunnel and boring will be conducted at both ends simultaneously. The machines manufactured in Canada have arrived at the construction site and are being assembled. Boring at the ends of the tunnel will begin simultaneously as soon as assembly work is completed. The targeted completion period for the tunnel is 11 months from the start of boring. The machines will be disassembled at their meeting point in the tunnel and taken out in pieces.



## Alarko Decks Kazakhstan with Copper Plants

According to results announced on 7 December 2012, our company was awarded the tender for the construction of Aktogay Copper Plant which is very similar to the one we are constructing in Bozshakol.

The Project location is south of Oblast in the East Kazakhstan region of the Republic of Kazakhstan. Aktogay is a small Kazak town with a population of 7.000, located 500 km southeast of Astana and 700 km northeast of Almaty. The town is at the intersection point of the east and north railroad lines 70 km away from the Balkhash Lake. Rich copper deposits were found in the area with research done during the USSR period but could not be extracted due to conditions at the time. The first lot of the tender for a copper factory planned

to work at full capacity for 40 years according to feasibility reports was published by Kazakhmys on May 28, 2012. The four companies that participated were reduced to two on September 25, 2012 following the first bids. Following the second pricing, results were announced on December 7, 2012 and our company qualified to sign a contract.

The construction time of the project whose contract was signed on December 18, 2012 is 34 months and the contract sum is US\$ 633 million. Mobilization is planned to start in February.

We hope the project to be propitious to our administration Kazakhmys, to Kazakhstan and to our company.

## 2012 Targets Attained in the Aktau-Manasha Road Rehabilitation Project

The road construction consisting of 4 sections of a total of 200 km in the Mangystau province of Kazakhstan has been undertaken by the ALARKO Contracting Group. The contract includes earth works, culvert and drainage structures, bridge, road sub-base, base, porous asphalt, binder and wearing coats as well as horizontal and vertical road signs and signalization. The project with a contract value of US\$ 175 million will be completed by the end of 2014.

Located by the Caspian Sea, the Mangystau province of Kazakhstan is the heart of the petroleum and natural gas sector. The petroleum and natural gas industry is mainly located at the north, in the areas of Atrau and Tengiz, and logistics and transportation in the south with Atrau as the center. The rapid, safe and economical connection of these two centers that complement one another in an economic sense is of major importance for the economy of Kazakhstan. This 900 km road constituting the main transportation corridor of the area has been rehabilitated in sections over the last 10 years and has quality asphalt paving in parts. When the 200 km long 4 lots whose rehabilitation we have undertaken as the Alarko Contracting Group is put in operation, it will make significant contributions to the transportation efficiency and comfort of the existing route.

Two site buildings that will accommodate 800 people during peak times as well as all the offices, houses and other living units have been set up at two different locations of the route.

The scope of the project includes approximately 4 million m<sup>3</sup> of earth works, 115 culverts of a total of 2.600 m, 14 km open



drainage canals and the construction of a 60 m long bridge. In addition to a stone quarry which will provide 2 million tons of crushed stone and aggregate, 2 crusher plants with a capacity of 260 tons/hr and 400 tons/hr have been commissioned for the project. Moreover, 1 asphalt plant of a 240 tons/hr and 2 plants of a 120 tons/hr capacity where 50.000 tons of bitumen will be processed and will produce approximately 1,3 million tons of hot mix have also been put in operation.

Two railroad branch lines with a total length of 3.500 m will be built at two different stations since a large portion of the crushed stone and the bitumen along the project route will be transported by rail. The amount of work planned for the project for 2012 has been realized and an 8 km long substructure that corresponds to 3 % progress has been completed to the level of porous asphalt.

We hope to introduce this project, we aim to complete within the planned time and in the highest quality, to the developing economy of Kazakhstan, the most important foreign market of our Contracting Group, as soon as possible.

## Kazakhstan, Bozshakol Copper Mine Project



The Bozshakol Copper Project was started with the contract signed between Kazakhmys Company and the Alarko Contracting Group on September 20, 2011.

The Project with an estimated cost of US\$ 561 million is one of the most important projects of the Alarko Contracting Group. The construction period is planned to be 3 years with the first year reserved for detailed project work, site mobilization, and reinforced concrete as well as steel construction production and assembly work will be executed in addition to earth works. Equipment assembly, piping and electric-automation works are planned to be completed in 2013 and 2014. The mechanical completion (first ore crushing) of the project has been determined as September 2014 and final completion as March 15, 2015. Detail Project work is proceeding with 3 different groups. The Detail Project of the process building and plant is being done in Australia, the other buildings in

Turkey and the railroad, highway and water intake buildings in Kazakhstan. A completion of 70 % has been attained in detail design work.

In addition to the US\$ 561 million project cost stated above, within the scope of our contract we are also responsible of the transportation, control, in situ assembly of the process equipment procured by the employer. The producer's orders regarding 49 of the process equipments out of the 73 large equipment buying packages have been completed and manufacturing is continuing.

The project includes 35 km of Highway, 26 km of Railroad, 130 km of Pipeline and 483.000 m of cabling, Fully Automated Production Control Systems, 5,5 km long Tailing Dam and the related structures, construction of 39.000 m<sup>2</sup> of various permanent and Concrete-Steel-Prefabricated Buildings. Mobilization work started in March 2012 and temporary site buildings and facilities were completed in November 2012. The camp area with a capacity of 1.200 people includes offices, warehouse and workshop buildings, dormitory groups as well as social facilities such as a sports hall, engineer and worker clubhouses and mini movie theatre. The concrete and steel work of the production buildings within the scope of the project is continuing despite unfavorable weather conditions. 950 tons of steel construction assembly was completed by the end of November and a progress rate of 20 % has been attained in the total of the project.

## Construction of Hisarüstü Line of the Levent-Haciosman Metro Project Begins

A rail system line will be built to serve the Rumeli Hisari Boğaziçi Üniversitesi – Etiler – Levent corridor and integrate with the Istanbul Metro Levent Station. This new line is expected to permanently alleviate the congested traffic in this area. In addition to the existing ones, Sanayi – Seyrantepe 3<sup>rd</sup> connection line will also be built. As a result, the outgoing and incoming lines will be separated from each other completely thus shortening the travel time and the number of passengers carried at the end of football matches will be doubled.

This new line with a contract cost of 99 million Euros is the continuation of the IV. Levent – Haciosman Metro Line Project. Work on site was started following partial site delivery which was executed in January 2013.

The 3.320 m long Levent – Hisarüstü Rail system line has been planned to have 4 stations. This line will be connected to the Taksim – Haciosman line with a 500 m long connection line.

The system will connect the Levent Station of the Istanbul Metro to Hisarüstü. This project that will serve the rapid mass transport will constitute a part of the Istanbul Metropolitan Mass Transportation System network. The said line will serve to transport the passengers of the Boğaziçi University, Hisarüstü, Etiler and Uygulama Oteli (Akmerkez) areas to the Levent Station in a comfortable way. The line will enable the transportation of passengers of bus lines located in the Hisarüstü area to the Levent Station.

Since the Sanayi – Seyrantepe connection line and the shuttle lines connected to the Seyrantepe Station will be completely separated, train travel time which is 9,5 minutes at best performance now will be pulled down to 3-4 minutes.

Reducing the best football match time train runs connected to the existing Taksim – Haciosman Line which is 5 minutes at best now to 2,5 minute levels will increase the number of passengers transported per hour by 100 %.

## 1<sup>st</sup> Phase of Morocco's High-Speed Train Project Completed



The 1<sup>st</sup> lot of the 22 km long Morocco / Tangiers –Kenitra railroad infrastructure project with a contract value of 117 million Euros that we have undertaken is designed for a speed of 350 km/h and includes excavation, fill, construction of the structures and drainage works.

The project term is a total of (3+21) 24 months and the 3 months long preparation phase has been completed.

This Fast Train Project is our first one in the Moroccan market in Africa and is of importance in giving us the opportunity to get to know this market and develop new projects.

## Archaeological Excavation Coming to an End Travel Time from Yenikapı to Haciosman: 32 Minutes

**Work in the Yenikapı Metro project started...  
Passenger transportation is targeted for  
February 2014!**

As is known, the Yenikapı area will be an important hub where numerous transportation axes such as rail, sea and land transportation - Metro, LRTS, Marmaray, commuter rail, sea bus, sea taxi, IETT bus, Rubber Tire Bosphorus Tube Crossing - will intersect and passengers will be able transfer from one to the other.

The Taksim-Yenikapı section, whose construction is undertaken by our company, of the Istanbul Metro will be at the center of all these intersections, will connect Istanbul in the north/south axis with a transportation capacity of 75.000 passengers/hr one way, and will constitute the main axis for passenger movements between the two sides of Istanbul over Marmaray.

Following the Şişhane Station that was completed in 2008 and went into operation in 2009 there was temporary halt in the Şişhane - Yenikapı metro project as a result of archaeological excavations. However, construction work has started following partial site delivery due to progress made in the excavations.

Sub-track concrete work was started as a first step in the Unkapanı-Yenikapı tunnels whose partial site delivery was executed in September 2012. Sub-track concrete work will proceed and rail assembly will start in February 2013 and will be delivered in May 2013. Rail assembly between Unkapanı and Yenikapı as well as the lines in the Yenikapı tail area will be completed in June 2013.



Once the structural works of the Haliç Metro Crossing Bridge and the Yenikapı and Vezneciler stations that are part of our project is completed and delivered to us, we will complete fabrication works rapidly. The first train trips between the two banks of the Golden Horn will start in September 2013 and passenger transportation will begin in February 2014.

The targeted 1.000.000 passenger/day on the north-south axis of Istanbul will be attained once passenger transportation begins in the Haciosman - Yenikapı line and the Marmaray Project is put in operation.

Hence, we, as a company, are proud to contribute to the solution of one of Istanbul's serious problems with our activities on a total of 26 km long metro line including the Yenikapı – Taksim metro project (5,2 km), 4. Levent – Haciosman/Sanayi - Seyrantepe (8,9 km) and Hisarüstü Metro (3,3 km) projects together with the signalization and wireless system renovation work in the Taksim – 4. Levent Metro (8,4 km).

## Taldykol Treatment Projects



### First Two Phases of the Taldykol Treatment Project Completed

We were awarded the 1<sup>st</sup> Phase of the Taldykol Treatment Plant by the Astana Governorship in May 2011 and the 2<sup>nd</sup> Phase in November 2011.

The 1<sup>st</sup> Phase project with a construction period of 29 months consists of laying an 11 km long pressurized HDPE pipeline with a diameter of 1.200 mm, construction of the new Vehicle Repair-Maintenance Workshop, rehabilitation of the Dining Hall and the Electricity Workshop, delivery of the Two-storey Security Building, the Single-storey Security Building, and the Operating and Maintenance Equipment. These were completed in approximately 7 months thanks to an accelerated work program.

The Phase 2 Project duration is 19,4 months. The scope of the project includes the rehabilitation of the 60.000 m<sup>2</sup> Aeration Tanks and the Ultraviolet Plant, the setting up of a Package Lab Unit, changing two compressors in the Blower House building, the rehabilitation of 2 Primary Sludge Pump Houses and in-plant asphaltting and landscaping work. A physical progress of 95 % was attained as of November 2012. Both phases of the project were physically completed by the end of 2012.



### We Were Awarded the Tender for the 3<sup>rd</sup> and 4<sup>th</sup> Phases of the Taldykol Treatment Project

The 3<sup>rd</sup> Phase Project is one with a construction period of 44,5 months awarded to us by the Governorship of Astana in March 2012. The total volume of the Taldykol Lake is 65 million cubic meters. The scope of the project includes cleaning the Taldykol Lake polluted by the waste water treatment plant of Astana using underwater excavating equipment and geotextile tubes. The lake has approximately 4,1 million cubic meters of sludge. Once the lake has been cleaned, the 17 million square meters surrounding it will be leveled and planted. The actual start date of the project is April 2013 and planned completion date is November 2015.

The 3<sup>rd</sup> phase which is an ecologic project is of major importance for Astana. The marsh area around the lake will be completely dried when the project is completed. The existing reed bed will be cleaned of mosquitoes and bad odors and turned into a life space.

The 4<sup>th</sup> Phase Project is one with a construction time of 37 months awarded to us by the Governorship of Astana in August 2012. The Project consists of the construction of the main treatment building and the auxiliary buildings where chemical treatment will be done in order to allow pumping the treated water in the existing treatment plant to the Esil River that crosses Astana where there are living areas for people.

The actual starting date of the Project is January 2013 and planned completion date is September 2015.

The existing waste water treatment plant will become a facility of UNESCO standards with chemical treatment put into use in 2015.



## A Social Responsibility Project by **MEDAŞ**

### MEDAŞ Art Gallery Opening Exhibition “Whiffs of Turkish Painting from Past to Present”



**M**EDAŞ serving in 6 provinces, 74 service points and 3000 employees is making a remarkable impression not only by constantly improving its service quality but also with its social responsibility projects.

One more significant service by MEDAŞ that has marked Turkey's most trouble-free urban lighting and aims at giving its 1 million 600 clients better quality service. The “MEDAŞ Art Gallery” aiming at becoming one of the most important art galleries of Anatolia is now open within the scope of the Meram Elektrik Dağıtım A.Ş.

Having set one of its objectives as improving and investing in people and serving the public, MEDAŞ is putting in effect social responsibility projects that will embody its whole service area. The MEDAŞ Art Gallery, one of the most important



projects of MEDAŞ, aims at becoming another center of plastic arts in Central Anatolia in addition to the capital Ankara. The exhibitions, conferences and activities to be held at the MEDAŞ Art Gallery will be a meeting point of our artists and the public. The past and present works of 40 important Turkish artists such as Halil Paşa, Bedri Rahmi Eyüboğlu, Sami Yetik, Şevket Dağ, Faruk Cimok, Habib Aydoğdu and Zekai Ormancı were on display at the opening exhibition which was held between 1-23 December 2012.

Numerous art lovers of all ages as well as students found the opportunity to see and comment on the works displayed. The MEDAŞ Art Gallery that hosted many schools was praised and supported by many important academicians in Konya and the area. Some History of Art lessons of university students were conducted at the gallery and the art lessons of some pre-school children were also held there.

Proceeding towards becoming a technological company, MEDAŞ will continue to mark firsts with its social responsibility projects.



## MEDAŞ Started a Solar Energy Power Station Based on Renewable Energy

Aware of its Social Responsibility and to set an example to all energy users in its area MEDAŞ has set up a Solar Energy Power Plant over an area of 3.500 m<sup>2</sup> at its general management campus and is producing its own electric power since August 2012.

Energy input to the distribution system is controlled by the MEDAŞ Solar Energy Power Plant equipped with "remote monitoring and intervention" system used in Turkey for the first time. Hence, the plant also serves as a kind of R&D laboratory.

Within the scope of the cooperation between the universities and various chambers within the MEDAŞ Electricity Distribution



Project Coordinates : 37.54K , 32.30D (KONYA)  
 Elevation : 1028 meters  
 Panel Technology : Polycrystal Panel  
 Panel Type : IBC Polysol 235 MS  
 Panel Power : 235W  
 Installed Power : 203,04 kWp  
 Number of Panels : 864  
 Inverter Type : Sunny Tripower 17000TL  
 Number of inverters : 12

area as well as the engineers of MEDAŞ, the Solar Energy Power Plant is open to the R&D work of academics and students. Moreover, a series of conferences have been organized and will continue to be organized to give information and create awareness on Solar Energy Plants and Sources of Renewable Energy as well as electricity production with and without license.

Our conference on the theme "MEDAŞ Illuminates" and organized with the contributions of the Konya Selçuk University, Konya Chamber of Commerce, Aksaray University and the Aksaray Chamber of Commerce and Industry will be continued with conferences organized in collaboration with the Karamanoğlu Mehmetbey University, Karaman Chamber of Commerce and Industry, Niğde University and Niğde Chamber of Commerce and Industry.

These conferences attended by academics, students, industrialists, merchants and investors as well as all our citizens who want to be informed and illuminated are aimed at creating awareness on Renewable Energy Sources and at providing the opportunity of new cooperations. We, as MEDAŞ, are continuing to illuminate.

Inverter Producer : SMA Solar Technology AG  
 Grid Connection Point : Connection from low voltage point  
 Panel Positioning Angle : 25 Degrees South facing  
 Panel Assembly Detail : 3 rows in horizontal position  
 Contractor Company : IBC SOLAR AG  
 Commissioning date : 05 August 2012  
 Estimated Annual Power Production: 318.800 Kwh  
 Power production as of 30 November 2012: 112.950 Kwh

## Alarko Carrier Listed Among the 500 Large Private Companies

Alarko Carrier Industry and Trade Co. ranked 382<sup>nd</sup> with its turnover of 2011 in the "Capital 500" research that Capital magazine has been conducting for 15 years since 1998.

With a turnover of TL 328,5 million our company ranked 382<sup>nd</sup> in the list of the largest 500 private companies according to their turnover of 2011 announced in the August issue of Capital. The leap in annual growth marked the "Capital 500" list that presented a general evaluation of 2011 with the heading "Formidable Leap". Capital stated that the giants' league experienced its most important attack since 2006 with a nominal growth of 30,1%. The comparison of the years

between 2005 and 2011 done by the magazine has shown that the -7% shrinkage observed in the private sector in 2009 materialized as a growth of 18,5% in 2010 as a result of positive developments and continued to grow reaching 30,1% in 2011.

In the same course, our company experienced a shrinkage of -14% below the average rate of the private sector in 2009, and an increase of approximately 6% making use of the positive developments of 2010. We see that we have made good use of this development by increasing our turnover that was TL 249,5 million in 2010 to TL 328,5 million in 2011 by a growth rate of 31,6% and caught up with the average of the private sector.

## Alarko Carrier Among the Most Prized 100 Brands of Turkey



Using the data of 2011, Alarko Carrier Sanayi ve Ticaret A.Ş. ranked among the 100 “Most Prized Brands of Turkey” in the survey conducted among the largest companies in the banking, retailing, automotive, food and insurance sectors by the international brand valuation consultancy Brand Finance.

Alarko that was included as a company in the HVAC sector ranked 89<sup>th</sup> with its brand value of US\$ 15 million. Alarko Carrier’s Brand Level was determined as “A” and Brand Power as “Strong”.

## Alarko Carrier Obtained Its “R&D Center” Certificate

Alarko Carrier Sanayi ve Ticaret A.Ş. was the first company in its sector to obtain the “R&D Center Certificate” given by the Ministry of Science and Industry.

Making a statement on the subject Alarko Carrier General Manager Önder Şahin said, “As a company focused on development and innovation, we allocate serious resources to R&D every year. Since becoming an R&D Center, we intend to further increase our resources in this area. The R&D Center Certificate obtained by a limited number of companies in different sectors is an important indicator of the investments these companies have made to Turkey’s economy. We aim at being an example to our sector and our country with our R&D Center and the services and products we offer. With the dynamic staff we have formed at our R&D Center, we are planning to develop the products we are already manufacturing as well as state of the art technology products that are needed by the sector.

Şahin pointed out that Alarko Carrier’s Gebze Production Plant was also an important production center that addressed the product needs on a global level of Alarko’s partner Carrier and said, “The capacity of the R&D Center in our Gebze plant will address Carrier’s new product development and innovation requirements for its international needs. Hence, our R&D Center formed and certified here will also be a center for Carrier companies in the Middle East and Europe.

The R&D Department of Alarko Carrier participated in the designing of Carrier’s new air handling units and roof top type air conditioners and all the tests of the new roof top air conditioners were conducted at the “Test Laboratory” in Gebze.

AR-GE  
ŞAMPİYONLARI  
100



Önder Şahin pointed out that the registration of our R&D Center was a very comprehensive process and brought together all the innovative powers such as technological assets, human resources and the project management skills of a brand. He added that only brands with a developed R&D culture could have these powers.

Önder Şahin said, “As Alarko Carrier, we regard R&D as the key to technology, competition, production and the employment of qualified work force. As a company that possesses all the stipulations of the relevant law, we will pursue our efforts to always develop in order to attain higher levels”. Adding that we owe our success to our human resources, Şahin said, “Specialization in R&D is an element that encourages qualified work force. An important element of being an R&D Center is that the increase in the number of qualified personnel (employees with Master’s or PhD degrees) is encouraged with incentives. This is done both by hiring new specialized employees and by encouraging the existing employees to do the Master’s and PhD program offered. With our policy on education at Alarko Carrier, we encourage our personnel to get Master’s and PhD degrees.”

## Alarko Carrier – Wolf Cooperation in Heating Becoming Stronger

The Alarko Carrier and Wolf cooperation is continuing and growing stronger. Alarko Carrier that gained numerous references mainly in TOKI mass housing projects as well as shopping malls, schools, dormitories, cultural centers, mosques, hotels and housing with Wolf equipment is continuing to offer the market Wolf's other heating products.

Making a statement about the Alarko Carrier - Wolf cooperation Alarko Carrier Product Manager Erkan Mutlu noted that the sales of Wolf condensing boilers was continuing at an increasing rate especially since "Regulations Regarding Energy Performance in Buildings" became compulsory after May 2, 2012. Mutlu said, "Our sales are rapidly increasing as a result of the legislation stipulating that buildings of 2000 m<sup>2</sup> or more are to have central heating systems. Since April 2010, we started selling the condensing boilers in the 75-300 kW capacity range



and the solar collectors of the German Wolf company. At the end of 2011 we reached an important market share in the condensing boilers. In 2012 we will increase our market share further by offering other Wolf heating products to the market."

## 25<sup>th</sup> Toshiba Shop Opens in Gaziantep



A new link was added to the Toshiba Shop chain stores that bring together Toshiba air conditioning systems and the customers under a single roof. The Gaziantep Toshiba Shop owned by Alarko Carrier authorized dealer BMI Mühendislik was inaugurated. The Gaziantep shop has joined the "Toshiba Shop" stores of the Toshiba air conditioning systems that are sold within the Alarko Carrier organization. The Toshiba Shop

store of BMI Mühendislik Isıtma Soğutma ve Klima Tek. İnşaat Taah. Tic. Ltd. began to offer its services to the consumers of Gaziantep with an opening ceremony held on Thursday July 19, 2012. The total number of Toshiba Shops in Turkey reached 25 with the opening of this store.

The inauguration of the Toshiba Shop store was held by the Mayor of Şehitkâmil Rıdvan Fadıloğlu, Alarko Carrier Dealer Sales Assistant Group Coordinator Haluk Ferizoğlu and Ankara Dealer Sales Manager Ali İsmet Koçak. İbrahim Kuşçu, an executive of BMI Mühendislik, our sales representatives and numerous guests participated in the inauguration ceremony. Offering their services to the people of Gaziantep, İbrahim Kuşçu said that they were delighted to bring Toshiba, the world leader in the electronics sector and the most important developer of the air conditioning market to the consumers in Gaziantep.

## Alarko Carrier Selling Its Split Air Conditioners Online in İstanbul

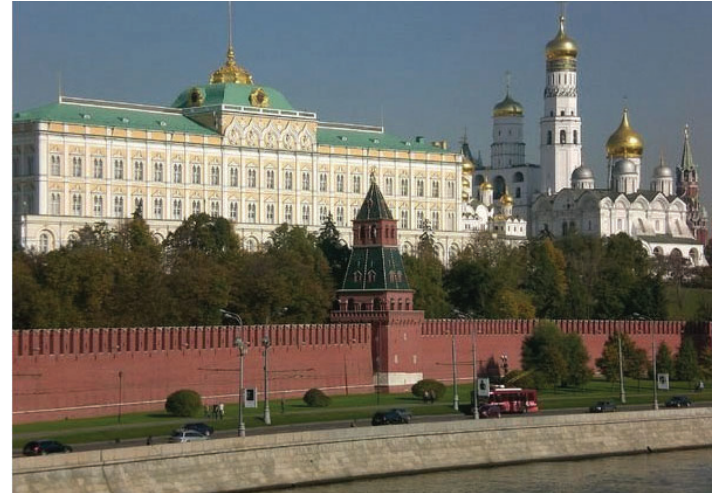
As a result of summer temperatures above seasonal averages, Alarko Carrier started selling split air conditioners online in order to rapidly answer the increasing demand. The online store can be accessed directly from <http://e-satis.alarko-carrier.com.tr> or the home page of <http://www.alarko-carrier.com.tr> which has a connection to the online sales store. All the split air conditioner models sold by Alarko Carrier can be found in the on-line store. Sales are under full protection with "3D Secure". You have to become a member to shop on the online store. There are a total of 36 models in a variety of types of Carrier, Toshiba and Alarko Flair brands in the 9.000 – 24.000 BTU capacity range. In this web site, customers can access detailed information regarding different products, the prices as well as compare the models.

## We are in Europe's Most Prestigious Project

The air handling units to be used in the air conditioning project of the historical Grand Kremlin Palace that is used as the Presidential Residence in Moscow are produced at our Gebze Production Plant.

In addition to the Grand Kremlin Palace, the project conducted by Carrier Holland Heating includes two other palaces, the "Red Square 1" and "Red Square 2", that are also within the palace complex.

Carrier 39HQ series equipment produced at our Gebze Plant for the European, Middle Eastern and African markets will be used in the air handling units in the Project. A total of 109 air handling units with inline and double deck, mixing box, heat



exchanger, filter and fans and some with steam humidifiers will be used within the scope of the project.

## Alarko Carrier at the "Yacht Capital" Monaco



The environment comfort of the new yacht club building, considered the masterpiece of aesthetics and new

technology and whose construction in the Monaco Yacht Port has started, will be provided by air handling units manufactured at the Alarko Carrier Gebze Plant.

A total of 6 Carrier 39HQ air handling units manufactured at Alarko Carrier Gebze Plant will be used in this project that is symbolic and significant for Monaco. Five of the units consist of double mixing boxes, filters, heat exchangers and exhaust and supply fan sections, and 1 of mixing boxes and fans. The total cooling capacity of the premises is approximately 520 kW.

## We Were at the Innovation Week with Our Roof Type Air Conditioners

Alarko Carrier participated in the Turkey Innovation Week organized by the Turkish Exporters Council (TİM) at the Istanbul, Harbiye Congress Hall on 6-8 December 2012 with its newly developed roof top air conditioner.

A total of 14 innovative products by 8 companies were displayed by the Air Conditioner Industry Exporters Union (ISIB) at the fair hall for three days. The Alarko Carrier roof top air conditioner presented at the fair was developed by the R&D personnel at Turkey's first Psychrometric Testing Laboratory at the Gebze plant and offered to the market this year. The



air conditioning stand met with great interest by all hosted numerous visitors including Istanbul Metropolitan City Mayor Kadir Topbaş and TİM Chairman Mehmet Büyükekçi.

## Alarko Carrier Air Handling Units at France's New Nice Stadium

Comfort at France's new Nice stadium which is situated at the center of the "Green City of the Mediterranean" project in Nice and stands out both with its architecture and ecological characteristics will be provided by air handling units manufactured at the Alarko Carrier plant in Gebze.

A total of 25 Carrier 39HQ air handling units with a total cooling capacity of 1.650 kW equipped with plate heat recovery units and Gebhardt EVO series plug fans manufactured at the Alarko Carrier Gebze plant will be used in the air conditioning project of the new Nice stadium.



## Alarko Carrier at Aquatherm Baku 2012 Fair

Alarko Carrier was met with great interest at the Aquatherm Baku 2012 Fair held on October 17-20, 2012.

Alarko Carrier displayed its heating group products Serena, Seradens and Trendy combis, Wolf brand condensing boilers and Alarko steel boilers, burners, panel radiators, and water group products such as submersible pumps, circulation pumps



and water boosters with its Azerbaijan distributor Nobel Electric at its 60 m<sup>2</sup> stand.

Murat Çopur, Alarko Carrier Assistant General Manager in charge of Production, who commented Aquatherm Baku 2012 said, "At the fair we had the opportunity to give information regarding our heating and water group products. We were very pleased with the interest shown in our combination burners and central system boilers. We achieved a profitable cooperation with Nobel Electric and strengthened our business connections.

Aquatherm Baku 2012 was visited by guests from more than 60 countries. Heating, cooling, ventilation, air conditioning, insulation, plumbing, pipes and attachments, valves, bathroom and pool equipments were introduced at the fair.

## Alarko Carrier's Window to the Middle East: The Big 5



This year Alarko Carrier participated in "The Big 5" known as the most important fair of the Arab Peninsula in the construction sector. The fair held in Dubai in November 5-8, 2012 hosted a great number of guests from the surrounding countries and the world.

At its 24 m<sup>2</sup> stand at the fair, Alarko Carrier introduced its water group products consisting of submersible pumps and submersible pump motors, circulation pumps and water boosters. Participants from foreign countries were given information regarding import and distributorship opportunities at the stand that was met with great interest.

## Bahçeşehir University (BAU) and the Alarko Group of Companies Join Forces in the Area of Education



The press launching and signing ceremony of the collaboration between the ALARKO Group of Companies and Bahçeşehir University (BAU) was held at Bahçeşehir University on Thursday September 6, 2012. Alarko Holding Executive Vice Presidents İzzet Garih and Vedat Alaton, CEO Ayhan Yavrucu, Board members Dalia Garih and Leyla Alaton, President of the Board of Trustees of Bahçeşehir University Enver Yücel, President Prof. Dr. Şenay Yalçın, Director of the Social Sciences Institute Assistant Professor Dr. Burak Küntay and Vice Director Dr. Selçuk Tuzcuoğlu were present at the ceremony.

The "Corporation Specific Master's Program" designed as a result of the collaboration between the Alarko Group of Companies and Bahçeşehir University will start a university level program specific to the needs of the company employees for the first time in Turkey. Thus, as a result of this collaboration, the Alarko Group of Companies is offering its employees the chance to get "an MBA program particularly designed to meet the needs of the company".

The Alarko Group of Companies, one of the leading Turkish companies, and Bahçeşehir University that has caught world standards with its contributions to education in Turkey, decided to cooperate in redesigning the first corporation specific education program in Turkey started by Alarko in 2011 and conducting the said program as of 2013.

Alarko Holding CEO Ayhan Yavrucu who gave a speech at the ceremony said, "Machines do not mean much on their own.

You have to educated those who will be running them. 28 of our employees will get the chance to get MBA degrees in areas such as financial affairs, marketing and sales, engineering and support units." Yavrucu who said that the late Üzeyir Garih always dreamed of establishing a university added, "but he didn't live to do it." Enver Yücel, President of the BAU Board of Trustees said, "This will demonstrate what cooperation between a university and industry can achieve."

As a result of this collaboration, employees of the Alarko Group of Companies will get the chance to get an MBA in the areas of Financial Affairs, Marketing – Sales, Engineering and Support Units. A total of 70 % of the courses will be given by Bahçeşehir University faculty members and 30 % by management members of the Alarko Group of Companies. The first lessons within the scope of the program will begin in February 2013.

This collaboration between two important names that advocate that education is the most important factor in professional business life is a first in Turkey. Both participants and the institutions involved aspire to carrying their targets to a higher point.



## Alarko Day Celebrated



The first ceremony of traditional Alarko Day was held at the Alarko Carrier Gebze Plant on December 21<sup>st</sup>, 2012. Seniority awards were given to retired personnel and those with 10 and 15 years seniority in the Contracting and Industry and Trade groups.

The second ceremony was held at the Alarko Holding Conference Hall on December 27<sup>th</sup>, 2012. Following the awards given to retired Alarko employees and those with 10, 15, 20, 25, 30, and 35 years seniority, certificates were given on a corporate basis as well as a personal basis. Moreover, the awards of members deemed worthy of the Invention Award and the Golden Pins were distributed at this ceremony.

### On corporate basis, certificates were given to:

- Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş. that ranked 71<sup>st</sup> in the list of the first 100 in Turkey as regards to the accrued Corporate Tax total for the period of 2010,
- The advance payment guarantee letter of a total of US\$ 95.000.000 from an A+ bank that the employer administration



requested within the scope of the "Aktogay Copper Plant Project" in the Republic of Kazakhstan was given by Türkiye Ekonomi Bankası together with BNP PARIBAS given to Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş. by allocating a credit line of US\$ 125.000.000. Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş. was awarded a plaque by TEB in memory of the first operation with a large sum realized by both banks in Kazakhstan,

- Alarko Carrier Sanayi ve Ticaret A.Ş. was awarded 2<sup>nd</sup> prize in the category of "Company with Maximum Number of Export Markets" given by the Exporters Union of Central Anatolia for 2011,
- Alarko Carrier Sanayi ve Ticaret A.Ş. was awarded 1<sup>st</sup> prize in the "Company With the Maximum Exports in 2011" given by the Exporters Union of Central Anatolia in the HVAC Sector sub-group,
- Alarko Carrier Sanayi ve Ticaret A.Ş. that ranked 299<sup>th</sup> in the "Fortune 500 Turkey 2011 List" determined by Fortune Türkiye & Finar Enformasyon by examining financial indicators,
- Hillside Su Hotel that won "The Certificate of Excellence" as a result of the large number of evaluations by quality guests in the TripAdvisor.com site and star points above 4,
- Hillside Beach Club that won the "TUI Holly 2012" award by taking its place among the "100 Best Hotels in the World" in the survey conducted by TUI, one of the most important tour operators in the world,
- Hillside Beach Club received the 2012 Skalite Award, Turkey's most prestigious award of the Turkish tourism sector, in the "Best Quality Resort Hotel" classification,
- The certificates of the Alarko Tourism Group that received the "Respect for People" award given to companies that are high-principled and have the most institutional approach in their relations with applicants by "Kariyer.net" was given to the related Group Coordinators.



**On personal basis, certificates were given to:**

Harun Özkara, R&D Air Conditioning Project Manager of the Engineering Department of Alarko Carrier Sanayi ve Ticaret A.Ş. who received the display award for his two photographs taken at the World Indoor Championship in Athletics in the photography competition entitled "The Colors of Sports in İstanbul" organized by the İstanbul Metropolitan Municipality in 2010.

**Invention Award:**

An Invention Award competition in four different areas, namely Savings, Quality Development, New Product Development, Development of Methods of Work and Creativity, is being organized among our member since 1996 in order to encourage our employees to develop new ideas and proposals. Two projects in the area of Development of Methods of Work and Creativity were found to be praiseworthy at this year's competition.

- Uğur Karataş, Mechanical Maintenance Technician of Alarko Carrier Sanayi ve Ticaret A.Ş. Ancillary Works Management, won first prize with his project "Increasing Efficiency and Eliminating the Risk of Occupational Accidents by Changing the Interception Method of the Silicon Hose and Surfex Spiral Hose Used in Combis".
- Alper Ata, Assistant Manager of Alarko Carrier Sanayi ve Ticaret A.Ş. R&D Heat Department won a mention award with his project "Increasing Sales by Using the Augmented Reality Technology in Alarko Carrier Products".



Mechanical Maintenance Technician of Alarko Carrier Sanayi ve Ticaret A.Ş. Ancillary Works Management

**Uğur Karataş**



Assistant Manager of Alarko Carrier Sanayi ve Ticaret A.Ş. R&D Heat Department

**Alper Ata**

**Golden Pin:**

Those who qualified for the Golden Pin were honored during the last ceremony of Alarko Day. The Golden Pin has been given every year since 1983 to those who work in affiliated companies, have shown outstanding performance. Those who have been referred by the relevant executive and have qualified for the Golden Pin in accordance with the decision



Chief Accountant of the Ukraine-Kiev Boryspol Airport Project of the Contracting Group

**Ahmet Bursa**



Chief Proposal Engineer of the Contracting Group

**Tarık Can**



Stock Management Manager of the Industry and Trade Group

**Alper Ersan Alpaslan**



Assistant Sales Manager - System Sales of the Industry and Trade Group

**Mehmet Oğuz Aydoğdu**



Production Manager of Hillside Beach Club of the Tourism Group

**Ünal Sönmez**



Storehouse Chief of the Sea Products Group

**Ahmet Nedim Sayar**

of the General Coordinator and the approval of the Executive Board this year were:

The Golden Pins were given to those who qualified by Alarko Holding A.Ş. Board Member and CEO Ayhan Yavrucu and Board members İzzet Garih, Vedat Alaton, Dalia Garih, and Leyla Alaton.

In their speeches, members of the Board celebrated the New Year of all Alarko members. Following the speech of İshak Alaton, Chairman of Alarko Holding Company, the ceremony ended with the traditional year-end cocktail.

## First Graduates of Alarko MBA



The first group of students of “Alarko MBA”, the first institutional education program in Turkey put into practice by the Alarko Group of Companies in 2010, have graduated.

The first graduation ceremony of Alarko MBA was held at Alarko Holding Conference Hall on December 14, 2012. Alarko Holding Vice Chairman of the Board Izzet Garih, CEO



Ayhan Yavrucu, Board members Dalia Garih and Leyla Alaton as well as the managers and mentors of the MBA graduates participated in the ceremony.

The program participants were trained in technical, personal development, general culture and management for two years on subjects of Engineering, Financial Affairs, Sales-Marketing and Supporting Units in classes consisting of 7 students each. Within the scope of the program which was not limited to in-company training, contribution was made to the social development of the participants with outdoor trainings. Moreover, experience sharing activities and mentor meetings supported the vision development of participants.

The Alarko Group of Companies took the decision to cooperate with Bahçeşehir University to redesign and jointly conduct, as of 2013, the first institutional education program in Turkey that it started within the company in 2011. The program will continue as the BAU Alarko MBA with new students in the new year.



## Alarko Future's Club

### AIK Photography Competition

The photography competition entitled "Happiness" was organized by the AIK (Alarko Futures Club) Arts Commission between 01/10/2012 - 20/11/2012. The jury consisting of Leyla Alaton, Gültekin Çizgen and Merih Akoğlu evaluated the photographs once the competition was over. As a result of the evaluation Harun Özkara of Alarko Carrier San. ve Tic. A.Ş. got the first prize, Nursevin Sağlam Tokbay of Alarko Holding A.Ş. got the second prize and Engin Kıvrak of Alarko Carrier San. ve Tic. A.Ş. got the third prize. As the AIK Arts Commission, we would like to thank all those who participated in the competition and our esteemed jury and congratulate the winners.



First Prize - Alarko Carrier San. ve Tic. A.Ş. / Harun Özkara



Second Prize - Alarko Holding A.Ş. / Nursevin Sağlam Tokbay



Third Prize - Alarko Carrier San. ve Tic. A.Ş. / Engin Kıvrak

### Routine Breaking Questions!

Tabloda yer alan eser hangi sanatçı tarafından resmedilmiştir ?



**Sanatla Kalın!**

**ALARKO**  
İSTİKBAL KULUBU



**EZBERBOZAN SORULARI**

**ALARKO**

The entertaining question series entitled "Routine Breaking Questions" prepared by AIK in the 28<sup>th</sup> Term is going on at full speed. "Routine Breaking Questions" open to the participation of all Alarko members has questions in numerous areas extending from art to maths, from general culture to logic. The winners are determined by a draw among those who have given the correct answers. Entertaining questions and surprise gifts await Alarko members in the "Routine Breaking Questions" series that will continue through the term.

## AIK Efes Pilsen Blues Fest 23

**Blues'un yıldız isimlerinin yer alacağı Efes Pilsen Blues Festival 23 İzmir'de**

**TARİH:** 8 Aralık 2012 Cumartesi  
**SAAT:** 18:30  
**YER:** İZMİR ARENA / İZMİR  
**SON BAŞ-TARİHİ:** 1 Aralık 2012

**ALARKO İSTİKBAL KULÜBÜ**

**EFES PILSEN BLUES FESTIVAL 23**

Alarko İstikbal Kulübü olarak; çok sayıda uluslararası ödüle layık görülmüş sanatçılar Billy Branch ve grubu The Sons of Blues, Zora Young, Cedric Burnside'in de sahne alacağı organizasyona hep birlikte katılıyoruz.

**25 TL**  
AIK Üyeleri

**ÖDEME BİLGİLERİ: OZAN EPÖZDEM**  
TÜRKİYE İŞ BANKASI (3422) - 7182  
IBAN: TR29 0006 4000 0013 4220 7182  
\*Alarko çalışanları ve Misafirler : 39

In our first event in Izmir, the Efes Pilsen Blues 23 concert organized within the Social Events organization was held at Izmir Arena, one of Izmir's most popular concert and event venues. Blues celebrities took part in the event that is the most long running music festival in Turkey with a total of 379 concerts and an audience of 450.000 in 23 years. Billy Branch who became a legend with his Grammy and Emmy awards and his group The Sons of Blues, the well-known vocalist Zora Young, Smokin' Joe Kubek & Bnois King and Cedric Burnside presented as one of the world's best drummers gave an unforgettable concert to the inhabitants of Izmir and the AIK members. Following the event it was agreed to meet again at our next event.

## AIK Bowling Tournament

The Bowling Tournament was held at the Istanbul-Şişli Cevahir Shopping Mall – Atlantis Bowling hall with the participation of 23 players. The event led to an equal participation from the whole Alarko group and gave the employees a chance to meet socially.

During the event the first of each group of five players played with each other again and surprise gifts were given to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> winners. On the occasion of this event that AIK members request every year, members were informed about events planned for the new term and their requests and ideas regarding events were asked. This was aimed at developing communications between AIK members and the Committee and the Board.

**Alarko İstikbal Kulübü**

# BOWLING TURNUVASI

**18 Ekim Perşembe | 19:30**

5 kişilik gruplar ile 5-6 "line" da yarışılacak ve grup birincileri kendi aralarında bir oyun daha oynayarak ilk 3 belirlenecek.  
Turnuvanın ilk 3'üne sürpriz ödüller verilecek!

**ALARKO**  
İSTİKBAL KULÜBÜ

## AIK Ankara Office - Dart Tournament

**Dart Turnuvası**  
Turnuvanın İlk 3'üne Sürpriz Hediyeleri

**ALARKO**  
İSTİKBAL KULÜBÜ

**CROSSROADS CAFE-BAR**  
Ahmel Mithat Efendi Sok. No: 5 Cankaya - ANKARA

**Etkinlik Tarihi: 30.11.2012 Saat: 18.30**  
**Son Başvuru Tarihi: 29.11.2012**

Katılım Bedeli: AIK Üyeleri 10 TL  
Alarko Çalışanları ve Misafirleri 30 TL  
Ücrete Dahil Olanlar: Oyunlar - Ana Yemek ve İçecek

Hesap Bilgileri: Umur ALPAGOT - Türkiye İş Bankası  
4299 (Şube Rodu) Hesap No: 0307365

Alarko employees from different departments participated in the tournament held in Ankara on November 30, 2012. The tournament where our employees found the chance to spend time together was also the scene of a mild competitive atmosphere.

## AIK Fener & Balat Tour and Breakfast



The Fener & Balat Tour and Breakfast organized by the AIK Arts Committee was held in Balat with the participation of 41 people on Sunday December 2, 2012. The event started with breakfast held in a Greek house built in 1851 in Balat. The tour included the Hızır Çavuş Mosque, Greek School (Red School), the Church of St. Mary of the Mongols, the Dimitrie Cantemir Museum, the Filistin Church, the Fener Greek Patriarchate, the Greek Orthodox Patriarchate, the Bulgarian Church, the Tahta Minare Mosque, and the Historical Balat Bazaar. After the tour, the group returned to Balat Café to discuss the day accompanied with coffee and wine and agreed to meet again for similar cultural events.

## A Blissful Sunday with AIK



The Social Events Committee of the AIK 28<sup>th</sup> term Administration that set out with the motto "Enjoy, Enrich" organized its first Istanbul event with a participation of a total of 34 of participants consisting of AIK members, Alarko employees and guests at Moda Teras on Sunday October 7, 2012. At the event that was also part of the 22<sup>nd</sup> Akbank Jazz Festival, employees of the Alarko Group and their guests got the chance to have a pleasant Sunday breakfast accompanied by the performance of the JazzMatiz Group and a view extending from the Kalamış Bay to the Princes' Islands and at the same time the chance to share time with friends outside work time.

## Alarko-Lerøy Continues to Offer Norwegian Fish Novelties to Consumers

Making a name for itself in the seafood sector with its efforts and the support it gives to increasing fish consumption, Alarko – Lerøy is leading the way to alternative solutions with the momentum it has brought to the sector. Alarko – Lerøy appeals both to the eyes and the palate by providing a variety of usage areas to numerous types of fish.

Pointing at the product range of Alarko – Lerøy, General Manager Bülent Işık stated that they used special processes to turn sea products that can be consumed all through the year to hygienic and easy to prepare products that appeal to the Turkish taste.

## Development that will Add Value

We process salmon that we import from Norway as fresh fish in our plant in accordance with international hygiene and quality standards in steak or fillet form as requested. Salmon steaks or fillets are packed with the MAP (Modified Atmosphere Packaging) method. The most important advantage of this kind of packaging is that it extends the shelf life of the fresh fish and provides hygienic protection until the product reaches the end consumer. Another important advantage is that it offers the possibility of finding fresh fish in all stores at all times. Thus, fresh fish will no longer be available only on ice in fresh fish stalls and departments. We are offering a rapid, practical and healthy food alternative for working people in particular and are getting very successful results. We get important orders even from places we don't expect to get any sales from.

quantities fixed in the amounts most demanded by consumers. Smoked salmon steaks, fillets with or without skin, and cod fillets are offered deboned and in net weight packages of 20 gr, 80 gr, 100 gr, 150 gr, 250 gr. In addition, packages of 1000 gr and 500 gr for cafés and restaurants will be available soon.

Another product group that we have just developed is the “cost controlled packed products”. These products are packed in

In this kind of packing, the product is cleaned of all parts that would be waste. The important advantage of this kind of packaging is that the consumer does not pay for anything that is in fact waste. In other words, the consumer buys products in the net weight that he/she is going to consume.

The advantage for businesses is that loss in weight and waste is averted and labor cost is eliminated. Thus, it enables cost control for operators. At the same time, it contributes to customer satisfaction by allowing the same size and amount of product to be served in each portion.

## Norwegian Salmon Obtains Halal Certification

In the sea products sector, the Turkish Standards Institution (TSE) has given Halal Food Certification to Alarko – Lerøy's salmon. The company marked a first by getting certification for its products manufactured in accordance with hygiene and Islamic standards. As the first company to get the Halal Food Certification for its salmon products, Alarko – Lerøy has added Norwegian salmon among halal foods.

angler in the product range of fish and sea products of Alarko – Lerøy have obtained the Halal Certificate.

Norwegian salmon that has, since the onset, reached the consumer packed and processed in hygienic conditions, once again registered that it has carried out the whole process from raw goods to finished product according to health conditions with this “halal certificate”, and thus, has taken its place in the halal foods list of the Islamic world. In addition to fresh and processed salmon, the trout, sea trout, halibut, cod, mackerel, saithe and

Today, the Halal Food Certificate does not only certify that the product is in accordance with the halal laws but also that food safety and hygiene conditions were meticulously applied during the production process.

Therefore, Halal Food Certified products are also preferred by foreign consumers because they know that they can trust these products.



## A Salmon Product at Doğa Tat Carrefour

Alarko – Lerøy added another product to the Doğa Tat Carrefour range with Fresh Smoked Salmon.

Alarko – Lerøy that has already developed three different products - fresh whole salmon, salmon fillets and salmon steaks – for CarrefourSA added another product to the Doğa Tat Carrefour range with fresh smoked salmon. The oldest supplier of the Doğa Tat Carrefour project that was developed in accordance with taste, food safety, price and quality, conservation of the agricultural heritage and sustainable development criteria is Alarko – Lerøy.

The 100 gr fresh smoked salmon recently introduced to this range is a product produced from fresh salmon and rich in Omega 3 and Omega 6 fatty acids. The fish that are smoked without being frozen are fed with fishmeal in accordance with



EU standards, all the different processing stages are controlled and the products are packed in hygienic conditions. No additives or preservatives (shelf-life extending products) are used in the product. The fish are raised in Carrefour's special fish farms, in nature and using environment friendly methods.

With its fresh food brand "Doğa Tat Carrefour" project, CarrefourSA, one of the leading retail chains in Turkey, offers its customers 25 different products obtained from the best production areas in Turkey and produced using environment friendly and controlled farming methods. New local collaborations and new products developed within the scope of the "Doğa Tat Carrefour" project that has been ongoing since 2003 was introduced at a signing ceremony with the participation of representatives of the Ministry of Agriculture, local producers and CarrefourSA authorities.



## Delicious Recipes

### NORWEGIAN ANGLER IN TANGERINE SAUCE

#### INGREDIENTS (SERVES 4)

- 800 gr Fillet of Angler
- Seasoning Spices (Paprika, oregano, etc.)
- Salt

#### Tangerine Sauce

- 4 Tangerines
- 1 Fish Bouillon Cube
- 1 Glass Cream
- 60 gr Butter



**PREPARATION:** Sprinkle salt and seasoning on both sides of the angler fillets and fry them in a little oil until both sides are golden brown. Peel two tangerines. Divide them into their segments and mix them in the blender. Grate and set aside the tangerine skins. Dissolve the fish bouillon in a glass of hot water. Boil the pureed tangerines and the dissolved fish bouillon until you reach half the volume. Add the cream and continue to boil until you are left with half the volume of liquid. Finally, add the butter and stir. Skin the two tangerines left and separate them in segments. Boil the skins in water twice and cut them into long strips. Just before serving, add the tangerine segments and the skin strips to the tangerine sauce. If desired, serve with thinly sliced spring onions sautéed in butter and lettuce leaves.

## Measures to Increase Fish Consumption by DESAD

**D**ESAD (Association of Sea Products Industrialists), the only trade body of industrialists of the sea products sector which is gaining increasing importance in the area of production in Turkish economy, organized a panel entitled “Why do we consume so little fish in our country?” DESAD, where Alarko – Leröy General Manager Bülent Işık is Deputy Chairman of the Board, is working to contribute to structuring the sea products industries and to their development.

Ways to overcome problems encountered in the process of evaluating the high production potential in the sea products sector were discussed at the panel. It was agreed that DESAD had a very important function in increasing the consumption of products with high protein levels and the healthy alimentation of our people.

Based on previous years, the main reasons for consuming little fish were listed as follows:

- Until recently the traditional alimentation practice of people was based mainly on red meat and poultry.
- Lack of an extended sales network due to the inadequacy in methods of conserving and transporting fish and sea food.
- The fact that processed fish product brands were limited and that costs were not suitable for all consumers.
- Problems created by the unlicensed and tax evading production market.
- The fact that people were not aware of the health benefits of fish.
- The fact that sustainable methods were not used in fishing in the past.

Efforts to be conducted by industries, ministries, universities for healthy nutrition in order to solve these problems were discussed. Solutions centered around these headings:

- Encouraging nutrition education and awareness to increase fish consumption in all the different social strata.
- Efforts should be made to raise awareness about including fish as a basic food to our traditional nutrition.
- Increasing the number of processed and ready to use products with added value.
- Increasing the range of brand products to enable offering consumers reliable and safe fish products.
- Improving the conditions of fish breeding and fishing, encouraging fish breeding, increasing the fish breeding areas.

Dr. Durali Koçak, General Manager of Fishing and Aquatic Product of the Ministry of Food, Agriculture and Livestock, Prof. Dr. Meriç Albay, Dean of the Faculty of Aquatic Products of Istanbul University, Taylan Kümeli, Healthy Nutrition and Diet Specialist and DESAD Board members Metin Yalçınkaya, Caner Tunaman and Recep Ordu took part in the panel moderated by Osman Arolat.

### Value Added Products

Recep Ordu gave the following information regarding value added fish products. “Many small and medium size companies in the food sector had to close down as a result of the global economic crisis. Although those who could continue to work under such tough market conditions were companies with a strong corporate and economic infrastructure, they, too, had to cope with problems such as low profit margins and tight cost control brought about by the tough competitive atmosphere. Hence, only companies that could produce processed sea products with a long shelf life, added value, controlled cost were able to subsist and increased fish consumption.”





## Film Pleasure with Cinegourmet Continues at Wings Cinecity Etiler



**W**ings Cinecity Etiler, is ready to provide increasing pleasure with its tailor-made boutique service approach and the most recent films in the new season!

**Wings Cinecity Etiler** is adding increasing pleasure to watching films with the “cinegourmet menu” prepared specially for cinema lovers by Vox Brasserie. **Wings Cinecity Etiler** along with VOX’s menu prepared particularly for the cinema, gives you the chance to enjoy different tastes. With

“cinegourmet menu” offering a great variety of alternatives, **Wings Cinecity Etiler** once more manifests its tailor-made service approach. The film watching pleasure of cinema lovers is complemented with the “cinegourmet menu” that you can order while reserving your ticket or before you go in to watch the film.

**Wings Cinecity Etiler** marks another first with its personal 3D glasses service... Films change but your glasses always remain as your personal glasses...

**Wings Cinecity Etiler** continues to bring “blockbuster” films acclaimed by cinema lovers and awaits them with its many personal services such as valet parking and cloakroom service as well as its silver screen for 3D films and the atmosphere of its Yıldızlı Salon equipped with a starry ceiling...

[www.cinecity.com.tr](http://www.cinecity.com.tr)

## The Rules of Fitness are Changing

Be ready to get fit with “Functional Training®” at Hillside!

**H**illside City Club, the pioneer of sports trends in the world and the address of conscious sports in Turkey, brings a breath of fresh air to the sector with its own interpretation of functional training, one of the rising trends in the world of fitness. At the clubs, Hillside is creating a brand new fitness routine with free areas specially created in compliance with the Functional Training® system and the alternative equipment used in these areas. Hillside City Club is also helping members to reach their targets in a short time with 6 week programs in which the system is used.

Hillside City Club brings a breath of fresh air to the sector with its own interpretation of functional training system, one of the preferred training methods of sports lovers in the world. Hillside Functional Training® created by Richard Tidmarsh, the well known fitness consultant of the English rugby players, and the Hillside Sports Team aims at helping people to change in the targeted and healthy way with functional training exercises and innovative training equipment under the supervision of expert trainers.

Functional training is a workout system consisting of imitating some daily movements with free weights and special alternative equipments such as Bulgarian bag, power bag, medicine ball, cable, TRX and kettlebell and helps to strengthen and tighten the muscles. It helps people to do their daily activities more easily and therefore, facilitates daily life.



Six-week camp programs are offered within the scope of the Hillside Functional Training® system. Before attending the program participants take part in a pre-evaluation session with the Hillside Sports Team and Hillside Sports Nutrition experts. Then, a program is prepared to get the most effective results in a short time by combining special nutrition programs with the new training system determined according to personal needs and objectives. Great emphasize is put in motivation, follow up and time management in the program that includes a combination of fitness, nutrition and relaxation. The objectives of the participants are determined with the Body Assessment Report consisting of 13 different evaluations providing numerous information extending from the participants’ functional aerobic capacity to their metabolic indexes. Follow up and motivation meetings are conducted with participants within the scope of the program.

[www.hillsidecityclub.com](http://www.hillsidecityclub.com)

## Children Call the Tune in This Cinema...

**C**hildren fantasize their birthday parties, Cinecity Cinemas materialize them...

Your child's birthday coming up soon but you haven't decided where and how you will celebrate! Cinecity cinemas offer you the opportunity of an unforgettable party for your children and their friends in the cinema theatres reserved specially for you.

You can reserve a special theatre at the **Wing Cinecity Etiler** and **Wings Cinecity Trio cinemas**, choose your film and offer your child a most original party with specially designed entertainment and a hall full of presents.

If you so desire, the hall can be decorated according to your child's fancy, the cake can be prepared and you can even have models of the characters of the film of your choice included to the party! The only thing one has to do to offer his/her child a colorful and entertaining birthday party is to go to [www.cinecity.com.tr](http://www.cinecity.com.tr) and make a reservation... Don't forget that your child is worth everything!



[www.cinecity.com.tr](http://www.cinecity.com.tr)

## A Deluge of Awards to Hillside Beach Club!



**I**n 2012, in addition to such awards as "TUI", "TUI Nordic", "Tripadvisor", "Thomas Cook", "National Britannia", "Zoover" awarded by numerous institutions of major importance in the tourism sector, Hillside Beach Club was also awarded "Skalite" given by "Skal International Istanbul" and considered the most prestigious award of the Turkish tourism sector.

Hillside Beach Club that has made itself a distinguished name with its team that has adopted a genuine and quality service approach exceeding guest expectations and marked numerous firsts in its sector, received many international awards in 2012 for its pioneering and innovative services and high customer satisfaction.

The Skalite 2012 award of Skal International with 25 thousand members in 80 countries started in 1998 as a project towards rewarding quality in tourism. In time, the Skalite Awards reached such an important level as to be called the "Oscars of Tourism". The 15<sup>th</sup> Skalite Award ceremony was held at the Istanbul Hilton Convention Center. At the

ceremony where brands that give quality service in Turkish tourism, improve their quality and make no quality concessions were rewarded, Hillside Beach Club won the "Best Resort Hotel" award as well as the title of the first facility in Turkey to receive the Skalite Award for the 8<sup>th</sup> time. In the city hotels category Swissotel the Bosphorus, and chain hotels category Hilton Worldwide were other hotels that were awarded that night.

Hillside Beach Club referred to as "Heaven on Earth" by its guests for years has been rewarded by both the world's biggest tour operators and the most prestigious travel sites for its excellent service approach exceeding expectations. Hillside Beach Club listed among the "100 Best Hotels of the World" by the German Tour operator TUI has also been awarded "Best Hotel in Turkey – Marque of Excellence" by the English Tour Operator Thomas Cook. As a result of the great number of quality guest evaluations, Hillside Beach Club was listed among the world's most select hotels with the "Traveller's Choice" and "Certificate of Excellence" certifications in TripAdvisor.com and won the "Highly Recommended 2012" award in Zoover.com.

**For reservations and information :**

**Phone: +90 212 362 30 30**

[www.hillsidebeachclub.com](http://www.hillsidebeachclub.com)

[www.facebook.com/hillsidebeachclub](https://www.facebook.com/hillsidebeachclub)

[www.twitter.com/HillsideFethiye](https://www.twitter.com/HillsideFethiye)

## 'Feeling Good' on Cold Winter Days



In the winter days when it feels cold and the rain starts to make itself known, you can pamper yourself and enjoy the season with treatments that will help to regenerate and freshen you up. The Elemis Exotic Lime and Ginger Salt Glow treatment in the rich menu of SANDA SPA offer alternatives that you can choose for the winter. This body treatment helps eliminate dead cells and provides tonicity and vitality. Elemis, one of the world's best spa products and the owner of "The Beauty Oscars 2010" on sales at SANDA SPAs offers different solutions with its wide range of products.

If you want to reward yourself and proceed through this time of the year when the cold and rainy days of winter manifest themselves, **SANDA SPA** gives you a choice of rich alternatives.

With its Balinese and Turkish therapists, **SANDA SPA** that serves with the motto "1 hour's vacation" offers a choice of 60 therapies extending from facials to body treatments. Elemis Exotic Lime and Ginger Salt Glow body treatment offered in the rich menu of **SANDA SPA** are special alternatives you can choose from this season.

Elemis Exotic Lime and Ginger Salt Glow body treatment helps getting rid of dead cells and provides tonicity and vitality. "Elemis Exotic Lime and Ginger Salt Glow" is applied after the body is anointed with plenty of warm oil following the brushing treatment that will help accelerate circulation. The treatment ends with an application of "Exotic Island Flower Body Lotion" after in depth cleansing that helps the skin to acquire glow and softness. The 30 minute treatments costs TL 115.

Reward yourself this season by making your choice in **SANDA SPA's** extensive menu...

[www.sandaspa.com](http://www.sandaspa.com)

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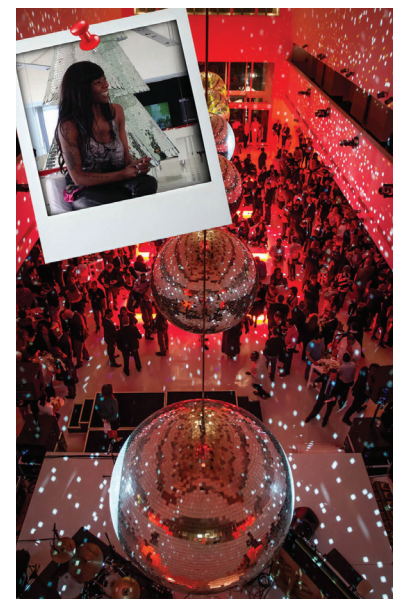
## Hillside Su Hosted the 13<sup>th</sup> Antalya Piano Festival That Brought Together World Famous Musicians

**Hillside Su** hosted the International Antalya Piano Festival whose art director Fazıl Say is considered one of the few music prodigies of the 21<sup>st</sup> century.

The festival that brought together such names as the Spanish singer **Buika** who marked contemporary world music and **Chick Corea**, the American composer and famous jazz pianist of Spanish origin, made a tremendous impact this year as well.

The opening party of the festival was held on 16 November 2012 at **Hillside Su Hotel Lounge** that hosts entertaining parties in its colorful ambiance. The Cazova Quintet and A Capella Jazz Choir offered an unforgettable feast of music to jazz lovers with their live performance at the opening party.

Buika, one of the artists of the Antalya Piano Festival, acclaimed all over the world for her album "En mi Peil" gave a small performance to her admirers in the **9,5 Week Suite of Hillside Su Hotel** where she stayed during the festival. "**Hillside Su 9,5 Week Suite**" that has hosted world celebrities witnessed **Buika's** extraordinary performance of flamenco jazz fusion on its exquisite terrace and in its special ambiance.



## Hillside Members Walked the Lycian Way from End to End



**N**oted as one of the world's best long-distance footpaths, the historical Lycian Way extending from Fethiye to Antalya and was never walked from end to end by a Turkish group was crossed by Hillside members on 20-29 October 2012. Following a six months long training process, the exciting 509 km long walk was completed by the Hillside Challenge/Lycian Way Crossing team. Hillside members who mark an exciting experience every year and who have climbed Mount Ararat, have rowed from İstinye to Bozcaada (Tenedos), have now crossed the historical Lycian Way where nature displays itself generously.

Every year, Hillside City Club aims to give its members the pleasure of succeeding as a team in a once in a lifetime experience following a serious period of training with Hillside Challenge activities. These activities, successfully completed following training of members who are not professionals towards a definite goal, give the opportunity of enjoying the pleasure of being able to achieve what seems to be impossible. The training programs specially fashioned to prepare for these activities helps participants to be as fit as athletes. Hillside City Club, the address of novelties in sports, opened the doors of a unique experience to its members with this year's Hillside Challenge activity. The whole of the historical Lycian Way, noted as one of the world's best 10 long-distance footpaths, was crossed from end to end by Hillside members.

Hillside members who experienced this adventure that took place between 20-29 October, 2012 prepared for it with great enthusiasm and discipline. The training program specially prepared by Hillside City Club helped all participants to be almost as fit as athletes with the special exercises and measurements done regularly and increased their endurance.

The 30 Hillside members willing to participate in this activity, completed the preparation training program successfully, got good grades and were selected by the trainers were divided into 3 groups. The team met at Antalya Hillside Su on October 20, 2012 to start the trip and then set out towards the Lycian Way. Each group walked 20 km each day and walking a total of approximately 60 km per day, the Lycian Way walk was completed in 9 days. The group camped in nomad tents managed by a professional team. Fun surprises were organized for the Lycian Way group every night. The group that completed the Lycian Way and reached Fethiye relaxed at Hillside Beach Club.

[www.hillsidecityclub.com](http://www.hillsidecityclub.com)

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