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## Kiev Boryspil Airport Construction Completed

The "Boryspil State International Airport Development Project" whose contract was signed with the Boryspil International Airport State Enterprise (BIAS) on September 26, 2008 was completed successfully and the opening ceremony was conducted by President Viktor Yanukovich of the Ukraine on May 28, 2012. The number and frequency of flights at the airport where the first commercial flight was realized on May 29, 2012 is continuing increasingly in accordance with the plans and program of the operator.

The scope and basic physical magnitude of the project constructed on a turn-key basis is as follows: A passenger terminal building of 100 thousand m<sup>2</sup>, a parking ramp of 200 thousand m<sup>2</sup>, 11 passenger bridges, 1.400 m long viaduct with 40 spans, 100 thousand m<sup>2</sup> of asphalt coating, a fuel line of approximately 14 km, various infrastructure works of a total of 15 km, all interior and exterior electrical and mechanical works, the procurement, assembly, testing and commissioning of all the terminal equipment including the security and baggage handling systems.

This project referred to as "Ukraine's Air Gate" held an important role in promoting Ukraine's modern aspect during the 14<sup>th</sup> European Football Championship hosted by Poland and Ukraine between 8 June – 1 July 2012.



## THE OBSOLETE MAN'S BOOK

**M**y autobiographic book "Lüzumlu Adam" (The Necessary Man) that narrates the ups and downs of my rather long life was published in March 2012.

The interest it aroused surprised me, too. It became popular not only in the business circles, but more among the young people, those who are looking for their aim in life. There have also been many who have recommended the book to each other in the religious and conservative circles of the medium size towns and cities of Anatolia. In addition to İstanbul, it sold well in the bookstores in Malatya, Kayseri, Gaziantep, Diyarbakır.

It has been 3 months and we are now getting ready to print the 5<sup>th</sup> edition.

While the title of this book is "Lüzumlu Adam", the title of the second book that I am preparing to write will be "Lüzumsuz Adam" (The Obsolete Man).

I prepared this article thinking that it would be a good idea to explain this title.

Towards the end of 1996, a few months before I was seventy, I started pondering over not only what the ups and downs of the years I had left behind had taught me but also, the kind of changes I had to make in my life from that point onwards. First of all, I thought of how to secure the future of Alarko, the company that my dear partner and comrade Üzeyir Garih and I had laid the foundations of and developed together, after we, the mortals, left the scene. I remembered what I had learned from the people who inspired me in my long voyage through life.

I think that every logical person who reaches seventy should continue to live ready to depart this world at any time. And when ready to depart, I think it would be a good idea to leave behind the things that he/she has created until then as a source of pride rather than a headache to the generations and young people left behind. It would be a good idea to think about and prepare the legal framework of this in time.

I decided to rapidly turn over all my responsibilities related to our Alarko company to our second generation, our children and the professionals that have grown with the company.

Towards the end of 1996, I brought up my decision to my partner Üzeyir Garih. "I want to be the obsolete man in the company," I said. It was not easy to convince him. He objected saying that it would be misunderstood, that people would think there was friction among us. But finally, realizing that I was adamant, he gave in.



An excerpt from one of my articles published in January 1997:

I am taking quick steps toward my goal. Seeing that the second generation is as knowledgeable and talented as us, the first generation, working in harmony with our professionals who have internalized the principles of the founders is a source of great pride for me. They feel the need to consult us increasingly less with every passing day. They contribute seriously to my being able to spend time with my philosophy books. I am getting increasingly obsolete.

Now I can tell you what I want to realize in the coming five years. During this time, I plan to be completely unnecessary in company affairs. I firmly believe that the second generation that will take our place will serve the company better than us, the founders. I see being totally obsolete as the crowning of my life.

Ensuring the continuity of the company we established from nothing and developed after life long efforts is in good hands is our most important responsibility. It is a responsibility we have towards ourselves, our family, our kinsmen and the thousands of people who work in the company, and last but not least, to our thousands of shareholders. The most important asset of companies is the qualified people that manage it. As founders, our only expectation is that these people lead the company to better levels acting towards the same goals and within the principles of respect and integrity. When people pass away, they are remembered with the work they leave behind. A speck of philosophy: "Most people die without living. Some people go on living after they die." This is the way to immortality. In the words of another French writer: "Cemeteries are full of indispensable people." Leaving behind active life before you become indispensable is a very comforting feeling.

It is now 2012. I am 85. I am looking back. Today, I can understand what a great source of pleasure and serenity it is to be unnecessary.

I suggest you do the same.

With love and respect,

Ishak Alaton



## ATC Conference

The "31<sup>st</sup> Annual Conference on U.S. - Turkish Relations" organized by ATC-AFOT / TAIK-DEIK was held in Washington DC on 10-13 June 2012. Golden Horn member Alarko was represented at the conference by Dalia Garih, member of the Board of American Turkish Council, and Alarko Holding Business Development Specialist Niv Garih Herzikowitz, elected member of the Advisory Committee at ATC this year.

Top ranking participants on the US side were: United States Secretary of Defence Leon Panetta, US Trade Representative Ron Kirk, Deputy Secretary of Energy Daniel Poneman, US Ankara Ambassador Francis J. Ricciardone, EU Representative Ambassador Almeida, US Republican Party Senator John McCain, Amb. Richard L. Armitage (Ret.) (ATC-Chairman), and Amb. James Holmes (ATC-President & CEO). Turkey was represented by; National Defence Minister Ismet Yılmaz, Director of the Prime Ministry Turkish Investment Support and Promotion Agency M. Ilker Aycı, EU Ministry Undersecretary Haluk Ilıcak, Deputy Undersecretary of Foreign Affairs Halit Çelik, and Hüsnü Tekin President of Şeker Kurumu. Namık Tan, Turkish Ambassador in Washington participated in the meetings for two days.

This year the general atmosphere at the conference was one of warm and sincere relations between the USA administration and Turkey. It was observed that these relations were described as a role model. The trade volume between the two countries in 2011 is expected to increase by 40%. Today, there seems to be a real trust relation between the two countries.

In his speech where he enumerated areas where the two countries are cooperating, Phil Gordon - US Assistant Secretary of State attracted attention with the length and importance of the list he read. The list that contained basic



issues such as Afghanistan, Libya, Syria, Iraq, Iran, the Balkans, Caucasia, Cyprus, the EU, and energy concerns was discussed in detail during the two days. There was a panel on "Turkey, the USA and EU relations" moderated by Tulu Gümüştekin on the second day of the conference. The panel attracted great interest. The general opinion was that Turkey was really focused on this subject.

On the third day of the conference there was a working breakfast to which few participants were accepted. Dalia Garih participated as "Golden Horn Member. The guest at breakfast was Republican Party Senator John McCain. In 2008, McCain lost the elections to President Obama, however, he is a strong politician who is candidate to play important roles in his party. He is aware that if Mitt Romney becomes president, he will be appointed to an important position. He used a moderate and open style about Turkey. (Photograph: Dalia Garih and Senator McCain)

Top ranking executives of foreign companies repeated their interest and appreciation of Turkey's economic performance all through the conference. The 32<sup>nd</sup> conference will be held on 2-5 June 2013 next year.

## *Glimpse into Alarko's Past*



*Alkent Etiler - 1985*

## Alsim Alarko Awarded “4 Lot” Road Project in Kazakhstan

**A**lsim was awarded all 4 lots for the construction of the 210 km long road between Shetpe and Beyneu given out in 4 lots by the Kazakhstan Ministry of Transportation.

The tender for the project with a contract price of US \$ 174 million was released in February. Our company that gave the best offer completed its contract negotiations with the employer administration and the contract was signed on May 20<sup>th</sup>, 2012.

A total of 2,5 million tons of rock will be crushed, 36 thousand tons of bitumen and 23 thousand m<sup>3</sup> of cement will be used, 1 bridge, 178 culverts and 210 km long asphalt road will be built during the project with a construction period of 29 months of which 2 months will be used for mobilization. With 45 new construction equipment to be added to our equipment park, 1 asphalt plant with a capacity of 240 t/h and 1 crusher with a capacity of 400 t/h, we will be able to do the said work with solely our own equipment and qualified work force resources.

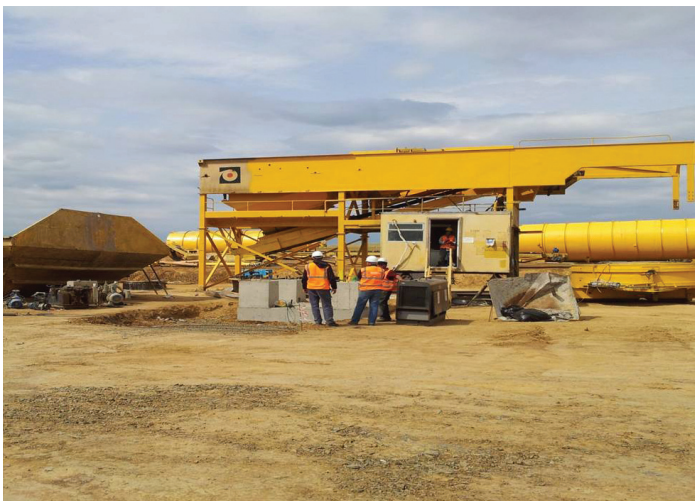


The Project includes; operation of 1 stone quarry, 3 subbase quarries, 22 borrow areas and 1 sand quarry. 2 crusher plants, 2 bitumen transfer facility and 3 asphalt plants and 2 mechanical stabilization plants will be installed in 2 different sites. A total of 185 pieces of equipment and approximately 270 damper trucks as well as about 650 people will be working on the project. The estimated completion date is October 2014.

## Bozshakol Copper Mine Project Construction

**A** contract was signed with the employer Kazakhmys Company for the Bozshakol Copper Project on 01.09.2011. An annual total of 25 million tons of sulfide copper ore and molybdenum is planned to be produced when the plant is completed at the end of 2014.

Engineering work which constitutes the first stage of the Project is continuing since October 2011. Since positive results were obtained from the negotiations with the Administration to start construction work early, earthworks within the scope of the main construction work was started in concept with mobilization work. Structural concrete work was started



within June, 2012. The process of fabrication of structural steel products has also begun.

The pre-mobilization work that started on 17 March 2012 is nearly finished and a large number of prefabricated buildings, plants, heavy duty machinery and equipment have been transported to the Bozshakol site.

2012 has been planned mainly as a year of construction works and 2013 one mainly for equipment assembly and mechanical installation assembly. A work program consisting mainly of the electromechanical installation works has been planned for 2014.

Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş.'s Ekibastuz Branch has undertaken to build all the highway, railroad, ponds, concrete-steel and prefabricated buildings, long conveyor lines, pipelines of various diameter, equipment and mechanical installation and fully automated production control systems and numerous non-process buildings and installations within the scope of the Project on a turn-key basis.

It is planned to complete the testing of the whole project and put it in operation by 15.09.2014 and the first ore is to be given to the plant on 16.09.2014.



## Alarko Marks Morocco's High-Speed Train Project

The contract of Lot No. 1 of the Morocco, Tangier - Kenitra High-Speed Train Infrastructure Project was signed with the National Railroads Administration of the Kingdom of Morocco.

The Project, one of the most important projects of Morocco with its starting point in Tangier, consists of the infrastructure of the approximately 22 km long railroad designed for a speed of 350 km/h and consists of the earthworks, construction of the culvert and bridges, drainage and connection of roads of the railroad.

The contract value at the exchange rate at the time of contract signing is approximately 117 million Euros. Mobilization work of the Project to be completed and delivered in 24 months is underway.

As with all Alarko projects, this project will also be carried out without compromising safety and quality and by using environment conscious processes, modern construction techniques. The Moroccan railroad lines will enjoy a safe, comfortable, rapid and modern infrastructure when the project is completed.



## Taldykol Treatment Projects Continuing

### 2<sup>nd</sup> Phase of Taldykol Treatment Project Has Started

The construction, mechanical and electrical works of the 2<sup>nd</sup> phase of the Taldykol Treatment Plant Project with a construction time of 19,4 months awarded to us by the Astana Governorship in November 2011 started in May in accordance with an accelerated work program prepared by us so as to finish the work in 13 months. We are aiming at finishing the works by the end of 2012. Work to be done within the scope of the Project includes; Rehabilitation of the 65.000 m<sup>2</sup> Aeration Tank, Rehabilitation of the UV Plant, Installation of the Laboratory, Changing 2 compressors in the Blower Building, Rehabilitation of 2 Primary Sludge Pump Houses, Asphalt paving and landscaping work inside the plant. Physical progress is 6,99%.



### Alsim Wins 3<sup>rd</sup> Phase Tender of Taldykol Treatment Project

Having given the most applicable bid, we have won the tender for the 3<sup>rd</sup> phase of the Taldykol Treatment Project announced by the Governorship of Astana. The project with a construction time of 45 months contracted to us on March 22, 2012 consists of the cleaning and rehabilitation of the Taldykol waste water lake of 65 million cubic meters. Approximately 4,1 million m<sup>3</sup> of sludge deposited at the bottom of the lake will be removed, dried and mixed with soil of suitable quality brought from the vicinity. This will be used in leveling and planting 17 million m<sup>2</sup> of land around the lake. The planned completion date of the Project is November 2015.



## Construction at Karakuz Hydroelectric Power Plant Project Started



This is a HPP project with an installed capacity of 76 MW located on the K rk n River within the boundaries of the Pozantı and Karaisalı counties of the Adana province.

Works to be done within the scope of the project include; Main dam structure (concrete), derivation tunnel, left and right dam roads, energy tunnel water intake structure, springhead and tail-water coffer dams, energy tunnel outlet structure, pressure pipeline, balance tank, valve chamber, power plant and administration building, construction of the access road between the power plant and energy tunnel, 154 kV switchyard and energy transmission lines.

Project sizes:

- Dam Main Structure is approximately 200 m at its widest point and its height is 45 m from the foundation. The total amount of concrete is 125.000 m<sup>3</sup>.
- The Derivation Tunnel is 327 m with a concrete coated interior diameter of 6,00 m.
- Total length of Dam Right and Left access roads is approximately 6,2 km.
- Total filling of Springhead and Tail-water Coffers is 57.380 m<sup>3</sup>.
- Energy Tunnel length is 11 km, interior diameter paved with precast segment is 3,10 m.
- Pressure pipeline length is 1.580 m, vertical drop 530 m. Interior diameter of conduit is 2,00 m.
- Height of Balance Tank is approximately 60 m with a diameter of 11,00 m.
- Rock excavation for Valve Chamber and Power Plant is approximately 45.000 m<sup>3</sup> with 11.800 m<sup>3</sup> of concrete.
- Road between the Power Plant and the Energy Tunnel is 6.200 m with a total of 260.000 m<sup>3</sup> of excavation and 25.800 m<sup>3</sup> of infilling.
- Length of Energy Transmission Lines is approximately 27 km.

Work Program: Mobilization work at the two different sites established for the project has been completed rapidly and the specialized teams have been put to work. Construction of the energy tunnel will start at both ends of the tunnel simultaneously in January 2013 and will be finished in October. 2 TBM (Tunnel Boring Machine) sets specially fabricated and designed in accordance with the latest technology have been ordered for the energy tunnel. The TBMs are produced so that when they finish working and meet in the middle of the tunnel, they can be disassembled, taken out of the tunnel and reassembled to be used in our other projects.

Both TBMs will be transported to Mersin by ship after they are tested in September. From Mersin they will be transported over land to the entrance and exit portals of the energy tunnel and construction will start in January 2013.

We are planning to finish the whole project at the end of 2013 and start production of energy in February 2014 after completing testing and the procedures for putting in operation. Work is continuing rapidly in accordance with plans.





## Ankara Metro Electromechanical Works Proceeding Rapidly



The building contract of the Ankara Metro Electromechanical Works whose tender was lodged by the Ankara Metropolitan Municipality EGO General Directorate was signed between Ankara Metropolitan Municipality and Alarko - Ansaldo STS Consortium on 28 November 2008. The work gained momentum after they were assigned to the DLH Infrastructure Investments General Directorate of the Ministry of Transport on 25 April 2011.

The scope of the Ankara Metro Project consisting of 4 lines includes the electromechanical works of the Batıkent - OSB (Sincan Organized Industrial Area) (M3) metro line, the signalization systems of the Tandoğan - Keçiören (M4) and Kızılay - Çayyolu 2 (M2) metro lines as well as the renovation of the electromechanical works of the existing Kızılay - Batıkent Metro (M1). Design and site activities started in December 2011 following the mobilization works completed

in October 2011. Renovation of the systems and execution of new systems within the scope of the contract are continuing on the Kızılay - Batıkent (M1) line put in operation in 1997. Situation on the 14,6 km long Kızılay - Batıkent (M1) line with 12 stations;

- The communication system and testing have been completed and are planned to be put in operation in August.
- The equipment and cabling assembly of the wireless system is on the verge of completion and testing and putting in operation will begin in August.
- Cabling of the Passenger Information, Scada, Central Clock and Announcement systems has been completed, equipment assembly is ongoing.
- The site work of the telephone system and assembly of the telephone switchboard have been completed. Testing and putting in operation will be done within August.

We are aiming to complete work on the Kızılay - Batıkent (M1) line in the summer months of 2012 and the testing and operation of the new and renovated systems as well as the provisional acceptance procedures in September.

Construction work on the other lines of the Ankara Metro Batıkent - OSB (Sincan Organized Industrial Area) (M3), Tandoğan - Keçiören (M4) and Kızılay - Çayyolu 2 (M2) is continuing and manufacturing in this area has not started yet. The design work of the systems for Batıkent - OSB (M3) line is continuing and on site work will start in August if there are no problems related to construction work.

## ALSİM Table Tennis Team Turkey's Runner-Up



The ALSİM table Tennis Team was the runner-up of 2012 in the 10<sup>th</sup> Intercompany Table Tennis Championship held in Trabzon on June 10.

Our table tennis team consisting of Alper Kaptanoğlu, Murat Eriş, Alpay Apakgün and trainer/player Irfan Tavukçuoğlu was also the Kocaeli district champion in 2012.

## Chairman of the Board of Alarko Holding at MEDAŞ

Mr. Ishak Alaton, Chairman of the Board of Alarko Holding, and Ms. Leyla Alaton, Member of the Board, visited Konya and our general management on June 4<sup>th</sup> 2012.

Ishak Alaton and Leyla Alaton started the day by talking to young Medaş members, shared their experiences with them in a sincere atmosphere, answered their questions and gave them advice for the future. Mr. Ishak Alaton then read his latest book *Lüzumlu Adam* (The Necessary Man) and visited the students with whom he had shared views earlier at their school, chatted with the teachers and students, answered their questions and signed his book.

Ishak Alaton and Leyla Alaton lunched at Medaş with the personnel and shared their experiences with them. Ishak Alaton and Leyla Alaton who first visited Mevlana and toured the city after the pleasant lunch returned to Istanbul following an assessment meeting with the top management members of Medaş.



## Çanakkale Karabiga Thermal Power Plant

Our efforts for an imported coal fired thermal power plant with an installed capacity of 1.320 MWe and a production capacity of 9.900 GWh/yr on Alarko Enerji Üretim A.Ş.'s land of 670 acres situated by the coast in Karabiga, Çanakkale are continuing. A favorable ÇED (Environmental

Impact Assessment) report for the project to be realized by Cenal Elektrik Üretim A.Ş. was obtained in May 2012. The design company has been selected and the contract signed. We have also applied to the EPDK (Energy Market Regulatory Authority) for the license.

## 2011 Ordinary General Assembly of Alarko Holding A.Ş. Held

Alarko Holding A.Ş.'s General Assembly held on 29 May 2012 began with the Chairman's Message read by Ishak Alaton, Chairman of the Board of Directors.

The investment target of the Group for the year 2012 was explained at the meeting where Alarko Holding's activities in 2011 were evaluated within the framework of the economic conditions in the world and in Turkey.

The decision was made to distribute a total dividend of TL 5.966.569 out of a total profit of TL 127.446.930 to shareholders of Alarko Holding A.Ş. for the year of 2011.





## Alarko Carrier Demonstrated its R&D Power



**A**larko Carrier obtained the “R&D Center Certificate” given by the Ministry of Science, Industry and Technology, thus becoming one of the first companies in its sector to get this certification. Alarko Carrier maintains its investments in R&D and will continue to do so increasingly as a result of this certification.

As one of the companies whose R&D power in its field of activity has been certified, Alarko Carrier is aiming at increasing its efficiency, offering higher quality services, more innovative products and projects to its customers.

**“In the near future we are planning to develop our R&D investments and offer more pioneering products.”**

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 work each year. We intend to further increase our funds in this area as a result of our certification as an R&D Center. The R&D Center Certificate obtained by a limited number of brands

in different sectors is an important indicator of the investment that these companies have made in the Turkish economy.”

Pointing out that the Gebze production base of Alarko Carrier is an important production center that also meets the product need of Carrier in a global sense Şahin stated that the R&D center created at our Gebze base will be of a capacity that will answer the new product development and innovations needed by Carrier for international requirements. Şahin also said, “In this sense, the R&D center created and certified will, at the same time, be a center for the Carrier companies in the Middle East and Europe.”

**“This certification points at a very extensive process”**

Stating that this certification was pointing towards a very extensive process, Şahin added that it brought together all the innovative forces such as the technological assets, human resources, project management skills of a brand and that these forces could only be found in brands with a developed R&D culture. 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 maintain our efforts to always develop in this respect.”

Şahin added that they owed their success to the human resources they possessed and said, “Specialization in R&D is an element that encourages qualified work force. Another 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. With our policy on education at Alarko Carrier, we encourage our personnel to get Master’s and PhD degrees.”

## Alarko-Carrier Comfort in Intelligent Offices for MPs

**A**larko Carrier, the pioneering brand of the air conditioning sector, was selected for its comfort and experience for the “Intelligent Offices for MPs” built by the General Directorate of Construction of the Ministry of Environment and Urbanization and whose ground breaking ceremony was held last year.

The project will extend over an area of 3 thousand square meters with its Library, Research Center, Archive, the Offices of the Secretary General and Complex and Guest Reception Building.

35 Alarko Carrier 39HQ series air handling units with heat recovery, four 30XA1402 air cooled chillers, 20 cold room equipment and 1615 fan coils used in the project. The buildings consisting of a total of 19 “intelligent and environment friendly” blocks will contain 521 MP rooms, 12 commission president rooms, 1 large meeting hall with a sitting capacity of 500, 7



commission meeting halls, 2 international commission meeting halls, 4 guest reception halls, 1 press conference hall, 3 dining-rooms, doctor’s cabinet, archive, prayer room, stockroom, various rooms, 600 square meters of commercial area, outdoor car park for 21 vehicles, and a covered car park with a capacity of 568.

## “Young Painters of Alarko Carrier” Competition

### Young Talents Depicted Their Dream Profession



First Prize – Merve Bat - İzmir

The children of Alarko Carrier authorized dealers, services and employees described the professions of their dreams with beautiful paintings at the “Young Painters of Alarko Carrier” competition.

The young talents, children of Alarko Carrier authorized dealers, services and employees, who participated in the “Young Painters of Alarko Carrier” competition competed for first prize.

The paintings made for the competition on the theme “The profession of your dreams” were evaluated by a jury consisting of Leyla Alaton (member of the Board of Alarko Holding), Evin İyem (owner of Evin Art Gallery) and Metin Oydemir (Alarko Carrier representative).

The winner of the first prize in the age 0-6 category of the 2012 year of the competition that has become traditional was Kerem Hanlioğlu from İstanbul and in the age 7-14 category Merve Bat from İzmir. Other winners were as follows;

#### Age 0-7 category

Second – Elif Tusem Unek - Amasya

Third – Nehir Demir - Ankara

Honorable Mention – Defne Özgün - İstanbul

Honorable Mention – Kaan Mutlu - İstanbul

Honorable Mention – Mustafa Deniz Taner – Ankara

#### Age 7-14 category

Second – Ezgi Batu - İzmir

Third – Uygur Ulaş - Manisa

Honorable Mention – Nilsude Kıyıcılardan - İstanbul

Honorable Mention – Beril Dönmeztürk - Ankara

Honorable Mention – Ezgi Yapıcı- İstanbul

Winners of the first three prizes and mentions in both categories whose pictures will be used in the 2013 Alarko Carrier Calendar were rewarded with various presents such as iPad, iPod, bicycle, books and game sets.



First Prize – Kerem Hanlioğlu - İstanbul



Honorable Mention – Ezgi Yapıcı - İstanbul

## Our Authorized Dealers at the 8<sup>th</sup> Aegean Agriculture, Greenhouse and Livestock Fair in Denizli

Two of our authorized dealers participated at the 8<sup>th</sup> Aegean Agriculture, Greenhouse and Livestock Fair held at the EGS Park Fair Area.

The opening ceremony of the fair was held with the participation of the Denizli Deputy Governor Halil İbrahim Ertekin, Denizli Deputy Mayor Sezai Güralp, Denizli Food, Agriculture and Animal Husbandry Province Director Yusuf Gülsever, Denizli Chamber of Agriculture Chairman Hamdi Gemicı, Chairman of the Board of Orion Fuarçılık Fatih Tan and many dignitaries.

Two of our authorized dealers, Garanti Su Ltd. Şti. and Işık Mühendislik Ltd. Şti., as well as employees of our İzmir Office participated in the fair. Water pressurizing products, submersible pumps, pressure tanks and circulation pumps were displayed at the fair where we had two different stands.



## They Opted for Alarko Carrier

### Bursa Sheraton

The architectural project of the hotel is being prepared by Sözüneri Mimarlık and the mechanical project and plumbing by Primer Mühendislik. Two Carrier Centrifugal Cooling Groups, 466 Carrier Fan Coil Units, 3 Baltimore Cooling Towers have been used within the scope of the air conditioning project. The hotel's building automation system has also been undertaken by Alarko Carrier.

Moving rapidly towards becoming a metropolis with cultural, industrial, sports and recreation centers Bursa that is visited by an increasing number of tourists every year will obtain a new appearance with the 5 star Sheraton Hotel.

In addition to providing new accommodation areas to the city, the Bursa Sheraton to be opened in 2013 will be a new service concept to the hotel management approach. The hotel of interest with its proximity to the Yeni Kültürpark being built by the Metropolitan Municipality and the new stadium will be serving in the center of the developing business and residence area.

The new Bursa Sheraton Hotel will have 171 guest rooms, 47 executive rooms, 10 suits as well as restaurants, recreation and sports centers and 5 large conference halls.



### Baku-Hilton



The Baku Hilton Hotel located along the shore of the Caspian Sea, 30 km away from the Baku Airport and the heart of the business center of Baku the capital of Azerbaijan whose appearance has greatly changed with the modern buildings constructed in recent years is attracting great interest with its architecture, interior atmosphere and the guests it hosts.

High yield Carrier Evergreen 19 XR water cooled centrifugal and Carrier 30 RB air cooled water chillers have been used in the air conditioning project of the hotel.

The 5 star Baku Hilton built by the Turkish company Korya İnşaat has the highest Hilton standards. Built over an area of 2.808 m<sup>2</sup>, the hotel is 25 storeys high and has a total construction area of 42.160 m<sup>2</sup>. The hollow gallery space that extends all along the floors transports the panorama of the city along with that of the Caspian Sea to the interior space thanks to panoramic elevators. The modern lobby, Lobby&Bar, and All Day Restaurant are located on the ground floor. The 2<sup>nd</sup> and 3<sup>rd</sup> floors are reserved for meeting and exhibition halls. A large 1.000 m<sup>2</sup> lounge located here is of interest. The Business Center is designed so as to meet all the requirements of the guests. There are 177 standard rooms, 3 disabled rooms, 39 executive guestrooms, 52 mini suites, 36 junior suites, 1 presidential suite and 1 executive lounge on the 17 floors reserved for guests. The top floors house the SPA, the fitness center with a panoramic view of the city, the pool with a sea view and various restaurants offering guests maximum comfort.

## Alarko Carrier's Success in Exports Crowned



Alarko Carrier obtained the first prize in the "Ventilation-Air Conditioning Systems and Equipment" sub-group at the "Most Successful Exporter Award" with which the Central Anatolian Exporters Union rewarded the successful exporters of 2011 and won second prize in "Company that Increased the Number of its Export Markets in 2011" category.

Tamer Şenyuva, manager of Alarko Carrier Ankara Office, was presented the awards by the Minister of Economy Zafer Çağlayan at the award ceremony held on May 29, 2012. Numerous dignitaries in addition to Zafer Çağlayan and TIM Chairman Mehmet Büyükekçi attended the ceremony.

## Alarko Carrier General Manager Önder Şahin; "At Totaline, Our Aim is to Grow with a New Store Each Year"

Alarko Carrier opened its 5<sup>th</sup> Totaline store that brings together the heating, cooling, airconditioning, pump and plumbing sectors in Turkey in Ikitelli, Istanbul.

The opening of the store with an area of 350 m<sup>2</sup> was held on May 23, 2012 with the participation of our Group Coordinator Önder Şahin.

Pointing out that Totaline was the biggest organization in its sector in the world, Önder Şahin said, "With Totaline we are offering our customers high quality original products in the shortest time and at the lowest price. Our aim at Totaline is to create a chain of dynamic and rapidly growing chain of



markets in Turkey... We are proceeding towards our aim with our Istanbul, Ankara, Izmir and Antalya stores followed by our Ikitelli, Istanbul store. We are planning to move towards our objective by opening a new store each year."

## Aquatherm Moscow 2012 Fair

We participated in the Aquatherm Moscow 2012 Fair held in Russia on 7-10 February 2012.

Our combi boilers, panel radiators, burners, submersible pumps, steel tanks and pressure tanks were introduced at the fair where there were participants from 29 different countries and was visited by approximately 30 thousand people.



Murat Çopur, our Assistant General Manager in charge of Production, pointed out that they were very pleased to have participated in the fair with export products and the interest they were met with and said, "During the fair we had the chance to display our products and introduce them to visitors. At the fair which was more animated than in previous years, we had the chance to contact directly possible distributors in Moscow and other regions."

The 16<sup>th</sup> Aquatherm Fair included areas such as heating, cooling, air conditioning, insulation, plumbing, pipes and attachment components, pumps, baths and bath equipment, and pools. The venue of Aquatherm Moscow 2012 Fair that drew great interest was the new and modern Crocus Expo which is close to the industrial areas and is one of the best fair areas in Russia.



## At ISK-SODEX Fair with a New and Modern Concept

**A**larko Carrier marked the ISK-SODEX ISTANBUL 2012 Fair held at the Istanbul Fair Centre on 2-5 May 2012 with its innovative stand concept. Alarko Carrier narrated its history to the visitors at its 860 m<sup>2</sup> stand.

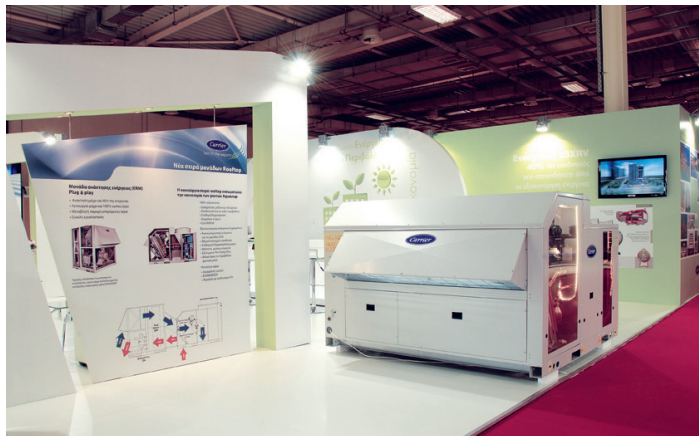
The **Alarko Carrier stand** contained information regarding the milestones in the history of Alarko, Carrier and Toshiba distributed by Alarko and their respective products. The Toshiba air/water heat pump, Estia, Wolf Solar Panel and Solar Combi Boilers, the recently developed Serena, Seradens and Trendy combi boilers were also introduced to the visitors.

Pointing out that they were very pleased by the interest they drew at the fair with their innovative stand design **Alarko Carrier General Manager Önder Şahin** said, "This year, we tried to address our customers with the new concept we created. We participated with our history stand to introduce



our products as well as our story and brands. The great interest shown to our stand is proof of the relations we established with our customers." Regarding the products, Şahin said, "In our portfolio, we are offering innovative, durable, quality products as well as savings and comfort for the consumer while at the same time showing maximum environmental awareness. Energy saving and sustainability are issues the whole world is focusing on... These issues are our priorities in our production processes as well as our product performance."

## Alarko Carrier Products at the Climatherm Fair



**C**arrier roof type air conditioners produced at our Gebze Plant were exhibited at the Climatherm Fair in Greece.

Carrier roof type air conditioners produced at our Gebze Plant since 2004 and whose new series has been offered to the market at the beginning of 2012 were exhibited at the Climatherm Fair held in Greece on 1-4 March 2012.

The Climatherm Fair organized since 1990 is one of the largest fairs of Greece in the HVAC area. This year "Climatherm" hosted approximately 20.000 people.

## At Adana Construction and IHS 2012 Fair

**A** total of 180 companies had stands at the Construction and IHS Fair – construction, heating, cooling and ventilation – organized by TÜYAP and held at Adana International Fair Centre on 16-19 February 2012. Just as in previous years, this year, too, visitors were very much interested in the heating sector since use of natural gas is expanding rapidly in Adana and its surroundings.

Ali İsmet Koçak and Özgen Çoğulu Assistant Sales Managers of our Ankara Office, Sales Engineer Alper Özgür and our Adana Office Manager Tuncay Yağanak participated in the opening of our stand organized by Tokcay Makina and BMI Mühendislik, our authorized dealers. Visitors were particularly interested in combis, panel radiators and Toshiba air conditioners displayed at our dealer stand which was supported by engineers Nuri



Akdağ and Soner Tanrıverdi of our Adana Sales Office and were given information on the products. Our other authorized dealer, Şanıvar A.Ş., displayed our products together with the industrial materials they sell and gave visitors information regarding the products. The fair attracted numerous visitors from Adana as well as the surrounding provinces.



## Alarko MBA in its 2<sup>nd</sup> Year



The MBA program of the Alarko Group of Companies that is soon to complete its 2<sup>nd</sup> year is getting ready to graduate its first students. The program aiming to instruct managers of the future from its internal resources is also playing an important part in developing the discipline, motivation and adaptability skills of the management candidates.

Technical, personal development, general culture and management courses are given to classes of 7 in the Engineering, Financial Affairs, Sales and Marketing and Support Unit programs. The programs are not limited to in-company training and in addition to their technical information, the social development of the participants is enhanced with outdoor training. Moreover, experience and opinion sharing helps develop the vision of the participants.

In the 2<sup>nd</sup> year of the program managerial development and technical education is focused on alongside with ongoing

personal development and outdoor trainings. Although technical training given in each program differs, managerial development training given to all participants is the same thus creating a common management understanding. Outdoor training plays an important part in reinforcing the self-confidence, group work skills, managerial and team spirit concepts of the participants.

At the end of their first year, the participants developed applicable projects for Alarko and presented them to higher management. At the end of the 2<sup>nd</sup> year, they are getting ready to write thesis on applicable projects for Alarko.

The Alarko MBA program is open to all applications of employees who fulfill the requirements and will continue with new students next year.





## Alarko Future's Club

### 27<sup>th</sup> Term AIK General Assembly



Our General Assembly was held with the participation of AIK members, members of the AIK Board of Directors and the Board of Auditors and our esteemed executives.

The 27<sup>th</sup> Term Board of Directors and the Board of Auditors were acquitted and information regarding the activities of the 27<sup>th</sup> Term and the new election system was given at the assembly. Vedat Alaton, member of the Board of the Alarko Holding, Ayhan Yavrucu, CEO of the Alarko Holding and Holding Senior Vice President, Accounting Mustafa Filiz, executive in charge of AIK enlightened us with their speeches.

Our General Assembly ended with the introduction and authorization of the Board of the 28<sup>th</sup> term.



### AIK Boat Trip



The Boat Trip, the last event of the 27<sup>th</sup> Term, took off with a large participation of AIK members, Alarko employees and guests and continued with surprises in the unique setting of the Bosphorus.

The participants had the chance to chat and get to know each other, get over the exhaustion of the term and also to have a wonderful dinner watching the scenic view of the Bosphorus accompanied by music.

More than 80 participants enjoyed meeting our members and guests at the event with music, surprises and lots of fun, just as we had promised and the evening ended with the promise to meet at the events of the new term.



## Dragon Fest - 2012



The Dragon Boat Festival that was complimented and attracted large participation ever since it was publicized as the first project of our Project Development Committee was held on the Golden Horn on 26-27 May 2012.

We enjoyed a great weekend with our contestants on the water, our supporters on the shore, and our fans by our side at the event in which we participated with members of the Group for the first time.

Dragon Fest was a sportive motivation and marketing event with the largest participation organized in Turkey on a corporate basis. Our team represented Alarko successfully at the event that attracted more than 120 teams and a group of more than 10.000. Our team returned with a cup and medals as well as ranking in two different branches.





## AIK Football Tournament - 2012

Twelve teams from companies within the Alarko Group took part in the tournament and about 140 of our members played.

The Alarko Carrier teams; Kapalı Devre, Alarko Forest, Piranalar, Alarko City, Totalions, the Alarko Tourism Group teams; HCC Etiler, Hillside Trio and Park Rangers, the Alarko Contracting Group teams; Alsim United and Seferoğulları 3.41, the Alarko Holding team; Alarko MBA took part in the tournament.

Following the 3 week long group matches, 8 teams played in the quarter finals.

Following the Quarter and Semi finals Alsim United and Hillside Trio played the final match on May 19<sup>th</sup>. The tournament ended with Alsim United as the champion and Hillside Trio as the runner-up.

The AIK Football Tournament 2012 congratulates the champion Alsim United and thanks all the teams and players that participated for their gentlemanly and friendly performance. Hoping to see you all at the 2013 AIK Football Tournament!



## AIK Cappadocia Tour

The tour organized within the scope of social events included two nights at the Ürgüp Dedeman Hotel. Every corner of the fabulous area including Kızıl Valley, Hacı Bektaş, İhlara Valley and Ürgüp was visited.

The three-day week-end included watching folk dances at a restaurant dug in a cave and tasting home made wine. We also visited the Turasan Wine Distillery where we were informed on wine making. We had the opportunity to try make ceramic bowls at the ceramic art workshops.

The tour with a participation of 35 included the open-air museums and information regarding past civilizations in the area. We got to know about the valuable stones of the area and had the chance to shop a lot. We also visited an underground city and descended 8 storeys below ground level.

The wonderful tour ended with the participants promising to meet again on the next tour.



## Alarko - Lerøy Moving Rapidly in the Seafood Sector

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

Healthy nutrition awareness is playing an important role in increasing interest in seafood while fish varieties in seas all over the world are decreasing. Alarko-Lerøy General Manager Bülent Işık who complains that while seafood consumption is increasing natural fish reproduction is not increasing at the same rate attributes this fact to unconscious fishing and fishing during reproduction seasons.

### “DESAD (Seafood Industry Association) adds momentum to the structuring of the sector”

Showing DESAD as an example, Işık pointed out that industrialists in the seafood sector are cooperating in order to answer the need of sectoral structuring and representation in parallel with the development shown by the seafood industry in recent years. DESAD, where Işık is a member of the administration, contributes to the structuring and professional development of the sector. As a result of efforts towards this end, the pioneer companies of the seafood industry are maintaining their projects that will contribute to the sector with concerted decisions.

Reminding that Turkey is in the process of integrating with the EU, Işık mentioned that public and private sector companies mainly in economic and commercial fields are in the process of restructuring and said, “Although the seafood sector that has a very important potential power in the Turkish economy has been faced with numerous structural and current problems, the sector has not been able to develop active projects to develop common solutions to their basic problems.”



Therefore, thanks to DESAD, seafood industrialists will achieve corporate structuring and representation power which will create positive developments in the sector.

### “Urgent need for a ministry in charge of fisheries”

The fact that the seafood sector is growing slowly as a sector and that the number of qualified labor force is insufficient affects the need for state support. Işık said, “The existing General Directorate of Fisheries and Aquatic Products is a positive step but at times is not enough to answer the requirements of the sector.” Işık pointed out that the companies in the sector believe that in a country surrounded by seas on three sides, a ministry in charge of fishing must be established immediately to determine policies regarding fishing. There are ministries of fisheries in 15 countries including developed countries such as Japan, France, Norway and Canada as well as Oman, Mauritania. A development in this direction that will contribute to the corporate development of companies will be a chance of employment for many new companies entering the sector.

### Practical products appealing to Turkish taste

Alarko - Lerøy aims at increasing its investment in the seafood products sector every year believing that the seafood products sector will grow even further. The company is intending an investment of approximately one million dollars for the year 2012. “These investments will also lead to an increase in employment. We are increasing the range of value added products at our production plant every year,” said Işık drawing attention on Alarko - Lerøy’s range of products and pointed out that after special processes they developed easy to prepare, hygienic products compatible with the Turkish palate. He also said that they make a point of contributing to the economy and sector by offering these products with added value both to the domestic and foreign markets.



### Events

Alarko - Lerøy continues to participate in events that address both the palate and the eyes.

Following the event held in February at the Antalya branch organized for chefs and where surprising flavors were presented, the same flavors enchanted fish lovers at the Street Food Festival in Nişantaşı, İstanbul. Particularly salmon kazandibi attracted great interest. The surprise of participants when they heard that the kazandibi was made with salmon was replaced by appreciation after tasting. Those who tried said that the salmon version was lighter and tastier than the chicken version.

Alarko - Lerøy made a difference at the reception organized by the Norwegian Embassy in Ankara on the occasion of the Norwegian National Day with the original salmon flavors. Norwegian Ambassador Janis Bjorn Kanavin and Bülent Işık prepared spicy raw salmon balls for the guests in the hotel's kitchen. Minister for EU Affairs and Chief Negotiator Egemen Bağış, who was among the guests, said that he liked the spicy raw salmon balls and salmon kazandibi very much.

Alarko - Lerøy maintains its contributions to studies in the area of aquatic products and offered a salmon feast to guests at an

event held in May on the occasion of the 30<sup>th</sup> anniversary of the fishery faculties. At the reception, Mr. İshak Alaton was presented a plaque for his contributions to the development of the aquatic products sector. In his speech, Bülent Işık who received the plaque in proxy said that he considered the momentum reached by the sector in our country was enthralling. He also emphasized the fact that aquatic products engineers were very valuable for this sector.



## Delicious Recipes

### SAUTEED NORWEGIAN MACKEREL IN TOMATO SAUCE

#### INGREDIENTS (SERVES 4)

- 2 mackerel fillets
- 1 clove garlic
- 1 medium size onion
- 4 tbsp tomato paste
- 1 cube fish broth
- 8 black olives
- fresh basil
- olive oil
- salt, pepper



**PREPARATION:** Sprinkle salt and pepper to taste on either side of fillets and cut each fillet into two equal parts. Pour olive oil into skillet, heat and fry fillets for 4-5 minutes. Cut onion and garlic into small pieces. Cut stoned olives into thin slices. Slightly sauté garlic and onion in a different skillet and continue to sauté until soft. Mixed tomato paste with 2 glasses of hot water and stir until you reach a thick consistency. Add this to the skillet and continue to cook for 2 – 3 minutes. Finally, add fish broth cube, sliced olives, salt and pepper to taste and let boil for a while. Spread tomato sauce in serving dish and place mackerel filets on sauce. Garnish with fresh basil leaves and serve.



## Hillside Beach Club Quoted in Daily Express England's Highest Circulation Paper

Daily Express, one of England's daily newspapers with the highest circulation praised **Hillside Beach Club**.

The Daily Express emphasized the fact that **Hillside Beach Club** with its blue flagged beach surrounded by pine forests and located at Kalemya, one of the most beautiful bays of Fethiye, appealed to families as well as young couples with its unique service approach, and wide range of activities.

The article also praised the choice of food, services given to children and the rooms.

**Hillside Beach Club** operated by the **Alarko Tourism Group** has been quoted in numerous papers and magazines in many countries such as Germany, Austria, England and Russia and continues to be Turkey's pride in tourism in 2012 with its service quality and unique implementations.



## Hillside Su in Geo SAISON the Famous German Travel Magazine

**Hillside Su** has been quoted in numerous papers, magazines and the online media in countries such as Germany, England, the Netherlands since its opening and this time in the February 2012 issue of GEO SAISON, the most widely read German travel magazine.

GEO SAISON referred to **Hillside Su** with the title "This hotel is a manner of expression". The article defined the minimalist architecture used by **Hillside Su's** architect Eren Talu based on white with references to the plain lines of the 60s as "dazzling". The article emphasized that everything from the lobby to the rooms was white and pointed out that the 300 employees all in white reflected a total unity with the decor.



For reservations: +90 242 249 07 00 [www.hillsidesu.com](http://www.hillsidesu.com)



## Competition at Cinecity's Giant Screen Concluded

“**F**ootball Tournament on Cinecity's Giant Screen” organized by **Cinecity Cinemas** and **Coca Cola** ended on June 5<sup>th</sup> with an exciting final. The winner team went to the “**Euro 2012 Quarter Finals**” held in **Kiev**.

“**F**ootball Tournament on Cinecity's Giant Screen” organized by **Cinecity Cinemas** in collaboration with **Coca Cola** ended with an exciting final at **Wings Cinecity Trio**. The teams spent exciting hours on the giant screen of **Wings Cinecity Trio** and showed their claim at **Pes 2012** in a cutthroat match. **Ömer Faruk Us** and **Kiper Ayıran**, members of the “**Football Tournament on Cinecity's Giant Screen**” winner team received their award from **Coca Cola On-premises Consumption Special Customers Product Manager Lale Balaşoğlu** and **On-premises Consumption Product Manager Seçil Büyükağaoğlu**.

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

The teams competed very gentlemanly throughout the tournament and left the final night sharing the elation of the winner team that will take part in the **Euro 2012 Quarter Finals**.



## Cinecity Trio Outdoor Cinema

**S**ummer evenings, a wonderful cocktail in hand, an atmosphere to add pleasure to pleasure while laying on deck chairs under palm trees, delicious popcorn and the film you were awaiting on the screen!

**Wings Cinecity Trio Outdoor Cinema**, the sine qua non address of film lovers opened its summer season in June.



You can watch the latest and best films every Wednesday, Friday and Sunday evening at the **Wings Cinecity Trio Outdoor Cinema** of the **Alarko Tourism Group** on comfortable deck chairs and cushions and enjoy the beauty of outdoors accompanied by a sound system that enhances the pleasure of film watching...

**Wings Cinecity Trio** continues to offer the opportunity of watching the best films of the season and the previews in a comfortable atmosphere by the poolside and to double the pleasure of summer evenings with its outdoor cinema.

One more time, **Wings Cinecity Trio Outdoor Cinema** will be one of the most enjoyable venues of the summer season.

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

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



## Hillside City Club

### Hillside City Club members enjoy the pool all summer

**H**illside City Club-Etiler members enjoy the pool all summer at Suada which has one of the most magnificent views of İstanbul. While Hillside City Club-İstinye reflects the “terrace pool” peculiar to New York, Hillside City Club-Trio is hosting those who want to enjoy the sun on the Anatolian Side.

Sports and the pool are enjoyed in conjunction at **Hillside City Clubs** when the summer season starts. Moreover, just as in previous years **Hillside City Club-Etiler** members can enjoy the pool at Suada for free all through the summer season. Hillsiders who choose to use the pool at Suada can enjoy surprise activities like at **Hillside City Clubs**.

**Hillside City Clubs**, operations of the **Alarko Tourism Group** offering services beyond sports centers, presents both its members and guests possibilities to spend a good time. **Hillside City Clubs**, the meeting point of those who want to enjoy the sun and the pool in the city will continue to be the privileged venue of fun events and socializing all through the summer season.

### Go on holiday without leaving the city at Hillside Teras

Reflecting the pool concept of New York terraces, Hillside Teras of **Hillside City Club-İstinye** located in İstinyePark enables you to feel on holiday with refreshing stops in the city center. **Hillside City Club-İstinye** lets you enjoy the feeling of holiday in the city center with its indoor swimming pool for training and where you can hear music underwater as well as an outdoor swimming pool, jacuzzis and sunning terraces. Hillside Teras emerges as the irreplaceable venue of hot summer days with its aqua aerobic, yoga and pilates lessons, cinema by the pool, as well as sports parties full of surprises. The sunning terraces of Hillside were decorated in red and white tones by architect Barbara Pensoy. Hillside Teras offers the feeling of holiday without leaving the city with its specially designed loggias and deckchairs around the pool, Cool Pool by “Before’n After” Café’s delicious menu and cooling cocktails in breathtaking colors. In addition, you can connect to Sanda Spa while sunbathing at Hillside Teras and extend you holiday feeling with a massage on the terrace.





### Pool entrance fee at Hillside City Club-İstinye:

Member's guest – week days: TL 35

Member's guest – week-end: TL 70

Guest – week days: TL 60

Guest – week-end: TL 95



### Sports and pool pleasure combine at Hillside City Club – Trio on the Anatolian Side

At **Hillside City Club-Trio**, the swimming pool surrounded by palm trees and a wide lawn offers members and guests the chance to enjoy the sun in an exotic atmosphere. Members can take part in the stylized swimming lessons given by the experienced trainers of **Hillside-Trio**. Entertainment peaks with fun games such as pool volleyball, matkot, ping pong, aquapump, boot-camp, YogaFit on the lawn conducted by experienced trainers. In the evenings, you can watch the new season films laying on your deckchair under the stars at the outdoor cinema of **Hillside City Club-Trio**.

### Pool entrance fee Hillside City Club-Trio:

Member's guest – week days: TL 30

Member's guest – week-end: TL 60

Guest (adult) – week days: TL 40

Guest (child)– week days: TL 15

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

Hillside City Club-Etiler: +90 212 352 23 33

Hillside City Club-İstinye: +90 212 367 20 00

Hillside City Club-Trio: +90 216 324 11 11

## Two Special Messages in One Massage

**S**ANDA SPA of the **Alarko Tourism Group** operating with the mission of "making one feel good" offers a unique spa service with a choice of more than 60 relaxing therapies of Far Eastern flavor. **SANDA SPA** has also created a rich selection for those looking for a special gift. Each **SANDA SPA** gift voucher bought earns a tree to the **Hillside Forest**. A tree is planted in the Hillside Forest in the name of the gift's receiver with each **SANDA SPA** gift check voucher. Thus, those who buy Gift Vouchers from **SANDA SPA** enjoy the pleasure of saying, "I love you and nature too" to their loved ones. In addition to the extensive range of massage alternatives in **SANDA SPA's** menu, the traditional Turkish hamam ritual and Elemis body treatment can be offered with elegant gift vouchers. The vouchers are valid for 6 months. You can enjoy the pleasure of offering your loved ones a tree in the **Hillside Forest** with every massage you offer as a gift.

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

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

SANDA SPA-İstinye: +90 212 367 2060

SANDA SPA-Trio: +90 216 472 0072

SANDA SPA-Etiler: +90 212 352 2500





## Sports in İstanbul

### A day of sports on the Bosphorus by Hillside City Club-Etiler with Hillside Work-Out

No doubt spending a day in the open air, doing sports while having fun and combining this with the unique view of the Bosphorus and a boat trip on the blue waters is one of the most missed moments in the intense pressure of professional life in the summer season. In the stressing pace of our present time, this type of enjoyable breaks help making a good and fit start the next day. This is reinforced by specialists who emphasize that exercising in the open air benefits both physical and mental health. Based on this idea, **Hillside** plans entertaining sports activities in the spring and summer months every year. **The Hillside Work-Out** activities help getting away from exhausting and stressful urban life.

**Hillside City Club-Etiler** of the **Alarko Tourism Group** operating with the mission of "making one feel good" organized a day full of sports at the Bosphorus for members of **Hillside Work-Out** on Saturday June 2. On the trip over the blue waters accompanied by the impressive view of the Bosphorus and the spectacular seaside mansions, the day started with Yoga Shape exercises combining serenity with the energy of sports. Participants worked all their muscles with Pilates Gym Ball and executed balance and strength exercises with Pilates balls. With every bounce on the Trampoline, one of the most popular exercises today, participants stretched



from the deep blue of the sea to the boundless blue of the sky. They pedaled on RealRyder, the first condition bicycle that careens, turns, bends just like a real one, accompanied by vibrant rhythms. They doubled their energy with Zumba, the world's number one dance-fitness trend. This sports event that started in the early hours of the day ended at Suada in the late afternoon.

This enjoyable and entertaining sports event on the Bosphorus was often quoted in the social media all day long.

While the **Hillside Work-Out** boat continued to offer participants a unique day, anyone who wished got the chance to share photographs and tweets explaining why "sports made them feel good" with Twitter **#hillsideworkout**. #Hillsideworkout that shortly became 2<sup>nd</sup> in Turkish trends continued to be TT all day long. The tweeter that received most retweets won a 50 minute "Asian Nirvana" massage suggested as an after sports massage by SANDA SPA.

[www.twitter.com/hillsideclubs](http://www.twitter.com/hillsideclubs)

[www.facebook.com/HillsideCityClub](http://www.facebook.com/HillsideCityClub)

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

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