



DECEMBER 2018 NUMBER: 55

# The NEWS

## As we **enter** 2019

1<sup>st</sup> phase of the ongoing Kabataş - Mecidiyeköy - Mahmutbey M7 Metro Project that was undertaken by our Contracting Group is planned to be in operation in 2019. As a first on Istanbul European Side, the trains to run on this line will operate without a driver thanks to a special signalization system. The execution of the protocol by Alarko CEO Ayhan Yavrucu in the presence of Kazakhstan President Nursultan Nazarbayev and President Recep Tayyip Erdoğan signals the launch of the "Great Almaty Beltway Project" with a total contract value of 1,6 billion USD. Being one of Turkey's leading electricity suppliers with its more than 2 millions of subscribers, MEPAŞ started allowing subscription procedures to be made via telephone in addition to the ability to perform subscription procedures online. In our Industry and Trade Group, Alarko Carrier won a Gold Award this year at the 2<sup>nd</sup> Annual Social Media Awards organized with the collaboration of MarketingTürkiye and BoomSonar, in the Data Analytics Awards category as the most social brand in the air-conditioning sector. Being the first magazine available on Instagram Stories, HillsideNOW has reached 8 million views in the last 6 months offering content relating to various areas of interest. You can find the latest news about our Group of Companies in the following pages.

### In this issue:

the new projects of our Group Companies and the progress achieved in the ongoing projects are covered.



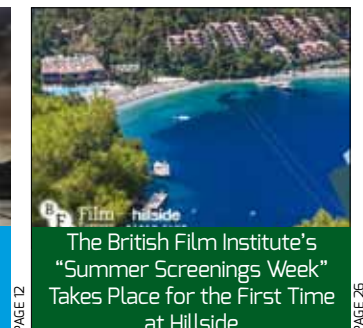
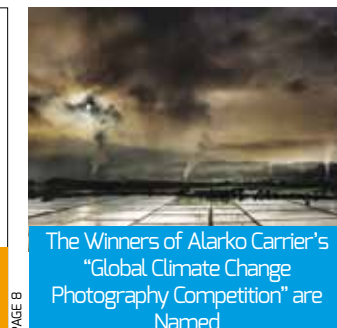
## The Kabataş-Mecidiyeköy-Mahmutbey Project is Coming to an End

PAGE 4



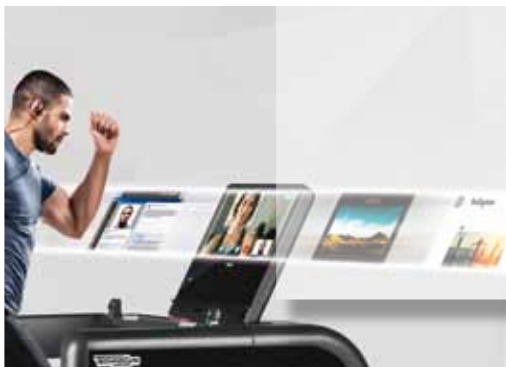
## "BAU & Alarko MBA" Celebrates its 3<sup>rd</sup> Batch of Graduates

PAGE 21



PAGE 26









## New Year, New Hopes

Dear friends and shareholders,

We are about to enter a new year that offers increased hopes of peace and stability in the world and in our region. This will undoubtedly have a positive impact on business as well. We think that 2019 will be a year of recovery and stronger growth for emerging economies including Turkey.

Despite the volatility that characterized 2018, the Alarko Group of Companies achieved its targets in all sectors in which it is active. Looking at the financial results of the first three quarters, we see that our group made confident steps towards its objectives, delivering a strong performance overall.

Encouraged by this achievement, we now expect more from 2019.

Our strong financial structure and our ability to repay a significant portion of outstanding loans in 2018 urge us to engage in new investments.

We achieved a new level in the energy industry when the Karabiga Thermal Power Plant started to be operated at full capacity. We are now a major power generation group, generating around 7,2 million MWh in the first nine months of the year. We were also one of the most successful groups in terms of minimizing the negative impact of last year's exchange rate fluctuations, thanks to our ability to effectively use foreign-currency hedging instruments to limit the risks arising from the loans we obtained to finance energy investments. In other words, we greatly benefited from our financial management skills. If energy prices do not significantly deviate from our expectations, we think that the energy group will continue its strong performance into 2019.

The domestic and international contracting group was awarded major new contracts in 2018, bringing the total value of ongoing projects to USD 1 billion. These projects will significantly contribute to financial results in the coming years. We have also begun to reap the fruits of the business development efforts we have been making in the last three years. In addition to ongoing and new projects in Turkey, Kazakhstan, and Romania, we submitted the most favorable bid for the Çerkezköy-Kapikule high-speed train project, and are waiting for the approval of the relevant government agency.

Turning to the Industry and Trade Group, Alarko-Carrier facilities have begun to see the positive impact of its focus on R&D. The new double-condensing combination boiler that we developed in Turkey offers a 30 % energy saving, and has already achieved a significant market share in the domestic market. Exchange rate fluctuations did not have a major impact on the price of this domestic product, thus allowing it to offer a superb price-quality ratio and become a bestseller around Turkey.

Chiller units and other products continued to deliver a strong performance in international markets in 2018, increasing Alarko's export volume by 10 % in US dollar terms in the first nine months. It is a well known fact that dealers play a crucial role in this industry. We have 292 authorized dealers and 265 authorized service centers around Turkey and the Turkish Republic of Northern Cyprus. They are an indispensable member of the Alarko family, and make a significant contribution to our brand value in the domestic market.

Hillside Beach Club in Fethiye continued to improve its service offer in 2018. The club has al-



**İzzet Garih**  
Chairman of the Board

ready become a success story in the tourism industry, enjoying an amazingly high returning customer rate of 70 %. Alarko Holding is both the owner and operator of this club, which finished the year with an almost full occupancy rate. The club operates like an exporter considering that most of its revenue is in foreign currencies. We have already applied for an extension to the facility's lease, which we expect to be finalized soon. This extension will allow us to operate Hillside Beach Club for an additional 49 years, thus increasing the value of both Hillside Tourism Group, and Alarko Real Estate Investment Company, who owns the relevant surface rights. Meanwhile, official procedures and investment preparation work is ongoing for the construction of a new Hillside in Karpaz, Cyprus.

I would like to take this opportunity to extend my greetings to all of you. I hope 2019 will bring health, peace, happiness, success and prosperity to everyone.

# The Kabataş-Mecidiyeköy-Mahmutbey Project is Coming to an End



**T**he 1<sup>st</sup> phase of the ongoing work for the 22,5-kilometer, 19 station Kabataş-Mecidiyeköy-Mahmutbey Metro Project known as Line M7, for which we have undertaken the construction, continues at full speed to meet the target for the departure of the first train.

The Mecidiyeköy – Mahmutbey line is planned to be in operation for passengers in 2019, shortening the trip by 26 minutes. With a carrying capacity of 70.000 passengers per hour in one direction, the Metro Line is estimated to carry one million passengers per day.

The Mecidiyeköy-Mahmutbey phase of the project involves 13 underground and 2 aboveground stations, a total of 15, as well as a vehicle depot.

The Mecidiyeköy-Mahmutbey metro route will be tying together 6 districts and integrating with existing rail systems at 3 separate points at:

- 1- Mecidiyeköy with the Yenikapı-Hacıosman Metro line,
- 2- Mahmutbey with the Otogar-Bağcılar-Başakşehir line, and at
- 3- Karadeniz Mahallesi with the Topkapı-Sultançiftliği line.

When the Project is finished and all of the sections up to Mecidiyeköy-Mahmutbey and Kabataş are put into service, this ride will drop to an approximate half-hour and 8 districts will have been connected to one another.

In the Kabataş-Mecidiyeköy-Mahmutbey project, which represents Istanbul's most important integrated line, passengers coming into the transfer hub of Mecidiyeköy Station from Kabataş and Mahmutbey will be able to take the metro toward the direction of Yenikapı and Hacıosman and those traveling to Söğütlüçeşme and Beylikdüzü will be able to make the transfer by metrobus.

On the European side of Istanbul, the Driverless Metro will be implemented

for the first time as part of our project. Intensive efforts are ongoing for the special Signalization System (GoA4) that will make this possible, which has now reached its final design and installation stage. Encompassing the use of Driverless and Disabled-Friendly metro vehicles, the project also includes a platform screen door system that acts as a barrier between the platform and the train, providing maximum safety by separating the railway and the passenger waiting areas. By employing a full-length platform screen door system for the first time in our project, we aim to prevent unwanted incidents such as accidental falls onto the rails or suicide attempts and to provide passengers a safe transfer. The advanced metro technology that makes the platform screen door system possible is being manufactured locally and major steps have been taken in design and system integration.

The works for the construction of stations is being carried out at full speed and in this context, the escalator installations have begun while the first train departure between Kazımkarabekir - Depot and signal testing will soon be started. Tunnel excavations for the second phase of the project involving Line-2 Kabataş - Mecidiyeköy have been completed, while the tunnel excavations for Line-1 are ongoing at full throttle.





## The Great Almaty Beltway Project is targeted to Begin in 2019

**A**s part of the West China - West Europe international highway project, the Great Almaty Beltway project is characterized by being the first major Public-Private Partnership being undertaken in Kazakhstan. Standing out as the largest private sector infrastructure investment project outside of the petroleum and gas industries, the Great Almaty Beltway project will reduce the transport load of the city arteries and serve approximately 2.000.000 people. With the completion of the project, the socioeconomic development of the city of Almaty and its environs will gain momentum and by reducing the density of traffic congestion in the metropolis, air pollution is also expected to be brought down to a minimum.

After the signing of the protocol by Alarko CEO Ayhan Yavrucu in the presence of Nursultan Nazarbayev, President of Kazakhstan and Recep Tayyip Erdoğan, President of the Republic of Turkey, the Kazakhstan Ministry of Investment and Development and the partners of the Consortium signed an agreement on 7 February 2018 with a total contract value of KZT 512.352.867.000 (approximately USD 1.668.467.067).

Construction time for the project is 50 months and the period of operation is 15 years and 10 months, which corresponds to a total period of 20 years. The scope of the construction work has been specified as "EPC" (Engineering, Procurement and Construction).

The road, made up of 6 lots, is designed to be 66 km long, with 4 lanes on a section of 14,5 km and 6 lanes on the remaining 51,5 km. The main body of the road will be concrete while the connecting roads will be of asphalt. There will be 7 intersections, 19 viaducts and 21 overbridges. The total length of the viaducts is 2.446 meters, the length of the bridge, 1.370 meters and there will be 154 culverts at a length of 7.445 meters. The construction work on the bridge will involve 42.000 meters of bored piles and 15.000 meters driven piles. The scope of the project also includes 13 million m<sup>3</sup> of earthmoving, 2,5 millions tons of subbase, 2,3 million tons



base, 525.000 tons asphalt and 406.000 m<sup>3</sup> of concrete implementation. A total of 253.000 m<sup>3</sup> of concrete will be used in the construction of the bridge, the engineering structures and the Area Control Center building. The amount of aggregate to be used for the project will be 7 million tons. The main route and access roads will be illuminated. The landscaping will include the planting of 1,8 million m<sup>2</sup> of green lawns and 60.000 trees. A sound barrier reaching a total of 3 km along the residential areas and a 142 km wire fence will be installed along the road.

The ITPS (Intelligent Transport and Payment System) that will be set up as part of the project will contain 15 toll booths, 27 dynamic information panels, 99 closed-circuit cameras, a vehicle tracking system, an automatic license plate recognition system and a road conditions information system. The mobilization work for the project started on 25 April 2018 and completed by the end of December 2018. The design work for the project began with the signing of the agreement on 12 April 2018. The construction work is scheduled to begin on 1 June 2019 with the completion of financial loan procedures. The project is targeted to be finished by the end of 2022.



## Alarko Contracting Group is awarded Crystal Helmet

Within the scope of International Occupational Health and Safety Congress and Fair (IOHS EXPO), Crystal Helmet Awards, awarded by Istanbul Metropolitan Municipality for the first time this year, were presented to the winners at Istanbul Lütfi Kırdar Congress Center on 15 December 2018, Saturday. Aiming to bring together national and international participants on the same platform, "Crystal Helmet Awards" are bestowed upon institutions, organizations, academicians and sector representatives providing exemplary role models with respect to social responsibility, projects and good practices. Alarko Contracting Group received "Crystal Helmet Innovative Practice Award" in the innovation category with its "Occupational Health and Safety Reporting Tracking System" it has designed and launched on our fields in consideration of the company needs as a tailored solution for the contracting industry.



## Alarko Contracting Group Attends the Railways Conference in Bucharest



A conference on the outlook on railroads, metros and tram rail systems and integrated infrastructure projects was held on 16-17 October 2018 in Bucharest and was attended by more than 300 representatives of the rail systems sector in Romania and Europe. Alarko Contracting Group participated in the event with its promotional stand.

International Union of Railways, and AIFR - Romanian Railroads Association of Engineers participated in and spoke at the event, which ended on the consensus that the necessary procedures should be urgently carried out for starting the infrastructure projects for Romania's rail systems.

### Bucharest Southern Beltway Project

The Alarko Contracting Group was the participant at Bucharest to make the best offer for Lot 1 and Lot 2 out of the total of 3 lots that comprised the bid for the Design and Construction of the Bucharest Southern Beltway project. Legal procedures are still ongoing and when these are completed, the Romanian Highways Administration will enter the signing stage for the project agreements. The scope of Lot 1 of the project involves approximately 17 km and Lot 2 of approximately 16,3 km of design and construction work. The highway in question will consist of 2 x 2 lanes and will have emergency lanes in both directions. Included in the project within the scope of Lot 1 are 9 bridges, 2 intersections, 2 short-term parking areas, 1 maintenance area, while Lot 2 will include 12 bridges, 2 intersections, 1 short-term parking area, and 1 maintenance area. The designing period of the project is 12 months; and its construction is scheduled for 30 months, meaning that the entire project will be completed in a total of 42 months.



## Alarko Contracting Group Attends the TRANSIST Fair

**T**he TRANSIST Istanbul Transportation Congress and Fair was held at the İstanbul Congress Center on 08-10 November 2018, bringing together the leading companies in the national and international transportation sectors, including Alarko Contracting Group. TRANSIST 11<sup>th</sup> Annual Istanbul Transportation Congress and Fair was hosted by Mevlüt Uysal, Mayor of Istanbul Metropolitan Municipality (IMM). In its role of hosting this grand event, the IMM raised global awareness with the "Istanbul Transportation Congress and Fair."

Traditionally held each year in Istanbul, this year the TRANSIST Istanbul Transportation Congress and Fair focused on the 4C theme:

- Sustainable Economic Solutions for Modes of Transportation: Cost-effective Practices (COST)",
- "Critical Points in Transport Engineering: Design and Capacity Management (CAPACITY)",
- "Transportation Planning in Mega Cities: Traffic Congestion and Demand Management (CONGESTION)",
- Basic Elements for an Integrated Transportation Network and Intracity Mobility: Transfer Centers (CONNECTION)".

Information on new technologies and strategic developments in the area of transportation were shared at the Transist 2018 Istanbul Transportation Congress and Fair, and sustainable ideas were exchanged between local administrations and sector representatives.

The Alarko Contracting Group stand had the honor of hosting the Minister of Transportation and Infrastructure Mehmet Cahit Turhan, Istanbul Metropolitan Municipality Mayor Mevlüt Uysal, IMM Secretary-General



Dr. Hayri Baraçlı and other IMM bureaucrats at its stand and the Deputy Executive Vice President of the Contracting Group, İsmail Eroğlu, provided some information about our Company's current activities.

IMM Rail Systems Department Director Turgay Gökdemir and IMM Rail Systems Projects Manager Aslı Şahin Akyol listened to the explanations made by Alarko Contracting Group BIM IT Director Murat Güney about the work of the Contracting Group within the scope of the project and regarding BIM (Building Information Modeling) solutions and new generation project management work, as well as the progress achieved in this field. He later commented that our Group's work on BIM and BIM solutions, which it has commissioned in the design and construction phases of public projects for the first time, is worthy of being an exemplary project in this regard.

The fair stand gave the Alarko Contracting Group the opportunity to present examples of the BIM, VR and AR technologies used in the Kabataş-Mecidiyeköy-Mahmutbey Metro Project. The presentation of the completed station models on mobile phones through the use of QR codes, allowing a visual experience through virtual reality, attracted great interest. Students participating in the fair from the universities, particularly from Istanbul Technical University, and other company officials attended the VR and AR applications, stating that this was the first time they had considered a different way of looking at construction methods, which was a sign that the opportunity for the exchange of knowledge for which our Company is well known, had been accomplished in line with the purpose of the fair.

Please scan the codes below on the QR code application on your mobile phones so that we can share with you some of the experiences we speak of above



## Alarko Holding Board of Directors Visits the Karabiga Power Plant

**A**larko Holding Board Chairman İzzet Garih, Board Member Leyla Alaton, Strategic Planning Director Tal Garih and Cem Garih visited the Karabiga electric power plant. The construction of our Karabiga electric power plant was completed with operations starting on September 20, 2018. The Alarko group visited the plant accompanied by the Senior Vice President, Financial Analysis, System and Planning of Alarko Holding (and Cenal Board Member) Ümit N. Yıldız. During their survey of the grounds, the officials of the Power Plant engaged in technical and financial presentations, providing information about the plant and its auxiliary facilities. Cenal is expected to produce 9.5 billion Kwh of energy in 2018. Using the latest technologies in equipment, Cenal continues to carry out its generation activities in adherence to the principle of clean environment - clean energy.



## MEDAŞ Receives The Greenest Office Award

**M**EDAŞ has been one of the first companies to start using the Electronic Document Management System (EDMS), and started the implementation of the system in June 2011. Since said that, the Company has achieved paper savings by preventing the cutting down of 1.145 trees, taking its place among the top 5 in the enVision Greenest Offices survey. Every year, enVision conducts a "Greenest Office" survey in different sectors and in 2018, the paper savings of the electricity sector was highlighted. In the survey reviewing 18 Electricity Distribution and Retailing companies around Turkey, Meram Elektrik Dağıtım A.Ş. (MEDAŞ) achieved significant recognition by ranking in fourth place. The enVision officials conducting the survey visited MEDAŞ headquarters and presented General Manager Erol Uçmazbaşı with the Greenest Office plaque. Following the presentation of the plaque, MEDAŞ General Manager Uçmazbaşı made a short speech in which he said the following: "Digital transformation is one of the essential topics for all companies in today's world... Conducting business processes with classic methods of correspondence and paper-based traditional archive systems is almost impossible any more. We need to provide rapid and high-quality



service for our dynamic corporate organization and to achieve customer satisfaction. That is why Electronic Document and Process Management Systems are so important at this juncture. As MEDAŞ, we are proud to be one of the first companies in Turkey to be using EDMS. As from June 2011 up until today, we have used EDMS to carry our business processes onto a completely integrated digital platform. Thanks to this system, all of our business processes have become automated, our decision-making processes have accelerated, and our transaction queues have been significantly shortened. Our consumption of paper and cartridges has shown a serious decline."



## Leyla Alaton Attended to the Opening of the Exhibition at the MEDAŞ Art Gallery

The main subject of the discussion, which drew the great interest of MEDAŞ and MEPAŞ employees, was women and the business world. Male-female equality in business and the empowerment of women in the business community were some of the topics discussed. The female employees were highly motivated throughout the discussion and after the event, Alarko Holding Board Member Leyla Alaton visited the MEDAŞ Art Gallery for another discussion with the women of the Konya Association of Business Women. Leyla Alaton and Önder Kazazoğlu, Alarko Holding Executive Vice President (Energy), attended the opening of the exhibit at the MEDAŞ Art Gallery. The attendees showed great interest in Orhan Cebralioglu's workshop, which hosted the 2018-2019 season's opening exhibit that remained available to viewers until October 19.



## Support from MEDAŞ and MEPAŞ Continues

Our Super League representative Atiker Konyaspor signed a sponsorship agreement for uniforms, armbands and tribune identification at a signature ceremony with Meram Elektrik Dağıtım A.Ş. (MEDAŞ) and Meram Elektrik Perakende Satış A.Ş. (MEPAŞ). The officials of the parties attended the ceremony that was held at the Metropolitan Municipality Stadium. The signature ceremony was held at the Press Room of the Metropolitan Municipality Stadium in the presence of Atiker Konyaspor Deputy President Selçuk Aksoy, Vice President Celalettin Yılmaz, MEDAŞ General Manager Erol Uçmazbaşı, MEPAŞ General Manager İlker Arslanargun and Club's General Manager Bahri Bıçakçı. Speaking at the ceremony, Deputy President Selçuk Aksoy said, "Meram Elektrik Dağıtım A.Ş. (MEDAŞ) is a source of pride to our city and our region for the services it has provided to 6 provinces, including Konya, and a total of 65 districts. We started our collaboration four seasons ago and we continue today, with no interruptions, with the same excitement and enthusiasm. In this context, I would like to thank MEDAŞ General Manager Erol Uçmazbaşı and MEPAŞ General Manager İlker Arslanargun in the name of our Club for their support and interest."



## MEDAŞ General Manager Erol Uçmazbaşı Meets at Breakfast with Breakdown/Maintenance Team



Meram Elektrik Dağıtım A.Ş. (MEDAŞ) General Manager Erol Uçmazbaşı, Assistant General Manager Eyüp Erduran and System Operations Manager Mehmet Zeki Cengiz met together with the breakdowns/maintenance crew working in Karaman. Speaking at the breakdowns/maintenance workshop after breakfast, General Manager Erol Uçmazbaşı said, "I'm very happy to be here together with all of our valuable colleagues, who together make up the backbone of MEDAŞ operations. The most important duty of MEDAŞ is undoubtedly to provide the citizens of Karaman with uninterrupted power. In this context, the work you do, summer through winter, has allowed us to achieve a decline in the number of breakdowns and also to make very fine improvements in our power cut times. That's why I want to thank each and every one of you. In the winter months ahead of us, we will hopefully be working in the same way and I am sure we will achieve much more." The rest of the meeting followed with discussions with the breakdowns/maintenance team, who offered their opinions and suggestions as to how service quality could be further improved.

## MEDAŞ Continues to Work on Smart Meters

**M**EDAŞ (Meram Electricity Distribution) is using smart meter systems on the field as a part of the Smart Grids networks in pilot areas. PLC, GPRS communication modules have been included in the scope of this work. The smart meter systems allow consumers to carry out their own consumption analysis. Planned outages and breakdowns will be automatically sent to subscribers via SMS. Since this system provides for a remote-controlled reading of meters and procedures such as turning systems on or off, the labor force on the field will be minimized. At the same time, another very important feature of the system is the ability to definitively determine illegal usage. Preventing illegal usage in this way is targeted to contribute to the country's economy.



## A Special Concert from the Meram Orchestra for the 95<sup>th</sup> Anniversary of the Republic



**M**eram Elektrik Perakende Satış A.Ş. (MEPAŞ) organized a concert for the public on the occasion of Republic Day and the 95<sup>th</sup> anniversary of the founding of the Turkish Republic. The MEPAŞ Meram Orchestra attracted great attention of visitors at the shopping mall where the concert took place. The orchestra first presented some well-known folk tunes (Selanik Türküsü, Bülbülüm Altın Kafeste, Vardar Ovası, İzmir'in Kavakları, Çökertme, Hey On Beşli) that Mustafa Kemal Atatürk enjoyed. Later, the orchestra played the İzmir March and the Tenth Year March, which received an enthusiastic round of applause from the audience. Listeners joined in to sing and wave their flags as the orchestra played the folk songs and marches. The program ended with the audience taking souvenir photos of the event.

## MEDAŞ Shows Great Sensitivity Towards Blood Donations

**S**tanding out with its sensitivity towards social responsibility projects, MEDAŞ conducted a Blood Donation Campaign in collaboration with the Turkish Red Crescent under the slogan, "Blood isn't an Emergency, it's a Continuous Need." A team of five specialized personnel from the Red Crescent hosted donors in a blood donation vehicle provided by MEDAŞ General Management. MEDAŞ employees enthusiastically supported the blood donation campaign. With this social responsibility project, the message of raising awareness and the importance of saving a life was reiterated. This worthy endeavor was crowned with a certificate of acknowledgement by the authorities of Red Crescent.





## MEPAŞ Adds Telephone Subscription Services to Internet Subscriptions



**W**ith the digital subscription procedures that MEPAŞ has made possible with its [www.mepasenerji.com](http://www.mepasenerji.com) platform, providing the opportunity to increase customer satisfaction, service quality and accessibility in procedures such as subscription initiation and termination, bill payments, information updating, and price changes, as from October 1, 2018, the company's renewed call center number 444 7 786 will allow subscriptions via telephone as a part of the company's

efforts to develop and diversify alternative service channels. [www.turkiye.gov.tr](http://www.turkiye.gov.tr) have now also made it possible for MEPAŞ clients to subscribe, as from November, over the E-Government (e-Devlet) portal. MEPAŞ has been selected as the integrator company due to its technical infrastructure capacity and as such, supports Türksat, becoming the first company to offer its clients this opportunity.

## Useful Education from MEDAŞ for Female Employees

**M**EDAŞ (Meram Elektrik Dağıtım A.Ş.) continues to offer its employees educational programs and seminars. Placing great importance on education, which it considers the most important condition for improving service and motivation, MEDAŞ has collaborated with Ketem (Cancer Early Detection, Screening and Training Center) to conduct a program on Breast Cancer and Awareness at MEDAŞ headquarters in honor of "Breast Cancer Awareness Month". The program, which was attended by female employees at General Management and other affiliated enterprises, was conducted by Dr. Seher Cevcik of Konya Training and Research Hospital.



# The Winners of Alarko Carrier's “Global Climate Change Photography Competition” are Named



**A**larko Carrier has been organizing a Global Climate Change Photography Competition for the last five years to raise awareness about global warming and the impact of climate change, and this year the competition reached record participation. Close to 3000 photographs were reviewed on the microsite specially designed for the competition and 13 of these were selected as finalists after a people's vote and scoring by the jury.

The jury was formed by recognized personalities such as Şükran Moral, Ali İhsan Gökçen, Ahmet Erdem, Niv Garih and Alper Kaptanoğlu. Winning first prize, Ramazan Çırakoğlu was awarded a Toshiba Daiseikai split air-conditioner. Second prize winner Mehmet Bedir was awarded a Toshiba Shorai split air-conditioner, third prize winner Furkan Bilal Orman, a Huawei smartphone, while fourth prize winner Şerife Keser received a Canon digital camera and Barış Işıkpınar in fifth place received a gift of a LENOVO Idea Pad. Emrah Yorulmaz, who won sixth place, became eligible for Sony PlayStation 4 VR Sony PS4 Virtual Reality Glasses. The last 7 winners Arzu Uğurlu, Feryal Nurdan Akalın, Gürhan Şahin, Ferid Günay, Gürhan Duvan, Vedat Atlı and Muhammed Abdullah Cengiz, received gift cards from D&R. The photographs of all of the first 13 finalists became eligible to appear on the 2019 calendar prepared by Alarko Carrier.





## Toshiba is Selected the “Coolest Brand” in the HVAC Industry

**T**oshiba was selected the “Coolest Brand” in the HVAC industry in the fourth annual “Cool Brands Survey” conducted by Roamlar Turkey for Marketing Turkey, one of the most prestigious publications of the marketing world. The coolest brands of 2018, competing in close to 30 categories and judged by a People’s Jury, received their awards at the Fairmont Hotel on October 19 at “Cool Night,” an event that was organized for the first time this year.

Toshiba’s business activities in the HVAC industry in Turkey are conducted by Alarko Carrier, one of the leading brands in the industry, and the innovative, environment-friendly and economic products Toshiba offers the market are well-liked by consumers. The advanced technology used in Toshiba’s multi-system air-conditioning units offers optimum performance and improves quality of life.

### Methodology of the Survey:

The survey was conducted by Roamlar Turkey over the period June 25 - August 10, 2018 on the Roamlar Turkey mobile application using the technique of crowdsourcing.



## Alarko Carrier Participates in the Baku Aquatherm Fair with its Azerbaijan Distributor Nobel Electric

**A**larko Carrier participated in the Aquatherm Baku Fair with its Azerbaijan Distributor, the Nobel Electric Company, on October 23-26, 2018. Alarko Carrier has regularly participated in this annual fair since 2010, and the fair was first initiated in 2008. With its specially designed stand, our Company took advantage of the opportunity to introduce visitors to its combi boilers, boilers, burners and circulators, as well as its submersible pumps. On the first day of the fair, Baku Trade Consultant Ahmet Ataker visited our stand and was provided with information about the company and its products. A highlight of the fair this year was that the Alarko Carrier stand was recognized with an award for producing the “Best Product Presentation” by a jury made up of London Headquarters Office and Regional Managers of the fair organization firm SIF (System International Fairs).





## Alarko Carrier Participated the 3<sup>rd</sup> Renewable Energy and Energy Efficiency Conference and Fair held in Lahor, Pakistan

**T**ogether with its authorized dealer Catkin Engineering, Alarko Carrier participated in the 3<sup>rd</sup> Renewable Energy and Energy Efficiency Fair organized at the Lahore International Fair and Congress Center on October 23-24, 2018. In its stand at the fair, the company exhibited the Alarko Submersible Pumps that operate with solar energy systems. Visitors were provided with relevant technical information about the system.

The fair, organized by REAP (Renewable & Alternative Energy Association of Pakistan), included a conference on Renewable Energy and Energy Efficiency, which was attended by representatives of all Asian countries. Alarko Carrier Sanayi Ticaret A.Ş. Water Pressurization Systems Product Manager Emin Cüneyt Bulca participated in the conference as honorary speaker, presenting a talk on submersible pumps that can be used with Solar Energy Systems together with VFD's (Variable Frequency Drivers) and on what materials can be used to lengthen the life of a pump. Knowledge and experience was shared in the explanations given regarding the technical specifications of Alarko Submersible Pumps, used throughout Turkey, as well as the key issues to consider when using the pumps with solar panels. The representatives of the government organizations who attended the

conference showed their appreciation of the presentation in terms of providing information about pump life and energy efficiency, and made a request to have the same presentation offered to an audience in Islamabad. In line with this request, the presentation was repeated for representatives of government organizations in Islamabad on Saturday, October 27, 2018.



## Alarko Carrier, Meets With Mechanical Engineering Students at T.C. Trakya University

**O**n October 31, 2018, a training program on "Condensation Technology in Heating - The New ErP Directive and Variable-Speed Circulation Pumps" organized by Dealership Sales Business Development and Auditing Manager Ararad Küçüköğlü and Trakya University faculty member Prof. Dr. Semiha Öztuna was offered to 3<sup>rd</sup> and 4<sup>th</sup> grade students in the Department of Mechanical Engineering at Trakya University. The training program was conducted by Heating Products Manager Erkan Mutlu and Water Pressurization Products Manager Cüneyt Bulca. Our company's Dealer Sales, Sales Manager Koray Fedar also attended the event.

Erkan Mutlu provided explanations at the training about the ErP Directive that came into force on April 21, 2018, including its scope and impact, and about condensation technology in heating, the technical specifications of Alarko Aldens condensing boilers, Kaskad technology, and assembly information. Cüneyt Bulca spoke to the participants about the important topic of variable-speed technology used in circulation pumps.





## Digital Marketing / “We Can See the Views and Expectations of Our Target Audiences Clearer”

**I**n his interview with Digital Trend magazine, Alarko Carrier Advertising and Public Relations Manager Hüdai Öztürk spoke about the importance of quick social media integration and the social media for companies in the process of brand communications. He said, “Social media has an impact on all the business processes of companies and we can't separate this from communications. Because of the speed and power with which social media reaches the masses, brands are rapidly shifting towards this area.” Öztürk continued, “As Alarko Carrier, we communicate with our followers, offering them appropriate content on the Facebook, Twitter, Instagram, YouTube and LinkedIn channels. We currently have 159.201 followers on Facebook, 2.437 on Twitter, 5.994 on Instagram, 5.272 on LinkedIn and 982 on YouTube.” Öztürk said that the system's interactive structure allows the company to get a clearer picture of the views and expectations of target groups, adding, “We can measure our impact on these groups. That is why we place great importance on the social media and use these channels actively.”



**“Our dedication to communications, developments and trends is ongoing.”**

Hüdai Öztürk explained how the social media is very active and dynamic and commented that Alarko Carrier closely follows developments and trends through their communication activities, which they adjust appropriately to keep up with changes. He said, “Today, we plan and launch various projects for special days on all the social media platforms. We produce appropriate content depending upon the nature of the channel and thus inform our followers about our brand and also about the sector. We will continue to conduct interesting competitions from time to time to increase our interaction with our audiences.”

### Company Wins Many Awards

“Thanks to the effective and active social media activities we conduct as Alarko Carrier,” said Öztürk, “and we won a Gold Award this year at the second annual Social Media Awards organized with the collaboration of MarketingTürkiye and BoomSonar, in the Data Analytics Awards category as the most social brand in the HVAC industry.” Öztürk explained that the event was held to advertise the successful endeavors and strategies of brands in the social media and that Deloitte Turkey had contributed its expertise to conduct the evaluation in a transparent and accountable manner. He continued: “We have also been selected for the last three years as the company of the year in the HVAC industry to increase its reputation the most at the One Awards Integrated Marketing competition that has been organized by Marketing Türkiye since 2016. The ONE Awards Integrated Marketing Awards selects winners who have made achievement in 46 different categories of the reputation and brand performance index, based on interviews held with a total of 1200 individuals in 12 provinces.”

## Alarko Carrier Comfort in the Amsterdam Acibadem International Hospital

**L**aminar Flow Units manufactured by Admeco, one of Alarko Carrier's business partners are part of the equipment being used at the Acibadem Health Group's Amsterdam Acibadem International Medical Center Hospital. The innovative products of Admeco, a business partner of Alarko Carrier, provide comfort in the operating rooms and other parts of the Amsterdam Acibadem International Medical Center (Acibadem IMC), which is a medical facility having an indoor area of 5.000 m<sup>2</sup>. The durable FFD 32/32 model Laminar Flow units of Admeco, a reliable brand in operating room systems and devices throughout Europe, were installed. The installation was attended by Alarko Carrier and its officials, as well as Admeco technicians.



## Alarko Carrier's Products Attract Great Attention in China

**A**larko Carrier, together with its China Distributor OYRD, attended the ISH Peking Fair organized in Peking, the capital of China, on May 22 - 24. First participating in this fair in 2017, the company put together a larger stand this year, basing it on the theme of "4-season Real Comfort" and exhibiting its combis, condensing boilers, circulation pumps and panel radiators. On the first day of the fair, Turkey's Ambassador to Peking, A. Emin Önen and Peking Principal Trade Consultant Mustafa İlker Özdem visited Alarko Carrier stand and were provided with information on the products available and the company's activities in the HVAC industry. Distributors, customers, gas companies,

project firms and media organizations coming from different regions of China displayed great interest in the Alarko Carrier stand. Visitors were given detailed information on product specifications and performance.



## Regular Combi Maintenance Results in Natural Gas Savings of up to 35 %.

**A**s one of the leading brands in Turkey's air-conditioning market, Alarko Carrier is alerting users about the importance of combi maintenance before the start of the winter months. Providing some information on the issue, Alarko Carrier Services Manager Menduh Çağlı pointed to the importance of having combis idle in the summer months checked by an authorized maintenance crew, a practice that will produce energy savings of up to 35 %. Emphasizing the need for regular combi maintenance for safe and comfortable heating, Çağlı added that this would also lengthen the life of the device.

**"Combi maintenance is a must for both savings and for safety . "**

Çağlı said that the ideal time for combi maintenance was in the fall



months, stressing that combis undergoing periodic maintenance had longer service lives and that a combi working at full efficiency achieved a savings in natural gas of up to 35 %. Çağlı commented, "Combis for which no maintenance service is provided consume more natural gas and lead to higher energy bills. When maintenance is put off due to cost, energy efficiency suffers and gas consumption increases."

**"Maintenance should be handled by specialists and authorized service technicians"**

Çağlı emphasized that combi maintenance should only be carried out by authorized service technicians and added, "The filters and other parts of the combi may get dusty, dirty and rusty with time and must be cleaned and checked by specialized technicians who will see whether they function properly, test the device and safely change any broken or damaged parts. During the combi maintenance, authorized service technicians will also check radiators." He continued to explain, "The maintenance will include working the system in the winter months so that the heating performance of the radiators can be checked and if any radiator cleaning is necessary, this will be done. This will ensure comfortable heating for the whole winter."

### Benefits of Combi Maintenance

- Preventing breakdowns for uninterrupted heating.
- The chance to discover potential breakdowns beforehand.
- By increasing the amount of hot water that needs to reach the radiators, the amount of energy that meets the need for hot water is reduced.
- More economic natural gas consumption leads to reduced heating costs.
- The combi operates at full efficiency.
- The economic life of the combi is lengthened.
- A more comfortable living space.



## Russian Investors Choose Toshiba



**Y**uri Volikov, the Chairman of one of the leading companies in Russia's tourism sector Zenith-Inter Group, revealed that their company has chosen the Toshiba SMMS-e series VRF Air-conditioning Systems for their hotel project that is underway in the district of Alanya, Antalya. A total of 400 indoor and 77 outdoor air-conditioning units will be used in the 168 rooms and common spaces of the hotel. Slim duct built-in concealed indoor units will be installed in the rooms and concealed ceiling types, four-way cassette type and wall-type indoor units will be placed in the common spaces. It was announced that the 5-star deluxe hotel, which is right on the shore, will start to serve guests in the 2019 tourism season.

## Real Comfort at Kayseri Mobilyakent

**T**urkey's largest shopping mall Kayseri Mobilyakent uses Alarko Carrier's high-efficiency building management system. Built on a lot of 300.000 square meters in Kayseri, Mobilyakent uses Alarko Carrier's high efficient 9XR Centrifugal Compressor Water-Cooled Chillers and Carrier/Automated Logic brand building management system. Setting out to be Turkey's largest shopping mall, Mobilyakent Kayseri will bring together small furniture manufacturing enterprises in their own workshops, equipping these with modern technology in shared spaces.

### Environment-friendly superior efficiency

5 pcs Carrier 19 XR centrifugal water-cooled chillers were preferred for Mobilyakent cooling system in which the furniture manufacturers would be able to produce in modern conditions. The Carrier 19XR Water-Cooled Evergreen®

chillers offers superior efficiency without harming the environment. In the context of building management systems, all HVAC equipment use Carrier/Automated Logic brand controllers and WebCTRL software.



## News from Alarko Carrier Dealers

- Our authorized Toshiba dealer Twintech Engineering has started operations, holding an opening ceremony that was attended by Antalya Chamber of Mechanical Engineers President Ayşen Hamamcioğlu, Alarko Carrier Antalya Office Manager Cevdet Bingöl, regional supervisor and many other guests.
- Eren Engineering will be introducing Silifke consumers to Toshiba brand products. It held an opening ceremony with the participation of Alarko Carrier Ankara Regional Dealership Sales Manager Ali İsmet Koçak and Silifke Chamber of Mechanical Engineers President Emin Zaim Okdemir.
- A long-term authorized dealer of Alarko Carrier in Izmir, the Alensi (Alternative Energy Systems) company inaugurated its third branch office, Toshiba Shop, in Çeşme.
- In the district of Elbistan, Kahramanmaraş, where the industry has undergone a high level of dynamism with the introduction of natural gas into the region, a new Alarko Carrier dealer, Arıç Yapı İnşaat (Building & Construction), has started operations, aiming to introduce consumers to the high quality products and superior service principles of Alarko Carrier.



## Alarko Carrier Training & Seminars

- One of the most-established companies of the HVAC sector, Alarko Carrier provided an up-to-date training for its clients on 4 August at Gaziantep Airport, where air-conditioning requirements have been met by Alarko Carrier for a long period.
- The seminar provided to professionals from the industry, which was titled "Devices, Applications and Innovations which Gained an Outstanding Position upon the Enactment of the Energy Efficiency Law", was held at Van Elite World Hotel on 19 April 2018, Thursday and was hosted by Alarko Carrier Assistant General Manager Haluk Ferizoğlu and Dealership Sales Manager Ali İsmet Koçak.
- The New ErP Directive and Variable-Speed Circulation Pumps Seminar was held at Bursa Branch of TMMOB (Union of Chambers of Turkish Engineers and Architects) on 8 May 2018. The seminar was attended by a total of 35 people consisting of chamber members, who are mechanical engineers, as well as designers, administration employees and university students, and the participants provided positive feedback at the end of the trainings.
- Having introduced the Turkish consumers into Toshiba branded air-conditioning products, Alarko Carrier held a seminar on multi-split air conditioners at Diyarbakır Radisson Blue on 30 July 2018, which was also attended by our authorized dealers operating in Diyarbakır, Batman and Mardin.
- A sales and servicing training was held at Alarko Carrier plant in Gebze on 30 July 2018 on the 50/48 UA/UC series New Generation (NXG) roof-mounted air-conditioners, which have recently been introduced into the market. The training was attended by 22 participants from 9 countries consisting of Greece, Bulgaria, Romania, Russia, Spain, Austria, Qatar, Kuwait and Israel, and provided information on the state-of-the-art components used in the renovated new generation roof-mounted air-conditioners, as well as the products' features which will ensure excellent performance and ease of after-sales service on the field.
- With the training held on 24 May 2018 for the students of Vocational High School of Technical Sciences of Adana Çukurova University, Alarko Carrier provided information on Toshiba Heat Pump Systems.
- A training was provided to an 80-person group consisting of students of Şanlıurfa Technical Anatolian High School and Harran University on 24 May 2018 on the subject of VRF and Central Heating Systems. Following the presentation which received plenty of praise from the audience, the management of Şanlıurfa Technical Anatolian High School awarded our company with a plaque as a sign of gratitude for its contribution to education.
- On 27 June 2018, Alarko Carrier Technical Support and Training Assistant Manager Tolga Aydın held a technical training for its clients on the operation, maintenance and repair of 19 XR, 30 XA and 30 RB model water chiller groups at Acibadem and Kayseri City Hospitals. The training was attended by 15 technicians working at the hospital. At the end of all training sessions, the technicians were provided with training materials and business check lists to be filled in during the operation of the devices.







## “BAU & Alarko MBA,” Celebrates its 3<sup>rd</sup> Batch of Graduates

**T**he first graduate program in Turkey to offer an academic degree specific to the needs of a corporation and its employees, the “BAU & Alarko MBA” program, born of the collaboration between Bahçeşehir University (BAU) and the Alarko Group of Companies, has just celebrated its 3<sup>rd</sup> batch of graduates. Bahçeşehir University (BAU) and Alarko Group of Companies took the decision in 2013 to collaborate in the design and conduct of Turkey’s first YÖK (Higher Education Board) accredited corporate academic program. The collaboration resulted in the drawing up of an academic program specifically designed for Alarko’s needs and subsequently the employees of the Alarko Group of Companies found the opportunity to earn MBA degrees in the areas of Financial Affairs, Marketing/Sales, Engineering

and Supporting Units. Seventy employees graduated from the master’s degree program so far, and the 28 students of the third class were handed their diplomas in a graduation ceremony. The graduation ceremony started with a moment of silence and the National Anthem. Opening speeches were delivered by BAU President Prof. Dr. Şenay Yalçın, Chairman of the Board of Alarko Holding İzzet Garih, Alarko Holding Board Member and CEO Ayhan Yavrucu, BAU Social Sciences Institute Dean Burak Küntay, Alarko Holding Board Member and the Chairman of the Board of Alarko Carrier Niv Garih and Alarko Holding Strategic Planning Manager and BAU Graduate School of Business Board President Tal Garih.



## The 2018 ALARKO MBA Coaching and Mentoring Program Ceremony was Held at the Alarko Holding Conference Room

**T**he first inhouse coaching program that was initiated in 2018 by Alarko HR, Alarko Management (Mentors) and our MBA Graduates (Coaches), the “Alarko MBA Coaching and Mentoring Program” was successfully completed. The Program brought together our first MBA Graduates (Coaches), our second MBA Graduates (Mentees) and Alarko Managers (Mentors) with at least 10 years of experience in their respective fields and at least 3 years of experience at Alarko, who all shared the goal of offering guidance to the leaders of tomorrow who would follow in the footsteps of today’s leaders and supporting them in realizing their potential. With the Holding’s HR Department moderating and under the supervision of our solution partner PDR and two professional coaches, the “Mentorship and Coaching Workshops” and “Coaching and Mentorship Applied Skills” training programs were completed, after which one-on-one discussions were held in April. The 2018 program encompassed 4 discussions with each Mentee, meaning that a total of 172 discussion sessions were held throughout the program. The 2018 ALARKO MBA Coaching and Mentorship Program Ceremony was held on Monday, October 8, 2018 at the ALARKO Holding Conference Room



with Alarko Holding Board Directors, Senior Management, Alarko Coaches, Mentors and Mentees attending. Starting off with a short presentation, the Holding HR - MBA Coaching and Mentorship Program ceremony continued with “Messages to the Coaches and Mentors” from Alarko Holding Board Member and CEO Ayhan Yavrucu, followed by speeches presented by Alarko Holding Board Member Leyla Alaton and Alarko Holding Board Member and the Chairman of the Board of Alarko Carrier Niv Garih, and then the “Presentation of Certificates” by Alarko Holding Senior Vice President. The event ended with a cocktail party.



## A Seminar from Alarko Holding Board Chairman İzzet Garih for New Generation CEO's

**i**zzet Garih conducted a seminar for new generation CEOs as part of the "Future CEO Executive Program" organized with the collaboration of Özyeğin University and Bizz Consulting.

İzzet Garih's seminar in the program, which was held for the first time in Turkey, was on the subject of "Management Strategies and the Concept of Motivation." The seminar ended with a Q&A period.



## Borsa İstanbul "Alarko Gong Ceremonies"

**A**larko Gong Ceremonies" were held as part of Borsa İstanbul Gong Ceremonies held with the aim of increasing the visibility of stocks publicly traded on the stock exchange, and to raise awareness among the investors in capital markets. The first Gong Ceremony was the one of Alarko Carrier Sanayi ve Ticaret A.Ş held on 6 December 2018, which was followed by the one of Alarko Gayrimenkul Yatırım

Ortaklığı A.Ş. on 14 December 2018. Finally, the Gong Ceremony of Alarko Holding A.Ş. was held on December 26, 2018. The opening and closing of the ceremonies held at Borsa İstanbul with the participation of the President, Board of Directors and managers and Borsa İstanbul executives were broadcast on the TV Channels Bloomberg HT, A Para and Ekotürk Economy.







## Alarko Holding Board Member Leyla Alaton Attends TurkishWin New York

**L**eyla Alaton attended TurkishWin (Turkish Women's International Network), a global sisterhood platform, in New York on Monday, November 12, 2018, taking advantage of another opportunity to provide entrepreneuring women support and inspiration as she does on many other platforms. Alaton's speech to the executive business women living abroad focused on the importance of organizing and solidarity as she shared her own experiences and touched upon their lives with words of inspiration.



## Leyla Alaton Attends "Tink Talks" at Tink School

**W**ith her close interest in technology, Leyla Alaton visited the Sancaktepe campus of Teknoloji ve İnsan Kolejleri (TINK- Technology and People Colleges) on Wednesday, October 10, 2018. Listening in on the classes, Alaton found the chance to get to know the students more closely and talk with them. In her talk on Medical Technology and Social Media, Leyla Alaton shared with the students her own experience and knowledge, offering the younger generation a very pleasant and productive afternoon.



## Leyla Alaton Attends Webrazzi Future Talks 2018

**T**he Webrazzi Future Talks activity, Turkey's most effective internet conference, was held on Wednesday, November 28, 2018 at the Wyndam Grand Levent Hotel. Webrazzi founder Arda Kutsal conducted an interview with Alarko Holding Board Member Leyla Alaton on subjects that included digital adaptation, the use of the social media, the digitalization of companies, investing in innovation, and technology initiatives. Responding to Arda Kutsal's questions, Alaton divulged her personal and corporate views on digital adaptation. She stressed that the digital channels when used in the right way, was a platform that heightened consciousness and standards of knowledge and that digitalization provided the means for both individuals and corporations to be more dynamic and stay young.





## Alarko Holding A.Ş. Strategic Planning Manager Tal Garih participates in EIF 2018

**T**he 11<sup>th</sup> EIF (Energy is Future) International Energy Congress” was held by the Global Energy Association at the Congressium Congress and Exhibition Hall of Ankara Chamber of Commerce on 8-9 November 2018 under the auspices of the Ministry of Energy



and Natural Resources of the Republic of Turkey. The congress was participated by Fatih Dönmez, Minister of Energy and Natural Resources of the Republic of Turkey, Mustafa Varank, Minister of Industry and Technology of the Republic of Turkey, and many other public officers, as well as foreign ministers, lecturers from the country and abroad and senior representatives of the energy industry. On the 1<sup>st</sup> day of the Congress, Alarko Holding Strategic Planning Manager Tal Garih delivered a presentation titled “Future of Energy and Society 5.0” during the Global and Turkey Energy Markets Panel, presided and moderated by Abdullah Tancan, Deputy Minister of Energy and Natural Resources of the Republic of Turkey, and the presentation attracted a great deal of attention. On the 2<sup>nd</sup> day, Tal Garih participated in the “GÜYAD / Solar Energy Investors Association Special Session” and shared his opinion and insight on the new technologies and how Industry 4.0 areas can develop in our country, which attracted and captivated the audience.

## BAU GSB Launch

**A**iming to prepare individuals for professional life and train them at international standards as leaders of future and to add value to the Turkish education system with its activities, “Bahçeşehir



University - Graduate School of Business” has been announced with a launch event held on 10 May 2018. The event enjoyed the participation of Enver Yücel, President of the Board of Directors of BAÜ, President Prof. Şenay Yalçın, Board Members and many other distinguished guests from the business community. During his opening speech, Tal Garih, Chairman of the Board of BAU Graduate School of Business, said that their efforts had gained further momentum since 2016, that they had produced very significant projects and that this initiative of BAU was one of the firsts and a leading project in Turkey. Noting that they had established an ecosystem that would provide guidance for the MBA and Graduate Programs in Business Administration, Garih called for everyone to enroll in “BAU Graduate School of Business” in order to share this pride and excitement, and wished everyone a successful academic year.

## Tal Garih Participates in Future Talks Event as Lecturer

**T**he event, hosted by Alarko Future’s Club, was held at Alarko Holding Conference Hall on 5 December 2018. Alarko Future’s Club hosted the participants from the Association of Young Futurists and Yenibirliçer Association. The event was also attended by Tal Garih as a guest lecturer. Giving a lecture titled “Society 5.0 and Future of Energy”, Garih spoke of a very strong trend which will shape the future, i.e. Industry 4.0 or, in other words, the concept of innovative thinking. Garih also talked about Japan Society 5.0 concept, which is one-step-ahead technology aiming at a “super smart society”. Tal Garih commented that one should maintain a vision for the future for an efficient management of today’s business, and noted that digital transformation was a “must” towards this end. Highlighting that creating alternative energy resources is mandatory and a basic requirement for everything else and that



sustainability is of vital importance, Garih was greatly appreciated by all the audience and the followers on social media platforms with the visual, interactive and high-spirited presentation he made using videos and slideshows.





## AİK Holds its 33<sup>rd</sup> Term Ordinary General Assembly

**E**stablished by the late Dr. Üzeyir Garih and the late İshak Alaton in 1985 as an organization that would train Alarko's future specialists, managers and technicians, the Alarko Future's Club's General Assembly to evaluate its activities of 2017-2018 was held on October 12, 2018 at the Holding Conference Room. Starting off with speeches from 34<sup>th</sup> Term Chairperson Cengizhan Bolat and then Alarko Carrier Board Chairman Niv Garih, the AİK General Assembly for the 33<sup>rd</sup> Term continued with information shared about activities in the last year and a release from liability of the 33<sup>rd</sup> Term Management and Auditors. The Meeting ended with the introduction of the 34<sup>th</sup> Term AİK Board of Directors. The AİK members closed the event with a cocktail to which all Alarko Holding employees were invited, thus closing the 33<sup>rd</sup> Term of the organization.



## Sports and Fun with (AİK) (Alarko Future's Club) at Olimpos

**T**he AİK (Alarko Future's Club) Sports Committee organized an event combining Paintball and a tour of ATV, with the addition of a sea and boat tour in the district of Olimpos, Antalya. The AİK members arrived at Antalya Airport, settled in their hotel and then relaxed in the district of Çıralı at a place where they could be at one with nature and go swimming in the sea. After a tiring but entertaining time, they then had fun playing paintball. After breakfast on the second day, the group took a boat trip in the various coves, enjoying the sea. The third day of their stay, they took a tour of ATV. After a 3-day flurry of activity, the party left the hotel and returned to Istanbul, promising to get together sometime soon for another event.



## AİK's Farewell to the 33<sup>rd</sup> Term was Marked with a Boat Ride

**F**ollowing the General Assembly on October 12, the group went off on a boat ride on the Bosphorus, departing from the Arnavutköy Pier. A DJ performance and a surprise raffle added color to the evening as the participants said a cheery goodbye to the 33<sup>rd</sup> Term.



## THE 33<sup>rd</sup> Term AİK Event Promoting the Book on Manners and Customs

**T**he personnel of the Ankara Office gathered together on the occasion of the 33<sup>rd</sup> Term AİK event, where the book "Bugünün Gençleri Yarının Büyükleri için Görgü Görenek" (Manners and Customs for the Youth of Today, the Adults of Tomorrow) was introduced.

The book was presented at a pleasant gathering held in the Ankara Office Meeting Room on Thursday, October 4, by the author Fatma Çölaşan, project owner of the mechanical installations of Atatürk's Mausoleum, the Ankara Hilton & Sheraton Hotels and other facilities and the founding member of the Anittepe Rotary Club. At the close of the presentation, the author Fatma Çölaşan was gifted with flowers and a plaque.

## The British Film Institute's "Summer Screenings Week" Takes Place for the First Time at Hillside

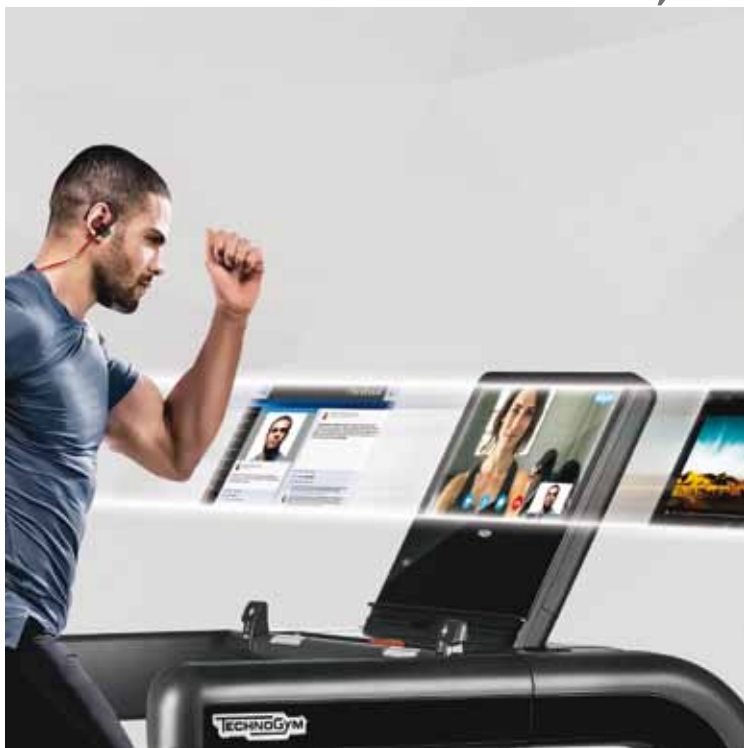
**T**he Hillside Beach Club collaborated with the giant British art enterprise, the British Film Institute (BFI) to carry out a "first" in Turkey by organizing the "Summer Screenings" event between May 24-31, 2018. During "BFI Summer Screenings Week," Hillside offered a showing of "Amelie" from Jean-Pierre Jeunet on its iconic beach and "The Life Aquatic" from Wes Anderson on its private yacht. The "Silent Beach" concept that Hillside had initiated years ago this time became host to Charlie Chaplin's "City Lights," which guests watched with great enjoyment in this week of vintage art.

The BFI children's film team for their part set up a workshop where children could shoot their own films in an activity they called, "Make a



Film with BFI." After the BFI team edited the films, they were shown to the children's families in a special viewing. Sharing his thoughts by saying, "Waiting for a movie to start has always excited me but watching these carefully selected films underneath the stars in the breathtaking location of Hillside has been especially unforgettable," BFI head curator Will Massa chatted with guests in a special session before the show began. The behind-the-scenes images of the week meanwhile were shot by the BAFTA-winning famed director Toby Lloyd.

## ARTIS®, the Most Advanced Equipment in the World of Fitness takes its place in Turkey's Sports Clubs for the first time at Hillside City Club



**T**his equipment, which not only increases exercising productivity but also provides a unique experience with its user-friendly features, is a product of the latest technologies and has taken its place in Turkey's sports clubs for the first time now at Hillside Etiler.

Technogym ARTIS equipment, favored by world-renowned sports clubs and players such as the Chelsea and Inter football teams and Rafael Nadal and Cristiano Ronaldo, strike the eye with the aesthetics of their design and their technological features. The Technogym ARTIS series equipment can record data such as calories burned, distance covered, speed and tempo during workouts and the perfect solutions offered result in visible improvements in fitness performance.

Hillside members are also provided technology compatible with Apple Watch to track past calories burned, distance covered, speed and tempo, Netflix connection, and the chance to run on virtual tracks specially recorded in many different parts of the world. With its focus on design and technology and as the winner of the Compasso d'Oro (Golden Compass) award for design, this special series maintains its distinction as being the only equipment that brings together commitment, sustainability and design.





# HillsideNOW!

## Has Achieved a Reach of 8 Million in the New Season

**T**he innovative content and posts published in the HillsideNOW Instagram Stories give followers the chance to explore fresh new, colorful and current topics. HillsideNOW's Instagram Stories, a first in Turkey in this category, offer followers a wide range of interesting content, achieving a reach of 8 million in the last 6 months. As the first magazine publishing on Instagram Story, HillsideNOW's social media account closely watches trends around the world and has earned popularity among followers with its fresh new content. Among the topics explored are newly discovered venues, special views from events, food and drink trends, recipes, information about current happenings, and HillsideNOW's content already has a deeply rooted volume of avid followers. HillsideNOW also holds a special place with the interviews it offers on inspirational work and outstanding personalities. So far, interviews with Azra Kohen, Serdar Erener, Tolga Karaçelik, Nilay Örnek, Ayşe Boyner and Onur Baştürk have made a great impact and HillsideNOW continues to lead in this channel. In addition to being one of the first examples of corporate publishing, Hillside Magazine also adheres to an exclusive and prestigious concept in magazine publications and has earned the respect and admiration of its readers. The magazine has recently launched the NOW content. With its unique slant, Hillside Magazine is now recognized as the symbol of high quality and quality publications and its HillsideNOW channel tunes into the dynamics of the digital world, making it a pioneering initiative in the magazine publishing sector.



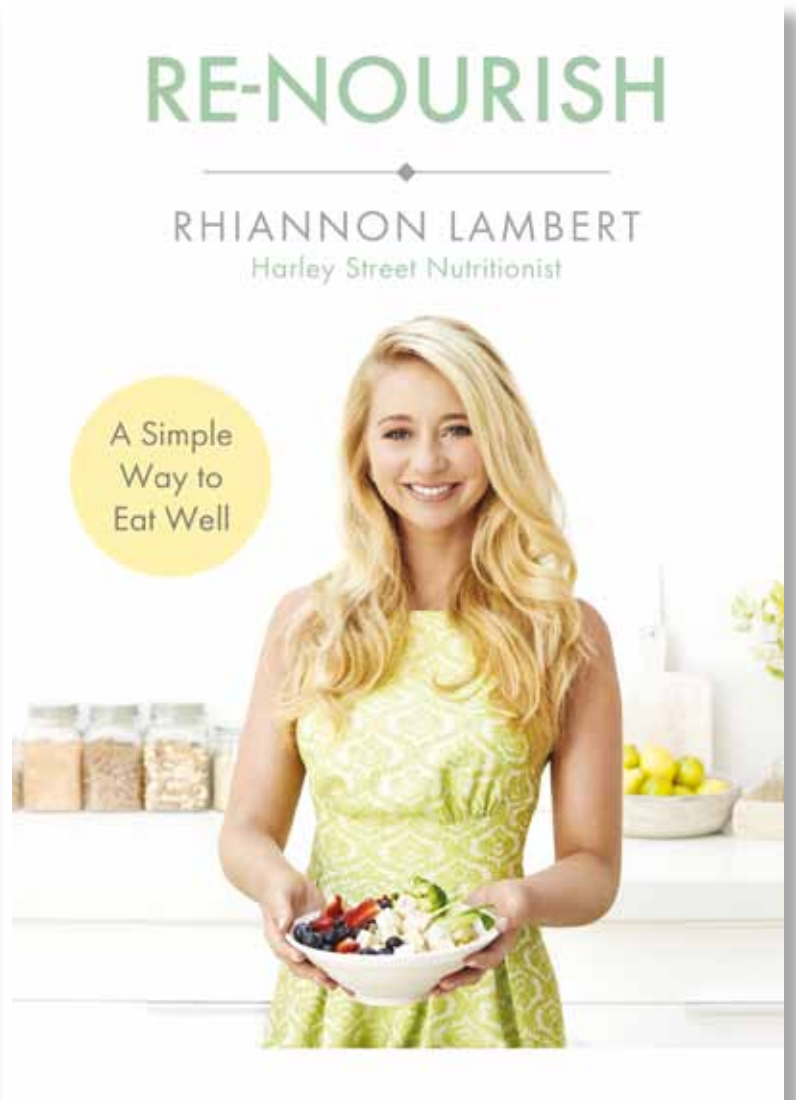
# Hillside City Club Starts Off on a New Season



**T**he members of Hillside City Club Etiler have captured the opportunity to follow world trends and try out some new group workouts that are full of energy and entertainment. In line with the latest world trend that brings together the "mindfulness" movement with cardio, the Hillside program now features the group classes of "Mindfulness Cardio" along with "Breath Therapy," which combines meditation and breathing exercises, providing members with the chance to balance both mind and body.

Hillside City Club also offers different alternatives in its new season's program for those looking for a faster tempo. The music and rhythm of the "Cycle Studio" provides a cardio experience at a fast pace while the "Essentrics" class stands out for its focus on strong, flexible and speed-adaptable muscles. Versions of the HITT workouts to increase muscle endurance, the "Low Intensity Interval" and the "Blackout Functioning Training," done with eyes closed, are both recommended for those also wishing to connect mind and body. Offering a range of workouts, from active relaxing to offbeat, entertaining group classes, Hillside's program for the new season addresses everyone's interest with its many alternatives, all designed to break the routine.

## Pioneering the “Edutainment” Movement, Hillside Beach Club Introduces Guests to its New Workshops



**S**ummer Challenge, which took place on September 24-29, offered sports lovers the vacation of their dreams, giving them the opportunity to participate in many sports activities that included cycling parties along the coastline, and running or walking in the midst of Fethiye’s spectacular natural surroundings. The Hillside classic of Feel Good Week took place from September 30 - October 6, offering guests a rich program that made every moment of every day of their vacation a pleasurable event. The new Soundala, Ajna Light, Crystal - Breath Therapy and Aromatherapy workshops inspired Hillside guests to explore their inner beings throughout the week.

Meticulously mapping out every detail to make sure that guests enjoy every unforgettable moment of their stay, Hillside Beach Club also made a difference by hosting various well-known trainers and specialists.

During Summer Challenge Week, England’s most famous nutritional expert Rhiannon Lambert conducted two different workshops at Hillside where the fallacies of nutrition and dieting were discussed. The event at which Rhiannon Lambert introduced her book, long on the best-seller list in England, attracted the great interest of Hillside guests as they lined up to have her sign their copies.

Among the events organized for Feel Good Week was the “Sweat & Sculpt” classes offered by Adrienne Lambert, a master trainer and well-known runner who is a personality identified with world brands and is also remembered for her inspirational TED talk in which she related the story of her life. The classes were conducted at sunset, accompanied by energetic music, and provided guests with the opportunity to participate in this famous exercise routine.

Date December 2018 Number 55 Proprietor İzzet Garih, Chairman of the Board, Alarko Holding A.Ş.

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Production Topprint Basım Tanıtım ve Yayıncılık Ltd. Şti.

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