

## International Projects Intercontinental Success

As usual, in this issue of News we are proudly sharing news from the ongoing or completed projects of our different groups and our other activities. The Karakuz Dam and Hydroelectric Power Plant in Adana Pozanti built by our Contracting Group and operated by our Energy Group will soon be commissioned. Passenger transportation at the Yenikapı-Aksaray section of the Istanbul Metro started a few months ago and now Levent-Hisarüstü Metro Line inaugurated. The Bozshakol Copper Mine, Taldykol Treatment Plant Project, Aktau-Manasha Road construction in Kazakhstan are among the rapidly and successfully proceeding activities of our group in different areas. Alen Alarko Enerji, a new member of our Energy Group has started its activities in this sector. Alarko Carrier has added new countries to those it already exports to and at the same time has enhanced its position among the first most valuable 100 brands of Turkey by increasing its brand value over the preceding year. Hillside Beach Club of our Tourism Group elected "best resort hotel" for the 10<sup>th</sup> time is continuing to be our pride as a vacation location that has proven its quality. On the other hand, the Alarko Future's Club is maintaining its active efforts embracing all our companies with its new branches.

**M**aintaining its activities in a variety of sectors in a vast geography, Alarko represents our country successfully and at the same time sets an example to other Turkish companies with its vision.



## LEVENT - HİSARÜSTÜ Metro Line Inaugurated

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## Hillside Beach Club Elected "The Best" for the 10<sup>th</sup> Time

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## ALARKO Carrier's Brand Value Increased



## Alarko Day

## "Course of Action To The Young Generation"

Have you planned the roadmap of your life? Some among you may underestimate the importance of planning. I will content myself with a saying of Lucius Annaeus Seneca; "when a man does not know what harbour he is making for, no wind is the right wind".

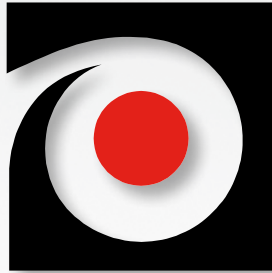
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**ALARKO**

*60 years*





## Course Of Action To The Young Generation

Have you planned the roadmap of your life?

Some among you may underestimate the importance of planning. I will content myself with a saying of Lucius Annaeus Seneca; "when a man does not know what harbour he is making for, no wind is the right wind". If you have not defined and determined your target, wishes and desires, all your material and moral wealth may not be of any use.

Planning your life intelligently begins by knowing yourself well. Knowing yourself well is more difficult than it sounds because regardless of your age, you already have some stereotyped preconceptions. You have self-instilled some of them. Some others are the result of people around you who have led you to believe that they were good for you. You have more knowledge, skills and ambition to be successful than you think you do. You will need this in your short life to attain a privileged and higher level among your peers.

Now take a deep breath, go to the mirror and look into your eyes for a long time. Try to find and get to know yourself. Ask yourself some questions even if it disturbs you. Go over some unpleasant events that you have experienced lately. Try to reach some conclusions regarding how much your share was in these unpleasant situations... And be as objective as you can. You don't have to torture and always blame yourself, nor always blame others and try to escape from yourself. Try to be somewhere in the middle... And what is even more important, begin to make friends with yourself.

After trying this method for some time, make a balance sheet of your assets. No doubt you realize that I am not speaking of figures and tangible assets. You will think of many matters such as appearance, general culture, the ability to form a dialogue with others, knowledge of a foreign language and the ability to learn another language. List them and grade each one. Now, begin to plan the rest of your life intelligently. Do not insist on those that you consider negative but cannot change because they are the result

of your nature. They should not lessen your ambition and courage. For example, if you were born short, do not lose sleep thinking that you cannot be a good basketball player. Look around. You will see many short, happy and dynamic people around, you who have reached the highest level in their own profession.

Are you having difficulty in communicating with those around you? You can make wonders with a little effort in a short time. Don't forget that all the other people are as weak as you are and as strong as you are. Don't underestimate them and don't consider yourself a lesser person when comparing yourself to them. Establish a well balanced and healthy relation with them... Try to understand them, share their happiness and troubles. If you have broken a friend's heart involuntarily, apologize sincerely and make peace immediately and without blaming anyone. Include that person among your numerous good friends.

Does your present occupation suit you? Does it excite you? Do you feel that you are learning something new everyday and that you are using them better and getting positive results? If so, you have set out on a good course, however, you have to catch up on some of your deficiencies. For example, you don't speak a foreign language. Your high school English is insufficient. Today, your English has to be at least good, and even excellent, if you want to attain higher positions. "I can't improve it, I have no time". What a good and easy getaway! But, at the mirror, you did not find this very convincing, either. As the Europeans say, "Wanting is doing." All you have to do is to want but to want sincerely, the rest is easy. If you know one foreign language, learn a second one. When you want, you can always create time and place.

Take an interest in fine arts: go to exhibitions, the theatre, to concerts. If you haven't discovered the deep richness of classical music, plan this immediately. You do not need much time or money to do that. It may seem boring at the beginning, but be patient, listen a little, get rid of your preconceptions. Maybe you never listened



**İshak ALATON**  
Chairman

to classical music at home but you are now building a new life for yourself. Why don't you deem yourself worthy of this beauty? This world of melodies that humanity has offered you will be a lifelong source of pleasure and joy, will enable you to see the colors more lively.

For a twenty years old, middle age and especially, reaching the age of departing from this world, is not comprehensible. At such a young age, people feel like they will always remain young. As if getting old was for others. But when the day turns to midnight and you go to bed, consider the fact that another day that will never come back is past and one more day of the few or many but certainly specific number of days you have is gone. And one day you realize that youth, even middle age have gone by and the end of the road is becoming visible in the horizon.

There you are, when just starting your professional life, when middle age is still hiding very far behind fog. I am asking you, the young ones: Have you planned the roadmap of your life?

I have turned eighty-eight. The scarcity of my remaining years of active work does not upset me or diminish my joy or excitement. I plan, long term projects as if I would never die and think how I can realize them within realistic and logical conditions. And one day, when I have to depart, I trust my colleagues and our youngsters to take these projects to wider horizons.



# Karakuz Dam and Hydroelectric Power Plant Project

**T**he Adana Karakuz Dam and HEPP Project is built on the Körkün River within the boundaries of the Pozantı and Karaisalı townships of the Adana province. The facilities with an installed capacity of 76 MW will produce 276 GWh of energy annually.

Provisional acceptance of the Adana Karakuz Dam and HEPP Project with an installed capacity of 76 MW was conducted by DSI (State Waterworks) on 10 October 2014.

Ground reinforcement work is continuing in areas where the energy tunnel with a diameter of 3,10 m and a length of 11 km is crossing carstic areas. The system will be put in operation following the completion of the said works and the acceptance to be executed by the Ministry of Energy.



## The units completed within the scope of the project are:

1. The concrete dam with a crest length of 200 m and a height of 45 m from the foundation
2. The derivation tunnel with a diameter of 6 m and length of 327 m
3. 780 thousand m<sup>3</sup> slope excavation
4. 6,2 km long right and left waterside access roads
5. Energy tunnel entrance building
6. Crossing gravel
7. Mechanical gate and grille structures
8. 33 km long power transmission line
9. Switchyard
10. 2 vertical axis pelton turbines with power house and electromechanical facilities
11. Surge shaft with a diameter of 12 m and a depth of 56 m
12. 6,9 km long surge shaft access roads
13. Tailwater structure





## Passenger Transport Starts at **Yenikapı - Aksaray Metro Line**

The Yenikapı and Vezneciler stations of the Şişhane - Yenikapı Metro Line, the 2<sup>nd</sup> phase of the Istanbul Metro, was opened to passenger transport in February and March 2014. The Yenikapı-Aksaray metro contracted by us also started passenger transport on November 9, 2014.



**T**hree stations between Şişhane and Yenikapı, the 2<sup>nd</sup> phase of the Istanbul Metro Haciosman-Yenikapı (M2) Line and the 3,7 km long metro line, the Haliç and Yenikapı stations were opened to passenger transport on February 15, 2014 and the Vezneciler station on March 16, 2014, thus integrating the Sarıyer-Haciosman station with the Marmaray Project. Thanks to this integration the daily number of passengers with a headway of 4 minutes has attained 430.000 passengers.

With the start of operations on the Yenikapı-Aksaray Light Rail System, the Aksaray - Otogar - Atatürk Airport - Bağcılar - Başakşehir - Olympic Stadium metro lines are now connected to Yenikapı.

This connection enables passengers of the Metro, Light Rail Metro, Marmaray and IDO Sea Bus Lines to transfer at Yenikapı. From now on, with the 430.000 passengers coming from the Haciosman direction and the 350.000

passengers coming from the Yeşilköy and Kirazlı direction the total daily number of passengers coming to Yenikapı will rise to 780.000.

Thanks to the Yenikapı-Aksaray Light Rail System completed and commissioned by us, passengers leaving from Kartal and Haciosman are now able to communicate to Atatürk Airport and the Olympic Stadium easily.





# Bozshakol Copper Mine Project Construction

## Kazakhstan



**T**he original contract cost of the Kazakhstan Bozshakol Copper Project whose EPC contract was signed between Kazakhmys Company and the Alarko Contracting Group on September 20, 2011 is US\$ 474 millions.

The Project includes a 35.000 m<sup>2</sup> process building, 15.000 m<sup>2</sup> non-process building, a 27.000 m<sup>2</sup> permanent camp site to accommodate 1.500 people, a 34 km long

motorway, a 35 km long railway, 1 earth filled tailing dam and various buildings and facilities.

Production of 74 process equipment groups has been completed and all have been transported to the site.

Acceptance of in site railway and roads of the non-process and permanent camp buildings has been completed and delivered to the use of the employer.

A target of 2 million man/hr of work with no accidents was attained in October.

**Main quantities of the project:**  
 1.700.000 m<sup>3</sup> excavation, 450.000 m<sup>3</sup> infill, 120.000 m<sup>3</sup> concrete, 17.000 tons of steel and 190.000 m<sup>2</sup> of covering.







# Levent - Hisarüstü Metro Line Inaugurated

Levent - Hisarüstü Metro Line was inaugurated on April 19, 2015 with the participation of President Recep Tayyip Erdoğan and Prime Minister Ahmet Davutoğlu.

**A**t the ceremony President Erdoğan and Prime Minister Davutoğlu cut the ribbon inaugurating the line and the stations.

Minister of Transportation, Maritime Affairs and Communication Feridun Bilgin, his predecessor, former Minister Lütfi Elvan, Mayor of İstanbul Kadir Topbaş, Chief Executive Officer of Alarko Holding Ayhan Yavrucu and other authorities and guests participated in the inauguration.

With the Levent Çarşı station integrated to the Levent station of the existing Yenikapı-Haciosman Metro line, Single Track Tunnel on the Nispetiye-Etiler-Rumeli Hisarı/Boğaziçi University corridor and the compact stations solved without the need for expropriation, the Levent- Hisarüstü Metro Line has been the most economically convenient solution for a metro line that will alleviate the traffic of Nispetiye Caddesi, one of the most important arterial roads of İstanbul. A capacity of 7.696 passengers/hour/direction enabled with the completion of the project.

The "Levent-Hisarüstü Connection and Sanayi-Seyrantepe additional tunnel undertaking " consists of: in the Levent-Hisarüstü section; the



Levent Çarşı Station that is connected to the existing Levent Station as well as the Nispetiye, Etiler, Boğaziçi University stations, and a connection tunnel to the Yenikapı - Haciosman line to enable the trains to reach the Seyrantepe maintenance area and the construction and finishing works, railway works, procurement, installation and commissioning works of electromechanical systems of additional connection tunnel works intended to increase capacity at the Sanayi-Seyrantepe section.

Train run at the line whose site delivery was done in January-August 2013 was realized on March 21, 2014.

Tunnel interior concrete covering has been completed at the Sanayi-Seyrantepe Additional Connection Line and electro-mechanical works have been completed to a great extent. This line is planned to be open to passenger transport as of the summer of 2015.







# Taldykol Treatment Projects

First two phases of Taldykol treatment project completed ahead of time



**P**hase 1 of the project was contracted to us by the Astana Governorship in May 2011 and Phase 2 in November 2011.

Phase 1 with a construction period of 29 months consisted of the laying of a 11 km pressurized HDPE pipeline with a diameter of 1.200 mm, a new vehicle repair-maintenance

workshop (1.227 m<sup>2</sup>), the rehabilitation of the dining-hall building (50 people, 652 m<sup>2</sup>) and the power workshop (418 m<sup>2</sup>), a two storey security building (62 m<sup>2</sup>), a single storey security building (20 m<sup>2</sup>) and the delivery of the operation and maintenance equipment.

These works were completed in 7 months thanks to an accelerated work program.

The construction period of Phase 2 was 19,4 months. The project scope covers the rehabilitation of the 60.000 m<sup>2</sup> aeration tanks and the ultraviolet plant, the setting up of a package lab unit, changing 2 compressors in the blower house, the rehabilitation of the 2 primary sludge pump houses and in-plant asphalting and landscaping work. These were completed in approximately 11 months thanks to an accelerated work program.







### Phase 3 started and is continuing at Taldykol Treatment Project

This project with a construction period of 44,5 months was contracted to us by the Astana Governorship in March 2012. Lake Taldykol has a total volume of 65 million m<sup>3</sup>. The scope of the project includes cleaning the Taldykol Lake polluted by the waste water of Astana using underwater excavating equipment and geotextile tubes. The lake has approximately 4,1 million cubic meters of sludge. Once the lake is cleaned, the 17 million square meters surrounding it will be leveled and planted. The employer postponed the starting date of the 3<sup>rd</sup> Phase to June 2014 to start simultaneously with the test and commissioning works of Phase 4. Production of drainage area earth works, outfield electricity line procurement works, infield pipe lines, a landing for dredgers, sedimentation and balancing pools and the chemical laboratory have been completed. The area is ready for sludge dredging. The planned completion date with an accelerated work program is March 2017. The 3<sup>rd</sup> phase is an ecologic project of major importance for Astana. The marsh area around the lake will be completely dried when the project is completed. The existing reed bed will be cleaned of mosquitoes and bad odors and turned into a life space.

### 4<sup>th</sup> Phase of the Taldykol Treatment Project Completed Before Contract Time

The 4<sup>th</sup> Phase contracted to us by the Astana Governorship in September 2012 has a construction period of 36 months. When the project is completed, the water treated at the existing plant will be pumped to the Esil River that crosses the center of Astana with living spaces. The project consists of the construction

of the main treatment building where chemical treatment will be conducted in addition to the mechanical and biological treatment conducted in the existing plant and the auxiliary units. With the commissioning of the chemical treatment plant, the existing waste water treatment plant will be up to UNESCO standards. The actual starting time of the project was April 2013. Testing and commissioning procedures started on May 26, 2014 and the project was completed at the end of November 2014 thanks to an accelerated work program. Provisional acceptance procedures have started. Adilbek Jaksibekov who was reappointed as governor of Astana visited the site on November 15, 2014 and was given information on the completed phase.

### Phase 5 started and is continuing at Taldykol Treatment Project

The project with a construction period of 40 months was contracted out by the Astana Governorship in December 2013. This project will raise the daily capacity of 136.000 m<sup>3</sup>

of the existing plant to 254.000 m<sup>3</sup>. Work to be done in the plant includes; 1 grid arrester building, 8 primary sedimentation tanks, 12 secondary sedimentation tanks, 1 aeration tank, 2 gravity tanks, 1 treatment building, 1 compressor building, 1 bunker building, 9 inplant drying pools, 2 drying pools at Taldykol Lake, solid sediment pump house buildings, various pump stations, inplant piping works, laying a 9 km long 1.200 mm HDPE and 4,6 km 1400 mm steel pipe. Work at the site was started in April 2014. Assembly of the 4,6 km long steel pipeline has been completed as of today and manhole construction work is ongoing. Concrete works of the sludge treatment plant No. 3 and sludge condensing and filter treatment building have been completed to a great extent, assembly of steel construction and finishing works is continuing. The foundation and curtain wall concrete of 8 of the primary sedimentation tanks has been poured. The foundation concrete work of the aeration tank is completed. Excavation and soil amendment of the secondary sedimentation tanks is ongoing. The inplant heating pipeline requested by Asa was commissioned in 2014. The foundation concrete production of the grid arrester building has been completed and curtain production is continuing. The inplant 1.620 mm steel pipe assembly work is ongoing. The Governor of Astana visited the site on November 15, 2014 and was given information on the progress of the project, the planned completion date and its importance. The official completion date of the project is March 20, 2017. We are planning to commission the plant on December 30, 2016 thanks to an accelerated work program because of the EXPO fair to be held in Astana in May 2017.







# Kazakhstan Aktau - Manasha Road Construction And Rehabilitation Project Completed

**T**he contract for the construction of the infra-structure and substructure of the 201 km highway between Shetpe and Beynau was awarded to our company by the Kazakhstan Transportation Ministry in 2012. The project construction time is 30 months and mobilization was completed in 2012. A total of 114 km of road construction was completed in 2013. The project was completed with the construction of the remaining 86 km in 2014.

The total contract value of the project consisting of 4 lots and financed by Asya Yatirim Bank is 25.899.677.908,52 (including 12% VAT) Kazakhstan Tengges. As 70 % of the contracts were paid in US dollars at a fixed exchange rate and 30 % in KZT (Kazakhstan Tengges), the total contract value for the 4 lots is US\$ 165.236.045,67.

The contract includes earth works, culvert and drainage constructions, bridge, road sub-base, base, porous asphalt, binder and asphalt surface course works as well as vertical and horizontal road signs and markings.

An approximate total of US\$ 25 million was invested in heavy construction equipment and facilities for the realization of the project that includes 4 million m<sup>3</sup> of earth works, construction of 115 culverts of a total of 2.600 m, 14 km of open drainage canals, and one 55 m long bridge.

Our company got a 7 year operating license for the stone quarry that will provide 2,6 million tons of aggregate needed for the project. Two crusher plants with a capacity of 240 tons/hr, and 440 tons/hr were put in operation for aggregate production. As a result of work conducted, all of our project need was produced to date.

Within the scope of the project, 1 asphalt plant of a capacity of 320 tons/hr and 2 plants with 240 tons/hr capacity were installed to produce a total of approximately 1,3 million tons of hot mixed asphalt and production has been completed.

As the aggregate and bitumen needed for our project is to be transported by rail, railroad branch lines of a total of 3.500 m have been constructed and put in operation at two different rail stations.



A total of 61 culverts, 114 km of earth works, 53 km of sub-base, 61 km of cement stabilization, 114 km of base, 114 km of porous asphalt and 61 km of binder manufacturing was completed by the end of 2013.

Fabrication of 58 culverts, 88 km of earth works, 6 km of sub-base, 88 km of cement stabilization, 88 km of base, 93 km of porous asphalt, 141 km of binder and 201 km of wearing surface was completed in 2014.

The different lots of the Project consisting of four lots were delivered to the administration on:

- Lot-1: 5 December 2014
- Lot-2: 17 November 2014
- Lot-3: 8 September 2014
- Lot-4: 17 November 2014.







# ALSiM Sapling Project Trainings

The 3<sup>rd</sup> program of the Sapling Project 2014 trainings was held at the Ramada Hotel, Şekerpinar on 15 - 18 October 2014.

**C**andidates of the Sapling Project were trained on Business Presentation Skills by "Speak and More" company on 15-16 October 2014. The whole training and all the presentations were executed in English.

At the end of the first day Alper Kaptanoğlu, Deputy Chief Executive Officer (Contracting), explained "Our Mistakes Resulting from Not Working in Accordance with Procedures" by giving actual examples. Kaptanoğlu's other main theme was, "Integrational Differences and Its Effects on the Work Environment". He explained that the difference between generations getting deeper. Telling that its getting increasingly more difficult to reach the new generations and make them work with the classical executive profile, he also told the saplings how to overcome such differences quoting his own experiences.

PBY (Project Information Management System) software training was conducted by Alsim Planning Manager Osman İshakoğlu. In this training, the Sapling Group participants were able to learn about the importance of planning,



of inputing and follow up of data in the PBY system and were able to exchange ideas regarding the problems that they encountered in the application. Furthermore they got the opportunity to evaluate the company's most important software from a wider perspective.

Alarko Holding Board member Niv Garih participated at the lunch and shared Alarko Holding's views related to the young saplings. Our Saplings who directed questions to Niv Garih, member of the Board, found the chance to feel the value given to them thanks to the answers given. The program ended on October 18 with the "A Friday Night at the Emergency

Service Simulation" and "Being a Single Team" trainings conducted by E&R Consulting. The effects of being a team on personal targets and the productivity increasing effects of communication and coordination within the team were also discussed. The aim was to enable participants to acquire awareness regarding the position they can hold in a team thanks to their personal strengths. The importance of being a team was emphasized one more time with amusing games and informative themes during the training program where the advantage of being a team and team work on attaining corporate targets was narrated.

## The last training of the 2014 Sapling Project was held on 14 - 18 December 2014

Assessment of the homework prepared by participants for the Project Management Methodology and Applications they had received training on from the Istanbul Corporate Development Company was carried out on December 15. In the light of this information, participants got the opportunity to be reminded of points they should pay attention to in project management, the improvements they could undertake in the projects they are working in and at the same time, that of assessing the problems encountered on sites from a different view point. The trainers gave personal feedbacks on the homework done by the saplings and application of the training.

An evaluation of the simulations participants had taken part in for 4 months following a Business Acumen training they had received was carried out on the second day of the training. A company that adjusted its budget and effectuated production in different sectors, presented its products to the



market and sold them for 8 years was simulated at the training session. The participants did a presentation on how these decisions were taken, what they had overlooked and what could have been done better.

On the third day of the training feedback sessions were organised by Assess Consultancy on the Neo-PI-R personality inventory. The results were assessed based on the Big Five Personality Traits: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience. The 240 questions answered by the saplings on electronic medium were interpreted to them in the company

of their managers. Thus, the participants gained information on their strengths and the aspects they were open to improvement.

At his experience sharing meeting Mustafa Gafuroğlu, Deputy Executive Vice President (Contracting), Business Development Foreign Countries, carried out his people focused presentation of the contents of the book Our Alarko Holding Policy enriched with his memoirs and experiences at Alsim. On the last day of their training the participants took part in the Creativity and Innovation training by the PDR Group. In this training they examined the different types and examples of innovation and discussed the most innovative factors in the last 10 years and also offered innovative approach proposals intended to the construction sector. The groups prepared their mind maps setting out from the mind map of happiness and created stories based on the key words.



# Alen Alarko Enerji Ticaret A.Ş.

**A**s part of the Alarko Energy Group, Alen Alarko Enerji Ticaret A.Ş. has been established on April 3, 2014 and the necessary preparations are ongoing to increase its activities in 2015 and beyond. When the planned new market operator EPIAŞ, also known as the “Energy Markets” becomes active, it is expected to provide the desired market transparency, increase liquidity and product variety. Some of the preparations done by the Alarko Energy Group in order to be active as a World Standard Energy Trading Group within these new market dynamics are as follows:

- Set up an organizational structure in the form of Front Office (Trading Operations), Mid Office (Market Analysis, Portfolio and Risk Management) and Back Office (Finance and Accounting).

- Set up an ETRM (Energy Trading and Risk Management) system that enables management and integration of the workflows to minimize the operational risks.
- Set up the Analyses Software to be used in the Mid Office. Price Forecast, Demand Forecast, Generation Forecast and Generation Optimization software can be given as the main examples of these Analyses Software.

The successful completion and productive utilization of these preparations in 2015 will mark the first milestone of a long term strategic plan. As Alarko Energy Group, we will continue our path with confidence and the awareness of the need to be a flexible



organization that can follow the dynamic structure of the Energy Markets and renew itself constantly.

# AİK MERAM Branch Established

**F**ollowing the İzmir and Ankara branches, the Meram Branch of the Alarko Future's Club (AİK) is starting its activities. The presentation and introduction meeting of the Alarko Futures Club was held at the Konya Dedeman Hotel with the participation of the Meram Elektrik employees.

AİK Meram branch, to which 204 employees became members, started their first activity

with an introduction and adaptation breakfast on February 1, 2014. The participating members and employees were introduced to the Alarko Futures Club and briefed on the Club's aims and targets. Following the breakfast attended by 110 people, employees of Meram Elektrik cut a cake to celebrate the the club's opening.

AİK Meram Branch rapidly began its activities to generate informed Alarko employees who

have improved themselves through training and improvement programs as well as social, artistic and sports activities. Meram AİK has a representative from almost all the different units of Meram Elektrik and consists of 4 committees and their assistants. This year, the sports, arts, social events and communications committees are planning to organize tours at home and abroad, sports events, competitions and tournaments, cultural and artistic activities.





## Alarko Carrier Among Prominent Companies in Fortune 500



From left to right: Assistant General Manager İsmet Gençer, General Manager Önder Şahin, Chairman of the Board İshak Alaton, Member of the Board Ümit Nuri Yıldız, Manager of Financial and Administrative Affairs Cem Akan, Assistant General Manager (Dealer Sales) Haluk Ferizoğlu, Carrier Financial Integration Manager Birsen Saymaz, Executive Committee Chairman Ayhan Yavrucu, Assistant General Manager (Marketing and Support) Hırant Kalataş, Assistant General Manager (Factories) Murat Çopur.

**A**larko Carrier active in the heating, ventilating and air conditioning sector has maintained its profits with the results attained in the domestic and export markets despite the fluctuations in the global and local markets.

Alarko Carrier whose turnover in 2013 rose to TL 370 million, obtained approximately TL 42 million net profit with a 32,3 % increase over 2012. The company's exports last year amounted to TL 51 million. Alarko Carrier attracts attention as the

solution partner of important projects abroad and in 2013, exported to 51 countries extending from Australia to Nigeria, from Germany to Uzbekistan.

Fortune July 31, 2014

## Everyone Goes to China for Air Conditioning, the Chinese Came to Alarko

**A**larko Carrier, a leading company in the air conditioning sector, is adding a new one to its exports towards China started at the end of the 90s. Our company got an order for a total of 24 air conditioners consisting of 12 50UA065 model roof top air conditioners and 6x2 53NQV025 - 53NQV035 model split air conditioners from the heavy work equipment manufacturer Shanghai Zhenhua Heavy Industry Co. Ltd. (ZPMC). Alarko Carrier that exports mainly roof top air conditioners, oil burners and panel radiators to China known to export cheap products to the whole world has received orders totaling 157 units within the scope of its trade with China and has realized exports worth 2 million 65 thousand

US dollars. Alarko Carrier that plays an active role in Asia, Europe, the Middle East and Africa and realized exports worth TL 51 million to 51 countries in 2013 is rapidly increasing its activities in China. On this subject, Alarko Carrier General Manager Önder Şahin said, "As Alarko Carrier we are targeting to increase our exports towards areas that show an interest to our products. In this respect, just as we are doing for other Asian countries, we are intensifying our efforts towards China that is rapidly growing economically. Within the scope of our exports that started with radiators and combi boilers to China, the fact that our advanced technology and energy saving equipment is being demanded is promising



with regard to our business relations." More than 13 % of Alarko Carrier's turnover consists of exports and it continued to be the solution partner of large projects in 2014. Alarko Carrier exports to Russia, Kazakhstan, Kenya, Angola, New Zealand and Australia as well as the Middle East countries. Alarko Carrier was granted an award by the Turkish HVAC Exporters Association (İSİB) in the category of the Company that realized the most Exports of Air Handling Units in 2013.





# Alarko Carrier's Brand Value Increased

**A**larko Carrier, one of the leading companies in the air conditioning sector, was listed among the "Most Valuable 100 Brands of Turkey" with its US\$ 20 million brand value in the research conducted in 2014 by Brand Finance, an international brand valuation consultancy company. In the research where the power and success of brands is digitized, Alarko Carrier whose brand value in 2012 was US\$ 15 million increased this amount to US\$ 18 million in 2013 and to US\$ 20 million in 2014 thus continuing to find a place for itself in the list.



Alarko Carrier General Manager Önder Şahin who made a statement on this subject said, "As you know, brand value listing studies are the result of very extensive research. The previous financial data of brands are interpreted and projections are made for the following years. This determines the most valuable brands and as Alarko Carrier, we are very proud of being

listed among the 100 most valuable brands of Turkey by an independent association. Since our establishment we have always worked and are still working to achieve the best. We are happy to see that we are getting the result of our efforts by being listed in the Brand Finance listing 3 years in a row."

## Alarko Carrier Online Training Portal

**E**-Akademi established by Alarko Carrier is equipped with high technology and offers the most advanced training opportunities. This endeavor reverts to those who opt for Allarko Carrier in the form of better quality in service.

Alarko Carrier that has been working with the basic principle of "Quality in Service and Production" for 60 years is a company that always gives importance to training with the

awareness that the main source in actualizing this principle is the well trained "human being" that possesses professional ethic values. Alarko Carrier employes more than 4.000 technical employees with its own staff, and more than 1.000 authorized dealers and services and the e-training system offers new opportunities for the continuous training and perfecting of these employees for better quality service. Making a breakthrough in its sector, Alarko Carrier established e-Akademi equipped with

state-of-the-art technology and offering the most advanced training opportunities, thus investing in the future and the human being. This endeavor reverts to those who opt for Alarko Carrier in the form of better quality in service. The curriculum of ACademi has a rich content for all technical staff ranging from service technicians to sales and project engineers with basic, development and advance courses and certification programs on heating, air conditioning and water pressurization as well as on auxiliary and personal training subjects. The training is implemented with easily understandable documents supported by visuals, animations, films and verbal narrations on internet environment. Tests are also conducted on internet environment. The students can follow the training at the place and time of their choice. ACademi gives support to students at every stage with its training counselors and the discussion mediums it provides over the internet.





# Sustainable Building Experts Meet in Turkey

**C**arrier, one of the world's leading companies in the heating, ventilating and air conditioning sectors and Otis, the world's leading manufacturer of elevators, escalators and moving walkways, brought together the international building industry experts in order to improve the green building dialogue. The "Sustainability in Building Systems" conference organized by ÇEDBİK (Turkish Green Building Council) and sponsored by Alarko Carrier and Otis Turkey underlined the fact that if the necessary steps are taken for sustainable buildings the number of green buildings in Turkey that ranks among the first 10 countries in the world with its number of green buildings will rapidly increase.

Carrier and Otis, the leading brands in building systems, active within United Technologies (UTC) that owns the world's best known brands in aerospace, have continued their conference series on sustainability with a conference held in Turkey. More than 150 professionals came together in Istanbul in order to establish contacts between thought leaders and international building industry experts. The "Sustainability in Building Systems" conference held at Istanbul Shangri-La Bosphorus Hotel was organized by ÇEDBİK and sponsored by Carrier and Otis. This

conference organized at a time when Turkey that ranks 8th with its number of green buildings certified and approved by Leadership in Energy & Environmental Design LEED of USA is going through a rapid growth in the construction sector brought together many well-known names as experts of environment friendly green buildings on an international platform. Sustainable building and planning in Turkey that is going through a rapid development not observed in most countries in recent times was discussed in detail by experts in this field. John Mandyck chief sustainability officer for UTC BIS said, "Turkey is serious about increasing its green building entities and places importance on efforts implemented within this scope. I believe that the meetings will contribute to the sector towards shaping and supporting the developments the decisions taken for future years."

Stating that they were aiming at contributing to the development of the building sector in Turkey along principles of sustainability Duygu Erten Chairman of the Board of ÇEDBİK said, "We will continue to share our views to ensure starting a dialogue for a greener future setting out from the importance given to sustainability and education by the green building movement."



Dr. Nils Kok, Associate Professor in finance and real estate at Maastricht University, Holland, who gives conferences in this area related the contributions of energy efficiency and sustainability to the commercial and residential real estate segments together with new data supporting higher rents for energy efficient buildings.

Pointing out that they were pioneers at environment friendly products and services Bora Gülan Vice President, Global Major Projects at Otis said, "Approaching everything we do with environmental awareness is our number one commitment. We offer environment friendly solutions with our innovative products in energy efficiency. We ensure energy savings up to 75 % with the products and services we offer. Our environment friendly perspective is not limited to energy efficiency. We pay attention to this at every step we take from environment designing, production and packing to service."



## 2014 Aquatherm Baku Fair

**O**ur company participated at the Aquatherm Baku 2014 Fair held in Azerbaijan Baku on 22-25 October 2014 with a 60 m<sup>2</sup> stand where it introduced its products. At the stand where our most important export products such as combi boilers and panel radiators and submersible pumps, circulating pumps and water boosters, burners and boilers were exhibited the employees of our Azerbaijan distributor Nobel Elektrik gave information to and made contact with the guests of the fair. Moreover, as a result of an evaluation made by the fair organizer this year, our stand prepared as a special design was approved as the most interesting stand and certified with a plaque.



## Customer Training Given to the Ministry of Finance, Ankara

**T**echnical equipment training regarding the 30XA water chiller groups was given to the technical personnel of the Ministry of Finance in Ankara by Tolga Aydın, our Technical Support and Training Chief.



## Seminar in Rize

**T**he Toshiba VRF Systems Seminar realized with the participation of 10 technical personnel of the Construction Works of Rize Recep Tayyip Erdoğan University was held at the Construction Works meeting hall.



## Submersible Pump Training at Konya Metropolitan Municipality

**T**raining on "General Features of Submersible Pumps, Selection of Submersible Pumps with regard to their Economic Aspect and Their Breakdowns" was given to Mehmet Ali Çavuşlar, Administration Manager of KOSKİ Water and Sewage Administration of Konya Metropolitan Municipality, and his technical team.



## Customer Technical Training at Zonguldak Dedeman Hotel

**T**echnical customer training on Carrier 42N fancoil units, 39 HQ air handling units and 30 XA air cooled chiller groups with condenser

was given by our Technical Support and Training Assistant Manager Tolga Aydın on September 9-10, 2014 at Zonguldak Dedeman Hotel.







## Aselsan Customer Training



**T**echnicians and engineers working at Aselsan were given technical customer training on basic air conditioning information, cooling cycle, refrigerations, the

last developments in cooling systems, 30 GX, 30RB, 30RA cooling groups and 39 HQ air handling units on September 16, 2014.

## Alarko Carrier Kayseri Hilton Customer Training

**T**echnical customer training on basic air conditioning information, cooling cycle, the latest developments in cooling systems and 30 GX chiller groups was given at the Kayseri Hilton Hotel on September 26, 2014.

## Borsa İstanbul VRF Field Application Training

**U**pon the request of the technical management of Borsa İstanbul our Service Training Expert Hikmet Erdoğan and After Sales Services Chief Hakan Henden conducted the application trainings of the Toshiba SMMS and SHRM-i equipment installed at the Borsa İstanbul campus.

## Vodafone Tr - ETC Telecommunication Technical Training

**I**n accordance with the Toshiba RAS series split air conditioner sales and installation contract signed with Vodafone Turkey this year, ETC Telekomünikasyon Sanayi ve Ticaret A.Ş. will carry out the installation and repairs of breakdowns within the guarantee period on our behalf in the Trance and İstanbul area. Therefore, Hikmet Erdoğan, our Service Training Expert, Mehmet Gülşen and Alper Akar, our training area officers participated in a one day training on the installation, breakdowns and maintenance of Toshiba RAS series split air conditioners given to ETC Telekomünikasyon.

## LC Waikiki Store Air Conditioner Application Training



**O**ur company conducted mounting, starting procedures, maintenance and breakdown training of the Toshiba wall mounted, cassette and floor mounted type split air conditioners sold to LC Waikiki store all over

the country. Applied training for the personnel of the Aegean, Anatolia and Black Sea regions was conducted at our Ankara Service training hall and at our Gebze service training hall for the Marmara region personnel.

## Novartis Customer Technical Training

**T**echnical customer training on basic cooling information, cooling cycle, latest developments in cooling systems, 30 HXC water chiller groups was given by our Technical Support and Training Assistant Manager Tolga Aydınli on October 1, 2014 at the Novartis plant in Kurtköy.

## Batman TPAO Wolf Solar Panel Field Application Training

**T**raining regarding the assembly and cabling of the Wolf MGK-2 series boilers whose installation in the area where the Batman TPAO lodgings and leisure facilities are located has been completed, and the field installation training of the F3-1 solar panels whose mounting has not been implemented yet was conducted on September 9-11, 2014.





# Alarko Optima: 60 Years of Alarko Circulation Pump Experience



**A**larko aims at improving life quality by adding environment friendly new products that in addition to being friendly are also energy saving to its range of products. The adaptation process to the European Union ECO Design regulations ended as a

breakthrough for the Alarko circulation pumps; the Alarko Optima.

All Alarko circulation pumps have already attained the conditions of 2020.

### Important Advantages Offered by Alarko Optima are:

1. A Class high energy saving
2. Ideal performance
3. Reliability
4. Easy mounting and starting procedures
5. Easy access to after sales services and spare parts
6. Electronic control
7. Accordance with Turkish SGM-2011/15 and AB EC 641/2009 regulations

## Papua New Guinea, Uganda, Ivory Coast... Alarko Carrier Exports to 57 countries

**A**larko Carrier, one of the leading companies of the air conditioning sector, has raised the number of countries it exports to actively to 57 as of 2014. Alarko Carrier has added the Ivory Coast, Djibouti, Hungary, Malta, Macedonia, Mauritius, Oman, Papua New Guinea, the Philippines, Uganda, the Ukraine and Yemen to the list of countries it exports to and thus is continuing to add value to the country and the sector. Alarko Carrier realized exports totalling

TL 51 million in 2013 and with the markets added in 2014 has attained a total of TL 69 million as of November 2014. While Alarko Carrier exports mainly air handling units, radiators and roof top air conditioners, it continues to be the solution partner of large scale projects. Murat Çopur, Assistant General Manager in charge of factories, gave information on this subject saying, "As Alarko Carrier, we are aiming at increasing exports to countries that

show an interest in our products and therefore, determine the countries with a high market potential and take steps towards collaboration. We are exporting our high technology and energy efficient products to the countries that we have started collaborating with in 2014. The fact that these products are being demanded is promising with regards to our future business relations."

## Carrier Extends The Life of Michelangelo's Frescoes

**W**hen painting the frescoes that decorate the ceiling of the Sistine Chapel at the Vatican could Michelangelo imagine that they would as perfect as the first day even after centuries?

The Sistine Chapel, the official residence of the Pope, the head of the Catholic Church, whose ceiling and walls covering 1.300 m<sup>2</sup> was decorated with frescoes by Michelangelo in 4 years, is known today as being the location where Papal elections are conducted. The Vatican is now cooperating with Carrier that installed the air conditioning system that protects these frescoes and ensures the comfort of the visitors in 1990 for the renovation of the system. Michelangelo's frescoes in the Sistine Chapel are protected by a ventilation system that minimizes the heat difference between the walls



and the ceiling, prevents dust from accumulating on the frescoes and minimizes thermal stress and is mounted in a way that can neither be seen or heard by visitors.

The dust created by millions of visitors who come from all over the world and the body moisture that spreads to the environment has damaged the frescoes. The restoration conducted by the Vatican that restored the original brilliance and colours of the frescoes further intensified this problem. Cleaning of the candle smoke and dust accumulated for centuries made the frescoes more vulnerable to the excessive humidity and heat caused by the visitors. Carrier that gives life to art with its products that create the appropriate interior environment conditions has stopped time for the 336 figures covering the chapel's ceiling.





## Alarko Group of Companies Visionary Orientation Workshop Conducted

The “Group Visionary Orientation Workshop” was executed within the scope of the Alarko Group of Companies HR Performance Management Project conducted with Execution Partners Consultancy company was held at the Istanbul Mövenpick Hotel on Friday November 21, 2014 under the organization of Financial Analysis, System and Planning Coordinatorship, Human Resources and Organization Method Management, with the participation of Ayhan Yavrucu, Chief Executive Officer of the Alarko Group of Companies, Senior and Executive Vice Presidents, Deputy Senior and Executive Vice Presidents and the Group HR Managers.

**T**he workshop that lasted one whole day started with an opening speech by Ayhan Yavrucu, CEO of the Alarko Group of Companies, and continued with presentations of the best examples of international application of the project consultant Execution Partners and continued with group work that lasted all day.

In the past year various important studies such as Integrated HR Management System, Alarko Group Competence Guide, Self-service HR Systems were conducted and completed within the scope of the development of human resources in accordance with the Alarko HR vision and to constitute the performance culture that will transport our Group to the future. The “Alarko Group of Companies HR Performance Management Project” was started at this point in order to engage to the “Personal Performance Management System” which is of major importance in attaining successful business results.

The project aiming at determining the personal performance targets of the top management teams at the Group Center and Groups levels, their expansion to the bottom levels is planned to continue for approximately 4 months. It will consist of three main steps (Corporate Visionary Orientation/ Group Target Determination/Personal Performance Cards) and will be coordinated by Financial Analysis, System and Planning Coordinatorship.



## ALARKO & A NEW LEADER Development Program 2015



**T**he first lesson of the 6 month long Academic Leader Training to be held at the Istanbul Bosphorus University South Campus on weekends started with a lesson around the theme of “getting to know yourself” on Saturday January 17, 2015.

The “Senior Leaders Development Program - SLDP 2015” will be implemented in Istanbul between January 17 and November 3, 2015 with the participation of 3 professionals from each of Turkey’s leading institutions totalling 30 young professionals as Mentees and 1 top executive as Mentor.

# Alarko Day Celebrated



**T**he first of the traditional Alarko Day ceremonies was held at Alarko Center Conference Hall on December 26, 2014. The introductory film for the 60<sup>th</sup> anniversary of Alarko was shown at the ceremony where the 60<sup>th</sup> anniversary of Alarko was celebrated and seniority awards were distributed to Alarko employees who completed their 10<sup>th</sup>, 15<sup>th</sup>, 20<sup>th</sup>, 25<sup>th</sup>, 30<sup>th</sup>, 35<sup>th</sup> and 40<sup>th</sup> year of service, and certificates were given to company based award winners. Our members who won the Invention Award with their projects and those who were deemed worthy of the Gold Pin were also presented their awards at this ceremony.



## Recipients of awards on a corporate basis were:

- Alarko Carrier Industry and Trade Co. awarded the Export Success Award in the "Export Quantity" category by the Air Conditioning Industry Exporter's Union,
- Alarko Carrier Industry and Trade Co. awarded the "Equipment Sales Award for Dubai Airport Concourse 4" given by UTC BIS (United Technologies Corporation Building and Industrial Systems) in the Sales Success category.
- Hillside Beach Club awarded the 'People's Favorite' Award in the "Social Media Campaign" category at the 12<sup>th</sup> Altın Örümcek Web Awards organized by Altın Örümcek.
- Hillside Beach Club recipient of the 2014 Skalite Award considered Turkey's most prestigious award of the tourism sector, for the 10<sup>th</sup> time in the "Resort Hotel" category,
- Hillside Beach Club recipient of the Luxury Beach Resort award in "The World Luxury Hotel Awards" category determined by the votes of the guests of the world's best luxury hotels.
- The Alarko Tourism Group, recipient of the "Respect for People" award given by "Kariyer.net" to companies that are high-principled and have the most institutional approach in their relations with applicants.





#### Invention Award:

An Invention Award competition in four different areas, namely Savings, Quality Development, New Product Development, Development of Methods of Work and Creativity, is being organized among our members since 1996 in order to encourage our employees to develop new ideas and proposals. In the New Product Development category the winners of the competition organized this year was Construction Draftsman of the R&D Center of Alarko Carrier Industry and Trade Group Hakan Olgun Gezmişoğlu and Ahmet Özgün Çolak, Gebze Plant Heat Production Manager for the project "Development of the Burner Packing Crates", and in the Savings category R&D Technical Draftsman Özkan Akdeniz won a mansion with his project "Cost Saving Ensured by Improving the Hermetic System of the Seradans Combi Boilers".



#### Gold Pin:

The last ceremony of Alarko Day was in honor of those who qualified for the Golden Pin. Those who work in the affiliated companies of our Group, have shown outstanding performance and have been referred by the relevant executive and qualified for the Golden Pin given every year since 1983 in accordance with the decision of the CEO and the approval of the Executive Board this year were:

- Cenk Tahmiscioğlu, Contracting Group, Bozshakol Copper Plant Project, Mechanical Works Manager
- Hakan Aytekin, Contracting Group, Project Financing Manager/Alsım Central Project Financing and Domestic Work Development Department
- Fikret Köksal, Industry and Trade Group, Marketing and Support, Training Documentation Manager



- Mustafa Gürsoy, Industry and Trade Group, İzmir Office Dealer Sales Assistan Manager
- Birol Eraslan, Tourism Group, Purchasing Expert
- Erol Bozdağ, Alarko Holding, Chief of Administrative Affairs



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

In their speeches, members of the Board celebrated the new year of all Alarko members. Following the speech by Ishak Alaton, Chairman of Alarko Holding Company, the ceremony continued with the Alarko employees presenting thank you plaques to Chairman of the Board Ishak Alaton and Dalia Garih, daughter of the late Dr. Üzeyir Garih, as it was the 60<sup>th</sup> anniversary of the establishment of the company, and ended with the traditional year-end cocktail.

The second ceremony was held at the ACST Gebze plant on December 29, 2014. The seniority awards were given to Contracting Group and Industry and Trade Group employees who have been with the company for 10 and 15 years and those who retired.

# ALARKO & IAM YOUTH Employer Brand Project Activities Ongoing at Full Speed

**T**he “Alarko Employer Brand Dialogue for University Students” Project developed around the themes of “At its 60<sup>th</sup> Anniversary Engaging Alarko and the Youth” and “Bringing Out Your Potential Using Our Experience” aims at marking the campus focused efforts that will enhance the Alarko employer brand perception and reach the talented candidates at the 7 targeted universities and departments with one to one activities and with activities on digital platform for those at other targeted universities.

The first activity within the scope of Alarko Employer Brand University Campus Communication Campaign was held on Friday May 9, 2014, at Konya Selçuk University around the theme Meeting of the Giants- Entrepreneurship and Innovation.

The second activity within the scope of the project was carried out with the “ODTÜ Career

Fair and Energy Sector Parallel Session” at Ankara Middle East Technical University on November 06-07, 2014. The activity was met with great interest with the Alarko Introduction Brochure prepared by Iam Youth Project Team and the Activity Introduction Brochure prepared by ODTÜ Productivity Society Team.

The third activity was carried out with the “Update Your CV Career Fair and Branding Parallel Session” held at Istanbul Yıldız Technical University on November 18-19, 2014. During the activities held at the Beşiktaş Campus Auditorium Exhibition Hall on November 18 and at the Davutpaşa Campus Faculty of Electricity-Electronics Conference Hall on November 19 the Alarko HR and Section Managers conducted interviews with the students with whom a one to one communication was established.

“22. İTÜ EMÖS Industry Engineering Students’ Symposium and The Parallel Session of the



Limitless Age”, the fourth activity within the Project, was held on January 28, 29, 30, 2015 at Istanbul Technical University. At the end of the session the “Dr. Üzeyir Garip Book Set” was given to 2 ITU students who had the most creative sharing on Twitter and Instagram on the activity day over the “#alarkodapotansiyel” hashtag marked on the bookmarks with the Alarko Introduction Brochure distributed during the activity.

Participation plaques were given to the Alarko project managers and project teams as well as the Alarko executives who gave support to the project in the areas of promotion, interview, lectures, etc. by the deans of all the universities for their participation and support to the activities.



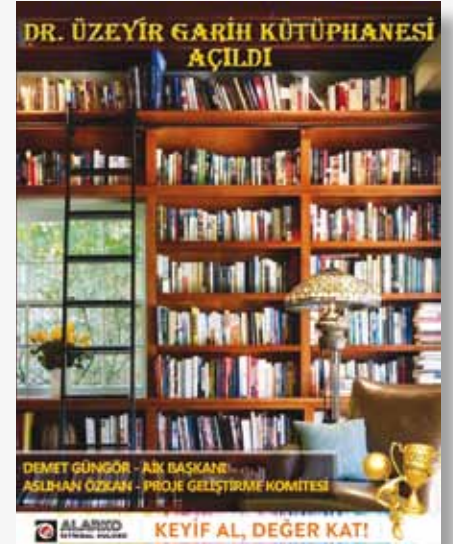




## Dr. Üzeyir Garih Library Opens

**T**he library Project taken over from Niv Garih, President of 28<sup>th</sup> term of AİK, by the AİK - Project Development Committee, was completed with the efforts of the 30<sup>th</sup> term of AİK and was opened on October 21, 2014 on the 1st floor of the Alarko Group of Companies' headquarters. All Alarko employees can have access to the library over intranet using the ID and pin designated them. Thanks to Intranet our employees at Konya, Ankara, İzmir, Adana

and Antalya are able to access our library and order books. Moreover, regular access is possible to Alarko Tourism Group's "Hillsider" magazine, Alarko Carrier's "Bizden Bize" and Alarko Group of Companies' "Bizim Dünyamız". We would like to extend many thanks to all our colleagues who have helped us materialize our library project by helping us in many ways from recording the books to making the library software operable.



## AİK Rhythm Workshop



**A**İK Rhythm Atelier was established with the efforts of the AİK- Training Committee. Thanks to the teachings of trainer Murat Bali, expert in his particular field, participants found the opportunity to enjoy the 3 month long training process accompanied by rhythms that contribute a lot to our work life such as becoming a team, how to follow your team friend, how to be a leader. The participants that came together at the Alarko Conference Hall every Tuesday and completed the 18 hour long training process were very pleased with the training given. Due to serious demand a similar atelier is being planned to be held at Gebze.

## 30<sup>th</sup> Term Social Events Committee Working Full Force

**T**he AİK members continue to enjoy different experiences thanks to the activities organized by the 30<sup>th</sup> term Art Committee. Members who participated in the Vialand tour in August went back to their childhood and spent an entertaining day. At the GNC Fest'14, they got carried away with the songs of Pharrell Williams, Rita Ora, Inna as well as those of Manga, Model and Mabel Matiz. At the "Dialogue in the Dark" already visited by more than 7 million visitors in 130 cities around the world, the AİK members who found the opportunity to participate in this event in Istanbul discovered the unique experience of 'seeing' the city with its sounds, smells, fabric accompanied by their blind guide. Another project of the Social Activities Committee was the First PES Tournament that began on November 5 with the participation of 30 members and ended with the championship of Erdem Şen from Alarko Carrier



at the final held on November 19. An award was given to the most gentleman player that was determined by the common decision of the participants. Moreover, the AİK members who did not leave the participants alone spent enjoyable time during the tournament.

## A First... "Alarko Future's Club New Year Party"

**A**İK members from our different companies and their guests participated at the "New Year Party" organized by the AİK - Social Activities Committee at the Alarko Group of Companies' Headquarters Conference Hall on December 27, 2014. It was the most popular event of the year with more than 90 participants. It was a night in which videos of the

80's and 90's were shown, music of the same periods were played and sung all together. We went back to the days when AİK members were children, we danced and enjoyed the event in the form of a cocktail party. Participants drew lots and received gifts. AİK plans to make the new year party a tradition and to organize it the coming years.



## AİK Continues to Publish “A Little Smile” and “Routine Breaking Questions” Regularly

**T**he 30<sup>th</sup> Term AİK continues to publish “A Little Smile” with the addition of cartoons coming from Alarko employees at 10:00 on Monday mornings in order to overcome the Monday syndrome. The “Routine Breaking Questions” prepared by the Committee of Representatives is being

published regularly every two weeks and the winners determined by drawing lots among those who have answered all the questions correctly are given various awards. These efforts that ensure reaching to more Alarko people are maintained with the aim of always doing better.



## Nature Camp in Şile

**T**he over night nature camp organized by AİK - Social Activities Committee was held on 20 - 21 September in Kabakoz, one of the most beautiful coves of Ağva, Şile. Members of AİK arrived on Saturday morning and had breakfast followed by a walk in the forest and activities such as treasure hunt,



paintball, climbing, swimming and beach volleyball within the camp program. In the evening of the tiring but amusing activities, AİK members relaxed accompanied by a camp fire and live music. This year was the second Nature Camp held in Ağva and led to consider making it a tradition.

## AİK Members' Intense Interest in Art

**T**he AİK Art Committee is maintaining its activities full force. AİK members participated at the first show of “The Beauty and The Beast”, the extraordinary Broadway musical recipient of many awards, with the committee that set out with the principle of

organizing an average of 2 activities per month. Based on an Oscar winner Disney animation film, “The Beauty and The Beast” offered AİK members and their guests a breathtaking visual feast. In this new term, AİK members found the opportunity to meet each other and enjoy

time with the MFÖ Concert, Paganini Concert, Arkadaşım Hoşgeldin, Buena Vista Concert, İdil Biret Concert and La Boheme opera. Members will continue to enjoy different activities organized by AİK Art Committee in the future.







## Unusual Breaks at Alarko

**T**hanks to the efforts of the AİK - Training Committee and the support of Alarko Holding Company Board Member Leyla Alaton events entitled "An Unusual Break" have been held in which experts in various fields such as sports, arts, health, dance, psychology, fashion

and history were hosted at the Conference Hall of the Alarko headquarters on Thursday every other week since the 28<sup>th</sup> of August. This allowed participants to get information in various fields, ask questions on subjects they were curious about and socialize.



## AİK - Ankara Diving



**T**he diving exercise, the first activity of the sports committee with the Ankara team, was held in Kaş on October 11-12, by expert trainers Alpay Başaran and Öztan Sönmez. A pleasant week-end and a hobby that participants can exercise anywhere in the world was the result of the 1 day theoretical and 2 day practical training that was highly appreciated by the participants. All the participants completed their diving training successfully and qualified for a 1 star diver certificate. In May 2015, the Sports Committee will set to discover the underwater world with the Istanbul team.



## AİK is Growing!

**O**ur Alarko Future's Club (AİK) entrusted to us by Dr. Üzeyir Garih is continuing and growing.

Meram Area AİK Branch opened...

We wish our friends who have joined the Board of AİK in order to execute the activities of the area success in their new venture.



## Tracy Mallett, Trainer of the Stars, at Hillside City Club to Launch New Exercise

**T**racy Mallett, the famous fitness expert known as the trainer of stars all over the world, conducted a special masterclass at Hillside City Club for the Bootybarre exercise he created. Bootybarre has become a favorite of the famous and is a combination of pilates, yoga and dance. In parallel with the interest shown to Bootybarre by Madonna, Natalie Portman and Zoey Deschanel it has started to become popular in the world.

The training certificate of Bootybarre that has become a subject in many publications such as Los Angeles Times, Shape, Good Housekeeping, was given to the Hillside sports team by Tracy Mallett, the creator of the exercise, before the masterclass.



Bootybarre regarded as one of the best exercise programs and applied in more than 25 countries does not only help gain flexibility but also allows doing cardio exercises and as a result helps faster fat burning while spending enjoyable time. One can burn approximately 600 calories during a 55 minutes Bootybarre lesson.

## SANDA SPA Created Two New Massages Named “Plaza Getaway Plan” for the Business World



**S**ANDA SPA fashioned two new massages to alleviate the problems experienced by those who live through the rapid tempo of business life all day long and to help them to regain vitality. The massages by Sanda Spa help to alleviate the physical discomfort resulting from standing a long time, long hours spent in front of the computer or stress. High Heels Massage and Heads Up Massage were developed within the new application named “Plaza Getaway Plan”. Special care was shown to structure both massages so that they would

enable regeneration and refreshment to working people in as short a time as 30 minutes. The aim in structuring the massages under the “Plaza Getaway Plan” is to speed up circulation, increase the oxygen balance with increased circulation and hence help provide deep relaxation.

High Heels Massage was created for those who have to stand for long and want to get over the stress and fatigue of the day. It was named High Heels considering that this massage which is done by applying aromatic oils on the feet and legs would be preferred by women who spend the whole day standing on high heels. This massage consists of applying deep pressure on the stress points under the feet and ends by applying pink quartz, a natural crystal that turns all the energy of the body to positive energy, to the reflex points under the feet. Finally, total relaxation is ensured with rubbing movements directed to the energy meridians.

The other massage of the “Plaza Getaway Plan” is the Heads Up Massage. This massage was designed for those who work sitting, spend hours in front of the computer and therefore, feel head, shoulder, neck and body stiffness. Siberian cedar oil is applied to the lymphatic points of the body in Heads Up Massage. This massage which makes use of the acupressure technic helps spread the stationary energy in one area by applying circular rubbing motions and pressing on certain points.



## Hillside, Marks a First in the World with its Instagram Project

**H**illside Beach Club breaks ground on the social media with a project entitled “#JobAtHeavenOnEarth” that created a tremendous impression. In the project that was started with the expression “A job at heaven on Earth” Hillside Beach Club announced on its Instagram account that it was looking for 6 “Chief Instagram Officers”. Simultaneously with these announcements that were targeting particularly users abroad, a job announcement directed to the main tourism markets such as England, Holland, Germany, Belgium and Russia was put in over LinkedIn. The announcements put forth accompanied by a creative and interest evoking text spread rapidly and thus the “#JobAtHeavenOnEarth” project reached more than 15 million users all over the world. Users shared photographs with the captions #JobAtHeavenOnEarth and @HillsideBeachClub in order to spend 1 week at Hillside Beach Club and manage the hotel's Instagram account. The best of 25 thousand photographs were selected according to a special evaluation system consisting of 10 criteria. The lucky names were determined and the Instagram profiles of those who shared photographs were utilized as CVs. Hillside Beach Club is the first brand that gave a job ad on Instagram with the “#JobAtHeavenOnEarth” project. The project will continue in 2015 with its second phase.

With this creative social media project, Hillside Beach Club has made the news on Daily Mail, one of the publications with the highest circulation in England, ABC News and The Daily Dot in the US.



## Cinecity Cinemas, an Alternative Venue for Corporate Activities



**T**he film theatres of Deniz Private Cinecity Cinemas preferred by numerous companies such as Coca-Cola, Koç Holding, Hewlett-Packard, Johnson&Johnson, Oracle, Kimberley Clark, Pfizer, Bayer, Nobel İlaç, Aviva Sigorta, Yapı Kredi Emeklilik, Tchibo are now open to private usage for numerous activities such as meetings, product launching, presentations, film showings following presentations and special film shows to personnel.

Cinecity Cinemas are also offering the Cineclub card so that companies can have as many invitations as they want loaded on the card for their customers on special days among their choice of gifts.

In addition to corporate sales, the Cinecity Cinemas are also preferred as an important alternative venue for children's birthdays, film watching with friends, playstation tournaments, marriage proposals or anniversary celebrations.

# Hillside Beach Club Elected “The Best” for the 10<sup>th</sup> Time



**H**illside Beach Club was elected “Best Resort Hotel” at the Skalite Award given by “Skal International Istanbul” and considered Turkey’s most prestigious award in the tourism sector. Hillside Beach Club elected for the award with the votes of the Jury and 1200 members became the first and only brand in Turkey to have won the “Skalite” award for the 10<sup>th</sup> time.

The Skalite Awards that started as a project directed to reward quality in tourism in

1998 and with time reached the status of being considered the “Oscars of Tourism” were presented to the winners at a special ceremony held at the Istanbul Haliç Congress Center.

Hillside Beach Club won the Skalite Award for the 10<sup>th</sup> time and was considered to deserve numerous international awards just like in 2013 and 2014. Among these we can name the “Luxury Beach Resort” award won at The World Luxury Hotel Awards selected with the

votes of the guests of the best luxury hotels in the world. Another award came from the survey of TUI Germany based on customer satisfaction and Hillside Beach Club once more managed to rank among the 100 best hotels of the world and won the TUI Holly 2014 Award. Moreover, it was elected the best hotel in Turkey in 2014 winning the Zoover Award 2014, at Zoover Award, one of the best known consumer awards of the travel sector.



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