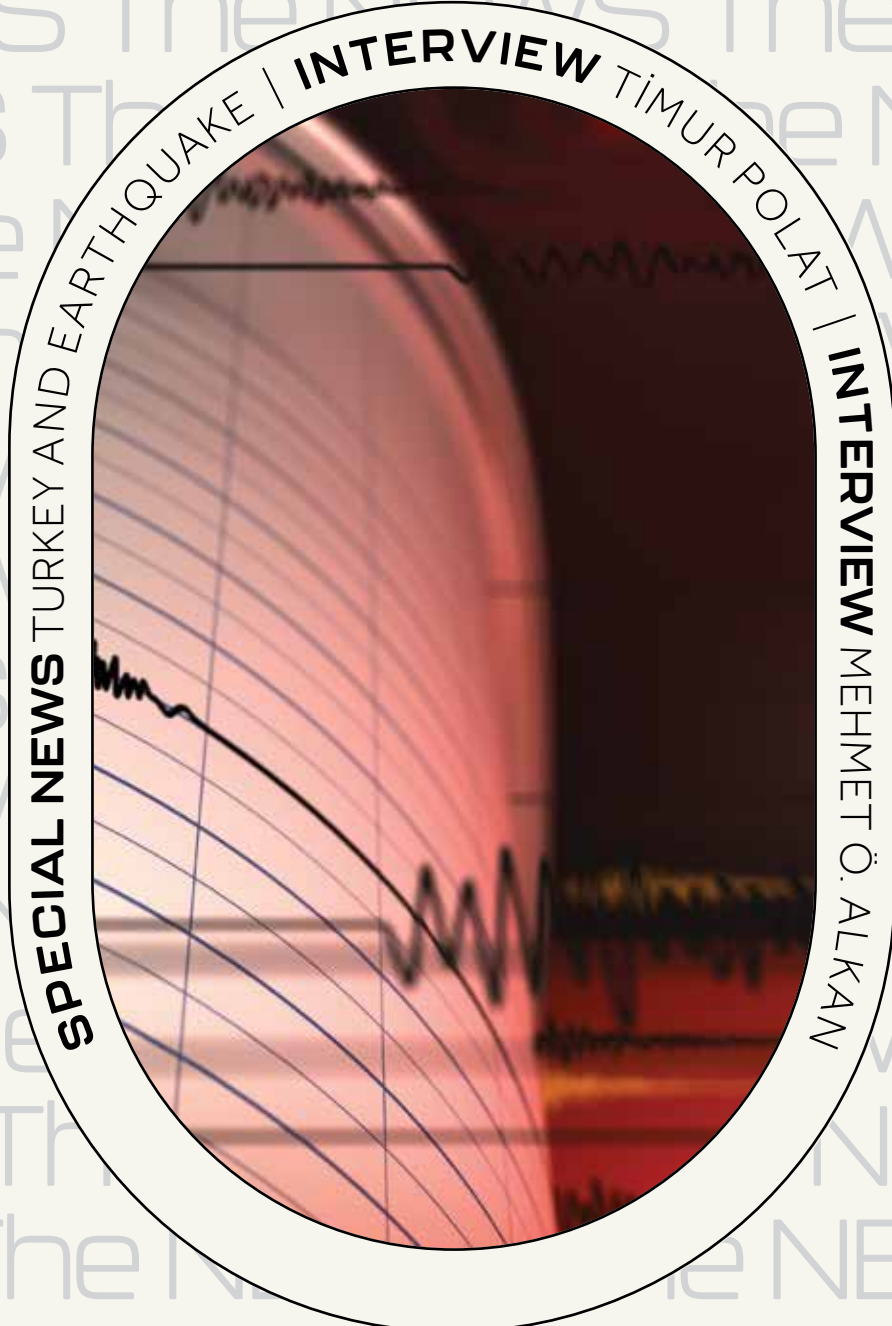


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The NEWS



ALARKO

The NEWS

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As Alarko Holding, we are also on social media, which is an important part of communication during the fast-moving digitalization process. You can keep up-to-date with the latest announcements on our social media platforms.



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As the Alarko Group, we,
rallied from the start to help
the disaster area and heal the
wounds.

Dear Readers;

On February 6-7, our country was struck by earthquakes centered in Kahramanmaraş, which directly affected 11 provinces. With this earthquake disaster, we have once again been confronted with the reality of earthquakes. As the Alarko Group, we, like every other responsible institution, rallied from the start to help the disaster area and heal the wounds. Recognizing that the recovery process would take time, we maintain our support efforts through the development of assistance projects that are tailored to the region and its requirements. While we keep grieving our losses, we feel that awareness and science should be used to prevent greater losses due to similar causes in the years to come. Therefore, in this issue, where we report on the developments in our Group companies, we wanted to incorporate educational dossiers and interviews on earthquakes.

On this occasion, we once again wish mercy to those who lost their lives in the disaster and condolences to our country....

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OUR GUSTO

THE MAGIC OF THE SILVER SCREEN
IS NOW ENTRUSTED TO ARTIFICIAL
INTELLIGENCE!

ALARKO HOLDING CLOSES 2022 WITH A PROFIT OF TL 25 BILLION

Alarko Holding announced its 4th quarter 2022 financial results. In 2022, the company's combined sales revenue climbed by 188 percent, while combined net profit increased by 569 percent to TL 25 billion and consolidated net profit increased by 798 percent to TL 11.4 billion. Mr. Ümit Nuri Yıldız, CEO of Alarko Holding, commented on the financial results: "In 2022, we witnessed winds of change on both local and global scales. Thanks to our knowledge and execution skills, we successfully integrated rationality with business practices this year by operating patiently and in a planned manner." Regarding 2023, Yıldız stated that Alarko Holding is committed to expanding its operations, and managing its balance sheets skillfully while raising profitability and productivity, so generating long-term shareholder value and simultaneously strengthening its financial position.



INNOVATION AWARD TO ALARKO CARRIER

Alarko Carrier, one of the companies investing the most in R&D, returned with an award from the 2022 International Design, Research, and Development Conference, which brought together the world of R&D and design. The hydraulic design studies of the recently launched Optima BYS Circulation pumps got full scores from the conference's jury in the R&D and Innovation Paper Awards. In a category with over 150 entries, Alarko Carrier placed third in the "Best Optimization Project Paper" category.

TWO MORE STATIONS OPEN ON M7 LINE

On 2 January 2023, İstanbul Metropolitan Municipality Mayor Ekrem İmamoğlu participated in the opening of Yıldız and Fulya stations of the second stage of the Kabataş-Mecidiyeköy-Mahmutbey Metro (M7) Project, which is being built under the contract of Alarko Holding. In addition to İmamoğlu, CHP Deputy Chairman Onur Adıgüzel, CHP Group Deputy Chairman and CHP Sakarya Deputy Engin Özkoç, Şişli Mayor Muammer Keskin, Beşiktaş Mayor Rıza Akpolat and guests attended the opening ceremony, which was also met with great interest by the press.



AN IMPORTANT STEP ON THE JOURNEY TO SUSTAINABLE TOURISM

Hillside considers sustainability as part of its mission in making people feel good, and it has been continuing its efforts for many years under three main areas with an ever-expanding reach. Environment, people, and support for local communities are these three areas, and the brand focuses on the protection of natural resources, responsible consumption and waste management, the importance of human resources, sustainable projects in environmental management, and sustainable cooperation with local producers. Hillside holds 11 international certifications, each requiring improvement and audits in different areas, and has recently received the highest level of "Sustainable Tourism Certification".



MEPAŞ CARES ABOUT ITS CUSTOMERS' EXPERIENCES

MEPAŞ has revitalized the customer experience in all channels where it performs transactions in order to increase service quality and maximize customer happiness. MEPAŞ has started



to measure the experiences of each customer at different service points through NPS, CES and CSAT surveys, and it records survey feedback, meticulously analyzes the data obtained and makes improvements in its system.

ALARKO HEAT PUMP COMMERCIALS ARE ON AIR



The television film developed as part of a campaign to raise knowledge about the heat pump and ensure that the heat pump brand is remembered as Alarko heat pump was broadcasted in November and December 2022. This was the first step in image advertising that would continue in the following years.

NEWS IN BRIEF



İZZET GARİH ATTENDS THE ROTARY CLUB EVENT

İzzet Garih, Chairman of the Board of Directors of Alarko Holding, participated as a guest speaker at the event organized by the Rotary Club of Istanbul at Hilton Bosphorus Harbiye - Hilton Ballroom Conference Center on 21 February. At the event, which brought together many participants, İzzet Garih made a presentation on the life cycles of companies.

GOLD AWARD FOR COMBI BOILER FILM FROM ISTANBUL MARKETING AWARDS

The outstanding works in marketing and communication were announced during the award ceremony at Zorlu PSM after being assessed by the Istanbul Marketing Awards' independent jury. The commercial prepared for Alarko super



combi boilers won the Gold award in the moving image design category at the Istanbul Marketing Awards 2022.



LEYLA ALATON SPEAKS AT BOD MEMBERSHIP MENTORING AND DEVELOPMENT PROGRAM

Alarko Holding Board Member Leyla Alaton spoke at the webinar "The Right Board Structure and Contribution of Independent Members" on 8 March as part of the Spring'23 Term of the BoD Membership Mentoring and Development Program conducted by Corporate Governance Association of Turkey and MY Consulting. Alaton stressed the importance of corporate governance in family enterprises in her speech and she answered concerns regarding managing the relationship between family members and professionals, as well as definitions of authority and responsibility.

SERKAN DEMİR IS AMONG TURKEY'S 50 MOST INFLUENTIAL TECHNOLOGY LEADERS

Serkan Demir, Head of Information Technologies and Digital Transformation Group of Alarko Holding, was awarded the 50 Most Influential Technology Leaders award at the Technology Leaders Summit 2023 on 20 March at the Mandarin Oriental Bosphorus. The 50 Most Influential Technology Leaders Survey, which was added this year to the 50 Most Influential Function Leaders Surveys performed by BMI Business School



in collaboration with DataExpert for seven years, identifies technology leaders whose performance stands out.



MEPAŞ REDUCES CARBON EMISSIONS

As the need of reducing carbon emissions due to climate change grows by the day, renewable energy sources are one way to do so. MEPAŞ supports the reduction of carbon emissions, and it issued YEK-G (Renewable Energy Resource Guarantee System) Certificates for a total energy consumption of 10,148,000.00 kWh to 44 customers who wanted to document that their electricity was produced from renewable resources through the YEK-G system launched by EPIAŞ on 15 June 2021. MEPAŞ also received YEK-G certification for all customer service centers and the headquarters building.

ALARKO CARRIER AT HOTEL TECH FAIR

Alarko Carrier participated in the Hotel Technical Equipment and Materials Fair (Hotel Tech Fair) held in Antalya between 07-10 December. Taking its place in the fair with three different stands, Alarko Carrier introduced Alarko and Toshiba branded products, as well as the portfolio of its spare parts market Totaline, and provided information to participants through seminars.



WOMEN'S ENERGY ON THE FIELD

MEDAŞ, which strives to touch all elements of life, has taken a significant step to promote women's employment and break the perception of "men's work" with the "Women's Energy in the Field" project. Female employees who had finished their training within the scope of the project began working actively in the field as meter readers. MEDAŞ General Manager Erol Uçmazbaşı made the following statement on the subject: "I believe that increasing the number of female employees in our company will have a direct impact on increasing our success and we will make our processes more effective with different perspectives."



NEWS IN BRIEF

100TH ISSUE OF THE HILLSIDER MAGAZINE

The 100th issue of Hillside Magazine, which has been published consistently since 1995 and is highly expected by readers, has been released. Hillside Magazine has become a pioneering and sought-after publication over the past 27 years, covering timeless topics, reflecting colorful lifestyles, opening its pages to inspiring people, attracting attention with original illustrations and page designs, and introducing readers to unexplored geographies.



MEDAŞ INFORMS ITS CUSTOMERS

MEDAŞ, which strives to deliver the best service to its customers by closely monitoring emerging technologies, has added a new one to its efforts to keep customers informed with the "Power Outage Map" on its website.

MEDAŞ has already been informing subscribers with registered mobile phones 48 hours in advance about planned power outages since 2017. Furthermore, the estimated energization time is also sent via SMS to subscribers affected by unplanned outages with the fault management system commissioned in 2020.



ÇANAKKALE BRIDGE HAS AIR CONDITIONING FROM TOSHIBA

Toshiba was the air conditioning choice for the 1915 Çanakkale Bridge and Motorway Project, one of Turkey's landmarks. As part of the project, highly efficient and long-lasting Toshiba SMMS-u series VRF systems and split air conditioners were chosen to meet the comfortable air conditioning needs of four highway service facilities and two maintenance and operation centers. A VRF system with 138 indoor and 15 outdoor units and 31 Toshiba split air conditioners were used in the project.





CLIMATE CONTROL AWARDS FOR 39HQ AIR HANDLING UNITS

Another award for the 39HQ series air handling units came from the Climate Control Awards organized in the Middle East. In the organization organized for the 12th time this year, Carrier was awarded with 39HQ series air handling units in the Manufacturer/Supplier of the Year (Air Conditioning) category with the submission of Middle East Limited.



DIGITAL DEALER PROJECT PROGRESSES RAPIDLY

Advertising materials are prepared and provided by Carrier in the Digital My Dealer project initiated by Alarko Carrier, which enables authorized dealers to advertise regionally on social media through a single platform, while authorized dealers can advertise on the social media channels of their choice. Within the scope of the project, eighty authorized dealers are projected to actively use the platform by May 2023, increasing the effectiveness of advertising on local lines.

MEPAŞ LAUNCHES TASK TRACKING SYSTEM

Attaching importance to digitalization, MEPAŞ is launching the Task Tracking Management System to enable internal business follow-ups from a single platform. The Task Tracking Management System will stop internal phone and e-mail traffic, and the task assignment-tracking processes of customer service and general directorate personnel will be managed with a single program, with the number and duration of transactions carried out by the personnel measured on a monthly/annual performance basis.



NEWS IN BRIEF

TOSHIBA USX CHILLER: THE LATEST ADDITION TO INNOVATIVE PRODUCTS

Alarko Carrier employees attended the USX Edge Series Toshiba chillers and heat pumps training held at Toshiba UK Plymouth facilities on 6-8 December. The device was introduced in general terms on the first day of the program, and general competition information was provided, while on the second day, details concerning the selection program, installation, and commissioning of the device were explained. On the last day, detailed information on maintenance and breakdown was shared particularly with the SSH team and the service.



MEDAŞ CONTINUES ITS ENERGY INVESTMENTS IN KARAMAN

MEDAŞ, which continues to invest to improve energy quality, reduce interruption times, and maintain customers' sustainable to safe, quality electrical energy, completed a TL 50 million investment in Karaman in 2022. In this respect, a TL 25 million investment was completed to reduce failures and improve technical quality, while a TL 13 million investment was made for strengthening the region's energy network.

WOLF PROMOTION SEMINARS

Promotion and information meetings were held in Batman, Burdur, Diyarbakır, Hatay, Isparta, Mardin, Mersin, Niğde, and Yozgat regarding the "Wolf Partner" application for Wolf branded combi boilers and floor heating units, as well as the "Wolf Installation Premium" program. The presentations made by Alarko Carrier Individual and Light Commercial Products Sales Manager H. Özgen Çoğulu and Sales Chief Kenan Sayılğan attracted great interest.



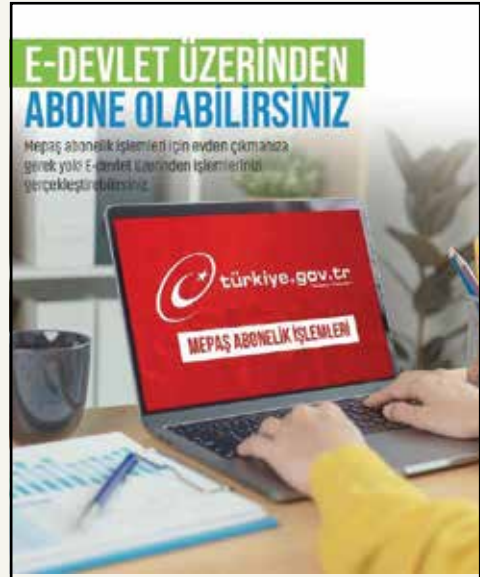


CONSTRUCTION OF THE BUCHAREST RING ROAD IS IN FULL SWING

Our Contracting Group company ALSİM continues to construct the 33 km long highway, which consists of two separate sections (Lot 1 and Lot 2) of the Bucharest Ring Road Project. By the end of February 2023, the physical progress in Lot 2 reached 65.92%, and 49.17% in Lot 1. While the groundwork in Lot 2 is 84 percent complete and 59 percent complete in Lot 1, the highway superstructure bituminous hot mix operations on Lot 2 are still going forward.

86TH CARRIER HAP TRAINING TAKES PLACE

Thanks to the HAP training program prepared in cooperation with Alarko Carrier, the Turkish Society of Installation Engineers, and KZN Construction, we continue to inform users about the Carrier Hourly Analysis Program (HAP), which was implemented for the correct use of energy. Mechanical design engineers, civil and mechanical works contractors, and other professionals attended the 86th training held at Adana Divan Hotel on December 14-16.



LEGAL ENTITY SUBSCRIPTION APPLICATIONS ARE NOW ON E-GOVERNMENT

In February 2018, MEPAŞ became the main integrator of the e-Government Gateway and started to receive individual subscription applications via e-Government in the same year. As of 15 November 2022, MEPAŞ also initiated legal entity subscription transactions via e-Government. MEPAŞ customers can now easily initiate subscription and cancel subscription transactions via e-Government, without the need for a wet-ink signature.

NEWS IN BRIEF

TURKEY AND EARTHQUAKE: IS IT POSSIBLE TO BUILD THE FUTURE WITH HOPE?

In February, the earthquake disaster shook Turkey as a whole. As experts say after every earthquake, "earthquake is a fact of life of our country"... So do we just accept that this is a fact of life and wait, or can we rebuild the future with hope?

Turkey is a country in the earthquake zone... Earthquake is undoubtedly a challenging disaster with its unavoidable and devastating impact, but on the other hand, science shows that humanity is never powerless in the face of earthquakes. It is possible to mitigate the destructive impact of earthquakes, especially with proper building construction. In the aftermath of the Kahramanmaraş earthquakes, we are living in an atmosphere of pessimism and we need to act on this reality and rebuild our future in the light of science and add some hope to this mortar.

TURKEY'S DEVASTATING EARTHQUAKES

Our country has been tested many times by large-scale earthquakes. Let's take a look at the major earthquakes of the last century:

The first devastating earthquake of the last century and of the Republic was in Erzincan in 1939, which was immediately followed by earthquakes in Tokat Erbaa in 1942, Samsun Lâdik





in 1943, and Bolu Gerede-Çerkeş in 1944. While there were no major earthquakes for more than two decades, the 1966 Van Varto, 1970 Kütahya Gediz, 1975 Diyarbakır Lice, 1976 Van Muradiye, and 1983 Erzurum-Kars earthquakes forced our country to confront the reality of earthquakes yet again.

Although there was a relatively calm period after these major earthquakes, the Kocaeli Gölcük, and Düzce earthquakes in the final days of the millennium left behind great losses and bitter memories that we all carry with us. Following the 2011 Van Earthquake and the 2020 Izmir Earthquake, the recent earthquakes in Kahramanmaraş and Gaziantep brought reality back into focus.

CURRENT SITUATION

We must take a look at the present, reflect, and take a picture of it to rebuild the future. Although significant laws have been passed in recent years, our building stock is not yet earthquake resistant. For instance, it is known that more than half of Istanbul's six million buildings are at risk of earthquakes. We cannot say that we performed well in disaster management during the recent earthquakes. Even numerous societal groups have issued concerns about our shortcomings. Significant progress has indeed been made in raising earthquake awareness via the efforts of both official institutions and non-governmental organizations. Yet in the course of everyday life, we seem to forget what we know.

As bleak as the situation may appear, it is crucial to realize that negativity can increase the momentum for change.

BLENDING HOPE INTO THE MORTAR OF THE FUTURE

Residents in Turkey's high seismic risk zones are taking measures in response to the recent earthquakes. However, both the scale of the demands and the inadequacy of the knowledge of those making the effort can sometimes frustrate these efforts. The first step, according to experts, at this stage is to take an accurate inventory of the existing situation in the spirit of a countrywide mobilization.

MEASURING EARTHQUAKE RESILIENCE OF BUILDINGS

It would be helpful to describe briefly the techniques used to determine a building's resilience at this point. Inspection of a building is the most extensive work carried out to measure its resilience. With the help of this inspection, buildings are looked at in great detail from the ground up, allowing structural flaws and improper use of materials to be uncovered. Another technique, known as X-raying, involves using specialized equipment to examine the reinforcements, particularly in the reinforced concrete bearers of structures, and to assess their sufficiency. Creating a simulated earthquake and observing the response of the building is another method, but it is not commonly used in our country. Examining building materials and observing the movement of the building during minor earthquakes are two further methods.

There are also various methods to have a building inspection. The first is cooperation with municipalities. Almost all municipalities in Turkey provide building inspection services. Despite the fact that the application requirements for each of



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them change, it is possible to say that the scientific quality of the studies is very high. In addition to municipalities, private companies perform building inspections, although it is advisable to pay attention to the increasing number of private companies following the recent earthquakes and to cooperate with experienced companies if possible. Professional chambers and online platforms, which have recently gained in popularity, are other choices for building inspections.

WHAT HAPPENS AFTER THE BUILDING INSPECTION?

There are 3 possibilities regarding the status of the building after the building inspection: It may be concluded that the building is structurally sound, needs reinforcement, or has to be demolished. Once it is concluded that the building needs to be demolished, action needs to be taken. Construction companies that work with various institutions such as municipalities under special agreements and that provide access to low-interest loans.

Let's talk about what to do when faced with the conclusion that the building is structurally sound or needs to be reinforced. The first recommendation is not to step aside even if the building is found to be "structurally sound"... Because even buildings that are determined to be structurally sound need to be reinforced against possible earthquakes, albeit more reasonably. However, especially for buildings that need to be reinforced, action needs to be taken quickly.

REINFORCEMENT OF BUILDINGS

For building reinforcement, the areas that need to be reinforced must first be identified. Building safety can then be increased with various reinforcement techniques. One of these techniques is the reinforcement of columns and beams. Main load-bearing systems reinforced with steel or carbon fiber significantly increase safety against earthquakes. In addition, wall reinforcement can also reduce the load of the load-bearing system when necessary. Other techniques include reinforcement of the foundation, ground improvement, and structural changes where necessary.

Because of what we have just gone through, a lot of us, particularly those living in Istanbul, have been experiencing feelings of despair and anxiety about the impending disaster. Instead of wasting time vacillating between anxiety and acceptance, we must act on these feelings and take control of our country's fate. Because there is no valid reason why we shouldn't have a positive outlook on the future, especially in the context of science.

WE MUST ALL FULFILL OUR DUTIES



We discussed the recent earthquakes and what we should do before future earthquakes with architect Timur Polat, who worked with Alarko Holding Land Development Group: "We must all fulfill our duties in urban planning, zoning plans, project design, implementation, and supervision, without forgetting that Turkey is an earthquake-prone country. Legislators, political powers, contractors, building inspection companies, engineers, and architects responsible for construction and inspection should be aware of their duties."

INTERVIEW: **Timur Polat** / Architect, Alarko Land Development Group Advisor

With the recent earthquakes, our attention has again turned to improper construction. How do you find Turkey's urbanization strategy in light of the earthquake problem?

According to what geological, geophysical, earthquake, and geotechnical engineers tell us on every platform, the earth's crust is covered by a lithosphere 70-100 km thick. The continents and the oceans are located in this lithosphere. Under the influence of the forces acting beneath the lithosphere, the lithic crust crumbles and splits into many "plates". In general, it can be said that earthquakes occur at the boundaries of the plates that make up the crust. There are two main seismic belts on Earth. The Pacific seismic belt and the Mediterranean-Himalayan seismic belt, including Turkey. Ninety percent of earthquakes occur on these two belts. Because there are many minor plates between the main plates in the region where our country is located, a large portion of Turkey is in an earthquake zone. Turkey is under the influence of three major plates; the Eurasian, African, and Arabian plates. The Anatolian plate is a small part of the Eurasian plate. The northern boundary of the Anatolian plate is formed by the North Anatolian Fault and the southern boundary is by the East Anatolian Fault. There is also the east-west trending Western Anatolia Fault Line. Earthquakes are occurring on the Anatolian plate, which has shifted to the west as a result of the compression of the Arabian and African plates. Turkey is shifting 2.5-3 cm westward every year. With the last earthquake, this shift is said



to be 3 meters. Apart from the recent earthquake centered in Kahramanmaraş, which was very devastating, there have been many earthquakes greater than seven magnitude in our country in the last century. Earthquakes have highlighted the necessity of healthy, safe, accurate, and proper construction, and laws and regulations have been developed and implemented in our country to that end.

The rapidly rising population, particularly in major cities, causes uncontrolled urban growth. What should perfect urban planning entail?

The goals of modern urban planning are varied. The first is to ensure a healthy life for everyone. Another goal of urban planning is to provide housing, job, administration, recreation, education, health, and shopping opportunities in cities, as well as to establish the required arrangements for these functions to run properly. These goals include developing a competent transportation network within the city, particularly to connect urban functions, providing space for moving and stationary traffic, and ensuring the connection of the city with the outside world. It also includes ensuring that the city's infrastructure is designed and operated in the most efficient manner possible, that green areas are provided, and that educational, health, recreational, leisure, and sporting opportunities are made available. Finally, assigning space for the necessary service structures in each region can be viewed as planning for the city's future development. All of this is done while taking care not to destroy historical, environmental, or cultural resources or change the existing balance. The first step to healthy and correct planning is to determine the population density accurately. It is essential to plan cities that will meet all of the demands of a population projected for the next several decades of development in mind. Today, there are many public administrations authorized

to make plans, including the Ministry of Environment, Urbanization and Climate Change, the Ministry of Culture and Tourism, the Ministry of Agriculture and Forestry, the Ministry of Industry and Technology, governorships, the Privatization Administration, TOKI, metropolitan municipalities, and district municipalities. The fact that so many institutions are authorized to plan leads to contradictions and confusion in certain plans. The integrity of planning and the hierarchy of plans must be upheld, and the identity of cities must be highlighted when doing all these plans.

What are the duties and responsibilities of the enforcement and inspection units involved in the construction of buildings?

Legislators have identified the actors and their responsibilities in this phase as follows.



Contractor: The construction contractor is required to construct the building, as well as its installations and materials, in accordance with the applicable legislation, the implementation zoning plan, the license, the surveys and drawings attached to the license, the standards and technical specifications, and to eliminate any inconsistencies with the legislation.

Building Inspection: The Building Inspection law was enacted in 2001 after the 1999 Gölcük and Düzce earthquakes. The inspection firm is chosen from among the companies that did not meet the Ministry of Environment, Urbanization, and Climate Change's construction square meter quota at the licensing stage.

Union of Chambers of Turkish Engineers and Architects (TMMOB): TMMOB, founded in 1954, is a corporate body and a professional organization defined in the form of a public institution. Through its affiliated chambers, it regulates the professions of engineers, architects, and urban planners.

Engineer of Record (Professional Controller) The scientific duty for overseeing the construction and installation operations, as well as the materials used in the building, on behalf of the public, must be done separately by professionals with the skills required by the studies and drawings attached to the license.

Construction Site Supervisor: The construction site supervisor is responsible for ensuring that the building is constructed in accordance with the instructions of the engineers of record/ inspectors' instructions, keeping, organizing, and signing all books, minutes, and similar documents related to the

construction site, keeping the e-site supervisor records, and fulfilling the requirements of the applicable zoning and inspection legislation.

The fact that the Alarko Real Estate Group's buildings were unaffected by the 1999 earthquake is still brought up on social media by the residents of the buildings that experienced the earthquake. Based on this, I would like to ask you; how to construct a "safe building"?

We must all fulfill our duties in urban planning, zoning plans, project design, implementation, and supervision, without forgetting that Turkey is an earthquake-prone country. Legislators, political powers, contractors, building inspection companies, engineers, and architects, who are responsible for construction and inspection should be aware of their duties. Buildings should be built on the right land, taking the right precautions. Constructions should not be made in areas that are not suitable for settlement. Ground investigation studies provided by geological and geophysical engineers should be reviewed by geotechnical engineers, and recommendations for ground improvement should be considered. Architectural, static, electrical, mechanical, infrastructural, fire, and landscaping projects should be implemented in accordance with the construction license obtained from the municipalities. The contractor, the contractor's technical staff, the building inspection company, and the engineers of record who will carry out the implementation must be aware

“

There have been many earthquakes greater than seven magnitude in our country in the last century. Earthquakes have highlighted the necessity of healthy, safe, accurate, and proper construction, and laws and regulations have been developed and implemented in our country to that end.

”

of their duties and responsibilities, and all the tasks must be completed in accordance with the relevant scientific and technical rules set in applicable law and regulations.

Finally, with the latest earthquake disaster, activities related to the expected Istanbul earthquake appear to have regained momentum. What do you think should be done immediately to mitigate the effects of the expected earthquake?

As far as I can tell, there is currently widespread panic in Istanbul. Housing estates, apartment buildings, and workplaces organize meetings to learn about the condition of their buildings and ground. There is a lot of confusion, with everyone stating different things and footage of earthquake tests and retrofitting going viral on social media. In my opinion, such a critical solution should not be left to individuals but should be defined by a road map prepared by the political power, public authority, relevant ministry, metropolitan municipality, and district municipalities. Even if we are late, we need to start with rational proposals as soon as possible. Such a specialized and critical issue should be guided and carried out by the public sector. According to the road map to be determined; municipalities should conduct earthquake tests of the current state of the buildings. Based on the findings of these tests, what needs to be done in line with Law No. 6306 should be carried out under the supervision of public lawyers.

INTERVIEW:

TIMUR POLAT

ALARKO DAY IS CELEBRATED



This year, the traditional Alarko Day ceremony was held at Hilton Bomonti on 27 December with all Alarko executives, employees, and stakeholders under the motto of balanced growth, flexibility, and digitalization. Mr. Ümit N. Yıldız, Chief Executive Officer of the Group, delivered the opening speech on Alarko Day, while members of the Board of Directors congratulated Alarko members on the New Year and extended their best wishes for the next year. The "Thanks to you" ceremony was held to present seniority

awards to employees who completed their 10th, 15th, 20th, 25th, 30th, and 35th years of service and to employees, who retired. The ceremony also included the presentation of the "New Ideas" awards, which reward new ideas in order to encourage employees to come up with new ideas and suggestions, as well as the presentation of the "Golden Badges," which are awarded to encourage and reward employees who excel in their duties and strive to improve the quality of their work.

ALARKO CARRIER CELEBRATES ITS 68TH ANNIVERSARY

On December 19, Alarko Carrier hosted the Alarko Day Dinner at Ramada Plaza by Wyndham Istanbul Asia AirPort to commemorate its 68th anniversary. While employees outside of Istanbul and Gebze celebrated in their cities, İzzet Garih, Chairman of the Board of Directors of Alarko Holding; Ümit

Nuri Yıldız, Chief Executive Officer of Alarko Holding; Niv Garih, Member of the Board of Directors of Alarko Holding and Chairman of the Board of Directors of Alarko Carrier; and Leyla Alaton, Member of the Board of Directors of Alarko Holding attended the celebrations in Istanbul. The night started with speeches by Niv Garih and Cem Akan, General Manager of Alarko Carrier, and seniority awards were presented to employees who have worked for the Group for many years. Lesli Karavil's special stand-up show, which took place later in the evening, was well received by the audience.



MERAM ENERGY GROUP MEETS AT TRADITIONAL MERAM DAY

Meram Energy Group firms, which have always prioritized employee engagement, gathered for the third time at the traditional Meram Day. Following the general evaluation of 2022, "Golden Badge" awards were presented to employees for their outstanding achievements in 2022, and "Customer is Our Benefactor" awards were presented to employees who attach importance to customer satisfaction. The night was highlighted by the speeches of MEPAŞ General Manager İlker Arslanargun and MEDAŞ General Manager Erol Uçmazbaş.

Speaking at the night, MEDAŞ General Manager Erol Uçmazbaş said, "Human resources are our most important capital. Success is impossible to



achieve when employees are not happy and contended. The most important responsibility of managers in this context is to provide the employees the value they deserve and to ensure that this value is demonstrated with such events. I'd want to thank all of the employees for helping us have a successful year despite the challenges. Hopefully, we will continue to serve our region in the best way possible by improving our service quality even further."

A UNIQUE NEW YEAR'S CELEBRATION

Alarko Carrier, which annually prepares special New Year messages for employees, authorized dealers, and services, made a unique project this year. Using artificial intelligence technology, 1,452 cards with the statement "What distinguishes a family is the uniqueness of each member." were made specifically for each employee, authorized dealer, and approved service center in the project. Each card, which was made based on company values like "integrity," "care for nature," "social



balance," "quality," and "motivation," said, "Thank you for being a unique part of our family with your work and ideas," and celebrated New Year of all employees, authorized dealers, and services.

OUR FAMILY



ALARKO STANDS BY DISASTER VICTIMS

Alarko Holding and Group companies responded to the earthquake disaster which took place on 6 February 6 and directly affected ten provinces, by providing support to the afflicted regions and citizens.

ALSİM, Contracting Group

Tents, winter clothes, heating equipment, and generators were sent with a fleet of five vehicles, cash assistance was provided and living containers were supplied.

ALARKO CARRIER, Industry and Trade Group Company

Tents, debris removal equipment, care packages, winter clothing, and heating equipment were sent, cash assistance was provided and accommodation containers were supplied to meet the needs of employees, relatives of employees, and local communities in Hatay and Kahramanmaraş. In addition, air conditioners were allocated for the heating needs of all accommodation containers provided by the Group of Companies.

ATTAŞ, Tourism Group

In addition to cash assistance, accommodation containers were provided for earthquake victims.

AGYO, Real Estate Group

In addition to cash assistance, earthquake victims were given accommodation containers. Moreover, transportation and fuel support was provided to the relief vehicles sent by local governments in the Bodrum region.

ALTEK, Energy Group

In addition to cash assistance, portable toilets were provided.

MERAM, Energy Group

Twenty-one vehicles containing stockpile field equipment, generators, and satellite phones were sent to Kahramanmaraş and Hatay. 36 personnel were on site for the installation of the generators. In addition, a truck containing food packages was sent to Kahramanmaraş, while Nevşehir, Niğde and Konya guesthouses and the Konyaspor lodge were made ready for the accommodation of those coming from the earthquake zone.

CENAL, Energy Group Subsidiary

A 12-member search and rescue team was formed and went to Hatay. Lighting towers and accommodation containers were also sent, and cash support was provided.

Alarko Life Volunteers

While Alarko Life Volunteers, the in-house volunteering platform, organized an in-kind donation campaign based on the need lists, relief packages prepared by employees across Turkey were distributed to individuals in need.



**KÜTÜPHANESİZ
OKUL KALMASIN**



NO SCHOOL WITHOUT A LIBRARY PROJECT SHEDS LIGHT ON THE FUTURE

By implementing the No School Without a Library project, the Alarko Life Volunteers Club makes a significant contribution to our children's education.

The No School Without a Library project, which was realized for the first time this month and is expected to become a yearly tradition in the years to come, was supported by the Alarko Life Volunteers Club, which organizes activities in which Alarko employees participate voluntarily with the aim of addressing various needs of society.

We were pleased to work with the Village Schools Development Association to deliver a total of 1,900 reading books, test books, and play sets to five village schools at the primary school level in Nevşehir, Diyarbakır, İzmir, Konya, and Çanakkale as part of the project, which seeks to nourish our children's minds and open new horizons for them.

HILLSIDE IN INTERNATIONAL PUBLICATIONS



THE  TIMES

Connoisseur's Choice

“

A stone's throw from one of the oldest towns on the Lycian Coast, Fethiye's Hillside Beach Club is the **connoisseur's choice** when it comes to a relaxing but stylish resort holiday for couples and families.

Hillside Beach Club has been featured in The Times, Conde Nast and Forbes, some of the world's most important publications.

Hillside Beach Club, which successfully represents Turkey overseas, was named the "Connoisseur's Choice" when it comes to getaways for families and couples in an article in the British The Times. Hillside Beach Club was the sole hotel featured in an article written by Orla Thomas about a swimming trip of Turkey's stunning seas suggested for 2023.

Conde Nast Traveller, a global reference for luxury and authentic travel content,

ranked the Turkish coast and Hillside Beach Club second in its list of the "23 Best Vacation Destinations".

Forbes, the only independent newspaper with a global rating system for luxury hotels, restaurants, and spas, complimented Hillside Beach Club's extraordinary service and unprecedented return rate in its "2023 Travel Trends" report.

EXPORTS AWARD TO ALARKO CARRIER

Alarko Carrier ranked first in the category of "Top Exporter of Air Handling Units, Rooftop, Fancoil, Package Type Air Conditioners" at the Leaders of Exports award ceremony organized by ISIB, with its export activities in 2021.



The Air Conditioning Industry Strategy Workshop was held at Antalya Cornelia Diamond Hotel, where the Turkish Air Conditioning Manufacturers Exporters Association (SB) determined the road map of the Turkish Air Conditioning Industry for 2023 and shared the important administrative and commercial developments experienced by its members during the year. Alarko Carrier received an award in the category of "Top Exporter of Air Handling Units, Rooftop, Fan-coil, Package Type Air Conditioners" at the event where ISIB awarded the companies in the Export Leaders Award Ceremony.

Alarko Carrier General Manager Cem Akan stated on the matter, "As Alarko Carrier, we have been among the top exporting companies for ten years as a result of our successful export performance." We are extremely happy to be awarded by ISIB once again this year. As Alarko Carrier, we combined our 68 years of experience with Carrier's high-tech production quality. We export to nearly sixty countries, especially to the Middle East, Australia, Eastern Europe, and North Africa for air handling units, and to Qatar, Israel, Chile, and CIS countries for rooftop devices. In addition to the rooftop and air handling unit products that we have been exporting under the Carrier brand to date, we are pleased to increase our contribution to the country's export figures by including among the products we export our fancoil devices, which we began to produce in our Gebze facilities under the Carrier brand. We increased the number of countries we export to 57."



BAKAD PROJECT COMPLETED

The BAKAD project, part of the West China - West Europe international highway project and Kazakhstan's first major Public-Private Partnership, has been completed.

The Greater Almaty Ring Road (BAKAD) project, the largest private sector infrastructure investment project outside of the oil and gas sector, will relieve congestion on city transportation routes and serve about two million people. The 66-km road is designed as a ring road passing through Karasay, Ili and Talgar districts of Almaty province. 14.5 km of the road is designed with 4 lanes, whereas 51.5 km of the road is designed with 6 lanes. This project is expected to significantly prevent traffic congestion in the city.

The project includes a road maintenance depot, buildings, and facilities; Smart Toll and Payment System, 12 control points, 18 dynamic information panels, 96 camera systems, 28 variable traffic sign management systems, two meteorological stations, a call center, automatic license plate recognition system, road condition information systems and 75 km of fiber cable. Hydro-seeding was used on a 324 thousand m² area, and 26 thousand of the 98 thousand trees were planted as part of the landscaping works. The project also included the installation of a total of 14.2 km of sound barriers along the residential areas and 132 km of wire fencing to prevent the entry of livestock along the road route.

The construction works we have undertaken with this project have been completed and the project is at 100% stage. Preparations for commissioning and test-commissioning are underway.

All of the above-mentioned positive characteristics will continue to exist during the next 15 years, contributing to the strengthening of business and socio-cultural ties.

As the Alarko family, we would like to convey our joy and pride in the successful completion of the BAKAD project, a first in the Republic of Kazakhstan and the country's largest road-building project, and we would like to thank everyone who contributed.

MEDAŞ PRESS CONFERENCE HELD

MEDAŞ held a press conference to talk about the investments and services offered.

MEDAŞ General Manager Erol Uçmazbaş, Deputy General Manager Yeşim İğnak Koçak, and executives attended the press conference where information about the company was shared and the local press showed great interest.

Speaking before the presentation, Uçmazbaş said, "MEDAŞ was one of the most important agenda items of our region with the transformation we experienced after privatization. Fortunately, with the growth of the new team, MEDAŞ is no longer on the agenda. With the system in place, I believe we are one of the best-serving institutions in our region. We definitely have areas that need improvement. However, we accept these with the confidence of being a large company and

try to solve them as soon as possible. Most of the requests we receive now are either requests from individuals and institutions to speed up their procedures at MEDAŞ or about the work we cannot do in accordance with the legislation. On the other hand, we are trying to overcome our shortcomings."

After the presentation, an exchange of views was held with the press members. The highlights of the press conference were as follows:

- The primary goal is to provide an uninterrupted energy supply to 3.7 million consumers.
- Increasing investments to TL 3 billion in 2023.
- Reducing the number of failures by 31 percent.
- Targeting one hundred percent customer satisfaction.
- Ranking first twice and second twice among distribution companies in the customer satisfaction surveys of the last four years conducted by the Ministry of Energy.
- Education and social responsibility activities.



“SAVE YOUR ENERGY FOR THE FUTURE”

During the annual Energy Efficiency Week, which is celebrated in the second week of January, MEPAŞ took action with the slogan “Save Your Energy for the Future” to raise awareness of energy efficiency among the younger generation. The Energy Book was created for the project, which coordinated energy trainings at primary and secondary schools in the regions where the Company provides services with volunteer employees from within the Company. The Energy Book explains energy in a language that children can understand and has cheerful illustrations.

Energy workers met with 7th and 8th grade pupils at Adnan Hadiye Sürmegöz Secondary School in Selçuklu district of Konya, the project's first stop. The Energy Book and environment-friendly seed pens presented to the students at the end of the event made the children happy.



Aware of the responsibility of serving in the energy sector, MEPAŞ aims to inform and raise awareness among children, who are our future, about energy consumption, energy formation and energy efficiency, and aims to reach 2,500 students by the end of the year.

28 IFC VISITS KABATAŞ-MAHMUTBEY METRO LINE PROJECT



The International Finance Corporation (IFC) visited the Kabataş-Mahmutbey Metro Line project on 9 March. The credit institution executives were briefed on the project during the visit, and the team was also informed about the archaeological excavations in Beşiktaş and Kabataş.

While archaeological excavations at Kabataş and Beşiktaş stations continue with great care and precision, 92 percent progress has been made in Beşiktaş and 83 percent progress has been made in Kabataş since the project's inception.

TOSHIBA EMEA REGION DISTRIBUTORS MEET IN ISTANBUL

Toshiba's EMEA region distributors meeting, which is held in a different country every year, was held in Istanbul this year. The event, organized at Divan Taksim Hotel on 6-7 December, was attended by 63 people from 22 different countries. General regional activities for 2022 were discussed during the event's meeting, and information on how global trends will evolve in the next years was provided. Information about the innovations to be introduced in Toshiba products and new product groups to be

launched to the market was also shared at the meeting, and the opinions of the participants about the new products were assessed.



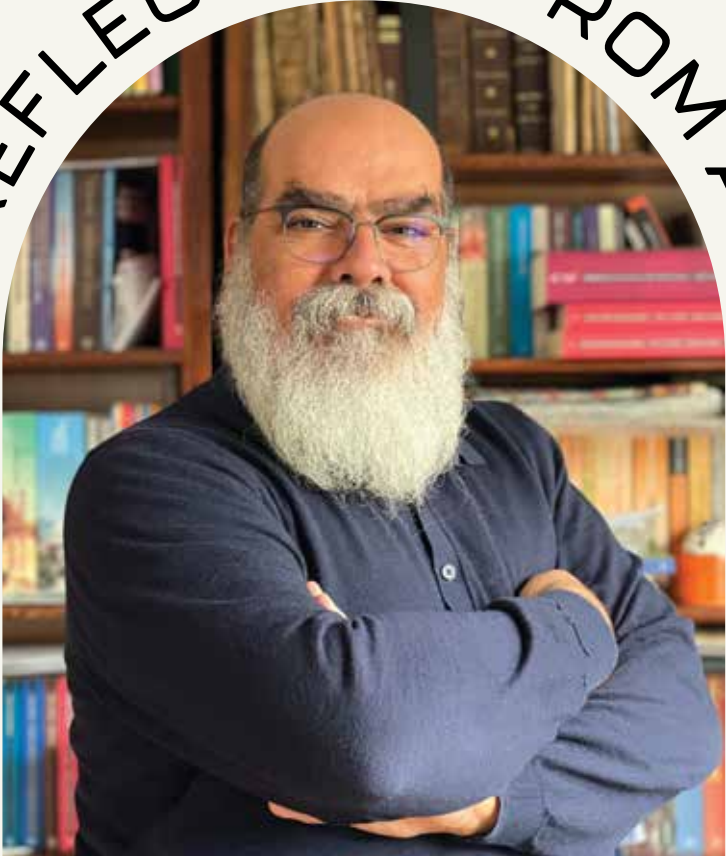
ALARKO CARRIER SHARES SECTORAL DEVELOPMENTS WITH PARTICIPANTS

MechTalks, where the theme of this year was "Right, Clean, Safe and Efficient Energy", was hosted by the Turkish Society of Installation Engineers and the Society of Mechanical Installation Engineers. Alarko Carrier was the platinum sponsor of the event held at the Mandarin Oriental Hotel on 24 November and took part in two different

panels. Tal Garih, Digital Transformation and Innovation Director of Alarko Holding, who spoke on the MechTalks "Good Practices" panel, provided detailed information about the changes that digital transformation will bring to companies and business environments, as well as the broad changes in business practices.



EARTHQUAKE REFLECTIONS FROM A CENTURY AGO



The 1894 Istanbul Earthquake was one of the most devastating earthquakes in recorded history. Just like today, the earthquake that shook society sparked solidarity and filled the columns of newspapers allowing us to compare today to a century ago.

Interview: **Prof. Dr. Mehmet Ö. Alkan** / *Academician*

Historian Prof. Dr. Mehmet Ö. Alkan took part in the earthquake special broadcast of the Diğerkâm program on Açık Radyo, hosted by Damla Özlüer and Rauf Kösemen, and discussed how the earthquake in Istanbul in 1894 was covered by the media outlets. With the permission of the program producers and Prof. Alkan, we are connecting to this special interview.

Rauf Kösemen: In 1894, Istanbul was hit by an earthquake with a magnitude of seven and an estimated intensity of nine. In addition to Istanbul, it was felt in Adapazarı, İzmit, and Yalova. It is similar to the earthquake currently expected in Istanbul. Shall we go back to that period?

Prof. Dr. Mehmet Ö. Alkan: As you mentioned, on 10 July 1894, Istanbul experienced the last devastating earthquake of the 19th century. Of course, Istanbul has already suffered massive earthquakes. One of the most notable is the 1509 earthquake known as Kyamet-i Sura, or the Small Apocalypse, which devastated Istanbul. We don't know its magnitude and intensity, but we know that it created a tsunami. Then there was the earthquake of 1766. This earthquake was so effective that Istanbul's first mosque, the Fatih Mosque, collapsed. Then it was rebuilt. That is why the oldest mosque in Istanbul is the Bayezid Mosque in Bayezid Square. As I mentioned, on 10 July 1894, the last earthquake of the 19th century took place. We have some information about this earthquake, but we don't have all the information. Perhaps I should mention this here: I mostly work on political and social history. I am not an earthquake historian. But when the 1999 earthquake struck,

we were all deeply impacted, and you don't know what to do with that desperation, and you don't know how to cope with life. Since I am a historian, I went to the archives to find out what happened in the previous major earthquake, and I studied newspapers and people's memories from that period. First of all, the 1894 earthquake happened during the daytime. Therefore, there were not many casualties. But we don't know how many people died, or how many people were injured. Because, from the day after the incident, there was a reluctance to give numbers, fearing that giving the number of dead and injured, as well as reporting on the increase in this number, would be "belittling our sultan and his state!" Then it was banned anyway. Except for the newspapers published on the first day and the next day, none of the newspapers gave proper information on the number of dead and wounded. Initial estimates are that around 150-200 people have died. Some estimate it to be as high as a thousand. The earthquake affected a very large area starting from Maltepe to Silivri and witnesses of that day said that there was a movement from south to north. And then it repeated itself. So the aftershocks were also strong at first. All the information I will share here is what I read in the newspapers of the time. In fact, after a while, the information was only available in Tercüman-ı Hakikat. Because some of the other newspapers were temporarily closed by the censor officers! I will also share the memories of those who lived through the period.

Now one of the first observations is that the Selâtin mosques, the mosques built by the sultans, have survived. The minarets of some of them had collapsed, but not the mosques themselves. Secondly, it was determined that European stone buildings such as the Ottoman Bank or Duyun-i Umumiye (The Ottoman Public Debt Administration) did not collapse. The apartment buildings in Beyoğlu were also among the buildings that did not collapse. But one of the issues that caught my attention was this: Most of the deaths had happened on the street. And here's why: Walls fell on people in the streets. Also, according to the press of the time, the biggest destruction took place in the Grand Bazaar. The Grand Bazaar had also been badly damaged. The walls and domes had collapsed. This is where most search and rescue operations took place. According to what I read in the newspapers, three or four days after the earthquake, earthquake victims were pulled out from under

the rubble. For instance, one of them was a tea seller and he had an earthenware jar with him. Just then there was an earthquake, the structure collapsed and he cowered next to the earthenware jar. He survived by drinking water from the jar for three or four days. For example, there were lengthy reports of his survival in the newspapers. Of course, the Grand Bazaar was the most vibrant bazaar in Istanbul. It is a common tale, and I first heard it when I was a child. After such earthquakes, everyone wanted to seek and save victims inside destroyed jewelry stores. So they would ask what the destroyed building was, and if it was a jewelry store, they would try to remove the rubble first. In the Grand Bazaar, measures were immediately taken against looting. Then the Grand Bazaar was restored with the contributions of Sultan Abdülhamid II.

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The first problem after the earthquake was transportation. When the earthquake struck, the tram, which provided transportation in the city, came to a halt, but after an hour or so, it resumed service free of charge. The second problem, as it is today, was food. Of course, the bakeries were closed. Orders were immediately sent to municipalities, bakeries were opened, and free bread was handed to the public for a

certain period of time, similar to free transportation. Because it was evening then. The newspapers write about interesting things that happened the day after. One of them is the Tercüman-ı Hakikat newspaper which was published back then by Ahmet Mithat Efendi and was the quasi-spokesperson and “partisan” newspaper of the reign of Abdülhamid II. The next day, the newspaper was praying for the health of the sultan. In other words, “We pray for the health of our Sultan. Fortunately, we have such a sultan and he has a state. A massive mobilization of relief for our people has begun, thanks to our Sultan and his state.”

After a while, we see newspapers closing down one after another, for example, Saadet newspaper, and Sabah newspaper. The reason for their closure is “hilâf-ı hakikat”, that is, reporting news that is contrary to the truth. This untruthful reporting includes giving the rising death toll. The only newspaper left was Tercüman-ı Hakikat. The news could be learned mostly from this newspaper in the following days. But I’m glad it was published. Because that is how we understand how the earthquake was reflected in daily life. Another interesting development is that immediately after the earthquake, inspection and investigation committees were set up in the municipal departments. Back in the day, district municipalities were called municipal departments. In other words, from the very next day, the heads of municipal departments set up organizations under their command and start assessing the damage. I felt that this was a significant response.

Another was the establishment of the İane-yi Müsabin Commission. In other words, this was an official commission to help people that were afflicted by the disaster and in distress. Also, charity books were started. So, these were for making donations. Here is what is interesting to me: For one thing, there was an upper limit for aid. People could donate up to two thousand five hundred kurus, and those donation books started to be published day by day in newspapers, especially in Tercüman-ı Hakikat. The names of the donors and the amount of their contributions began to appear in the newspapers. While this is being published, aid commissions were starting to provide aid based on the reports of damage assessment commissions. As a result, both the quantity of aid donated to whom and in which neighborhood was published. The reign of Abdulhamid II was one of oppression. I found this transparency and openness, which was incompatible with the period of oppression, very interesting.

Damla Özlüer: Rauf always says this: "Even when the instruments at our disposal are quite modern, people's behavior does not change very quickly." When we look at what is going on today, we see a similar situation, a movement, particularly from civil society, comparing the help received and what has been done. It's amazing to see it in this light.

Prof. Dr. Mehmet Ö. Alkan: Indeed, there was solidarity at that time. There is no doubt about that. Rauf Kösemen's observation is also correct in this respect: For example, just as rents are rising exorbitantly now, the first product to soar in price was timber. Timber

prices suddenly increased by fifty percent. Because timber was the main material to be used in the repair of houses, the price of timber increased by fifty, and it immediately began to be sold on the black market. Even more interesting, the newspapers themselves also became an item sold on the black market. Since there were no other means of getting news other than newspapers, in other words, since the only mass media was the print media, even read newspapers were sold on the black market in Istanbul.

There was another interesting similarity. They are also talking about this now, and they even made television programs: "Could America have caused this earthquake?"; "Could Russia have caused this earthquake?". There are now geological conspiracy theories. But these were also produced at that time. This is also very interesting. For instance, at that time, rumors started to spread like, "Why did this earthquake happen?" There has not been an earthquake in Istanbul for a very long time. Some of the people were saying: "You don't know that there is a volcano in the middle of Marmara. This volcano has exploded. It exploded in such a way that it shook Istanbul". Another rumor, which even made it to the newspapers, said, "After the earthquake, the sea turned black like ink. Thousands of bonito perished." It's not bonito season, but that's what the newspaper says. For example, another rumor was that Hayırsız Island has disappeared. But one of the things I like the most is what some of them were saying: "This earthquake was caused by mischief makers." What they meant by the mischief makers were the newly emerging Committee of Union and Progress and the Young Turks, in other words, the opposition! Let me give you an interesting fact: About seven years after this Istanbul earthquake, a similar earthquake occurred in 1901 and its magnitude was measured as 7.2. That was also a very big earthquake. It is called the 1901 earthquake. It is said that the earthquake was caused by the dissident Young Turks, the so-called mischief makers. "The Young Turks already disliked His Holiness Abdulhamid Khan. They came to Sarayburnu in a boat. They dropped a huge jar-shaped iron thing with chains off Sarayburnu. Then they paddled fast and went ashore. After a while, there was a big explosion at the bottom of Sarayburnu and an earthquake." Now normally we would laugh at this, but at that time an investigation was launched!



THE AGE OF MEDICAL REVOLUTIONS

New developments in the field of medicine in recent years shed light on the future of human health. Developments in genomic medicine, artificial intelligence, and digital health, in particular, can be cited as significant advances forward in the field of health. Let's take a look at the developments in the field of medicine in recent years.

From penicillin to antibiotics, from vaccines to sanitation, many developments led to modern medicine. Human life expectancy and quality of life have never been higher as a result of this, and new advances have brought the world of medicine to a whole new level. Recent innovations, in particular, have strengthened our present and shed light on our future.

We have compiled the most important developments in this recent period, which we can also describe as the age of medical revolutions.

GREAT STRIDES IN GENETICS

The most important development in genetic medicine in recent years is genomic medicine. Many diseases may become history shortly thanks to genomic medicine, which can be defined as determining the origins of diseases and devising therapies by analyzing people's DNA structures.

Another genetic development has been genetic editing. Many congenital genetic diseases are currently incurable. Genetic editing means editing genes with the newly developed CRISPR-Cas9 technology and offers hope for the treatment of genetic diseases.

TECHNOLOGY AND MEDICINE HAND IN HAND

From the past to the present, medicine has been one of the fields most influenced by technological advancements. However, with the discovery of breakthrough improvements in technology in recent years, we have seen that this impact has become much more intense. Robotic surgery is an example of major advances in medicine. Thanks to robotic surgery, surgeries are performed more precisely and the risk is reduced inversely proportionally. Again, thanks to this, some of the almost impossible surgeries have become possible.

Another example that makes a difference in medicine is artificial intelligence. Artificial intelligence, which has rapidly entered every aspect of life, has also fast manifested itself in the realm of medicine. Artificial intelligence, especially in diagnosis, treatment, and disease management, reduces the margin of error and increases the speed of procedures.

On the other side, with the advancement of IoT technology, it is predicted that the days will come when the technological devices we use will

From the past to the present, medicine has been one of the fields most influenced by technological advancements

monitor our health like a parent without the need for us to visit the hospital.

CANCER AND ORGAN TRANSPLANTATION

The immunotherapy method used for the treatment of cancer, one of humanity's most serious issues, has begun to yield promising results. While previously used treatment methods damaged healthy cells as well as cancerous cells, with this new method, cancerous cells are recognized by the immune system and destroyed by precisely targeting them in organ transplantation, many methods and technologies have been developed to prevent problems that may arise after transplantation.

Developments are not limited to these; new-generation lenses used in eye treatment are a beacon of hope for patients with serious vision issues, while advancements in hearing aids are enhancing the standard of living for people with low hearing levels. Every important development in the field of medicine opens the door to new developments. It seems that the future holds revolutionary changes in medicine...



OUR FUTURE

THE MAGIC OF THE SILVER SCREEN IS NOW ENTRUSTED TO ARTIFICIAL INTELLIGENCE!

Artificial intelligence has now entered every aspect of our lives. And the movies, too. Nothing will ever be the same again.

Artificial intelligence, which was developed to create structures with computers that resemble the intelligence and behavior of humans, has gained prominence in recent years due to its ability to learn, improve, and question itself. Artificial intelligence, which may be used in a variety of industries, has proven itself in several fields ranging from medicine to automotive, and communication to production. Even in cinema at an increasing rate in recent years...

Every technological advancement enhances people's living standards, but when it comes to art, things are a little different. Because the work created with art must be personal and aesthetic rather than accurate and functional. This also applies to cinema, which is the seventh art. However, given that artificial intelligence is largely utilized today to make things easier and to accomplish the genuinely impossible, we may claim that there is still time for these concerns.

IS NOTHING NEW UNDER THE SUN?

The first use of artificial intelligence in cinema is scriptwriting. Of course, we are not talking about artificial intelligence writing the script from beginning to end - yet. Writers or producers use artificial intelligence at the script stage, mostly in areas such as which genres or topics are of interest, which features of movies are disliked, and the selection of qualities to be assigned to characters.

Georges Dumézil, a French philologist, once stated that there are seven main stories in the history of mankind, that all other stories are variations of these stories, and that he determined the flow of these seven main stories. Can we say, based on this information and examples





like CHATGP, that it will be a long time before artificial intelligence sells our experiences to us as new movie scripts?

AI is also used for camera movements during shooting. The most common use for camera movements is to use artificial intelligence algorithms to determine the angles and camera movements that the viewer wants to see.

The two important elements of cinema that we will discuss now are actually among the areas where artificial intelligence will be used very often. Visual effects and sound effects. Artificial intelligence is used to enhance visual effects, resulting in greater realism. As for sound effects, some of them can be fully rendered using artificial intelligence.

ENDLESS STORIES

One of the most important examples of using artificial intelligence is *Rogue One: A Star Wars Story*. In this new installment of the series, which dates back to 1977, players who are no longer alive are digitally revived with artificial intelligence. *Westworld*, which uses artificial intelligence to create the behavior of the robots in the series, scanned all the films of its famous actor Anthony Hopkins and played his young version against him.

In *The Lion King*, artificial intelligence was used to accurately mimic the movements of real animals. *The Mandalorian*, where changes in the facial expressions of the characters were created, was one of the works that embraced the new technology.

While this new technology is fascinating at the moment, it appears to open the door to a slew of topics to be debated, ranging from copyrights to the right to be forgotten. The future of cinema workers, the demise of cinema as an art form, the commonality of films, and the decline in creative works... Although these reservations do not generally apply as yet, given the pace of developments, it seems that they will apply in the near future and that, once again, technology will shape the social structure.

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