

## We Draw Inspiration from Our Past to Build a Stronger Future

As Alarko Group of Companies, we plan to leave a year behind that has been successful despite being spent under the shadow of the pandemic. Economic activities have achieved to grow all over the world in parallel to the globally increased vaccination rates. 2021 has been a year of change for our entire Group. As Ayhan Yavrucu, the President of the Executive Board of Alarko Group who has made great contribution to the success our Group has achieved so far, has retired, Umit Nuri Yıldız, General Manager of Alarko Holding A.Ş., has been appointed as the Group's Chief Executive Officer.

As regards the Kaynarca-Pendik-Tuzla Metro Line project planned to be put into operation for passengers at the beginning of 2024, the TBMs have successfully reached their first phase excavations, reaching Kaynarca Station. Our Great Almaty Beltway Project and Bucharest Beltway Project continue at full speed. Cenal Elektrik Üretim A.Ş., one of our Energy Group companies, has successfully passed the "Compliance with the Entire Environmental Legislation" audits performed by the Ministry of Environment, Urbanization and Climate Change due to the increased mucilage density in Marmara Basin, proving once again the environmentally-sensitive approach of the Group in terms of production and operation activities. Striving towards the aim of increasing the quality of the services provided to its customers by means of making best use of state-of-the-art technology, our distribution company MEDAŞ is extending the SCADA system on one side, while preparing to commission drones for its project and site analyses on the other. Our climatization company Alarko Carrier was awarded the first prize in exports by İSİB (HVAC-R Industry Exporters' Association) for the 8<sup>th</sup> time in a row. Selected as the best leisure hotel of the world in Haute Grandeur 2021, Hillside Beach Club continues to support the training of young tourism professionals as the leader of the tourism industry.

You can read all these news reports and more on the following pages of our magazine. We wish you a healthy and happy year ahead...



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## REACHING FOR NEW HORIZONS WITH OUR YOUNG EXECUTIVES

Distinguished associates,

In our history of 67 years, 2021 has marked its place with very important decisions we have taken to reorganize our Group of Companies.

Our valuable senior executive Mr. Ayhan Yavrucu passed the torch to his young successor Mr. Ümit Nuri Yıldız, and with his 24 years of experience in Alarko, Mr. Yıldız has quickly accommodated himself as the Chief Executive Officer following his appointment with solid unanimity.

Our group has always been carrying out strategic planning which is essential for robust institutions. In parallel, we have reemphasized our trust in young executives who worked in various positions in the group by appointing them to new key positions. Furthermore, we are glad to witness that the third generation family shareholders, have grown together with their professional colleagues and assumed strategic roles in our Group.

I would like to congratulate from the bottom of my heart each of our young associates who have been promoted to key positions with the recent reorganization in our Group of Companies.

In our new organizational structure, which was announced on the Public Disclosure Platform, our valuable senior executives reporting to the Chief Executive Officer have assumed very important roles as follows:

Mr. Mehmet Ahkemoğlu: Chief Financial Officer

Mr. Alpaslan Serpen: Chief Strategy Officer

Ms. Pinar Yamaner: Chief People Officer

Mr. Serkan Demir: Chief Information Officer

I wish all of them success in their new roles.

Our young and 3<sup>rd</sup> generation shareholder, Mr. Tal Garih, is also successfully working in his recent position as the Director of Digital Transformation and Innovation of Alarko Holding; I wish him success and good luck as well.

While we continue to work on our organizational structure, Alarko Group of Companies is also following rational investment opportunities with the confidence it has in our country. Our new facility that we acquired in the fourth quarter of 2021 is a 1022-bed hotel and holiday village located on a 42 decares of land in Gündoğan, Bodrum. The new project that we will develop here will be our second tourism facility after Fethiye Hillside Beach Club, which has been globally successful. We believe this investment will bring a fresh breath to Bodrum, which is the most distinguished tourism area in Turkey. Our facility will open its doors for domestic and foreign visitors with a new concept following completion of renovation works, and I am confident that this facility will be beneficial for our country, the tourism industry and our Company.

Despite uncertainties created by fluctuating raw material and electricity prices, our energy generation group will be closing 2021 with a successful performance as confirmed by the financial figures 2021's 3<sup>rd</sup> quarter. We are aiming to provide combined financial hedging against global price fluctuations with the correct financial measures. We will ensure that this hedging strategy will be fruitful and vital for our future operations.

Our energy distribution group has always been a leader in our country with its asset base and successful maintenance, repair and distribution operations. It has been particularly successful in reducing loss and illegal use rates and achieving a large scale digital transformation. Lastly, we were nationally recognized with our commitment to customer satisfaction while maximizing operational efficiency.

Our contracting group is working diligently to complete the domestic and foreign projects it has undertaken. Kazakhstan-BAKAD Highway project is constructed with a BOT mechanism and after it is commissioned it will bring a significant level of income to our Group. The main goal of our Contracting Group should be to have similar PPP (Public-Private Partnership) projects in its portfolio in the coming years.

The Covid-19 Pandemic made air conditioning systems even more important and vital.



**İzzet Garih**  
Chairman of the Board

Consequently, Alarko Carrier Industry & Trade Group quickly adapted to changing conditions and had a successful year. We will continue our investments in this sector and work on developing know-how on water engineering, which is one of the top items in the agenda of the 21<sup>st</sup> century. Our target is to become one of the regional leaders in manufacturing circulation and submersible pumps.

We are successfully continuing our venture capital endeavors which gained momentum in 2021. We forecast a high return on these investments that we are diligently working on in a systematic and professional manner.

Distinguished Associates,

We are happy that our Group has completed 2021 successfully. I would like to congratulate the entire Alarko family for their hard work despite difficult conditions brought upon us by the global Pandemic. I am hoping that we will be even more successful in 2022, but most importantly that we will all be healthier.

May God bring the best of health, happiness, peace, success, prosperity and good luck to all of you in the New Year.

Please accept my warmest regards and best wishes,

# The TBMs Complete Their First Phase Excavations Successfully at Kaynarca - Pendik - Tuzla Metro Project Reaching Kaynarca Station

**A**s part of the ongoing project for which we have undertaken the construction, the Pendik Merkez - Kaynarca - Fevzi Çakmak line called the "Short Line" and the Kaynarca-Tavşantepe connection are planned to be completed at the first stage. The short line covers the 4.0 km tunnel between Pendik Merkez Station and Fevzi Çakmak Station and the 0.9 km tunnel among Pendik Merkez and Kaynarca Merkez Stations, Tavşantepe Station and Kaynarca Merkez Station, as well as Kaynarca Merkez Station Platform and tail tunnel.

When the short line's construction is completed and the line is commissioned, transfer will be possible to Kadıköy-Kartal-Tavşantepe Metro line and Kaynarca-Sabiha Gökçen Airport Metro line at Kaynarca Merkez Station and to Marmaray at Pendik Merkez Station. Activities are ongoing at 10 worksites today. In the tunnels excavated using NATM and TBM tunnel construction techniques, 40% of the NATM excavations have been completed. TBMs have successfully completed the first section's productions by means of completing 374 m excavations for tunnels, reaching Kaynarca Merkez Station. 7.4% of the TBM tunnel excavations has been completed so far. TBMs will continue excavations towards Pendik after reaching this station, and their uninstillation will be ensured when they reach Pendik switchyard structure. Works are ongoing at full speed on the field. A ceremony has been held with the participation of Ekrem İmamoğlu, Mayor of Istanbul Metropolitan Municipality, for the 2<sup>nd</sup>



TBM which has completed its first section's excavations on 27 October 2021 reaching Kaynarca Station. Following the ceremony, the worksite has been visited and toured with the participation of Ümit Nuri Yıldız, CEO of Alarko Group of Companies.

A 16% progress has been achieved in our project planned to be completed as of 28 December 2023 with the additional time extension given due to the failure by the Administration to perform site deliveries. Trip time will be reduced to three minutes between Pendik Merkez and Kaynarca Merkez stations thanks to Pendik Merkez - Kaynarca Merkez line planned to be in operation for passengers at the beginning of 2024, and thus Istanbul will have gained another metro line with a capacity of 70,000 passengers per hour on one way.





## 2<sup>nd</sup> Phase Construction Activities Continue at Full Speed for Kabataş-Mecidiyeköy-Mahmutbey Metro Project

**M**ecidiyeköy-Mahmutbey Section, the first phase of 22.5-kilometer Kabataş - Mecidiyeköy - Mahmutbey Metro Project known as the M7 line, whose construction works are ongoing and which includes 19 stations and 150 decares of storage site with a parking capacity for 275 vehicles, has completed the first year under our failure response responsibility as of 28 October 2021, and we will continue to provide business supervision service for this section. 100,115 successful trips have been completed at the Mecidiyeköy-Mahmutbey line since 28 October 2020 with an average monthly service availability rate of 99.92%, and the line has served total 18 million passengers.

The items of the punch list required for the performance of temporary acceptance of the first phase of Mecidiyeköy-Mahmutbey line are continued to be completed at full speed.

As regards the project's second phase whose commissioning is keenly awaited by Istanbulites, our tunnel excavations are continued at full speed and enthusiastically in order to ensure constant back and forth trips between the 1.9 km Mecidiyeköy-Yıldız line and the Fulya and Yıldız stations and put these lines into operation for passengers by the end of 2022.

Our excavations are ongoing for the main line connection tunnels at this section, in addition to our platform construction activities. The reinforced concrete works are continued for Yıldız and Fulya Stations, and we plan to start architectural works by the end of the year. The stations whose design works are ongoing are expected to add different and new colors to Istanbul.

As Alsim Family, we carefully continue our archeological excavations at Beşiktaş Station since we provide the same care to our historical and cultural assets as we do to human and nature, and we have carried out archeological excavations on an area of 8,090 and 3,535 square meters at Beşiktaş and Kabataş, respectively, since the starting of the Project. The request for the removal of the archeological findings in Kabataş Station has been approved by Istanbul's Cultural Assets Preservation Board. We plan to initiate the excavation and shoring works after the removal of the findings from the region, and our construction activities have been scheduled to make sure that Kabataş Station, which is enthusiastically awaited by all Istanbulites, is commissioned as soon as possible. Once Kabataş Station is commissioned, it will have been integrated with the F1 (Taksim-Kabataş) funicular line and (T1) (Bağcılar-Kabataş) Tram Line.



# Construction Activities Continue at Full Speed in BAKAD Project

**A**s part of the West China - West Europe international highway project, the Great Almaty Beltway project is the first major Public-Private Partnership being undertaken in Kazakhstan. Standing out as the largest private sector infrastructure investment project outside of the petroleum and gas industries, the 66-km Great Almaty Beltway projected to pass through the districts of Karasay, Iliy and Talgar in the state of Almaty will reduce the transport load of the city arteries and serve approximately 2,000,000 people. Completion of the project will help accelerate the social-economic development of Almaty and its surroundings, reduce the traffic load within Almaty and minimize air pollution. Project guarantor is Kazakhstan Republic's Ministry of Industry and Infrastructure Development, and project contractor is Alsim Alarko Sanayi Tesisleri ve Ticaret A.Ş. / Makyol İnşaat Sanayi Turizm ve Ticaret A.Ş. / SK Engineering & Construction Co. Ltd. / Korea Expressway Corporation consortium. The length of the road consisting of total 11 lots (9 lots consisting of the roads, 1 lot of ITPS and 1 lot of the Road Maintenance Building) is 66 km. The road is designed to carry 4 lanes on a section of 14.5 km and 6 lanes on the remaining 51.5 km. The superstructure coating of the connecting roads, bridges and viaducts will be asphalt.

There are 7 intersections, 13 overbridges, 6 underpasses, 1 railway underpass, 18 bridges and 1 retaining wall on the road. The total length of the overbridges, underpasses and bridges is 2,638 meters, while the length of total 114 culverts is 4,872 meters. The construction work on the bridge will involve 1,740 bored piles and 3,200 driven piles. The scope of the project also includes 17.2 million cubic meters of earthmoving, 3.1 million tons of cold mix layer, and 1.6 million tons of asphalt. A total of 190,000 cubic meters of concrete will be used in the construction of bridges, engineering structures and the Area Control Center building. The amount of aggregate to be used for the project will be 5.2 million tons (2.2 million tons of sand & gravel mix and 3.0 million tons of ballast). Road illumination will be performed on intersections. The landscaping will include the planting of 1.8 million m<sup>2</sup> of green lawns and 94,000 trees. A sound barrier reaching a total of 15.4 km and a 142 km wire fence to prevent the entry of creatures will be installed along the roads in residential areas.

1 road maintenance depot, buildings and facilities will be installed within the scope of the project in addition to the ITPS (Intelligent Transport and Payment System) which will contain 12 toll booths, 24 dynamic information panels, 94 closed-circuit cameras/vehicle tracking systems, 30 traffic sensors, 32 weight in motion measurement systems, 2 meteorology stations, 1 call center, an automatic license plate recognition system and a road conditions information system, as well as 80 kilometers of fiber cables. Progress achieved in terms of overall volumes of work on the field according to the business schedule:

Description	Unit	Total Volume	Completed	Remaining	Progress %
Infrastructure Displacement Works	km	127	115	11	91%
Culverts	units	115	95	20	83%
Archeological Works	units	336	336	0	100%
Earthwork Operations	Mio. m <sup>3</sup>	18.2	14.7	3.5	81%
Cold Mix (Subbase+Base)	Mio. Ton	2.9	1.0	1.9	35%
Hot Mix Asphalt Works	Mio. Ton	1.6	0.4	1.2	25%
Bridge Works	K. m <sup>3</sup>	191	124	67	65%
Köprü İşleri	Bin. m <sup>3</sup>	190	9,8	180,2	%5

Together with the financial closing taking place on 6 August 2020, the project's ending date under the contract term of 50 months will be 6 July 2024; however, the works included in the main body of the project including asphalt works are intended to be completed as of the end of 2022 with an accelerated work schedule.

## Ümit Nuri Yıldız, CEO of Alarko Group of Companies, Visits BAKAD Worksite

During the visit held on 20-21 October, Ümit Nuri Yıldız was accompanied by Mustafa Gafuroğlu, General Manager of Alsim Alarko – Foreign Countries. The worksite was toured during the visit, and general information was provided to Ümit Nuri Yıldız regarding the project, the productions carried out until today, and the 2022 worksite planning. Not only an evaluation has been made on the actual and financial status during the visit, but also an introductory meeting was held with the project's senior management, which also included the shareholders.





# Lot 1 and Lot 2 Construction Works Continue for our Bucharest Beltway Projects

**D**esign projects have been completed for both lots of our contracted Bucharest Beltway Project, which consists of the construction of a 33-km highway consisting of two sections (Lot 1 and Lot 2). Site deliveries were performed on Lot 2 in two phases on 18 August 2020 and 05 November 2020, respectively, whereas construction activities started on Lot 1 on 01 March 2021 are still ongoing.

As of 26 October 2021, a physical progress of 32.51% and 18.49% has been achieved in Lot 2 and Lot 1, respectively. The works of small and large engineering structures, viaducts, reinforced concrete works, earthworks (excavation and land-filling) and soil improvement works, as well as permanent earthwork handling works at the existing infrastructure and super-structure are still ongoing on the field. Production activities are carried out for the production of pre-stressed pre-cast girders. The installation activities of auxiliary facilities such as concrete plants and asphalt production facilities have been completed, and production activities are still going on. Various 400kV and 20kV utilities displacement works have been completed in Lot 2 section such as natural gas/petroleum, waste/potable water, and telecommunication lines, and 110 kV displacement works are still ongoing. The construction permit has been obtained for the main route of Lot 1, and works are still ongoing particularly for the additional expropriation in areas where activities will be carried out for the infrastructure activities. The utilities displacement works will be started once said expropriation works are completed.



Plans have been made for the mobilization of the resources, teams and equipment that are required for ensuring that the construction activities can be carried out simultaneously in both sections and that the works can be completed before the due delivery dates. Our Project has been designed in the status of 2 x 2 lane asphalt-paved road divided by steel barriers according to the design speed of 140 km/hour as per the respective technical specifications. Within the scope of Lot 1 and Lot 2 projects, works will be carried out for 15 highway viaducts, 14 overbridges, 4 intersection arrangements, 72 culverts, 2 operation and maintenance fields, 3 temporary parking areas, highway traffic regulation and passenger information systems (ITS) and other closed security systems, as well as various road illumination and finishing works.



# CENAL Elektrik Üretim A.Ş. Successfully Completes the Audits Performed for Musilage Density in Marmara Basin

**W**ith the musilage density in Marmara Sea Basin increasing in 2021 spring, a set of measures have been started to be taken by the Ministry of Environment, Urbanization and Climate Change in order to prevent negative impact of musilage layers observed in shores, sea surface and at different bottom depths. As part of these measures, the enterprises which discharge their waste into Marmara Sea Basin were subjected to audits in terms of compliance with both Environmental Legislation and standards for discharge into marine receiving environment. In this connection, CENAL Elektrik Üretim A.Ş. underwent total 6 audits including one carried out for provision of information for the purposes of creating an inventory.

During the examinations performed by the Ministry at CENAL Elektrik Üretim A.Ş., full compliance was observed in terms of Environmental Legislation, official permits, continuous analyses, periodic analyses, and documents requested to be submitted. It was stated that no incompliance was detected in the analysis results related to the Deep Sea Discharge Point

(SAIS - Continuous Wastewater Monitoring System- Cabin) and Domestic Wastewater Treatment samples collected by Accredited Environmental Analysis Laboratories on different dates under the supervision of the Ministry's auditing teams for the purposes of inspection of compliance by our enterprise with discharge standards. Within the scope of the audits carried out by the Ministry, 2,517 wastewater samples have been collected from various enterprises at Marmara Basin. As a result of the audits, 175 enterprises and 11 vessels were imposed fines of total 23.5 million Turkish Liras, whereas 52 enterprises were banned from professional activity due to their acts in violation of the environmental legislation. During this process that resulted in a kind of mobilization at natural disaster level, CENAL Elektrik Üretim A.Ş. maintained its strong position in line with its vision of "Environmental Energy and Advanced Technology". Thanks to the fast response of authorities to its requests in full cooperation and with a transparent approach, it has proven once again the efficiency of its inspection mechanism and its investments made for ensuring a sustainable environment during its production activities and processes.

## What is Musilage?

Musilage is a thick, transparent, and gluey organic substance secreted by certain phytoplankton species, which are the first step of the marine biological production, into sea water as a result of overgrowth triggered by various environmental factors.

### Musilage production is based on three main environmental factors:

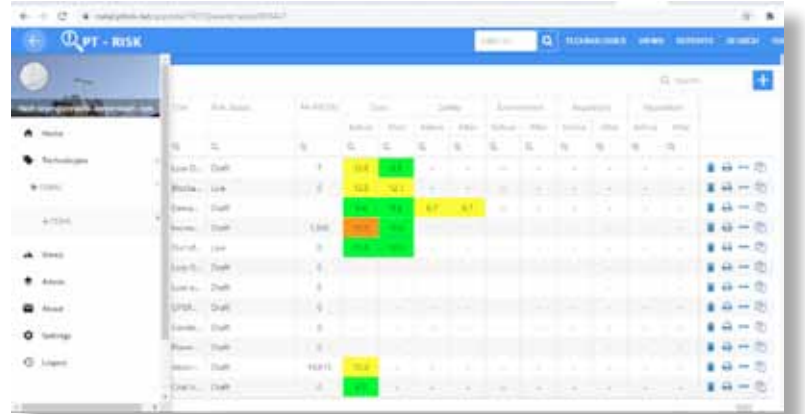
- Temperature (together with the impact of climate cycle or change)
- Stability in sea water
- High concentrations of nitrogen and phosphorus in marine ecosystem





## The Installation of Risk Management System is Completed at Karabiga TPP

**A** risk management system has been designed at CENAL with the “Establishment of Asset Risk Management Framework Agreement” signed with UNIPER company employing total 11,000 employees all over the world and providing engineering and consultancy services in 40 countries in the energy sector at the end of 2020, in addition to the installed capacity of 34,000 MW it operates, and the system’s dynamic monitoring and operation functions have been brought live as of September 2021 with UNIPER’s licensed risk monitoring software. With the system that has recently gone live, not only the company’s risk appetite will have been defined in the system in material terms, but also we will have inspected and revised both periodically and on spot basis whether our material profits or losses are in secure green zone or red zone together with the monitoring and reporting of the risks and opportunities included in the agenda of all units within the same platform. Furthermore, within the scope of the agreement signed with the company,

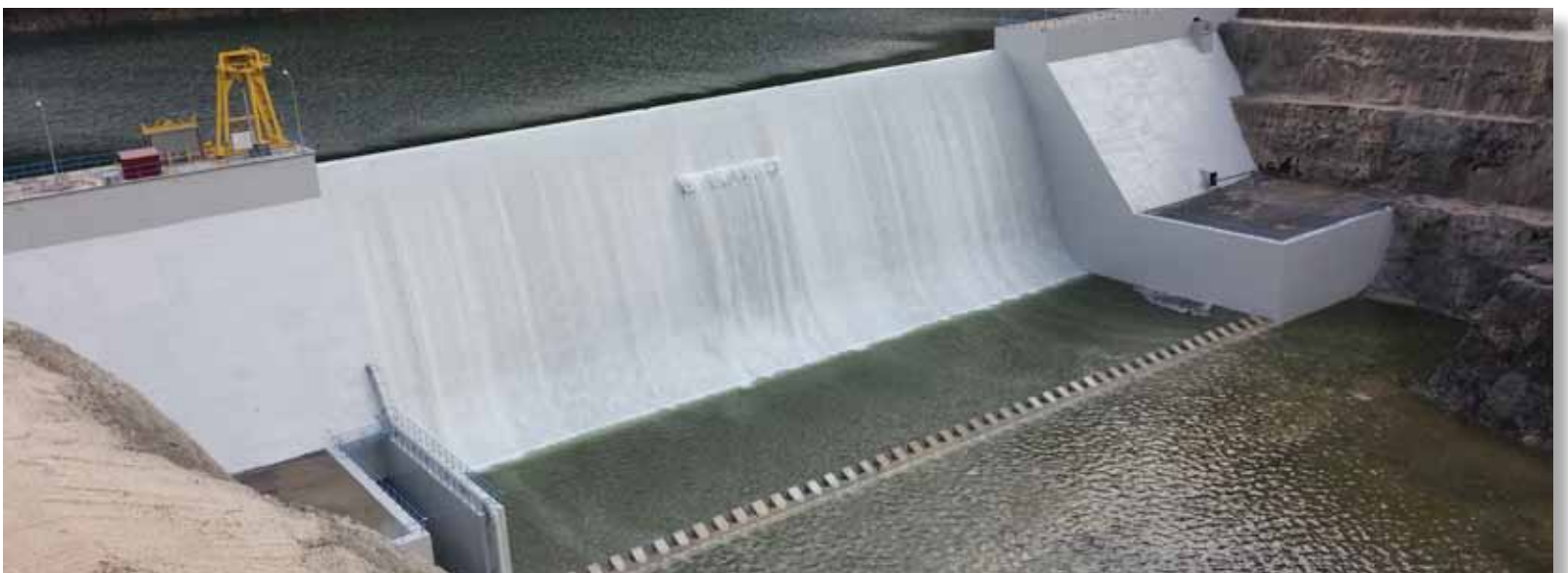


our staff trainings for white-collar employees will be started for ensuring an efficient KPI generation process and follow-up within the scope of the “Practical Training for Performance Managers”.

## Altek Alarko Started Producing Renewable Energy Certificates in its Two Hydroelectric Plants

**I**n line with its vision of leaving a sustainable and greener world to future generations, Altek Alarko A.Ş. performed the first transfer of the I-REC certificates documenting that renewable sources were used for the energy generated at Karakuz and

Gönen Hydroelectric Plants. Selling the I-REC certificates issued for the generated electricity, Altek Alarko also started to derive additional income for its production.



### What is I-REC Renewable Energy Certificate?

The I-REC Renewable Energy Certificate developed by RECS International is an international certification system documenting the use of renewable energy sources for the electricity produced or consumed. Each I-REC certificate represents 1 MWh electricity generated and supplied to the electrical network. With I-REC certificate, electricity consumers can document that the electricity they purchase was generated from renewable energy resources in international markets. This helps decreasing carbon emissions, creating awareness among their customers, stakeholders, and countries to which export, and contributing to promoting an environment-friendly way of life.

## MEDAŞ Continues Its Technology Investments

**M**eram Elektrik Dağıtım A.Ş. continues its activities towards the goal of providing better service to its customers making use of technological facilities to the maximum extent. Continuing



its activities for the installation of the remote control and monitoring system at distribution stations, MEDAŞ continues its efforts to increase the number of its stations from 244 to 600.

Thanks to its SCADA extension investments, MEDAŞ employees are now able to detect failures within the shortest time possible and to follow-up power cuts thanks to remote control function. The SCADA system installed makes it possible to determine fast the points facing power cuts in the electricity distribution network, and to supply energy to these points again. This helps decreasing the power cut periods, and monitor live the energy flow at distribution stations from the control center. The maintenance plans are made more efficiently thanks to collected energy and power cut data.

## MEDAŞ Strengthens Its Field Activities with Drone License Training

**M**aking use of technological facilities to the maximum extent and constantly focusing on training, Meram Elektrik Dağıtım A.Ş. continues to improve its technological infrastructure with a view to providing faster services. Aiming to increase the efficiency of human force and prevent potential errors thanks to the integration of technology into everyday life, MEDAŞ involves unmanned air vehicle in projects, carrying service quality to the next level. With this training, MEDAŞ aimed to decrease the time of work through the use of unmanned air vehicle (drone) instead of carrying out the project and field analyses using human force by means of making site tours for expropriation projects, and to minimize errors. Projects will thus undergo onsite controls with zero fault tolerance, ensuring full and defect-free investments at full



speed. New technologies will be integrated with the system on project basis, and photogrammetric measurements to be made via drone will allow carrying quality to the next level in mapping and project generation.

## MEDAŞ Art Gallery Opened the New Season

**T**aking a break from artistic events within the scope of the Covid-19 measures to preserve public health, Meram Elektrik Dağıtım A.Ş. started its new season on 4 October 2021 with full measures being implemented. Making a distinguished name for itself in the fields of cultural and social activities, MEDAŞ continues to bring art lovers in Konya together with art. Having hosted 44 major exhibitions so far since its opening, MEDAŞ Art Gallery opened its doors to art lovers on 4 October 2021 at 6:00 p.m. with the mixed exhibition involving 14 participants from Prof. Orhan Cebraioğlu Art Studio. Stating that MEDAŞ was happy to support art and artists, Erol Uçmazbaşı, General Manager, said: "We are opening our gallery after a long pause. I would like to thank

to the college teachers of our region for their support in our gallery. We plan to make further contribution to Konya and our region in terms of art, and I would like to invite all artists of our region to exhibit their works".



## MEDAŞ Prepares Young Engineers for Future

**M**eram Akademi continues its Engineer Training Program in its 4<sup>th</sup> Term within the scope of the program conducted since 2018 aiming to equip engineers with social and managerial skills using state-of-the-art engineering methods, introduce them to a professional business career and train engineers leading projects. Engineers are included in internal technical training and development programs after they embark upon their professional career. Out of



the expert and managing engineers working in the departments of this program, those working as chief engineers and managers serve as trainers. This approach helps trainers benefit from the knowledge and experience of chief engineers and managing engineers serving in major positions in intense projects, while contributing to the strengthening of organizational memory. With the engineering methods taught with gradually increasing theoretical and practical difficulty levels, MEDAŞ aims to make difference and ensure that engineers can adopt a proactive approach as a result of applied personal development sessions with special content and can develop a solution-oriented mindset making use of state-of-the-art engineering methods in a highly disciplined manner. The program aims to ensure that young engineers gain different perspectives while learning state-of-the-art engineering methods, and to make sure that they make an efficient start to their career.

## MEDAŞ Makes A Distinguished Name for Itself With Its R&D Projects

**M**EDAŞ (Meram Elektrik Dağıtım A.Ş.) closely follows-up with the technological developments in the country and abroad, continuing to maintain its leading position in the industry. It brings the global trends to our country via the R&D efforts spent to that end. MEDAŞ has launched the "Project for Research and Pilot Implementation of New Methods for Connection of Overhead Line Conductors to Insulators" approved by EMRA for constant energy supply to consumers. This project has revealed that the new type of insulator used at pilot field applications and the mechanism preventing the wire from slipping from the insulator resulted in a decrease in power cuts and potential losses to arise as result of power cuts. Activities were carried out for the production and dissemination of insulators used within the scope of the project

through national and local facilities, and a new R&D project application has been filed with the EMRA for the continuation of the existing project.



## Full Support from MEDAŞ to Blood Donation



**M**EDAŞ employees gave full support to the blood donation call made by Turkish Red Crescent with the slogan of "Give Your 15 Minutes to Give Life to Others". The Red Crescent Organization's blood donation vehicle parked before MEDAŞ General Directorate during morning hours hosted blood donors until late evening.

### "Donating blood is a constant need"

Authorized representatives of MEDAŞ thanked all its employees for their sensitivity and full support to the activities of the Turkish Red Crescent Organization aiming to meet the country's blood and blood products requirements from informed volunteer blood donors and to raise awareness among public on the importance of blood donation. The participation of MEDAŞ employees in the event highlighted the importance of raising awareness on blood donation and saving lives once again.

## We are With Our Lovable Companions with All Our Energy

**M**erem Elektrik Dağıtım A.Ş. stands out with its social responsibility projects other than its electrical distribution services. Paying attention to acting with a sense of social responsibility, MEDAŞ continues to touch every part of life with its projects.

With its project carried out in the past, the Company had placed the kennels it constructed for keeping dogs and cats safe outside in winter on various parts of the city through the municipalities. Stating that they conducted this project with the aim of proving that stray animals are not alone, MEDAŞ representatives said that they visit these regions regularly and provide food support. MEDAŞ employees did not leave their lovable companions alone on World Animal Day on October 4<sup>th</sup>, having good time with them and providing food support.



## Saving Tips from MEPAŞ on the World Savings Day

**O**ctober 31 is celebrated as the World Savings Day each year to highlight the importance of savings, promote welfare, encourage savings rather than consumption and support the sustainability of resources. Giving energy saving tips at MEPAŞ Customer Services Centers within the week the World Savings Day is celebrated, Merem Elektrik Perakende Satış A.Ş. performed activities for raising awareness among consumers to help them reduce their bills with a view to both supporting customers' budgets and contributing to the country economy. Telling the customers visiting the Customer Services Centers for their operations that they can ensure significant savings by taking little measures at their home or workplace, MEPAŞ employees gave energy-saving bulbs to the customers as gift. Speaking at the end of the event, Fatih Yetimoğlu, Customer Services and Operations Manager, said: "We opened "Energy Saving Booths" in our Customer Services Centers one year ago with a view to ensuring that energy is used efficiently and responsibly. Giving little saving tips to our customers at Saving Booths, we not only aim to raise awareness on the importance of saving, but also support families' budgets and contribute to the country economy." Fatih Yetimoğlu also stated that during the World Savings Day week, they gave saving light bulbs as a gift with the motto of "Your First Energy-Saving Light Bulb on Us" in customer service centers to raise awareness and encourage some savings."



## MEPAŞ Attends Konya Energy Summit & Fair

**K**onya Energy Summit and Fair held in June under the auspices of the Ministry of Energy and Natural Resources was attended by Meram Elektrik Perakende Satış A.Ş. as the event's bag sponsor. The opening ceremony of the summit held at Selçuklu Congress Hall with the theme "Konya's Energy Illuminates Turkey" was participated by Fatih Dönmez, Minister of Energy and Natural Resources, by way of video conference. The booth of Meram Elektrik Perakende Satış A.Ş. drew huge attention from the visitors during the summit. In line with its motto of "Energy for Life", MEPAŞ provided the guests visiting its booth with energy-saving tips and information on agricultural cards offered by contracted banks and payment facilities they offer to agricultural irrigation customers, as well as the newly-introduced service for subscription procedures via E-Government. The visitors also had the chance to receive information on the types of transactions that can be made via call center, Online Transaction Center and mobile application, and the facilities provided by the transition to digital life to customers and discounted electricity.



## Meaningful Event Held By MEPAŞ on Mother's Day

**M**other's Day which is celebrated on the second Sunday of May every year, fell on 9<sup>th</sup> of May this year and celebrated under the shadow of Covid-19 as in the last year. Believing that motherhood is not only a biological relation and that everyone who gives a child her love and compassion, educates a child with her knowledge and allows the child to dream can be a "mother", Meram Elektrik Perakende Satış A.Ş. celebrated the Mother's Day for all mothers and candidate

mothers with a sentimental video. MEPAŞ sent little gifts to mothers who are always there for us, but who fell apart from their children due to the pandemic with a note that said: "We celebrate the Mother's Day of all our mothers who inspire us with their energy". Showing off their happiness on this special surprise, mothers thanked MEPAŞ for the gifts hoping that this would be the last Mother's Day they had to be apart from their children.

## Concert from MEPAŞ Employees

**M**EPAS employees founded music band "Yüksek Gerilim" (High Voltage) in a bid to cope with high levels of stress in business life and keep the employees motivated. Holding their first concert in September, the music band "Yüksek Gerilim" helped their colleagues have good time. Attracting huge interest of the employees, the concert was widely attended.

Speaking at the end of the concert, İlker Arslanargun, MEPAŞ General Manager, said that holding internal motivation events aiming to boost motivation is of vital importance for improving social communication among employees and increasing efficiency, and that this kind of events through which MEPAŞ employees come together will continue to be held in future.



## The Winners of Alarko Carrier's "Photo Contest on Global Climate Change" are Announced



1. Ömer Faruk Güler



2. Mehtap Akbaş Çiftci



3. Fazilet Ecemiş Yılmaz

The winners of the "Photo Contest on Global Climate Change" organized by Alarko Carrier, the leader of the air-conditioning industry, have been announced. The photos submitted to the contest demonstrated the devastating impact and damage caused by the climate change. Wishing to draw attention to the impact of climate change, one of the most challenging problems of today, on our planet and the environment in which we live in, Alarko Carrier's Photo Contest on Global Climate Change held for the eight time this year announced its winners. The contest for which applications were submitted over Instagram and Twitter with the hashtag #Küreseliklim2021 received nearly 1000 photos. 50 photos that received the most votes in the public voting were chosen in the first stage, and then the top 12 photos were chosen as a result of the assessment of the jury. The jury included Adem Meleke, journalist and photographer, Coşkun Aral, documentary filmmaker and photojournalist, Dilan Bozyel, photographer, Ercan Arslan, Photo Editor and Photojournalist of Milliyet Daily, and Mehmet Turgut, photographer, as well as Başak Yalvaç Özçağdaş, Tema Foundation General Manager, Niv Garih, Chairman of the Board of Alarko Carrier, and Serhat Bayram, President of Serdesin Advertising Agency. The owners of the first 12 winner photos selected by the jury won special awards from Alarko Carrier. The winner Ömer Faruk Güler was awarded the prize of Toshiba HAORI 13.000 BTU/h Air-Conditioner. The first runner up Mehtap Akbaş Çiftci won iPhone 12 mobile phone, whereas second

runner up Fazilet Ecemiş Yılmaz won Canon EOS M50 Mark II BK Camera Vlogger Kit. The fourth prize winner Alev Ünal, the fifth prize winner Şevki Karaca and the sixth prize winner Mehmet Bedir won Fujifilm Instax Mini 11 Bundle Box. The seventh prize winner Serhat Yılmaz, eighth prize winner Ramazan Çirakoğlu, ninth prize winner Deniz Nida Şener, tenth prize winner Tahir Yangın, eleventh prize winner Dilek Aşkın and twelfth prize winner Münevver Ulusoy were granted vouchers of TL 500 from Decathlon. Besides, all top 12 winners won monthly subscription of National Geographic Magazine for 12 months.

### The owners of the top 12 winner photos are as follows:

1. Ömer Faruk Güler
2. Mehtap Akbaş Çiftci
3. Fazilet Ecemiş Yılmaz
4. Alev Ünal
5. Şevki Karaca
6. Mehmet Bedir
7. Serhat Yılmaz
8. Ramazan Çirakoğlu
9. Deniz Nida Şener
10. Tahir Yangın
11. Dilek Aşkın
12. Münevver Ulusoy

## Toshiba Haori Won Japan's "Good Design Award 2021"

Good Design Award held in Japan each year rewarded the best designers also this year. Awarding designs to produce a better future, Good Design Award announced the best designs following its assessment that took many months. The Good Design Award initiative supported by the Design Development Institute, which is the only comprehensive design assessment and proposal system of Japan, has chosen Toshiba Haori air-conditioner as the best design. Toshiba Haori Air-Conditioner won the best design award in Good Design Award 2021 that received applications from various industries. Hiroyuki Fukano, President of Japan Institute of Design Promotion, stated that there has never been this much interest in design and that the applications received this year increased significantly compared to the last year.



# Alarko Carrier Measures Climate Literacy in Turkey

**T**he leading brand of the air-conditioning sector, Alarko Carrier held a Climate Literacy Survey in order to measure climate literacy in Turkey and to make plans for future periods in this respect. In line with its motto of #İklimBizimİşimiz (We Are the Experts in Climate Issues), Alarko Carrier said that it would initiate information provision activities to raise awareness and understanding on climate change. Having given particular importance to sustainability for long years and standing out with its human- and environmental-friendly products, Alarko Carrier held a comprehensive climate literacy survey. The survey aiming to draw attention to climate awareness in our country and offer solutions on the issue was held by Twentify, making use of the answers given by 1261 subjects representing regional and socio-economic characteristics of Turkey.

## We Have A High Level of Awareness on Climate Change, But Lack Technical Knowledge

The survey measuring both knowledge and awareness on climate issues reveals that the society had a significant level of awareness on the origin and resolution methods of the problem in terms of issues having direct impact on the society. A majority of the society lists destruction of forests as the principal factor that resulted in climate change. In addition, it is believed that disasters such as flood and storm are caused by the climate change, resulting in decreased agricultural products. On the other hand, it is observed that the awareness level on more technical concepts such as greenhouse gas emissions, carbon footprint and climate agreements signed on international level is not sufficient. While 25% of the people living in Turkey have no idea about greenhouse gases, this ratio increases to 37% and 69% about carbon footprint and international agreements such as the Paris Agreement and Kyoto Protocol on climate change.

## Great Concern about Climate Change

Participants of the survey were asked questions on their concern about climate change. While 86% of the public is concerned about the impact of climate change on future generations, 87% believes that they will face draught in future. It is believed that infections and epidemics will increase with the depletion of water sources. While concerns are on the rise regarding the increase in fires, elimination of agricultural sources and disruption of the ecosystem, participants state that this will result in a negative impact on economy and tourism. Another interesting fact revealed by the survey is that 73% of the participants stated that they believe that necessary measures were not taken against climate issues. The answers given to the question of "How do you hear about the climate change" were mainly "from TV" and "from social media".

## "Human Factor" is the Most Important Factor

The survey shows that the biggest factor responsible for climate change is



human factor. The main factors resulting in climate change were noted to include wastes discharged into the sea, gases leaking into the atmosphere from production plants, excessive consumption, unplanned urbanization, and excessive use of substances harming the nature such as plastics, while the participants stated that individual measures that should be taken include increasing green areas, carrying out recycling activities and encouraging the use of recyclable products.

## "We Will Continue Our Activities Aiming to Increase Awareness on Climate Change"

Cem Akan, General Manager of Alarko Carrier, talked about climate change having direct impact on our country and our planet, highlighting the importance of awareness and recognition of the issue, saying: "At Alarko Carrier, we tried to measure climate literacy, trying to understand both the level of knowledge on climate issues and how conceptual issues are perceived. Following this survey, we are now starting a set of activities to contribute to climate literacy in line with our motto #İklimBizimİşimiz (We Are the Experts in Climate Issues). We took the first step by obtaining these valuable data. We will launch projects aiming to improve our knowledge on climate issues, while increasing our awareness on the environmental impact of our every single individual or organizational step on the issue. We intend to work in cooperation with local governments and municipalities. We will try to draw attention to the climate crisis both in the social media and on all kinds of platforms where we spend most of our time every day."

## "We Have a Brand New Problem Called Eco-Anxiety"

Stating that a new concept has arisen in terms of the fear caused by the impact of climate change, Cem Akan said: "We now have a brand new problem called "Eco-Anxiety" in English. The anxiety is gradually increasing as we continue to feel the impact of the climate crisis. The Special Report on Global Warming of 1.5 °C published by the Intergovernmental Panel on Climate Change (IPCC) upon examination of more than 6,000 scientific researches reveals a very important fact. If greenhouse gas emissions continue rising at their current rates, the global warming will exceed the increase limit of 1.5 °C between 2030 and 2052. This marks a point of no return for the whole planet."

## Alarko Carrier Wins Award for 8 Times in A Row

**B** Celebrating the 10<sup>th</sup> anniversary of its foundation, İSİB rewarded the companies that made a difference with their export activities performed in the air-conditioning sector in 2020. The leader of the air-conditioning industry, Alarko Carrier was granted the award of "The Company to Export the Greatest Number of Air Handling Units, Rooftops, Fancoils, Modular Air Conditioning Systems" by HVAC-R Industry Exporters' Association (İSİB) for the 8<sup>th</sup> time in a row.

The award ceremony hosted by Mehmet Şanal, Chairman of the Board of İSİB, was attended by the Members of the Board of Directors and Supervisory Board of İSİB, İsmail Güllü, President of Turkish Exporters Assembly (TİM), and the members of the board of directors and officers of the companies that won awards, as well as stakeholders in the sector.

### 8<sup>th</sup> Award in a Row in the Same Category

Alarko Carrier has thus achieved significant recognition by winning this award in the same category for 8 years in a row. Making no concessions on hygiene requirements, efficiency and safety, Alarko Carrier continues to offer "real comfort" in all kinds of environments inhabited by human populations in today's conditions where the quality of interior air quality is more important than ever due to the Covid-19 outbreak. Alarko Carrier produces solutions meeting the requirements of its customers both in nearly 65 countries to which it exports and the domestic market in which more than fifty air-handling unit producers carry out their operations. Offering solutions to its customers with its life-cycle cost approach rather than focusing on the initial investment cost and making no concessions on quality, it certifies its success in this field with the awards it wins.

### "Turkey has a huge growth potential in air-conditioning exports"

Pointing out to the export strategy developed by the Company, Cem Akan, General Manager of Alarko Carrier, said: "We focused on products with higher added value in terms of exports in 2020, increasing the share of exports in our revenue to 17%. This increase in our exports has had a



positive impact on our balance sheet in general, in parallel to the increase in foreign exchange rates."

Talking about also the role of Turkey in exports in the air-conditioning industry, Akan said: "Turkey has a share of 1% in the global air-conditioning industry in terms of exports, with an export volume of 4.7 billion USD in 2020. Still, considering its advantages such as its young population, geopolitical position, and availability of qualified employees, we can comfortably claim that it has a high growth potential in future."

## Türkiye İş Bank's Technology and Operations Center Receives Customer Training



**T**he authorized representatives of Technology and Operations Center of Türkiye İş Bank, the contracted maintenance customer of Alarko Carrier, were provided with technical customer end-user trainings for the water cooling groups on 23 August 2021. As regards 10 30 XA 1212, 3 30 XA 752 and 3 30 XA 1502 model water cooling groups, the participants were given theoretical and hands-on device practical training on the operation, maintenance of devices, use of display screen, simple troubleshooting methods and key cooling issues. The training given by Tolga Aydın, Alarko Carrier Commercial Products Service Vice Manager, was attended by 20 engineers and technicians working for İŞMER.



## Toshiba Haori was on Bağdat Street With its Creative Interactive Digital Racquet Application

**R**eplacing the traditional air-handling unit concept and appealing to everyone with different preferences, Toshiba's air-handling unit Haori attracted its visitors on Bağdat Street. Designed to fit in with the style of every house and offering various design choices and the chance of customization, Toshiba Haori Air-Handling Unit introduced the product's characteristics to users on Bağdat Street. Having proven its success in the field of design, Haori offered an extraordinary experience to its users with its "interactive digital racquet" application. Toshiba Haori allowed its visitors to connect from their mobile devices using the "interactive digital racquet" that was located on Bağdat Street on 11-19 August. Visitors could choose any color from a color wheel featuring 10 different colors inside the application, customize Haori in the digital screen, and examined the colors live.



### Credits:

**Advertiser:** Alarko Carrier

**Advertiser Marketing Team:** Volkan Arslan, Hüdai Öztürk

**Trademark:** Toshiba Air Conditioner

**Advertising Agency:** BÜRO

**Creative Director:** Esra Ayas Özalp, İlker Zaharya

**Creative Team:** Ceren Orun Erkmen, Ayşegül Şişman, Selman Kiran

**Customer Relations Team:** Büşra Keskin Söğüt, Cansu Tuna

The application was developed by "Brandedact".

## Alarko Carrier Ranks Among Turkey's Largest Companies

**T**he innovative brand of the air-conditioning industry, Alarko Carrier ranks among "Fortune 500 Turkey 2020" list featuring Turkey's top 500 companies, which is prepared regularly by Fortune Turkey since 2008.

Carrying out its operations in the air-conditioning industry for 67 years, Alarko Carrier rose by 62 ranks in Fortune 500 list identifying Turkey's most successful companies compared to the previous year, ranking 433rd. Stating that they closed 2020 spent under the shadow of the pandemic with a growth rate of 35%, Hırant Kalataş, Alarko Carrier Deputy General Manager Marketing, said: "2020 has been a different experience also for us as it was for everyone else. The pandemic has resulted in major changes in our lifestyle. We have observed that different demands were received in the air-conditioning industry particularly during the periods of lockdown. The interior air quality has become more important than ever. People are increasingly in need of combi-boilers in summer houses and air conditioners in winter living spaces during these periods. At Alarko Carrier, we will continue to develop products meeting the requirements of both 65 countries to which we export and our domestic market. Minimizing the use of resources to that end, we will develop human- and environmental-friendly products with high energy efficiency, maintaining our growth."

### Alarko Carrier Ranks Also in ISO Second 500 Largest Industrial Enterprises of Turkey

Stating that they aim to achieve their year-end objectives by means of a more active marketing strategy, Hırant Kalataş said: "We have been producing state-of-the-art products from our very first day of foundation as the innovative brand of the air-conditioning industry. To this end, our R&D team of 55 members has been carrying out tests and joint activities in cooperation with universities. We will continue our activities focusing on growth and innovation. According to the results of "Turkey's Second 500 Largest Industrial Enterprises 2020" research carried out by Istanbul Chamber of Industry (ISO) every year, we rose by 100 ranks all at once compared to the previous year, ranking 258<sup>th</sup>. We will achieve our targets without compromising on our profitability, liquidity, and operational efficiency also in 2021".



## The Most Suitable Air-Handling Units and Combi-Boilers for Your House are Only One Step Further



**C**arrying out operations in the air-conditioning industry for 67 years, Alarko Carrier gives its customers the chance to examine the product model that is most suitable for their location by means of remote video services. Users wishing to experience the service can make an appointment on [www.alarko-carrier.com.tr](http://www.alarko-carrier.com.tr) and [www.toshiba-klima.com.tr](http://www.toshiba-klima.com.tr) websites to receive promotion service in their home's comfortable and safe environment within working hours on weekdays. Users can initiate remote video meeting via a link sent to their smart phones on the hour of their desired appointment. Alarko Carrier's expert employees receive all video calls at the time of the appointments in a hall where the products are exhibited. Besides, the expert employees in this hall support the potential customers in choosing the products to meet their needs.

Thanks to remote video meeting, users will be able to reach the product they need in a short period time, saving them time.

## Alarko Carrier Ranks Among the Companies Making the Most R&D Investments of Turkey

**H**aving carried out its operations in the air-conditioning industry for 67 years, Alarko Carrier ranked 131<sup>st</sup> in the "Top 250 Turkish Companies by R&D Expenditures" survey conducted by Turkishtime for the eighth time this year, with its R&D investments of 13 million TL in 2020. Stating that they continue their R&D researches at full speed, Begüm Ögüt, R&D Director of Alarko Carrier, says: "The pandemic has not changed only our lifestyle, but also our habits. The requirements of the air-conditioning industry started to be shaped in parallel to this change. As the leading brand of the air-conditioning industry, we produce state-of-the-art products meeting the requirements of the Turkish and global market. We export our innovative products developed by our R&D team of 55 people to 65 countries. We have allocated nearly 2% of our revenue to R&D investments this year. Joint tests and efforts with universities and TÜBİTAK are ongoing at the company's R&D Centers, in order to continuously improve our products. Technology transferred from Carrier is another major source of product improvement. We continue our activities focusing on growth and innovation also this year".

### We Are Opening Our New Laboratory

Noting that they will open also the fancoil laboratory this year in addition to their rooftop and air-handling unit laboratories, Begüm Ögüt said: "We are launching the fancoil project in both domestic and international markets under the brand of Carrier. We will make R&D investments for circulation pump and heating products. As regards circulation pumps, we will introduce models with new capacities and that are compatible with building automation systems. We will complete both our floor-mounted project and the special boiler project we developed for the US market within this year. In addition, we will also introduce our new combi-boiler in the third quarter of the year. In addition to these products, R&D studies are still ongoing also for villa-type boiler and non-boiler room heaters with a capacity of 28-35-50 kW, and they will be launched in the market this year. Thus, we will have completed our product range for the villa market."



## Customer Technical Trainings Continue Online During the Pandemic

**T**echnical training for customer end-users on Carrier 30 XW-V and 30 XA model Water Cooling Groups installed at the Banking Base of Garanti Bank was held online. The training

provided by Tolga Aydın, Alarko Carrier Commercial Products Service Vice Manager, was attended by 16 technicians and engineers working for the company.



## Mr. İzzet Garih Speaks At Applied Value Group Event

**M** r. İzzet Garih, the Chairman of the Board of Directors of Alarko Holding was a keynote speaker at the event held on 8-12 September at Ritz-Carlton by Applied Value Group, a management consulting and investment firm focused on creating social impact as well. Mr. Garih gave detailed information on the strategic

location and investment-friendly environment of our country with his presentation: "Positive Outlook for Turkey's Rising Sector" at the event attended by international fund managers and senior company executives, including the honorary guest; Mr. Carl Bildt, the former Prime Minister of Sweden.



## Alarko Ventures Continues Its International Investment Activities

**F** ounded as a member of Alarko Group of Companies and operating under the brand name of Alarko Ventures, Alyat Teknoloji Yatırımları Holding A.Ş. invests in technology-based promising new-generation companies. The investment strategy of the company involves 5 main categories for the digital companies growing at tremendous speed all over the world. These categories are online marketplaces, healthcare, financial technology, real estate technology and supply chain/logistics. Alarko Ventures has a communication network including international funds, entrepreneurs, and angel investors. The geographic distribution of the capital of Alarko Ventures has been planned as 50-70% for America, whereas 30-50% of the capital is planned to be invested in Africa, Latin America, South Asia, and Middle East. Investments in new venture firms has reached a record level in 2021. The amount of investment reaching 158 billion USD in the third quarter of 2021 has risen by 105% compared to the previous year. The total investment volume in 2021 has reached 438 billion USD. The US has attracted 48% of the total



investments, representing the largest share. Latin America has become the fastest-growing region with an annual growth rate of 282%. Founded in 2020 summer, Alarko Ventures has invested in total 18 companies many of which are in the US. Misfits Market based in the US operating as a digital food marketplace and distribution network has reached the unicorn level, with its latest valuation standing at 2 billion USD. Misfits Market has a strategy aiming to offer fresh food to end consumers and prevent food waste. The world's leading venture firm funds including Softbank, Accel and Greenoaks are also the investors of Misfits Market.

## Ayhan Yavrucu, The President of The Executive Board, Retires

**H**aving joined our Group 45 years ago and having worked together with deceased İshak Alaton and Dr. Üzeyir Garih, our founders, Ayhan Yavrucu who has served as General Coordinator and Chief Executive Officer for more than 26 years retired as of 30 September 2021. During the ceremony held with the participation of the Board of Directors and Alarko employees at Alarko Holding building on 29 September 2021, Yavrucu was presented a retirement plaque. Speaking at the ceremony, Yavrucu said: " I would like to extend my sincere gratitude to mainly late Üzeyir Garih and late İshak Alaton, as well as our Board of Directors which has given me its full support and all my colleagues I worked with. Alarko will maintain its presence with its strong human force, as long as its strong values and principles keep being transferred to future generations."

We would like to extend our sincere gratitude to Ayhan Yavrucu, who has successfully managed the institutionalization process, to which also our founders attached great importance, for his significant contribution to ensuring that our Group attains a structure governed by a set of written rules and procedures and becomes a strong and reputable company, as

well as his many years of service to our Group, and wish him happiness for the rest of his life.



## Ümit Nuri Yıldız, Alarko Holding General Manager, is Appointed Chief Executive Officer

**M**r. Ümit Nuri YILDIZ, who has been working for Alarko Group of Companies for 23 years and serving as General Manager of Alarko Holding A.Ş., has been appointed as Chief Executive Officer of Alarko Group of Companies as of 1 October 2021. Mr. İzzet Garih, Chairman of the Board of Alarko Group of Companies, announced the appointment of Mr. Yıldız, the newly-appointed Chief Executive Officer, as follows:

"Since 1998 in which he joined our Company, Mr. Yıldız has always been a colleague with whom we were pleased to work with thanks to his values, unique approach, vast experience, management approach, negotiation skills and profound knowledge on his areas of expertise. He further improved his such unique qualities during his service in his recent position of Alarko Holding General Manager, and is now assigned as the Chief Executive Officer upon approval of the entire Board of Directors of Alarko Holding. We have no doubt that he has



a vision, knowledge and management approach that will allow him work in full harmony with all our units that are constantly getting younger. We are fully confident that Alarko Group of Companies will add new achievements to the existing ones under the leadership of Mr. Ümit Nuri Yıldız. We also count on the continued support of our valuable Alarko family to Mr. Ümit Nuri Yıldız, our Chief Executive Officer, and have every faith that he will continue his

success in his new position as he has done in the positions he has held so far. Starting this new period, Alarko Holding Board of Directors wishes him success with his new position, and hopes that this new appointment brings good luck to the entire Alarko Group of Companies".

Having embarked upon his professional carrier in 1987 at the Tax Inspectors Board, Ministry of Finance, Ümit Nuri Yıldız has served in various positions at this institution. He then was assigned as Deputy General Manager of the Turkish Employment Institution in 1997. Having joined in Alarko Group of Companies in 1998, Mr. Yıldız has worked as the President of the Audit Group, Audit Coordinator, Senior Vice President (Financial Analysis, Systems and Planning) and Alarko Holding General Manager. Ümit Nuri Yıldız graduated from the Department of Business Administration, Faculty of Political Sciences of Ankara University in 1986, and completed his master's degree at University of Illinois.



## Leyla Alaton, Member of the Board of Alarko Holding, Participates in Global Marketing Summit

**D**uring the online event held by Krea Marketing on 19 October 2021, Leyla Alaton participated in the session “Future Business World/Top Agenda: Expectations of Leaders for Future Business World in the Changing World” as a lecturer. Noting in her speech that access to information in today’s global world is a lot much easier and free, which offers a significant opportunity, Leyla Alaton said that the new generation starting to take their place in the business world seeks to make sense in business rather than high salaries and power, and

thus prefers companies which set up a target for themselves towards that end. Underlining that this is why the leaders should now ensure that their employees are aware of the importance and meaning of their job, Alaton said that further action should be taken going far beyond mere discussion of the concepts of environmental sensitivity, sustainability, and the place of women in business world, which have been largely addressed by companies’ agenda in recent years, and added that these concepts should be made a natural part of business life.



## Leyla Alaton Attends Ayvalık Business Forum

**L**eyla Alaton, Member of the Board of Alarko Holding A.Ş., attended Ayvalık Business Forum held by Fast Company magazine as a lecturer. The future of the business world, as well as the new trends to shape the future were discussed during the event held on 24-25 September, which was participated by the leading figures of the Turkish business world. Speaking at the panel titled “Facts of the New Era:2022”, Alaton said that the slow-down experienced during the pandemic raised awareness on both people’s own self and life, and that this led to people stepping out of their comfort zone and taking action towards alignment with the new global conditions. Leyla Alaton highlighted that she was pleased to witness that the concepts of sustainability and gender equality are focused together with the business world reshaping after the pandemic.



## Harun Moreno, Alarko Real Estate Investment Company General Manager, Attends Executive MBA Diploma Ceremony at Boğaziçi University

**H**arun Moreno, General Manager of Alarko Gayrimenkul Yatırım Ortaklığı A.Ş., participated in the Executive MBA Diploma Ceremony held recently at Boğaziçi University as a guest speaker. Having graduated from the same department in 2002, Harun Moreno highlighted the importance of being a “member of Boğaziçi”, as well as adoption of “Boğaziçi” culture, sharing his professional experience with the newly graduates.



## Tal Garih Shares His Opinion on Business World During Various Events in Digital Platforms

**T**al Garih, Alarko Holding Strategic Planning Manager, participated in the career days held by Kariyer.Net on 2 August as a guest. In his speech titled “Future Business Models”, Garih said that digital transformation offers imminent and excellent opportunities, and underlined that a human-oriented approach should be adopted to make sure that digital transformation is sustainable. Garih said: “Human and data are an integral whole in fact, and this transformation is managed by human. This is why it is important to appropriately manage people and attract and maintain skills in future business models”, adding that approaches involving nature and public awareness will be successful in this regard, and that the new world’s targets were to derive benefits for all stakeholders, and leave a better world for future generations.

Participating in the panel titled “Social Responsibility and Adding Value” as a speaker during the Maestro Leadership Conference held in digital environment on 22-23 September 2021, which was participated by a high number of businesspeople, Tal Garih underlined the importance of corporate social responsibility activities for the world’s future and business world. Talking about also the transformation of the social responsibility perception, Garih reminded that some approaches, which were once deemed to be a part of social responsibility, are now considered a matter of survival and business requirements, adding that smart structures focusing on human and meaningful missions in digital ecosystems would finally result in winning strategies and sustainability, would add meaning and sustainability to brands with focus on purpose and benefit, and would thus contribute to motivation and team spirit.

During the Global Entrepreneurship Network’s (GEN Turkey) live broadcast titled “Entrepreneurship and Economy with Prof. Emre Alkin” on Instagram on 9 November, which was moderated by Tal Garih, Executive Committee Member of GEN Turkey, the impact of the point reached today on entrepreneurship was discussed. The program, which noted that new perspectives, the increasingly-adopted agile approach and new-generation business models would lead to innovation and leadership, also

highlighted that encouragement, experimentality and network management are essential for innovation rather than a rewarding approach.

Learning and Development Association (TEGEP) held the 11th Learning and Development Summit on 19-21 October. Attending the session titled “Innovative Business Models and Adding Value” during the summit, Tal Garih said: “We are witnessing a transition from mechanic approach to organic systems in all fields as part of a holistic approach together with values. Now it is the time we redesign the world with an approach focused on courage, trust, encouragement, anticipation, insight, vision, solidary and collaboration, as well as on new capability development and a happy team spirit.” Noting that there is human, team and systems at the center of everything, Garih said that the key to creating meaningful brands is to act on the basis of the response to be given to the question of “what kind of a trace do we want to leave in the minds and hearts of our stakeholders?”.



## Alarko Holding Donates to TEMA Foundation

**A**s part of the campaign initiated with the aim of restoration of the forests that were destroyed as a result of the forest fires that took place in our country in July and August, Alarko Group of Companies has donated one seedling to TEMA Foundation for each of its employees. Alarko will continue to demonstrate corporate sensitivity to social issues, and keep up its efforts to that end.



## Alarko Academy Continues Its Trainings

**W**hile awareness was raised on a compliant, healthy, and safe business life with "Alarko 101" trainings provided across the Group in 2021, the "I'm Increasing My Awareness" trainings provided the employees with self-development opportunities to allow them to increase their performance by means of contributing to their personal development and enhancement of their competencies. The trainings aimed to focus on the areas of development mutually agreed between the employees and their managers on the basis of the performance assessment results.

In this connection, "1,158 manXhours online" trainings, as well as "class trainings of 71 days, 568 hours and 12,008 manXhours" were provided across the Group.



## Pinar Yamaner, Human Resources Director of Alarko Holding A.Ş., Talks About the 5 Latest Trends in New HR

**T**he news report titled "5 Trends in New HR: What are the Items on the HR's Agenda?" published in Dünya Newspaper cited the opinion of Pinar Yamaner, Human Resources Director of Alarko Holding A.Ş.. Explaining that artificial intelligence would be focused in Human Resources processes, Yamaner highlighted that the 5 trends in today's HR was "Working and Learning Models", "Occupational Health Activities", "Investment in Technology", "Artificial Intelligence-Aided HR Processes", and "Diversity, Equality and Inclusion".

**ALARKO HOLDING A.Ş. İK DİREKTÖRÜ PINAR YAMANER:**

### İK süreçlerinde yapay zeka öne çıkacak

**1- Çalışma ve öğrenme modelleri:** Uzaktan çalışma, pandemi ile birlikte hayatımızda kalıcı yer etme konusunda bizi zorlayan başlıklardan biri, 2010 yıllarının başından bu yana hibrit modelle çalışan birçok şirket olmasına rağmen, biz o günlere gelir miyiz ve geldiğimizde bu nasıl şekillenir konusunda çoğumuzun fikri yoktu. Pandeminin çalışma düzenine ilişkin getirdiği ve hayatımızda kalıcı olmasını sağlayacağımız bu başlık yeni kuşaklar ile çalışma düzeni için bize hazırlık başlığı oluşturdu.

**2- Çalışan sağlığı faaliyetleri:** Gene pandeminin etkisi ile geçici bir işe dönüş uyumlandırması gibi düşünülse de bundan sonrasında kalıcı hale gelecek bir diğer başlık. Buna

dair yapılacak İK çalışmaların her şirketin gündeminde uzun yıllar yer alacak.

**3- Teknolojiye yatırım:** Bir IT başlığı gibi görünse de yeni kuşakların iş hayatına girmeye başlaması ile İK uygulamalarındaki dijitalleşme süreçleri de önümüzdeki önemli başlıklardan biri. İnsan analitiği departmanları/ birimleri son dönemde İK'nin veri yorumlama, karar aldırıcı süreçlere destek olma konusunda önemli bir başlığı haline geldi.

**4. Yapay zeka destekli İK süreçleri:** Bir kaç yıldır işe alımları yapay zeka desteği ile yapan

firmalar var. İK süreçlerinde yapay zekaya verecek çok başlık çıkacak önümüzdeki günlerde ama bugün için işe alm süreçlerini yapay zeka destekli algoritmalar ile yapmak çok daha verimli bir seçme yerleştirme sürecine doğru bizi götürecektir. Daha sonrasında yetenek yönetimi, eğitim ve gelişim de hızla bu başlığa dahil olacak.

**5. Çeşitlilik, eşitlik ve kapsayıcılık:** Cinsiyet, tecrübe, mezun olduğu okul, memleket gibi konularda oldukça zengin bir yapıya gitmek zorunda şirketler. Çünkü artık sınırlı bakış açısından çıkıp geniş pencereden bakıp farklılıkları karar almada kullanmak durumundayız.

## Hillside Beach Club is Selected as the World's Best "Leisure" Hotel

**C**ontinuing to contribute to the promotion of our country with the huge interest shown by the international media and the international awards it has won so far, Hillside Beach Club was selected as the World's Best "Leisure" Hotel by the prestigious tourism awards initiative Haute Grandeur determining the best holiday experience by means of assessing various factors.

Considered "the favorite of the choosy" with its services and new practices exceeding the standards of the previous season every season and defined as the symbol of excellence in the accommodation sector, Hillside Beach Club was selected the "Best Leisure Hotel of the World" in the global arena by the 2021 "Haute Grandeur" Awards initiative participated by various chain trademarks such as Four Seasons, Ritz, and Rosewood. Fulfilling its mission of "Making People Feel Good", Hillside Beach Club was selected the best of Europe in the "Most Unique Guest Experience" category.

Assessing different service criteria, the Haute Grandeur initiative rewards the organizations which offer their guests a unique and inspiring experience. Being the symbol of quality and excellence, the Haute Grandeur awards initiative distinguishes itself from the other awards given in the industry with its detailed process related to assessment criteria. Assessing the hotels' employee, service, and food quality, as well as their websites and social media events, and considering the public votes and feedback received from guests, the Haute Grandeur awards are granted upon a detailed assessment lasting for 1 year. Having analyzed the comments made for Hillside on various online platforms such as Trip Advisor, Expedia, Google + and Booking, Haute Grandeur Awards are considered to be highly prestigious by the travel lovers.





## Hillside Team Comes Together with University Students on Career Days

**H**illside Beach Club team came together with nearly 550 students before the season in order to meet their future colleagues who will provide services in the industry, train them and prepare them for the industry.

Coming together with four different high schools and five Vocational and Technical Anatolian High Schools in addition to Bilkent University, Özyeğin University, Çanakkale 18 Mart University, Mersin University, Yaşar University, Muğla Sıtkı Koçman University and Bolu İzzet Baysal University, the Hillside team provided students with information about

their lifestyle and orientation programs.

Providing students with information and talking to them about housekeeping, food and beverages, front office, and production departments, as well as occupational health and safety, the Hillside department managers and human resources team provided eighty three students with internship opportunity in F&B, Production, Front Office, Reservation, Guest Relations, Guest Experience and Human Resources departments.





## The Cooperation Between Istanbul Foundation for Culture and Arts and Hillside Continues with Different Events and Member Meetings

**W**ithin the scope of the cooperation between Hillside and Istanbul Foundation for Culture Art (İKSV) filling the world of Hillside members with art, the members of Hillside City Club and Lale Kart (Tulip Card) came together during different joint events. Istanbul Jazz Festival opening ceremony held in the terrace of Minoa Village at Hillside Etiler gave the participants the chance to enjoy the concert of Ipanema, one of the young jazz bands, following the keynote speech delivered by Harun İzer, Istanbul Jazz Festival Director. The second event of the collaboration at Sanat Kulüp (Art Club) was the screening of the movie "Everything Went Fine" directed by François Ozon returning from Cannes Film Festival with an award with the participation of guest visitors in the outdoor cinema. Kerem Ayan, Istanbul Film Festival Director, had a conversation about the feature films participating in the festival before the screening.

### İKSV Summer & Jazz Program is Held at Hillside Beach Club

The Summer & Jazz events were held at Hillside Beach Club in July and October on two different dates in accordance with the program prepared by İKSV. The events included conversations with Festival Directors, live performance sessions and film screening events.



## Hillside Continues its Pioneering Practices in the Field of Environment and Sustainability



**H**illside manages sustainability, which it believes to be a part of its mission of "making people feel good", under three main headings. It carries out its activities focusing on the protection of natural resources, responsible consumption and waste management, importance of human force, sustainable projects in environmental management and sustainable collaboration with domestic producers under the main headings of environment, human and support for local production. Holding 10 different certificates each of which requires activities, improvement and audit in a different field, Hillside Beach Club is one of the 1,000 hotels equipped with a sustainability system established by ABTA, the British Travel Association, and holding "Travelife Gold" certificate awarded as a result of meeting 160 sustainability criteria. Hillside Beach Club has also renewed its Occupational Health and Safety ISO 45001 certificate this year thanks to the activities of its sustainability department. Documenting dedication to safe, healthy and sustainable work by means of constantly improving proactive risk prevention and occupational health and safety performance, this certificate is designed to prevent work accidents and occupational diseases and to ensure safe and healthy working environment.

## Cinephiles Enjoy Outdoor Cinema and “Private Screening” at Hillside Etiler

**A**t Hillside Etiler, cinephiles had the chance to enjoy watching movies underneath the stars on Tuesdays and Thursdays during the summer with the movies selected by Başka Sinema, as well as the current movies in theaters. Including award-winning movies selected by Başka Sinema in its portfolio, the Hillside outdoor movie program also featured the screening of most-awaited movies.

### Cinecity Etiler Gives You the Chance to Watch Movies in Private Theaters

With the outdoor cinema season coming to an end, the most-awaited movies of the year continued to be watched by the audience in the pleasant atmosphere of Cinecity Etiler during the season. Those who missed watching movies at the cinema preferred “Private Screening” option for watching movies in a theater allocated for their sole use together with their families or friends. Those who wished to feel the joy of watching movies in theatres offering easy and safe access as it is not inside a central facility and ventilated with external fresh air, where all hygienic conditions are fulfilled, had the chance to choose from among the movies in theaters and the archive consisting of more than 90 movies.



# Private Screening

- ★ Sadece size özel salon
- ★ Özel popcorn menüleri
- ★ Vizyon filmleri veya sizin seçeceğiniz filmler

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