

Exaltation for the 15th Year at Zorlu Energy

Having set out on the road to meet the energy requirements of Zorlu Group companies in the year 1993, Zorlu Energy Group continues to empower our country further with its investments at home and abroad. Having celebrated its 15th year on June, 17, 2008, Zorlu Energy Group has an ambitious target; one must run to reach it! Energy is a significant opportunity for Turkey, a rapidly growing, vast market, bestowed with natural resources and a strategic position at the intersection of international energy transportation lines, which is very significant for Europe. Having taken remarkable steps towards taking advantage of the existing potential of Turkey and meeting her growing energy demand, Zorlu Energy Group emerges as a strong player in the energy arena with its investments at home and abroad. Conducting important activities in the field of alternative energy resources in addition to conventional fuels like oil and natural gas, Zorlu Energy Group also attracts attention with the investments it has made in the field of renewable energy. The Group prioritizes generation of energy via the use of renewable energy resources like water, wind and geothermal energy.



In the aftermath of 15 years

Zorlu Energy Group celebrated its 15th anniversary in the sector with a reception organized on June, 17, 2008. Having spoken during the celebration event held with the vast participation of the company employees from diverse regions, Ahmet Zorlu, Chairman of the Board of Directors of Zorlu Holding, made an allusion to the verse "We created 15 million young people at all ages in 10 years" from the 10. Year Anthem of our country and remarked that the objective he set for Zorlu Energy Group was "15 thousand megawatts in 15 years". He said: "Looking back at 15 years ago when Zorlu Energy Group was established, we had not set out on this path to provide energy for the market. We had decided to generate our own energy and set up a power station. The capacity we achieved 15 years later is not at the level of 15 thousand megawatts, yet we have determined our objective. We aspire to reach 4 thousand megawatts in 2012 and 15 thousand megawatts 15 years later from today. We could have acquired that level before, too; however, there was no atmosphere amenable for growth since 90 percent of the energy was generated by the state during the



previous years. Our objective for the future is an ambitious one. The target is big; one must run to reach it!" Zeki Zorlu, Co-Chairman of the Board of Directors of Zorlu Holding, said: "We worked for our country as much as possible. In Denizli, my mom and dad used to work on weaving machines in the candle light. Today, as their sons, we are generating energy for Turkey. This is such a great pride!" Murat Sungur Bursa, Chairman of the Zorlu Energy Group, said that the actors in the energy sector had huge roles to play in leaving a sustainable, healthy environment for future generations. Bursa mentioned that Zorlu Energy would continue to grow in the next five years with renewable energy investments.

"Zorlu Energy is marching towards an objective"

Selen Zorlu Melik, Vice Chairperson of Zorlu Energy Group and Member of the Board of Directors, specifies that the level achieved by Zorlu Energy Group on its 15th year is an indication that the objective of "15 thousand megawatts 15 years later" is not a fantasy. Stating that she is greatly excited by the steps taken by Zorlu Energy Group towards becoming a global leader, Zorlu Melik says: "Although investment in energy was not targeted at or dreamt of during the establishment of the company, the experience actually demonstrates that Zorlu Family turned its foresight and entrepreneurship into a lifestyle and a way of making business. I believe that investing for the objective of rendering good, efficient and quality work, exerting efforts to improve the business further bring about new opportunities. The developments seen in energy generation since the establishment till now also demonstrate that."

"We shall continue our rapid growth with team work"

Having held the post of Vice Chairman of Zorlu Energy Group since March, 2008, Mehmet Ali Neyzi, remarks that he dreams of a company that provides the highest added value for Zorlu Group and plays an active role in the solution of our country's energy problem in the 30th anniversary of Zorlu Energy Group. Neyzi mentions that the dynamic and energetic structure of Zorlu Energy Group ranks the first among the elements which excite him most. Emphasizing the importance of rapid exploitation of opportunities and fast decision making process for success, Neyzi says: "Zorlu Energy Group is a company with an extremely open communication. Zorlu may attain the leadership position among private companies in Turkey with its rapid decision-making processes, energetic and dynamic structure."

Expectations from Zorlu Center are clear



What customers feel can be better understood as a result of real estate research by Zorlu Real Estate, which can be considered first in our country. Zorlu Center Project will be shaped in the light of data obtained and by maintaining highest levels of customer satisfaction. Aiming at accurately analyzing market expectations, customer demands and needs and developing specific projects at world standards, Zorlu Real Estate realized a research to determine customer expectations from Zorlu Center Project, where it started its work towards adding a landmark to Istanbul. Data obtained from the research realized through face-to-face interviews with a group of 100 people composed of businessmen, managers, artists, journalists and designers taking place in A Plus consumer group, which is the target group of Zorlu Center, will also have an effect on shaping the image and content of Zorlu Center. The research realized for the first time in real estate sector in Turkey in terms of its content and target group was realized by the team under the leadership of Aybars Kizilsencer, Zorlu Real Estate Vice General Manager, and Soner Akpınar, Marketing and Sales Manager, and under the coordination of Cenap Nuhurat, President of Strategic Research Center (SAM). We asked Kizilsencer who evaluated the results of the research "What do you understand from calling our target group 'Landmark'? They stated that they could be considered a landmark if they could purify their waste water, collect rainwater, generate their own energy and survive through their own resources for three months in case of an earthquake. This feedback is of utmost importance for us. They define sustainability as this. It is an important point to meet this expectation. What lies behind Ahmet Zorlu's words 'This project will be mentioned for 50 years' are such details that the project intends to cover.

Football pleasure with thousands

The main difference between "I Can Football" that can be played on internet and other football games is its structure that allows players to control only one player instead of the whole team during the match. It won't be misleading to say that the world's first "I Can Football" online game allowing to hold 11 vs. 11 matches is an innovation that carries astroturf pitch matches to computers. The game creator, Mevlüt Dinç, who is a world-renowned game writer, says that the site for local matches will now be internet. He says "It is an excellent experience to come together with people in virtual environment and almost hold a local match." "I Can Football" introduced in April to football and game addicts was played by over 40 thousand people since April 1 when its test version was published. The game developed by Sobee Software founded by Dinç was prepared completely by local skill and effort. Emphasizing that game industry promises a great future Dinçer says "I never consider Vestel only as a sponsor. Steps to be taken in the game industry in the framework of motto 'Turkish equivalence of technology' are a great opportunity for Vestel. I believe Vestel's support to game industry will increasingly continue and want it to achieve game publisher position. Game industry with its dynamic product structure allows technology companies to introduce various products. There are no obstacles."



Taç collection is only a click away

A rich collection from Taç, the leader brand in household textile, is now only a "click" away. Products ordered via "online sale" link on www.tac.com.tr are delivered to customer's door.

Online shopping trend has been rapidly increasing in recent years. Customers who prefer to purchase products of reliable brands without leaving their places can access Taç products as of June 9, 2008 via <http://www.tac.com.tr>. Customers who add the desired products to their shopping baskets after being registered to the web site free of charge can pay either by credit card or money transfer. After they specify their delivery address, the products are delivered to their doors in all over Turkey free of charge.

Customers can now find Taç products not only in stores but also online. The advantage of 5% discount is offered to customers using internet for their second shopping. Free cargo service can be provided domestically to all points. Although the current agreement involves only one bank, it will be ex-

tended to cover all banks in the near future and 12 installment opportunity will be offered for all credit cards. Should the products be changed, you can get the necessary help from our customer representatives by calling our call center from 444 4 822.



“My hobby adds meaning to my life”



Fikret Bozdemir is a real sea lover. Bozdemir who started his career as a sergeant navigator in Naval Forces continues his connection with sea over 20 years. Bozdemir who is an old underwater defense commando (SAS) has been working as the security chief and internal transport chief in KorteKS Bursa facilities for 4 years. Leaving military after contributing to national defense by destroying underwater mines and explosives, Bozdemir has not lost his connection with sea and has dealt with submerges and skin diving. Bozdemir, who is a three-star skin diver, became a navigation sergeant after studying at military high school. Participating in underwater defense course, Bozdemir continued to serve as a SAS commando after completing the course.

Expressing that working environment in KorteKS is regular and harmonious like a family, Bozdemir states that he is very contented with his life. Bozdemir who continues to be a three-star skin diving trainer of Turkish Underwater Sports Federation along with his duty in KorteKS has the authority to train actively.

Bozdemir expresses his skin diving hobby as “It is a passion for me to discover and to reveal the mystery. You head towards a very different atmosphere. Biological assets, underwater structure, submerges and caves fascinate me.” According to Bozdemir, who told that he could dive once in 20 days and that this was not sufficient for him, seas are densely contaminated and skin diving is not enjoyable and becomes rather boring where visibility distance is poor.

The formula for happiness

Serving as White Goods Air Conditioning Planning Directorate Material Supplier in Vestel since 2001, Gökhan Palaoğulları is fond of model aircrafts. Having purchased model planes from Sümerbank when he was just a child, Palaoğulları is today working with radio controlled dynamic models. Currently, Palaoğulları has seven model aircrafts with glow engine, a helicopter and a car. Gökhan Palaoğulları, who is interested in model aircrafts since he was a child, is dealing professionally with his hobby since 2004. Participating in radio controlled model aircraft races for two years, Palaoğulları has been getting prepared for Class F3A national team category selection. Palaoğulları, who has been participating in radio controlled model aircraft races since 2006, expresses his hobby as “Modelling is a very different world for me. Flying model aircrafts comes first among hobbies that I value most in my life. I feel happy just like a child when I go to flying”.

Stating that model aeronautics is a very limited issue in Turkey and they fly their aircrafts wherever is suitable, Palaoğulları informs us that Turkish Aeronautical Association will gather all model aircraft clubs under one roof this year.



Young designs are sold online

Bir DeSen Tasarla (Create A Design) 6th Quilt Cover Design Competition held by Taç resulted in. Having been held for six years, this competition continues to add young talents to the design world. This year the winner is Hicran Kiremitçi while the second winner is Senem Kozak and the third winner is Mehmet Yılmaz. The greatest surprise for contestants is that their designs will be offered for sale in Taç stores.

The competition winner, Hicran Kiremitçi, is a senior student at Mimar Sinan University, Department of Textile and Fashion De-



sign. The young designer said “We are new designer candidates who like to create and produce and would like to thank Taç for this opportunity. I believe that this competition is what pleases designers most as it consistently continues to be held and brings young designers together” and is looking forward to the day on which she will see her design on shelves.

The second winner of the competition, Senem Kozak, has been studying at Dokuz Eylül University, Faculty of Fine Arts, Textile and Fashion Design, Printing Design Programme. The designer, who is very pleased with the competition and the value attached by Taç to designers, said that they had an opportunity to witness company's operation and sectoral development of design methods thanks to the training.

The third winner of the competition, Mehmet Yılmaz, is a junior student at Mimar Sinan University, Department of Textile and Fashion Design. Yılmaz said “I actually met with Taç due to this competition and I am really pleased. This competition creates excitement and professional love for us, i.e. students. It is wonderful to be the only standard bearer of such a competition based on household textile, in particular.