

indeks:

A&B HALKLA İLİŞKİLER A&T BANK ACCENTURE ACTAVIS AKDENİZ ÜNİVERSİTESİ AKSİGORTA ALBARAKA TÜRK ALCATEL LUCENT ALTINYUNUS AMYLUM NIŞASTA ANADOLU EFES ANADOLU ENDÜSTRİ HOLDİNG ANADOLU HAYAT ANADOLUBANK N.V ARÇELİK ASHMORE PE AVEA AXA SİGORTA BAĞIMSIZ BASIN AJANSI-BBA BAHÇEŞEHİR ÜNİVERSİTESİ BARİLLA GIDA BAŞAK GROUPAMA BAŞBAKANLIK YATIRIM DESTEK VE TANITIM AJANSI BATUMAN DANIŞMANLIK BAYER BİEN SERAMİK BİLİM İLAÇ BİLKENT ÜNİVERSİTESİ BİMSA BLOOMBERG HT BNP PARIBAS BOĞAZIÇI ÜNİVERSİTESİ BORÇELİK BORUSAN MAKİNA A.Ş. BORUSAN MANNESMANN BOSCH-SIEMENS BOYDAK HOLDİNG BSA CALYON BANK CAPITOL HALKLA İLİŞKİLER CITIBANK CNN TÜRK COCA COLA COMPANY COCA COLA İÇECEK COHN & WOLFE CRM ENSTİTÜSÜ ÇİMSA ÇUKUROVA ÜNİVERSİTESİ DANONE DASK DDF DELL DENİZBANK AĞ DENİZBANK A.Ş. DENİZBANK MOSCOW DEUTSCHE BANK TÜRKİYE DIGITAL GAZETECİLİK ZİRVESİ DOĞAN HOLDİNG DOĞUŞ HOLDİNG DYO ECZACIBAŞI HOLDİNG EFES PİLSEN EKER SÜT ÜRÜNLERİ A.Ş. ELSE TEKSTİL ENDEAVOR ERDEMİR ERGO ESENLER BELEDİYESİ ESEV ESKİŞEHİR ANADOLU ÜNİVERSİTESİ EULER HERMES EUROREST CATERING EUROREST SERVICES EUROSERVE FED TRANING FİNANSBANK GALATASARAY ÜNİVERSİTESİ GE ENERGY GE HEALTHCARE GEFCO LOJİSTİK GENERAL ELECTRIC GFK GLAXO SMITHKLEINE GLOBAL İLİŞKİLER FORUMU GLOBAL POLITICAL TREND CENTER GLOBAL TURİZM YAT İŞLETMECİLİĞİ GÜVEN SİGORTA GVZ HACETTEPE ÜNİVERSİTESİ HEIDRICK AND STRUGGLES HİSAR EĞİTİM VAKFI HP HSBC HUAWAI IKEA İMMI İNDESİT İNG EMEKLİLİK İNNOVA İSS İON BY ATASAY İSTANBUL AKVARYUM İSTANBUL BİLGİ ÜNİVERSİTESİ İSTANBUL BÜYÜKŞEHİR BELEDİYESİ İSTANBUL SANAYİ ODASI-İSO İSTANBUL TEKNİK ÜNİVERSİTESİ İSTANBUL ÜNİVERSİTESİ İŞ GYO İZMİR EKONOMİ ÜNİVERSİTESİ İTTİFAK KALE GRUP KALDER KARUNA YÖNETİM KKB KOÇ HOLDİNG KOLİN KRM KROMEL BUREAU LEVIS LILLY İLAÇ LIONSDEN MARMARA ÜNİVERSİTESİ MASTERCARD TÜRKİYE-MCT MERKEZİ KAYIT KURULUŞU-NOVARTİS NOVO NORDİSK NTV OKAN ÜNİVERSİTESİ ORACLE OTOKOÇ OYAK ÇİMENTO PARK ELEKTRİK PEPSİ PERYÖN PFIZER PINAR ET PINAR SU PINAR SÜT POLİMEKS PWC RİSK TÜRK ROHM AND HAAS ROYAL BANK OF SCOTLAND SABANCI ÜNİVERSİTESİ SAKARYA ORGANİZASYON SANAYİ SAKARYA ÜNİVERSİTESİ SAMSUN TİCARET ODASI SAMSUNG SANDOZ SANOFİ AVENTIS SANOFİ PASTEUR SANOVEL SETUR SIEMENS SIEMENS MED SİCİLYA BAROSU SOFRA GROUP SOYSAL STARBUCK'S STRATEJİ PARKI TAÇ TAMEK HOLDİNG T.C. MERKEZ BANKASI TEB TEKNOSA TOBB EKONOMİ VE TEKNOLOJİ ÜNİVERSİTESİ TOFAŞ TORUNLAR GYO TRAKYA ÜNİVERSİTESİ TRT2 TÜRKİYE SİGORTA VE REASURANS ŞİRKETLERİ BİRLİĞİ-TSRŞB TNET TURKCELL GLOBAL BİLGİ TURKCELL TÜRKİYE PERAKENDECİLER FEDERASYONU TÜSİAD TÜRK TRAKTÖR TÜYİD ULUDAĞ İHRACATÇILAR BİRLİĞİ-UİB UMUR BASIM VE KIRTASIYE UNILEVER ÜLKER VESTEK VESTEL VİKİNG KAĞIT VISA WALT DISNEY WYETH İLAÇ YAPI VE KREDİ BANKASI YAŞAR HOLDİNG YAŞAR ÜNİVERSİTESİ YILDIZ HOLDİNG YÜREKLİ DANIŞMANLIK ZORLU ENERJİ ZORLU HOLDİNG Z3 İNŞAAT VE TURİZM ZEPLION ZYXEL

ULUSAL VE ULUSLARARASI İŞBİRLİKLERİMİZ
BRIGHTCOVE DÜNYA EKONOMİK FORUMU GLOBAL COMPACT LEIGH BUREAU . RGE MONITOR THE NEWS MARKET TKYD TÜYİD UFE



İndeks Content - Communication - Consulting is a communication company with a main focus of content creating and management. Operating since 2001, the company possesses different specialty areas of communication. Believing that distinction in competition comes from content, İndeks offers one-stop content communication service with its experienced team of journalists, researchers and editors as well as the creative art/design team, disciplined managers and expert consultants. Besides traditional printed media, İndeks also produces and manages content on electronic, digital, visual and face-to-face platforms. İndeks has the competency to utilize its expertise in corporate content and content communication for individual and special groups. Besides domestic activities, İndeks also performs active operations on the international platform from private and public sector, with both large-scale commercial organizations and SMEs. İndeks produces content and communication tools that are specific to requirement, conjecture, organization and individual.

Periodicals:

Whilst enriching the corporate reputation communication with its unique works on periodicals, Indeks offers quality and sustainable content for the reader.

More than **4.000.000** readers were reached through periodicals.

Electronic and printed publications in 100 concepts and **500** frequencies.



Have you ever heard of any corporate periodical, uninterruptedly published for 10 years? The Vs. magazine has a published page count of 3,500, while Zorlu magazine has 3,250. In 10 years, Vs. reached 400,000 while Zorlu reached almost 1,000,000 readers.

**They said magazines are dead,
so we resurrected electronic publishing!**

We are offering the reader customizable content rapidly and in global quality thanks to economical and practical methods regardless of geography, time and space.

**Everyone
at Indeks!**

We interviewed 10,000 people in 10 years. We talked to everyone, whether celebrity or not. We reached readers of all areas with a total of 60 corporate publishings, printed and digital.



**We were not confined to
agenda, we set it!**

We made people talk, discuss and tread our footsteps with subjects that make the readers and watchers think, that take them one step ahead and that earn them vision.

Indeks creates a difference with content.

Non Periodicals:

One time or regular publications that meet the public and can be summarized as correct information transfer, easy accessibility, correct timing and a window of opportunity full of information, represent the corporate culture and memory.

- Annual Reports
- Social Responsibility Reports
- Sustainability Reports
- Global Principles Report
- All Investor Relations instruments



Corporate books, biographies or memoirs require long-term preparation, solid fiction and targeted work.

Corporate Books / Catalogues / Brochures



Success Analysis and Case Study Prestige Publications



Digital / Electronic Reporting

Interactive Reports

The interactive reporting service that free activity reports from their static appearance also allow site visitors to access their own special activity report information through the data they follow. In 2010 and 2011, besides printed reports prepared for Garanti Bank and Turkcell, İndeks also prepared the interactive report sites.



Digital Reports

İndeks brings innovations by creating difference in the sector both with printed versions of the activity reports and digital reporting services. By using the flash technology, it enables printed reports to be viewed on digital environments, web platforms and tablet computers. It allows to access reports regardless of time and place.

Speaker Agency:

We are at your service with hundreds of speakers • We have a presence everywhere in the world with local and foreign speakers • We offer our services with at least one speaker every day • We fill in conference halls; attend board meetings; meet dealers • In short, we are talked about, and we make talk.

We regenerated the oldest communication channel in the world and built this on a professional platform

Since 2004, Indeks has been in service as the Turkish agency of Leigh Bureau, the most established speaker agency of the USA . Trough representation of Leigh Bureau that was established in 1929 and is one of the long termed and prestigious speaker firms in the world, Indeks is bringing world famous expert speakers every year with Turkish business world.

More than a hundred local, more than two hundred foreign speakers are brought to thousands of listeners in hundreds of different themes.



Consultancy:

Corporations need the right communication-content partner, a correct communication strategy setup, sustainable relationship, logistic perspective so as to express themselves.

You want to share information with the public but you do not know where to start or how to set up...

You think you know your target audience, however you do not know the communication dynamics well enough...

You want your brand to be mentioned abroad too, and you want to take place in foreign media with your discussions...

How will you gather information and generate images?

You want to draw attention to your environment and community commitments and highlight women, children and minorities...

You would like to leave a deep mark on a special organization, conference or meeting... You intend to publish a corporate book or an autography...

You want to do everything; you need strategy in timing, communication tool and content selection.

By creating consistent messages from the start to the end, İndeks adds life to your texts with short and to the point narration, deep and accurate information. It configures communication strategies in an integrity of language and ideas, protects your corporate identity, adds harmony and color to your works.

Media Relations Training

Person and/or company exclusive, simulation supported universal programs with flexible durations

Special solutions and boutique trainings for the needs of corporations and individuals

Training Module:

• Media Relations Training module • Simulation and Case Study Module • Crisis Communication Module • Corporate Content Analysis Module • Media Posts Module • Press Conference and Roadshow Module • Effective Presentation Techniques Module • Corporate Spokesmen Module • Corporate Communication Tools Setup and Content Creation Module • Personal Development and Image

Content and communication management on newspapers, TV, magazines and social media, on road-show, before any large or small community Special solutions specific to organizational or individual needs; boutique trainings...

Media Content Analysis and Consulting

İndeks performs organization-specific content analysis on all platforms. Besides quantity detection such as correct publishing method, correct frequency and correct target audience, İndeks also performs comprehensive quality analysis as a pioneer in Turkey. Through monthly reports and three-monthly presentations, İndeks makes an analysis of organizations' messages to target audiences compared to competitors, develops suggestions and creates solutions

It is not possible to hit the target with a single communication tool, create a huge effect with one campaign, or create something and keep it fresh forever. Our corporate communication journey that we started with one communication tool in the past has now become richer with different and creative services that emerged. İndeks has been the source that business partners supply their all content communication needs from one single address: "One Stop" content service.

Integrated Content Communication (One Stop Shop)



İndeks offers multiple communication solutions to companies. Yaşar Group's holding and subsidiary magazines, all group companies' activity reports, corporate prestige publications and product catalogs stand out as a successful campaign as a whole. Developed for Anadolu Efes, the inhouse magazine, inhouse/external training publications, web-intranet content and media communication trainings are just another one of these solution packages. Zorlu and Siemens activities of 10 years are also an example of integrated communication related to corporate publication, reporting and speaker agency.

Visual Broadcasts:

İndeks offers special TV broadcasts and visual agency services; web, intranet, e-bulletin studies; television program broadcast services to corporations.

İndeks Visual Agency

İndeks serves with the best photographers, professional cameramen, successful digital production teams, skillful film editors, expert make-up artists, the image-maker team and process managers.

İndeks provides every kind of visual service in fields that require expertise such as news photography, industrial, fashion, sports photography; special projects that can be conducted with team support such as corporate identity studies, catalogue, and annual reports.

Television Programs

• **Name of the Program: "Bire Bir Ekonomi"**

Channel: TRT 2 **Date:** 2001-2002 **Number of programs:** 56 **Number of guests:** 56 **Guest profile:** 12 female / 44 male **Total broadcast duration:** 60 hours

• **Name of the Program: Kariyer Dünyası**

Channel: TRT 2 **Date:** 2000-2003 **Number of programs:** 142 **Number of guests:** 440 **Guest profile:** 110 female / 330 male **Total broadcast duration:** 142 hours

• **Name of the Program: Kariyer Dünyası Üniversitelerde**

Channel: TRT 2 **Date:** 2001-2003 **Number of universities visited:** 15 **Number of guests:** 53 **Guest profile:** 11 female / 42 male **Total broadcast duration:** 150 hours

duration of broadcast: Sundays at 20.00, 30 minutes **Number of programs:** 47 **Total broadcast duration:** 23,5 hours **Shoots at universities:** 2 shootings (İzmir Ege University and Kayseri Erciyes University) **Number of guests:** 55 **Number of candidates attended the program:** 138 (55 female, 83 male) **Number of candidates that received job offers:** 80

• **Name of the Program: Eğitim Penceresi**

Channel: CNNTürk **Date:** April-May 2008 (Seasonal) **Number of Programs:** 8 **Number of guests:** 12 **Total broadcast duration:** 240 minutes

• **Name of the Program: Devre Arası**

Channel: BloombergHT **Date:** July 2010 (Seasonal)



• **Name of the program: Kariyer Dünyası Zirvedekiler**

Channel: TRT 2 **Date:** 2003 **number of programs:** 10 **Number of guests:** 10 **Guest profile:** 4 female / 6 male **Total broadcast duration:** 10 hours

• **Name of the program: Eğitim ve Kariyer**

Channel: CNN Türk **Date:** 2007- 2008 (Seasonal -July) **Number of programs:** 22 **Number of guest universities:** 22 **Number of guests:** 66

• **Name of the program: İş Görüşmesi**

Channel: CNN Türk **Date:** 2007-2008 **Date, time and**

Number of programs: 7 **Total broadcast duration:** 140 minutes

• **Name of the Program: Kariyer Rehberi**

Channel: BloombergHT **Date:** 2010-2011 **Number of programs:** 47 **Number of guests:** 53 **Guest profile:** 17 female / 36 male **Total broadcast duration:** 705 minutes

• **Name of the Program: Başarı Hikayeleri**

Channel: BloombergHT **Date:** 2011-continuing **Number of programs:** 60 **Number of guests:** 67 **Guest profile:** 20 female / 47 male **Total broadcast duration:** Approximately 30 hours

İndeks Corporate Publications:

İndeks' corporate publications is a work platform for social responsibility awareness and professional quests. We are proud to bring "İndeks Publications" to the public.



Corporate Publishers

- İndeks of the Month
- Michael Jackson İndeks
- Atatürk İndeks
- World Cup İndeks
- İndeks of the Century
- Content İndeks-From Tablet to Tablet
- İndeks Newspaper
- Speaker Agency Bulletin

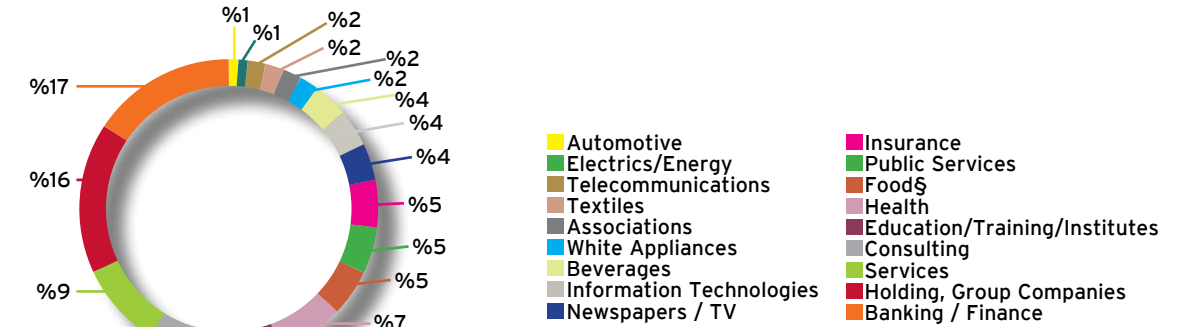
Memberships

- İndeks is among corporations that signed "Management is a Women's Right" declaration established by Kalder in accordance with the 1st and 6th items of "Global Compact".
- İndeks is a member of the Turkish Investor Relations Association (TÜYİD)
- İndeks is a member of Turkish Corporate Management Association (TKYD)
- İndeks has been one of the founding members of IPTV association established in 2009 İndeks Corporate Publications

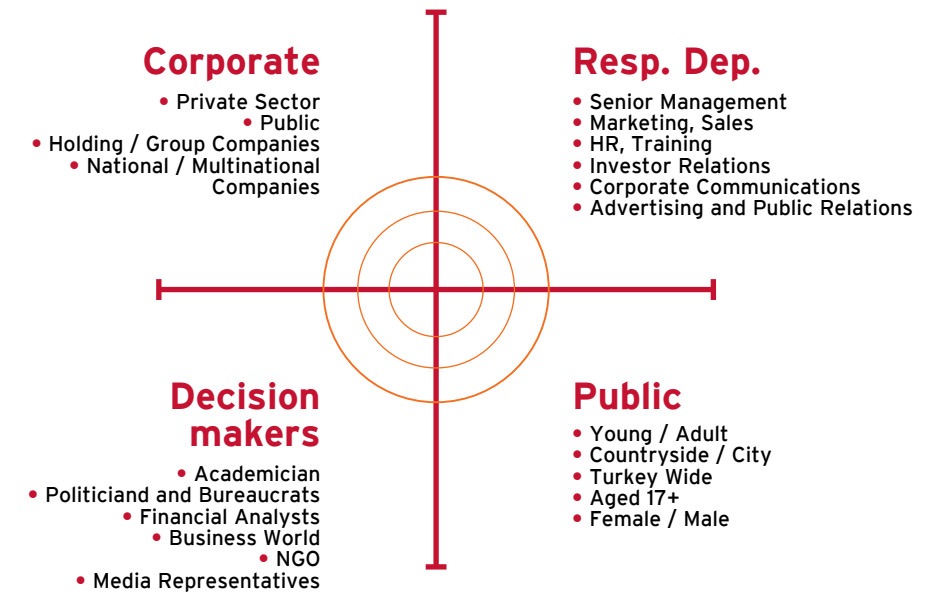
İndeks web site <http://www.indsiletisim.com> Yaprak Özer Blog <http://www.yaprakozer.com> Media Relations Training web site <http://www.medyaileiskileriegitimi.com> Activity Reports web site <http://www.faaliyetraporlari.com> İndeks Facebook Page <http://facebook.com/indsiletisim> İndeks YouTube Channel <http://youtube.com/indsiletisim> İndeks LinkedIn profile <http://www.linkedin.com/company/indsiletisim> İndeks content-&-communication-management-consultancy İndeks Speaker Agency Twitter <http://twitter.com/indexskonusmaci> İndeks Twitter <http://twitter.com/indsiletisim> Success Stories ipad application

İndeks in Figures

Sectors We Provide Services For

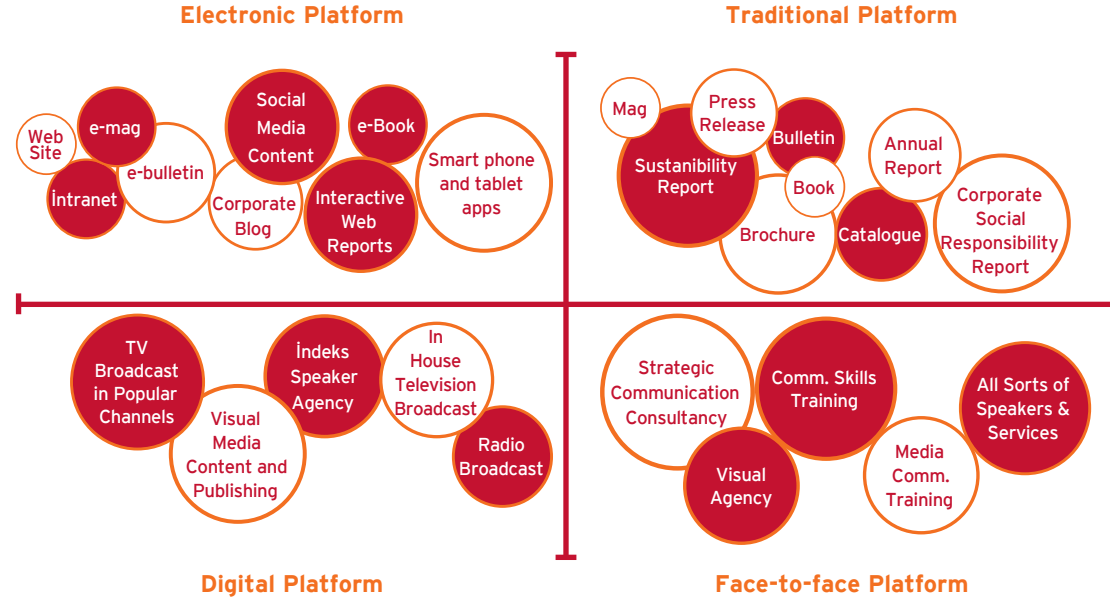


Target Audience Profile



İndeks in Figures

Which Communication Tools in Which Channel



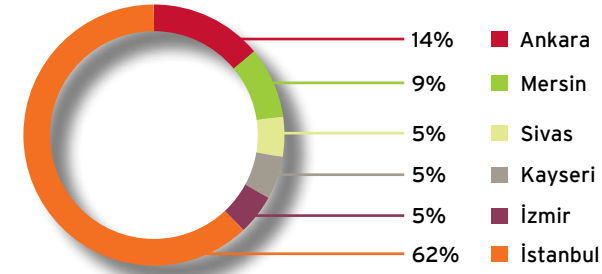
News Figures in Activity Report

Annual Report	Number of People
Garanti Annual Report	10 million
Doğan Group Annual Report	6 million
Turkcell Annual Report	5 million
Total	21 million

Read rates concerning the news about awarded reports
Source: MTM data

The Annual Reports of Turkcell, Garanti Bank and Doğan Group have been reported in **239** different platforms.

The Regional Distribution of the Firms Having Made it to ISO Top 500, Which İndeks Offers Services to (according to their chamber)



The Firms, Which Made it to ISO Top 500, Which İndeks Offers Services to

ISO Ranking	Firm (Top 500)
5	Tofaş Türk Otomobil Fabrikası A.Ş.
6	Arçelik A.Ş.
30	Vestel Beyaz Eşya San. ve Tic. A.Ş.
31	Coca Cola İçecek A.Ş.
33	Goldaş Kuyumculuk Sanayi İthalat İhracat A.Ş.
44	Borusan Mannesmann Boru San. ve Tic. A.Ş.
53	Siemens San. ve Tic. A.Ş.
59	HES Hacılar Elektrik San. ve Tic. A.Ş.
71	Anadolu Efes Biracılık ve Malt Sanayi A.Ş.
79	Boytaş Mobilya San. ve Tic. A.Ş.
84	ÇİMSA Çimento San. ve Tic. A.Ş.
106	Pınar Süt Mamülleri Sanayi A.Ş.
144	Zorluteks Tekstil Tic. ve San. A.Ş.
162	Erdemir Madencilik San. ve Tic. A.Ş.
190	DYO Boya Fabrikaları San. ve Tic. A.Ş.
192	Sofra Yemek Üretim ve Hizmet A.Ş.
199	Pınar Entegre Et ve Un Sanayi A.Ş.
252	Oyak Beton San. ve Tic. A.Ş.
253	Tamek Gıda ve Konsantre San. ve Tic. A.Ş.
341	Doğan Gazetecilik A.Ş.
452	Park Elektrik Üretim Madencilik San. ve Tic. A.Ş.

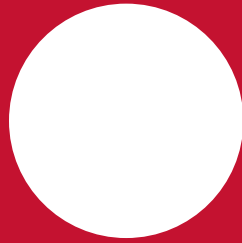
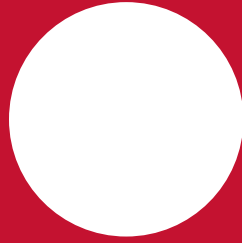
Partners at Turquality

1	Anadolu Efes Biracılık ve Malt San. A.Ş.
2	Arçelik A.Ş.
3	Atasay Kuyumculuk San. ve Tic. A.Ş.
4	Boydak Dış Tic. A.Ş.
5	DYO
6	Goldaş Kuyumculuk
7	Pınar Süt Mamülleri San. A.Ş.
8	Vestel Elektronik San. ve Tic. A.Ş.
9	Zorlu Tekstil

Customer Profile



(Source: TÜİK/İSO)



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