

mila:

TURKEY

LAND OF CONTRASTS
2016 EDITION

A country profile by
Melina F. Nardi

in collaboration with DS Entegre İletişim Çözümleri

ABOUT THIS WORK

This study is the result of the compilation of more than 120 local and international sources. It balances statistical and analytical data from official institutions, research groups, recognized newspapers, expert analysis and ethnographic studies.

In an effort to create an analysis as free of objective opinions, censorship and prejudice as possible, each subject was researched respecting the following 3 principles:

- triangularity of information (soft data, hard data, comparative data)
- cross-checking of data and comparison between sources
- credibility principles: official and traceable sources only

Finally, this presentation is a work-in-progress which is intended to be constantly completed and updated. Users are welcome to make requests for an analysis of specific topics and to contribute with their own data.



Melina F. Nardi

Strategic Director and co-founder of Mila Branders SL

A graduate of George Mason University (USA) where she obtained her MBA, Melina also holds a Bachelor in Arts & Communication and Masters in International Cooperation from Bologna University (IT).

Melina has been working in the field of Communication and Marketing since 2006, first for NGOs in Germany, Palestine and USA. After obtaining her MBA she moved to Chile and worked as Strategic Planner for DDB, thus starting her specialization in Branding & Marketing Strategy.

Since 2011 she has established herself as an expert communication strategist for the biggest local and global brands around the world.

After working for several years in Istanbul as Strategy Director for DS Entregre İletişim Çözümleri, Melina has now settled in Valencia, Spain where she started her own consulting and creative agency, Mila Branders.

GOVERNMENT:

SECULAR REPUBLICAN
PARLIAMENTARY
DEMOCRACY

FOUNDED IN
1923



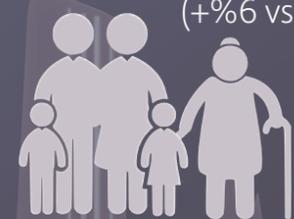
80 MILLION
TURKISH PEOPLE

91%
URBANIZATION
RATE

61%
DIGITALIZATION
RATE

22 MILLION
HOUSEHOLDS
(+%6 vs PY)

2 MILLION
STRAY CATS



30.000
Döner
shops



#1
FAVORITE
FAST FOOD



#1
YOGURT
EATERS

#1
TEA DRINKERS
IN THE
WORLD



3kg per
capita
per year

THE RISE OF CIVILIZATION



B.C. 12000
GÖBEKLITEPE

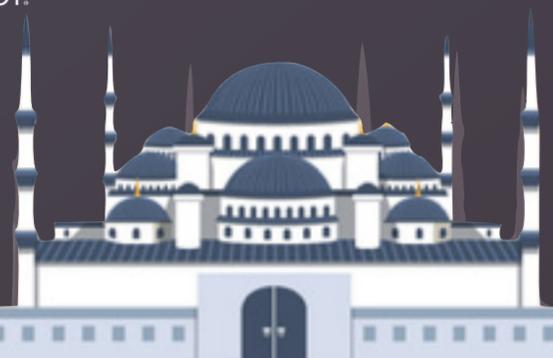
THE TESPIH

Much more than
a religious item,
the Tespih has
become a
cultural symbol
of many usages



AYASOFYA

The Byzantin Church
that changed the face of
Islamic architecture



THE NAZAR BONCUGU

The blue evil
eye charm is
traditionally
used against
bad luck



99%
MUSLIM

"By default"
religious
attribution.

THE OTTOMAN TULIP

Every year in April the Istanbul
Tulip Festival celebrates the
blossoming of million of tulips



COUNTRY OVERVIEW

BRIDGE BETWEEN TWO WORLDS



TURKEY CULTURE
& TOURISM LOGO

Turkey
Discover
the potential

TURKEY COMMERCE
& EXPORTS LOGO

Sources:
<http://www.worldometers.info/world-population/turkey-population>
CIA World Factbook
Euromonitor, World Bank



DEMOGRAPHICS

DEMOGRAFIK BILGILER



15
MILLION

2
MILLION

5
MILLION

4
MILLION

ISTANBUL

BURSA

IZMIR

ANKARA

WEST OF
ANKARA

EAST OF
ANKARA

Istanbul, Ankara
and Izmir alone
have a combine
GDP of %37

The West has a higher average
GDP than the East & Southeast
region which have the lowest
average GDP and spending.

81
cities

3
biggest cities
=
1/3 of the
population

ETHNIC GROUPS

!!!
This is not a DEMOGRAPHIC map. It reflects the country regional genetic pool but does not account for migrations nor represent its demographic dispersion.

AEGEAN SEA

BLACK SEA



- Azeri & Lazar
- Kurds
- Kurds & Arabs
- 15% Turks & Turkification
- Turks

UP TO
800,000
AZERIS

Azeris the 2nd most numerous Turkic ethnic group after the Turks. They are also found in Iranian Azerbaijan and the Republic of Azerbaijan. They are mostly Shi'ites

UP TO
15 MILLION
KURDS

ESTIMATED TOTAL based on KONDA surveys and TÜİK statistics

TURKIFICATION relates to the process of assimilation of Turkey's indigenous population during the Seljuk and Ottoman empires through religious conversion, cultural and linguistic assimilation and interethnic relationships.

1 MILLION
ZAZAS

Although they have their own language, Zazas have typically been associated with Kurds. It is estimated that they constitute up to 10% of the population registered as Kurdish.

MEDITERRANEAN SEA

'TIS ALL ABOUT THE 'STACHE

WHEN YOUR POLITICAL VIEWS ARE WRITTEN ON YOUR FACE

The Ottoman mustache and Fez have become the symbol of Turkish men, despite only being used by a very small percentage of society in the past 100 years.



RIGHT-WING SYMBOLISM

Facial hair is not just about fashion in Turkey, where a large, thick walrus-style mustache can mark a man as a leftist and a neatly trimmed almond-shaped one can brand him a conservative.

LEFT-WING SYMBOLISM

HAIR TOURISM

Unlike Turkish men, Middle-Eastern men are increasingly seeking mustache implants in order to appear more manly, mature and wise.

250 clinics offering mustache transplants in Istanbul alone.

THE SLOW DISAPPEARANCE OF THE 'STACHE

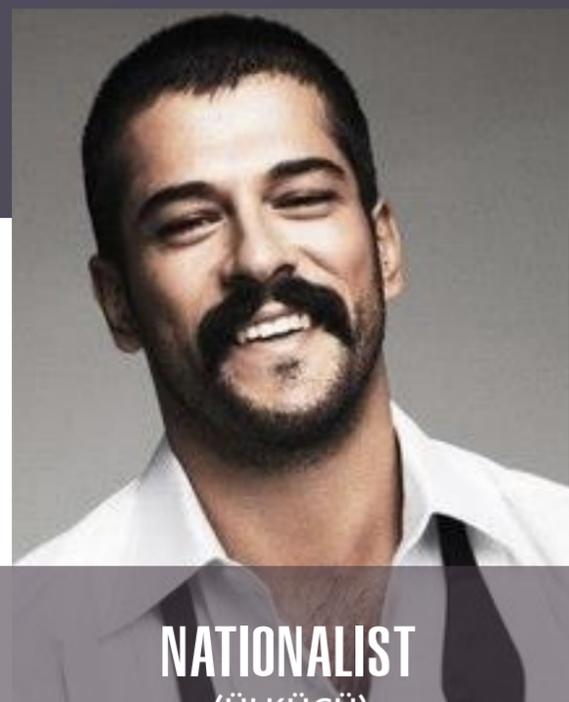


PREFERRED SHAVING STYLE

SOURCES:
 Styles of Turkish Moustaches, Margaret Hagan
 What Your Facial Hair Says About Your Politics, In Turkey, AJ+
 Facial hair in Turkish politics: A tale of mustaches and men
 Hürriyet Daily News | 8/6/2010
http://www.turkiyeyianlamakilavuzu.com/Turkiyeyi_Anlama_Kilavuzu_EKitap.pdf



OTTOMANIST



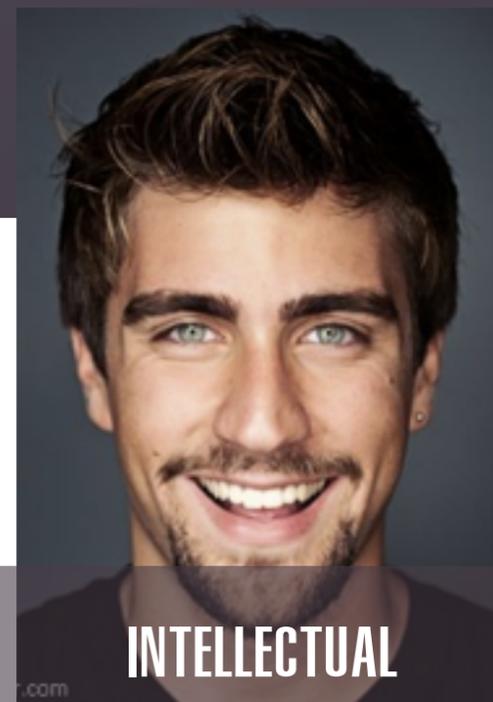
NATIONALIST (ÜLKÜCÜ)



CONSERVATIVE (ALMOND)



ISTANBULITE



INTELLECTUAL



OLD FASHION LEFTIST

SES GROUPS SEGMENTATION

A/B

*MOSTLY MODERN REACTIVE

University graduates

Both spouses work

Live in big cities

Spend their holidays in hotels & resorts

Prefer chandelier in their home

D/E THE POOR

Farmers, laborers, retired and unemployed

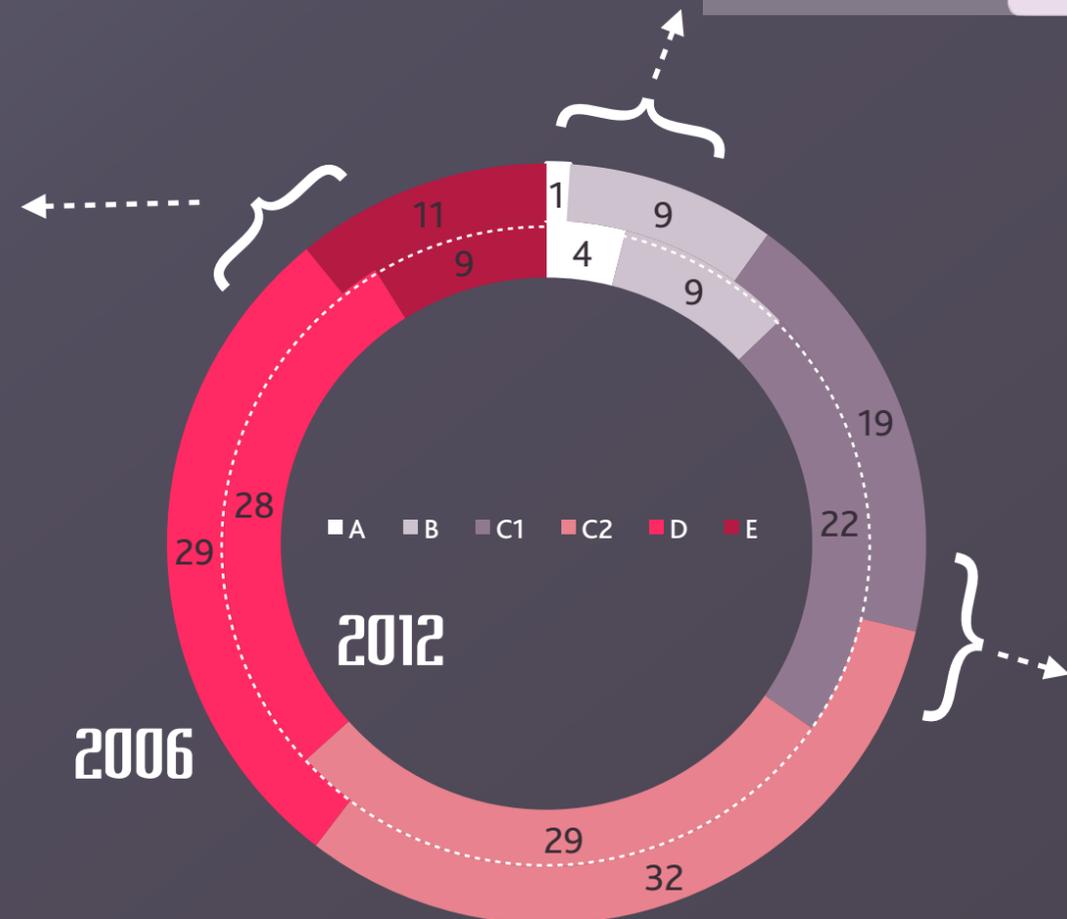
Live in rural areas

Almost never travel outside their hometown

Home owners

Use coal or wood heating

Use squat toilets (Alaturca)



C1/C2 MIDDLE CLASS

Small store owners, vendors, or workers

Typically don't have breakfast at home but from street vendors

13% hold a passport

Long commutes with public transportation

Stay-at-home moms

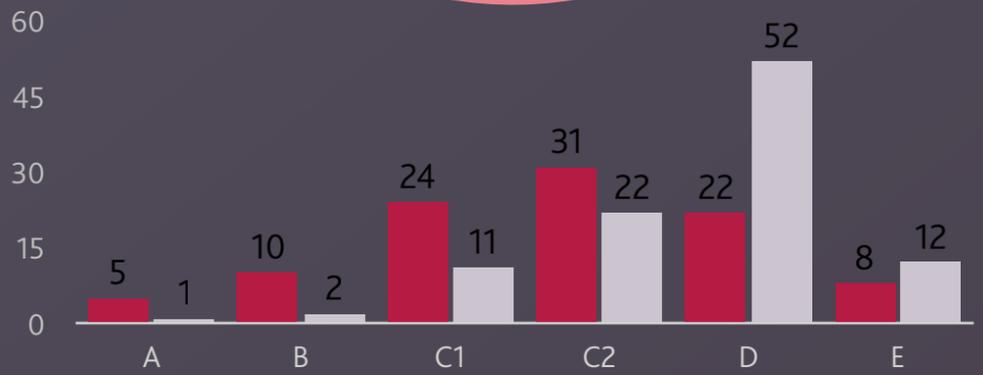
Women may work and have social activities, with their husband's permission

Spend their vacation visiting their family

Highly indebted

Sources:
Ipsos KMG, Türkiye'yi anlama Kilavusu 2012
Turkish Researchers' Association (TUAD) 2012 SES Groups

Urban ■
Rural ■



SOCIOLOGICAL SEGMENTATION

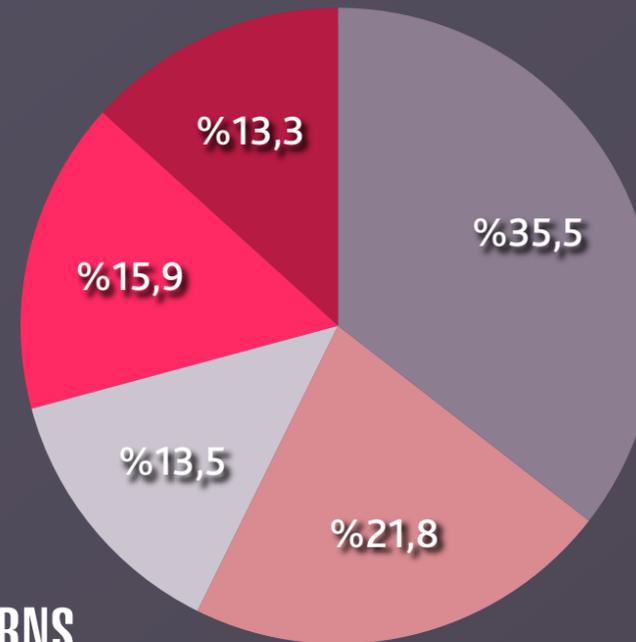
- New Conservative
- Traditionalists
- Reactive Modernists
- Nationalists
- The Poor

TRADITIONAL NATIONALISTS

Not very pleased with the economic and political situation of the country. They prefer everybody to receive secular education in Turkish. They place their trust in the army (as an institution that can control the Government when needed). They advocate for the women's right to work and tolerate the use of hijab in public sectors. They care about their appearance more than any other group.

FAILED CITIZENS

Mostly in East and south East Anatolia as well as on the Aegean coast. They don't trust any institutions and generally carry a pessimistic outlook on both economic and political prospects. They consider domestic violence on women to be appropriate when necessary. They do not respond to brands and advertising.



NEW CONSERVATIVES

Pleased with the general situation of the country. More religious than other groups. They support democracy, Kurdish language education, Hydro-electric dams and nuclear central projects. They trust the army more than average. They support women's right to work - with the permission of their husband. They consume and shop more than other groups and are highly sensitive to rational advertising.

WOMEN CAN WORK

- YES ↑ Anxious moderns
- New conservative
- Traditional Nationalists
- Traditional Middle Class
- NO ↓ Failed citizens

PLEASED WITH THE STATE OF THE COUNTRY

- YES ↑ New conservative
- Traditional Middle Class
- Traditional Nationalists
- Failed citizens
- NO ↓ Anxious moderns

ANXIOUS MODERNS

Mostly found in Marmara and Aegean cities. Religion holds a lesser role in their life than for other groups. They favor education to be held in Turkish for all ethnic groups. They are the most concerned with environmental issues. Mostly supporters of CHP, and highly dissatisfied with the current situation. They display high brand loyalty and mostly shop in supermarkets. They favor quality over price.

TRADITIONAL MIDDLE CLASS

Pleased with the economical situation of the country but not with political tendencies. They do not support democratic opening and prefer strong figures - especially the Army. In their opinion, those who are discontent with the country should leave. They believe Turkey to be the strongest country in the Middle East. Do not support Kurdish language education nor women participation in the workforce. They support internet censorship measures.

CONCERNED WITH THE ENVIRONMENT

- VERY ↑ Anxious moderns
- New conservative
- Traditional Middle Class
- Traditional Nationalists
- NOT AT ALL ↓ Failed citizens

TRUST IN THE ARMY IS QUITE STRONG (above 50%) IN ALL GROUPS, WITH NEW CONSERVATIVES LEADING THE RANKS

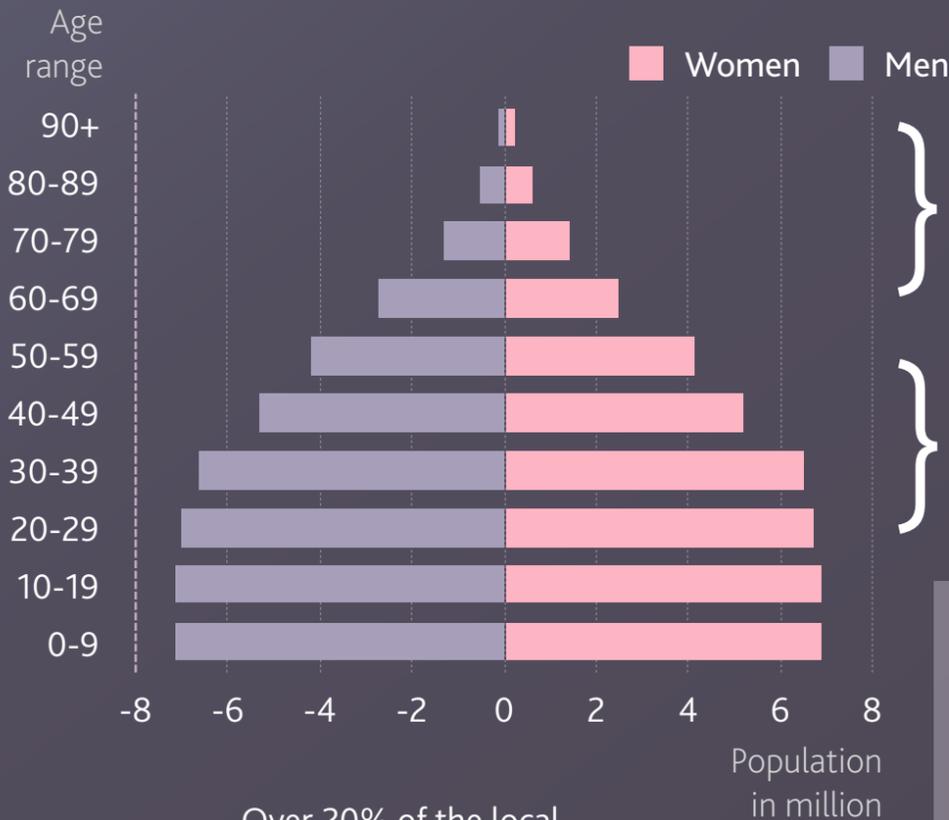
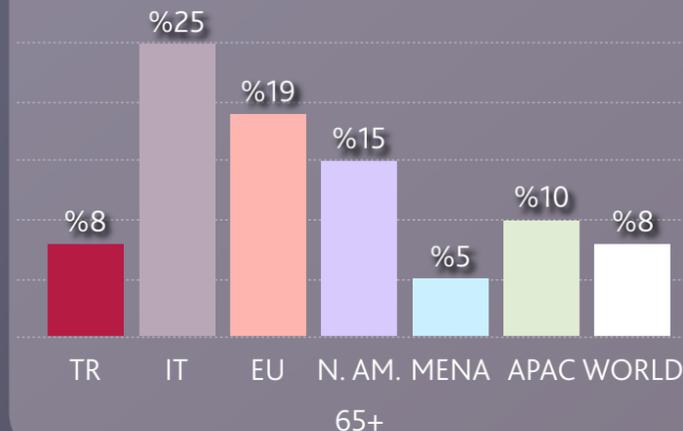
SOURCES:

- <http://www.hurriyet.com.tr/turkiye-yasam-trendine-gore-5-e-ayrildi-yeni-muhafazak-rlar-basi-cekti-20491807>
- Milliyet-Antalya | 1/18/2010 by Esra Özsumer
- Ipsos KMG Türkiye'yi Anlama Kılavuzu

AGE

Although its population is growing older, Turkey remains the youngest country in Europe.

Percentage of elderly population Turkey vs other regions

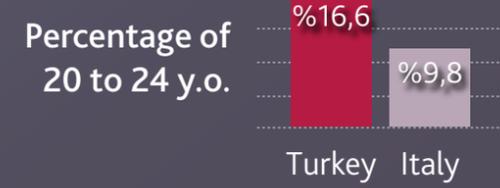


43,6% 56,4%

%40 is between 20-45 y.o.

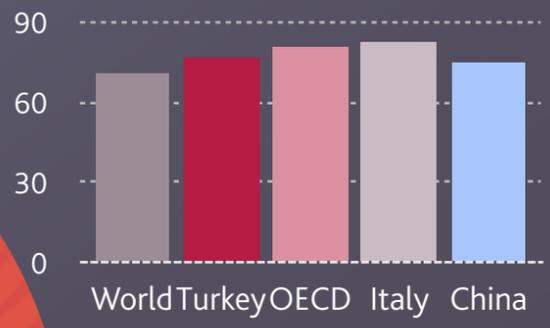


The average Turkish person is **30 Y.O.**



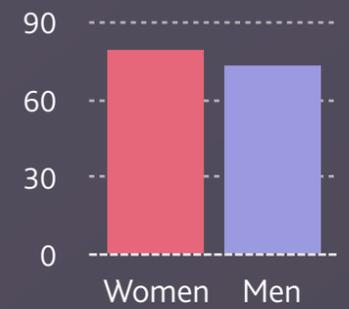
Over 20% of the local population is 60+

Life expectancy



World Turkey OECD Italy China

Turkey life expectancy men vs women



Women Men



SOCIAL CULTURE VS. PUBLIC SETTINGS

Turkish social culture holds the elderly in high esteem and they are traditionally taken good care of by their families.

Turkey ranks 75th in the Global AgeWatch Index of best places for the elderly, ranking low in the "enabling societies and environment" variable.

63% of seniors say they can count on relatives and friends when in trouble.

62,8% of seniors declare themselves as happy.

Less than 5% of the local population is 60+

Source: TÜİK 2016

Kaynak - EYHGM, Mart 2015 - ale.gov.tr

Life satisfaction survey 2014, TÜİK

Global AgeWatch Index 2016

http://www.indexmundi.com/turkey/age_structure.html

TUIK, DSO World Health Statistics 2015, OECD Health Data 2015



CULTURE

KÜLTÜR

HOFSTEDE CULTURAL DIMENSIONS MODEL



"WE" SOCIETY

TURKEY

LIFE GOAL

belonging : success
leisure time : personal fulfillment

SOCIAL VALUES

loyalty : status
trust : adaptability

RELATIONS

avoid conflicts : conflictive & passionate
reciprocal protection and dependence : equality
: decentralization of power

OUTLOOK

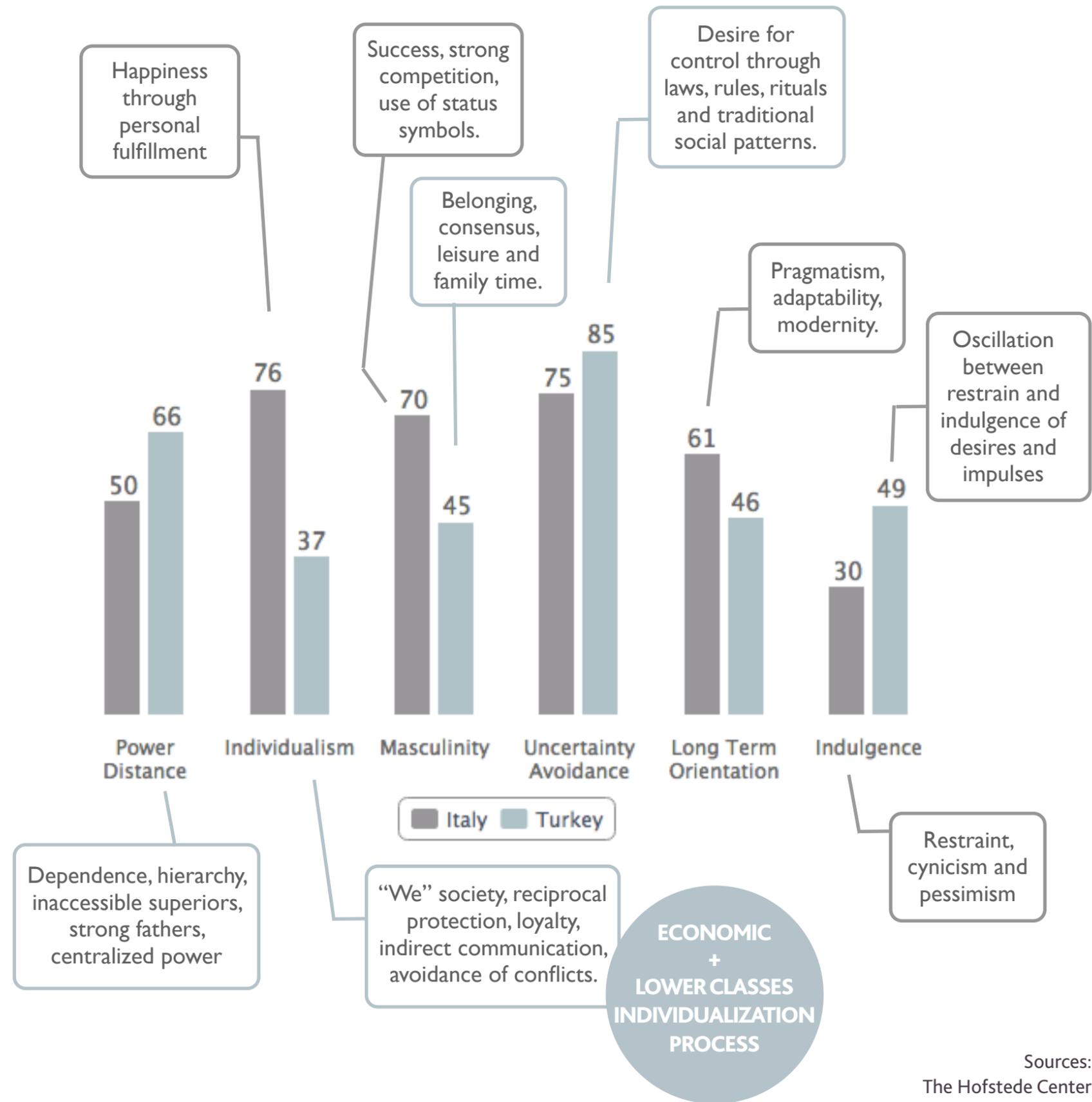
honor traditions while embracing societal change : pessimistic
: cynical

WORK STYLE

executorial tight management indirect feedback : competitive teamwork open management

ITALY

"ME" SOCIETY



LIFESTYLE

24/7

24/7
TRAFFIC
JAMS

125
HOURS

AV. TIME SPENT IN
TRAFFIC PER YEAR

#3

MOST CONGESTED
CITY IN THE WORLD

Down
from #1
spot in
2014!

24/7
TEA &
SOUP

Turkish people love soup so much that they eat it at every meal, hot or cold. In Anatolia they even have soup for breakfast, followed by the compulsory cup of tea



24/7
PATRIOTISM

IN TURKEY,
PATRIOTISM IS
A LIFESTYLE



In critical times, on national holidays or during sport events, Turks love to express their patriotism, never missing an occasion to bring out the flag.

NEVER ALONE

Turks just don't know how to be alone. They constantly need to be surrounded by their peers, family, friends. Nothing stranger to them than sitting alone at home or in a café.



OKEY

Friends gather in tea houses to chat while playing this traditional game of 4.

TAVLA

In their free time, Turks play tavla obsessively - with a friend or their partner.



MEYHANE

For liberal Turks, a fun evening will be spent at the Meyhane with friends or family, drinking raki and eating mezzes while listening to live traditional music



GIRLS NIGHTS / BOYS NIGHTS

Outside of family events, Turks tend to prefer to go out among girls or boys rather than in mixed groups. A typical night out will involve dinner followed by drinks or coffee.

I NEVER EVER...



GO TO THE
THEATRE 80%

GO TO THE OPERA 96%

GO TO THE
CINEMA 56%

GO TO A
CONCERT 73%



READ A
NEWSPAPER 29%



LISTEN TO THE
RADIO 28%

45% READ A
BOOK

SURF
THE
INTERNET 68%

GO ON A
HOLIDAY

45%



TRAVEL
ABROAD

94%

NEVER GO OUT
FOR DINNER
WITH FAMILY 38%

PUT ON MAKE UP

38%
of women



DO EXERCISE

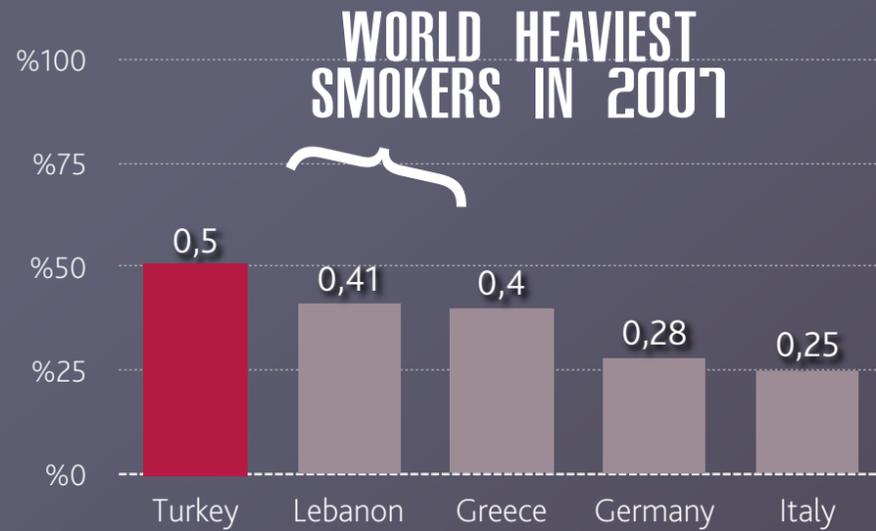
46%



Source:

TomTom Traffic Index 2015
[http://www.turkiyeyianlamakilavuzu.com/
Turkiyeyi_Anlama_Kilavuzu_EKitap.pdf](http://www.turkiyeyianlamakilavuzu.com/Turkiyeyi_Anlama_Kilavuzu_EKitap.pdf)

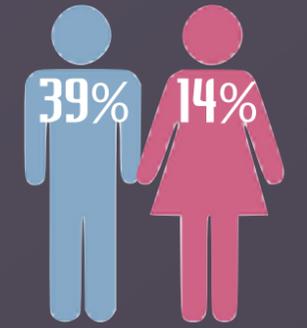
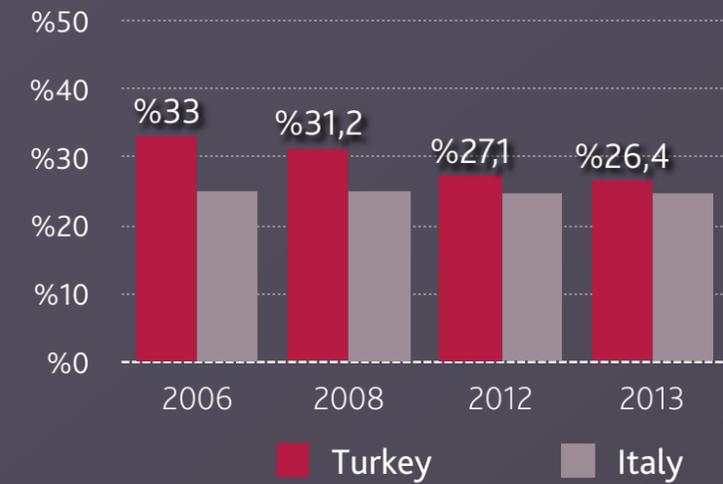
In 2007, up to 1/2 of the population - predominantly men, across all ages - were smoking on a regular basis.



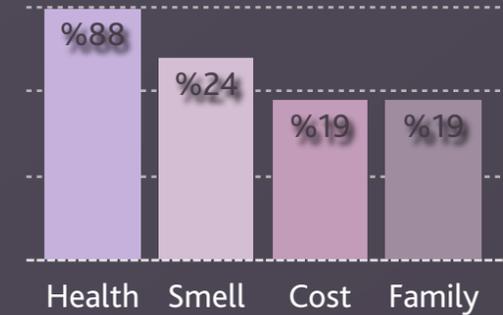
"We congratulate the Republic of Turkey on its groundbreaking work to reduce the prevalence of tobacco use in their country."

Charles Stokes
President and CEO of the CDC Foundation, 2012

EVOLUTION OF DAILY SMOKERS POPULATION



In 2017, **1 IN 7 SMOKERS** is planning to quit because of:



Meanwhile, the tax increase has exacerbated the market for cheap illicit cigarettes

NO buyers of illicit cigarettes are MINORS

7.7% OF MINORS SMOKE DAILY

CHILDREN SMOKERS



CHALLENGES IN LAW ENFORCEMENT

Many cafés and restaurants use retractable roofs in order to escape the ban - or they straight up ignore it.



2008: LAUNCH OF A GOVERNMENT-LED ANTI-TOBACCO PROGRAM

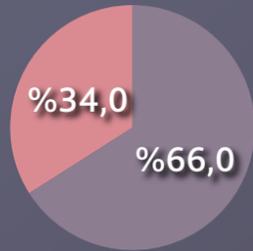
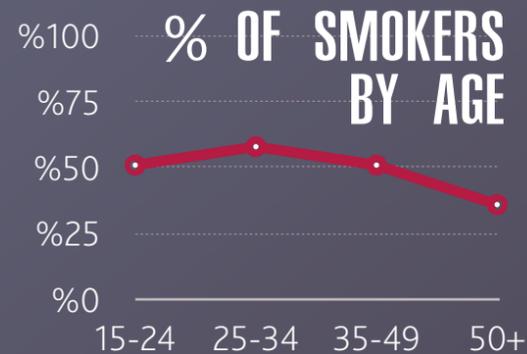
"Struggling against the use of tobacco products has become as important as our counter-terrorism struggle."

Prime Minister R.T. Erdoğan at a meeting of the National Tobacco Control Program, 2007

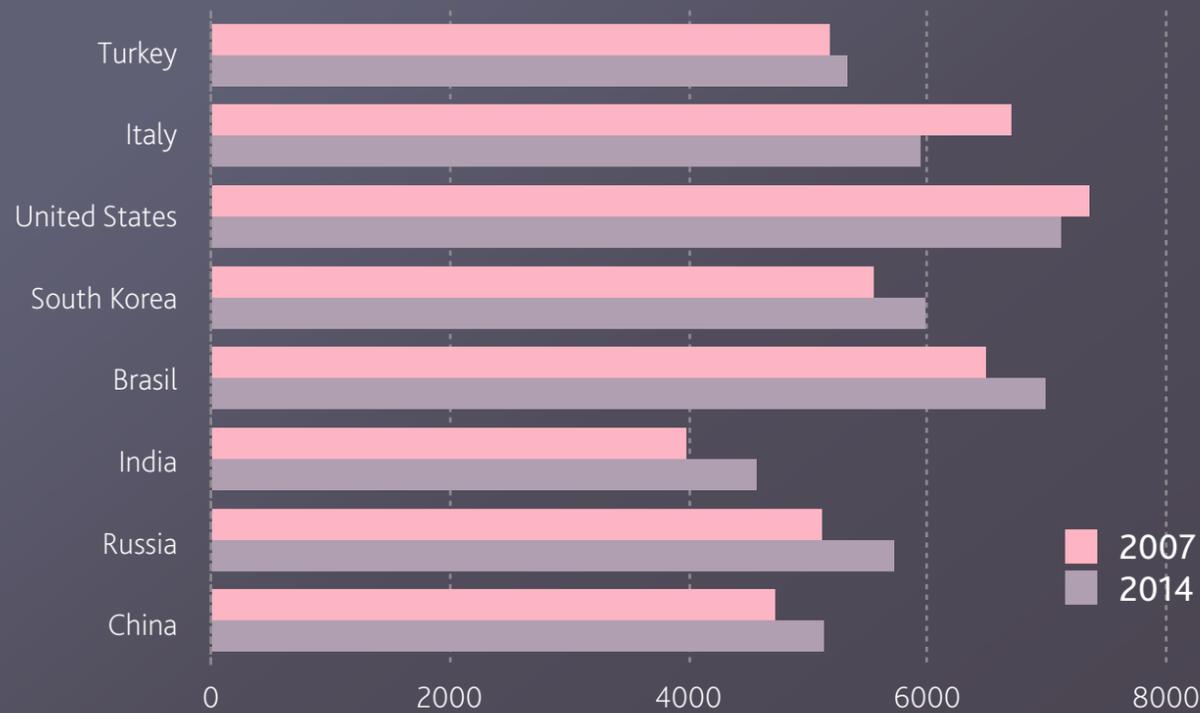


ADVERTISING OF TOBACCO BECOMES ILLEGAL

TURKS SMOKE "LIKE TURKS"



HAPPINESS



While in the specific Turkish people still feel more dissatisfied than most developed countries, all in all, most feel pretty happy.



Turkey has made considerable progress in improving the quality of life of its citizens over the last two decades. Notwithstanding, Turkey performs well in only a few measures of well-being relative to most other countries in the Better Life Index. Turkey ranks above the average in civic engagement and below average in health status, social connections, education and skills, jobs and earnings, subjective well-being, environmental quality, work-life balance, and housing.

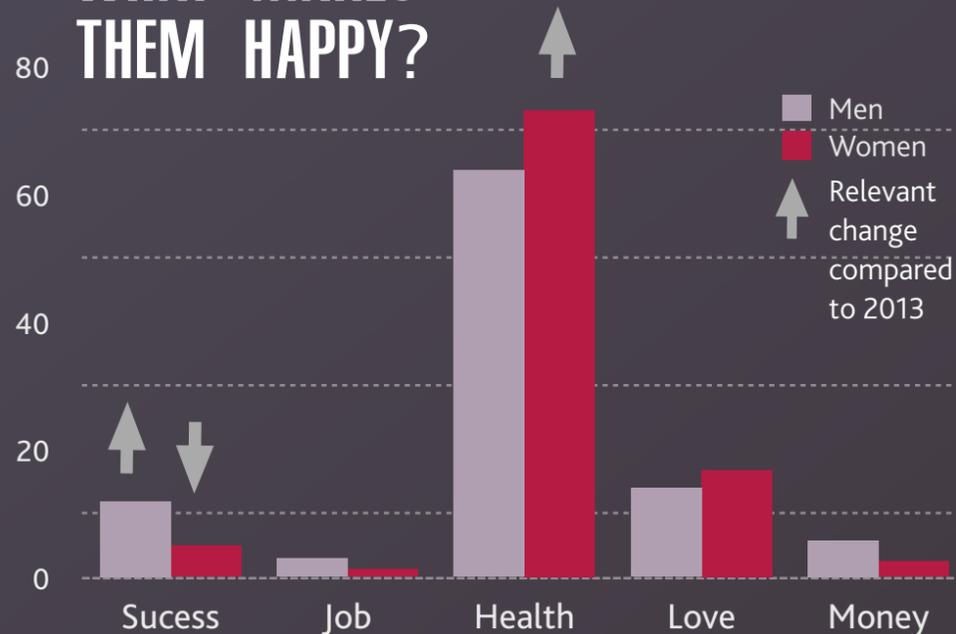


HOBBIES

84% DECLARE WATCHING TV AS THEIR FAVORITE HOBBY

77% OF WOMEN AVIDLY FOLLOW LOCAL TV SHOWS ("DIZI")

WHAT MAKES THEM HAPPY?



Sources:
World happiness Report 2015
Ipsos Global Trends Survey 2014
Turkiye'yi Anlama Kilavusu, IPSOS 2014

THE MEASURE OF SUCCESS

12,4%
MORTGAGE
INTEREST RATE

1. OWN
A HOME

63%

of families
are home
owners

2.

OWN A CAR

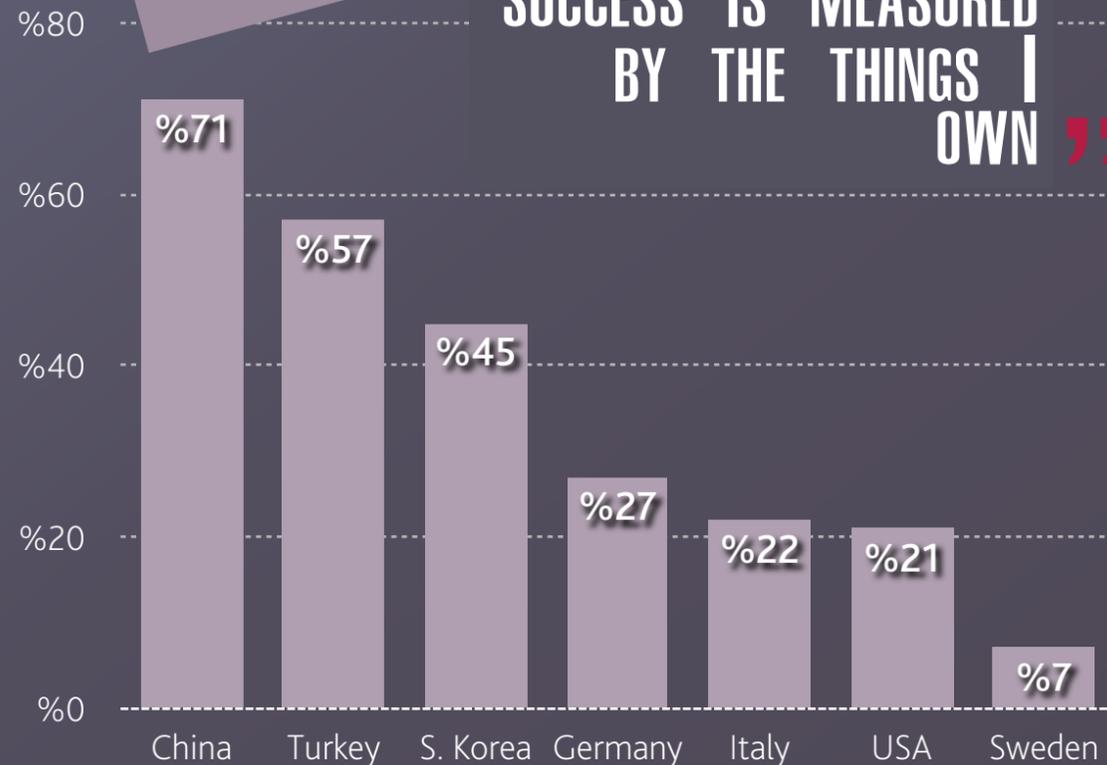
The kind of car you own
reflects your success

#1
PREFERRED
EMPLOYER
GOVERNMENT

3. WORK FOR A
GOOD COMPANY

i.e. A company that
provides a car and long-
term security

“SUCCESS IS MEASURED
BY THE THINGS I
OWN”



47%
OF FAMILIES
HAVE A
CHANDELIER



FAMILY RELATIONS

Success is measure
in terms of one's
contribution to the
family's satisfaction

MAKING THE PARENTS PROUD

BUSINESS RELATIONS

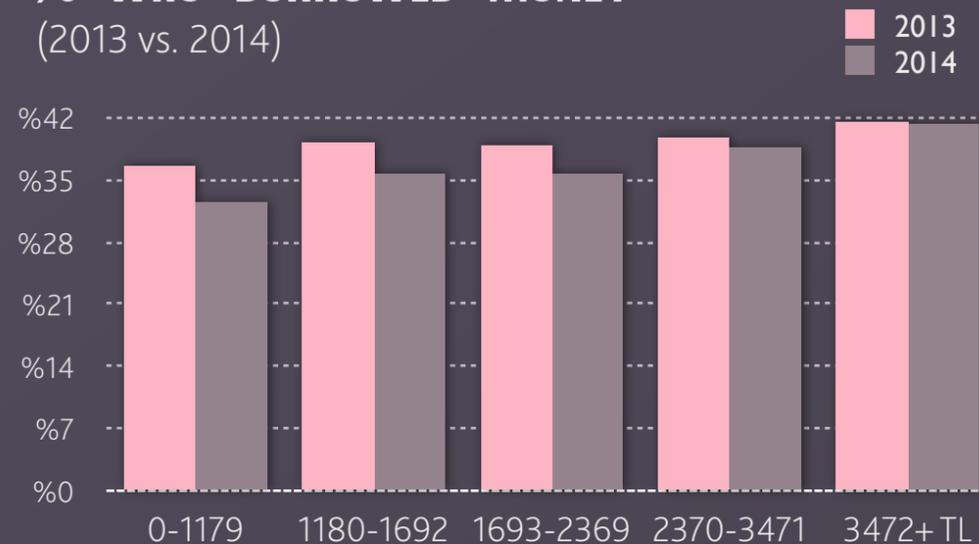
In such a collective society as
Turkey, relationships are as
much a measure of success in
the personal life as they are in
the professional life.

According to Prof. Acar Baltas,
good relationship with
colleagues and subordinates
is one of the main signs of a
successful business leader.

“EMPLOYEES EXPECT THEIR
LEADER TO FUNCTION AS AN
ELDER WHO ADMINISTRATES
OVER THE FAMILY”

- Prof. Acar Baltas -

% WHO BORROWED MONEY (2013 vs. 2014)



HONESTY

#1 most important quality in
a business partner

Preferred
partner
to start a
business:

61.5% someone honest*
13.3% someone with experience
11% someone educated
9% someone religious (muslim)

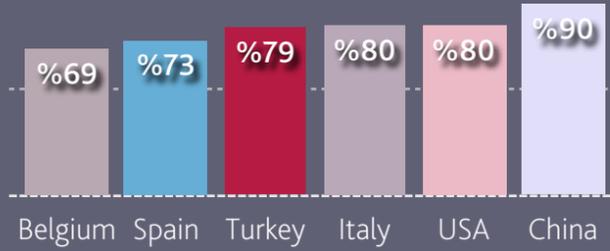
The success
of a business is
measured based
on a relationship
of trust between
its partners.

Source:
TÜİK Statistics

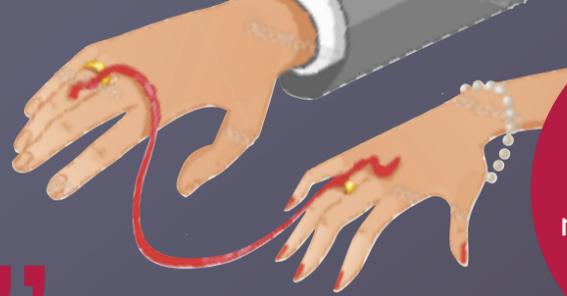
IPSOS MORI Global Trends 2014

Managing in Turkish Culture, Acar Baltas, 2016 ed.

http://www.turkiyeyianlamakilavuzu.com/Turkiyeyi_Anlama_Kilavuzu_EKitap.pdf



“
TRADITIONS
ARE
IMPORTANT
”



New generations combine the traditional henna night with Western-style bachelorette party

MEVLÜT PRAYER FOR THE NEW BORN

Family and friends pray for the baby's health by reciting Mevlüt, a poem by Süleyman Çelebi praising the life of Prophet Muhammed.

DIŞ BUĞDAYI FIRST TOOTH

Family and friends gather together to celebrate the showing of the first tooth



CEREMONIES

SÜNNET CIRCUMCISION

Sünnet is generally practiced before the child starts school. It is a source of joy and respectability for the family. Wealthy parents often have poorer relatives' children or orphans circumcised together with their own.

The children are dressed in Ottoman clothing and given gold and presents.



More and more families in urban centers have their child circumcised right after birth.

12 months for high school grads, 6 to 8 months for University grads

MILITARY SERVICE

When a man leaves for his compulsory military service, family and friends celebrate with a sumptuous dinner. Afterwards, the future soldier and his friends roam the streets in their cars, honking, singing with davul and zurna, and flashing the Turkish flag.

NIŞAN ENGAGEMENT

The two families throw a party for the exchange of the rings, spending almost as much money on it as on the wedding itself.

KIZ İSTEME ASKING FOR HER HAND

Tradition requires the family of the groom to formally ask the parents for her hand with gifts of flowers and chocolates on a big silver tray.



WEDDING NIGHT

Gold is pinned on the dress of the bride or put in her purse.

KINA GECESİ HENNA NIGHT

The night before the wedding, the bride reunites her female friends and relatives. Covered in a red veil, she is brought in the center of the room with folk songs about henna while putting henna on each others' hands. The only man allowed will be the groom who will stop by to get some henna as well.



As of 2015....



MEAN AGE at 1st marriage

27

24

PREFERRED FOREIGN PARTNERS



19% of foreign brides were Syrian

38,4% of foreign grooms were German

Crude MARRIAGE rate: 7.7 per 1000

Crude DIVORCE rate: 1.7 per 1000

40% of DIVORCES occur in the first 5 years of marriage

Source:

TCF, Turkish Cultural Foundation
IPSOS Global Trends 2014

THOSE TIMES WHEN TURKEY STOPS



1. DERBY NIGHTS

67% of Turkish adults follow at least the main games.

27% of them are FANATICS

On derby nights, all televised live shows are canceled as ratings would be too low!

ARDA TURAN

A national symbol of success since his transfer to Barcelona.



Since 2014 all game ticket must be purchased with the PASSOLIG card, for security reasons.



Turkish football fans can be so passionate about their team that it has led on various occasions to violence, including some cases of stabbing. In 2011, the Government limited the entrance to Stadiums to fans of the hosting team only.

2. IFTAR TIMES

Cannons and tambours announce the start of Iftar across the country.

HURMA

All break fast by first eating dates (hurma), as Muhammed did according to the legend.



During Ramadan, people break the fast with an abundant dinner where family and neighbors come together to kiss the hands of their elders and share food. This tradition goes beyond religious customs as even non observant muslims often join in for Iftar.



3. KURLAR VADISI

For 3 consecutive years, this Turkish TV series made the whole of Turkey stop for 80 minutes every Thursday nights as the whole family gathered to follow Polat Alemdar in his investigation of Turkish mafia and shady politics as an undercover agent.





**OTTOMAN
HERITAGE**

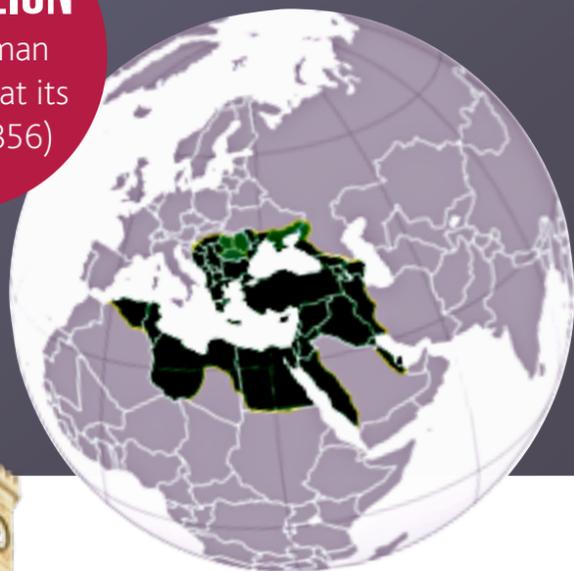
**OSMANLI
MIRAS**

OTTOMAN EMPIRE 1299 TO 1923

THE OTTOMAN EMPIRE
AT ITS LARGEST

35 MILLION

The Ottoman
population at its
peak (in 1856)



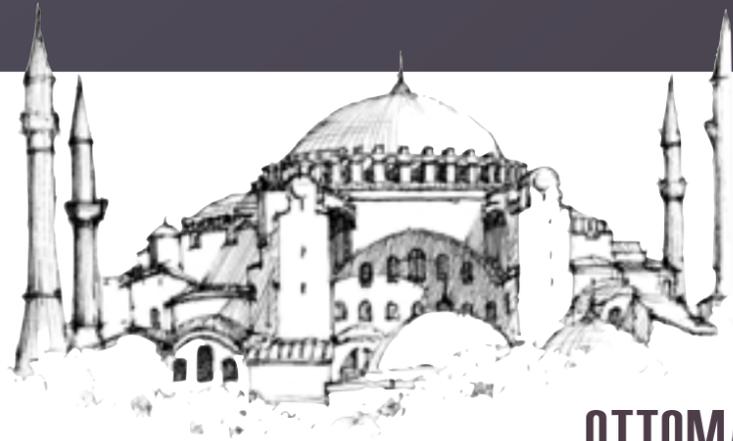
CLOCK TOWERS

Many of the world's most magnificent clock towers were built throughout the Ottoman Empire during the 18th and 19th century.



ARCHITECTURE

Islamic architecture, which until then consisted of simple buildings with extensive decorations, was transformed by Ottomans through a dynamic architectural vocabulary of vaults, domes, semi domes and columns. Mosques were transformed into sanctuaries of aesthetic and technical balance.



OTTOMANS

In the Ottoman Empire, this was the central piece of family seating. It was covered in ornate fabric and was piled with cushions.



“ The art of calligraphy is rooted in Islam, uncovered by the master, and passed form hand to hand through tireless practice. ”

CALLIGRAPHY

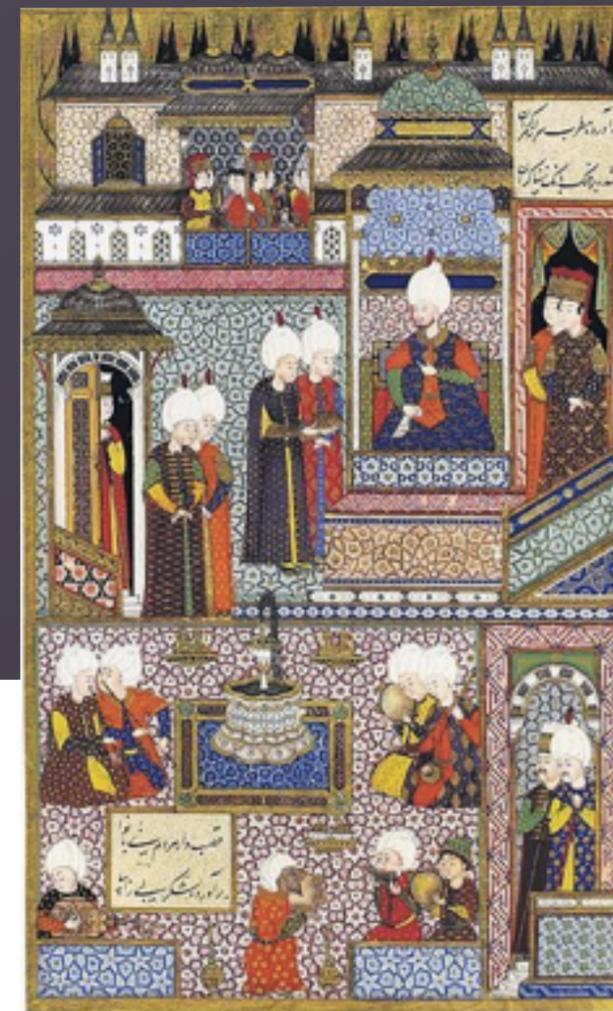
An art that dates back from the 8th century Turks and was magnified during the Empire.

Unique and virtually unforgeable signatures that were designed at the beginning of each Sultan's reign

TUGHRA'



Tughra of
Sultan
Mehmed V

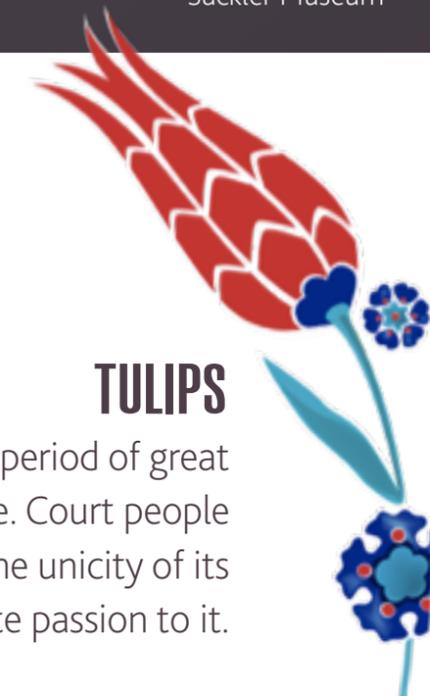


MINIATURES

An art that dates back from the 8th century Turks and was magnified during the Empire.

Between 1713 and 1730, the Lâle Dervi was a period of great cultural and social innovation in the Empire. Court people associated the tulip to Allah for its shape and the unicity of its flowers and therefore developed an absolute passion to it.

TULIPS



Sources:

- Daily Sabah, 'Of time and the clock tower', April 2014
- "Historian Kiel spends half century tracing history of Ottoman art" - Today's Zaman, August 2008.
- Encyclopedia Britannica 11th ed. "Ottoman"
- Antika, The Turkish Journal Of Collectable Art , July 1985
- Harvard Gazette Archives, 'Ottoman Calligraphy at the Sackler Museum'

KARAGÖZ AND HACIVAT

Karagöz, literally Black-Eye, is the hero of this Turkish shadow play. Uneducated but with plenty of native wit, he embarks on money earning ventures which never work and inevitably gets the better of his gentile friend Hacivat.



Legend attributes the character of Karagöz to a laborer of Bursa who lived around the year 1360. He and his friend Hacivat worked in the building of a mosque, but kept distracting their colleagues with their humorous repartee. As a result, construction of the mosque lagged. The Sultan eventually had them both executed. However, the pair of comedians were so sorely missed that a man named Seyh Kusteri made images of Karagöz and Hacivat from camel hide and began to give puppet shows.

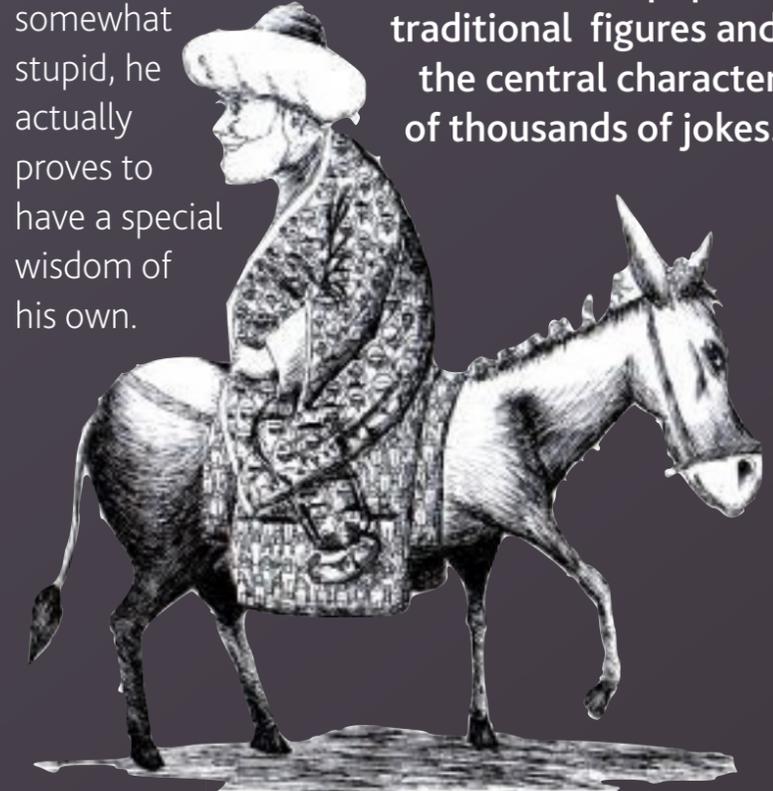


UNESCO
INTANGIBLE
CULTURAL
HERITAGE

NASREDDIN HOCA

Although seeming somewhat stupid, he actually proves to have a special wisdom of his own.

One of the most popular traditional figures and the central character of thousands of jokes.



OTTOMAN SLAP
Osmanlı Tokadı

A330-200

Emniyetiniz için
For your safety
Für ihre Sicherheit
Pour votre securite



PLEASE DO NOT ATTEMPT TO TRY TO DO THIS SIMULATION
LÜTFEN BU KARTIN ÜSTÜNDEKİLERİ DENEMEYİNİZ

Soldiers
allegedly
trained by
slapping
marble

THE OTTOMAN SLAP

The Ottoman Slap is a bare handed attack which was used by the Ottoman Army when the soldier was disarmed or when his weapon was broken.

In Ottoman Culture one was never supposed to use fists in a fight as to avoid giving permanent scar or damage to the face. The first person in a fight who attacked with his fist was to be shamed by the community. Slapping - on the other side - was considered to be a display of courage and bravery. The sounds of the slaps on the battle field had a strong psychological effect.

Legend has it that a true Ottoman slap could even be lethal.



ABDÜLCANBAZ

A Turkish comic book character whose weapon is the Ottoman slap.

GASTRONOMY

Turkish cuisine is largely the continuation of Ottoman cuisine, which in turn borrowed many elements from Greek, Central Asian, Caucasian, Sephardi Jewish cuisine, Middle Eastern, and Balkan cuisines.

“ THERE ARE AS MANY WAYS OF EATING YOGURT AS THERE ARE TURKISH PEOPLE ”



96% OF TURKISH HOUSEHOLDS KEEP YOGURT AT ANY GIVEN TIME

30 KG PER CAPITA PER YEAR

TURKISH BREAKFAST



SIMIT
sesame bread

KAYMAK
(milk cream)

OLIVES

MANTI

Traditional hand-made filled pasta, covered in yogurt - of course!



'Manti' is usually made fresh and cooked immediately, but it can also be dried and stored for long periods of time. Turkic nomads from the times of Ghengiz Khan are said to have carried dried 'manti' with them as they roamed the Asian steppes on horseback.

BEEF CHARCUTERIE

TEA

Turks are the heaviest consumers of tea in the world



But in the afternoon, Kahve and lokum are a must

TURKISH COFFEE



LOKUM An over 230 years old delight made from mastic

LOCAL PRODUCERS LEAD THE MARKET



KOKOREÇ

roasted lamb intestine served as a sandwich

MOST CONSUMED FAST FOODS

DÖNER KEBAP



AYRAN

A mix of water and yogurt, it was declared national drink by Recep Tayyip Erdoğan in 2013



However many still consider **RAKI** to be the true national drink

MACUN



Traditional soft, sweet and colorful toffee paste served wrapped around a stick

DANCES

Romantic songs about Efe's bravery are still popular in Turkish folk music.

This dance simulates the movements of hawks.

EFE / ZEYBEK

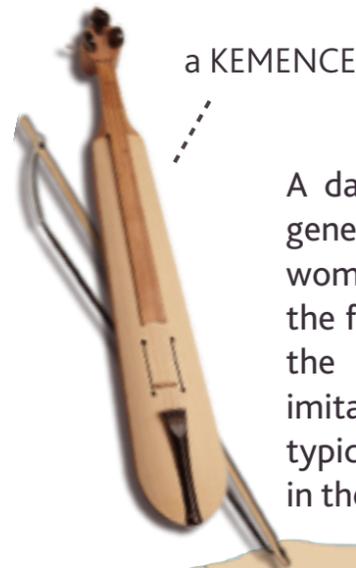
Zeybeks were guerrilla fighters under the Ottoman Empire. They acted as protectors of villagers against landlords and tax collectors. They also fought against the Greeks in the invasion of Smyrna in 1919.



Entering the dance while the Efe is dancing is a sign of hostile challenge

“ A TURK ONLY KNEELS DOWN WHEN HE STARTS TO PLAY ZEYBEK ”

Mustafa K. Ataturk

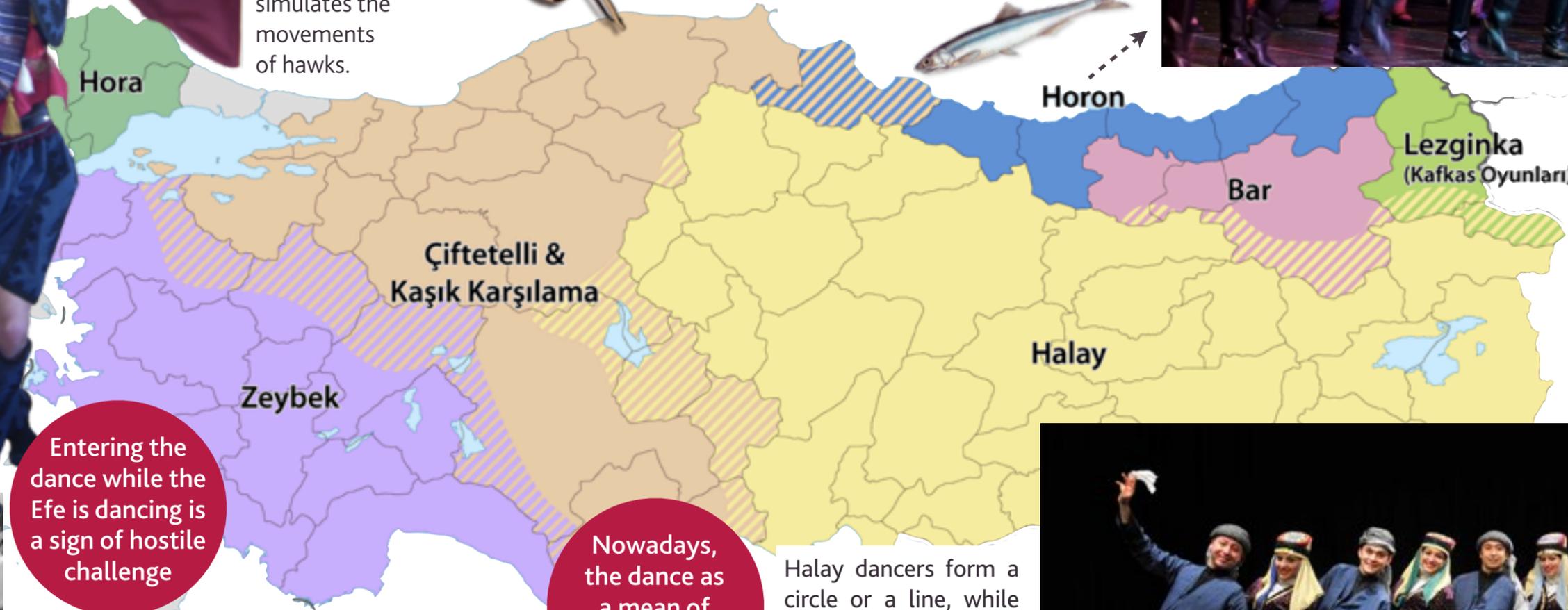


a KEMENCE

A dance of Greek pagan origins, the Horon is generally danced by a chain of either men or women. Its most characteristic movements are the fast shoulder "tremoulo" and a trembling of the entire body with sudden squats, which imitate the movements of a type of anchovy fish typical of the Black Sea (the Hamsi) as it swims in the sea or struggles in the nets for its life.



HORON



HALAY

Nowadays, the dance as a mean of protest all over Turkey

Halay dancers form a circle or a line, while holding each other with the little finger or shoulder to shoulder with the last and first player holding a piece of cloth. It is a national dance in both Turkey and Azerbaijan.



OIL WRESTLING

Turkey's national sport since 1346 and the world's oldest continually sanctioned sporting competition

'A game of oil wrestling in the gardens of the Topkapi Palace'

- anonymous Greek artist -
ca. 1809

A
'PEHLIVAN'
(oil wrestler)



KISBET

Every round lasts 30 to 45 minutes and is won by achieving an effective hold of the kisbet

“ A DEFEATED FIGHTER NEVER GETS TIRED OF WRESTLING AGAIN ”



UNESCO
Intangible
Cultural
Heritage

THE KIRKPINAR GAMES:
3-day oil wrestling rally since 1362



Every year over 1000 pehlivan compete for the 'baspahlivan' (Chief Wrestler) title





RELIGION

DIN

WHO IS WHAT

NON-BELIEVER

One who does not believe in religious obligations

FULLY DEVOUT

one who fulfills all religious obligations

BELIEVER

One who believes in but does not fulfill religious obligations

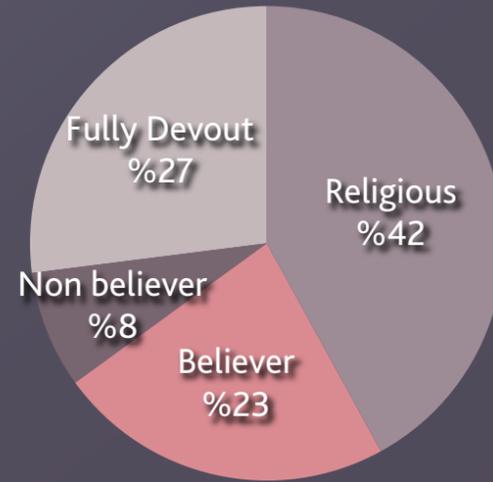
RELIGIOUS

one who strives to fulfill religious obligations



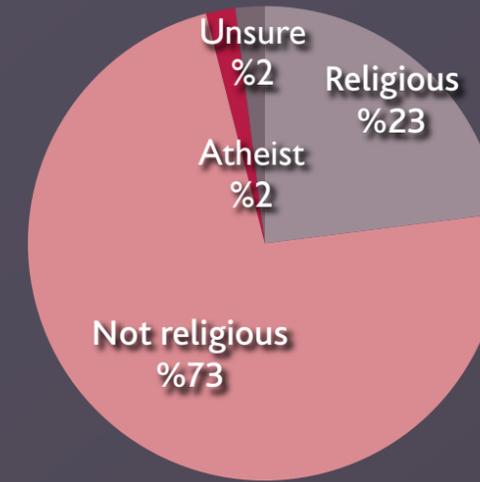
KONDA Survey 'Religion, secularism and the Veil in Daily Life', 2007

INTERNATIONAL SURVEYS



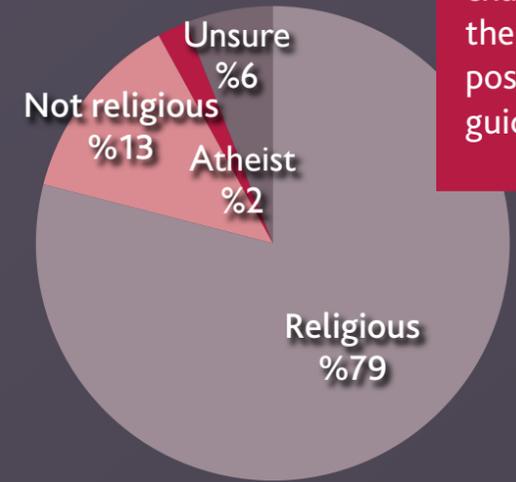
Pew Research Center 'The World's Muslims: Unity and Diversity' Report, 2012*

Multiple choices



WIN/Gallup International Global Index of Religiosity and Atheism 2012

Open answer



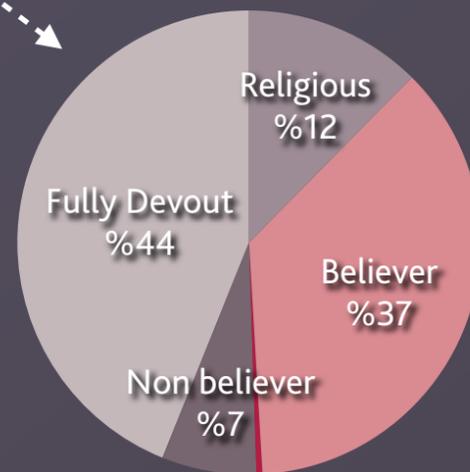
WIN/Gallup International Survey, VOP(EOY) 2014

The difference in answers between years could be explained by a change in the way the question was posed (open vs. guided)

*Statistics have been fitted to the KONDA classification

“WHEN A TURK LOOKS TO THE WEST, HE FEELS MORE MUSLIM, WHEN HE LOOKS TO OTHER MUSLIM COUNTRIES, HE FEELS MORE LIKE A TURK.”

- Etyen Mahçupyan -



TÜİK - 'Türkiye'de Dini Hayat Araştırması', 2014*

SOCIETY ACCEPTATION OF...



Although other non-Muslim communities exist, only 3 are officially recognized: Greek Orthodox Christians, Armenian Orthodox Christians, and Jews.

ESTIMATES:
65,000 Armenian Orthodox Christians,
25,000 Jews,
3,000 Greek Orthodox Christians.

Other religious minorities: NOT ACCOUNTED FOR

DATA ALL SURVEYS AGREE ON

Over **96%** believe in Allah

Women are more devout than men

84% fast during Ramadan

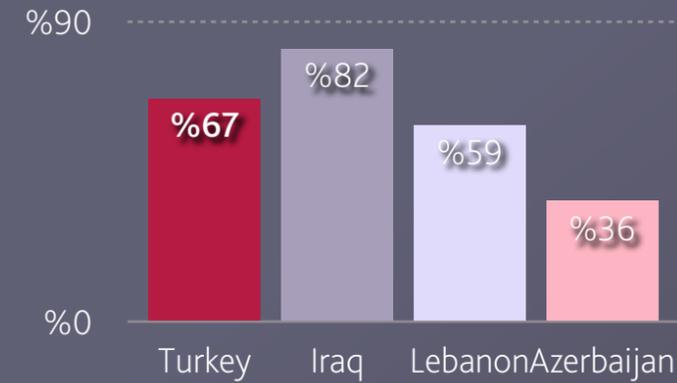
Young educated people tend to be less devout.

2% atheist (estimated)

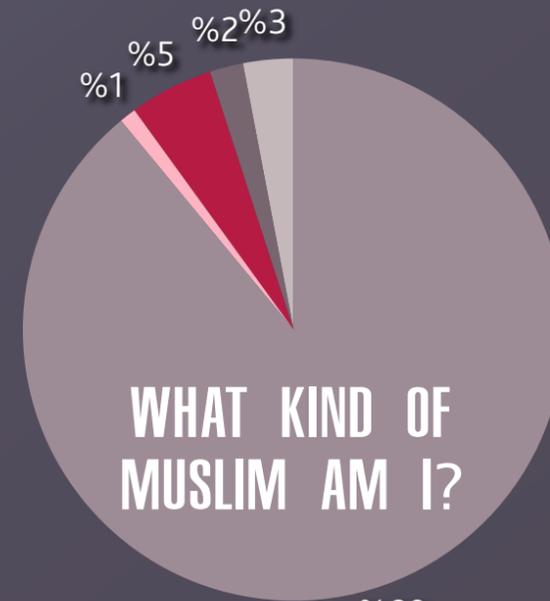
1% from other faiths

72% give alms (zakat) annually

RELIGION IS VERY IMPORTANT IN MY LIFE



RELIGIOUS PRACTICES

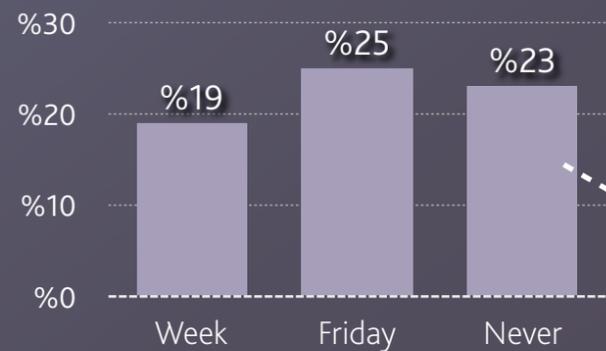


6% declare to belong to a Sufi order

12% say devotional dancing is acceptable, twice as much as in any other country

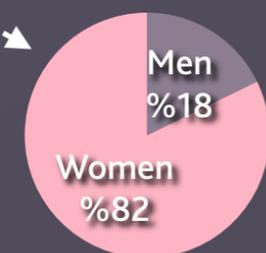
as of 2013, Turkey had **82,693** mosques, of which **3,113** in Istanbul

I GO TO THE MOSQUE EVERY...



44% of Turkish Muslims go to a mosque at least once a week

42% pray every day but only **21%** of them all 5 times

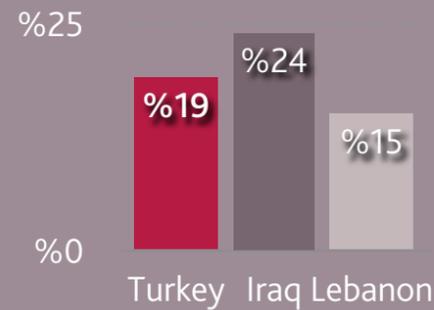


AND ONLY **9%** read Quran once a day

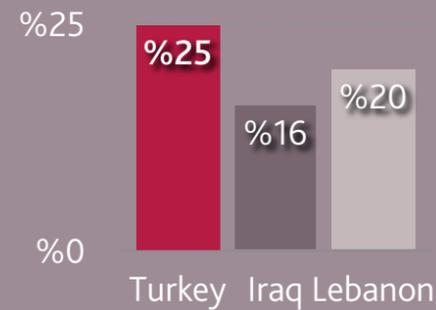


REGIONAL COMPARISON

More than once a week



Only on Fridays



Muslims in Central Asia and Eastern Europe tend to be less observant than their counterparts in other regions when it comes to mosque attendance.

“The proportion of Alevis is often estimated at between 10 and 20% of Turkey’s population and that of Alevi Kurds at 1/3 of Alevis; but such estimates are at best on informed guesswork and at worst on wishful thinking.”

Paul J. White

SOURCES:
 · Pew Research Center, The World’s Muslims: Unity and Diversity, 2012
 · Hurriyet Daily News “Istanbul home to most mosques in Turkey” 05/03/2013
 · Diyanet Dini Hayat Raporu 2014
 · Reflections on Turkey: Islamic Middle Classes at a glance, TESEV, Etyen Mahçupyan (2014)
 · ‘Turkey’s Alevi Enigma: A Comprehensive Overview’, Paul J. White and Joost Jongerden (eds)

BELIEFS

TURKEY IS AMONG THE MOST SUPERSTITIOUS OF ALL MUSLIM COUNTRIES

92% believe in Predestination



92% believe in Heaven



96% believe in Angels



25% believe in religious healers



49% believe in witchcraft



87% believe in Hell



69% believe in the Evil Eye



63% believe in Jinns



Nº 40: LUCKY NUMBER

Jesus wandered the desert for 40 days, Muhammad was 40 years old when he received the Quran, and Ali Baba fought 40 thieves. The number 40 is therefore believed to be lucky in Turkey

repeat anything **40** times and it will come true

40 years of friendship if you accept an invitation for Turkish coffee

Cracking one's finger joints is an invitation to Satan

Turkey is one of the countries with the highest amount of people keeping in their home object to ward off the evil eye.



There are many things that Turkish people do not do at night, by fear of attracting Jinns, such as clipping their nails, whistling, chewing gum, or sweeping the house.

TURKIC MYTHOLOGY

Turkic mythology embraces Tengriist and Shamanist traditions and shares many commonalities with Mongol and Tatar mythology. Following Turkic migration the myths evolved to include Zoroastrian beliefs and Islamic symbols.

Dragons, wolves and horses occupy an important place in Turkic mythology.

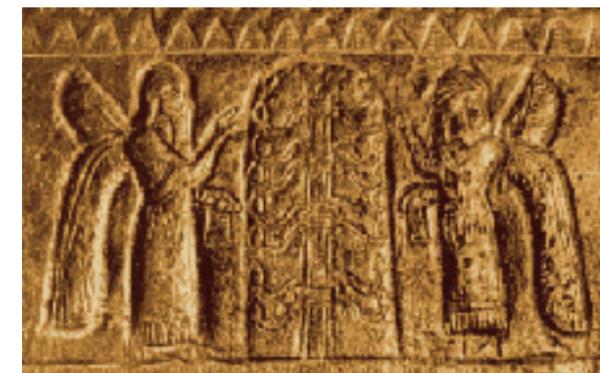


Diagram of the Tengriist World on a shaman's drum: the World-Tree is growing in the centre and connecting the 3 worlds: Underworld, Middleworld and Upperworld



The **Tree of Life** is a central symbol in Turkic mythology as Altai Turks believed that human beings descended from trees.

Nowadays, it appears on Turkey's 5 cents coin, similar to the representation found in the Urartu tombs around Van.



Sources:

- Pew Research Center, The World's Muslims: Unity and Diversity, 2012
- Daily Sabah 'Turkish superstitions, rituals and myths', Dec. 30, 2014
- Ministry of Culture and Tourism - kulturturizm.gov.tr - 'Superstitions'
- Tempora magazine, "Urartu, el imperio olvidado de Anatolia"
- Hurriyet Daily News, "Millenia-old Urartian site in Van still has secrets", 2015



WOMEN

KADINLAR

TURKISH MOTHERS

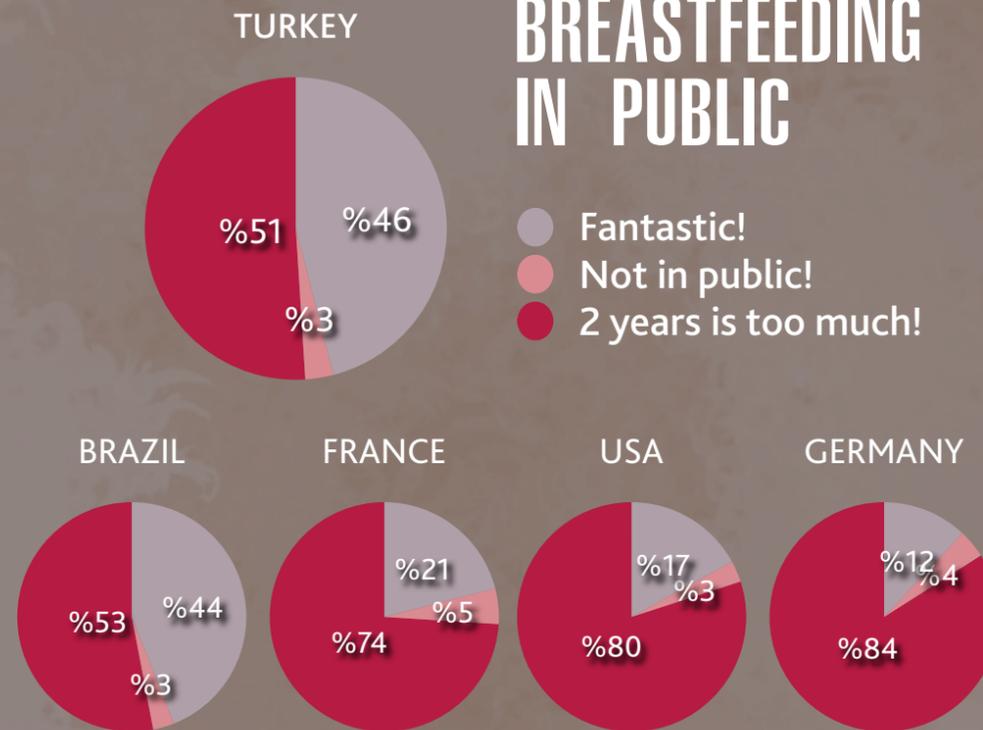
There is a strong need for parents' training. Few parents focus on early-stage education, from politeness to self-sufficiency. As a consequence Turkish kids have shown to lag in terms of reading, speaking and social skills compared to other OECD countries.

Most parents do not allocate playtime with their kids.

OECD report

Sources:
 Türkiye Halk Sağlığı Kurumu, DSO World Health Statistics 2015
 2014 Lansinoh Global Breastfeeding Survey
 OECD annual report
 Turkish Statistical Institute
 UNICEF, State of the World's Children Report
 World Bank, 2017 Update
 IndexMundi (using CIA World Factbook data)

BREASTFEEDING IN PUBLIC

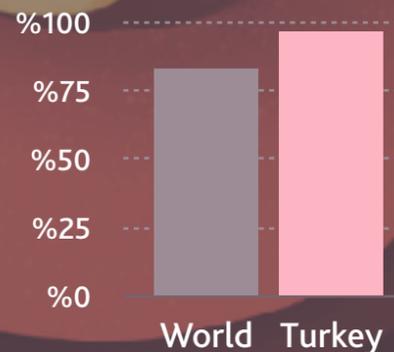


MOTHER'S MEAN AGE AT 1st BIRTH (2010 est.) **22.3 Y.O**

MOTHER'S AVERAGE AGE AT CHILDBIRTH (2010 est.) **29 Y.O**

61% of Turkish women demand better daycare

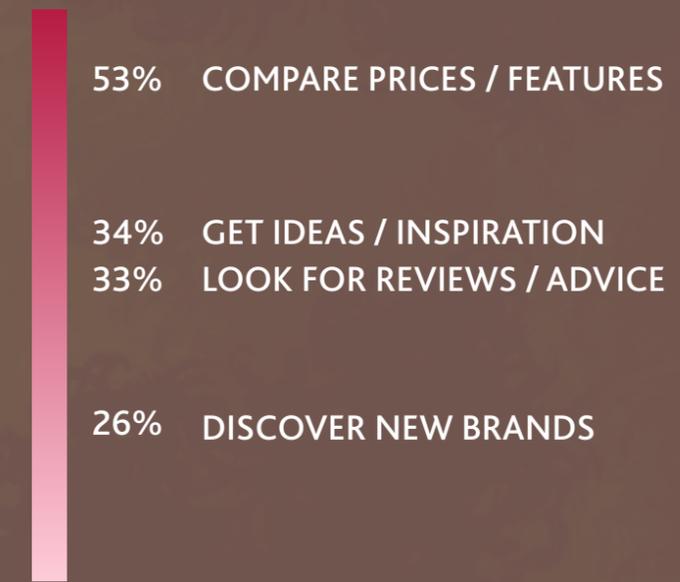
PRENATAL CARE (2013)



CEASAREAN BIRTHS



ONLINE BEHAVIOUR



Birth rate per 1,000 population



Fertility rate

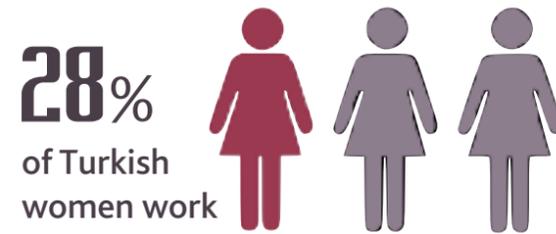


● Turkey
 ● Italy



"They ask why daughters are given lower shares from a will while sons receive more. But [...] men are assigned the responsibility for bringing the bread home, while women are not. So naturally giving higher inheritance shares to men is normal, fair and righteous. [...] The only social role clearly defined by religion is men's responsibility to bring the bread home and provide for his wife and children. **There is no rule in Islamic law about working women. Women are free and have the right to choose. They don't need permission from their fathers or husbands**"

Sümeyye Erdoğan
Deputy head of the Women and Democracy Association (KADEM)

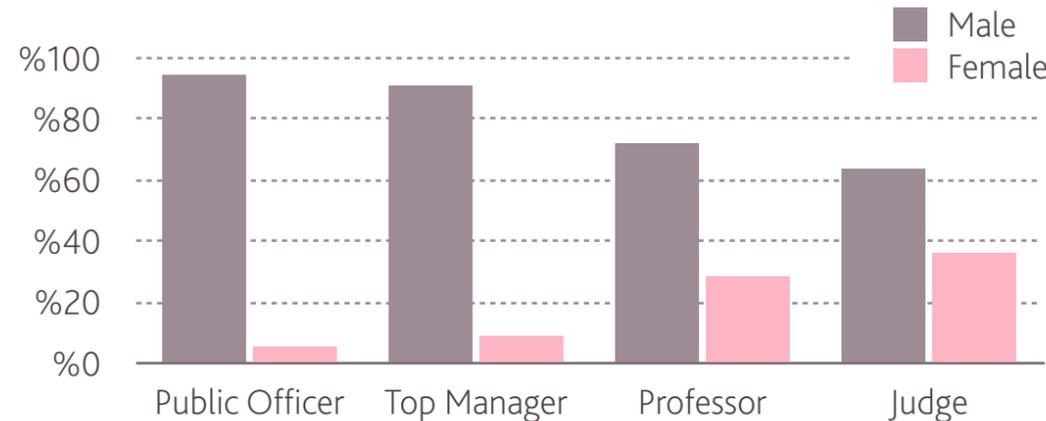


WORKING WOMEN

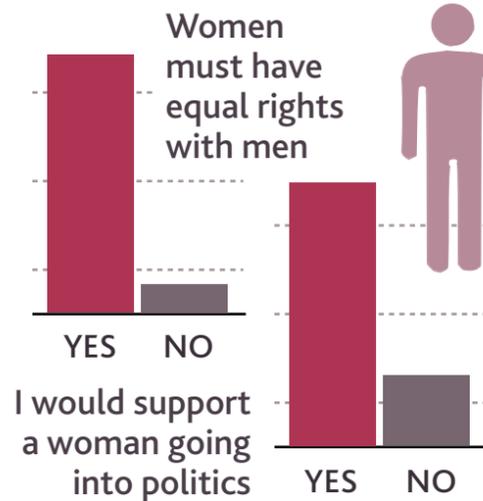
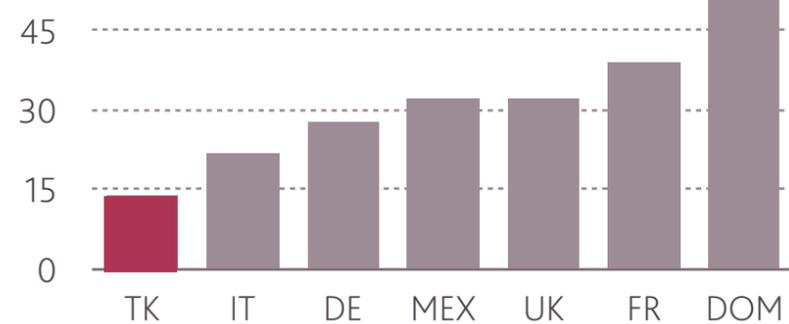
ARTVIN is the province with the highest labour force participation rate for females with 43.5%



GENDER GAP Ranked **125TH** out of 142 countries



% OF SENIOR AND MID-LEVEL MANAGERS WHO ARE WOMEN



WOMEN AND VIOLENCE

2012 IPSOS KMG study on Turkey reveals that

20% of men



18% of women

reckon that women can be slapped "if necessary"

Meanwhile, a Nationwide Survey on Violence against Women reveals that as much as

34% of men

find violence on women "occasionally necessary"

HAVE BEEN PREVENTED FROM...

23.4% have either been forced by men to quit their jobs or prevented from working.

GETTING AN EDUCATION

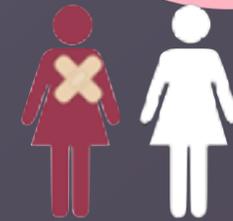
32%

GETTING A JOB

11%

According to Turkey's National Women Institute,

1 IN 2 women suffered from physical violence



9%

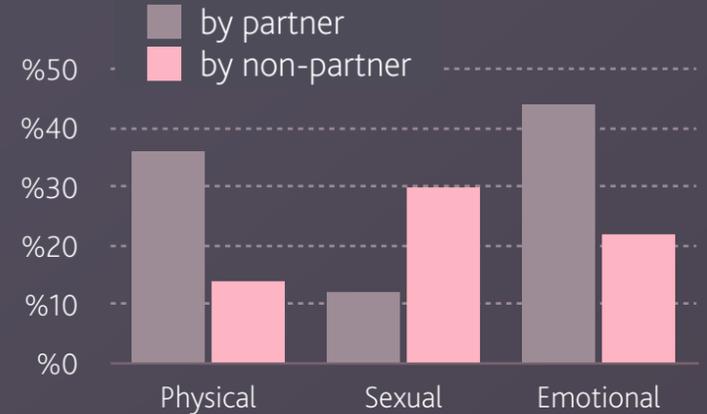
have been sexually abused in childhood

42%

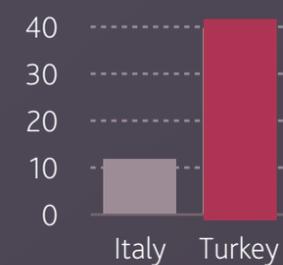
have been assaulted by someone they knew

38%

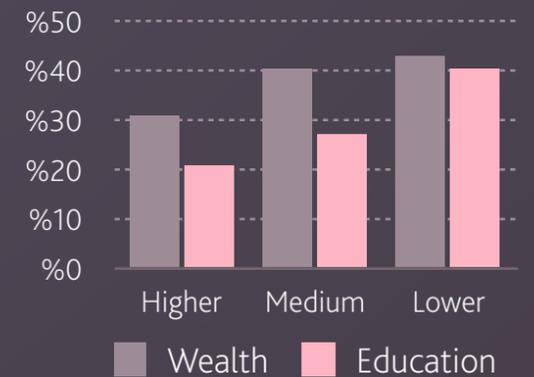
by their husband



% that denounced being physically assaulted by an intimate partner



Urban **%37** **%39** Rural



SOURCES:

- Organization for Economic Cooperation and Development
- Türkiye'de Kadına Yönelik Aile İçi Şiddet Araştırması 2014
- ILO Statistical Database, June 2014
- UN stats Report, Violence Against Women, 2006

- PEW Research Center, 2014
- Global Gender Gap Report 2014
- TurkStat - <http://www.turkstat.gov.tr/PreHaberBultenleri.do?id=16056>
- <http://factsonturkey.org/15420/turkey-women-boards-means-little/>

In 1925, the Law of the Hat banned the Fez and discouraged women from wearing the headscarf. After the 1980 military coup, further restrictions were imposed, banning the headscarf in all public institutions. The AKP moved in early 2008 to lift the ban on headscarves specifically at public universities.

WOMEN AND HEADSCARVES

Over **60%** of Turkish women wear the headscarf



70% agrees that students can wear headscarves in universities

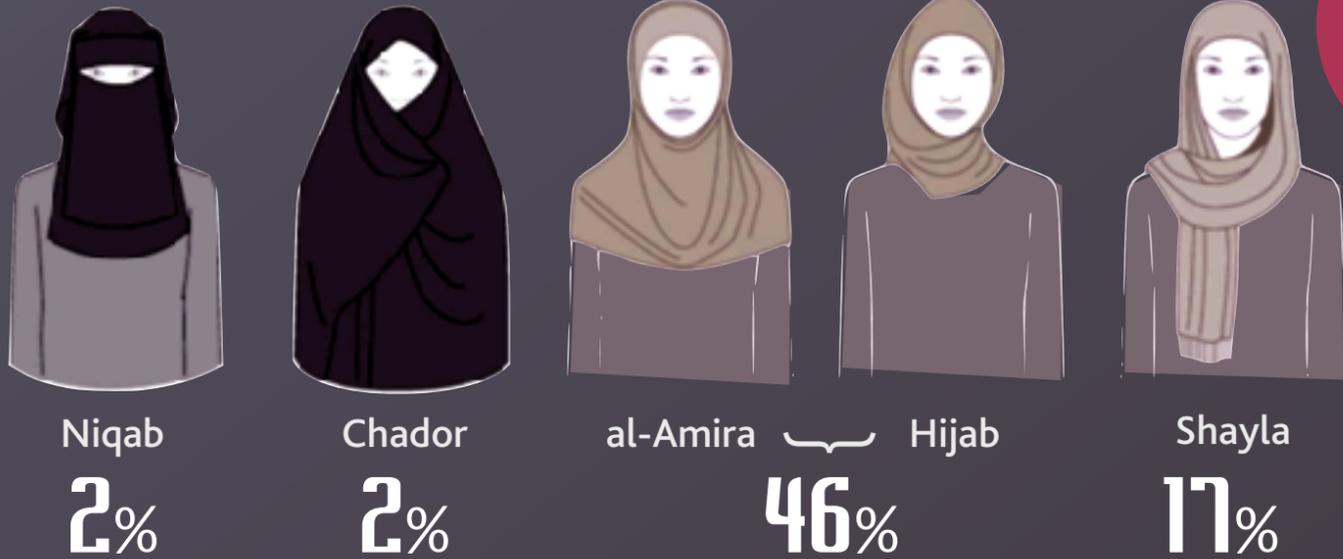
37% wear it even when at home

3% "because I'm forced to"

but only **51%** agrees to the use of headscarves by public servants

46% of men expect their wife to wear a headscarf

WHAT STYLE IS APPROPRIATE FOR WOMEN IN PUBLIC?



32% say it's ok to wear none



Sources:
 2012 'Life Trends and Attitudes Research' by Ipsos KMG
 Gallup Poll 2007
 'The Birth Place of the Arab Spring' Survey, University of Michigan's Institute for Social Research
 BBC News, In graphics: Muslim Veils



HIJABISTAS HIJABSTERS MIPSTERZ GLAMJABIS

} GLOBAL ISLAMIC
FASHION TRENDS ARE
TAKING OVER TURKEY

Anthropologist Jenny White argues that the Shayla style suggests being **culturally**, but not politically Muslim.”

Emerging market:
conservative fashionistas with deep pockets

“ A new breed of fashion innovators is blazing a trail for modesty, creative flair and business sense. Dubbed ‘hijabistas’, these women are homing in on a barely tapped market for fashionable coverings, estimated at \$96 billion by fashion institute Esmod Dubai. ”

LSNGlobal, “Hijabistas”, 2015

ISLAMIC BOURGEOISIE

The new, wealthy and religiously conservative middle class demands branded goods, but also a different kind of design.

“ MY WAY, MY CHOICE, MY LIFE, MY TRUTH, MY RIGHT. ”

Âlâ's slogan



Âlâ is Turkey’s 1st fashion magazine for conservative Islamic women who want to follow fashion trends and be glamorous. Its young female editor, Hulya Aslan had to give up university for insisting on wearing a hijab, before the law was changed in 2008.



<http://tribune.com.pk/story/374475/turkish-beauty-mag-ties-muslim-veil-to-glamour/>
Al Monitor, Turkey Pulse, “Turkey’s rising middle class ups demand for Islamic fashion” by Riada Asimovic Akyol, 2013

FASHION INDUSTRY



FACTORS THAT INFLUENCE THE BUYING DECISION

- 66% DETAILED SIZE INFO
- 64% FIBER CONTENT INFO
- 62% CUSTOMER REVIEWS
- 60% DETAILED FIT INFO
- 60% LAUNDERING INFO

APPAREL SHOPPING HABITS

| | TURKEY | ITALY | USA |
|---|--------|-------|-----|
| I pay more for better quality | %72 | %66 | %48 |
| I shop for clothing at least once per month | %70 | %49 | %88 |
| I love shopping for clothes | %68 | %76 | %52 |
| I often buy clothes on impulse | %38 | %28 | %34 |

TOP 3 SOURCES OF CLOTHING IDEAS

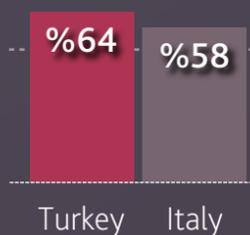


7 IN 10 say blogs are their top online source of clothing inspiration

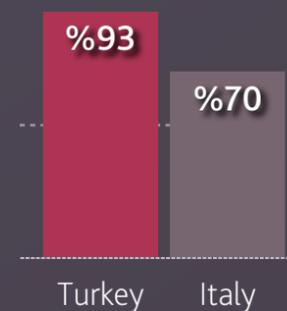
“ Consumers in Turkey are more likely than European and US consumers to seek out sustainable clothing and more likely to blame the industry for non-sustainable apparel. ”

Cotton Council International, Global Lifestyle Monitor Survey: Turkey

I LOOK FOR SUSTAINABLE CLOTHING



I PREFER COTTON-RICH FABRICS

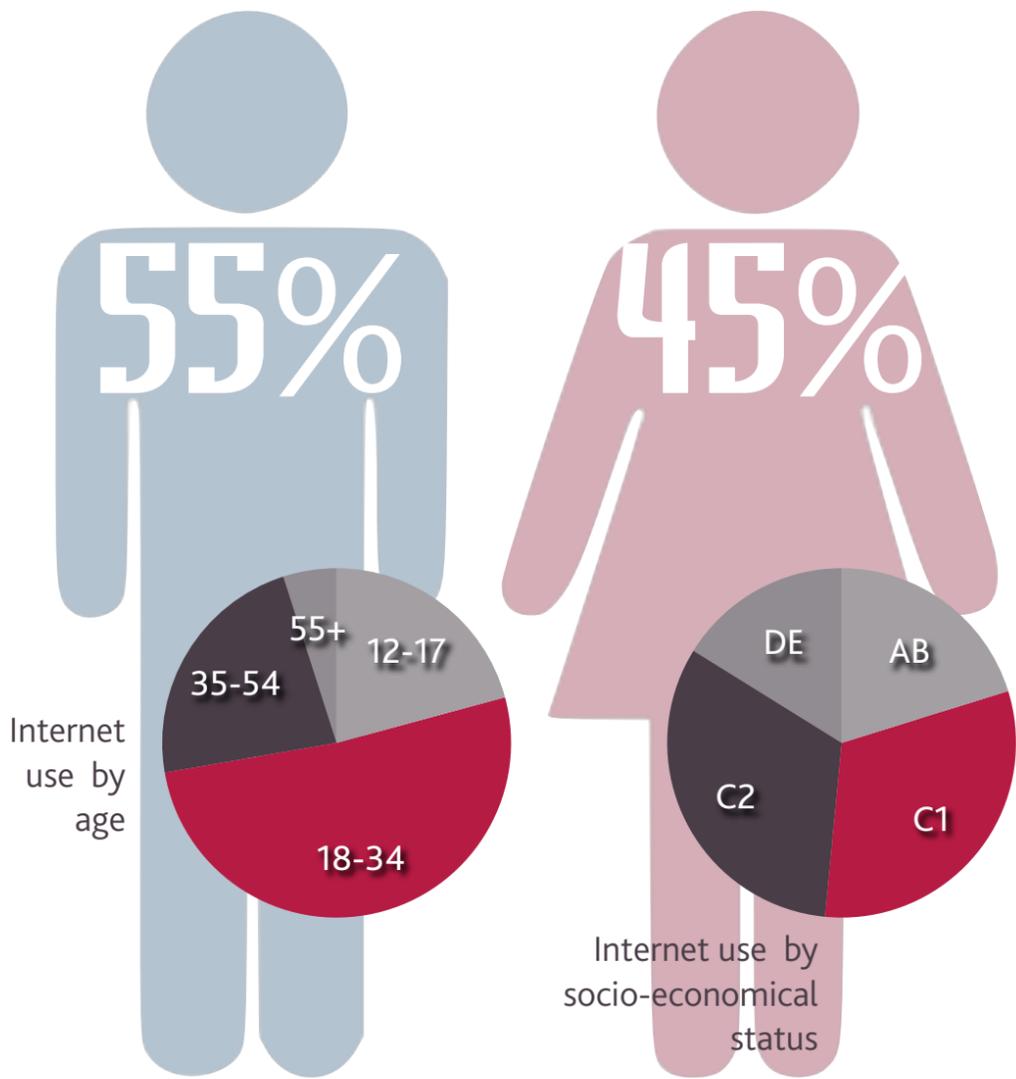


Sources: Cotton Council International, Global Lifestyle Monitor Survey: Turkey / Italy:
http://globalmediajournaltr.yeditepe.edu.tr/makaleler/GMJ_8_sayi_guz_2014/pdf/Eyice_Basev.pdf
http://lifestylemonitor.cottoninc.com/wp-content/uploads/2016/07/MC-GLM_Turkey_2016-4-26-16.pdf

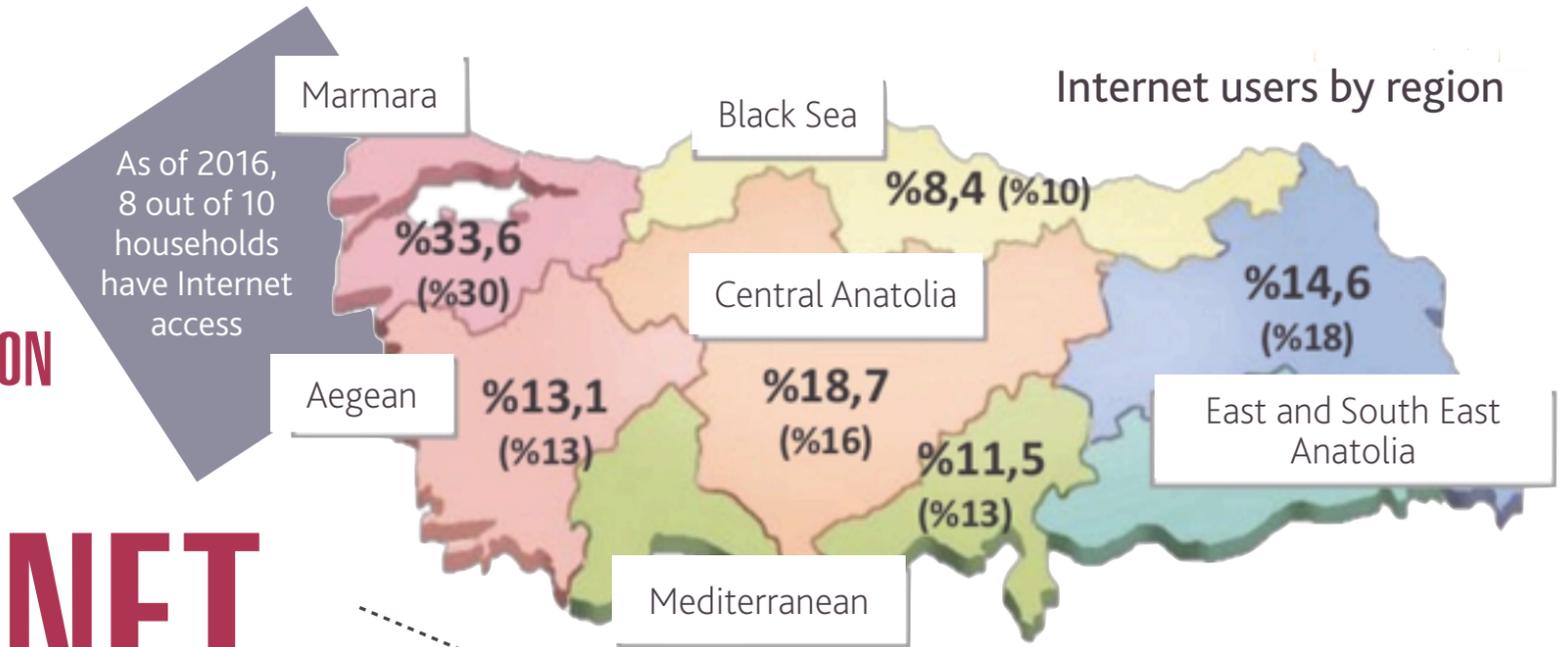


DIGITAL

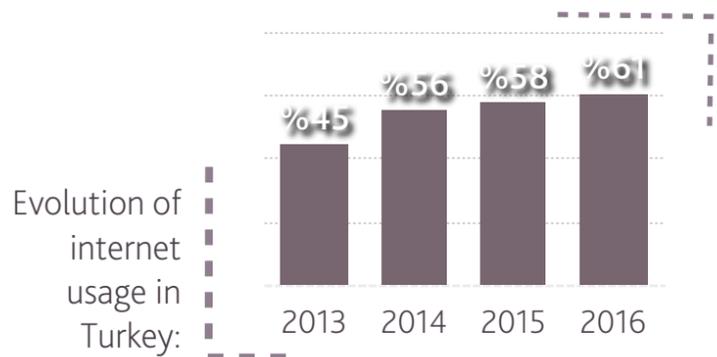
DIJITAL



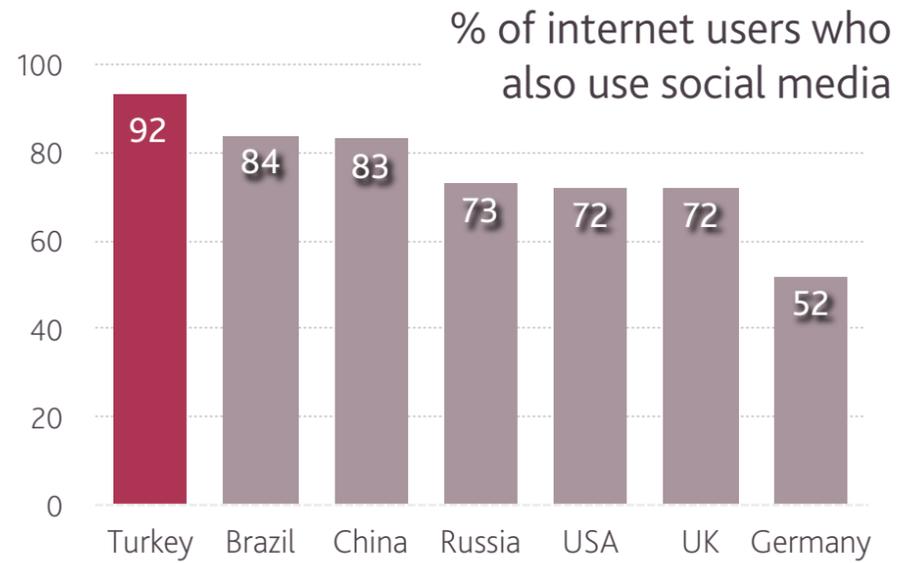
61%
OF THE POPULATION
ARE
**INTERNET
USERS**



1 IN 2
IS AN ACTIVE USER



73%
of Italians



MOST VISITED SITES:

#1
Google.com.tr
11 million active users

#2
Facebook.com
10 million active users

#3
Youtube.com
8 million active users

#4 & 5
Yandex Sahibinden
Twitter Wikipedia

Source:
WeAreSocial Report "Digital in 2016"
IAB Türkiye - Gemius 2013/2015
<http://www.internetlivestats.com>
Consumer Barometer by Google 2015

SOCIAL MEDIA

On February 10th of 2015 President Erdogan sent his first tweet. He now has over 7 million followers. This example clearly embodies the continued tensions in Turkey between efforts to control social media and a need to embrace – and recognize – their popularity.

During the Gezi Park protest,

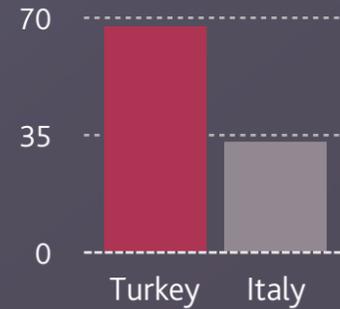
70% of young people (18 to 29 yo) say to have kept informed through social networks.

When looking at the 50+ population, this number goes down to **29%**

Nevertheless, TV and Newspapers remain by far the most common source of news across all age groups

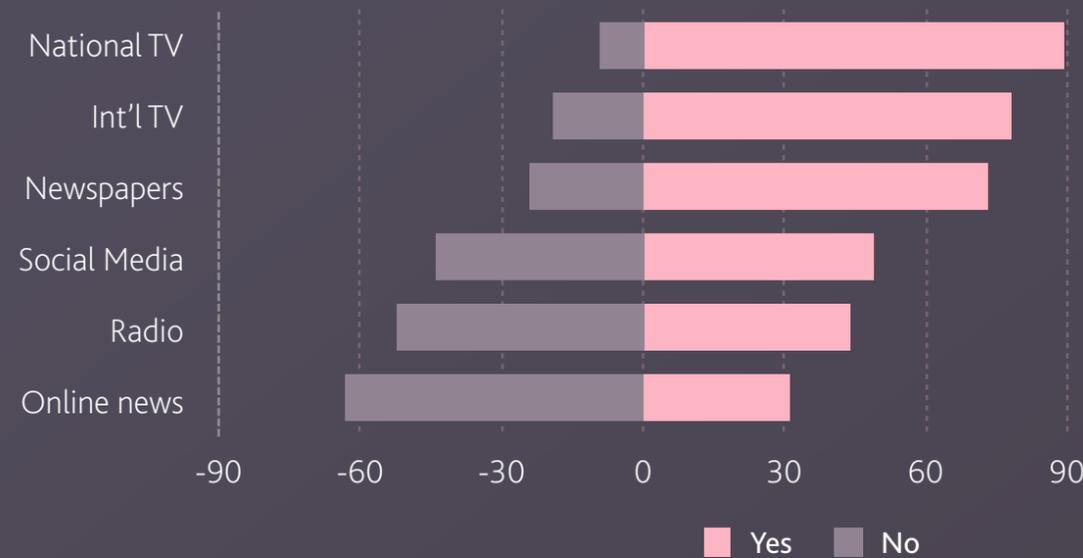


Percentage of social media users that use social media as a source of news



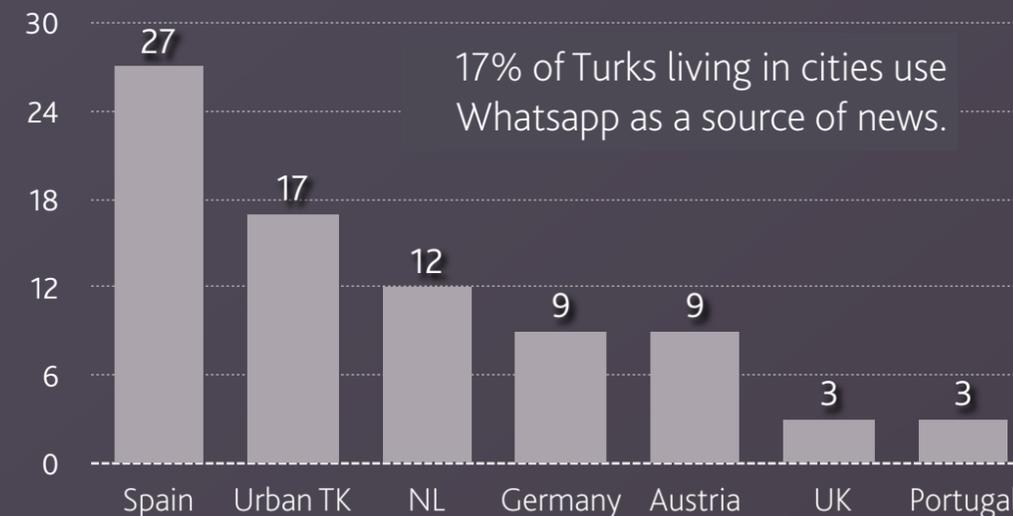
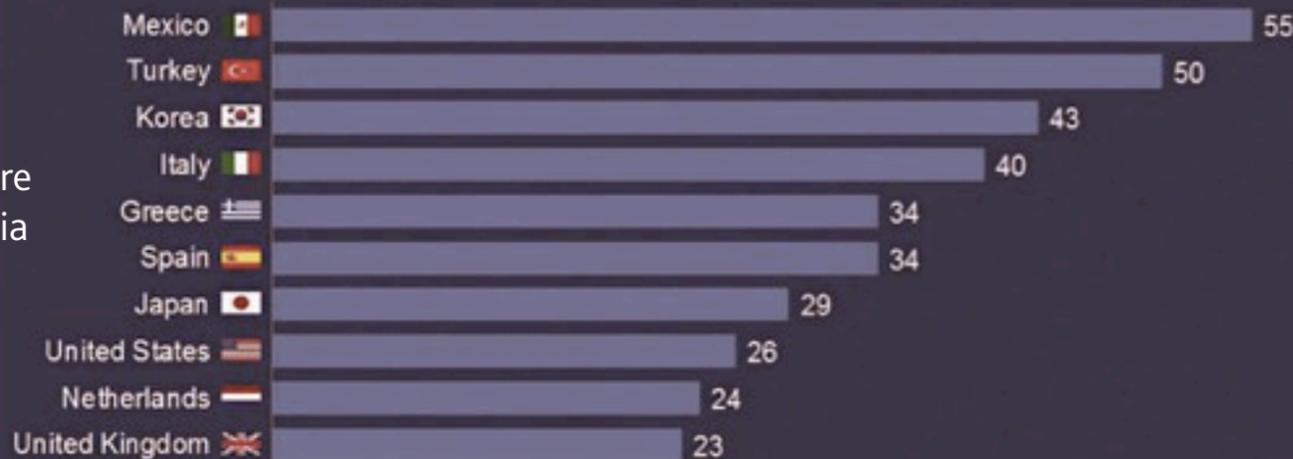
Facebook, Twitter and Google have all faced repeated calls to remove online content in Turkey. In the second half of 2014, Twitter received more requests from Turkey – through Government channels of by court order – to remove content, than from any other country; and complied with nearly half of those requests.

WHERE DO TURKS GET THEIR INFORMATION FROM?



Users fight back, deploying other means such as SMS or changing the setting of domain names to conceal their geographic location

50% of internet users in Turkey share social media contents.

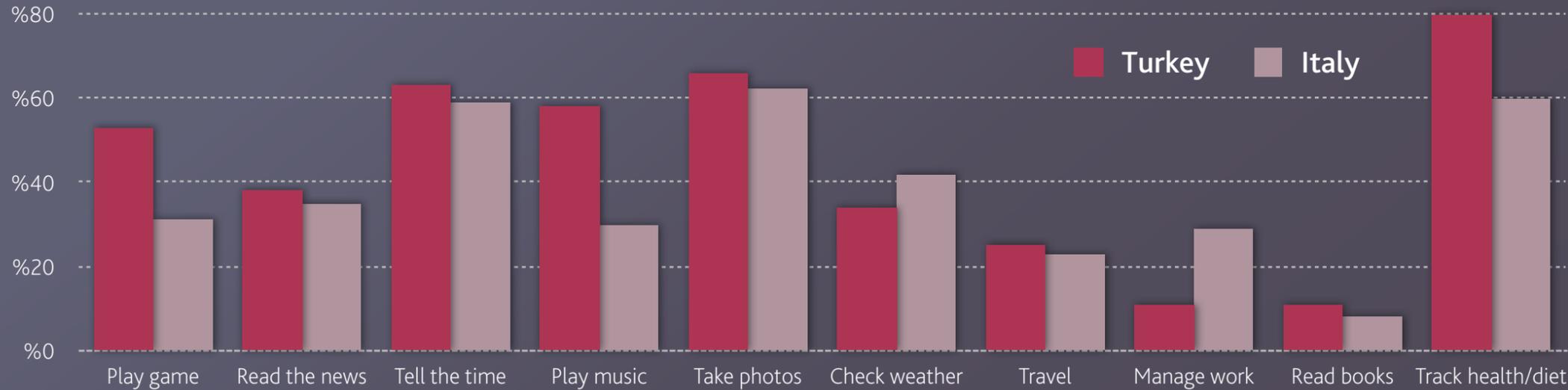


NEWS

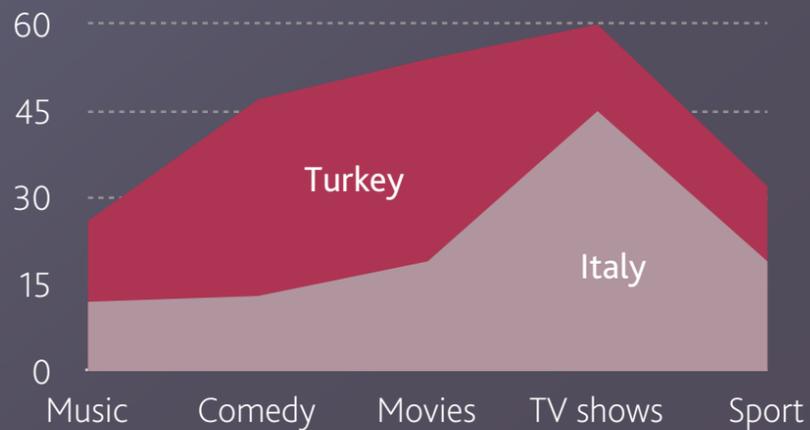
Sources:
 · Consumer Barometer with Google
 · Spring 2014 Global Attitudes Survey, Pew Research Center
 · OECD Digital Economy Outlook 2013
 · Reuters Digital News Report 2015

MOBILE USAGE

HOW PEOPLE USE THEIR SMARTPHONE DAILY

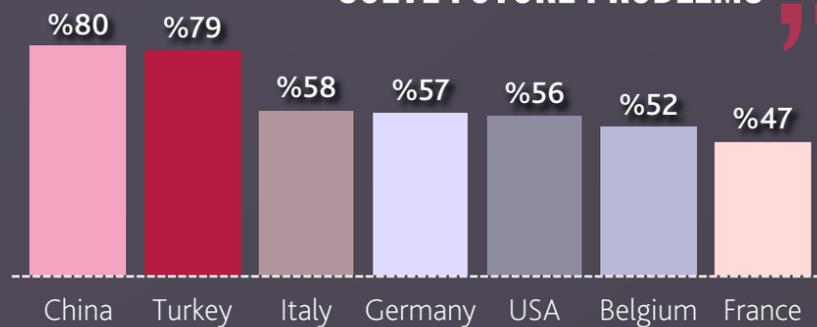


VIDEO CONTENT WATCHED VIA SMARTPHONE



Turkish users are much more avid of video contents and more willing to watch on their smartphone.

“ ONLY TECHNOLOGY CAN HELP SOLVE FUTURE PROBLEMS ”

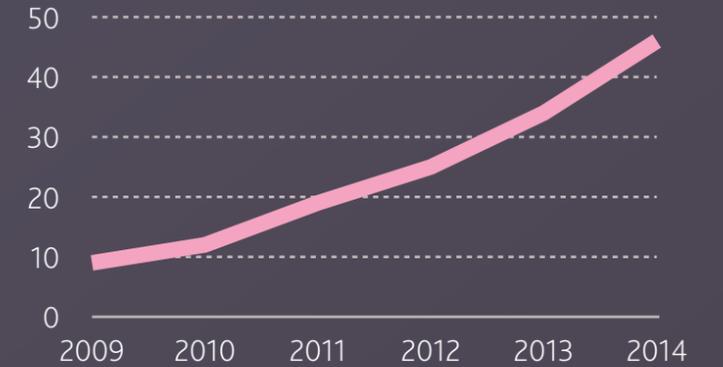


E-COMMERCE

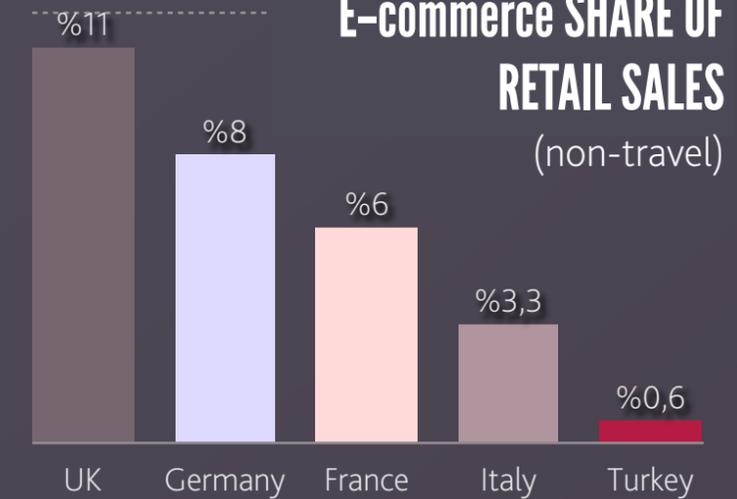
E-commerce market is expected to grow by **15.8%** at the end of 2017

E-commerce is less widely spread than in other European countries, partly due to brands' slow adaptation

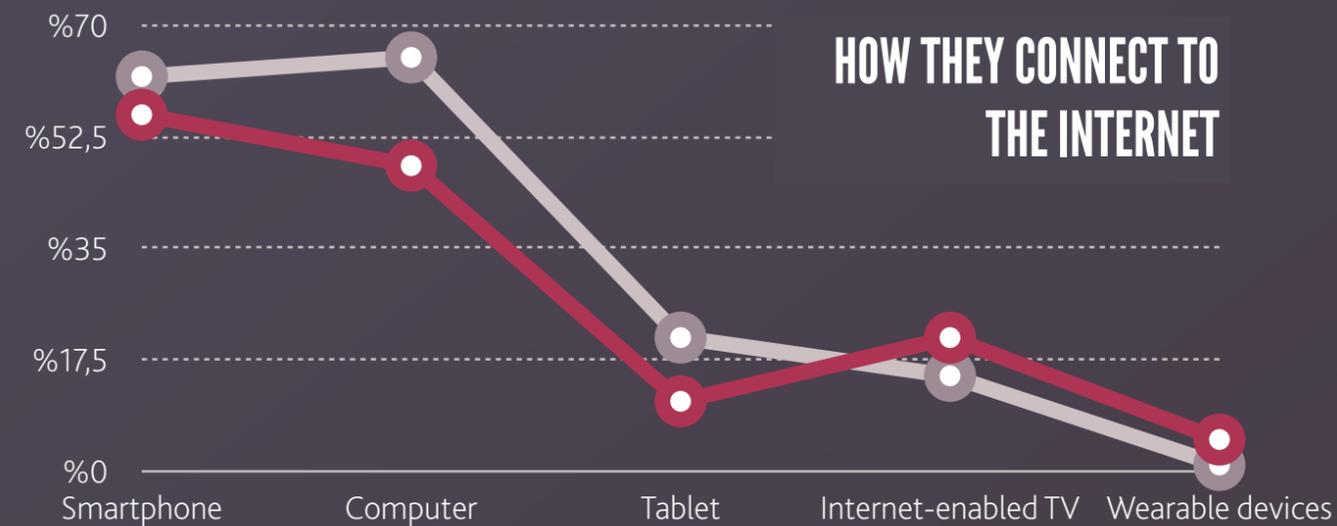
EVOLUTION IN TRY BILLIONS



E-commerce SHARE OF RETAIL SALES (non-travel)

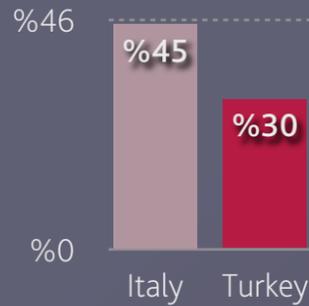


HOW THEY CONNECT TO THE INTERNET



Sources:
 · Consumer Barometer with Google
 · Spring 2014 Global Attitudes Survey, Pew Research Center
 · Dijital Pazarın Odak Noktası: E-Ticaret, published by TÜSİAD
 Deloitte, "E-commerce in Turkey, market definition and-sizing", 2013

% OF CONSUMERS COMPLETING AT LEAST 1 ONLINE INTERNATIONAL PURCHASE PER YEAR



PURCHASE BEHAVIOR

REASONS FOR NOT BUYING ONLINE

#1

SECURITY ISSUES AND CREDIT CARD FRAUDS



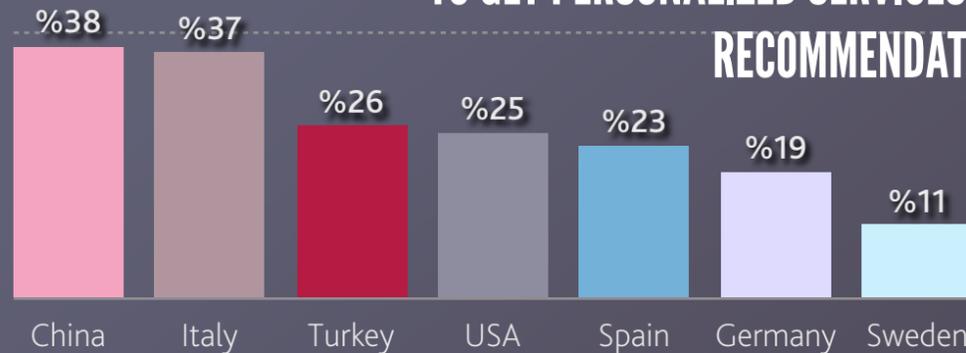
#2

NEED TO TOUCH AND TRY ON

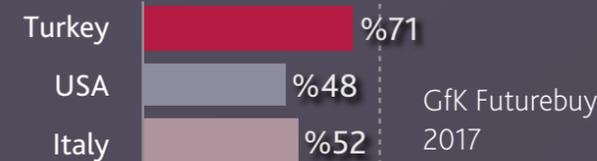
#3

HASSLE OF RETURNING THE PRODUCT

I'LL HAPPILY SHARE INFO ABOUT ME ONLINE TO GET PERSONALIZED SERVICES AND RECOMMENDATIONS



"I can shop for nearly 100% of the products / services I need online."



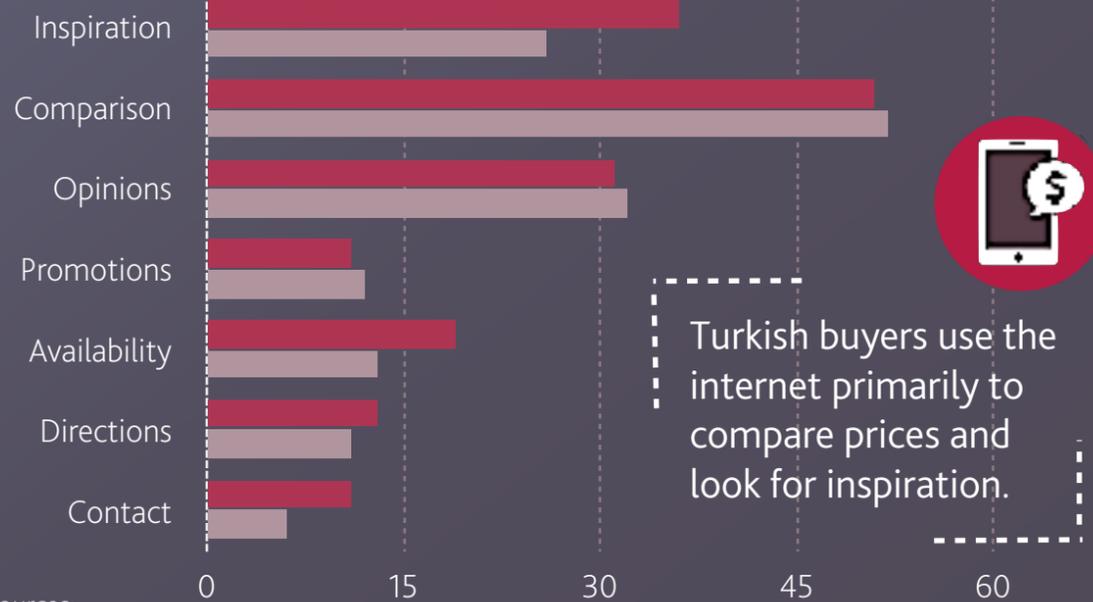
SEARCH ONLINE BUY OFFLINE

68%

research a product or service before purchasing - more than any other country!

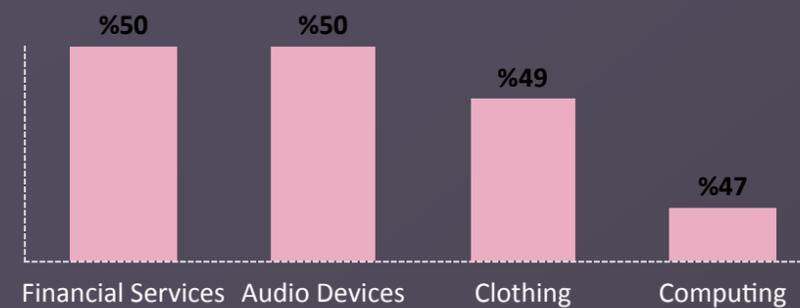


TYPE OF LOCAL BUSINESS INFO NEEDED

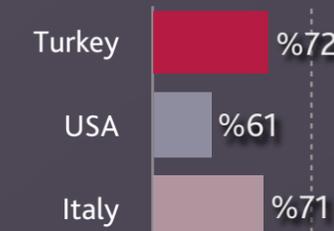


Turkish buyers use the internet primarily to compare prices and look for inspiration.

ONLINE BUYERS FAVORITE TYPE OF PURCHASES



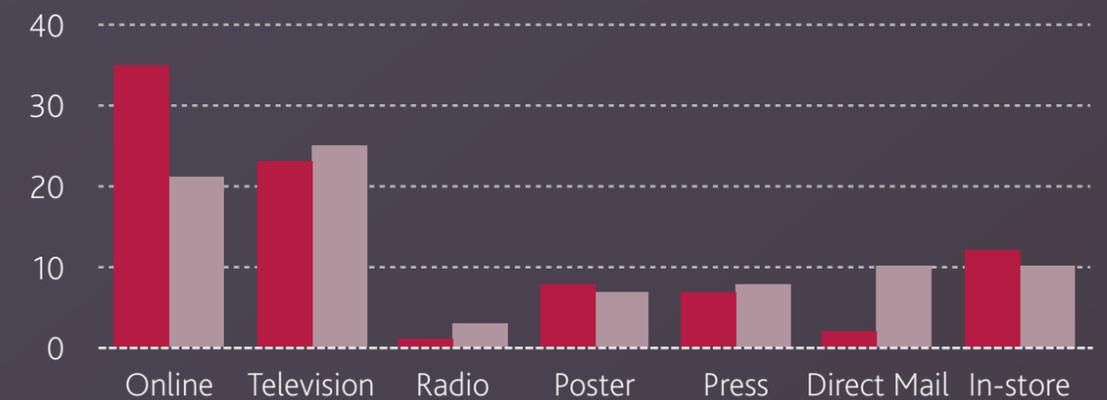
"SHOPPING ONLINE SAVES MONEY"



"IF I DON'T FEEL CONFIDENT MAKING A PURCHASE, I WILL CHECK ONLINE REVIEWS"



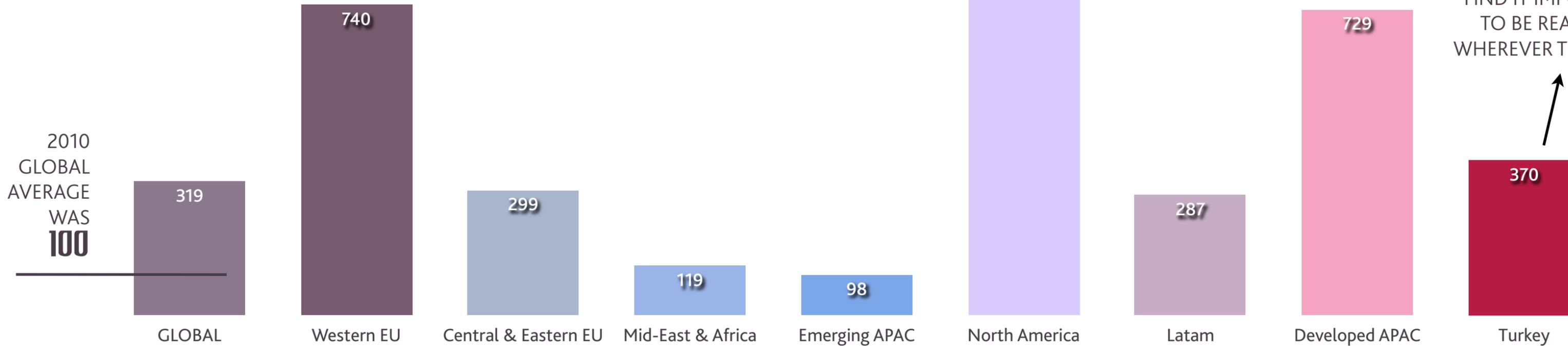
PRIMARY SOURCES OF ADVERTISING THAT LED TO A PURCHASE



Sources:
 · Consumer Barometer with Google
 · IAB Türkiye 2013
 · GfK Futurebuy 2017 Report
 · Global Media Journal Turkey, Edition 5, 2014 - ONLINE BUYING BEHAVIOUR OF TURKISH CONSUMER: AN EXPLORATORY STUDY ON Hepsiburada.com

2016 GFK CONNECTED CONSUMER INDEX

The index measure the level to which consumers are connected to each other and with digital content - through any of these devices: smartphone, tablet, mobile PC, desktop PC, wearables, smart TV, TV set-top box, video games console, e-reader, connected cars, smart home



A DICHOTOMIC POPULATION

50%
FEEL HAPPY AND PEACEFUL



50%
FEEL ANXIOUS, ANGRY OR EVEN DEPRESSED

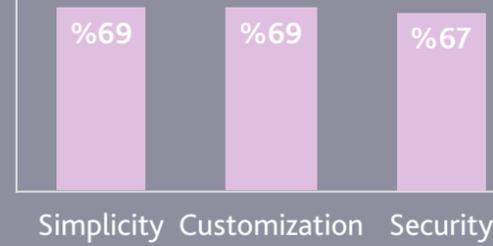


2016 - 2017 average based on GfK Economic Situation, Expectations & Saving Behavior Report June 2017

57%
"IF A TECHNOLOGY PRODUCT IS NOT SIMPLE I LOSE INTEREST"

39%
CONSIDER THEMSELVES EARLY-ADOPTERS

WHAT TURKS EXPECT FROM BRANDS



Being a foreign brand is the least important buying factors (32%)

69% SAY THEY PREFER ECO-FRIENDLY BRANDS YET ONLY **51%** ACTUALLY READ THE INFO ON THE PACKAGING

75% SEE FAMILIARITY AND ACCESSIBILITY AS THE MAIN BUYING DRIVERS



9,3%
OVERALL GROWTH OF TECHNICAL CONSUMER GOODS SECTOR COMPARED TO LAST YEAR

source: GfK TEMAX TURKEY 2017

CONSUMERS

ECONOMIC RESTRICTIONS

When considering where to save money or reduce consumption, Turks will most easily give up cultural activities

For the following 12 months, I'm planning to decrease my consumption of...



40%

CULTURE, ART, CINEMA



34%

RESTAURANTS, BARS



33%

CLOTHES, SHOES



24%

SNACKS, SWEETS

74%
ARE LESS LOYAL TO BRANDS AND PREFER TO SHOP AROUND FOR BEST VALUES

TURNOVER EVOLUTION FOR TECHNICAL CONSUMER GOODS

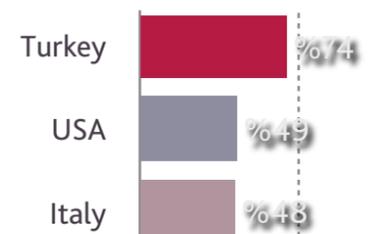


FASHION FIRST

Most shopped categories (online & offline)



"I WOULD BE MORE LOYAL TO A BRAND THAT LETS ME GIVE INPUT OR SHAPE PRODUCTS"



source: GfK FUTUREBUY TURKEY REPORT 2017



ECONOMY

EKONOMI

REACHING FOR THE DEVELOPING WORLD

6TH

LARGEST AND #1 FASTEST GROWING ECONOMY IN EUROPE

2ND

BIGGEST ECONOMY AMONG ISLAMIC COUNTRIES - after Indonesia

MEMBER OF THE **OECD** AND **G-20**

12

COMPANIES LISTED IN THE 2015 FORBES GLOBAL 2000



starting with **GARANTI BANK** ranking **#449**

EMERGING ECONOMY

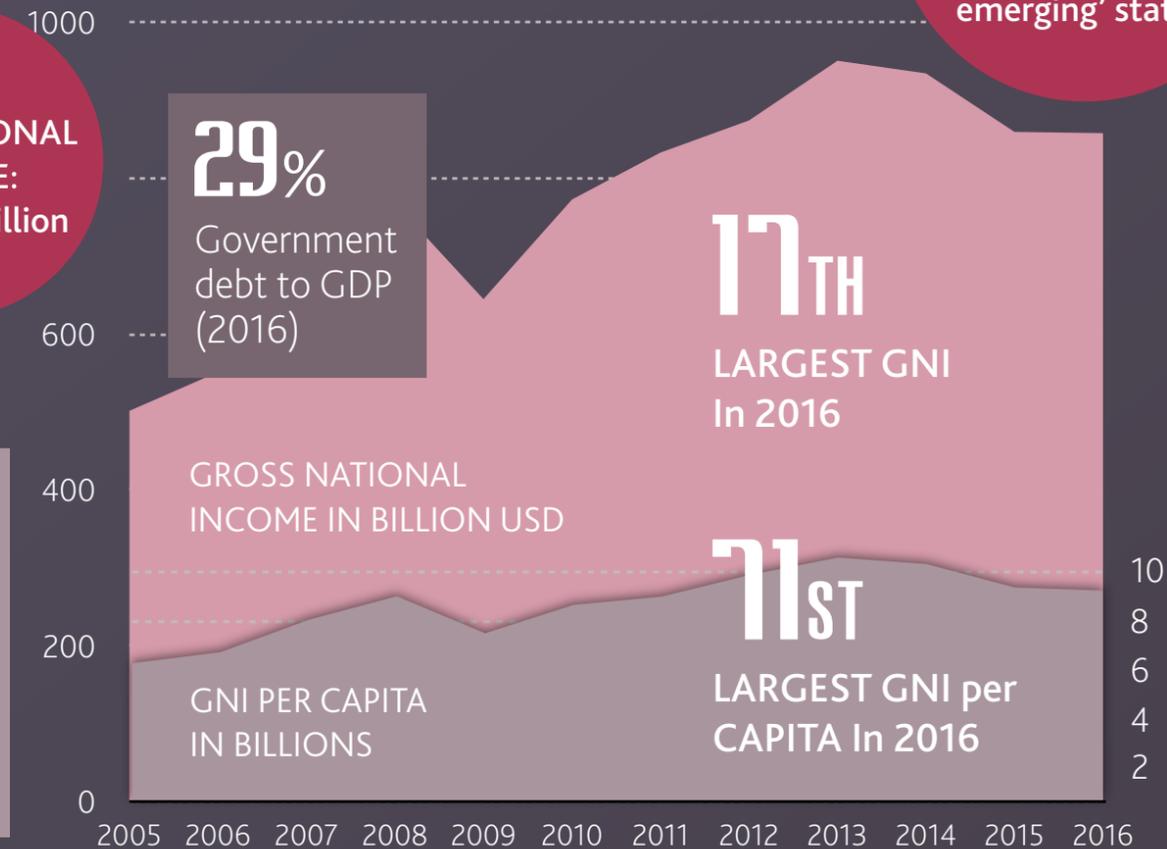
Turkey is sometimes described as an "EMERGING MARKET" (World Bank, Merrill Lynch, The Economist) sometimes as a "NEWLY INDUSTRIALIZED" country (by economists).

Economist Jim O'neill created the acronym **MINT** – Mexico, Indonesia, Nigeria, Turkey - anticipating that the favorable demographics and the economic prospects of these countries shall put them in the top 10 within 20 years.

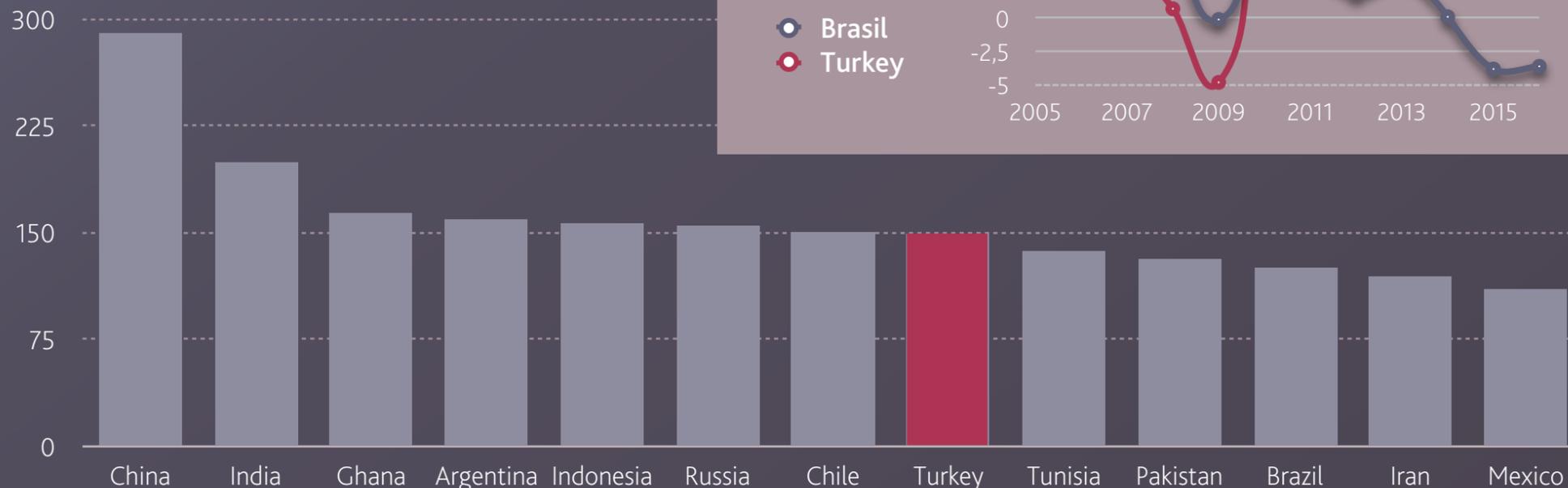
Also voted in the TOP 10 of Emerging markets by the Global Intelligence Alliance

In 2010, the FTSE Group promoted Turkey from 'secondary emerging' to 'advanced emerging' status

2016 INTERNATIONAL RESERVE: USD 92,6 billion



EMERGING ECONOMIES BY GROWTH IN GDP PER CAPITA 2002-2014



GDP ANNUAL % GROWTH

● Brasil
● Turkey



Against all expectations, Turkey boasted a

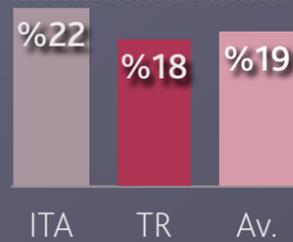
5%

GDP GROWTH in 2016

Sources:
IMF
World Bank
Turkish Statistical Institute (TÜİK)
Hurriyet Daily News, Sept. 2015
Forbes Magazine, 2015 Forbes Global 2000
Global Intelligence Alliance, Business Perspectives on Emerging Markets 2012 - 2017 Survey
Hurriyet Daily News, 'Differences and similarities between the economies of Brazil and Turkey', May 2016

BUSINESS ENVIRONMENT

FAVORABLE VAT RATES



NEW TAX LAWS

Since August 2016 a new law provides additional incentives through tax exemption options and energy saving rewards

Sources:
UK Foreign & Commonwealth Office, "Turkey: latest killer facts about the economy", Sept. 2014
http://www.turkiyeyianlamakilavuzu.com/Turkiyeyi_Anlama_Kilavuzu_EKitap.pdf

REGIONAL HUB

33% of big multinational companies use their offices in Turkey as their regional headquarters.

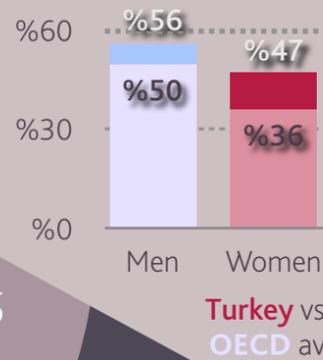
EASE OF BUSINESS

AVERAGE TIME TO START A BUSINESS:
6 DAYS

World av. = 30.6 days
OECD av. = 12 days

RISK PERCEPTION

"I would rather take a risk and build my own business than work for someone else"



FOREIGN DIRECT INVESTMENTS

16.5 BILLION

FDI influx in 2015
32% growth from 2014

78%

of all FDI come from the EU

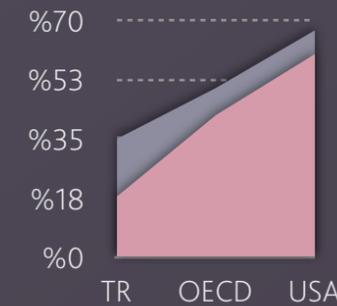
MANUFACTURING

#1 recipient sector
32% growth from 2014

SPAIN

#1 investor in 2015 followed by USA and Luxembourg

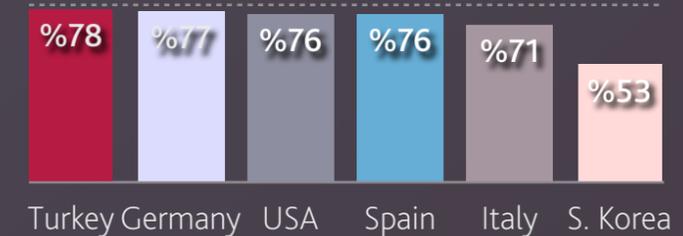
"I HAVE ACCESS TO BUSINESS TRAINING OR EDUCATION"



7.9% AVERAGE INFLATION RATE
April 2015 to December 2016

DIY MENTALITY

TURKEY AMONG THE LEAST LIKELY TO RESORT TO EXPERTS' OPINION



EMPLOYMENT

51.6%

LABOR FORCE PARTICIPATION RATE

11% UNEMPLOYMENT
as of January 2016

PER CAPITA INCOME:
\$18,800
(2023 goal: \$25,000)

EMPLOYER'S RESPONSIBILITIES

13% SHORT & LONG TERM RISK PREMIUMS

7.5% GENERAL HEALTH INSURANCE

2% UNEMPLOYMENT INSURANCE FUND

1647 TL / MONTH
NET MINIMUM WAGE

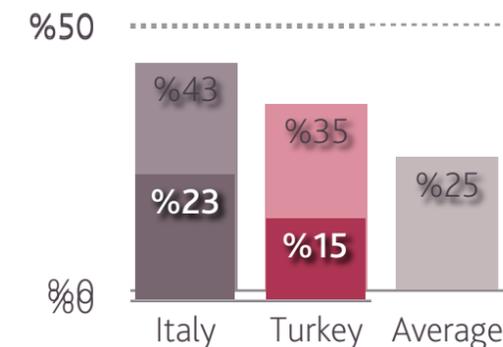
1965 TL / MONTH
EST. AVERAGE WAGE

45 MAX. WORKING HOURS/WEEK

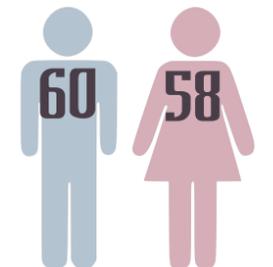
35% AVERAGE SOCIAL SECURITY RATE

PERSONAL INCOME TAX

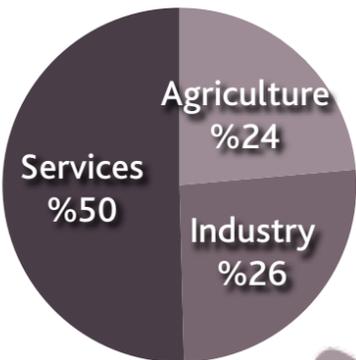
(lowest & highest rates)



RETIREMENT AGE



Sources:
<http://www.intes.org.tr/content/nisan2015.pdf>
2014 World Bank Group Survey for Turkey
Invest In Turkey, Investment Guide
IPSOS Global Trends Survey 2014



9% of employees work in construction

10% AVERAGE GROWTH

CONSTRUCTION

2ND best country for contracting companies after China

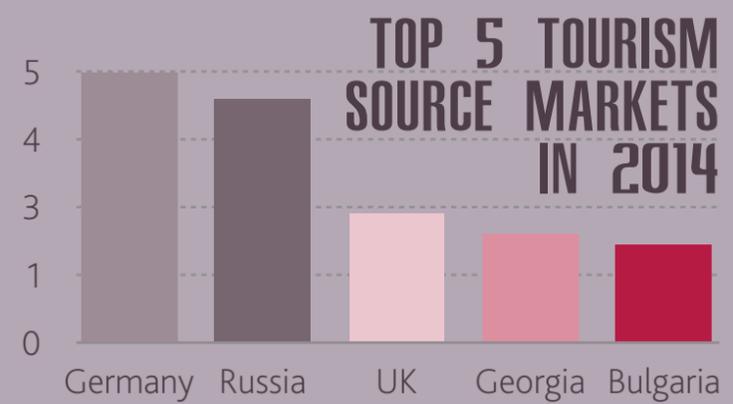
Larger construction companies seek to attract foreign buyers to luxury residential projects, known as *BRAND* projects.

118,784 foreign-owned properties in Turkey

#1 buyers = Britons

TOURISM

Turkey is the 6th more popular destination

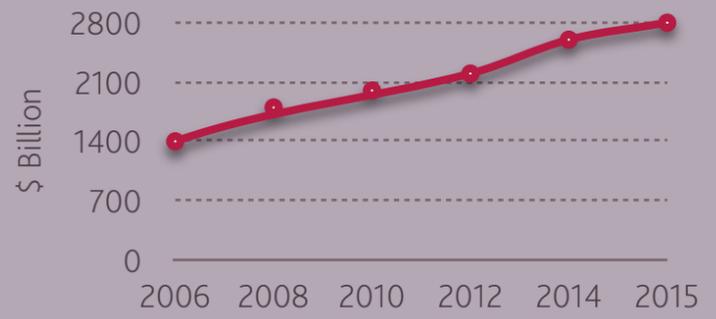


36 MILLION visitors in 2015

If pulled together, **ARABS** actually form the **3rd** group. in 2016, they will likely take the **n°1** spot.

A YACHTING PARADISE

40+ marinas

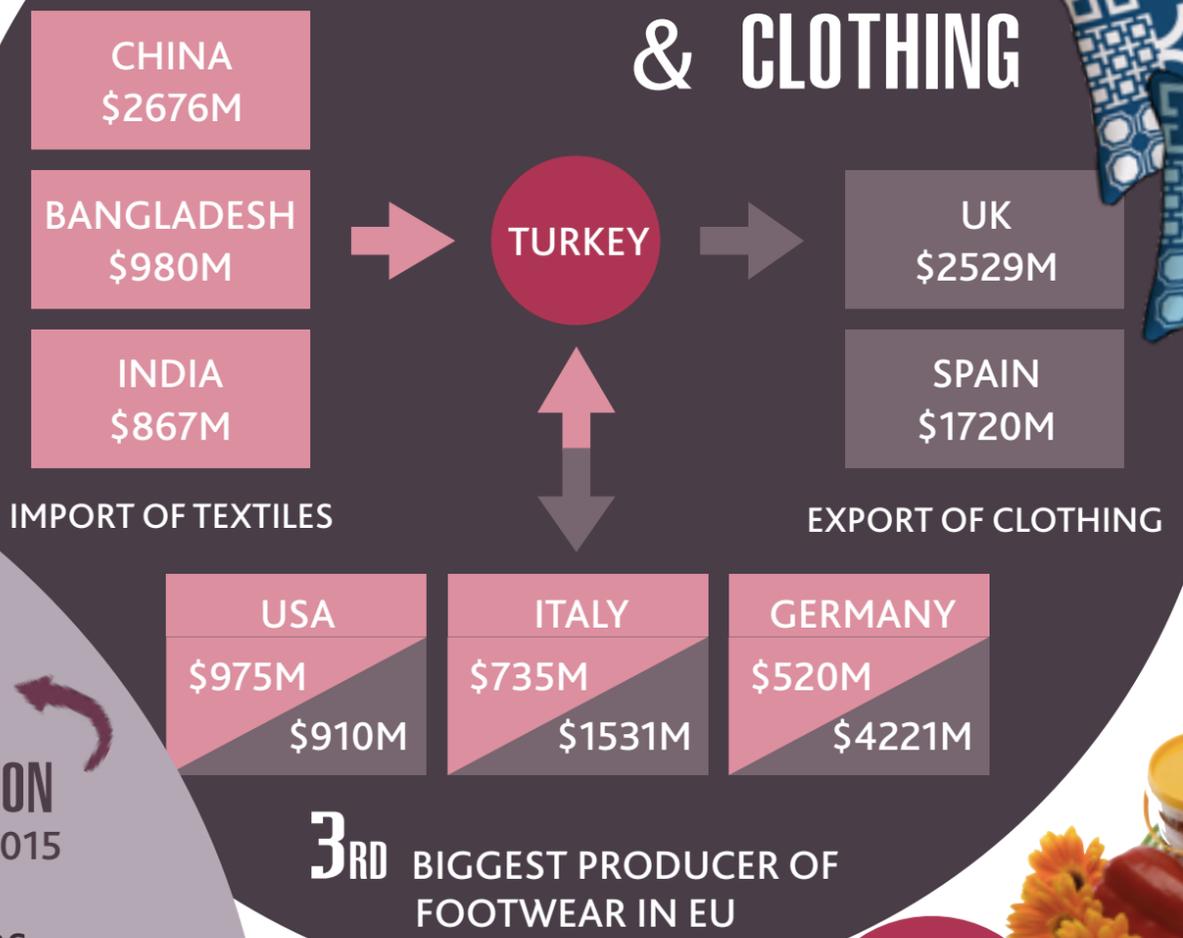


REVENUES FROM TOURISM DOUBLED IN 10 YEARS

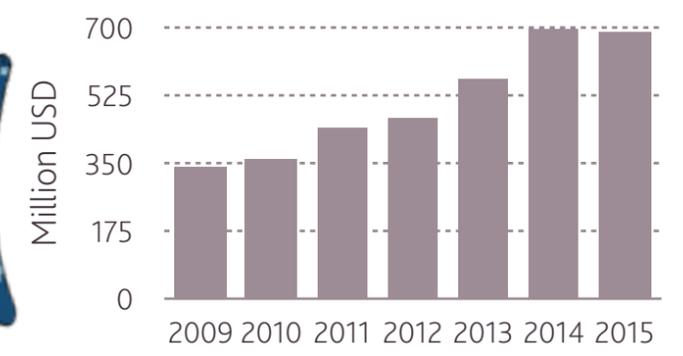
MEDICAL TOURISM

Each year on average **150.000** come for medical reasons, including hair transplant.

6TH largest trader in **TEXTILE & CLOTHING**



SEAFOOD EXPORTS



RESOURCES

10TH PRODUCER OF MINERALS IN TERMS OF DIVERSITY

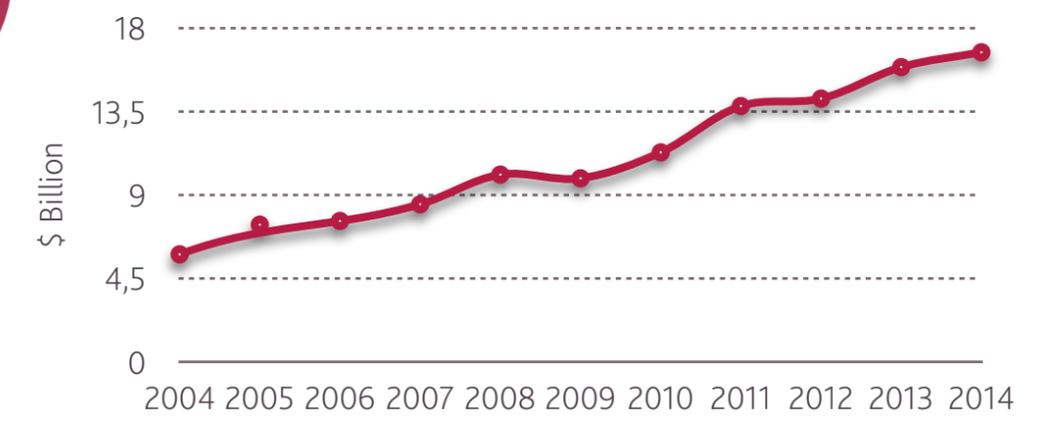
12% of the world's **BORON SALT RESERVES** are in turkey

World largest exporter of refined sunflower oil



AGRICULTURE

Agricultural exports more than tripled in the past decade.



LARGEST PRODUCER OF HOUSE & KITCHENWARE IN EUROPE

Sources:
 · Tursab, Turkish Tourism Industry today
 · Turkey Ministry of Agriculture
 · Turkish Exporters Assembly TIM
 · http://www.turkishseafood.org.tr/?page_id=31
 · Ministry of Culture and Tourism
 · ENR Engineering News Record Mag
 · Al Monitor, "Sales of Turkish property to foreign buyers reaches \$4.3B in 2014", May 2015

TOP EXPORT INDUSTRIES

2. CLOTHING

\$17 billion in value
(-9,3% from 2014)
due to parity

1. AUTOMOTIVE

\$21,3 billion in value
(-4,8% from 2014)
due to parity

#1 EUROPEAN UNION

(-8,3% from 2014 due to parity) \$62MM in value

#2 MIDDLE EAST

\$26MM in value (-10,4% due to parity)

The Russian Federation used to be Turkey's 4th export partner but in 2014 it cancelled all buying deals.

TOP EXPORT PARTNERS

9,6% 

6,9% 

6,3% 

4,5% 

4,1% 

4% 

TOP IMPORT PARTNERS

11% 

10% 

9,2% 

5,3% 

5% 

4,1% 

in 2014, Russia imports from Turkey were worth 25,3B but relations were broken at the end of 2015

TOP IMPORT INDUSTRIES:

1. OIL
2. MACHINERY
3. ELECTRONICS

FASTEST-GROWING IMPORTS:

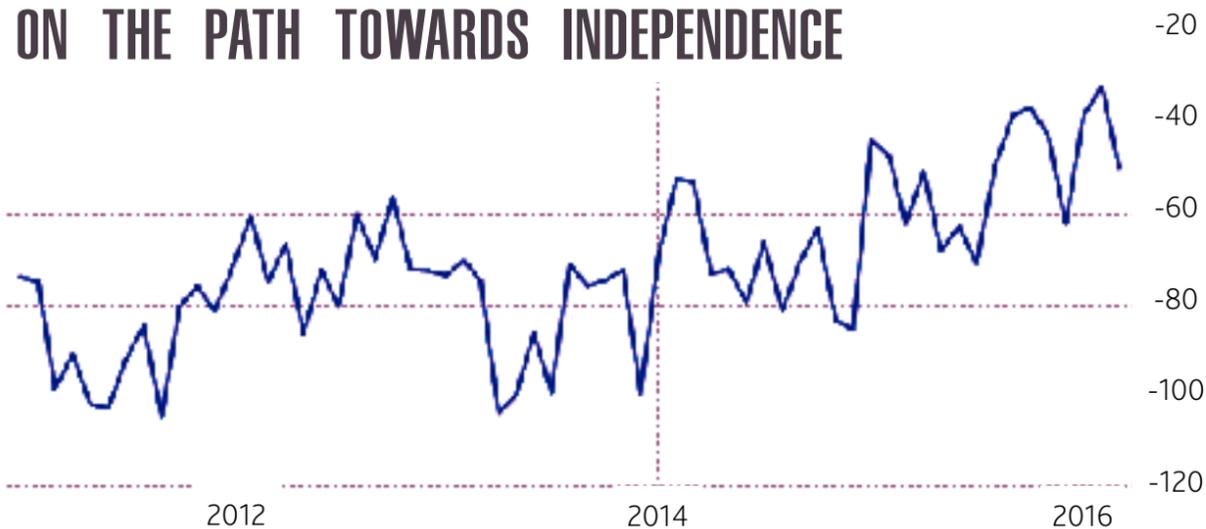
1. MEAT
2. SUGAR
3. COFFEE, TEA & SPICES
4. MILLING PRODUCTS
5. VEGETABLES
6. WEAPONRY

IMPORTS EXPORTS

“ There have been significant changes in the commodity composition and structure of Turkish companies' exports. The share of traditional exports, such as textiles and garments, has declined, while the share of motor vehicles, machinery and equipment has increased. ”

Rifat Hisarcıklioğlu
President of the TOBB and the DEIK

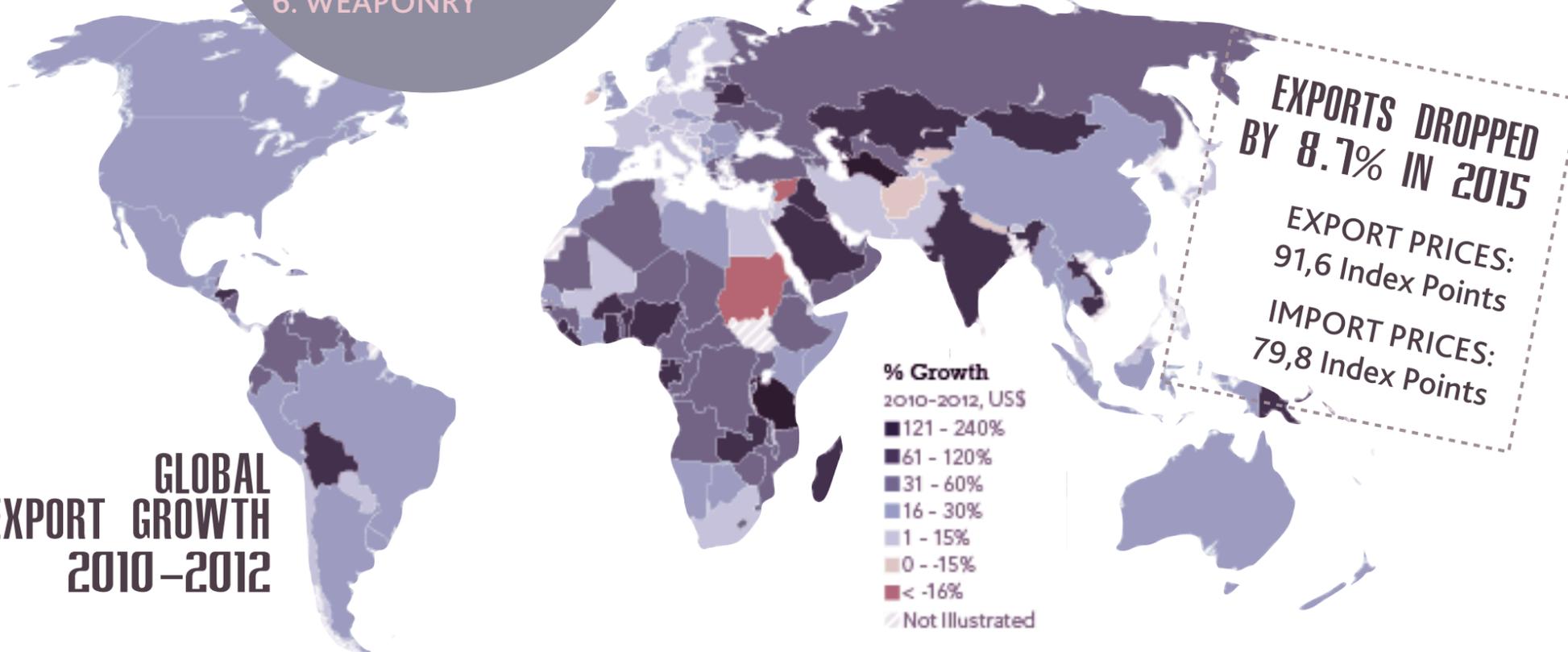
BALANCE OF TRADE: ON THE PATH TOWARDS INDEPENDENCE



Sources:
· Euromonitor International 2015
· Turkish Exporters Assembly TIM

· CIA World Factbook, Country export partners.
· Hurriyet Daily News 'Turkey's exports drop 8.7 percent in 2015', Jan. 2016

GLOBAL EXPORT GROWTH 2010-2012



EXPORTS DROPPED BY 8.7% IN 2015

EXPORT PRICES: 91,6 Index Points

IMPORT PRICES: 79,8 Index Points

% Growth 2010-2012, US\$
■ 121 - 240%
■ 61 - 120%
■ 31 - 60%
■ 16 - 30%
■ 1 - 15%
■ 0 - 15%
■ <-16%
○ Not Illustrated

Koç
Electro-domestics

arçelik beko Banking
Automotive Energy YapıKredi

FIAT Ford Tüpraş Food
Otokar tat PASTAVILLA

Gaz İpet AYGAZ divan seK

KOÇ UNIVERSITY Koçtaş House supplies

Sabancı Group was established by Hacı Omer Sabancı after he saved enough money to open a store focusing on cotton trade.

SA
Supermarket

ENERJİ SA Garrefour SA
Tires TEKNO SA
BRI SA Banking AKBANK

TEM SA Transportation Tobacco
Sabancı Üniversitesi Education

-esas-
Transportation

PEGASUS AIRLINES
Entertainment MARS ENTERTAINMENT GROUP
Fashion Ayakkabı Dünyası

Established in 1926 by Vehbi Koç, Koç Holding's combined revenue amounts to 7.4% of Turkey's GDP and the market share of its companies on Borsa Istanbul was 18% in 2015.

YILDIZ HOLDING
Food

McVitie's ÜLKER GODIVA
SuperFresh Supermarket

ŞOK BiZiM

Yildiz Holding acquired Şok, a discount supermarket chain boasting over 1,200 branches, from Migros for 600m TL in 2011.

ANADOLU GRUBU

Entertainment ANADOLU EFES
Automotive ISUZU KIA Banking A Bank

Beverages Coca-Cola Pencils FABER-CASTELL Supermarket macrocenter
ADEL M MIGROS

Food EFES McDonald's KIRLANGIÇ
Komili

Ülker is one of the largest food manufacturer in Europe, Middle East, and Africa, generating revenues of 15.7 billion TL in 2013.

RETAIL

“Retail business is like bamboo. For the first 5 years you work for it the hardest, without seeing any result. Once it germinates, though, it grows 26m in 40 days. [...] Business is exactly like that. You have to combine required education with patience, ambition and determination to be successful.”

- Vahap Küçük -
Chairman of the Board, LC Waikiki

INDEPENDENT PLAYERS

Market leader with 14,5 billion TL in sales and a 22% growth rate in 2015

Supermarket **BIM**

Textile **LC Waikiki**

5,5 billion TL in sales
25% growth rate

Supermarket **METRO**

Major retailers like Walmart, Carrefour and Tesco are still attempting to crack the Turkish market, where indigenous players such as Bim and Migros currently lead the food sector.



361 SHOPPING MALLS ACROSS THE COUNTRY + 74 under construction

1.7 BILLION VISITS IN 2015

4.6 million people attend malls daily

#1 biggest mall in Europe per m2

#10 biggest mall in the World

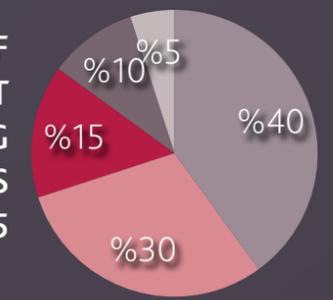
BIGGEST PLAYERS

by net sales

- BIM**
- MIGROS**
- LC Waikiki**
- ŞOK**
- METRO**
- Garrefour SA
- TEKNO SA
- BiZiM**

RETAIL SECTOR GREW BY 9% in terms of revenues in 2015 for a value of 663 billion TL.

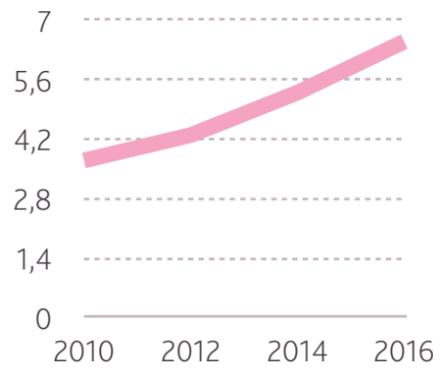
SECTORS OF TOP 20 BEST SELLING RETAILERS as of 2015



- Supermarkets
- Textile
- Electronic
- Furniture
- Fast Food

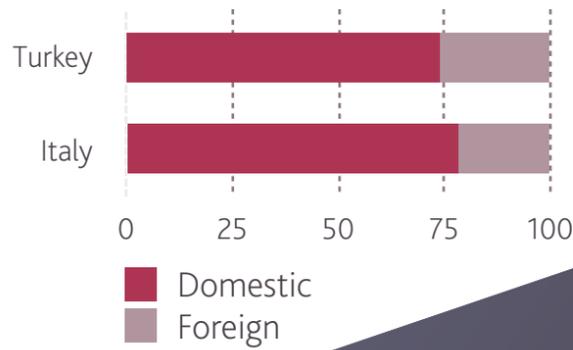
Sources:
· file:///C:/Users/Bilgi/Downloads/gx-cb-global-powers-of-retailing-2016.pdf
· Capital Mag, "Perakendede En Büyük 100 şirket", Jan. 2016
· Cumhuriyet, "İste Türkiye'nin en zengin listesi", Oct. 2014
· FinancialTimes/CNBC, "Turkey poses retail challenge", Jan. 2013
· Hurriyet Daily News, 'Magazine names Turkey's 'most popular' companies', April 2016

In 2015, Turkey was among the top 10 growth markets



Spending on luxury good in Billion TL

=1% of global annual luxury spending



Prices are on average **20%** higher than those in Milan or Paris

Tabloid print media and tabloid style TV shows are very popular in Turkey, and are the main source of inspiration and influence for luxury product trends.



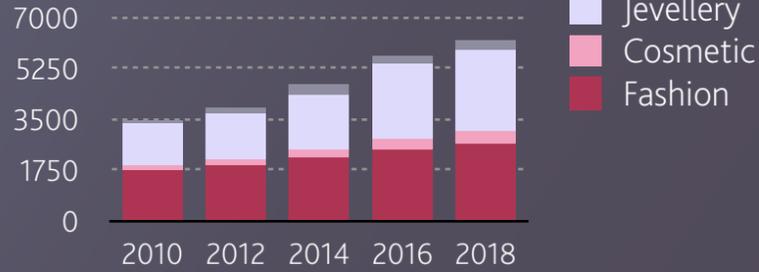
FROM RUSSIAN BOURGEOISIE IN COASTAL RESORTS TO MIDDLE EASTERN TOURISTS IN ISTANBUL

Turkish soap operas largely contribute to attracting luxury consumers from the Gulf

20%

of luxury retail spending by visitors from Central Asia and Persian Gulf

CATEGORY-BASED ANNUAL LUXURY CONSUMPTION



ENTREPRENEURS & TOP MANAGERS OF BIG CORPORATIONS

With the exception of cars, Turkey's super rich prefer to shop for luxury goods abroad.

STATUS SEEKERS

The Turkish upper middle class is the real growth generator for Turkey's luxury market. They are the "new rich", many often enjoying the fruits of their parents working hard and saving every penny.

50% of all luxury sales

LUXURY GOES ONLINE

Beymen started its e-commerce operation in November 2010 and since then the business is growing exponentially. Today, close to 3% of total sales come from internet and the objective is to reach 5% in the near future.

Luxury players increasingly use social media to develop brand recognition, but also to support new launches.

CASUAL CHIC & BUSINESS CASUAL

Turkish men are more frequently wearing non-classical items such as red trousers and orange ties in addition to more classic items. Women are purchasing more mechanical and kinetic watches and preferring handbags that can be used as business bags, or female-oriented briefcases.

LUXURY

TRENDS

UP & COMING

Whilst there is strong demand for established brands, Turkish consumers are also very close followers of up-and-coming designers and styles.

Melis Kaptanoğlu
Turkey's luxury brand for girls

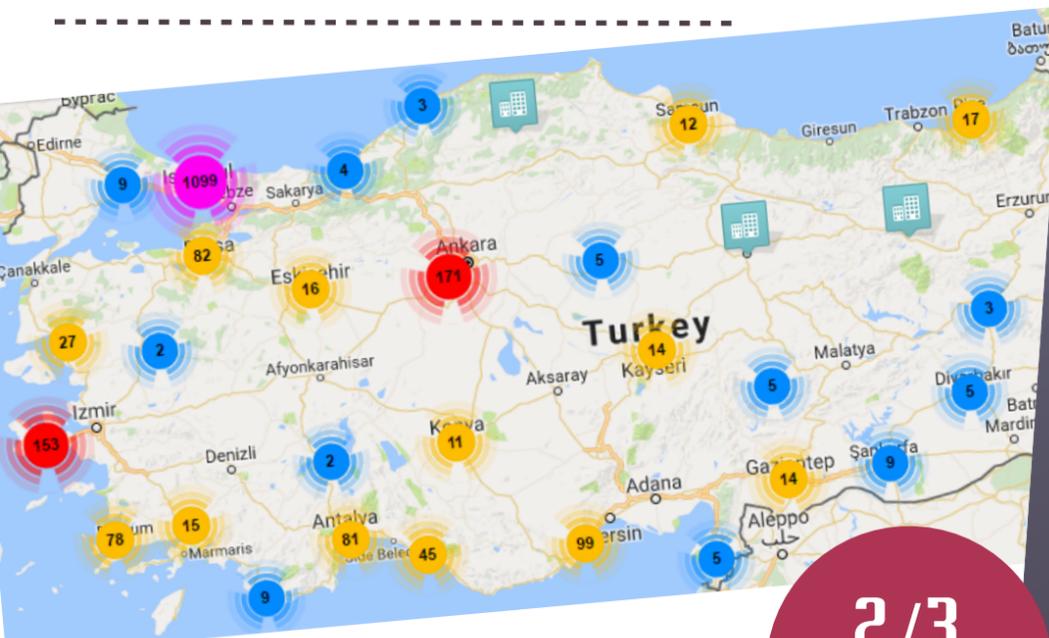
AFFORDABLE LUXURY

Marc Jacobs, Chanel and Gucci have all started producing affordable lines, which supported their growth in Turkey.



Sources:
Euromonitor International, Luxury Goods Industry Overview 2016
https://www.nytimes.com/2015/12/02/fashion/has-turkey-lost-its-luster-for-luxury-brands.html?_r=0
<http://luxurysociety.com/en/articles/2014/07/economy-ripe-for-luxury-growth/>
CPP-luxury.com

CONSTRUCTION

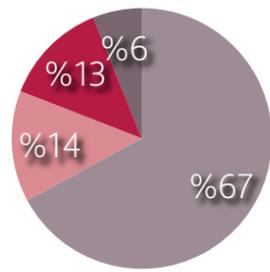


TURKISH MARKET

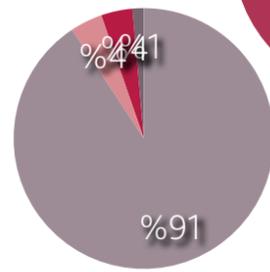
2/3
BUYERS ARE MEN

SEARCHES BY UNIT TYPE

- Flat
- Villa
- Residence
- Others



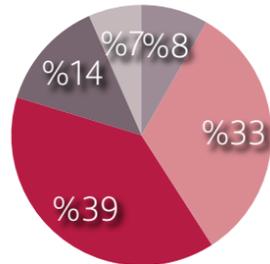
1st quadrimester of 2016



1st quadrimester of 2017

SEARCHES BY # OF ROOMS

- 1
- 2
- 3
- 4
- 5+



87% of all searches focus on **ISTANBUL** vs **74%** last year



GREEN DESIGN

LEED

The "Leadership in Energy and Environmental Design" is the world's most widely used green building rating system

2016 TOP 10 COUNTRIES BY LEED-CERTIFIED GSM

1. USA (336 MILLION GSM)
2. CHINA (34 MM GSM)
3. CANADA
4. INDIA
5. BRAZIL
6. SOUTH KOREA
7. TAIWAN
8. GERMANY
9. TURKEY (5 MM GSM)
10. SWEDEN

INTERNATIONAL PROJECT OF THE YEAR 2014

Turkish Contractors Association in Ankara

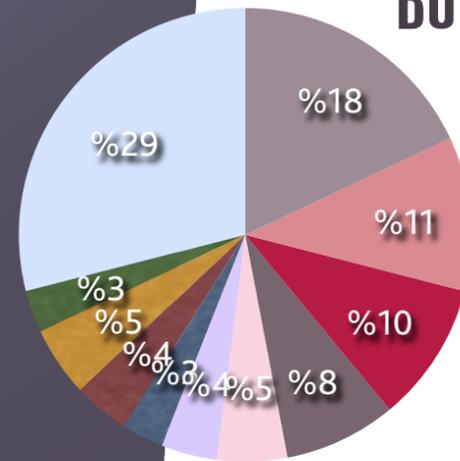


The RINGS OFFICES in Sancaltepe is 1 of 5 LEEDS GOLD certified project in 2017.

In total 392 projects are LEEDS certified in Turkey

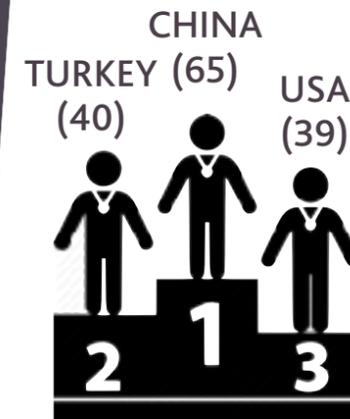
FOREIGN BUYERS

- Qatar
- Kuwait
- Afghanistan
- Iran
- UK
- Others
- Saudi Arabia
- Russia
- Azerbaijan
- Germany
- Ukraine



TURKISH COMPANIES WORKING ABROAD

Turkish contractors rank 2nd in the world by number of companies for the 9th straight year



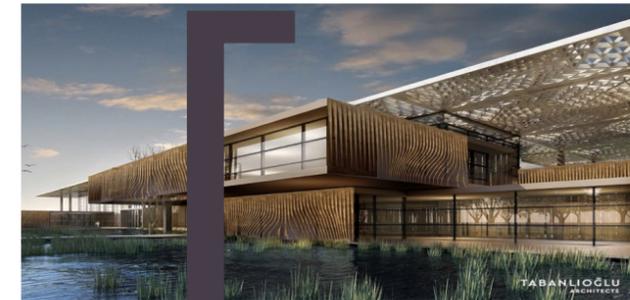
ENR

(Engineering News Record)
2016 & 2015 AWARD WINNERS
GLOBAL BEST PROJECTS

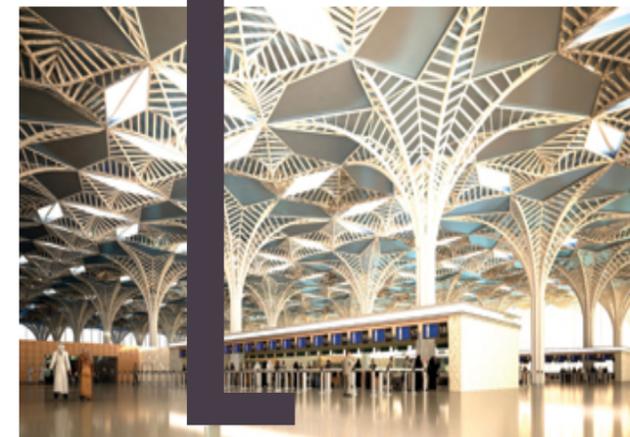


completed almost a year ahead of the original schedule

Eurasia Tunnel, located in Istanbul, Turkey. Submitted by Avrasya Tuneli Isletme Insaat ve Yatirim A.Ş.



Dakar International Congress Center, located in Dakar, Senegal. Submitted by SUMMA Turizm Yatirimcılığı A.Ş.



Prince Mohammed Bin Abdulaziz Airport, located in Madinah, Saudi Arabia. Submitted by TAV Construction

EXPORTS OF WEAPONS

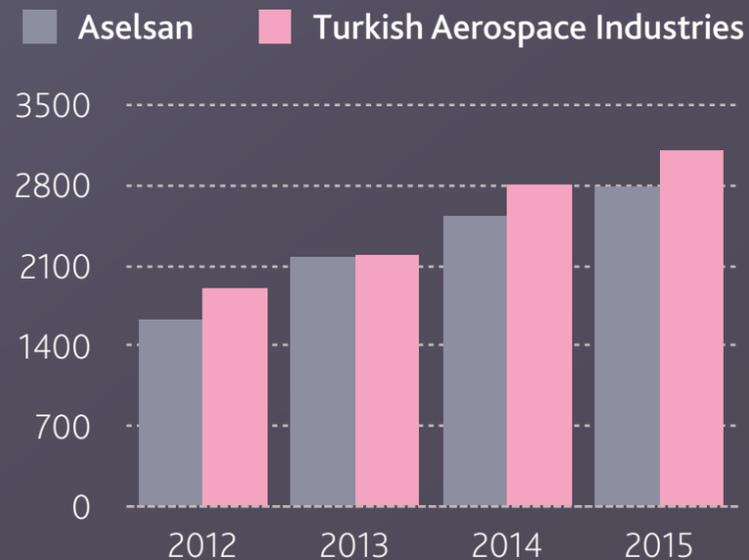
+18%
IN DEFENSE
EXPORTS IN 2014
FOR A TOTAL OF
\$1.65 BILLION.

AFRICA IS THE
FASTEST
GROWING
IMPORTER OF
TURKISH
WEAPONS

According to Defense News, TAI and Aselsan continue climbing up the ranks for top defense industries. In 2015, TAI went up from 85th place to No. 72, while Aselsan went from the 93rd to 58th place in just 10 years.

MAIN DEFENSE FIRMS' REVENUE

(in million TRY)



Recep Tayip Erdogan at defense industry conference, May 2015:

“ **OUR GOAL IS TO COMPLETELY RID OUR DEFENSE INDUSTRY OF FOREIGN DEPENDENCY BY 2023** ”

DEFENSE INDUSTRY

MILITARY EXPENDITURE

as % of GDP



52%
of Turkey's
military equipment
is domestically
manufactured

In March 2016, the defense industry executive committee approved \$5.9 billion in new defense projects, \$4.5 billion (75%) of which will be domestically produced.

JOINT STRIKE FIGHTER

Turkey remains committed to the multinational Joint Strike Fighter program, the most expensive ever weapons program with a lifetime price tag of \$1.5 trillion.



CORNERSHOT

Turkey's new cutting-edge weapon was unveiled at Ankara's Ivedik Industrial Zone in April 2016

“ We are talking about a country that will have its own national tank, national ship, national helicopter, satellite and war plane. We are aiming to have everything the five permanent members of the U.N. Security Council have. ”

Muharrem Dortkasli
CEO of TUSAS

MAJOR MANUFACTURERS

TAI
aselsan



roketSAN

FNSS
Savunma Sistemleri A.Ş.

nurol LLC

Otokar

HAVELSAN

Sources:

- IBTimes, "Turkey is boosting weapons exports with a focus on Africa", May 2014
- Reuters, "Erdogan aims to turn Turkey into a major defense industry power", May 2015
- Hürriyet Daily News, "Turkey's fighter aircraft choices from hard to hardest", March 2016
- Defense News



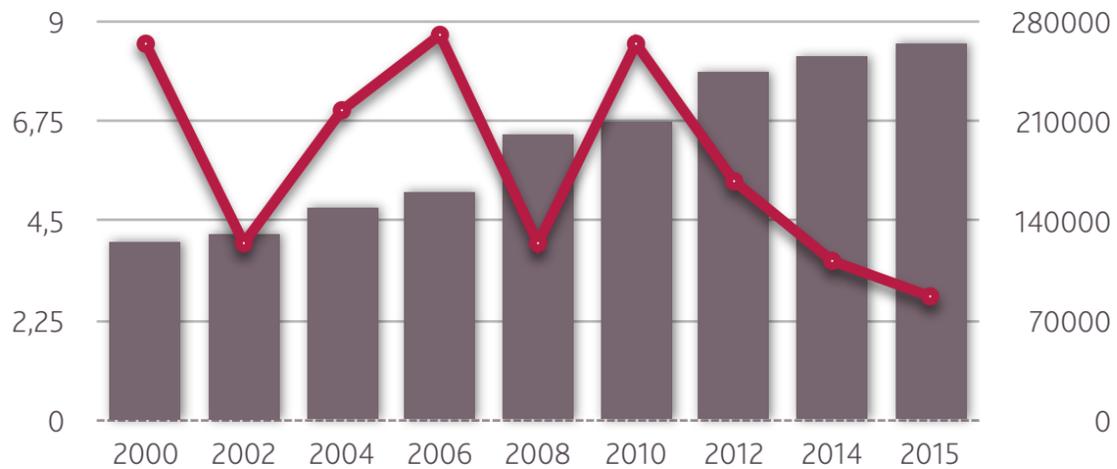
**PUBLIC
INSTITUTIONS**

**KAMU
KURULUŞLARI**

ENERGY

Energy Exchange Istanbul (EXIST) was established on March 2015 to administrate the electricity exchange market. Its operations are expected to expand beyond electricity and include natural gas, oil and derivatives in the forthcoming period.

EVOLUTION OF ELECTRICITY DEMAND AND GROWTH



COAL CONTROVERSY

The boring activities in the exploration for coal have risen five fold in the last five years, and, in addition to the 8,3 billion tonnes of existing reserves, 4,1 billion tonnes of new lignite reserves were determined as of May 2008, as a result of these explorations.



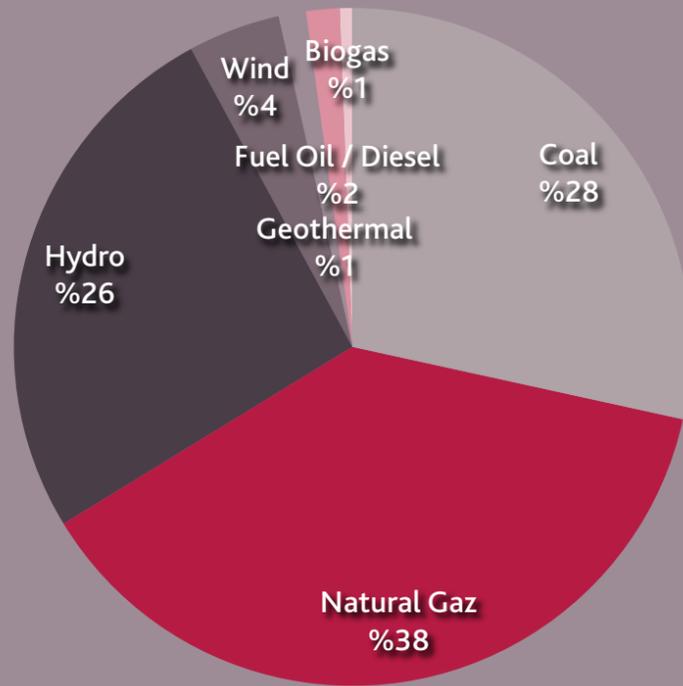
The Government's overemphasis on coal resources has triggered controversy and heavy opposition from local communities and organizations.



SOURCES:
 · Turkey Ministry of Foreign Affairs - Energy profile and strategy
 · Mondaq, Turkish Energy Market 2015 by A.J. Santos
 · Hurriyet Daily News, "Questions rising over Turkey's overemphasis on coal resources", March 2016
 · The Guardian, "Is it too late to stop Turkey's coal rush?", 2015

· BP Statistical Review, 2015
 · Turkish Exporters Assembly TIM
 · Daily Sabah, "Wider use of Turkish coal to decrease gas imports by \$7.2 billion", Feb. 2016

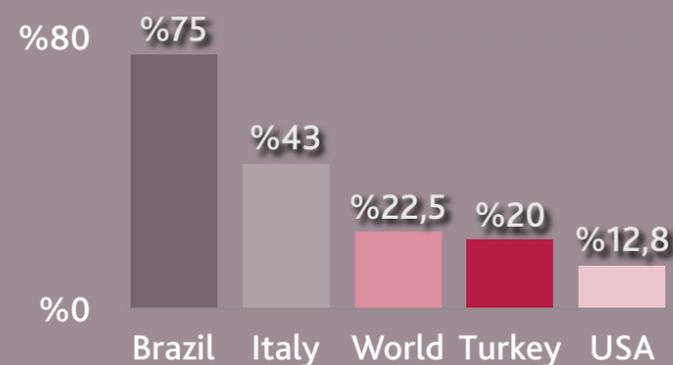
ELECTRICITY GENERATION BY TYPE – 2015



GOING AGAINST THE TREND

While Europe is renouncing nuclear, Turkey plans to generate 10% of its electricity from 2 nuclear plants which are to be built in Mersin/Akkuyu and Sinop.

% OF ELECTRICITY GENERATED BY RENEWABLES – 2014



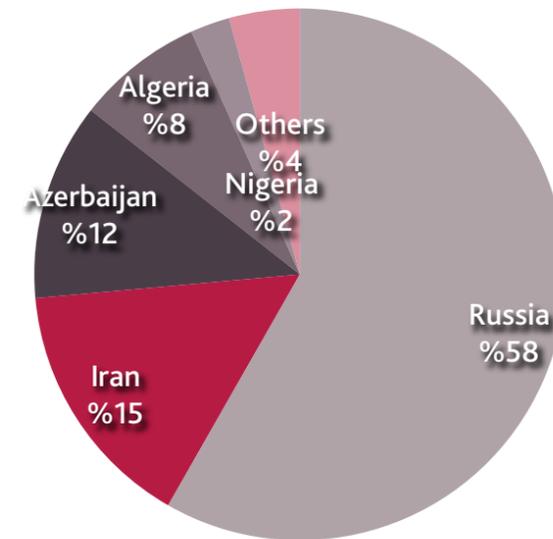
PRIVATIZATION

In 2014, 6 thermoelectric plants and 10 hydroelectric plants were privatized mainly attracting local investors. At the end of 2014, the share of energy produced by the private sector reached 72%, up from 57% in 2003.

Since 2013, the government is selling off operating rights for **SMART GRIDS**, to boost investment and reduce debt.

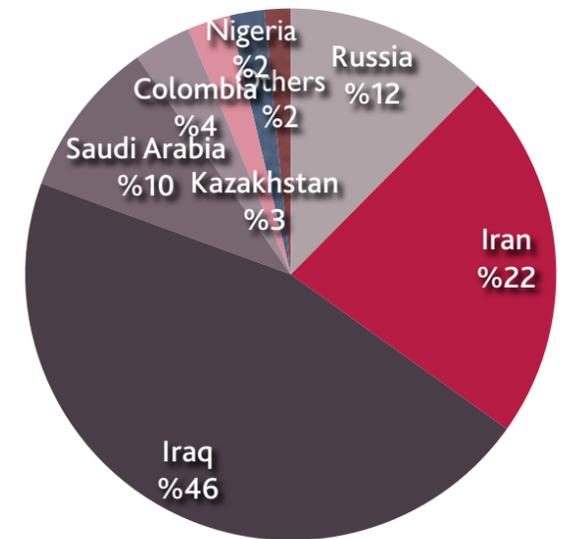
NATURAL GAS IMPORTS BY SOURCE – 2015

Turkey imports nearly 99% of the natural gas it consumes.



CRUDE OIL IMPORTS BY SOURCE – 2015

Turkey imports around 89% of its oil supplies.



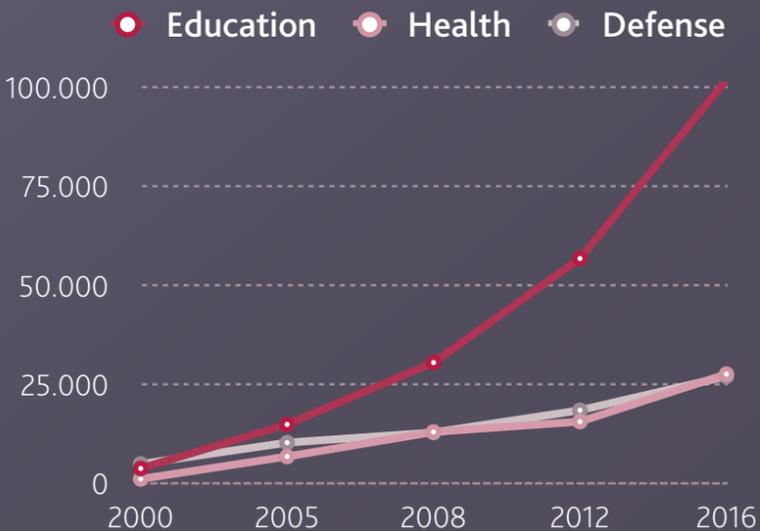
TRANSIT COUNTRY FOR GAS AND OIL TRANSPORTATION

Even though Turkey is limited in primary energy resources and is dependent on imported energy, it acts as a bridge between the world's crucial supply and demand regions.

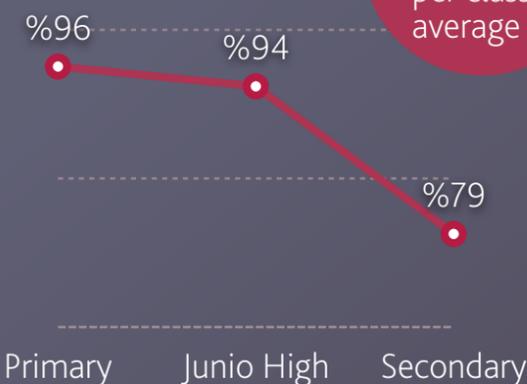


EDUCATION

CHANGE IN BUDGET ALLOCATION



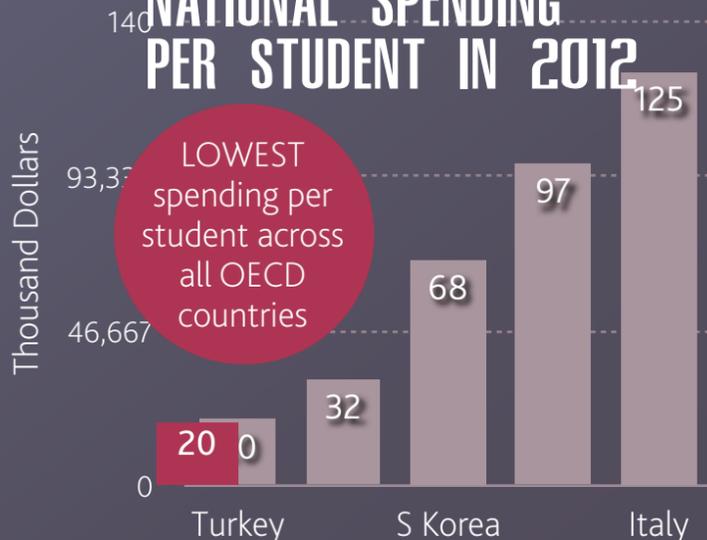
NET SCHOOLING RATE



26

students per class on average

NATIONAL SPENDING PER STUDENT IN 2012

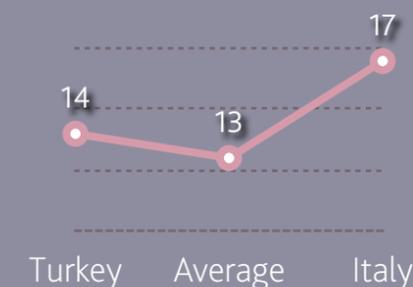


LOWEST spending per student across all OECD countries

14%

REPETITION RATE

= students repeating at least 1 year (down 19% in 2003)



7%

RESILIENCY

= students from the 25% lower SES groups who perform in the highest 25%



PISA INDICATOR

8

462.3 Grade 8 PISA 2012

TURKEY PISA SCORE EVOLUTION



Among countries with the highest rates of improvement throughout all 3 sectors.

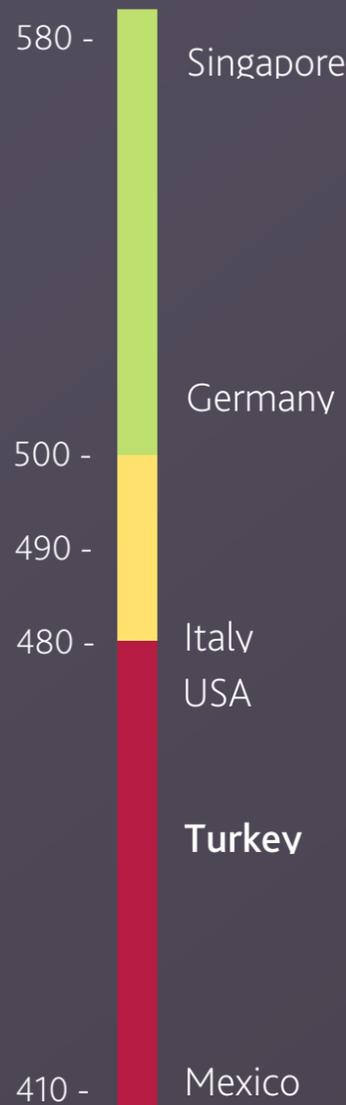
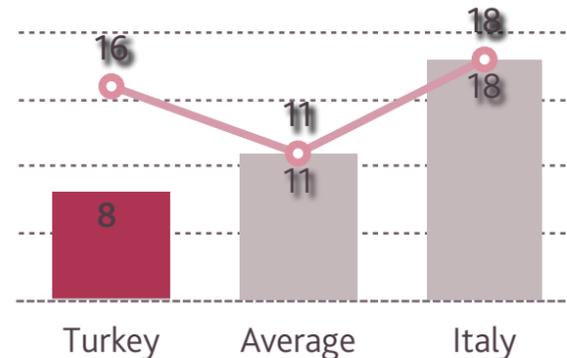
In 2012, the education bill was revised to adopt the 4+4+4 system, increasing compulsory schooling from 8 to 12 years.

Low results are registered across all regions and socio-economic levels

Turkey is the 2nd most successful country in reducing the effect of family background in education success.

GENDER GAP IN MATHS

Turkey records an impressive success in reducing the gender gap, now quite below the OECD average. Meanwhile in Italy, boys continue to score much higher than girls in Maths.



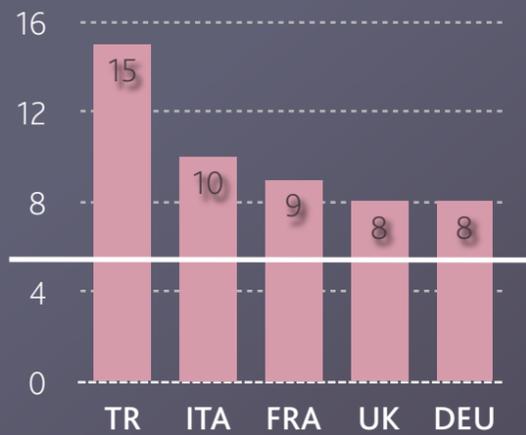
Source: Turkstat (TÜİK) - 2015 Aggregated 2012 data, PISA Index Education policy outlook: Turkey, OECD 2013

Hurriyet Daily News, "Analysis: How the new central budget is allocated", March 2016

HEALTH CARE

SALT INTAKE

WHO/FAO recommendation <5 grams



16% of 15+ suffer from HYPERTENSION

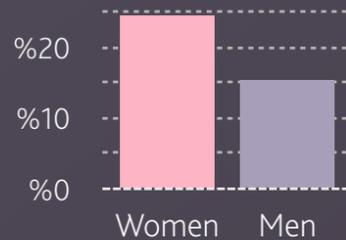
Tombiş / Tombul

Cute affectionate names given to plump kids

"A MAN WITHOUT A BELLY IS LIKE A HOUSE WITHOUT BALCONY"

12.8% suffer from DIABETES

Women are up to 50% more at risk of obesity than men



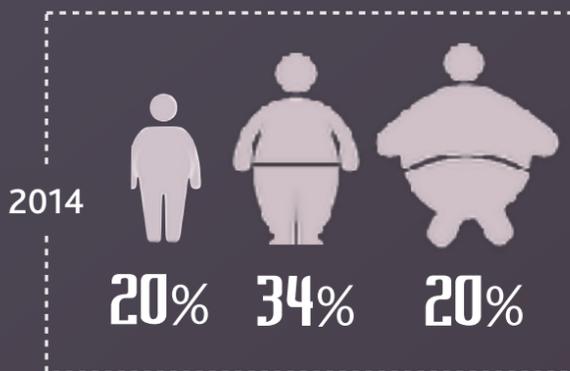
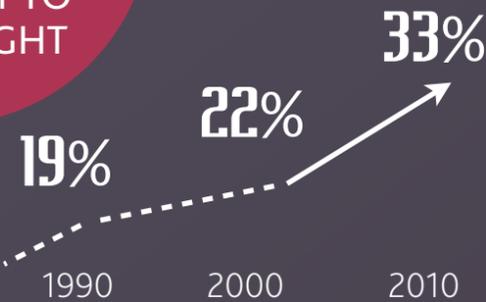
LOW BACK DISORDERS

= MOST COMMON DISEASE

In 2014 33% of 15+ suffered from back musculoskeletal system disorders

vs. 16,4% in 2010

TURKS ARE NOW SPENDING \$5 BILLION ANNUALLY TO LOSE WEIGHT



Sources: Eurostat (hlth_cd_asdr2) Turkey Statistics Agency - TÜİK

WHO, Turkey Profile, Nutrition, Physical Activity and Obesity, 2013 Al-monitor, Turkey Pulse, "Turkey goes after obesity" by Pinar Tremblay, 2014

2003 HEALTHCARE REFORM

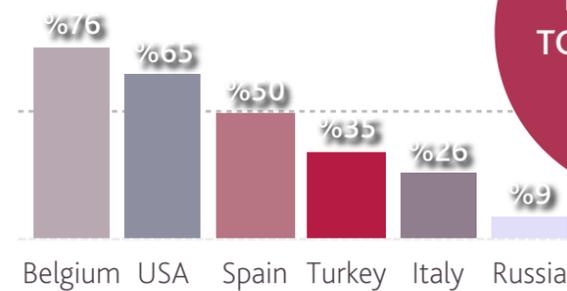
2013 UNIVERSAL HEALTH COVERAGE

GDP SPENT ON HEALTH in 2015: 5,1%

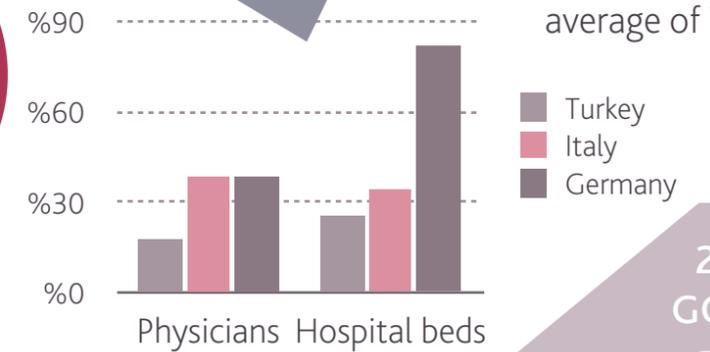
VS. THE OECD AVERAGE: 8,9%

While Government spending as a % of GDP remains below the OECD average, insurance coverage has increased from 62% in 2000 to 78% in 2013 - above the OECD average of 73%

"WE RECEIVE GOOD QUALITY HEALTHCARE"



95% HAVE ACCESS TO SANITATION AS OF 2015 (88% in 2000)



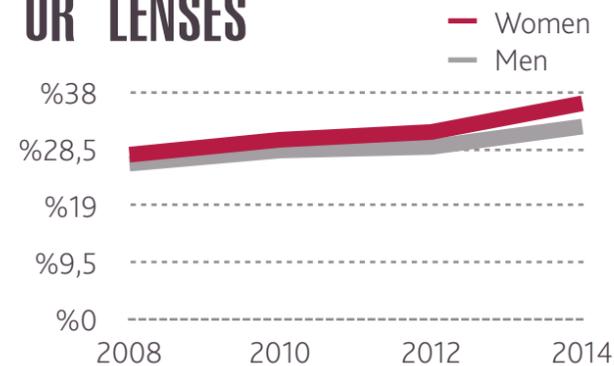
2023 GOAL: 210 PHYSICIANS per 1000 people

MAIN CAUSES OF DEATH

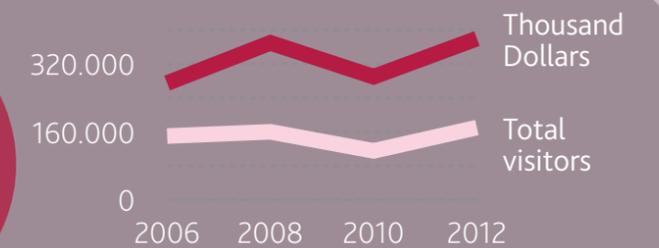
- #1 CIRCULATORY DISEASE
- #2 CANCER
- #3 HEART DISEASE

EYE SURGERY is one of the main attractives for medical tourism

USAGE OF GLASSES OR LENSES



MEDICAL TOURISM



TOP 3 ORIGINS

- #1 LIBYA
- #2 GERMANY
- #3 IRAQ

TOP 3 DESTINATIONS

- #1 ANTALYA
- #2 ISTANBUL
- #3 ANKARA

Sources: International Diabetes Federation, Diabetes Atlas.: Turkey Ministry of health, Evaluation report on medical tourism, 2013



POLITICS

POLITIKALAR

MIGRATIONS IN THE EU

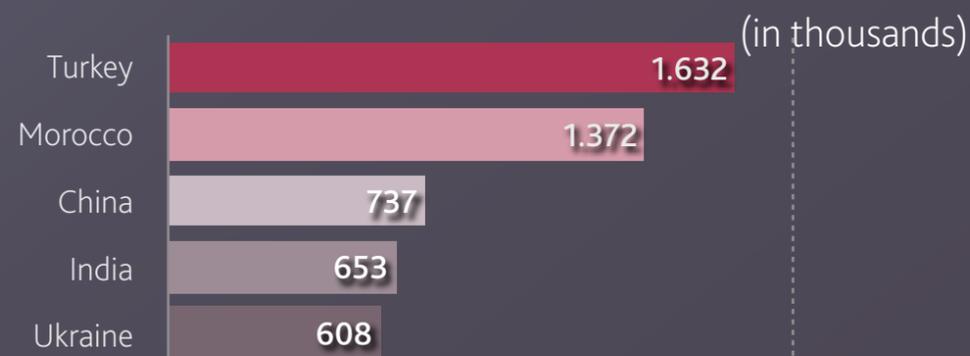
TURKS VS. ITALIANS

An estimated **5 MILLION** Turkish citizens live in the European Union, constituting the majority of its Muslim population

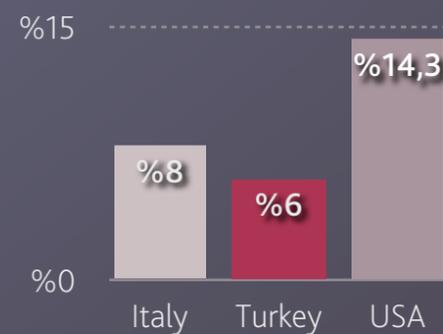
Total population of the European Union **509 MILLION**

Contribution of Turkish people: **1%**

TOP 10 COUNTRIES OF ORIGIN OF NON-EU NATIONALS RESIDING IN EU



% OF MIGRANTS TO NATIONALS



- Turks
- Italians

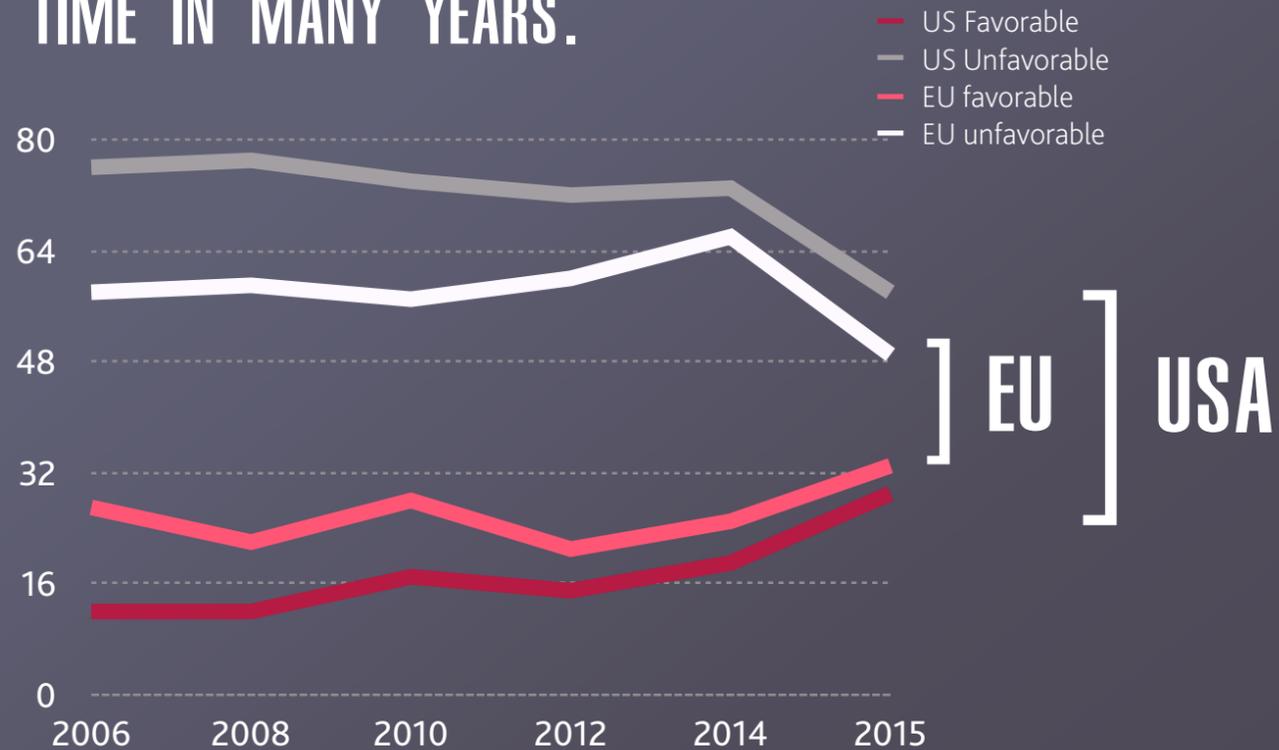
145.000 Turkish entrepreneurs operating in Europe = €63 billion worth of business

#1 immigration from Romania

5.8MM immigrants in Italy

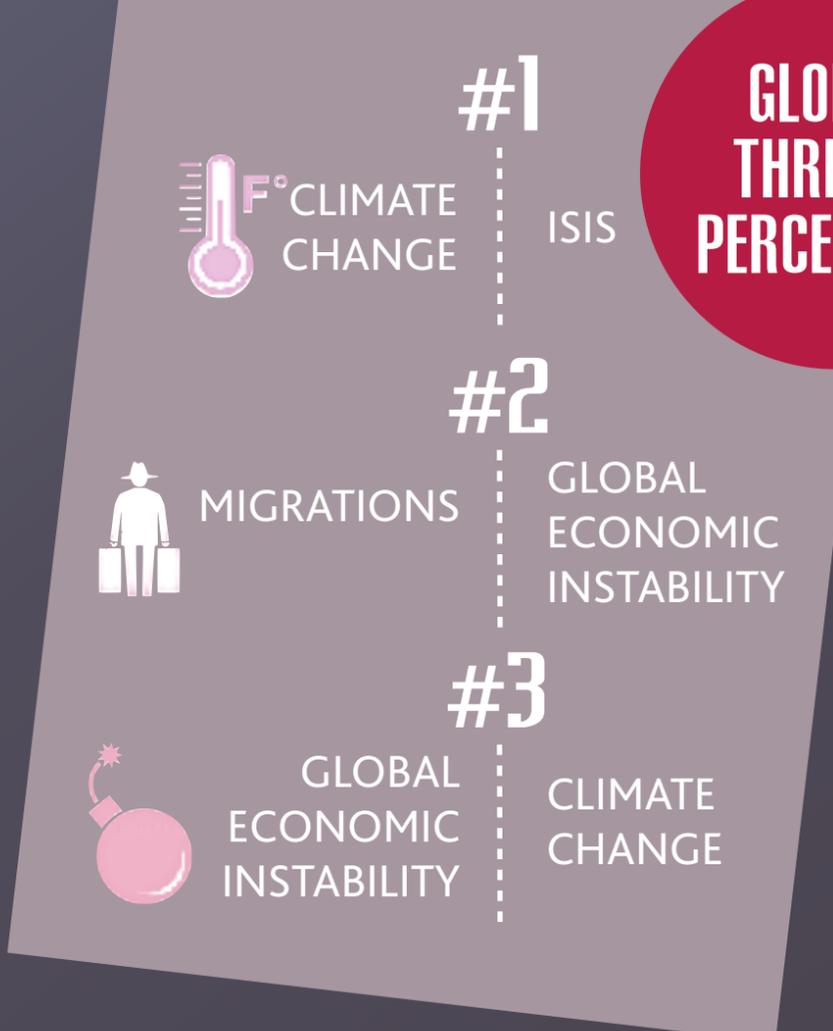
4.6MM immigrants in Turkey

EU AND USA ARE RISING IN POPULARITY FOR THE FIRST TIME IN MANY YEARS.

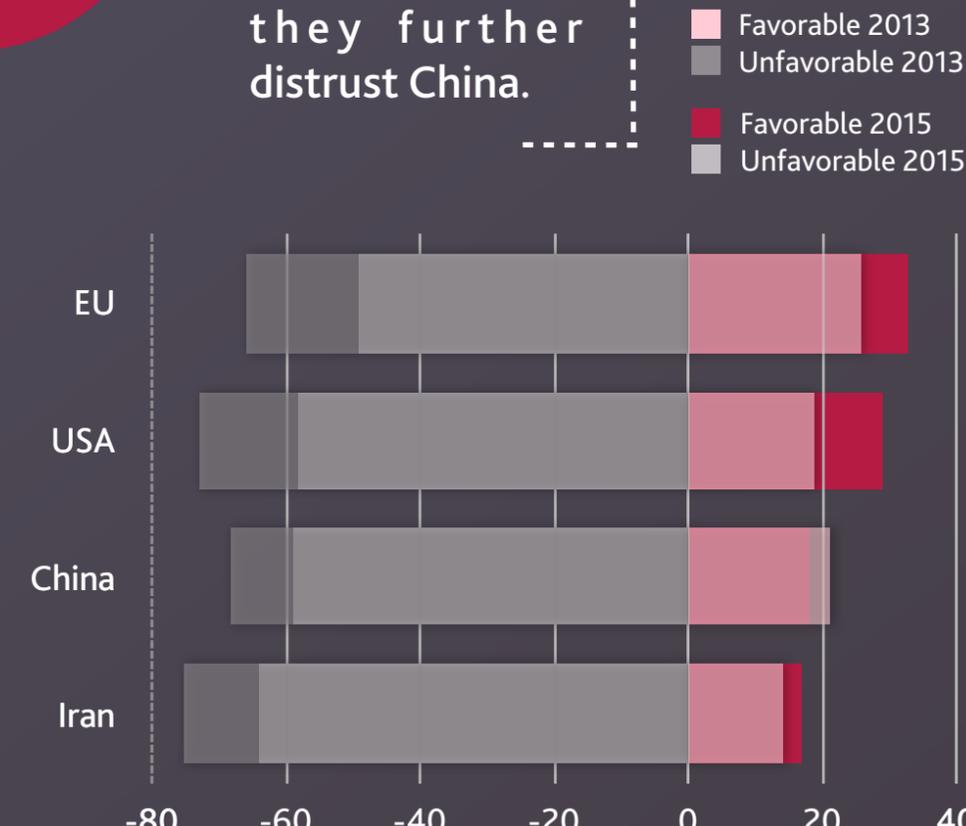


Source: PEW Research Center's Spring 2015 Global Attitudes survey.

GLOBAL THREATS PERCEPTION

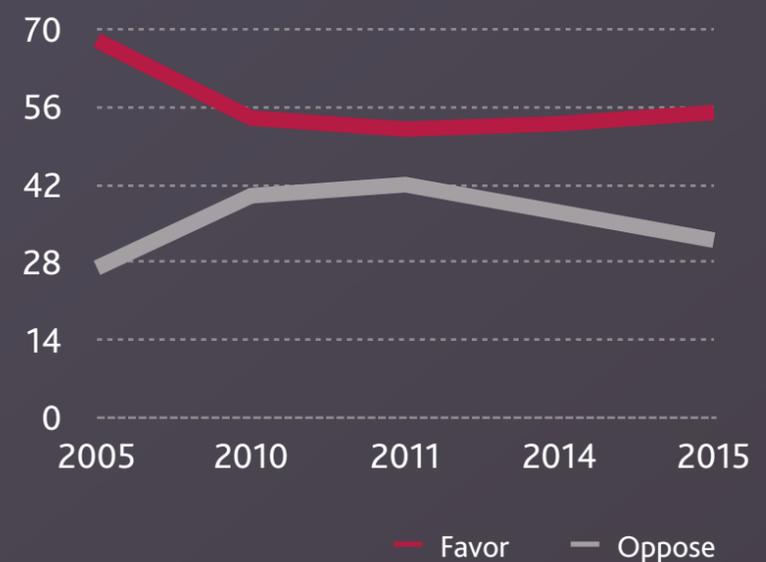


While Turks are warming up to Western nations, they further distrust China.



FOREIGN POLITICS HANGING OUT IN THE MIDDLE

ABOUT JOINING THE EUROPEAN UNION



Public opinion is still very much divided, with only 56% in favor

31% of Turks said that EU leadership in world affairs was desirable (up 5% since 2013). 33% of Turkish respondents said that Turkey should act alone on international matters (down 5% since 2013) while 28% said that Turkey should work with the European Union at all (up 7% since 2013).

Sources: Transatlantic Trends 2014 by GMF Global Attitudes Survey, Spring 2014 & Spring 2015 - PEW RESEARCH CENTER

GEZI PARK PROTESTS



Between May and August 2013 an estimated

3.5 MILLION

participated in the almost 5000 protests across the country

SUPPORT FOR PROTESTS

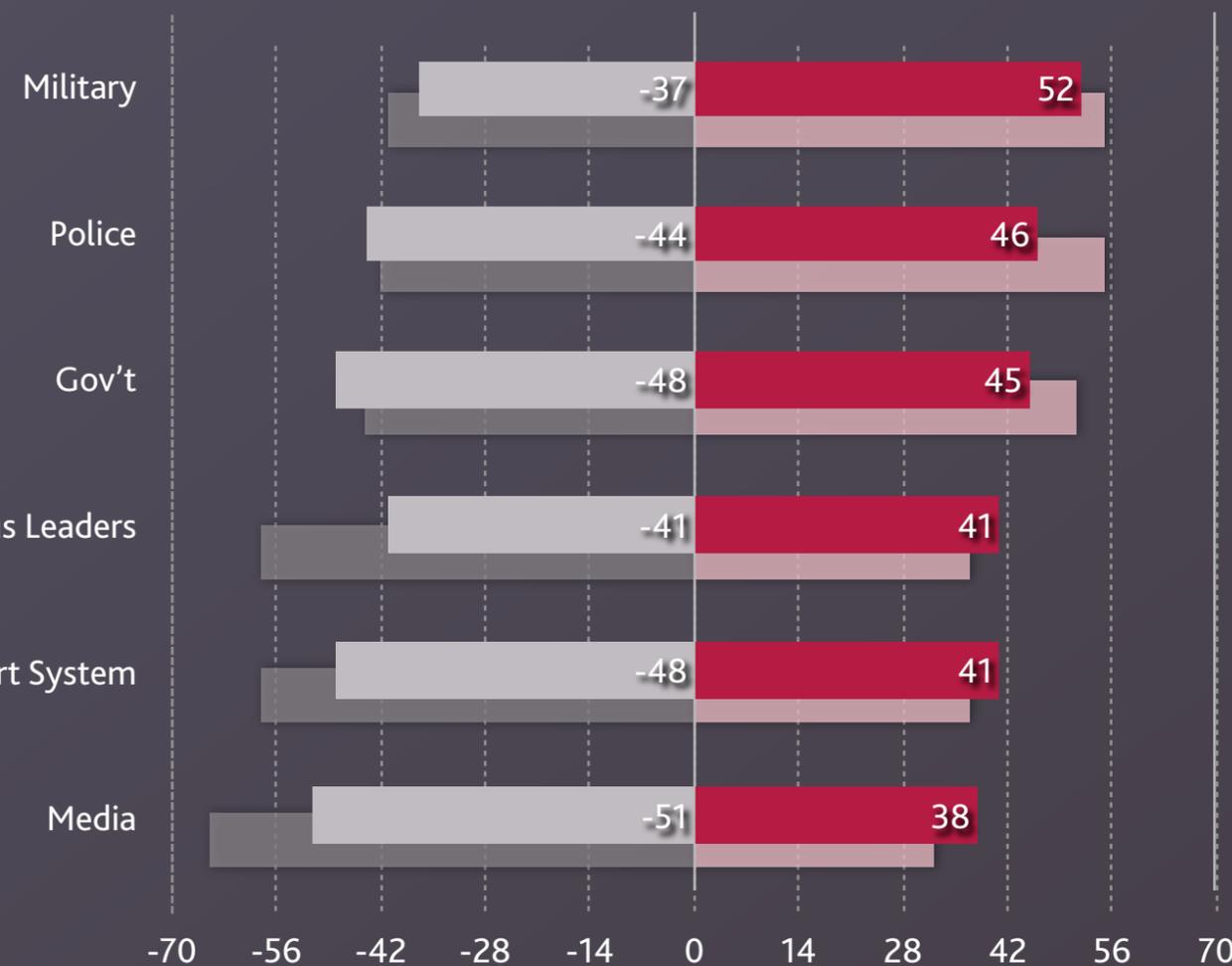
PRO **49%** ↔ **40%** AGAINST

The level of support is lesser among the less educated and more religious

THE COUNTRY IS...

Worsening **51%** Improving **44%**

Media remain the least trusted institution, while the Military is seen as having the most positive influence on Turkey's internal politics.



“All of Turkey was represented: the young and the old, the secular and the religious, the soccer hooligans and the blind, anarchists, communists, nationalists, Kurds, gays, feminists, and students.”

The Atlantic

“Families with children, women in headscarves, men in suits, hipsters in sneakers, pharmacists, tea-house proprietors – all are taking to the streets to register their displeasure.”

Der Spiegel

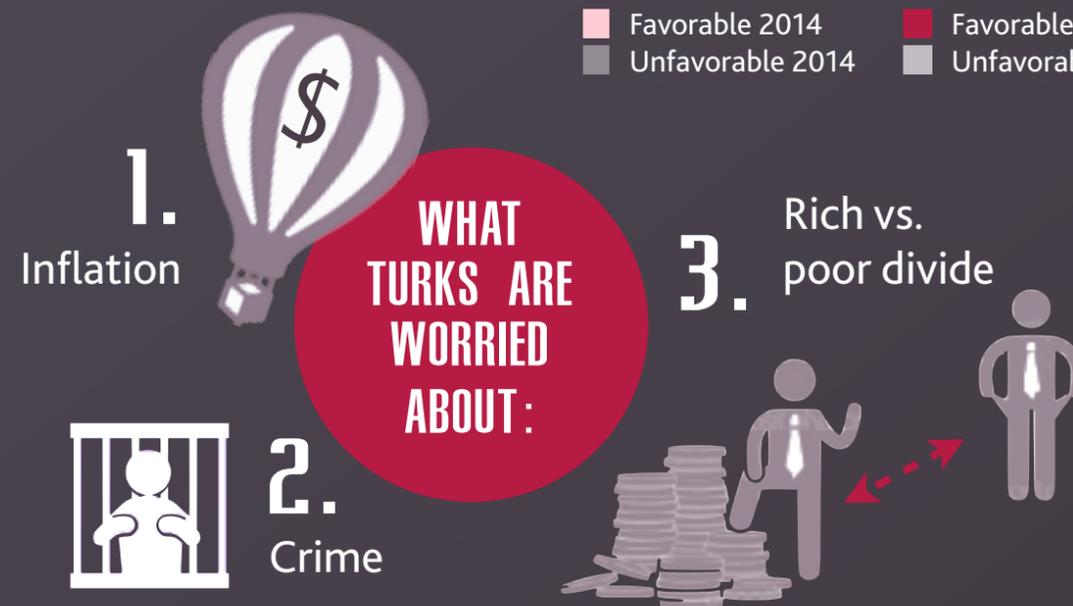
LOCAL POLITICS

LAND OF EXTREMES
SOCIETY OF OPPOSITES

Turkey ranks among the worst performers in dealing with rising CO2 emissions, according to a 2014 study by GermanWatch and the Climate Action Network.

What Turks see as most pressing issues:

1. UNEMPLOYMENT
2. CORRUPTION
3. POLLUTION

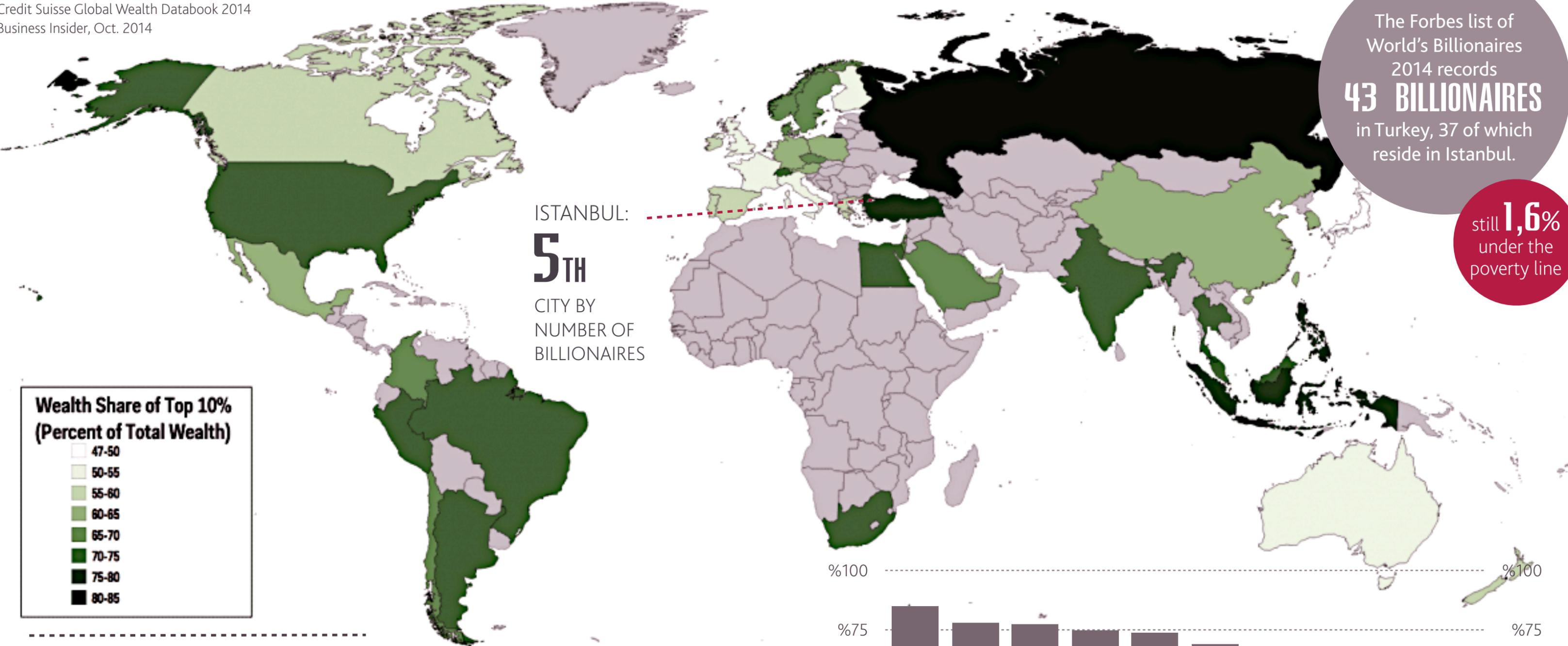


SOURCES:
 · Global Attitudes Survey, Spring 2014 & Spring 2015 - PEW RESEARCH CENTER
 · The Atlantic, 'How the protest will impact Turkey at home and abroad' June 2013.
 · TESEV, Corruption Assessment Report for Turkey, 2014
 · Hürriyet Daily News, "Turkey among the worst performers in dealing with greenhouse gas emissions, Dec. 2014"

Source:
 Credit Suisse Global Wealth Databook 2014
 Business Insider, Oct. 2014

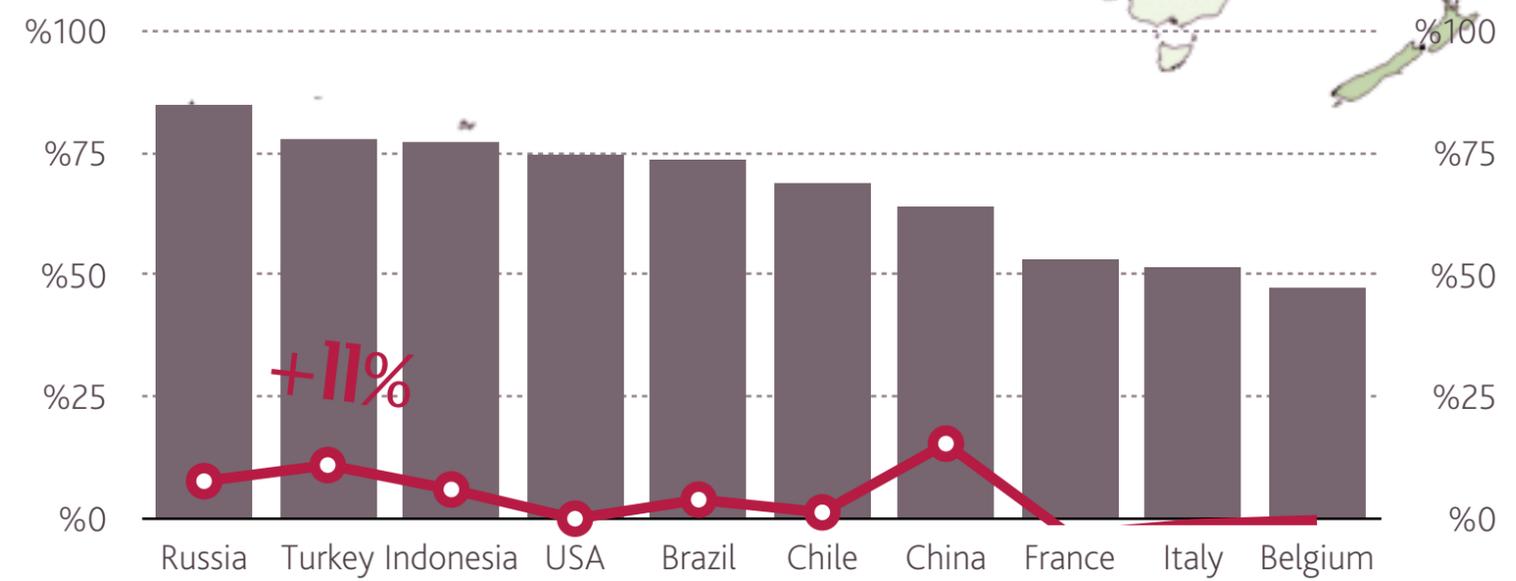
The Forbes list of
 World's Billionaires
 2014 records
43 BILLIONAIRES
 in Turkey, 37 of which
 reside in Istanbul.

still **1,6%**
 under the
 poverty line



WEALTH DISTRIBUTION

○ Change 2000-2014
 ■ Wealth Share



“ Our goal is [...] to have a more efficient and overall stronger Turkey in 2023. [...] Some invisible hands are trying to hinder our development. Let us be aware of these games, let us stop these hands. Turkey can stop this game. ”

Recep T. Erdogan



FROM 20TH IN 2002 TO 16TH IN 2014, TURKEY IS NOW AIMING TO BECOME

ONE OF THE TOP 10 WORLD ECONOMIES

This includes reaching 2B GDP, 500B in exports, and reaching a per capita income of \$20K.

TO BE THE GATE BETWEEN WEST AND EAST

FULL EU MEMBERSHIP

MIDDLE EAST LEADERSHIP

LESS IMPORTATION, MORE LOCAL PRODUCTION



To reach a GDP of \$2 TRILLION from 718.2 BILLION in 2015

While Turkey already produces cars for many global brands, it wishes to move further by starting the production of an independent local brand.

Turkey has repeatedly applied TO HOST BIG INTERNATIONAL EVENTS

such as the Olympics, the FIFA World Cup or the EURO Cup - without success till now.



TO ACHIEVE 100% SCHOOLING RATE

for primary and secondary level, %50 for university degree



TO REACH 50B USD IN REVENUES FROM TOURISM

PER CAPITA INCOME of \$25,000 (from \$18,800 as of 2013)

2023 MACRO GOALS FOR THE 100TH ANNIVERSARY OF THE TURKISH REPUBLIC

TO ACHIEVE ENERGY INDEPENDENCE through

- construction of 2 NUCLEAR POWER PLANTS
- additional WIND POWER stations
- construction of new HYDROELECTRICITY DAMS



RENEWABLE ENERGIES TO BECOME #1 SUPPLY SOURCE

TO CONVERT 30% OF THE LAND IN FORESTS



LAND OF TRANSIT

TO BUILD ONE OF THE WORLD 10 BIGGEST HARBORS

TO BECOME AN AIRWAY HUB, WELCOMING 350M PASSENGERS YEARLY



Sources:
 - KPMG TURKEY, 2015 Construction Managers Survey
 - globalpse.org/turkiye-ekonomisinin-2023-hedefi/
 - tim.org.tr/

mila:

www.milabranders.com