



I AM CHAMPION AWARDS

2021 Projects

I AmChamPion Awards Ceremony: Dec 3, 2021

CONTENTS

1. US Investment	3
2. Regional Hub	8
3. Sustainability	10
4. Diversity & Inclusion	20
5. Innovation	36
6. TR Company - Export	47
7. Turkish Start-up	51
8. TR Company – Investment	58



US INVESTMENT

Corteva Agriscience

Investment Area: Production

Goal of Investment: This new facility investment project will enable Corteva to advance its capacity with high-quality seeds and increase its processing capacity to support growth in Europe and Central Asia. This facility will be one of the most modern Corteva seed production facilities in the world and deliver products within the high technology advancements to customers. The increased capacity of Adana facility will allow Corteva to meet the growing domestic and international demand for high quality seeds.

Amount of Employment Derived from the Investment:

90 Employees

Description of the Investment:

- Corteva Agriscience made an investment of almost USD 29,5 million to expand its corn and sunflower production and packaging facility at Adana, Turkey. Adana facility has been operating since 1986.
- With the expansion, the facility will employ almost 90 people. With 150,000 manpower hours already dedicated, the project implementation is moving on within schedule. The construction is set to become operational in February 2022.
- The facility will host seed processing, treatment and packaging activities for the corn and sunflower seeds serving needs of customers in EU and Central Asia countries. The facility will provide a boost for local economy not only through providing high quality seeds to local farmers but also supporting growth for corn and sunflower seed business in Europe and Central Asia.

Ford Motor Company

Investment Area: Production

Goal of Investment: Next-generation commercial models built by Ford Otosan in Turkey advancing Ford's electrification strategy and commercial vehicle leadership in Europe. Electric CVs and strategic partnerships such as Volkswagen and Ford Otosan joint venture are key enablers to grow Ford's CV business while creating a sustainable, profitable business. Also, many Ford manufacturing facilities from UK to Cologne and more than 100 Turkish-based suppliers will provide components supporting local supplier ecosystems.

Amount of Employment Derived from the Investment:

Direct Employment Target: 3.000 people (Increase from 12.000 to 15.000)

Indirect Employment Target: 15.000 (sub-industry)

Amount of Investment in USD:

USD 2.4 Billion (TL 20.5 billion) investment foreseen until 2026.

Description of the Investment:

- Ford Otosan, the leading commercial vehicle manufacturer in EU and TR's export champion, announced the 2,4 Billion Dollar investment plan until 2026, for the next generation electric and connected CV projects in its Kocaeli Plants.
- Within the scope of the biggest investment of the Turkish automotive industry; CV production capacity at Kocaeli Plants, targeting mostly for export markets will increase 210,000 to 650,000 units, battery assembly capacity of 130,000 units.
- Ford Otosan will initially mass-produce E-Transit, the first all-electric CV of Ford by 2022 for the European market and procure the batteries - making Kocaeli Plant Turkey's first and only EV integrated manufacturing plant.
- In 2023, Ford Otosan will manufacture the diesel, PHEV, and all-electric variants of Ford's Next-Generation Transit Custom Family. Also, as part of the Ford-VW strategic alliance, VW's next-generation CV will be produced in Kocaeli.

Mondelez International

Investment Area:

Production (Confectionery Manufacturing)

Goal of Investment: New brownfield manufacturing facility was built for additional candy production capacity in Gebze Plant to supply Mondelez North America (NA) business. It was funded solely by Mondelez and is dedicated to supply only North American market. With this, Gebze Plant received an additional annual capacity of 17,000 Tons in candy making/packing operations. All required raw and pack materials are supplied from the local manufacturers in Turkey. With this investment Mondelēz Turkey's exports will be doubled to USD 40 Million to North America.

Amount of Employment Derived from the Investment:

127 new employments created in the plant operations.

Description of the Investment:

- New investment includes a brand-new process line and 3 new complete packing lines with the latest state-of-the art technology, running on specific packing formats for North America market.
- A major capacity increase was delivered in the plant utilities with new equipment purchases and extensive energy supply system installation. Over 100 km of process and utilities piping was installed on brand new pipe rack systems to supply new big manufacturing facilities.
- This giant infrastructure investment should be considered as a reflection of Mondelēz's long-term vision for Turkish organization.

Amount of Investment in USD:

USD 54 Million Capital Investment USD

60 Million Spending for Investment Project

US INVESTMENT

UPS

Investment Area:

Building Relocation & Technology Investment

Goal of Investment:

Increase the package process capacity and better service quality by investing on the technology.

Description of the Investment:

- Building relocation to a bigger facility
- Installation of high-tech systems for faster and better service

Amount of Investment in USD:

USD 70.5 Million





REGIONAL HUB

Corteva Agriscience

Regional Hub: Production Hub

Number of Countries Managed from Turkey: 10

Regions Managed from Turkey: Europe and Central Asia are not directly managed from Turkey, but the production of Turkey influences the seed business in these regions. Adana facility is producing corn and sunflower seeds for Romania, Austria, Hungary, France, Italy, Georgia, Azerbaijan, Kazakhstan, Kyrgyzstan, and Uzbekistan.

Impact of the Regional Hub to Turkey:

- Corteva Agriscience made an investment of almost USD 29,5 Million to expand its corn and sunflower production, and packaging facility at Adana, Turkey.
- Adana facility has been operating since 1986. With 150,000 manpower hours already dedicated, the project implementation is moving on within schedule.
- The construction is set to become operational in

February 2022. The facility will host seed processing treatment and packaging activities for the corn and sunflower seeds serving needs of customers in Europe and Central Asia countries.

- This new investment project will enable Corteva to advance its capacity with high-quality seeds and increase its European processing capacity.
- Adana seed production and packaging facility will be one of the most modern Corteva seed production facilities in the world and deliver products within the high technology advancements to customers. The increased capacity of Adana facility will allow Corteva to meet the growing domestic and international demand for high quality seeds.

SUSTAINABILITY

SUSTAINABILITY

Cargill

Project Name:

1000 Farmers Endless Prosperity (1000 FEP)

Project Goal: Cargill, which started its operations in Turkey in the 1960s, focuses on climate crisis in the world. It encourages the implementation of soil health practices and provides resources to promote regenerative agriculture systems as a leading company in its field through farmers. Cargill Turkey expects that these regenerative agricultural practices will have a positive impact on the long-term profitability and resiliency of farmers while improving environmental sustainability.

Impact Area: 1000 FEP reached more than 3300 corn, sunflower and canola farmers and increased their yields up to 21% in 2019 and 26% in 2020. Each 1 TL investment ensures the social return on 2.53 TL in 2019, 2.78 TL in 2020. Under the "Zero Waste Management in the Field Project", 3 tons of plastic waste was recycled, 117.26 kg of greenhouse emissions were prevented, 16.513 kWh of energy was saved.

Project Description:

- Cargill Turkey started 1000FEP in 2019 and reached more than 3300 farmers with a contribution to regenerative agriculture by promoting corn, sunflower and canola farmers.
- The program concentrates maximizing on their profits while making a positive impact on the environment via access to innovative digital tools such as digital soil analysis, agricultural sensor stations, field health monitoring systems, and various training opportunities such as zero waste management in the field to help to create added value in the economy from wastes and residuals occurring from the planting to the harvest.
- Our perspective is similar to global, who believes regenerative agriculture has to start on the farm, has set a global goal to provide training on sustainable agricultural practices and improve access to markets for 10 million farmers by 2030.
- 1000FEP serves UN SDGs: "to achieve a better and more sustainable future for all" with 11 out of 17 Goals which are: No:1-2-3-4-6-8-10-12-13-15-17.

Duracell

Project Name:

Don't Let the World Run Out of Batteries

Project Goal: The recycling rate of waste batteries in Turkey is only 8% vs ~40% in Europe. With this project, Duracell aims to increase collection rate by addressing 2 main areas: 1) Organizing collection campaigns to have direct impact to the results 2) Educating public on battery recycling and increase awareness.

Impact Area: Environmental Sustainability. Helping Zero Waste and Circular Economy.

Project Description:

- In 2021 Duracell started a battery collection campaign with Migros. For every 3kg of collected batteries Duracell donates 1 walking stick for visually impaired people through GOZDER.

- Duracell placed additional 700 collection points to Migros stores and distributed 50.000 small battery collection boxes to homes via Migros Sanal Market.
- Campaign communication is done via Instagram, YouTube and in-store communication tools with more than 10 million reach.
- Target is to collect 4.5 Ton of batteries which doubles total collection in Migros in 2020.
- Moreover, to develop recycling culture in Turkey, Duracell decided to raise awareness with young generation so they would become our foundation for future. To realize this aim, Duracell developed an educational seminar about sustainability, battery recycling and its importance to nature. Partnering with Atasehir Belediyesi and Bilfen, Duracell reached 1100 primary school students via volunteered Duracell employees. The company's mission is to reach more than 10.000 students within 3 years.

SUSTAINABILITY

HP

Project Name:

Turkey Forest Fires Relief Campaign

Project Goal: The project goal is to create a 3-step holistic approach to support and provide relief to the impacted communities.

Impact Area: Positive impact on health, people, communities, environment, animals and farming. It covers all financial, educational and social aspects.

Worth of Contribution if available (USD): The contribution is minimum USD 70,000 and can go up to USD 100,000 depending on the amount that will be collected with the Global Giving Campaign.

Project Description:

- The first step of the project is to plant trees to grow the planted land in Turkey. For that HP donated 12,000 trees to TEMA to create HP Turkey Forest.

- In that area, there will also be events to create awareness within the HP ecosystem (employees, partners, customers).

- Second step of the project is to provide financial support to the communities that are impacted by the recent fires. HP Foundation donated USD 25,000 to AKUT which will be given to the families who lost their homes, farms, animals during the fires.

- HP also started a Global Giving Campaign that is open to all HP employees. Every \$ donated by HP employees will be matched by the HP Foundation and the total amount will be used for the impacted communities.

- The third step of the project is an education campaign to create awareness in areas with high forest fire risk. These citizens will be trained to prevent future fires and to react properly in case of a fire.

Johnson & Johnson Medical

Project Name:

'Healthcare Products Market' application project

Project Goal:

Faster Supply, Reasonable Price and Effective Stock Management.

Impact Area:

Institutions and organizations affiliated to the Ministry of Health, healthcare industry.

Worth of Contribution if available (USD):

So far, an estimated 25% gain has been achieved in basic 'Medical Device' purchases with the DMO purchasing system compared to market prices.

Project Description:

- The Health Market Project aims to supply the pharmaceuticals and medical devices that the institutions and organizations affiliated to the Ministry of Health need in the execution of health services, through electronic tenders and direct order methods held by the State Supply Office (DMO).
- The procedures to be done for this are carried out within the scope of the "Procurement Cooperation Protocol between the Ministry of Health and the General Directorate of State Supply Office-DMO".
- Johnson & Johnson plays very active role for each step of the system to shape the healthcare environment.

SUSTAINABILITY

MSD

Project Name:

Going Green Initiatives: Sustainable Cold Chain Distribution

Project Goal:

Transform the cold chain transportation from utilizing single-use plastic and packaging materials to sustainable and environment-friendly model as possible in a certain time frame.

Impact Area:

First and foremost is to lower environmental impacts of business, create more sustainable models and closer to being carbon-neutral goals in the future. This also brings the overall performance in terms of quality, operational efficiency in 3PL.

Project Description:

- Focusing on achieving ambitious goals for sustainability, 2021 is the critical year for MSD to decide in our distribution type for cold chain deliveries across Turkey.

- MSD supply chain tries to eliminate as much single-use plastic packaging from its business as possible in Turkey.
- The annual consumption of Polystyrene (made into a foam) is reached to over 38 metric tons as passive containers used for cold chain deliveries and Polypropylene (PP) consumption is over 11 metric tons in 2020.
- As plastic pollution threatening environment, a plan for change was established by switching the distribution of cold chain deliveries by temp-controlled trucks and reusable containers for several shipping lanes.
- In fact, temp-controlled shipping has been performing in Istanbul, İzmir and Ankara regions (covering 10 cities) successfully.
- As next chapter, it will be planned to reach to %96 cities out of Turkey by Q2, 2022. The rest of the Turkey will be planned to be shipped by re-usable containers.

Microsoft

Project Name:

Fighting with Wildfires in Turkey using Technology

Project Goal:

The primary goal of the project was to utilize technology to fight with wildfires, to increase public awareness about wildfires, and to offer insightful, correct, and real time data analysis regarding wildfires to decision makers and public by analyzing various data sources regarding past and recent wildfires in Turkey and creating a reference project which can be used by community for future studies.

Impact Area:

From starting point of the project to the end, Microsoft increased public awareness on wildfires with open brainstorming discussions on social media with involvement of tens of researchers, professionals, students, and organizations. Real-time summary dashboards and published article are reviewed by 650+ users and all project data source, methodology and outputs are shared with the community on GitHub.

Project Description:

- As part of the project, Microsoft brainstormed with various stakeholders working in technology area to create maximum impact on fighting with recent wildfires affected thousands of hectares area in Turkey this summer.
- Accessing insightful, correct, and real time data regarding wildfires was the most impactful study area and Microsoft started working on collecting as much as data from various sources including ministries, statistics providers, academic research, news and other online resources.
- Then the company cleaned and prepared these data sources for its analysis and worked with Ministry of Agriculture and Forest on interpreting data and figures.
- Finally published several summary dashboards and an article to explain result of the analysis including long term wildfire trends, status of recent wildfires, sources of wildfires and shared data, methodology and outputs with community as an open-source repository.

Miyamoto

Project Name: Seismic Isolated Eskişehir City Hospital

Project Goal: State hospitals have started to lose their sustainability over time. For this reason, the need to collect health services in sustainable centers have arisen. The aim of the Eskişehir City Hospital project is to meet all kinds of health needs of the people in its region, with the most advanced technological and medical facilities, at the level of uninterrupted performance immediately after the earthquake by hosting all kinds of health units.

Impact Area: The aim of sustainable buildings is to reduce carbon footprint effects by enabling the use of recycled materials and energy efficiency. The sustainability of investments in high seismic regions may be interrupted when an event occurs. Thanks to innovative technologies, the services can be provided “uninterrupted” even after a major earthquake. The significant reduction in the maintenance and repair costs of all investment inputs has a significant impact on environment and financial budget.

Worth of Contribution if available (USD): USD 50 Million (Project Budget)

Project Description:

- Eskişehir City Hospital consists of 4 blocks with 1081 beds and 330,000 m2 area.
- Due to the high seismicity of the region, the Ministry of Health has a high sensitivity for post-earthquake sustainability for hospitals.
- Medical equipment in the hospital to be exposed to high acceleration during earthquake causes systems to be out of service. Damage to these valuable, difficult to obtain and sensitive devices causes high economic loss and human life due to the disruption of emergency services after the earthquake. The uninterrupted service of medical equipment in Eskişehir City Hospital is important for post-earthquake sustainability.
- Miyamoto engineers, in line with the sensitivities of the project, proposed the base isolation system, used as an innovative method in California instead of conventional design. In Miyamoto’s structural engineering design, a total of 973 seismic isolator devices were used at the foundation level.

PepsiCo

Project Name: %100 Renewable Electricity Use at Our Plants

Project Goal: Globally, PepsiCo announced a new target to source 100% renewable electricity across all of its company owned and controlled operations globally by 2030 and across its entire franchise and third-party operations by 2040. In Turkey, one of the most critical areas of investment in PepsiCo's manufacturing is renewable energy for the reduction of GHG. In line with Zero Waste strategy, PepsiCo transferred all its plants to use renewable energy.

Impact Area: PepsiCo's 6 plants transferred for using 100% certified renewable electricity. In its Snacks plants, up to 50 percent of its electricity consumption is generated from biogas (gas created from organic waste) and solar energy. Total solar energy use has reached the level of 3180 kWp. All its Snacks plants have the solar panels. At its Beverage plants; Adana plant has the capacity of 355 kWp solar energy. PepsiCo's solar energy investments are continued in İzmir & Çorlu.

Project Description:

- In PepsiCo Turkey, up to 50 percent of our electricity consumption is generated from bio-gas (gas created from organic waste) and solar energy in its Suadiye and Tarsus plants.
- PepsiCo have completed the first phase of its solar energy investments in its Manisa and Adana plants and plan to use bio-gas instead of natural gas in its production lines as well.
- Additionally, PepsiCo have completed the application for Zero Waste Certificates for its plants and all its 6 plants obtained their Zero Waste Certificates.

Procter & Gamble

Project Name: Don't Waste with Fairy

Project Goal: Fairy celebrated 10th anniversary in Turkey by giving back to community, via creating a new sustainability purpose campaign/social responsibility project #Don'tWaste during covid pandemic.

Impact Area: Included consumers via "1 Fairy = 1 Meal" mechanic driving results as 660 thousand people in need, +50 new donation spot, +1 MM USD worth of food rescue, 3.26 billion liters of water, 7.036 tons carbon footprint reduction per year.

Also +54MM Reach (TV, online video, social media), 97% positive comments, %80 increase in NGO donations, record increase in market share (46%) and penetration.

Worth of Contribution if available (USD): USD 1 Million worth of food rescue per year.

Project Description:

- From the 1st day of launch, Fairy owned family tables and food culture in Turkey.
- Fairy celebrated 10th anniversary in Turkey by giving back to community and offering strong support to the fight against food waste, via creating a new sustainability purpose campaign/social responsibility project #Don'tWaste during pandemic.
- Partnered with "Food Rescue Association" to collect food surplus in retailers and donate it via expanding NGOs capacity to 2X!

DIVERSITY & INCLUSION

DIVERSITY & INCLUSION

Amgen

Project Name: Women Empowered to be Exceptional WE2

Project Goal: Women Empowered to be Exceptional (WE2) Program which is a part of Amgen Employee Resource Groups (ERGs) is aligned with the company's mission to serve patients, and the vision to be the best place for talent. Project's goal is to be a keystone for supporting Amgen as the best place for talent, drive business performance by bending the curve on gender diversity; and to empower the Amgen women so they can deliver exceptional results.

Impact Area: Company internal and collaboration with Academia, NGOs and various associations.

Project Description:

D&I has 4 main strategic pillars that WE2 also collaborates with.

- For Workforce Development, Amgen established a formal development program, enhanced its mentoring programs, delegated global leadership responsibilities to enable a development of leadership competencies.

- For Business Impact, Amgen is aligned with the WE2 strategic objectives and activities to support Amgen's business priorities and corporate goals and measure the company's progress (Retention, talent development and recruitment, diversity).
- For Workplace Culture, Amgen fosters greater inclusivity of Amgen women into WE2 to include a more diverse representation. With the robust and growing membership, enable greater connectivity and enhance visibility using technology that can keep members socially connected. Amgen is partnering with many ERGs on shared goals to create synergy.
- For Community, Amgen maximizes the impact of its external partnerships with associations and non-profits that also strengthens Amgen's presence and dedication to local community programs.

DIVERSITY & INCLUSION

Bristol Myers Squibb

Project Name:

B-NOW (BMS Network of Women) - The Sparks Program

Project Goal: BMS is committed to sustain a culture of inclusion that relies on the diversity of people and on unique perspectives and experience to achieve its patient-focused mission and business objectives. Therefore, BMS Turkey collaborated with the Change Leaders Association and sponsored The Sparks Program to provide best support for women for taking an active role in economic & social life and set an example for other companies to strengthen a culture of diversity and inclusion in the society.

Impact Area: BMS Turkey's Operation Committee provided mentoring to support the professional development of young women from several universities. With the involvement of the employees in the project, company's diversity culture was embraced in-house even more.

Project Description:

- The Sparks Program is an 8-months skills-based experiential leadership program offering learning opportunities to young women and supporting them to become active, responsible and productive individuals in their lives.
- Fully aligned with one of BMS' People & Business Resource Groups called B-NOW, which was established to boost the work performance of women and to contribute to the determination of career goals by highlighting diversity and inclusion in the workplace, the program helps young women develop self-confidence and acquire leadership through a dynamic, practice-based, and collaborative learning model.
- Within the program, young women received coaching and mentoring from the BMS Turkey Operation Committee members, got the chance to meet their role models, and gained experience in various subjects such as project management, career planning, communication, among others.

DIVERSITY & INCLUSION

Coca-Cola

Project Name: My Sister 2.0

Project Goal: In Turkey, gender inequality and women's empowerment are still major issues. Thus, My Sister project raises awareness and supports women by giving them the knowledge and skills they need to become more active in social and economic life. The Project, which started in 2015, so far reached 165,000 women. It invests in all literate women between the ages 15 to 55 in 81 cities. With new collaborations and training module (My Sister Academy), the goal is increasing the impact and to reach 250,000 women in 2021.

Impact Area: Reached 165,000 women, targeting 250,000 at the end of 2021. 41 women received TL 1 Million with Grant Program in 2019 and 2021, another TL 1 Million is planned for 2022. Nearly 500 women reached through Ministry of Agriculture & Forestry.

Project Description:

- My Sister enhances the business skills of women by offering opportunities which include capacity building training,

networks to improve local and regional cooperation; mentorship by matching participants with business mentors and a grant program to support women entrepreneurs and cooperatives.

- The Project constantly expands with new collaborations. Cooperation with Ministry of Agriculture is held to strengthen skills of women in agriculture sector. Another cooperation is held with UN Women to deliver gender equality training and workshops.
- My Sister Academy is activated to enable anyone to engage in online curriculums from anywhere for training contents that are expanded and developed.
- Women Farmers Day will be celebrated with the support of MoA, first Sourcing Day where women cooperatives will engage with online/offline sales channels, to increase their commercial activity. Activities will include training, grant support and sourcing days in 2022 so the impact on women will be increased.

DIVERSITY & INCLUSION

Esin Attorney Partnership

Project Name: Advocates for Pro Bono (A4PB)

Project Goal: Esin Attorney's pro bono mission is to apply its legal knowledge and combine it with the passion to advance fundamental rights and opportunities for the underserved and disadvantaged and to promote equal rights, justice and compassion in its community, by fostering an environment that encourages pro bono and sponsoring activities that provide opportunities for all Esin Attorney Partnership personnel.

Impact Area: 15 NGOs and their members - Advocates for Pro Bono (A4PB) task force spent approximately 500 hours for this project.

Project Description:

- Since its establishment, Esin Attorney has taken great pride in its commitment to build a Firm that is not only a provider of premier legal services, but also one that strives to leverage talent, expertise, resources, relationships and influence to help the community and make a positive and lasting impact on critical global issues.

- Via Advocates for Pro Bono (A4PB) task force, Esin Attorney's lawyers and business professionals provide pro bono (free-of-charge) support on a wide variety of issues within our capabilities, from promoting the rule of law and safeguarding the rights of vulnerable to supporting NGOs' efforts and representing disadvantaged groups.

- Esin Attorney collaborated with its clients and 15 NGOs such as Mor Çatı Kadın Sığınağı Vakfı, İZEV İstanbul Zihin Farklı Bireyler İçin Eğitim ve Dayanışma Vakfı, LİSTAG LGBT+ Aileleri ve Yakınları Derneği, EKİP Etkin Kadın İş Platformu, Kaos GL Kültürel Araştırmalar ve Dayanışma Derneği, PARILTI Görmeyen Çocuklara Destek Derneği and many more.

DIVERSITY & INCLUSION

GE Aviation

Project Name: Women Empowerment in Turkey

Project Goal: "TTC Women in Technology" team aims to contribute to the education of young women and children who have not yet started their career, (targeting primary public schools with limited economical resources and public universities), by supporting them with different projects. The team also aims to contribute to D&I with increasing participation of women in STEM and empower young women via mentoring sessions, TTC Career talk events, internship opportunities and soft-skill trainings.

Impact Area: GE Turkey reached out 100+ female students from 6 different public universities only in 2021 and has reached to 750+ female students with all projects since 2016, organizing virtual events since the beginning of pandemic.

Project Description:

The most remarkable projects are listed below have been implemented since 2016:

- Darussafaka Girls project aims to inspire and guide female students in their career decisions via mentoring sessions and technical trainings where female students met with GE Engineers.
- Kids are Coding project aims to engage girls in coding and enable them to overcome the gender barrier at a young age. GE Engineers gave these trainings in public schools.
- Careers Insight was held with the participation of female students from public universities where GE Leaders shared their inspiring career stories with students.
- Dress for Success is to support recently graduated female students with financial constraints to build a strong personal image at the beginning of their careers. In collaboration with ÇYDD, GE employees donated work clothes.
- Mentoring Programs target female students from 6 different public universities, GE Employees voluntarily mentor them for a defined period to prepare them to work life.

DIVERSITY & INCLUSION

Gilead Sciences

Project Name: Diverse and Inclusive Leadership

Project Goal: Aim of Diverse and Inclusive Leadership framework is to create an organization where all individuals are respected, treated fairly, work-life balance is ensured, and have the opportunity to be a leader in their chosen careers by raising awareness through D&I activities. Following subheadings defined within the scope of Diverse and Inclusive Leadership: LGBTQ+, Social gender equality, Disadvantaged Groups, Microaggression, Unconscious Bias, Ethnicity and, Well-being.

Impact Area: Creating the D&I Leadership concept, helps people understand the reason behind the actions and activities taken during the year.

Project Description:

- In project scope Gilead organized different interactive activities to embed D&I culture in daily business life.
- These activities were determined by 7 sub-titles prioritized by Gilead Turkey D&I team and announced with a visual explaining the purpose of the activity beforehand.
- One example is Human Library which helps to better understand diversity to create more inclusive and cohesive communities across cultural, religious, social and ethnic differences.
- Human Library works to create a safe framework for personal conversations that can help to challenge prejudice, prevent conflicts and contribute to greater human cohesion across social, religious and ethnic divisions.
- During the event, Gilead created a special dialogue room, where taboo topics can be discussed openly and without condemnation. A place where people who would otherwise never talk find room for conversation.

DIVERSITY & INCLUSION

McDonald's

Project Name: Hanimeli

Project Goal: McDonald's Turkey advocates equality of opportunity in business life. McDonald's is a global company that has embraced the fact that women have every skill and knowledge to achieve success. McDonald's' priority is to create an inclusive working environment where women are treated equally. McDonald's aim to create an inclusive workplace for women, empower and encourage women in every part of business life. McDonald's is committed to achieve the goal of 51 percent of our employees being women by the end of 2023.

Impact Area: McDonald's employed 1100 women in 2021. McDonald's recruited 16 female employees to its driver staff, where there was no female employee before.

Project Description:

- McDonald's Turkey, which has left behind 35 years in Turkey, contributes to the Turkish economy with its nearly 250 restaurants and 6 thousand employees.

- Focusing on the female employment aim, McDonald's created 'Hanimeli' project to increase women employment in 2018. With the Hanimeli project, McDonald's have employed at least 3 middle-aged and older female employees in each restaurant, under the target of employing an additional thousand people.
- Hanimeli program offers job opportunities to women of all age groups who could not participate in working life for any reason, but who wanted to pursue a career.
- Besides that, with the rapid growth of McDonald's' delivery business in 2021, the need for drivers also increased. McDonald's turned this situation into an opportunity to increase the number of our female employees.
- McDonald's started to include female employees in the driver position for the first time, which is a predominantly male-dominated profession in Turkey.

DIVERSITY & INCLUSION

Microsoft-1

Project Name: Partner Female Technical Talent Program

Project Goal: The aim of this program is to inspire young women in the field of technology as a role model to develop their technical skills in top trending subjects of information technology such as Artificial Intelligence, Analytics, Application Development, Security, and to set an example for the whole IT ecosystem employing & developing more women profiles for technical positions.

Impact Area: Microsoft Turkey observes that with guidance, the young women in the program feel more confident, and willing to take on technical roles. Microsoft Turkey together with its partners and other organizations, also help for closing the Skill Gap, which is the top 3rd IT challenge.

Project Description:

- The first program was run in Dec 2020-May 2021, where 9 young women from 7 Turkish Microsoft partners are included in both a training and skilling program, and also a shadowing program

in Azure Analytics & Artificial Intelligence / Application Development.

- The managed partners Adesso, CloudCan, Datamind, Enqura, Rise, Runibex and Smartiks in this program, recruited our young female talents to participate in this program 2 days/week, and the goal for them was to continue working in pre-sales / post-sales positions of those partners.
- In the Training & Skilling section of the program: the female talents are not only following the Azure online learning paths and online fundamentals trainings; but also included in the scenario-based trainings.
- Each month, they completed the relevant Azure certifications to meet the Skilling criteria of the program. In the Shadowing part, each female talent is shadowing 3 customer meetings a week with a Microsoft mentor.

DIVERSITY & INCLUSION

Microsoft-2

Project Name:

Women Leaders of Technology

Project Goal: Diversity and Inclusion is at the heart of the new culture at Microsoft Turkey. In alignment with the company's mission, "Empower every person and every organization on the planet to achieve more", Microsoft also supports women community. By driving Women Leaders of Technology, Microsoft hopes to drive momentum behind industry initiatives to increase women's technology skills, enhance the voice of women in the IT sector and put more women on leadership positions. Microsoft hopes to inspire many more in the years to come.

Project Description:

- Women Leaders of Technology initiative started 6 years ago to encourage women in Turkey to succeed more, who are working in the field of technology.
- Microsoft Turkey, Habitat, cooperated to support women's achievements in technology.
- 100+ women applied for 5 different categories such as "Young Technology Star, Woman Leader Making a Difference with New Technologies, Successful Female Entrepreneur of the Year, Women who Overcomes Obstacles, Successful Female Educator of the Year."
- Finalists were asked to present their projects and tell their stories to an independent jury online, on Teams. The jury listened to successful projects that inspire and encourage people to achieve more with the power of technology.

DIVERSITY & INCLUSION

Microsoft-3

Project Name:

Quantum Computing Skilling

Project Goal: Quantum Computing Skilling Project aims to upskill the young -especially women- around quantum programming concept while creating trainers in Turkey to train more people. The project not only touches the youth empowerment on coding, but also creates a talent pool for Q# language and inclusive environment for them so that the young could be in the driving seat with future technologies.

Impact Area: In just 3 months, Microsoft organized 10 workshops, took 700 applications and more than 200 people successfully completed their trainings. Considering women presence in coding as 10%; Microsoft can proudly say that half of the trainers and trainees were women.

Project Description:

- The next wave of digital revolution will come through quantum computing, and it will drive the future of technology.

- In Turkey Microsoft believes that this future technology must be covered in advance since there is lack of trainings, trainers, and materials in native language.
- The project aimed to upskill the young generation especially women with quantum computing vision so that they will be ready when the technology is ready.
- In addition, in Turkey only 10% of the developers are women. The idea of the project was to create a talent pool with at least half of them being women.
- To create a talent pool for Quantum Computing; first, "Train the Trainer" program was executed. Trainers were trained by Microsoft Corp Engineers and then the trainers held their own quantum computing workshops to reach broader audience. In the second phase of the project, the most talented trainers were selected as a mentee to work on a quantum katas project with Microsoft Corp Engineers based in USA.

DIVERSITY & INCLUSION

MSD

Project Name:

UR TURN – ‘MSD Turkey’s Reverse Mentoring (RM) Program’

Project Goal:

URTURN is a year-long reverse mentoring program, in which MSDers from younger generations mentor to MSDers from previous generations. We believe people are shaped by the timeline they have been brought to, thus the program’s main aim is to create an environment which embraces all generations and their perspective, by breaking their age/generation-based biases.

Impact Area:

Within the first 2 cohorts, 30 mentees and 15 mentors have been graduated from the program. 3rd cohort is still on going with the 9 mentors and 18 mentees. In other words, RM had impact on 72 MSD Turkey employees so far.

Project Description:

- URTURN Reverse Mentoring program was launched in late 2018 with 12 Z/Y generations mentoring 6 X generation leaders.
- The aim is to create an environment which embraces all generations and their perspective, by breaking their age/generation-based biases.
- The trademark of this program is its design - MSD match 2 mentors with 1 mentee to easily build trust and share different perspectives from even the same generation. This also ensures balance and enriches the discussions.
- During kick-off, both mentees and mentors are trained by professional coaches and agree on a mentoring contract. Throughout the year, mentees and mentors meet every month to learn each generation’s expectations and perspective on the work environment, communication styles & tools, ways of working and finally the technology and its impact on our lives. MSD meets with its mentees and mentors regularly not only to ensure the program quality, but also to hear comments and recommendations.

DIVERSITY & INCLUSION

PepsiCo

Project Name:

Our Girls are Going to School and Brightening the Future

Project Goal: Our Girls Go to School is Turkey's scholarship program for female students in financial need primarily from the southeastern part of Turkey launched in 2009. The girls who are receiving the scholarship from the employees were also supported throughout the program for their skills and career development. PepsiCo has developed an online education module with the partnership of BAUSEM (Bahçeşehir Üniversitesi Sürekli Eğitim Merkezi) to interact and continue to support their developments during pandemic, through an online platform.

Impact Area: 25 girls participated in the online training program. The girls were mostly 3rd and final year university students. There were also recently graduated girls.

Project Description:

- PepsiCo has developed 6-month long intensive training in which respected professors, professionals delivered their modules that were mostly focusing on mindfulness, personal development, awareness raising.
- Although the COVID-19 pandemic had an impact on the program and its routine face to face training part for years, it also enabled PepsiCo to modernize the existing program in line with the technological developments.
- PepsiCo has carried out the training with nearly 25 girls for 6 months with partnership of BAUSEM. PepsiCo Turkey has also supported the girls who participate in the training modules with internet package along with their monthly scholarships.

DIVERSITY & INCLUSION

Pfizer

Project Name: Pfizer Mozaic

Project Goal: Pfizer Turkey implemented the “Pfizer Mosaic” initiative in 2019 to improve gender, generational and disability diversity, LGBTQ, inclusive culture, and work-life integration in the company, within the scope of our understanding of being rich in diversity and inclusivity.

Impact Area: Pfizer’s initiative directly affects 600 employees, as well as their close social circle and families. With the associations Pfizer works with, and its Pfizer Career social media accounts, Pfizer contacts the young professionals and the HR world.

Project Description:

- The number of female employees in the field has increased from 15% to 27% in the last two years. Pfizer have launched “Empower Women” seminars where female leaders who have successful careers are listened.

- Pfizer has implemented its “Mom2Mom” mentoring program.
- Pfizer has increased paternity leave to 12 weeks.
- Pfizer had a series that discussed the meanings of the LGBTQ+ letters and flag and what the colors represent. Pfizer provided trainings under the name of LGBTQ+ 101 to raise awareness of the expressions that have settled in our language with Pfizer’s “Flip the Script” e-mail series. Pfizer also made its first social media sharing.
- Pfizer provide “Inclusive Culture” trainings. At the same time, to support continuous feedback, Pfizer launched “I Have Something to Say” platform that can be shared either by name or anonymously.
- Pfizer has organized a sign language training.
- Pfizer also participated in the reading books for the visually impaired project together with volunteers.

DIVERSITY & INCLUSION

Procter & Gamble

Project Name: Project Reach & Project United

Project Goal: Project Reach & Project United aims to bring more diversity into the P&G's workforce through targeting specific groups of people during recruitment processes.

Impact Area:

3 people were recruited through Project United.

30 people have completed their internship through Project Reach.

Project Description:

- Project Reach: Project Reach is an internship program within P&G which focuses on contributing to the development of professional capabilities of people with disabilities. The program offers internships to people with disabilities up to 9 Months.
- Project United: Project United is a recruitment program within P&G's Human Resources practices. Since 2018, P&G has partnered with UNHCR and other NGOs to offer internships or recruit Syrian refugees and bring them into the P&G workforce.

DIVERSITY & INCLUSION

UPS

Project Name:

Women Exporters Program (WEP) / Kadın İhracatçı Programı (KİP)

Project Goal: The project aims to increase the participation of women-owned businesses in trade by improving their competitiveness, helping them overcome logistical barriers and enhancing their business and investment opportunities. WEP was designed to train thousands of women and promote the growth of women-owned SMEs.

Impact Area: 6.666 people attended both online & offline WEP events since the program was started. The aim is to reach 10.000 individuals.

Project Description:

- UPS Turkey has different stakeholders from very large-scale including NGOs and private sector within this program. With UPS Turkey's leadership, KAGİDER and KEDV partnered for the program.

- UPS Turkey, via Women Exporters Program, aims to reach 10.000 women entrepreneurs while giving them export, marketing, entrepreneurship, supply chain trainings: An opportunity for mentorship, having a supportive network and learning best practices at export and reaching out new markets.

- In this scope, following regions are chosen as pilot regarding the trade capacity and accessibility through Turkey: İstanbul, Manisa, Bursa, Gaziantep, Van, İznik, Hatay, Denizli. Along with these regions Ankara, Antalya, İzmir, Kocaeli are also included in the project to enhance the project inclusion.

- With 16 offline & 6 online events in Turkey more than 6.600 women entrepreneurs, women manufacturers and cooperative venture member women gathered and participated seminars such as e-commerce, brokerage procedures and logistics.

INNOVATION

Borusan Caterpillar

Innovation Practice Area: Operation

Innovation Practice Goal: The subject of “Müneccim” is to provide early fault detection and maintenance based on the sensor data by using machine learning algorithm. The pre-detection of the problems encountered by the equipment will enable them to be solved before they become more critical. If possible, problems are predicted before they reach the fatal stage, repair and maintenance processes are faster and more cost-effective while it minimizes the downtime of the machine and prevent the business losses of the operator.

Impact Area: Sustainable production, real-time data monitoring, system intervention before a failure occurs, high efficiency, reduction in production costs and product launch time.

Innovation Practice Description:

- The main purpose of the “Müneccim” is to predict which machinery needs to be service control. To achieve this, IoT data are processed by using machine learning algorithms.
- Everyday Model produces the probability for each machine. If the probability is more than 0.5, results will be included in the business processes.
- Outcomes of it integrated into sales funnel and mobile app. Results report to the conditional monitoring team to take an action.

Cisco

Innovation Practice Area: Being Bridge to Innovation

Innovation Practice Goal: Create one of the biggest ecosystems in Turkey around Innovation Center to develop together IT & OT solutions addressing real customer needs with Smart Verticals; a combination of Cisco technologies and local solutions and present PoCs on top of DevNet open APIs. Support Turkey's Digitalization Journey and accelerate Country growth through digital innovation and localization. Create Global companies by introducing Turkish partner's solutions to Cisco Global Product List to support their export.

Impact Area: #POCs:19 in the Innovation Center, 11 completed in customer sites. Enhanced partner engagement: 2 New partners have applied the Solution Partner Program which is the first step for being accepted for Global Product List. (#Turkish companies in GPL: 6).

Innovation Practice Description:

- The business model developed for Cisco Innovation Center İstanbul (IC); produces outputs that make a difference with the matrix formed as a result of the needs and problems analysis of vertical industries and the competency analysis of the players in the ecosystem.
- Providing infrastructure and resources that support the end-to-end business model, the IC aims at being a good companion and technology provider for the local ecosystem developing solutions together that will serve the digital transformation of the country and providing information and infrastructure for challenging problems to be solved.
- IC also supports companies participating in the Solution Partner Program to achieve significant export potential by including them in Cisco's Global Product List.
- While the Business Model of IC founded in Turkey has been considered as one of the significant players in Turkey and included in the valuable investments made in the country in the reports of the Investment Office of Turkey.

Dow

Innovation Practice Area: Production

Innovation Practice Goal: World's First Commercial Polyurethane-Carbon Fiber Spar Cap for New Generation of Wind Blades: Dow and DowAksa collaboratively debut a disruptive technology marrying Polyurethane chemistry and carbon fiber into a customized process, resulting in a stronger and lighter composite material. Applied into the spar cap which is the main load carrying structure in modern wind blades, this technology accelerates our ability to meet the global growth demand for wind power and a sustainable energy future.

Impact Area: VORAFORCE™ TP1270/1300 carbon composite is now produced at 3X higher speeds and 20 to 40% higher mechanical properties.

Innovation Practice Description:

- The wind industry is constantly seeking new methods to keep reducing the Levelized Cost of Energy (LCOE) compared to fossil fuel. Energy captured by a windmill increases with the blade length but weight, tip deflection and installation costs also increase with the length of the blade, which limits progress. The spar cap plays a key role in this balance.
- Carbon fiber was introduced in the form of pre-pregs, which enabled a 30% weight reduction for the same blade length. But manufacturing using pre-pregs is costly and time consuming.
- With an innovative approach, Dow and DowAksa solved this industry challenge by developing a customized Pultrusion technology. Dow developed a tailored Polyurethane formulation VORAFORCE™ TP1270/1300 and, DowAksa focused on the creation of a disruptive closed injection system enabling perfect impregnation of +10 MM single carbon filaments using Dow's tailored Polyurethane formulation.

Iron Mountain

Innovation Practice Area: Digitization Services – Scanning Center

Innovation Practice Goal: Scanning Center is where Iron Mountain scans the paper records of its customers to enable them to utilize these digitized files and the captured data on their digital platforms, current workflows as well as the systems we provide them with. Goal of this service is to accelerate digital transformation and business processes, increase productivity and reduce paper consumption. Companies will save time and manage their processes in a cost-effective manner with this service.

Impact Area: Iron Mountain has 105 Scanning Centers globally, 45 of which are in the EMEA. Currently, the company employs 5,000 people globally and 1,000 people in the EMEA within the scope of its Scanning Center service. In Turkey Iron Mountain aims to digitize approx. 150 million pages a year.

Innovation Practice Description:

- Iron Mountain prepares the paper records for scanning, scan them by applying image enhancement technologies, ensure quality control and index them to be used in workflows of its customers.
- Iron Mountain boxes the paper records following the customer's classification practices and store them in its facilities. The company transmits the digitized content via hard disk or integrate into the information management system they currently use. Should customers not have an information management system, the company also offers this service along with other supporting solutions.
- Considering the increasing importance of paperless business processes as a part of digital transformation, the first and essential step to take is digitization of physical records.
- At its Scanning Center in Turkey, Iron Mountain aims to digitize approximately 150 million pages per year and with this service, the company will continue to be its customers' trusted partner for unlocking the value of what matters most to them in innovative and socially responsible ways.

MSD

Innovation Practice Area: Drug Development (Clinical Research)

Innovation Practice Goal: R&D is crucial for economic growth. Fostering innovation, improving global competitiveness, including clinical research; recognized in the government's core strategy documents. The total economic value of clinical research run in Turkey is estimated at USD 328 M annually as 2019 (it is 0.3% of the total global clinical research economy). Turkey ranks 26th globally regarding # of clinical research conducted annually Addressing all improvement opportunities, adapting to global trends, Turkey could become a global top 10 clinical research country in 6 years. This would lead to annual total clinical research value of USD 1,130 M around 1% of global clinical research economy by 2027.

Impact Area: 156 people with strong scientific backgrounds are working at MSD Turkey Drug Development activities (Clinical Research).

Turkey is oversighting Drug Development activities in Middle East countries including Egypt, UAE, Saudi Arabia, Lebanon.

Currently 91 Phase 1, 2 and 3 clinical studies ongoing at 61 hospitals all around Turkey in 8 different therapy areas including Oncology, ID, Vaccine, CV, Respiratory, Neurology, Diabetes, etc and was able to reach 2000 patients and planning to reach 3250 patients in total.

Innovation Practice Description:

Based on MSD's vision of "Inventing for Life", we strive to invent and develop new drugs, vaccines and biological products that can change people's lives for the better by focusing on unmet needs. As part of this vision, in 2020, clinical trials conducted accounted for 60% of our approx. 13.6 B USD global R&D investment. As MSD Turkey, we are proud to rank 1st in terms of Clinical Research in the pharmaceutical industry based on the clinical research conducted in 2020. The total economic value of clinical research we run in Turkey was USD 62.8 M (TRL 440.1 M) annually as of Dec 2020, corresponding 2% of the total global clinical research economy in MSD and it is the 39% of Clinical Research Investments of Pharma Comp in Turkey. We are proud to say that in the last 5 years, we have grown 31% (CAGR) regarding patients recruited in clinical trials in Turkey. This carried us to big contributors in clinical research at MSD world. As 2Q 2021, MSD Turkey ranked within top 10 countries in terms of the number of patients allocated to the countries annually. As MSD Turkey, our primary objective is to increase the number of patients benefiting from clinical trials across the country.

Procter & Gamble

Innovation Practice Area: Production

Innovation Practice Goal: The goal was to reduce equipment downtimes and achieved saving in diaper scrap at the diaper production lines.

Impact Area: Reduction of the number of equipment downtimes by 50% and 50% saving in diaper scrap.

Innovation Practice Description:

- Through AI and IoT technologies, instant and historical data were collected from the sensor points on the line.
- Based on the data, the system predicts a potential loss and gives an alarm by suggesting preventative actions. These actions result in technical maintenance in advance for prevention.
- The team collaborated with Bahçeşehir University during the project and the project became a "best case" in the international academic literature.

PepsiCo

Innovation Practice Area: Operation

Innovation Practice Goal: FMCG companies' free product offerings lost its attractiveness due to its limited varieties. Collecting coupons & bottle caps manually was complex, costly and old fashioned. Digitally transforming and revolutionizing the way PepsiCo consumers participate in its promotions would unlock many new capabilities; flexible and dynamic campaign management, great productivity thru materials and create a digital touchpoint for both consumers & customers to grow our business ahead of competition.

Impact Area: Listed in "top 10 most downloaded shopping apps" with 4,4/5 rating in Play Store. In 2,5 years, PepsiCo reached 23 million downloads, 12 million registered users, 2 million monthly active users and total 221 million code redemption, 140.000 man-hour saving (annually).

Innovation Practice Description:

- Transformation of promotion process kicked off by KazandıRio mobile app just like a startup, challenging the rigid structure.

- PepsiCo became the 1st FMCG company to launch a mobile app in Turkey that connects consumers & retailers & enterprise on a single platform. That initiative led to a pioneering sectoral innovation and brought simplicity & productivity.
- KazandıRio, born as a promo digitalization project now becomes a 360-consumer engagement platform. Unlocking Kazandirio for "future winning" 1st party data & insight capabilities, PepsiCo better understands its consumers, connect them with deeper insights and execute data-driven marketing campaigns that brings relevancy and efficiency.
- Kazandiro, being an award-winning platform within PepsiCo global, drives ahead of FMCG sector in Turkey and creates inspiration for other PepsiCo countries globally (role model for Mexico, Benelux, UK & Russia so far). Kazandirio's success story also had a coverage in a global Google case study published earlier.

Varian

Innovation Practice Area: Sales/Installation of new medical technology

Innovation Practice Goal: Bringing the first state-of-the-art Halcyon® system linear accelerator to Turkey, to streamline the radiotherapy treatment process, improve patient experience and be able to treat more people per day without sacrificing comfort, quality of care, or overloading medical professionals.

Impact Area: Thanks to Halcyon's patient-centered design, 90 patients per day are treated in a shorter time in a safe and comfortable environment while ensuring high quality.

Innovation Practice Description:

- In January 2021, the installation of a Varian Halcyon Linear Accelerator was completed in Onkomer Özel Onkoloji Merkezi – Izmir Turkey, with the first patients treated on 9th March 2021.
- Varian's latest accelerator platform combines high quality of care, operational excellence, and a human-centered design to ensure more people have access to treatment. Imaging and dose rate are optimized, set-up and treatment times are reduced, and patient comfort is increased.
- Because of the integrated structure and unique features, the workload of physicists, radiotherapists, physicians, and technicians is more efficient than ever.

Velocity

Innovation Practice Area: Predictive Data Technology

Innovation Practice Goal: Conventional Credit score calculation is only available for individuals who can present a financial activity (banked). 40% of world population (unbanked) is outside of this value chain. Also, there is no credit/reliability assessment tool/portal available outside of financial system. VSkor, a credit assessment score that does not rely on any financial data, is developed to address this limitation while presenting complimentary data for the conventional score calculations.

Impact Area: 40% of the world's unbanked population as well as industries that are in need of credibility assessment where financial data is not sufficient or relevant.

Innovation Practice Description:

- VSKOR reflects real-time credit quality of customers based on their real-life habits by using Velocity proprietary

first-party data collected from mobile devices via anonymous device ID's.

- Velocity's AI-Driven Behavioral Credit Scoring uses real-time and historical behavioral data simultaneously. It converts individuals' physical or online activities into behavioral data that can describe the existing and future's trustworthiness and financial strength.

- This big data is then turned into a VSKOR in Velocity's cloud-based highly scalable Big Data platform with end-user privacy and regulatory compliance is at its core.

- VSKOR does not rely on any financial data or history and can be calculated for both Banked and Unbanked customers. It uses the lifestyle of a person, purchasing habits, employment status, the quality of the most frequently visited places which reflect the person's debt serving capability more accurately

Viatrix

Innovation Practice Area: Marketing

Innovation Practice Goal: To provide value added services to Healthcare Professors to continue their medical education, Viatrix aims to digitize Voice of Customer while converting spoken phrases of representatives during daily conversation with physicians into meaningful texts, storing customer own words digitally and consolidating representatives' knowledge under a digital memory. And in the second stage with the help of AI the company discovers actionable insights by categorizing clues, determining needs, interest areas and synthesizing the unmet needs.

Impact Area:

With Insight engine driven digital marketing model:

Website time spent up to 25 mins. Reduce content build costs 55%. 45% of total customer engagement became digital (prev. 7%) and Turkish Healthcare Professionals recognized Viatrix as best e-detailing pharma company.

Innovation Practice Description:

- For generating insights, Viatrix trained its field force on how to increase awareness about Healthcare Professionals, how to collect clues using special observation / questioning / listening methods and how to articulate collected data into an ideal clue statement from the mouth of customer.
- Viatrix designed an advanced text mining algorithm fueled by real customer clues and utilize a topic modelling methodology for actionable insights within the context. The company constructed an online insight engine which processes collected clues, turn them into actionable insight and deliver these to both sales and marketing teams.
- So far Viatrix stored 654K customer phrases from their own words by collecting 15.2K clues. They categorized this unstructured data under 240 different customer needs, expectations and interest areas and refine 21 actionable customer value.
- The company is using these outputs for Content creation for our HCP portal, tactics discovery for its business plans, customer journey design and added value services.



TR COMPANY - EXPORT

Elif

Partner U.S. Company:

Procter & Gamble

Total Amount of Exports in relation to the U.S. partner in 2020 (USD):

USD 36.7 Million

Total Number of Countries Your Company is Exporting from Turkey:

44 countries

Contribution to GVC:

Elif is a major sustainable flexible packaging supplier, and a long-term trusted partner of leading brands and blue-chip multinationals across various regions world-wide.



Gülsan

Partner U.S. Company:

Procter & Gamble

Total Amount of Exports in relation to the U.S. partner in 2020 (USD):

USD 64 Million

Total Number of Countries Your Company is Exporting from Turkey:

More than 70 countries.

Contribution to GVC:

Turkey used to import all of the Spunmelt Nonwoven material needed for baby diaper and fem care. With Gülsan's investment in 2004, the local demand has been met completely and in addition, Turkey became net exporter of Spunmelt Nonwoven material.



Tekfen

Partner U.S. Company:

Honeywell

Total Amount of Exports in relation to the U.S. partner in 2020 (USD):

USD 18.5 Million

(The Total Amount of Tekfen Contracting Group Exports in relation with Honeywell in 2020 is USD 18.5 Million and currently in pursue of projects with an amount of USD 1.5 Billion.)

Total Number of Countries Your Company is Exporting from Turkey:

More than 20 countries – North America, Middle East, CIS countries, Mexico.

(Tekfen Contracting Group currently exports industrial and infrastructure engineering, fabrication and construction

know-how in large scale projects to more than 20 countries in wide geography varying from North America to Middle East and CIS countries. Tekfen Contracting Group is the only Turkish Contractor to execute projects with Honeywell in Mexico in 2020.)

Contribution to GVC:

Tekfen Contracting Group Companies can execute projects in challenging environments with the latest technology and wide experience, delivering engineering, fabrication and construction solutions to global customers. Considering the recent changes and transformations in the global economy, Tekfen Contracting Group contributes Turkish Economy with its flexibility and adaptation capabilities in the competition with international contractors especially in new geographies with Honeywell.



TURKISH START-UP

TURKISH START-UP

BlindLook

Business Area of the Start-up:

Social Entrepreneurship

U.S. Partner:

Amazon Turkey & Google Turkey

Impact of the Partnership:

- Audio Simulation is the audio-mapping technology BlindLook have developed so that the blind can use every product and service without the need of anyone. With this technology, we improve the usage experience of the blind by providing audio-guidance at every stage while using a product.
- Together with Amazon Turkey, BlindLook has made Amazon Turkey website and mobile applications blind-friendly with Audio-Simulation. 1 million blind in Turkey will be able to shop freely on Amazon Turkey. BlindLook also simulated the stage

of selling on Amazon Turkey for the blind to gain economic freedom.

- Together with Google Turkey, BlindLook made 8 different Google products accessible to the blind. The company created a 27-lesson training called "Google and Youtube Products for the Disabled" on Google Dijital Atölye. BlindLook increased its reach from 1 million to 2.6 million by adding sign language to its lessons.
- They included Audio Simulations of these Google products on BlindLook platform and made it easier for the blind to access.

TURKISH START-UP

Etgi Group / Vedubox

Business Area of the Start-up:

E-learning, Learning Management System

U.S. Partner:

Zoom

Impact of the Partnership:

Vedubox combines Zoom's video calling infrastructure with its own software, providing users with distance education opportunities.



Octet Express Ödeme

Business Area of the Start-up:

Payment Facilitator

U.S. Partner:

Citibank

Impact of the Partnership:

- Many global banks cannot move forward as fast as a fintech on the digitalization front. Fintechs, despite their appetite for innovation and knowledge of technology, lack commercial banking experience. Many banks have sophisticated internet branches catering to most needs of consumers and basic needs of businesses.

- During the pandemic, many businesses saw the importance of moving their trades and finances to platforms to have easy access to bank finance and manage their receivables and payables at the same time on one platform.
- To their surprise, Octet realized that Citibank was using the same language of a fintech, no matter how large its size and how different and deep their banking culture was.
- Citibank was a great guide helping Octet to navigate easily in the forest of global and domestic corporations. Their collaboration already has born fruits, and both institutions enjoy the mutual benefits of joining forces between a global bank and a fintech, to the envy of many gigantic banks

TURKISH START-UP

Pubinno

Business Area of the Start-up:

Food and Beverage - Draft Beer Industry

U.S. Partner:

Alchemist Accelerator

Impact of the Partnership:

- Pubinno was founded in 2015 by Can Algül and Necdet Alpmen in Turkey. The project attracted many investors and beer brands.
- In 2016, Alchemist Accelerator in Silicon Valley accepted Pubinno for acceleration program. Pubinno moved to San Francisco in 2016 by investing in Silicon Valley.
- Beer is the 3rd most consumed beverage in the world, and the waste is enormous. Pubinno Internet of Beer solutions have been developed to design the future of draft beer by creating a fully connected digital ecosystem where draft beer operations are becoming fully automated, standardized, trackable and more sustainable and efficient for a better future.
- Pubinno's patented robotics mechanism installed in the Smart Taps helps generate savings up to 20% per kg and serve the beer with different amounts of foam.

TURKISH START-UP

SenpAI.GG

Business Area of the Start-up:

Artificial Intelligence, Gaming, E-sports

U.S. Partner:

Y Combinator, United States Esports Association, Nvidia, Skullz Inc.

Impact of the Partnership:

Developing and enabling AI-based personal gaming assistant globally.



TURKISH START-UP

Udentify

Business Area of the Start-up:

Retailtech / Computer Vision Technology

U.S. Partner:

Sente.link

Impact of the Partnership:

- Sente.link is Udentify's first big shot for foreign market helping Udentify to step into the American market as a small-scale startup.
- Sente created an office for Udentify and made them gain its visibility in USA. Sente created a big opportunity to Udentify to introduce them to one of the biggest companies in world: BOSCH.

- At the time of the start of their journey, Udentify had only 2-3 POC companies and they were only in Turkey such as some small stationery shops. Bosch was an incredibly big opportunity to Udentify.
- As of 2021, Udentify is available in 10 countries including USA, UAE, Ukraine, India, Germany serving to almost 100 customers with 2000+ cameras all around the world.
- Udentify had their Exit as of September 2021 by merging with a big company in Turkey: Netcad Informatics. In Netcad's journey to incorporation with Udentify, Sente and the USA reference also influenced Netcad and brought Udentify to the fore in this investment process.

TR COMPANY - INVESTMENT

TR COMPANY - INVESTMENT

KordSA

Investment Area: Production

Goal of the Investment: Acquisition of Axiom Materials paved the way for Kordsa to be the only worldwide qualified manufacturer of Oxide-Oxide ceramic matrix composites and supplier of leading global companies. With this acquisition, Kordsa is providing advanced technology composite materials to the next generation transportation vehicles as well as the aerospace industries and becomes one of the industry leaders in the composite market through its R&D studies.

Amount of Employment derived from the Investment: 123

Amount of investment in USD: USD 178 Million

Description of the Investment:

Kordsa, a global player in the reinforcement technologies market, has an investment in North America to acquire Axiom Materials, a progressive composite materials manufacturer. The value-added materials produced by Axiom Materials are considered as the material of the future and widely used in aircraft engines. This acquisition helps Kordsa to strengthen its competencies and potential to develop new products, which in turn makes Kordsa a critical player in strategic and high growth areas. With this investment, a growth platform in North America is created, the aerospace hub. Kordsa, now, have expanded its expertise in the field of composites and finalized the portfolio of advanced composite intermediates.