

TURKCELL SUSTAINABILITY REPORT

2012–2013



**TURKCELL
SUSTAINABILITY
REPORT**

2012-2013

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This report includes the practices and performance of Turkcell İletişim Hizmetleri A.Ş. during the period of 2012-2013 in corporate management and sustainability. Our report is based on the international reporting standard of Global Reporting Initiative (GRI) G3.1 and the UN Global Compact Communication on Progress standard. The indicator index can be found in the Annexes section of the report.

While the report does not include Turkcell's affiliates and overseas operations, some data included in the report represents Turkcell's consolidated data.

The topics included in the report were identified and prioritized based on the direct feedback of stakeholders and the stakeholder expectations forwarded via different departments.

The information required for the report was collected by holding focus group meetings with all relevant units under the supervision of Turkcell's Department of Corporate Responsibility, Sponsorship and NGO Relations.

The Sustainability Report, issued for the third time this year for all our internal and external stakeholders, has been reviewed and registered at level B by GRI.

The first two Sustainability Reports of Turkcell were issued in 2009 and 2011. There have been no substantial changes in scope, limits or measuring methods since the last report.

To minimize the environmental impact of the report, we chose to prioritize sharing it via Internet.



Dear Stakeholders,

We are all aware that “sustainability in all areas” is vital for a future. I am glad to share with you our third Sustainability Report, prepared in accordance with this understanding, which we place at the heart of all business processes and working principles. Covering the years 2012 and 2013, this report is an outcome of Turkcell’s vision of respect for and contribution to the society and the world, and presents Turkcell’s strong economic, social and environmental performance to our stakeholders.

Being an organization that has focused on improving people’s lives with innovative products and services since the day of our foundation, we define sustainability as a multi-layered concept. We focus on sustainable growth and economic and social benefits with products and services that add value to the lives of our customers. While we acted as the driving force behind the development of the sector with our motto of “Our business is technology our business is people”, social and environmental contribution has always been one of our priorities. Keeping this priority in mind, we not only expand the range of our products and services with significant environmental benefits by uniting our competencies in understanding consumers and technology but also strive to launch the environmentally-friendly technologies of the future in cooperation with our entire ecosystem.

This year’s sustainability report includes our relations with customers and all other stakeholders, our products, operations, social responsibility projects and

environmentally-friendly practices. Highlights of the report include our M2M applications, which make a difference in the lives of our corporate customers with their high efficiency and savings potential, the “Developers of the Future” project, which brings technology closer to young people, our equality of opportunity projects aimed at social transformation, and R&D and innovation works to produce future technologies. We believe that we set a good example for our country and sector in the area of “Sustainable Development” with our efforts in environmentally-friendly, renewable and alternative energy resources.

For the next period, we are planning to initiate many new projects with a focus of sustainability in collaboration with Turkcell Group employees, our customers, who are our closest stakeholders, our partners, NGOs and public institutions.

With your companionship, I completely believe that we can achieve a sustainable life and create a better world... Turkcell is Turkey’s Leader in Responsibility, and our performance will continue to be an important part of Turkey’s journey in corporate social responsibility in the coming years.

Yours sincerely,

Süreyya Ciliz
CEO

CORPORATE

PROFILE



**ABOUT
TURKCELL***



NATIONWIDE
35
MILLION
SUBSCRIBERS

GLOBALLY
71
MILLION
SUBSCRIBERS

As Turkey's leading communication and technology company, Turkcell has a total of 35.2 million subscribers as of 31 December 2013. Being the market leader in five of the nine countries where it operates with around 71.3 million subscribers as of 31 December 2013, Turkcell is a regional leader.

Turkcell was one of the first operators in the world to use HSPA+ technology. Offering a speed of up to 43.2 Mbps with dual-carrier technology, Turkcell continues to work in order to make the latest technology available to its customers quickly. A wholly-owned subsidiary of Turkcell, Turkcell Superonline is the first telecommunication operator in Turkey to offer fiber wideband access to homes with speeds of up to 1000 Mbps.

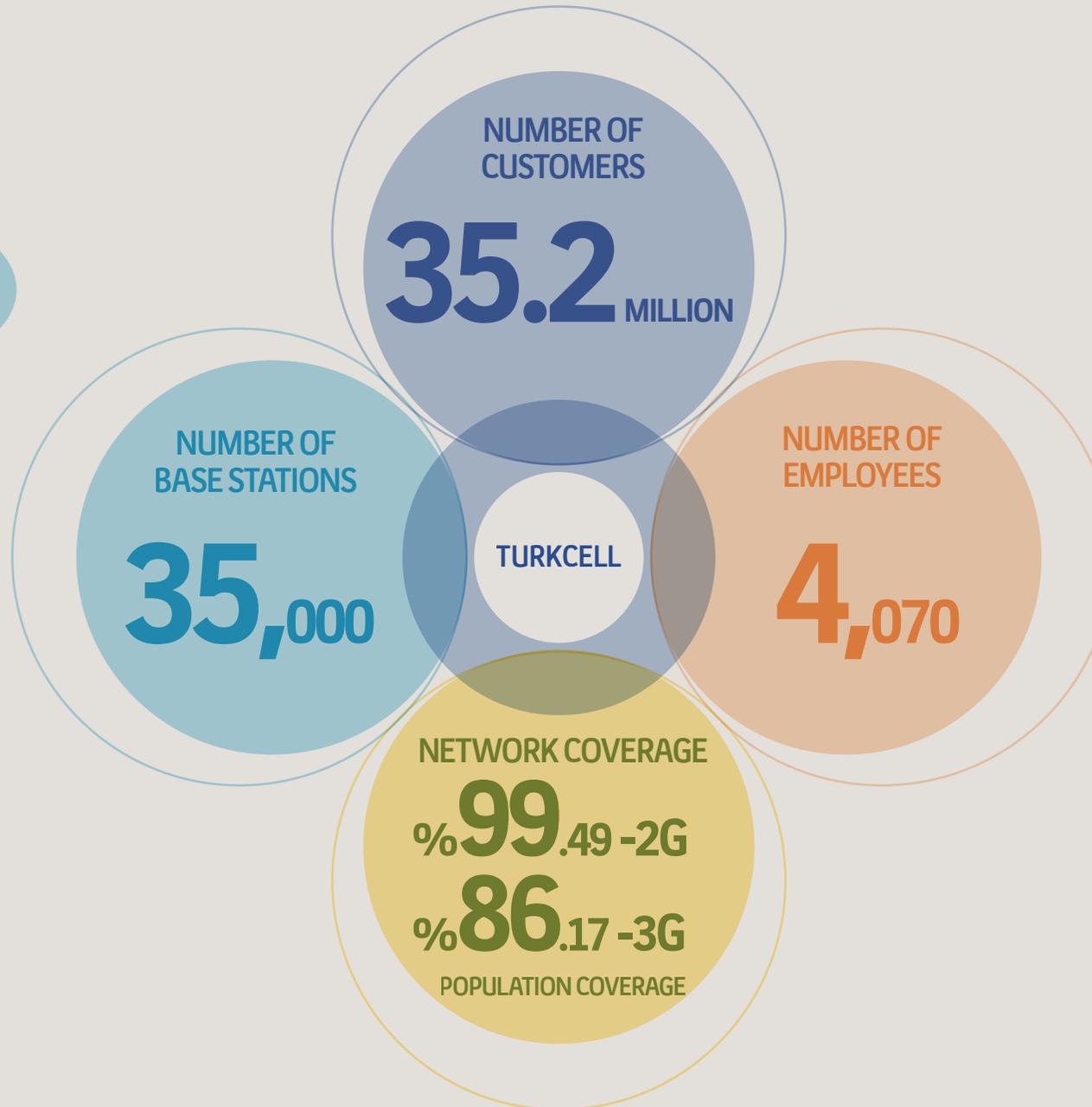
As of 31 December 2013, Turkcell covers around 86.17% of the Turkish population with its 3G network and 99.49% with its 2G network.

Turkcell had revenues of 11.4 billionTRY (6 billion US Dollars) and assets of 21.3 billionTRY (10 billion US Dollars) as of 31 December 2013. Listed in both the NYSE and ISE since July 2000, Turkcell is the only Turkish company listed in the NYSE.

The head office of Turkcell İletişim Hizmetleri A.Ş is located in Istanbul. During the years 2012 and 2013, there were no operational changes.

* As of December, 31 2013

TURKCELL IN NUMBERS



MOBILE SECTOR IN TURKEY

According to the Quarter 4 Report for the 2013 Market Data, prepared by ICTA;

As of December 2013, there are nearly 70 million mobile subscribers in Turkey, corresponding to a penetration rate of around 90.9%. When the population aged 0-9 is excluded, the mobile penetration rate is higher than 100%. The number of 3G subscribers reached 49.3 million by the fourth quarter of 2013, and the number of subscribers receiving internet services on mobile computers and phones via 3G reached 24.2 million.

In the fourth quarter of 2013, data usage with mobile internet reached 43,686 Tbytes and the number of M2M subscribers exceeded 2 million. For the same period, nearly 59.5% of mobile subscribers were prepaid line users and within the last year, the rate of postpaid subscribers had increased from 38.4% to 40.5%.

Nearly 90.9% of all mobile subscribers are individual subscribers and 9.1% are corporate subscribers. In 2013, the monthly revenue per subscriber in the mobile market increased by 3.64%, reaching 21.93TRY.

With an average air-time use of 330 minutes in the fourth quarter of 2013, Turkey was the country with the longest total call duration among the European countries included.



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/investor-relations/market-information>

PRODUCTS AND SERVICES



As Turkcell we closely follow our customers' needs and expectations and design our products and services accordingly.

With a variety of services from mobile health to education, entertainment to finance we enrich the lives of our customers and try to bring value.



OUR VISION

To ease and enrich the lives of our customers through communication and technology solutions.

OUR VALUES

- We believe that customers come first
- We are an agile team
- We promote open communication
- We are passionate about making a difference
- We value people

OUR STRATEGIC PRIORITIES

As a Leading Communication and Technology Company, to grow in our core mobile communication business through increased use of voice and data,

- to grow our existing international subsidiaries with a focus on profitability,
- to grow in the fixed broadband business by creating synergy among Turkcell Group companies through our fiber optic infrastructure,
- to grow in the area of mobility, internet and convergence through new business opportunities,
- to grow in domestic and international markets through communications, technology and new business opportunities,
- to develop new service platforms that will enrich our relationship with our customers through our technical capabilities.

STRUCTURE AND FORMATION OF THE BOARD OF DIRECTORS



The highest governance body is the Board of Directors. Our business relations are managed with the instructions of the Board of Directors, which represents and is accountable to the shareholders. The responsibilities and powers of the Board are outlined in our website.

Members of the Board of Directors have no executive duties. The Board consists of 7 members, who are elected for a maximum period of 3 years at the annual ordinary general meeting of shareholders. Every Board member must have enough time to allocate for Board activities, expand their knowledge on the global telecommunication industry and relevant sectors, and participate in at least 75% of Board meetings annually. Every Board member is encouraged to limit the number of their Board memberships at other public companies. The purpose is to prevent such other memberships and associated obligations from having a substantial effect on the service provided as an active member of the Company's Board of Directors. In addition, the Corporate Management Committee is responsible for developing and monitoring a compliance program for newly selected Board members.

Three independent Board members have been appointed to the Turkcell Board of Directors by the Capital Markets Board (SPK) pursuant to the second paragraph of Article 17 of the Securities Exchange Act No. 6362, and 4 Board members meeting the criterion of independence have been appointed by SPK pursuant to subparagraph (k) of paragraph one to Article 128 of the Securities Exchange Act No. 6362. Currently, following the Board member appointments by SPK, Turkcell Board of Directors consists of 7 members meeting the criterion of independence, of which 3 are independent members. All the board members are male. Three of the board members are in the age range of 30-50; the remaining four members are over the age of 50.

In the operating year 2013, the Auditing Committee, Corporate Management Committee, Candidate Selection Committee, Compensation Committee and Early Risk Detection Committee worked under the Turkcell Board of Directors. The activities and operating principles of the committees are outlined in the company's website.

Compensation of the Board and Assessment of Management

The Compensation Policy adopted upon the resolution of the Company Board of Directors was submitted for the information of shareholders at the 2012 ordinary general meeting of the shareholders. However, since the meeting could not be held, shareholders were informed with the General Assembly Briefing Document. The Compensation Policy has also been shared with the public in our website.

In the operating year 2012, a Compensation Committee was established to provide recommendations for the compensation principles of Board members and senior executives, taking into consideration the long-term goals of the company. This committee is also responsible for identifying the performance-related criteria to be used for compensation of senior executives and Board members, and presenting to the Board their recommendations for the remuneration to be provided.

All rights, benefits and remuneration provided to Company Board members and senior executives on a cumulative basis and the criteria and compensation principles used to determine them are disclosed to the public by means of the Company compensation policy and operating reports.

Loans and credits are not provided to Board members and senior executives.



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/investor-relations/corporate-governance/corporate-governance-guidelines>

SHAREHOLDING STRUCTURE



Shareholder	Share Nominal Value (TL)	Share Percentage (%)
Turkcell Holding A.Ş.	1,122,000,000,238	%51.00
Çukurova Holding A.Ş.	995,509,429	%0.05
Sonera Holding B.V.	287,632,179,557	%13.07
Publicly Traded	789,372,310,776	%35.88
TOTAL	2,200,000,000	%100.00

Our founding partners are Sonera Holding, formerly known as Telecom Finland Ltd. and currently owned by TeliaSonera, Çukurova Group and MV Holding. Çukurova Group is one of the leading conglomerates in Turkey. Founded in December 2002 upon the merger of the Finnish telecommunication service provider Sonera Corporation and Swiss telecommunication operator Telia, TeliaSonera is a strong operator, which is particularly active in Scandinavian markets.

The experience of Sonera Holding in mobile communication and the extensive experience of Çukurova Group in marketing and

distribution proved to be very useful during the foundation of Turkcell, when a GSM infrastructure was set up and became operational in Turkey and services were developed.

Our issued capital has a nominal value of 2,200,000,000 TRY and consists of 2,200,000,000 shares, each with a nominal value of 1 TRY.

Since 11 July 2000, our shares have been listed as stocks in Borsa Istanbul and as ADS (American depository shares) in the New York Stock Exchange. Currently, 2 ADSs represent 5 shares.

INVESTOR RELATIONS

The Investor Relations Department ensures that our shares remain a preferred investment tool for both domestic and foreign investors, in accordance with the governance principles adopted by the company. We are continuously working to expand our investor base, to reflect our operational success and potential to the market value, and present Turkcell in the best way possible.

As the only Turkish company listed in the New York Stock Exchange and Borsa Istanbul, we have obligations arising from the capital markets of both countries, and we have created our corporate management model accordingly.

Our entire communication with investors, financial analysts, media members and similar stakeholders takes place within the "Turkcell Information Policy". The aim of the "Turkcell Information Policy" is to ensure complete, fair, accurate, timely, understandable, low-cost, equal, accessible, active and transparent communication with all stakeholders, including shareholders, investors, employees and customers, in accordance with applicable regulations. The Turkcell Notification Committee provides supervision to ensure that developments which may have an effect on the value of the company's capital market tools be disclosed to the public within specified periods of time and in accordance with applicable legislation. Matters concerning relations with shareholders and public disclosures fall under the responsibility of the Investor Relations Department.

The Turkcell Investor Relations Department makes regular briefings to the company's senior management and the Board. Local and foreign investors and analysts participate in teleconferences with our senior management when full year and quarter results are announced. A feedback survey is conducted at relevant periods for investors and analysts regarding their expectations for the performance of the company and investor relations.

Based on survey outcomes, the market perception of the company's performance is managed proactively to reflect company expectations. Throughout the year, discussions are held with investors at conferences and roadshows, and analyst and investor days are organized to share the company's strategies.



In 2013, we participated in around 21 domestic and foreign conferences and roadshows, and made on-site visits to our investors in the US and Europe, meeting a total of close to 500 corporate investors throughout the year.

The groups provided with direct information by the Investor Relations Department include:

- Investors and Analysts
- Senior Management
- Board Members
- Rating Agencies
- Capital Markets Board (SPK)
- Borsa Istanbul (BIST)
- Securities and Exchange Commission (SEC)
- New York Stock Exchange (NYSE).

INFORMATION POLICY

The "Information Policy", developed in accordance with SPK's (Capital Markets Board of Turkey) Corporate Management Principles, regulates public disclosures based on capital market rules and in compliance with the SPK, ISE, SEC and NYSE regulations which the company is subject to. Following approval of the Policy by the Board, it was announced on the Company website and presented for the information of shareholders at the Ordinary General Assembly in 2005. The amendments made in the Company Information Policy in 2009 were also announced on the website.

Supervision and monitoring of the Information Policy falls under the responsibility of our Investor and International Media Relations Department. The Department is responsible for ensuring complete, fair, accurate, timely, understandable, low-cost, equal, accessible, active and transparent communication with all stakeholders, including shareholders, investors, employees and customers, in accordance with applicable regulations and in line with the Information Policy principles.

Forward-looking statements for the 2013 operating year are also disclosed via the Public Announcements Platform.

OUR SUSTAINABILITY APPROACH

We have been reporting our sustainability efforts, supported by many different departments, since 2008.

Today, developments in the telecommunication sector and information technologies have a great impact on all aspects of life. This is why newly-developing mobile products and applications are adopted quite rapidly. Currently, 93% of the global population uses mobile devices and 1.4 billion people have smart phones.

The same holds for Turkey as well; when the population aged 0-9 is excluded, the mobile penetration rate is higher than 100%*. As a pioneer company in the Turkish telecommunication market, which develops just as quickly as the rest of the world, we continuously expand our competence in line with our values and vision, and offer quality and innovative solutions for the changing needs of the market.

Since the first day when we began to operate with the motto "Our Business is Technology, Our Business is People", we have been utilizing our technology to improve lives and contribute to sustainable development. As a market leader, we fulfill our social, economic and environmental responsibilities, working in collaboration with all our stakeholders for a better future. We also create channels to share this common value in a transparent way. We made a commitment to sustainability by signing the UN Global Compact in 2007. And as of 2008, we have been sharing our sustainability efforts with the public by means of corporate responsibility reports.

Sustainability is managed under the coordination of the Departments of Corporate Responsibility, Sponsorship and NGO Relations. As part of our professional approach, we perceive the people, economy and environment as a whole, and we continue to lead the way for the development of the telecommunication



market by maintaining effective relations with all stakeholders. As a result of this approach, we have maintained our first place in the customer satisfaction index for 7 years and in 2013, we were found worthy of the "Black Statue", the most prestigious award presented at the National Quality Awards organized by the Turkish Society of Quality.

We placed employee satisfaction and development at the heart of our corporate culture, and created the infrastructure and system required to enable the works of HR, Internal Communication and Academy. This won Turkcell İletişim Hizmetleri another award in the 20th People Management Congress of PERYÖN (Turkish Association for People Management) in the category of Building an Employer Brand.

Our sustainability management is being coordinated by the Corporate Responsibility, Sponsorships and NGO Relations department.



* Information and Communication Technologies Authority (ICTA), Sectoral Research and Strategy Development Unit, Turkey Electronic Communication Sector, Quarterly Market Data Report, 2013 4th Quarter

We are implementing projects with a high social impact through volunteer work and corporate projects.



In order to create a management system and team that can be agile towards changing market conditions, we adopted a transparent, integrated and straightforward way of management to maximize inter-departmental communication.

On the other hand, our contribution to the Turkish economy is not limited to the market volume created by our value-added services and employment figures reaching 4070 people. Our high technology investments create an infrastructure that will make it easier for Turkey to keep up with global competition in telecommunication in the medium term. Turkcell has continuously improved the efficiency of its network operations and data centers, and established one of the largest R&D centers in the field of telecommunications in Turkey with more than 700 full-time employees.

With the "Developers of the Future" program initiated in 2013, we aim at revealing the potential of Turkey in developing local applications and at helping young people to develop in this area. This program allows us to provide mobile application courses via internet and support the development of young learners with our mentors. Our target is to contribute to the development of 50,000 people in the field of mobile application software with this program within 5 years. We want to create social benefits for Turkey with our products and services in addition to social responsibility projects like "Developers of the Future". Besides increasing the human capacity in the telecommunication sector, we offer solutions providing efficiency and integration in many areas with the service potential of the sector. In 2013, we achieved savings of 1.5 billionTRY thanks to the M2M works conducted in many areas focused on efficiency and optimization.

When deciding on corporate responsibility focus areas, we consider the needs and resources of the region and society in general. Projects are undertaken with active participation of the local community and continuously monitored, and social impact analyses are made. This enables our corporate projects to have a high social impact.

In 2012-2013, our projects focused on the education of girls, empowerment of women in the economy, creation of a mobile education infrastructure in agricultural areas and a permanent residential project in the earthquake zone, meeting the communication needs of refugees, improving infrastructure and technology in sports, and enhancing our sponsorships in culture and arts through our technology. In addition, we played an active role in the Job Equality Platform established in 2012 under the leadership of the Turkish Ministry of Family and Social Policies, and developed our own policy and strategy for equality of opportunity, educating and raising the awareness of our employees in this matter. We also represented Turkey in the United Nations as the first telecommunication company to adopt WEPs (Women's Empowerment Principles) in 2013.

From an environmental perspective, our greatest efforts focus on the energy efficiency and optimization of Network Operations and Information Technologies departments. We also allocate a dedicated budget as well as time to research and application efforts for the utilization of renewable resources and alternative energy solutions.

In 2012-2013, we also implemented many solutions to achieve savings in services and offices. For example, thanks to the widespread use of the telepresence technique (video conference), travel between offices decreased by 40%.

We are aware that the sustainability approach can serve as a great leverage for corporate and sectoral transformation. Accordingly, instead of limiting telecommunication solutions to present day needs, we aim at designing these solutions in a way that creates resources for future generations. Services developed from a sustainability perspective would not only provide long-term solutions for corporate and individual customers but also enhance mutual trust. Based on this approach, we will continue with our efforts to create a collective corporate consciousness.



We are investing in alternative energy solutions by using renewable energy sources.

RISK MANAGEMENT



The Early Risk Detection Committee supports the Board of Directors by detecting at an early stage any risks which may compromise the existence, development and continuity of the company, taking necessary measures for any risks so identified, and conducting risk management efforts.

Potential risks which may arise while we strive to achieve the corporate and departmental targets identified in line with strategies are managed under a Corporate Risk Management (CRM) process. Corporate Risk Management, sponsored by the Internal Audit Director, coordinates the CRM process. The CRM Unit is responsible for ensuring that risks be assessed within the Corporate Risk Management methodology, risk prevention measures are coordinated among departments and results are reported to the Early Risk Detection Committee.

During the Board Meeting on 19 December 2012, it was resolved to establish an "Early Risk Detection Committee" which would report to the Board in accordance with Article 378 of the Turkish Commercial Code and Capital Markets Board Communiqué Serial: IV, No: 56 Regarding the Identification and Implementation of Corporate Management Principles.

In the Corporate Risk Management process, we identify and assess risks by departments, reach a management decision and take the necessary actions. Each department is responsible for its own CRM activities. Corporate Risk Management Contacts are chosen in each department to act as the responsible person for the conduct of such activities.

These people identify, analyze and assess any risks arising from the processes and activities of their departments, which may affect the realization of targets and submit them for approval of the department head. They ensure that any necessary actions are planned, and communicate these plans to the Corporate Risk Management Unit. The Corporate Risk Management Unit provides the required support, coordinates the relevant groups and conducts risk identification and risk analysis efforts.

BUSINESS CONTINUITY MANAGEMENT SYSTEM



For Turkcell Business
Continuity Policy:
<http://www.turkcell.com.tr/en/aboutus/company-overview/business-continuity-policy>

Turkcell Business Continuity Management describes potential threats and their effects. It creates a framework to build an effective response capacity in order to protect the interests, reputation, brands and value-creating activities of our stakeholders. The Turkcell Business Continuity Management System (BCMS) was set up with the purpose of implementing, deploying, monitoring, permanently establishing and improving business continuity efforts.

Turkcell BCMS is a full-time effort supported by coordinators and virtual teams. Regular business continuity trainings and awareness programs are conducted at the company. The effectiveness of Business Continuity Management is monitored annually through internal and external audits, management controls and integrated inspections. We regularly test our business continuity plans to guarantee that our communication and warning procedures are in line with our business continuity targets.

Turkcell Business Continuity Management involves the protection of Turkcell's critical operations against interruptions related to humans, nature or technology. Our purpose is to ensure the continuity of our call, messaging, mobile internet and societal security services at acceptable, predefined levels following an interruption. Business continuity plans are prepared by taking customer expectations, company policies and legal obligations into consideration. These plans are implemented regularly to safeguard operations in case of an emergency. We continuously improve our business continuity capacity in accordance with the international standard "ISO 22301 Societal Security – Business Continuity Management System" and maintain our efforts in this direction with the group companies.

Business Continuity Management has always been an integral part of Turkcell culture and has been integrated with the plans made by the organization. We have achieved the ISO 22301 certificate as recognition for our efforts in keeping our promise of offering respectable service to our customers.



Under the Business Continuity Management System, solutions are developed for all of our customers to use in case of disasters or emergencies. Detailed information about some of these solutions, i.e. "Urgent SMS", "Disaster and Emergency Service" and "Earthquake Service" can be found in the "Social Contribution" section of this report.

QUALITY MANAGEMENT



In line with our Quality Policy, we measure the satisfaction of our customers and all other stakeholders at regular intervals by using specified methods. We then evaluate the measurement results and take the necessary corrective and preventive actions.

Our Quality Policy

The system, established with a continuous improvement approach, is managed according to our strategic business priorities. It is the basis of our quality policy to ensure the consistent and continuously improving satisfaction of all our stakeholders, particularly our employees and their families.

Quality Management Systems

Senior Management of Turkcell has a customer-oriented management approach that is in compliance with laws and regulations for the implementation, development and continuous improvement of the Quality Management System. Creating a framework to achieve the vision and quality targets identified by Senior Management, Turkcell Quality Policy and Strategic Business Priorities are evidence of this understanding.

In addition to ISO 10002 and ICT 20000 systems, we have been implementing the ISO 9001:2008 Quality Management System since 1999 and ISO 10002:2004 Customer Complaint Management System since 2011. We have renewed our ISO 27001:2005 Information Safety, ISO 20000:2005 and ISO 2000:2012

certifications. In addition to IT Service Management, we are constantly improving our quality approach with straightforward management perspectives. Furthermore, we are the first telecommunications company in Turkey to be awarded the ISO/IEC 20000 certificate, the first globally valid standard in Information Technologies Service Management.

We received the ISO/IEC 20000 certificate as a result of our team effort demonstrating harmony in the strategic approaches and processes conducted by all units of the Information and Communication Technologies Department over a period of more than one year. This made us one of the few GSM companies in the world to document that they have achieved the highest standard in information technologies service management.

With the structuring in 2011, we extended business continuity to cover Group companies and suppliers as well. The Turkcell Group Business Continuity Management System has been structured and certified to ensure the continuity of our call, messaging, internet and societal security services in accordance with the international standard "ISO 22301, societal security – business continuity management system". Regular drills are conducted to ensure that the business continuity plans, prepared by taking customer expectations, corporate policy and legal obligations into consideration, are functional in emergencies.

BUSINESS ETHICS AND ETHICAL PRINCIPLES



It is the foundation of our business ethics to manage all our activities in an honest, transparent and accountable manner.

Developed in line with this understanding, the Company's ethical rules have been organized with the internal regulations of Turkcell Common Values and Code of Ethics. The Business Ethics Rules of Turkcell are in harmony with Turkcell's policies, values and principles, and all employees including Board members and managers are expected to follow them.

By using the appropriate reporting channels, all employees must report to the Turkcell Ethics Committee any circumstances or hearsay which may be in breach of the rules and regulations specified in the Turkcell Common Values and Code of Ethics Guide or may cause reasonable suspicion or concern that such breach may arise. Employees may directly or indirectly report any non-compliant or unethical activities at the company to the Ethics Committee by using the intranet, internal forms, telephone or electronic mail messages. Any non-compliant or unethical activities by customers or suppliers are notified to the Auditing Committee through the Ethics Committee by means of notifications and complaints.

Ethical rules are outlined in the Company website, in the Investor Relations section under Corporate Management. These ethical rules complement the other appropriate policies, codes of conduct and guidelines already issued/to be issued by the company. Trainings and briefings are conducted throughout the year by using various channels in order to ensure that the Common Values and Code of Ethics are better known and embraced by employees.

Ethics Committee and Its Work

Under the supervision of the Auditing Committee, the Ethics Committee arranges the necessary assignment or investigation for the matter and persons concerning any complaints and reports that it receives, decides on a course of action based on the investigation results, and reports all of its activities to the Auditing Committee on a quarterly basis.

The Committee consists of 5 members, whose titles are at the minimum level of Department Head. The Employee Relations Director, Internal Audit Director and one director representing each of the Legal and Finance functions are natural members of the committee. The other member is changed at intervals of at least 6 months and no longer than 1 year. Staff assignment is made with the selection and recommendation of the Ethics Committee. In principle, Ethics Committee members do not take part in any voting where possible faults of the employees of the units under their responsibility are discussed.

Regular meetings are held quarterly, again in principle. At these meetings, briefings are made for any matters requiring resolution, internal works to raise awareness and studies into the root causes of cases.

In the 2013 operating year, no complaints were received from employees about discrimination.



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/investor-relations/corporate-governance/code-of-ethics>

Compliance and Fair Competition

We are obligated to comply with the regulatory rules which are applicable to us. Accordingly, a Regulatory Compliance Management team has been created by the senior management to monitor compliance.

Regulatory Compliance Management monitors the compliance status by conducting internal audits and inspections in accordance with the 2013 ICTA (Information and Communications Technologies Authority) business plan. They report issues and risks to the relevant managers. The team communicates the information to Chief Officers and the Compliance Committee, follows up any issues with relevant groups, and shares the results with the Senior Management and Compliance Committee. This flow is communicated to all employees in a detailed manner in the Compliance Procedure issued.

Regulatory Compliance Management ensures that employees are reminded about regulatory rules in line with the findings of audits and inspections that are conducted within the scope of the 2013 ICTA business plan. For this purpose, open contests like KNOW & WIN are organized in the company, and easily understandable summary announcements of decisions are published in the intranet pages "Do We Know That?" and "INSIDE Regulatory Compliance".

The main areas of focus for which compliance work was carried out under the ICTA business plan in 2012-2013 include:

- Consumer Rights
 - Accurate and Timely Information of Consumers
 - Consumer Satisfaction
 - Fighting against Non-compliant Behavior
- Competitive Market
 - Changing Operators
- Information Society
 - Information Security

Pursuant to Article 404 of the Sarbanes-Oxley Act, which public companies must comply with, Turkcell and consolidated group companies that are subject to auditing maintain internal control mechanisms. As part of such mechanisms, audits and assessments are conducted regularly to prevent corruption. Results of the audits are communicated to the Auditing Committee on a monthly basis.



Anti-Bribery and Anti-Corruption

In the Turkcell Common Values and Code of Ethics document, it is emphasized that both the Anti-Corruption and Anti-Bribery Act and local laws should be complied with when working with public institutions. It is clearly stated that misuse of company assets and services, their utilization for personal interest, money embezzlement, bribery, fraud or other forms of corruption are examples of existing or suspicious breach or incidents which should be reported.

Employees are educated through Turkcell Academy about Turkcell Common Values and Code of Ethics, and each employee receives awareness training over the intranet.

Prevention of Conflicts of Interest

A conflict of interest occurs when an employee's personal interest conflicts or might conflict with Turkcell's interests. The rules regarding conflict of interest which employees must follow are specified in the Turkcell Common Values and Code of Ethics guide. Ethical rules cover the principles of working with Turkcell and other relevant organizations, receiving/giving gifts and security of customer and company information.



For detailed information:
<http://www.turkcell.com.tr/en/aboutus/investor-relations/corporate-governance/code-of-ethics>

**STAKEHOLDER
ENGAGEMENT**

Our stakeholders consist of those parties that influence and are affected by our business. It is important that we always maintain effective communication with our stakeholders so we ensure the continuity of dialogue platforms. Each business unit identifies the key stakeholders that are directly relevant for them and those stakeholders in their entirety constitute Turkcell's corporate stakeholder groups. By means of various regular dialogue platforms, we learn the expectations of our stakeholders and we take actions to understand and meet them.



Stakeholders	Dialogue platforms	Targets
Employees	ERP Human Resources Module, Academy Portal, Career Opportunities, Suggest & Win, White Shadow, Turkcell Assist, internal ads, TIP, Night Market, Your Turn to Talk, Insight, Annual Focus Group Meetings, Mobilim, TSAG, That Deserves An Award, Social Clubs, employee engagement evaluation surveys	Create different channels for effective communication with our employees, ensure their participation in decision mechanisms, increase their competence, contribute to their development and maintain a high level of motivation and engagement.
Customers	Customer satisfaction surveys, Turkcell communication centers, Turkcell stores, Turkcell sales points, chain stores, call center, voice response system, website, Turkcell-im WAP, SIM Menu, customer services over the internet and wap (online services), social media (Facebook, Twitter), complaint sites, SMS/USSD/Cell Info, e-mail, invoice, fax/ letter, Corporate Solution Centers (CSC), Consumer Associations	Improving the customer experience created with bidirectional sustainable communication channels, understanding expectations and needs correctly and structuring our processes accordingly.

PROF. DR. KEREM ALKİN

President of the Board
MOBILSIAD (Mobile Service Provider
Businessmen's Association)

Looking at the past 4 years, the Mobile Service Provider Businessmen's Association (MOBILSIAD) has witnessed the technological transformation that the informatics industry went through with Turkcell, and the way in which the GSM system has evolved in terms of content and definition of services. During this period, we worked in harmony on sectoral regulations, the Consumer Rights Act and critical regulations such as the Draft Law on Electronic Commerce and the Act on Electronic Money. For the Impact Analysis of the said legal regulations, we worked in close cooperation with the sectoral stakeholders, other NGOs and the public authority, making critical efforts for the future and sustainability of GSM and the Mobile World.

At this point, we acted as an effective mediator between the Ministry of Transportation, Maritime Affairs and Communications, the Information and Communication Technologies Authority, Ministry of Finance and Revenue Administration, together with leading NGOs working in Machine-to-Machine (M2M) technologies. Thanks to this mediation, we proved to the public authority that cancellation of the Special Communication Tax paid for initial line activation and every positive step taken for the sector would mean a high level of national added value and higher tax revenues for the public authority as a result of the significant rise in the number of SIM cards.

Turkcell creates an extremely diversified added value for the Turkish economy with its technological investments, qualified human resources and wide range of employment opportunities throughout Turkey. The critically important social responsibility projects undertaken by Turkcell help women participate in employment and create added value, enable young people to have access to technology and employment opportunities, and give Turkey an effective infrastructure in technologies with a high added value.

Stakeholders	Dialogue platforms	Targets
Investors/ Shareholders	One-to-one meetings, teleconferences following quarterly statements, analyst meetings, investor and analyst days, domestic/overseas conferences and roadshows, investor relations, website and social media, Public Announcements Platform	Ensuring that Turkcell shares are a preferred investment tool for domestic and foreign investors, communicating Turkcell's long-term strategy and potential to stakeholders in a transparent and timely manner, identifying the questions and expectations of stakeholders in line with Turkcell's sustainability approach and providing the required information or contributing to the development of reports.
Suppliers	Supplier Portal, Supplier Management System, E-Firm Portal, Supplier Financing Program, E-mail, Telephone	Implementing a policy of transparency in internal and external communications to fully apply total quality and performance management processes and purchasing from an optimum number of suppliers to achieve cost optimization and create a win-win platform.
Non-Governmental Organizations	Board Memberships, Commission Working Group Memberships, reporting studies, conference participations, one-to-one meetings, project-based collaborations	Leading the sector and creating common benefits through effective collaboration with NGOs
Society	Social investments, launches, events, NGOs, Turkcell Customer Services, social media	Increasing the number of services and content that contribute to society and creating more social benefits for disadvantaged groups.
Academic Institutions	Conferences and Congresses, University Visits, Turkcell Masters Scholarship Program	Offering value to society by contributing to the development of people and new ideas with improvement solutions for customers, technology and leadership.
Media	One-to-one meetings, press bulletins, press conferences, media events, special news, social media, turkcellmedya.com	Working to enhance corporate reputation and continue informing the public.
Dealers	Dealers meetings, e-mails, cellovision, dealer portal, Turkcell Technology Summit, 'Technology Initiative for Corporates' Conferences in Anatolian Cities, Experience Centers	Contributing to the development of technology infrastructures and increasing interaction. Enhancing the impact of social benefit oriented projects and services through dealers at the local level.

OUR

Economic IMPACT



OPERATIONAL AND FINANCIAL INFORMATION

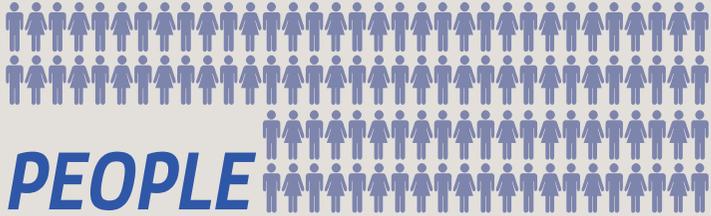
We directly contribute to the development of the Turkish economy by creating employment opportunities throughout Turkey. With R&D, innovation and technology investments, we support both sectoral growth and the development of Turkey. We increase the capacity of the organizations that we collaborate with, creating an environment of mutual learning.

	2012 Data (M TRY)	Notes	2013 Data (M TRY)	Notes
Net sales	10,507	This is the "net sales" amount in the consolidated SPK (Capital Markets Boards of Turkey) financial data disclosed to the public.	11,408	This is the "net sales" amount in the consolidated SPK (Capital Markets Boards of Turkey) financial data disclosed to the public.
Net profit	2,062	This is the "net profit" amount in the consolidated SPK financial data disclosed to the public.	2,334	This is the "net profit" amount in the consolidated SPK financial data disclosed to the public.
Operating costs	6,245.85	In the consolidated SPK financial data disclosed to the public, there is a note stating "It is the sum of sales costs, sales marketing costs and general management costs. Personnel costs and depreciation costs are excluded".	6,698.27	In the consolidated SPK financial data disclosed to the public, there is a note stating "It is the sum of sales costs, sales marketing costs and general management costs. Personnel costs and depreciation costs are excluded".
Sum of employee's wages, additional income and severance/termination pay	1,019.675	In the consolidated SPK financial data disclosed to the public, it is the sum of "personnel costs" written off under the accounts of "sales costs, sales marketing costs and general management costs".	1,165.163	In the consolidated SPK financial data disclosed to the public, it is the sum of "personnel costs" written off under the accounts of "sales costs, sales marketing costs and general management costs".
Payments to shareholders	-	No dividends were paid to shareholders.	-	No dividends were paid to shareholders.
Payments to the government	523,6	This is the "tax expenses" amount in the consolidated SPK financial data disclosed to the public. (Includes the tax expense and deferred tax income for the period.)	592.4	This is the "tax expenses" amount in the consolidated SPK financial data disclosed to the public. (Includes the tax expense and deferred tax income for the period.)
Social investment expenses (donations, scholarships and social projects)	24	Represents the total amount of donations provided to various associations, foundations and organizations in 2012 and 2011. Includes donations only; sponsorships are not included.	23	Represents the total amount of donations provided to various associations, foundations and organizations in 2013 and 2012. Includes donations only; sponsorships are not included.
Total operating capital broken down in liabilities and equity capital	12,734.9	This is the "total equity" amount in the consolidated SPK financial data disclosed to the public.	14,710.8	This is the "total equity" amount in the consolidated SPK financial data disclosed to the public.
Market share	52%		51%	
Scope of the organization's salary-based retirement plan liabilities	6,7	The company provides additional benefits to its employees in addition to their wages and contributes to their retirement plans. The company is obliged to contribute to retirement plans at a certain percentage of the personnel wages. The company's expenses for retirement plans in the accounting period ending on 31 December 2012 amount to 6.7 mTL.	6.6	The company provides additional benefits to its employees in addition to their wages and contributes to their retirement plans. The company is obliged to contribute to retirement plans at a certain percentage of the personnel wages. The company's expenses for retirement plans in the accounting period ending on 31 December 2013 amount to 6.6 mTL.
Government Incentives Received	1.9	A Group subsidiary, Turkcell Technology receives incentives for 60% of its acceptable expenses under the "Support Program for Industrial R&D Projects" implemented in collaboration with TUBITAK and the Undersecretariat of Foreign Trade. 1.9 mTL was deducted accordingly from sales costs between 1 January and 31 December 2012.	1.6	A Group subsidiary, Turkcell Technology receives incentives for 60% of its acceptable expenses under the "Support Program for Industrial R&D Projects" implemented in collaboration with TUBITAK and the Undersecretariat of Foreign Trade. 1.6 mTL was deducted accordingly from sales costs between 1 January and 31 December 2013.

*Turkcell Group data.

COMPREHENSIVE APPROACH IN CREATING EMPLOYMENT

80,000 *ECOSYSTEM OF* **PEOPLE**



Turkcell works to provide added value to the Turkish economy and employment. All Turkcell Group Companies offer employment to nearly 13,000 people and create an ecosystem of 80,000 people with our dealers and business partners.

We believe that employment is the most important driver behind sustainable development and we have had an exemplary strategic collaboration with ISKUR (Turkish Employment Agency) since 2010 in order to train qualified manpower for the sector and ensure participation in the workforce. As part of this

cooperation, we have helped 2,173 people to receive training and employed 474 people in Turkcell Communication Centers (TIMs) and Call Centers.



50% of employees at Turkcell Global Bilgi Karaman and Van Call Center are with disabilities. 2 employees with disabilities in İzmir and İstanbul work from home to provide call center services.

Turkcell Global Bilgi call centers provide employment for nearly 11.000 people in a total of 24 locations, 19 of which are found in Turkey in İstanbul, İzmir, Erzurum, Eskişehir, Diyarbakır, Ankara, Karaman and Artvin, 4 in Ukraine and 1 in Belarus.

We set up technological infrastructures and invest in call centers in many regions of Turkey to render economic and social development sustainable by:

- Increasing the employment capacity of the area where we make investment,
- Helping individuals who are old enough to be employed, develop their skills and abilities,
- Contributing to the improvement of the workforce quality of the area,
- Ensuring that other industries in the area can benefit from the multiplier effect created by our investments and production,
- Creating a significant source of income for the public with the taxes that we pay,
- Contributing to the maintenance of basic public services such as healthcare, education and transportation.

One of the steps taken to ensure equality of opportunity in every field is to create suitable environments and business channels for the employment of people with disabilities. There are 310 employees with disabilities at Turkcell Group and the great majority of them are employed at the Turkcell Global Bilgi Call Centers around Turkey.



PARTNERSHIPS AND CONTRIBUTION TO NEW BUSINESS IDEAS

We believe that the technological development, entrepreneurship and a sound investment environment are essential for increasing Turkey's competitiveness and economical development. We care about new entrepreneurs and the birth of new companies that will reinforce Turkey's global power and provide competitive edge. Turkcell is currently managing a broad and rich partnership ecosystem. We create a significant economic value and provide employment by supporting the innovative ideas and the growth of existing technology-oriented companies. We contribute to the development of entrepreneurs by combining local and global expertise through new partnerships as part of our entrepreneurship-driven focus.



TURKCELL PARTNER NETWORK

Together with domestic and international technology companies, Turkcell Partnership Management creates business models that will help us reach individual and corporate customers by producing mobile and stationary solutions working on Turkcell and Turkcell Superonline infrastructures.

The Turkcell Partner Network includes more than 200 business partners, the global company which we collaborate with, NGOs, investors and entrepreneurs, as well as more than 15,000 application developers, whose number is increasing each day.

Together with our business partners, we aim at expanding open innovation in the field of information technologies and increasing the competitive power of our company by exploring opportunities that will make life easier for our customers.

To this end, we organize trainings to share Turkcell skills and mobile trends with partners as part of the Turkcell Partner Program, and the certificates of success presented at the end



YILMAZ KURTAY

CEO
Turatel Mobil Medya LTD.

From the first day we started to collaborate, we have seen Turkcell as a role model and tried to integrate their business processes into our own corporate business processes. Today, I can see that we have achieved important improvements from a corporate perspective. For our company, the advantages of working with Turkcell include benefiting from the support of a strong brand, the opportunity to invest in new and developing fields of activity related to mobile technologies, and the capability to stay dynamic on an individual and corporate level thanks to collaborating with a dynamic structure.

of these trainings ensure that the ecosystem is competent and knowledgeable about technology and infrastructure.

We offer our partners many services that increase business efficiency, such as corporate memory, communication, operational management, promotion and reporting over a secure platform via the turkcellpartner.com portal, which we launched 4 years ago and still remains the only digital information management channel in Turkey. This successful application in the web channel was also replicated in the mobile medium. With the Turkcell Mobile Partners Catalogue, our partners were able to present their products to customers and field sales teams, becoming even more effective. In addition, our partners can receive live consultancy services in infrastructure and technical matters from this portal thanks to the Turkcell Partner Special Support Platform.



ENTREPRENEURSHIP

In 2012 and 2013, we worked to reach entrepreneurs from all over Turkey with the strategic collaborations that we developed with Endeavour, ODTU Teknokent, ITU Arı Çekirdek, Keiretsu Forum, Start-up Weekend, METU-Tech Ban, Entrepreneurs Organization as well as other stakeholders.

Knowing that coaching services are one of the most important aids in supporting business ideas with business plans and implementing them with a methodology, we continued providing support with technical and commercial experts from within Turkcell and by means of nesting/facilitation programs which we collaborate with. The Startup Factory, in which we have been a founding partner since 2011 with Özyeğin University, has accepted 1100 business idea applications as of today. Of the 30 ventures qualifying to take part in the Startup Factory, 9 turned into companies, 1 closed down, 4 are in the nesting period and 12 are continuing with their R&D efforts. For the ventures accepted by the Startup Factory as of today, resources of nearly 2 MillionTRY were collected from angel investors and public support.

With an emphasis on business plans, we contribute to the recognition of young entrepreneurs with the business plan contests, which we have been organizing for many years now in order to encourage the development of new products and services. In 2012 and 2013, we provided young people with the opportunity to find support to share and implement their business ideas with various activities including the Mobile Future, Mobile Application Contest, TeknoFikir Contest and ODTU New Ideas New Business Contest Informatics Category Sponsorship.

In addition, we also evaluate the projects reaching business development and entrepreneurship teams via Turkcell channels and strive to create commercial value. One of the most concrete achievements of recent years was the commercialization of a project forwarded to the new business team in the form of an idea, thanks to the joint efforts of the entrepreneurship team and business development teams. Allowing smartphone users to design their own phone covers, telefonkilifim.com became an innovative product in the retail channels. Another investor took part in this venture as well.

Aware that success in innovation is only possible with the correct ecosystem, we maintain close relations with all NGOs, universities and investor groups in the entrepreneurship ecosystem.



INNOVATION AND R&D EFFORTS



INNOVATION CULTURE

In 2013, we restructured our innovation efforts conducted at Turkcell Technology to involve the entire Turkcell ICT. Innovative ideas coming from different channels are evaluated according to certain criteria, and innovative product, service and process ideas, which are found feasible, are added to our portfolio. The culture of innovation is an integral part of our company. Rewarding mechanisms are in place to show that creative thinking is valued in all channels of the company and work groups are set up to encourage innovative thinking.

Creative suggestions born out of these actions may be the personal idea of an employee or arise during routine work conducted at a unit or a specially designed brainstorming session. With the "segment-based innovation" efforts organized by Turkcell's "innovation ambassadors", we aim at transforming the innovative ideas produced within the company into products and services that will improve customer satisfaction and service quality.



Innovation Ambassadors are a group of volunteers brought together at Turkcell Technology in 2012 for the purpose of promoting a corporate culture of innovation. The group increased in number in early 2013 upon the announcement made for the entire ICT.

Duties of innovation ambassadors include the following:

- Developing the skills and increasing the awareness of their colleagues in innovation.
- Encouraging colleagues to actively take part in innovative activities; organizing brainstorming sessions and workshops.
- Working in cooperation with the ICT innovation committee for strategic coordination of the organization in terms of innovation, and acting as the major point of contact by communicating the vision of innovation to colleagues.

TARIK KANDIRA

Senior Product Manager

At Turkcell, "innovation" is an essential business concept which changes your perspective about your job, the expectations of your customers, and new business models that shape the future in today's increasingly competitive world. If you consider that organizations which fail to place enough significance on innovation have no competitive power going forward, it is an invaluable advantage to be an innovation ambassador and reflect on these subjects in terms of seeing the strengths of your company and areas of development.

The TIP platform is an excellent example of iterative innovation. Since the TIP platform can reach large groups of people, I am able to learn about an issue that a team from segment groups is trying to resolve, or what TSAG** is planning to do for a group of people that they want to help, without even leaving my desk.*

First of all, these platforms keep you up-to-date and active. You are exposed to different perspectives and different methods, and meet new people with different skills. These practices enable you to take initiative and realize something.

* TIP: Turkcell Innovation Platform

** TSAG: Turkcell Social Activity Group

Our R&D center is one of the largest centers in Turkey with over 700 full-time researchers.

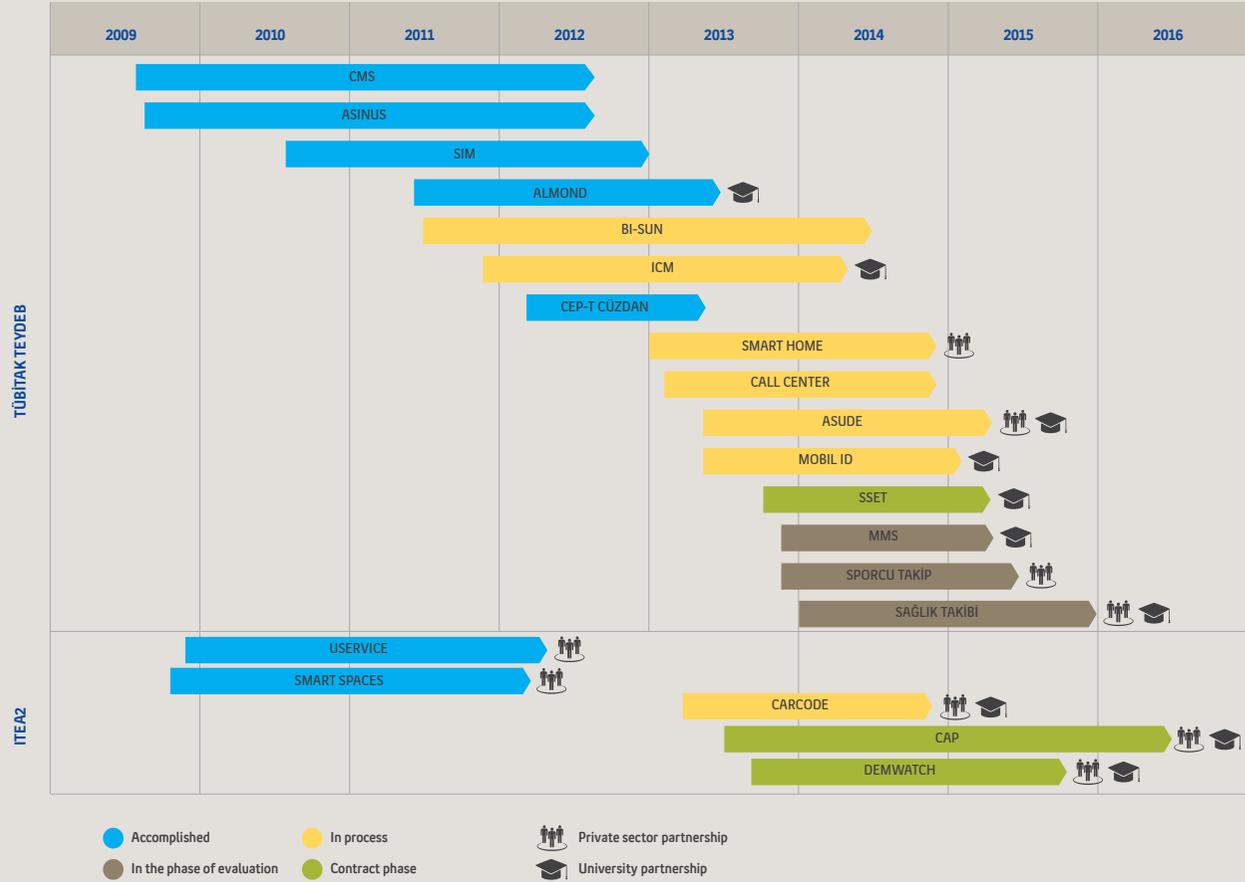
R&D EFFORTS

As Turkcell, we are one of the leading R&D and innovation companies in Turkey founded with the aim of developing competitive services and products in the field of information and communication technologies. By developing services and products for network services and providers, SIM card and terminal solutions, mobile internet, mobile marketing, multimedia applications, business intelligence solutions and business support systems, we have become one of the leading R&D bases in Turkey in the area of telecommunications.

We aimed at bringing analysis, development, testing and project management teams together so that the works conducted at Turkcell Information and Communication Technologies (ICT) could be maintained more effectively. To this end, Turkcell Maltepe Plaza employees and the teams at the TUBITAK MAM Technology Free Zone were relocated to the new TURKCELL Technology R&D Center. Established at an indoor area of 13,000 m² in Maltepe, this building was also registered as an R&D Center by the Ministry of Science, Industry and Technology. Employing over 700 full-time researchers and allowing end-to-end performance of product and service development processes, this center will make it possible for us to maximize our competencies in information and communication technologies.

As Turkcell, we also create value for other operators by ensuring the global expansion of those products and solutions that make a difference for Turkcell and Group companies. By exporting technology and software to the CIS (Commonwealth of Independent States), Russia, Middle East, Africa and Europe, we contribute to the national economy and aim at becoming a global brand.

Significant projects of 2012-2013, the R&D content of which was registered by TUBITAK, are shown in the figure below:



TUTED-TURKCELL COLLABORATION

The User Experience and Applied Telecommunication Education and Testing Center, which has the most comprehensive technological infrastructure in Turkey, was opened in August 2013 as part of the Faculty of Computer and Informatics, ITU, thanks to the funding provided by the Istanbul Development Agency (ISTKA) and the collaboration between Turkcell, TUTED (All Telecommunications and Businessmen's Association) and Istanbul Technical University (ITU).

It is aimed to offer training by experts on user experience in addition to conducting scientific research at the laboratory, where new technologies and strategies are put to use and tests are made for end-to-end design and development of products and services. The center will also provide education opportunities in telecommunications and is expected to bring added value to Turkey by training a qualified workforce for the technology and telecommunications sector and developing new software programs.

In 2012-2013, 9 of our projects became eligible to be supported by TUBITAK. As of the end of 2013, 3 projects are still in the evaluation stage. As understood from the figure above, collaborations with universities/research organizations and other business partners gained more importance in the projects initiated after 2012. Accordingly, we collaborate with new companies developing niche technologies in their own fields in addition to the large, leading companies in Turkey.

As Turkcell, we do not limit our collaboration with universities to joint projects; we also organize undergraduate courses at various universities and help undergraduate students adapt to professional life with internship programs. We also support

master's and PhD studies with scholarships granted through the Informatics Association of Turkey.

Turkcell Technology is a member of the Boards of ITEA2 and CELTIC+ clusters operating under the EUREKA network. EUREKA is an international collaboration platform supporting the development of market-oriented products and processes, which can be commercialized quickly. Major companies in popular technology fields come together under EUREKA and develop joint projects. The international projects in which Turkcell Technology was involved in 2012-2013 include the following:

CARCODE – Car to Car Content Delivery

The purpose of CarCoDe is to create an on-board system that can use alternative wireless communication technologies smoothly in order to offer a safer and easier driving experience (less traffic congestion, easy parking, toll payments, remote diagnostics and intuitive maintenance), a cleaner physical environment (less air pollution), better response in emergencies (fleet and traffic tracking) and provide more enjoyable infotainment services to travelers.

DEMWATCH – Dementia Watch

A person with dementia experiences disorders in functions such as memory, thinking, reasoning, recognition of time and space, understanding what they read, speech and carrying out simple daily tasks. In time, these irregularities in intellectual functions make it impossible for the patient to continue with their daily activities. The incidence of the disease increases with age. One in every two people in their 80s has dementia. It is aimed to develop an integrated solution that allows the monitoring of vital signs, location and condition of patients with dementia by means of wearable patient tracking devices and sensors placed in the environment (with machine-to-machine communication -M2M- technologies). Turkcell Teknoloji is responsible for the international coordination of the project.

CAP - Collaborative Analytics Platform

The purpose of the CAP project is to offer a flexible platform that can allow real-time access to many different data flows (open data, special data, corporate data, raw and clustered data) and make performance analysis in different business areas. Turkcell Teknoloji is responsible for the international coordination of the project.

The R&D intensity of Turkcell Technology is 2.5 to 3 times higher than global average values. In 2012-2013, we implemented more than 700 projects under more than 50 framework projects. 2.4 million hours of engineering efforts were spent in the R&D activities carried out during this period.



For detailed information:

<http://www.turkcelltech.com/RDPage.aspx>

Turkcell raised the bar concerning the 4th generation telecommunication services (4G). Demonstrating Turkey's highest speed mobile Internet performance, Turkcell marked the start of a new era in 4G technologies.



INVESTMENT IN FUTURE TECHNOLOGIES

Turkcell continues its efforts and investments to provide its customers with the future technologies. Data speeds expected to be obtained in the 4th generation telecommunication services (4G) were tested in laboratory environment utilizing Turkcell technologies and the technical support from Huawei. The tests were successfully completed, measuring data speeds up to 900 Mbps.

In a press event, Turkcell allowed the participants from the press world to experience data speeds with LTE Advanced, a technology of the near future. HD video streaming over 4G was

demonstrated. In addition, 4G upload and download speeds were measured using the "Speedtest.net" online service (a website allowing visitors to test their connection speeds). The movie download scenario was executed successfully. The participants also enjoyed 3D movies over 4G networks.

At the press event during which the LTE Advanced was showcased, the activity that attracted the most attention was the demonstration of speeds up to 900 Mbps. As part of the test conducted in an laboratory environment, a file stored on a server was downloaded with data speeds up to 900 Mbps, a breathtaking speed described as the "technology of the future", to show maximum data speeds.

WHAT IS LTE ADVANCED?

LTE Advanced is the name of the technology that will enable us to reach very high data speeds by aggregating carriers on the same or different frequency bands. For example, theoretical "download" speeds in the range of 750 Mbps to 3 Gbps can be reached by using the 100 MHz frequency band as part of the carrier aggregation.

INTELLECTUAL PROPERTY



As of the end of 2013, the number of our patent applications was 287 and we had 49 registered patents.

As Turkcell, we aim at becoming a global, pioneer technology company with national and international patent applications. More than half of all patent applications in the telecommunication sector were made by Turkcell. In 2012, Turkcell had third place in Turkey and first place in Kocaeli province with 82 patent applications. By the end of 2013, Turkcell increased its total number of patent applications to 287, with 238 of them national and 49 international. The number of the company's registered patents was 49.

Inventions created at Turkcell Technology are protected by patents for the following purposes:

- Preventing the invention from being copied
- Avoiding legal issues which may arise during the commercialization of the invention
- Creating an income for licensing

- Allowing cross-licensing in complex product development projects involving multiple technological areas
- Reinforcing the technology leader position in the sector
- Measuring the efficiency of R&D expenditures
- Measuring employee performance

In the patent application process, inventions are subjected to a preliminary assessment by the Patent Committee in a similar way as the IPScore method developed by the European Patent Office (EPO). As a result of this assessment, risks and opportunities associated with the invention are quantified and its commercial value is determined by creating alternative scenarios. These analyses are also regularly made after the patent application is filed and the patent is obtained.

INNOVATIVE PRODUCTS AND SERVICES



TECHNOLOGY INITIATIVE FOR CORPORATES

Turkcell has initiated a new service in Turkey, driven by the belief that the utilization of technologies can spark growth for both companies and the national economy. Having analyzed the requirements of different industries and companies of any size, Turkcell invites to join all companies desiring to grow their businesses and increase their efficiency to the "Technology Initiative for Corporates".

Turkcell has developed a new model by breaking new ground in

Turkey for the effective utilization of information technologies. Technology Initiative for Corporates offers companies operational excellence and efficiency while at the same time paving the way for a "unique" customer experience. Thus, when those companies maximize their growth and profitability, this success will also guarantee an increased contribution to the national economy. As part of this initiative, a corporate sales force of 2,000 employees all around Turkey received a training of 10,000 hours in total. Through 15 workshops and 40 meetings held in different cities 1,500 people received information and a further 500 people joined these meetings through video-conferencing.

Benefits of technology utilization for companies

- Transportation and training cost savings achieved by using video-conferencing: 30%
- Efficiency increase that the SMEs achieved by using network technologies: 7%
- Cost benefits that Cloud Computing brings to a Medium-Sized company: 80%

TURKEY'S FIRST DOMESTIC HIGH-TECH SMART PHONE: THE TURKCELL T40

Turkcell underlined a great success by becoming the very first Turkish company to realize the dream of producing smart phones domestically in Turkey. Through the pipelines of Manisa factory Turkcell T40s are the first smart phones that are produced domestically in Turkey to meet with Turkish consumers.



Turkcell has relocated the production of Turkey's very first smart phones T40s that is developed by Turkish engineers and designers. The production of Turkcell T40s has started at Vestel's Manisa factory in 2013 and became a great success by rapidly attracting consumers and selling over 100K. T40 provides high tech features especially designed for Turkish people's lifestyles with a user-friendly interface at an affordable price range.

Specialized colors for domestic production

Prior to domestic production T40s were available only in black and white. With domestic production, national colors - red and white - were chosen over its old color scheme.



Turkcell T40 differentiates itself not only with its sound technology but also with its camera quality. With its 5MP flash camera providing excellent Face Time feature it also has Zero Shutter delay for not to miss any joyful moment. With internal memory of 4GB, Turkcell T40 weighs only 135 grams. Phone includes Qualcomm's 1.2 Ghz dual core processor and has a 4 inch screen. T40 has a battery life of 240 hour standby time and 480 minutes talk time.

SINCE 2013

1

MILLION
T SERIES
MOBILE PHONES

500

MILLION TRY
ECONOMIC
CONTRIBUTION



MOBILE PAYMENT

Allowing shopping at contracted merchant with a single SMS, Turkcell Mobile Payment makes it possible to do low-price shopping in a fast, easy and reliable way by using your mobile phone.

It can be used as a payment tool in social networks, online games, digital content and services, online learning sites, contribution/subscription fee payments, physical product purchases and other online shopping channels.

In 2013, 2 million Turkcell subscribers paid 115 millionTRY in more than 10 million transactions by using Turkcell Mobile Payment, which is valid at more than 1,000 contracted merchant.



UrfaCard is one of the services launched with the Turkcell Wallet technology. Designed to facilitate traveling in the city, this smart card came into use in Şanlıurfa in April 2013. Efforts are ongoing in other cities for widespread use of the application. Used in combination with Turkcell Wallet, UrfaCard provides the ease of electronic payment.

TURKCELL WALLET

Turkcell Wallet allows you to buy air-time and packages, transfer money, pay bills and perform other contactless transactions with your mobile phone just like using a credit card. Launched in October 2012 as the most advanced mobile wallet solution in the world, Turkcell Wallet is used by 1.2 million people today.



- The travel card can be refilled by using the debit card or credit card in Turkcell Wallet.
- Anyone who does not want to use their debit card or credit card can refill their travel card by using Turkcell Mobile Payment. The payment is reflected in their bill or deducted from their account balance.
- Thanks to the NFC technology fitted in public transport vehicles, people with NFC phones can use their mobile phone instead of a physical travel card on buses with the contactless travel card added to Turkcell Wallet.



SMART EDUCATION

Turkcell has developed a new education platform that will allow education institutions to train more successful students. Thanks to Turkcell Smart Education platform, education institutions will be able to complete their digital transformation with Turkcell's outstanding technological support. This platform opens the door to a unique interactive classroom experience by providing interactive education technologies including smart boards and tablet PCs. With this system, the education institutions can store their visuals as audio and digital content and share such content easily with all students. Teachers and students enjoy fast, reliable and uninterrupted Internet access over 3G, whether at school or home, removing any limitations in education.

With its partners and group companies, Turkcell offers an end-to-end education solution including fiber-optic network, smart cloud, and education programs. Thanks to Smart Education that meets all education requirements under one platform, schools can receive all the services they need from one source.



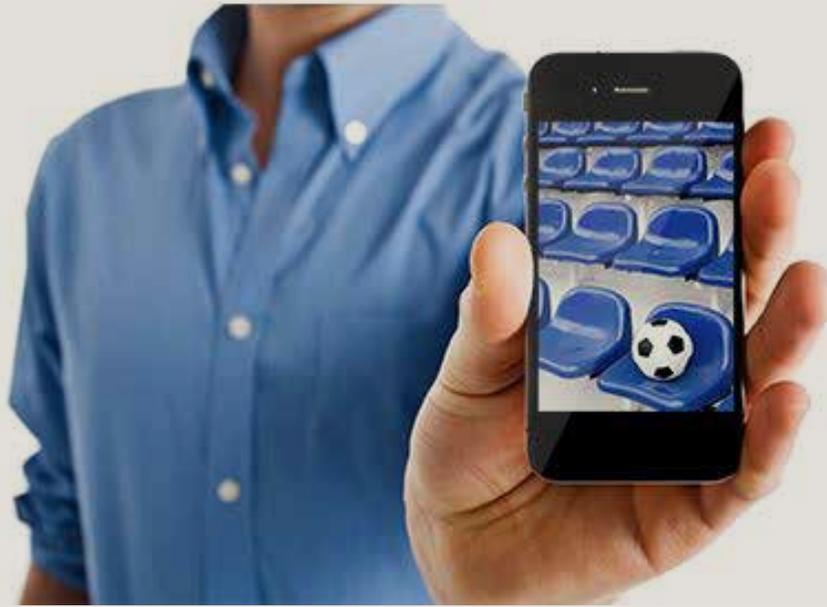
Smart Education platform will transform education system digitally. Due to the Platform, students can access all needed educational materials at anytime from anywhere thanks to Turkcell technology.

Within Turkcell Smart Education system, teachers can receive the training program "Digital Education and Certificate" from Turkcell Academy to prepare for digital transformation. In addition, parents are instantly informed on their children's attendance, success, etc. via Smart Education platform.

Turkcell Smart Education made its debut offering new education technologies to more than 2,000 students in 8 campuses of Mektebim Schools operating in 15 different locations.

Technological opportunities provided by Smart Education

- Education Applications by Turkcell Smart Education
- Technological infrastructure formed by Turkcell Smart Education and availability at all level for corporations' use
- Product that can be redesigned according to the needs of educational institutions
- Turkcell Superonline fiber optic reach solutions (up to 1000Mbps speed)
- Content sharing through Turkcell Smart Cloud infrastructure, storage for educational materials
- Hardware materials (Smart Board, Tablet choices)
- Non-stop access to education for students through 3G technology provided by tablet and internet packages.
- Secure application and device management by using Turkcell Smart Hardware Management
- Turkcell Corporate APN providing secure internet
- Turkcell Academy Education program providing certified digital technology trainings.



SMART TICKET

In 2013, we extended our cooperation with the Turkish Football Federation (TFF). In addition to extending our sponsorship agreement, we made the decision to collaborate in new areas, one of which was the Mobile Ticket initiative. Turkcell Smart Ticket allowed football fans to enjoy privileges at all games played by the Turkish National Football Team A. Just by sending an SMS, fans are able to purchase their tickets from wherever they are, without waiting in lines, and enter the stadium by using the gates specially allocated for them. Turkcell's plans for 2014 include collaborating with other sports federations and clubs for the use of Turkcell Smart Ticket.

The smart ticket application not only saves users time, but also reduces the environmental impact. Natural resources are preserved and waste production is avoided through the use of smart tickets instead of regular tickets which are made of fireproof thermal paper and cannot be recycled.

We saved both energy and paper by sending a total of 17,000 tickets via SMS as of the end of 2013.



SMART CLOUD

We offer our customers our new cloud service Smart Storage. Smart Storage service allows users to store their photograph, video and music files as well as other files in a safe manner, and access and share them any time from any device with their friends through e-mail and social networking sites.

The photographs, taken by the Turkcell customers, who install the application free-of-charge to their smart phones or tablet PCs, are automatically stored in Smart Storage and any subsequent photographs are stored in Smart Storage without any further user interaction. In addition to the photographs, music files and other files downloaded to, and videos captured in smart devices are also automatically stored in Smart Storage when 3G or Wi-fi connection is available.

Smart Storage not only safely stores the memories of Turkcell customers, but also allows them to share easily their content, including big files, via e-mail and social networking sites.

M2M SOLUTIONS

M2M (Machine to Machine) is a new technology designed to enable machines to be managed and monitored remotely and communicate to each other through a specified SIM card.

M2M is affecting daily routine of individuals and also businesses. Due to its capability and extensive reach, M2M enables the creation of new business models for companies. M2M solutions for vehicle tracking system are widely being used right now. Medical automation in health industry and smart home solutions are some of the areas where M2M is already in use and provides endless possibilities.

M2M solutions can be categorized under six headlines: Smart Energy, Smart Industry, Smart Vehicle, Smart Health and Mobile POS and Registry. Meter reader, logistics, POS and ATM on financial services and even registry, farming and POS machines, refrigerators and dispensers, home security systems, A/C's, vehicles, trucks, boats, train, bicycles and helicopters, glasshouses, farms, poultry and field sprinkle systems and readers are, all 1,2 million machines, being monitored and managed by Turkcell M2M technology.

IN 2013

1.4
MILLION
USERS

MORE THAN

1.5
BILLION
SAVINGS

We launched the first M2M platform and M2M-specific SIM card, and we are the only operator that offers both vertical solutions and an M2M module in Turkey. Today, we are one of the top 10 operators in Europe with our M2M solutions and our goal for 2016 is to be in the top 5.

Our M2M solutions enabled savings of more than 1 billion TRY for the national economy in 2012. In 2013, we transformed more than 450,000 vehicles into Smart Vehicles with Turkcell's M2M infrastructure, which resulted in annual fuel savings of nearly 1 billion TRY in Turkey. With more than 100,000 smart energy and water meters, we help to achieve a 10-15% reduction in electricity and water consumption. We offer added value to 21 Electricity



Distribution Companies in Turkey with our M2M Solutions. As of today, savings of more than 400,000 TRY has been achieved in this area. With our M2M applications in industrial fields such as agriculture, cold chain and electronics, our contribution to the national economy reached 100,000 TRY in 2012-2013. In collaboration with Kocaeli General Directorate of Water and Sewage Services (ISU), we launched the first wide-scale Smart Water Management System in Turkey, making a contribution of nearly 10 million TRY. In addition, we were the only mobile operator involved in the pilot Emergency Call (e-Call) project managed under the leadership of the Ministry of Interior and implemented first in Antalya and Isparta, supporting the project with our M2M infrastructure.



Vehicle tracking, guidance and on-the-road communication systems result in a 15-20% fuel savings. According to an ICTA report, we were the market leader in 2013 in both mobile POS solutions and vehicle tracking (fleet management) applications. Turkey's first domestic electric car also became remote-controlled through Turkcell M2M.

ORKUN KARAYEL

CEO, KSN Lojistik ve Taşımacılık

With Ekip Mobil, Turkcell offers solutions for logistics companies to manage their daily shipments. On the giant screen which we installed in our headquarters, we can monitor our shipments all around Turkey online and on a continuous basis by using this system. As KSN Lojistik, we aim at using Turkcell's powerful infrastructure to transform the daily shipment procedure into a process that allows easy monitoring and end-to-end management, and provide our customers with better service thanks to the fast and reliable service facilities for which Turkcell makes its systems available to its customers.

OUR

SOCIAL



IMPACT



TURKCELL

OUR PEOPLE



HUMAN RESOURCES MANAGEMENT

Human Resources processes are developed by the Central HR Systems Development Department reporting to the Group Human Resources CXO and implemented by the Turkcell Employee Relations Management Department. The Human Resources Policy is based on meeting the high ethical standards identified with Turkcell Common Values and Code of Ethics by embracing the responsibilities towards society, the market, and the company, as well as the responsibilities of employees towards each other.

There are written procedures and regulations in place for all Human Resources processes (selection and placement, career movements, performance and talent management,

manpower planning, compensation and additional benefits, organizational development and process improvement, internal communication). These documents are kept on a portal that is accessible to every employee. Employees are also periodically informed via the corporate portal and e-mail system.

As required by the approach "We Value People", one of the Turkcell Values, all employees are at the main focus of our company. With innovative practices in Human Resources, we believe that we support Turkcell, cited for years as the company where people want to work most, on its path to becoming an employee brand. It is our belief that we make a difference by shaping and restructuring all processes and practices that affect our employees based on their feedback and perspectives.





OUR PEOPLE IN NUMBERS

Breakdown of Employees by Gender, Age and Position

	2013					
	0-30 Years		30-50 Years		Over 50 Years	
	Women	Men	Women	Men	Women	Men
CEO						1
CXO			3	10		2
Director			27	41		1
Manager	6	6	175	379	1	5
Professional	438	669	781	1505	4	16
Part-time	81	102	6	2		
Total	525	777	992	1937	5	25

* Total number of employees being 4181 in 31 December 2012, reached 4261 people at the end of 2013. Part-time employees that have been excluded from total employee numbers throughout the report, has been included in this calculation.

Number of Employees with Disabilities*

2012		2013	
Women	Men	Women	Men
22	86	24	87

*Numbers of Turkcell İletişim Hizmetleri A.Ş.

Number of Maternity Leaves and Rate of Returning to Work

	2012	2013
Number of Maternity Leaves	81	95
Rate of Returning to Work After Leave	100%	100%
Number of Paternity Leaves	104	137

FOCUS ON WOMEN IN "EQUALITY OF OPPORTUNITY"

Women's empowerment in the economy, employment and social life is becoming increasingly important for the future of our country. As required by our philosophy "**Strong Women, Strong Turkey**", we take equality of opportunity into consideration in every area for the "empowerment of women". In the light of this strategy, we both undertake projects to support the empowerment of women and strengthen such projects through collaborations.

Turkcell Equality of Opportunity Policy

As Turkcell and Group companies, we created the "Turkcell Equality of Opportunity Policy" in June 2013 in order to emphasize the value that we place on "Equality at Work". We first published the policy in the employee portal and our website for all employees to access and implement. After the policy was published, it was included in the content of the "HR Training from A to Z" and "Interview Techniques Training" for new managers to increase awareness.

Our Equality of Opportunity Manifest

We published our Equality of Opportunity Manifest in October 2013 for all Turkcell Group HR employees to follow in order to guide our employees and managers to act in line with the Equality of Opportunity Policy in all Human Resources practices. It is our aim that all of our HR processes are based on the following 9 items and all HR employees follow them:

- I ensure that there is no discrimination based on religion, language, race and gender in any Human Resources practices in line with our equality of opportunity policy.
- I follow up the number of female-male employees and managers in our departments with the details of recruitment, severance and promotion in order to support equality of opportunity.
- I prepare the job advertisements in accordance with our principles of equality of opportunity; I make a point of ensuring that male and female candidates are assessed in a way that allows equality of opportunity.
- In cases where equality of opportunity is not at the ideal level, I encourage managers to establish a balance with their decisions if male and female candidates have equal competencies.
- I supervise the Talent Management Committees to be aware of equality of opportunity, and remind the relevant managers about our equality of opportunity policy and the rate of female-male employees in cases of promotion opportunities.
- I remind the relevant managers that pregnancy is not an obstacle in recruitment and promotion evaluations.
- I select and place the candidates for PAF trainee programs in accordance with the equality of opportunity principle.
- I provide our employees with the necessary training and development opportunities based on their functions and roles, without discrimination.
- I manage the compensation and additional benefit practices in accordance with the equality of opportunity principle and in line with company policies and procedures.

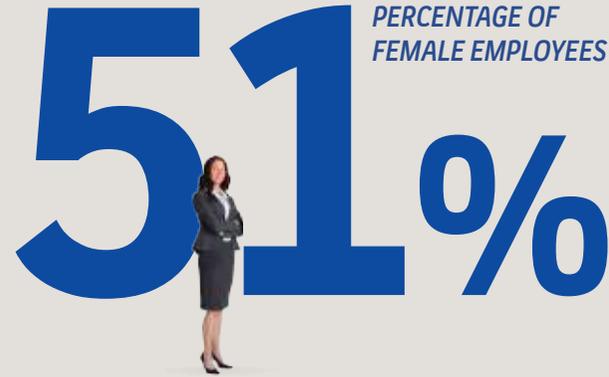


1) Woman-Oriented Human Resources Practices

As Turkcell, we operate in a sector where the rate of female employment is low. In Turkey, the rate of female employees in the telecommunication sector is estimated to be around 23%. Therefore, as the pioneer of the sector, we believe that we have more responsibility in the empowerment of women and their participation in the workforce.

As Turkcell and Group companies Turkcell Global Bilgi and Turkcell Superonline, we monitor equality of opportunity on behalf of our employees in all our processes beginning from recruitment. It is our goal that women are employed and benefit from the company processes in an equal manner with men. Our sensitivity extends not only to the employment of women but also of people with disabilities.

Our aim was to maintain and, when possible, increase our already high rate of female employment in all regions of Turkey, and we are pleased to have increased this rate as of November 2013 compared to 49% in early 2013. Today, the rate of all women employees in Turkcell Group is 51%.



Our Exemplary HR Practices in Equality of Opportunity:

As Turkcell Human Resources, we implement numerous good practices on a continuous and periodic basis to make life easier for our female employees, support their individual and career development and help them achieve harmony between their family and professional life.

A. Development Activities

- Awareness-raising messages for parents and guardians sent via the school portal and mobile phones

- Health-related information for female employees (breast cancer etc.)
- HAP (Programs for Life)* trainings
 - Preparation for Childbirth and Breathing Techniques Training
 - Training on the Place of Women in Professional and Private Life
 - Being a Working Mother Training
 - First Aid Kit for the Working Parent
 - Preparing for Motherhood
 - Birth Academy
 - The Art of Parenthood
 - Raising Children Successfully
 - Enlightening Our Children's Way Training
 - Raising Children Successfully
 - Private-Professional Life Balance

B. Harmonization of Professional and Family Life

- Nursing rooms in our buildings
- Administrative leave allowing mothers to accompany their children on the first day of school
- Special events and cultural activities for children and families organized by the Turkcell Social Activity Group (TSAG)
- Lower prices and payment advantages in Turkcell CLUB for mothers and children in many areas from education to shopping
- 23 April Children's Festivities organized at our company and attended by the children of our employees

Women Employees of Turkcell Group in Numbers**

	Number of Employees	Number of Women Employees	Rate of Women Employees	Number of Women Leaders	Rate of Women Leaders
Turkcell İletişim Hizmetleri A.Ş	4,070	1,424	35%	212	32%
Turkcell Superonline	615	145	24%	19	25%
Turkcell Global Bilgi	6,549	4,200	64%	275	50%
Total	11,234	5,769	51%	506	39%

**As required by our "Equality at Work" principle, we started monitoring the number of women employees recruited, promoted and quitting work, and have included these figures in the HR reports submitted to the senior management as of 2013.

*HAP: This is a personal development program which includes all topics that might be required by our employees in their professional and private life. Training is offered in many subjects from preparation for childbirth and Sufi philosophy to innovation and communication within the program.

C. Facilities That Make Life Easier

- Child education support which can be selected under the scope of the Flex Menu, the flexible additional benefits practice
- Free health screenings (mammography, lung scan)
- Private healthcare insurance with coverage for children
- Daycare support
- Dry-cleaning service provided at our plazas
- Hairdresser service provided at our plazas
- Company organic market which makes organic food readily available to us and is frequently used by mothers

D. Social Activities

- Turkcell children's club
- Tuesday Market guests
- Educational gifts
- Children's Art Workshops
- Participation by mothers and children in our volunteerism programs
- Pilates, Yoga, Breathing & Zumba courses
- Makeup, Care and Style Workshops
- Women's Volleyball Team

2) Women-Oriented Corporate Projects:

In order to encourage women of little means to participate in economic production and contribute to their social and economic empowerment, we help women benefit from the microloan system with the Women Empowerment in Economy project, which we implement with support from the Ministry of Family and Social Policies and in cooperation with the Turkish Foundation for Waste Reduction (TISVA).

As of today, we have provided 100,000 scholarships to students with the "Snowdrops" project, which we undertook in order to help young girls who could not attend school due to the limited means of their families and enable them to continue with their education, thus contributing to equality of opportunity in education all over Turkey. More detailed information is given about the projects in the "Contribution to Society through Corporate Projects" section.

3) Women-Oriented Initiatives Supported By Turkcell

• Equality at Work Platform

The purpose of the Equality at Work Platform, initiated by the Ministry of Family and Social Policies in cooperation with the private sector and under the guidance of the World Economic Forum, is to reduce the gap in Economic Participation and Opportunities in Turkey, noted in the Global Gender Gap Report, by up to 10% within the next three years. As one of the 5 members of the project team created to design and implement the program's activities, we have been actively involved in the platform since December 2012.

Turkcell's Equality at Work Platform Commitments:

- To prioritize our social responsibilities that empower women in society and produce high-impact, innovative projects that create value for Turkey
- To ensure that our "Equality at Work" principles and practices are extended to the business partners and suppliers in our ecosystem in order to empower women in employment and at the workplace
- To maintain and even increase our high rates of female employment, particularly in Anatolia

RAISING THE AWARENESS OF SUPPLIERS AND BUSINESS PARTNERS ABOUT EQUALITY OF OPPORTUNITY

"Strong Women, Strong Turkey" Declaration from Turkcell for its 1,566 Suppliers and 199 Business Partners

As part of our efforts to provide equality of opportunity for women in professional life, our awareness-raising efforts are ongoing for Turkcell's 1,566 suppliers and 199 business partners.

Accordingly, we sent e-mails and letters to our suppliers and partners in July and October 2013 to emphasize the importance of the subject and offered our support and experience where they needed it in order to create awareness and spread the vision of Equality of Opportunity throughout Turkey.

• Women's Empowerment Principles (WEPs):

In January 2013, we signed the Women's Empowerment Principles, a product of the United Nations Global Compact, with UN Women. We represented Turkey in the sessions which took place for the 5th time in 2013 at the United Nations gathering hosted by the Swiss and Australian governments; we explained the company's pioneering women-oriented projects to the UN member state representatives, leading figures of the business world, academics and NGO administrators.

• KAGIDER Equality of Opportunity Model Certification

Through being accredited by KAGIDER's (Women Entrepreneurs Association of Turkey) Equality of Opportunity Model, we aimed at setting an example for other companies in Turkey. Accordingly, as Turkcell and Group companies, we underwent a comprehensive audit examining how we provide equality of opportunity for our female employees in our company practices, particularly recruitment, compensation, performance and talent management, promotion and training processes. In accordance with the positive assessment report prepared by PwC auditors, we obtained the KAGIDER Equality of Opportunity Model Certificate on 23 October 2013.



As part of our employment policy, we consider the differences in our workforce as an element of enrichment for our business, employees and ecosystem. With this understanding, decisions in our employment processes are made independently of the gender, age, beliefs, ethnicity, nationality, marital status, health status, physical disabilities and sexual orientation of the candidates. Under no circumstances do we allow child labor or forced labor at our companies.

RECRUITMENT PROCESS

The assessment stages of our recruitment process are based on the candidates' Turkcell Values, the Turkcell Behavior Model and the professional skills and experience required by the position. Our aim is to use the appropriate assessment tools in order to bring in the best talent that can create added value for Turkcell.

We publish the appropriate vacancies on Turkcell's corporate website and career sites so that anyone who would like to work at Turkcell can follow up the job opportunities. In the advertisements, we specify the qualifications required by the position and make our preliminary assessment according to these criteria. In line with the position's requirements, candidates whose preliminary assessment is positive are offered the job following a competency-based interview, a Technical Interview to understand their business skills, Case Analysis, Personality Inventory, Knowledge Test, English Proficiency Test and Reference Check process.

At Turkcell, we make a point of prioritizing local candidates in our recruitment process.

Breakdown of Hired and Released Employees by Gender and Age

	Hired							
	2012				2013			
	Women	%	Men	%	Women	%	Men	%
0-30 Years	137	3%	243	6%	127	3%	208	5%
30-50 Years	48	1%	55	1%	75	2%	169	4%
Over 50 Years	0	0%	0	0%	0	0%	1	0%

PIRIL KADIBEŞEGİL YAŞAR

Senior Corporate Social Responsibility Specialist, Turkcell

The first day at work is a stressful day for many people. Getting to know the team, learning where things are in the office, the procedures that must be completed on the first day, etc. I can safely say that Turkcell's White Shadow practice makes a difference in this regard. It is immensely important to those becoming familiar with the corporate culture and adapting to it. Thanks to the accurate and consistent flow of information, the period of orientation and adaptation is considerably shortened for the employee.

The "White Shadow" Practice

We have a practice named "White Shadow" designed to help new colleagues adapt to their job and the corporate culture quickly. The White Shadow is assigned on a voluntary basis for a new employee's first month. An older employee who knows the company well supports the new employee in everything during this one-month period, sharing their information. This allows new employees to have fast and first-hand access to information about general operations, workflow, relevant documents and systems, administrative work and general requirements.

Regretted Turnover Rates				
	Women	Men	Total	Rate
2012	79	63	142	4,45%
2013	60	128	188	4,67%

2013 Hiring Rates	
Total Hired	580
Total Number of Employees	4070
Rate	14%

EMPLOYEE DEVELOPMENT

We define our Performance and Talent Management process as a management tool which aims at creating a successful future for our employees by helping them focus on the vision, mission and targets of Turkcell Group. Our Performance and Talent Management approach states that potential cannot be developed independently of business outcomes and behavior, and real potential can be revealed by the synergy between the two. Based on this approach, we aim at providing the correct tools and environment that will enable our employees to manage their career and performance.

The Performance and Talent Management process has 3 main elements: Smart targets, behavior in line with the corporate culture and values, and future potential. Implemented since 2007, this process requires employees to go through a series of 5 steps:

1) Setting Targets

We identify individual targets to make more effective use of our performance and aim for the right goals which are in line with the targets of the company and function.

2) Interim Assessment

For effective target management, it is important to monitor our targets throughout the year and benefit from the coaching of our manager when needed. At mid-year, we review our progress towards targets with constructive and open feedback.

3) Behavior Assessment

We make assessments as part of the Turkcell Group Behavior Model in order to allow our employees to receive objective feedback about their strengths and areas of development. Employees make a self-assessment and they are also assessed by



their manager, customers, peers and team, which enables them to receive feedback from multiple perspectives.

4) Target Assessment

We evaluate our individual targets and receive feedback about our performance throughout the year.

5) Talent Management

At Turkcell, each employee is considered a talent. From this perspective, talent management is the most important tool in revealing the potential that will carry Turkcell into the future and achieving sustainable success.

We evaluate the future potential of our employees together with their managers, based on the performance and behavior of employees, through talent committees set up within department, function, company and group levels.

Performance and Talent Management

2012 Performance and Talent Management in Numbers

Behavior Assessment

	2012		2013	
	Number of People	%	Number of People	%
Men	2199	64%	2068	65%
Women	1262	36%	1096	35%
Total	3461	100%	3164	100%

Performance Assessment

	2012		2013	
	Number of People	%	Number of People	%
Men	2210	63%	2156	64%
Women	1289	37%	1214	36%
Total	3499	100%	3370	100%

Talent Management

	2012		2013	
	Number of People	%	Number of People	%
Men	2038	63%	2005	66%
Women	1173	37%	1038	34%
Total	3211	100%	3343	100%

Career Development

Turkcell employees have the opportunity to change their career paths or gain different experiences. At Turkcell, vacancies are first announced internally as a requirement of the “You Come First” principle. The purpose of this practice is to support the professional development of employees and offer them alternative career opportunities.

When a management position becomes vacant or a new management position is opened at Turkcell, it is preferred to fill that position from inside the company.

Transfer and promotion actions are based on the assessment results.

With our rotational work opportunities, we enable employees to be temporarily assigned to different functions, departments or units for the purpose of supporting their personal development, enriching their career by allowing them to work with different job descriptions, supporting a particular task or project for a certain period of time and using internal resources effectively.

Internal Promotion Rates

	2009	2010	2011	2012	2013
Women	81.30%	85.50%	57.10%	88.00%	88.89%
Men	84.50%	85.80%	72.50%	85.70%	87.40%

Mentorship System

Leadership development has become one of our most important priorities as a result of the fast growth, competition and changes in the business world. Accordingly, some of our selected talents are matched with volunteering mentors advanced on the leadership journey, and benefit from their mentorship.

Turkcell Academy works to ensure that participants are supported and informed as necessary throughout the process,

monitors their actions and strives to guarantee the integrity and quality of the program.

Areas of development are determined in the Individual Development Plan discussion held between the mentees and their managers, and mentors that can offer support in these areas are assigned. This assignment is made through the mentee’s own choice and under the guidance of his/her manager. It is important that mentors are selected from among those people who do not make decisions about the employee’s career choices and do not have a hierarchical relationship with that employee; whenever possible they are selected from different group companies or functions.

Number of Employees Benefiting from the Mentorship System

	2012	2013
Women	13	18
Men	14	43
Total	27	61

Leadership Program

Our Leadership Development Programs cover all levels from candidate managers to the CEO with different programs. The content and orientation of the programs is determined according to the strategy and priorities of Turkcell Group for that year.

- Our candidate managers and new managers learn the concepts in a class environment as part of the program and benefit from the support of experienced managers through internal mentorship programs. They also receive classroom training and e-learning programs where they learn about the financial, legal and human resources systems specific to Turkcell Group.
- Our experienced managers participate in classroom trainings

suited to their individual development needs or complete project works, which also include one-to-one coaching discussions.

- Our Talent Pool completes a 7-day Turkcell Group Executive MBA program which encompasses several disciplines. The program is organized by academics from Koç University and subject experts. The main purpose of the program is to enable participants to complete their projects with the sponsorship of our CXOs and in line with the company’s high-priority initiatives. This group also benefits from internal mentorship.
- Our Directors, CXOs and CEOs also take part in customized classroom trainings or coaching programs suited to their individual needs.
- Furthermore, all levels of managers can access the Harvard Manage Mentor, a distance learning tool of Harvard Business School, and Get Abstract, the most comprehensive online library in the world.

Number of employees benefiting from the leadership program

	2012		2013	
	Women	Men	Women	Men
CXO	3	21	3	19
Director	29	60	32	65
Talent	31	33	28	30
Manager	249	497	236	476
New Manager	38	58	32	48
Preparation for Management	114	167	12	19
TOTAL	464	836	343	657

As a leading technology company, it is our mission to share the most recent content and topics included in our development programs by using the most effective technological solutions and infrastructures. What we aim with Turkcell Academy is to follow the Instructional System Design standard in the design and implementation stages of development programs undertaken in the light of the said mission, in order to ensure that these programs are standardized and aligned with Turkcell Group's strategies and investments are measured.

EMPLOYEE TRAININGS

Turkcell Academy supports employees in working as volunteer trainers under the "Academy Trainer" title and enables more than 800 Turkcell employees to share their knowledge and expertise.

Turkcell Academy structures the strategic development programs implemented under the guidance of the senior management on three main areas of focus: Customer, Technology and Leadership. In 2012, it reached 60,000 people in the Turkcell Group ecosystem and provided 1,374,532 hours of training in total, an average of 17 hours per person. In 2013, it provided a total of 1,320,130 hours of training with an average of 22 hours per person. Turkcell A.Ş. employees received 57 hours of training per person from the Turkcell Academy in 2013.



Our Training Performance

Employee Development in Numbers	2009	2010	2011	2012	2013
Number of Trainings Completed	217,468	335,576	511,503	669,242	633,524
Total Number of Training Hours	1,095,490	1,026,579	1,405,542	1,374,532	1,320,130
Rate of Trainings Provided by Internal Trainers	86%	81%	81%	85%	83%
Number of Academy Trainers	500+	542	710	810	758
Rate of Internet-Based Training in All Trainings	56%	71%	77%	85%	87%
Number of Training Partners	100+	200	398	400+	400+

1,320,130

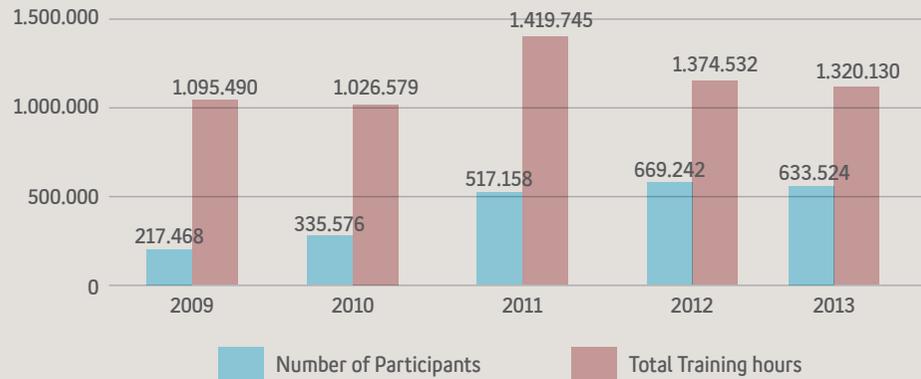
TOTAL TRAINING HOURS

22

TRAINING HOURS PER PERSON

As one of the first corporate companies in Turkey to offer e-learning solutions to employees, we reached 40,000 people through our distance learning platforms in 2012. We provided 85% of all our training and education solutions by using distance learning technologies. The savings that we achieved with distance learning solutions is equivalent to 22 million US dollars.

OUR TRAINING PERFORMANCE



We Make a Difference in Education Solutions

Turkcell Academy Distance Learning Platforms

In line with our leading approach in technology, we aim at implementing the most appropriate methods that are able to meet the development needs of individuals through platforms developed as an alternative to traditional classroom trainings. Thanks to these alternative platforms, we reduce our carbon footprint by enabling participants to receive training without the need to travel.

In 2012, we added the Mobile Learning platform to our existing e-learning and virtual classroom infrastructures. By producing learning solutions compatible with all smart devices, we enable both our employees and corporate customers to benefit from these tools. The processes developed as part of the Turkcell Service and Sales Model have been learnt by all employees at customer contact points. An educational, game-based simulation was added to the development process implemented for 6,200 people in 2011, which included e-learning, trainings and seminars, in order to ensure the continuity of a common language and perspective that reflects conduct coherent

with this model. 8,500 people completed this simulation-based training session, in which the participants made interactive choices in an actual Turkcell Communication Center setting, and the level of customer satisfaction changed according to these choices.

In 2013, we reached 60,000 people in the Turkcell Group ecosystem and provided 1 million 374 thousand 532 hours of training in total, an average of 17 hours per person. The MBA program organized in collaboration with Bahçeşehir University, which aims at enabling the managers of corporate customers to know the business world better and become more knowledgeable about the dynamics of this world, as well as the certificate programs organized in cooperation with Anadolu University and designed to increase the level of expertise in retail business at Turkcell Communication Centers, are ongoing.

In 2013, we initiated a program including 450 different specialist trainings as part of the Technology Development Program. Under the scope of the same program, we started the Analyst Development Program to help 250 analysts make a difference in

MORE THAN

800

TRAINERS

500

INTERNAL TRAININGS SUBJECTS

their work and increase their level of expertise. We contributed to the development of 2,090 employees of our Regional Solution Partners, who work for Turkcell's network quality, with a total of 70 training contents, including classroom-based and distance learning.

The Leadership and Talent Management Unit of Turkcell Academy, continue to support the strengthening of Turkcell Group's leadership approach and common leadership culture by contributing to the development of nearly 1,200 managers and candidate managers at Turkcell Group.

We continue offering "Programs for Life" trainings in order to support personal development through Turkcell Academy. With more than 800 "Academy Trainers", we supported our employees in working as volunteer trainers and, as of today, we have provided training on nearly 500 subjects by using internal resources.



We Add Value to Our Business through University-Industry Collaborations

With the "University-Industry Collaborations" undertaken by Turkcell Academy, we support numerous academic research works and projects and ensure coordination with business units through collaboration with many prestigious universities in Turkey and leading academic institutions of the world such as Harvard Business School and Massachusetts Institute of Technology (MIT). University-Industry collaborations are vital in terms of developing a qualified workforce for our country and opening new horizons for young people, who will soon become the new workforce, and enabling them to make sound career choices. Between November 2011 and December 2012, we reached 1,357 students at 11 universities through 8 certificate programs prepared in the light of our corporate knowledge and experience, raising a qualified workforce for the fast-growing informatics sector.

Between October 2012 and December 2013, we reached 1,975 students at 12 universities through 9 certificate programs prepared in the light of our corporate knowledge and experience, raising a qualified workforce for the informatics sector. By bringing Turkcell Group managers together with 14,000 students from 32 universities at 51 events, we pioneered the discussion of topics such as "Mobile Innovation", "New Technologies", "Entrepreneurship" and "Career" that could contribute to the vision and development of young people.

Supporting Young People Who Have a Promising Future in Technology

Since 2007, we have been offering the "Technology Leaders Master's Scholarship Program" in order to support the development of young people who have a promising future in technology and raise a qualified workforce for the sector. Supported by the Informatics Association of Turkey, the program provides scholarships to master's students referred by the senior management of their universities and selected for their successful academic performance. As of today, we have provided 510 students with scholarships under this program.

DENİZ AKSOY

Training Systems and Technologies Specialist, Turkcell

Turkcell is one of several Turkish companies with the most competent human resources. The team members always try to help each other develop and are encouraged to do so, which is wonderful. Also, the fact that this process runs on a voluntary basis shows that the team is extremely open to sharing, and this strongly motivates the trainers. I benefit from the training system at Turkcell by providing and receiving training at the same time. While training people, you prepare yourself for possible questions that might be asked regarding the subject you are covering, and share the participants' knowledge and experience, both of which enhance your expertise on the subject. As I try to explain things to people, I constantly learn new pointers about areas such as handling difficulties and communication.

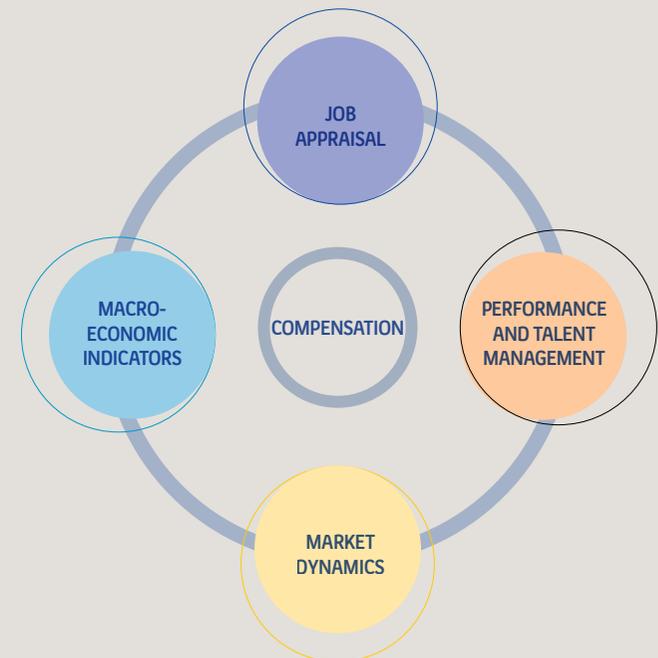
COMPENSATION AND BENEFITS MANAGEMENT

Compensation and Additional Benefits Management at Turkcell

In line with the vision of our company, the aim is to set up a compensation and additional benefits system which:

- Helps to realize targets and strategies,
- Rewards high performance,
- Is fair, innovative, competitive and transparent,
- Supports the personal and professional development of our employees, meets their individual needs and increases employee engagement.

At Turkcell, we use the Hay Methodology to strengthen our employees' sense of progress in their career, demonstrate the differences between the relative sizes of jobs objectively and obtain easily integrated solutions compatible with other human resources systems and practices.



Compensation is arranged according to the level structure that is based on the work magnitude of job families and positions, and individual performance is taken into consideration. As required by our Compensation and Additional Benefit policy and our leader position in the market, we monitor the market closely with compensation surveys regularly carried out every year and review the wages.

Turkcell does not have any actual situation or liabilities requiring collective bargaining. This is a type of agreement applied in places where workers and employers' unions are present. According to the constitution, establishing a union and union membership is discretionary. There are no workers or employers union in the structure of our company.

Gender-based discrimination is avoided in Compensation and Additional Benefit determination and practices; all employees are evaluated in the same wage scale.

Our employees working in the bottom level of expertise are still remunerated above the minimum wage. Additionally, all our employees are made a premium payment according to their yearly individual performance and achievements.

Ratio of the average wage of male employees to that of female employees

Full-Time	1,06
Part-Time	0,90
Senior Management	0,99
Mid-Level Manager	1,01
Professionals	1,07
General	1,06

Benefits Provided to Employees

- Private healthcare insurance covering spouse and children
- Individual Pension System with company contribution
- Private life insurance

- Transportation service*
- Meal tickets*
- GSM line and device*
- Company vehicle suitable for the position
- Birthday leave*; employees can take a 1-day leave on their birthday. If the birthday falls on a weekend, the leave can be used on a weekday. This is not deducted from the annual leave.
- 5-day paternity leave; 2 extra days are allowed in addition to the legal 3-day paternity leave, making a total of 5 days.
- "First day of school" leave for mothers with children who are in preschool or primary school
- Daycare assistance for women employees with children aged 2-5 years
- Petrol aid
- Employee loans
- Relocation assistance; employees who are offered a position in a different city after being positively evaluated for their application for an internal job advertisement are supported with relocation assistance.

Comfortable Work Environment

We have a special helpline in place through which we can notify any technical and administrative problems and find solutions for them. We resolve all technical and administrative issues in the shortest time possible through this "Employee Help Desk".

There are gym, hairdresser and dry-cleaning services as well as a resident doctor at our plazas.

We organize various activities to reinforce the motivation of our employees by using the Motivation Budget, 150TRY/employee per year.

*Benefits provided to employees working under a fixed-term employment contract.

Flex Menu: Flexible Additional Benefit Program

This program offers many options from gift vouchers and holiday packages to interim payment for the individual pension plan and a healthy life package. With Flex Menu, our flexible additional benefit program, our employees can create their own benefit package each year according to their individual needs.

Individual Pension System

We give all our employees the opportunity to invest for their future with the Individual Pension System and contribute to their pension plans. When employees remain in the pension plan for 36 months, they become eligible for the contributions paid by the company on their behalf.

54% of our employees are covered by an individual pension plan. Contributions to the pension plan vary according to the gross salary of the employee. We pay contributions at a rate of 2-3% of the employee's gross salary based on their seniority.

Turkcell Assist

Turkcell Assist is a free service which allows our employees and their families to find solutions to problems in their private lives in an easier and faster way.

The Renewal Program

Our purpose with the "Renewal Program" was to provide guidance to our employees for a healthy lifestyle and make them feel special in every area of their daily lives.

We initiated many practices with the program that would have both spiritual and physical benefits for our employees and renew them.

Additionally, employees with a term of service of 7 years and more can take a "Renewal Leave". With this leave, they can take a break from professional life for up to 3 months to focus on their hobbies, families and development.



EMPLOYEE ENGAGEMENT AND REPRESENTATION

Participation of Employees in Decision Making Mechanisms

Tuesday Market: This is a platform where experts come together for warm-hearted conversations and we can enjoy ourselves while learning new things during business hours. The sessions take place at Turkcell's Tepebaşı Plaza and can be viewed online via Pikcell at all plazas.

Night Market: This is a platform by which we can have discussions with customer representatives and dealership employees to gather their insight on the questions posed by Customer Experience Management teams regarding customer orientation.

Your Turn to Talk: This is a platform where we openly discuss important matters concerning the company. Our employees freely express their opinions in a forum environment. Discussions are held at the request of marketing teams. Their frequency may vary depending on the requests received.

Annual Focus Meetings: Every year between January and March, function-based communication meetings or an Infoday takes place, during which the entire Group comes together at the same time. Group company employees are also invited to this large meeting, where the company's targets for that year, vision and focus areas of the departments are shared with employees. The meeting is followed by dinner and entertainment activities.

INTERNAL COMMUNICATION AND EMPLOYEE ENGAGEMENT EFFORTS

Social Clubs: At Turkcell, we have numerous social clubs. We encourage our employees to take part in these groups. Members of social clubs can communicate with other members by means of social sharing within the club. Some of the more popular clubs include Mothers & Fathers, Bloggers, Fan Clubs, Animal Lovers, Motorcycling and Cinema.



The main sharing environment of the clubs is Inside, Turkcell's intranet. There are also clubs that come together outside the virtual environment and organize activities. There are 78 social groups and 7,294 group members in total on Inside, thanks to the groups created by our employees.



TSAG: Working for the entire Turkcell Group, the Turkcell Social Activity Group (TSAG) is a team of volunteers from different departments, which organizes various social activities for employees and their friends and families on a weekly basis.

Activities organized by TSAG include domestic and international trips, parties, photography and acting courses, TSAG Children's Club activities for the employees' children, sports tournaments, concerts and shows, trekking and camping trips, cinema/singing/dancing/film contests, sports and hobby courses etc. TSAG organizes more than 500 social activities participated in by more than 30,000 people in a single year. All activities held by TSAG are announced through a special e-mail to Turkcell Group. Applications are collected via a link provided from Inside.

Mobilim ("My Mobile"): This is a mobile platform by which our employees can take action when they are outside the company premises. By using the "Mobilim" application installed in their phones, employees can do several things from entering leave days and approving transactions, to accessing an employee's phone number and applying for the social activities organized by TSAG.

The "Mobilim" application is used by all Turkcell Group company employees.



EVERY MONTH

3,500
EMPLOYEES
AS UNIQUE
USER

30,000
VISITS

75,000
TRANSACTIONS

That Deserves An Award: Achievements that make a difference are always rewarded at Turkcell. During the year, employees can nominate themselves or their colleagues for an award in categories such as Innovation, Customer Satisfaction, Income and Savings.

The award committee, which meets at regular intervals, evaluates the applications objectively. Applicants who are found to be deserving of an award are called on to the stage to be congratulated by the senior management team at the awards ceremonies held every quarter. Cash rewards of up to 50,000 TRY are presented to the winners.

Inside: Around 12,000 people use our intranet, which has now become a social network for the entire Turkcell Group. Our employees have their own wall and profile, just like social networks. They can view the content of the groups they follow or internal corporate news on their wall. They can comment on or like the posts on their wall and share them with different groups.

This platform also allows the employees to create their own groups. Our employees can collaborate or share content in these groups. This project was first started with Turkcell and then extended to all other Group companies. This also helped to strengthen the communication between the employees of Group companies.

The level of satisfaction with internal communication activities is measured with surveys sent to participants.

Employee Engagement Evaluation Surveys

1. The Employee Engagement Evaluation Survey:

This is a survey that measures the engagement and satisfaction levels of our employees regarding their achievement of successful business outcomes. As a result of the evaluations, engagement scores are obtained at company, function and department levels. The employee engagement evaluation survey is administered every two years. All full-time employees of Turkcell take the survey. Employees hired within the 3 months preceding the evaluation period, part-time employees and interns are excluded.

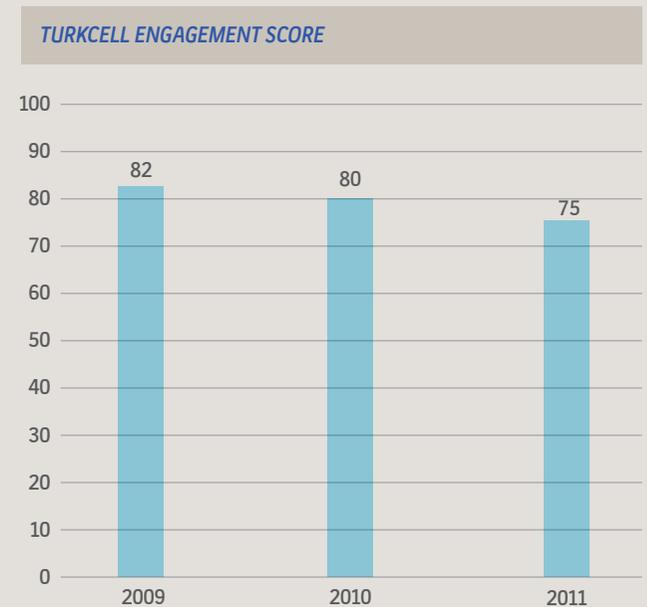
2. First-Line Manager Evaluation Survey:

This is a survey by which our employees evaluate their first-line managers in order to support the development of Turkcell managers and raise their level of awareness. The employees systematically share their feedback about their first-line manager. Individual first-line manager scores are obtained as a result of employee evaluations. First-line manager evaluation surveys are administered every year.

3. The Pulse Check Survey:

This survey measures the engagement and satisfaction levels of employees by company, function or department on a voluntary basis in the years when the employee engagement survey is not administered at Turkcell. Administration steps of the pulse check survey are the same as the employee engagement evaluation survey.

Turkcell Engagement Score



*Turkcell engagement evaluation survey is administered every two years. The most recent survey was held in 2012.

**Turkcell Group information

In 2013, we took an important organizational step by establishing the Turkcell Group Occupational Health and Safety Unit.

OCCUPATIONAL HEALTH AND SAFETY (OHS)

OHS Management

While we had made several investments and efforts for the health and safety of our employees, the first organizational step taken in this area was demonstrated in the Network Operations in 2012.

The Turkcell Group Occupational Health and Safety Unit was established in April 2013, marking an important organizational step.

As the Turkcell OHS Unit, we aim at ensuring that employees in the Turkcell ecosystem work in a healthy and safe environment in accordance with the criteria specified in Act No. 6331. Turkcell İletişim Hizmetleri A.Ş has a total of 43 buildings and 27 SGK-registered workplaces. The number of its workplaces with more than 50 employees, as clearly defined in the law, is 10. As stated in the systems of SGK (Social Security Institution) and the Ministry of Labor and Social Security, all of the workplaces are classified as "low-hazard".



Accordingly, pursuant to the main responsibilities under Act No. 6331:

- Risk assessment efforts have been completed for 43 buildings.
- In all 10 of the workplaces with more than 50 employees, OHS Boards meeting the legal criteria were created, employee representatives were assigned, and monthly board meetings are held with approved books. Employer representatives on the boards at Turkcell workplaces are at the level of director, vice president and Anatolian regional manager.

OHS Boards

An OHS Board is established at every workplace with more than 50 employees working under the same employer registration number. Consisting of experts and representatives from every function in the workplace organization, the Board meets regularly, takes decisions and implements them, ensuring a healthy and safe working environment with a pluralistic approach. There are 13 OHS Boards at Turkcell Group that serve this purpose.

Board members:

- Employer representative; they are employed under an employment contract, act on behalf of the employer and take part in the management of the workplace and business. Employer representatives are accountable towards employees similar to the employer. The employer representatives in the boards of Turkcell are Board Leaders and selected from among Directors.
- Employee representative; the number of employee representatives in the board varies according to the number of employees at the workplace, in accordance with the law. At Turkcell, employee representatives are selected from among the staff members who can observe and determine the hazards and risks in every department and communicate them to the board, in line with the nature of the business conducted at that workplace.



IN 2013

44,500

TOTAL OHS
TRAINING
HOURS

- Administrative affairs representative; a staff member from administrative affairs is included in the boards at Turkcell for each workplace to also act as the board secretary.
- Occupational safety specialist; a person with a specialist's certificate in occupational safety, authorized by the Ministry to work in the area of occupational health and safety.

At Turkcell Group, we organize these meetings on a monthly basis irrespective of the hazard class, and record all resolutions and actions in the Board Book with the wet signature of all board members.

OHS Trainings

99% of the Turkcell Group employees successfully completed the Basic OHS Training, which is required by the Act to be at least 8 hours per employee at low-hazard workplaces. In addition to the legal requirements concerning training, as Turkcell we also plan and implement advanced OHS trainings. At the same time, we continue organizing separate professional trainings for our

99% SUCCESS RATE
IN BASIC
OHS TRAININGS

colleagues working in positions of a hazardous nature (working at heights, safe driving etc.), renewing them as required.

The "OHS Volunteers" at Turkcell Group (referred to as "support staff" in the legislation) have started to obtain their (first aid) certificates in the relevant areas. OHS board members have received training in the areas related to their responsibilities and have been certified.

99% of the 244 people targeted to receive first-aid training completed this training by the end of 2013, while the rate of completion for the safe/defensive driving techniques training planned for 1,200 people was 42% at the end of 2013. In 2012-2013, 385 people received training on working at heights. For Occupational Health and Safety, 44,500 hours of training were provided in total in 2013.

As part of our obligation of information, we created an OHS page in the Turkcell Inside internal communication portal and published the relevant legislation and procedures for our employees.. We also published Turkcell's OHS policy on our web site (www.turkcell.com.tr) for all visitors.

Occupational Accidents, Improvement Efforts and Labor Loss

When an occupational accident occurs on the premises and/or outside the workplace, the relevant officers of the institution investigate the accident. This is important in terms of identifying the actions to be taken following occupational accidents, investigating the causes of accidents, supporting the legal process and providing data for the statistical studies conducted to prevent accidents.

When an accident happens, the OHS Specialist investigates the causes and occurrence of the accident, condition of the victims, and the location and time of the accident. The results of this investigation are recorded in the "Occupational Accident Investigation Form". This aids the legal process to be applied for the occupational accident. The events leading to the accident are interpreted in order to prevent reoccurrence of the causes of the accident as determined from the accident report.

Labor loss (including diseases), environmental pollution and cases of disability and death resulting from accidents are recorded by the OHS Officer for assessment on a monthly basis. These records allow us to explore trends and their causes and to take necessary measures. The results of the statistical studies are discussed at "Management Review Meetings" and provide input for targets.

Regarding occupational accidents, the general risk areas of the company have been identified and categorized, and associated preventive measures and actions have been developed. Within this framework, there are 3 main risk groups at Turkcell as far as occupational health and safety is concerned:

a) Network Employees: Set up, maintenance, repair and relocation of base stations and towers in particular involve hazard and a high risk due to the nature of the works performed. The height at which the work is performed, electrical works etc. involves a serious risk for the employees concerned. Within this framework, we identified these hazards

and risks at Turkcell and created the necessary procedures. We equipped base towers with vertical lifelines, creating a safer working environment for Turkcell and the employees in the ecosystem. In 2013, we provided 382 NOR employees with a 13-piece personal protective equipment set and gave training on their use. In 2012, we trained 385 employees about working at heights and provided guidance to our solution partners in their training efforts for their own employees.

b) Employees driving a vehicle in the field: We developed and published a driving procedure. We also introduced a driving assessment requirement during recruitment. 1,200 people who have been allocated a vehicle or use a vehicle in the pool system have been identified as the target population for safe driving training.

c) Office employees: Risk evaluation works have been completed at all Turkcell offices. We created a hazard and risk map for each workplace, and undertook risk elimination works according to their level of precedence.



The breakdown of occupational accidents at Turkcell Group in 2013 is as follows:

- * There were 8 minor and 2 major incidents and 1 near-miss in 2013.
- * The Accident Frequency Rate, which shows the frequency of occupational accidents occurring at Turkcell Group in 2013 by the total length of service, is 1.
- * The Accident Severity Rate, which shows the lost workdays due to accidents occurring at Turkcell Group in 2013 by the total length of service, was 0.005. 51 workdays were lost.

No data for occupational disease was reported.

There were no administrative fines applied for non-compliance with legislation.

Occupational Health and Safety at Management Solution Partners (MSP)

We take measures for occupational safety in the sites covered by the Turkcell network.

- We completed the erection of warning signs in the sites of the Turkcell network in line with OHS requirements. In new sites, they are established during the installation stage.
- We install vertical lifelines for safe working in the tower sites within the Turkcell network. In new sites, they are mounted during the installation stage.
- Efforts are ongoing for the preparation of site-specific operational risk analysis documents and the taking of all necessary measures.
- The supply of personal protective equipment and trainings for their use has been completed as planned. We evaluate the requirements at the beginning of each year.



At Turkcell, our first priority is our customers. We observe and establish facts in order to better understand our customers and respond to their needs. Increasing customer satisfaction is one of the core values of every Turkcell employee and all of our employees act with this understanding in mind.

We work to achieve customer satisfaction as a priority through implementing improvement processes, engagement-enhancing actions, efficient time management, quality product service and value-added campaigns. We also place importance on the safety of customer information, closely follow up their complaints and provide fast response. We always prefer to have interactive and positive communication with our customers.

CUSTOMER SATISFACTION

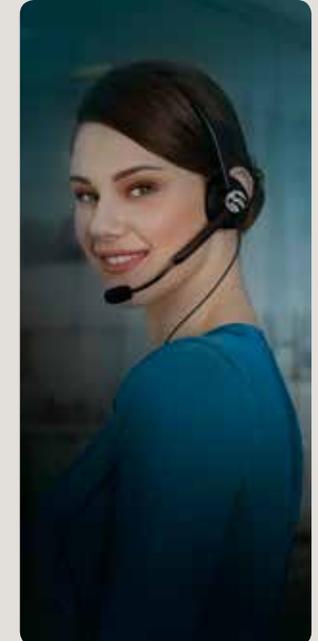
We set up systematic channels in order to listen to our customers and receive their feedback. We measure the satisfaction of our customers via the Service Booster system within 2 hours for the customers receiving service through face-to-face channels, and within half an hour for customers serviced by the voice response system.

This allows us to measure the overall satisfaction of our customers, determine how easy or difficult it is for them to receive the service they need, and understand the enthusiasm and motivation of our employees in this process. Our customers using the services of call centers are requested to reply to this survey within 24 hours of being serviced by the voice response system.

Customer satisfaction rates by year*

	2012	2013
Call centers	3.91	3.9
Turkcell Communication Centers	3.66	3.71
Voice-response system	-	3.57
Website	3.69	3.72

*Scoring is out of 5 points.



TURKCELL VIDEO CALL CENTER

The Turkcell Video Call Center is our operation providing free services to our hearing-impaired customers, where sign language can be used when necessary. Making a video call to 532 is all that is needed to connect to the Video Call Center.



The 7th Sense Customer Insight Center

Customer experience is essential for us. The 7th Sense Customer Insight Center is a research center managed directly by the Department of Customer Strategies and Market Insight. At this center, we aim at helping our employees understand the customer experience better, deepening our relations with customers and understanding what our customers express and do not express about their experience with the service provided to them.

The 7th Sense Insight Center operates at international standards and conducts numerous focus group and user experience tests to gain insight. We use eye tracking devices during communication tests in particular.

Customer 2.0

Launched with the purpose of offering a unique customer experience, our Customer 2.0 program continued in 2013. We provided development solutions to increase the awareness and knowledge of Turkcell Group managers and our employees as Turkcell Ambassadors. In 2012, 1,750 people came together with our customers at Turkcell Communication Centers (TIMs) and the Call Center to share their improvement ideas.



As part of the "Customer 2.0" action, our marketing teams provided one-to-one service and sold products at customer contact points. This program, named "Out of Office Because I am with My Customer", was selected as the training of the year by marketing employees in 2012.

CUSTOMER INFORMATION

The promotion and advertising content of all products and services offered during the year is prepared carefully in accordance with the principles laid out by the Advertising Self-Regulatory Board, Competition Authority, and Information and Communication Technologies Authority in order to inform consumers in a transparent and accurate way.

Accordingly, we exercise maximum care to include any important information which constitutes an exception to the main promise that affects the consumer's decision to buy, to ensure that the main promise and its exception are not contradictory, to avoid forbidden claims in commercials, to use the correct wording and avoid misleading statements in commercials, and to abide by the provisions of the "Communique on the Methods and Principles of Using Subtitles and Footnotes in Commercial Advertorials and Advertisements".



CUSTOMER CONFIDENTIALITY AND INFORMATION SECURITY

As an indication of the importance that we place on information security, we are the first company in the sector to be certified in information security. Our company has held the certificate of information security standard ISO 27001 since 2008, and has many information-sharing practices in place to support the training and awareness level of our employees in information security including e-learning, internal LCD panels, a portal for Turkcell employees, classroom-based training etc.

At Turkcell, information is classified to be protected. We record and keep all personal information of our subscribers in accordance with the laws and regulations of the Republic of Turkey. Relevant units of the company regularly review the authorizations to access critical information, and authorization updates are handled carefully. In addition, records which must be kept for the operations conducted at Turkcell pursuant to the law (contracts, minutes etc.) are kept by the relevant department by taking physical and logically necessary security measures.



CUSTOMER COMPLAINTS

Handling complaints is one of the prioritized areas in our customer satisfaction policy. There are various channels through which our customers can access us instantly. We respond to our customers' requests, complaints and demands after verifying their identity and meeting the information security requirements from every platform available to our customers. The channels currently available for both corporate and individual customers to contact our Company are listed below:

- 532 call center
- Turkcell Communication Centers (TIMs)
- E-mails via turkcell.com.tr
- Turkcell's social media accounts
- For corporate subscribers, customer requests and complaints are received through the Corporate Customer Representative.



Customers can also communicate their complaints through the online complaint system in the website, via e-mail and by written notice in the case of public institutions.

Regardless of the channel by which the complaint is forwarded, Turkcell responds to complaints in the following ways:

1. The customer makes a complaint by calling the call center or through another channel. Without classifying the complaint so received, the front office opens a general "complaint ticket" based on the customer's statement. If the "complaint ticket" is of a nature which can be resolved easily, the complaint is handled by the front office.
2. If the complaint cannot be resolved at the first level and requires further investigation, the "complaint ticket" is classified according to the root cause behind it and forwarded to the back office. The back office takes the necessary actions regarding the complaint and informs the customer from the beginning to the end of the solution process about the status of his/her complaint.

OUR SUPPLIERS



ETHICAL RULES AND LEGAL REQUIREMENTS FOR SUPPLIERS

In line with developing and changing global conditions, we not only always offer the best and highest-quality service, but also plan and conduct our activities based on social responsibility, environmental consciousness and respect for employee rights. As part of mutual responsibility, we also expect our suppliers to have this awareness and operate by improving their environment.

In order to standardize relations with our suppliers, set a framework for them and make them transparent, we published the Turkcell Group Ethical Rules for Procurement.

The ethical rules including Turkcell's principles of working with suppliers can be found at turkcell.com.tr. The printed version of the rules is also shared with suppliers and it is ensured that they place the necessary importance on the subject. Applicable rules are published on a continual basis in the supplier portal (www.tedarikci.turkcell.com.tr) which enables us to work in closer cooperation with our suppliers and is used effectively in accessing Turkcell.

For the purpose of managing our relations with business partners in accordance with laws, rules and regulations and maintaining a "win-win" relationship for the benefit of stakeholders and the country, we put forward compliance with the rules described under the following topics.

TÜRKER ÇİFTÇİ

CEO, Enerlab Enerji ve İletişim Hizmetleri A.Ş.

The leading communications company of Turkey, Turkcell always remains one step ahead of its competitors and successfully integrates all novelties in the sector. It also encourages its suppliers to always find and offer the best and the newest. As Enerlab, we have managed to be an ever-innovative and pioneering company that safeguards corporate values in order to meet the high-level expectations of Turkcell. And this has enabled us to achieve a continuous growth trend by always staying one step ahead of similar companies in the sector.



92% LOCAL SUPPLIERS
CONSTITUTE
OF OUR
SUPPLIER
PORTFOLIO

We give priority to suppliers that hold quality management and information security certificates, are sensitive about ecological balance, and act with a sense of social responsibility.

SELECTION OF SUPPLIERS

As part of our expectations from our suppliers and the purchasing policy designed for them, it is compulsory for our suppliers to comply with legislation in general and the Turkcell Group Ethical Rules for Procurement.

At Turkcell, we choose our suppliers based on principles such as quality-price balance, past performance, market conditions and references, as well as mutual trust. In Turkcell's supplier selection, other criteria are also considered and priority is given to suppliers that hold quality management and information security certificates, are sensitive about ecological balance, and act with a sense of social responsibility.

In the supplier selection process, we first make a preliminary assessment of the supplier candidates for inclusion in the portfolio. Accordingly, we assess the supplier on the basis of financial and tax matters, technical competency and references. We ask for the financial statements of the last 2 years, which provide input for the analyses that will be made in order to understand the sustainability of the services provided by that supplier for Turkcell.

These financial statements are subjected to financial analyses and the current financial status of the supplier is projected. At the end of this analysis, the respective purchasing manager and officers are informed about potential risks and the status of the supplier. After the references and technical competencies of the supplier are evaluated, a decision is made whether to work with the supplier or not.

Standard contracts as required by the work in question are signed with all suppliers that successfully pass the preliminary assessment and with whom the company plans to work. Of these contracts, the Framework Contract and the Confidentiality Agreement include the preconditions of the cooperation between the supplier and Turkcell. Additional Agreements that include job-specific provisions are then signed and enter into force.

Article 11 of the Framework Contract signed by all existing and potential suppliers of Turkcell has been drafted to include Human Rights provisions. In addition to all other conditions, suppliers must undertake that they shall meet the requirements of Turkcell Group Ethical Rules for Procurement.

AUDITING AND DEVELOPMENT OF SUPPLIERS

We inspect the suppliers in our portfolio by means of a Supplier Management System. We periodically perform supplier evaluations and audits. In these evaluations and audits, by supporting the implementation of Turkcell's purchasing policies, we aim at applying standard principles in supplier management, increasing transparency in internal and external communication, creating a supplier quality management process and developing new supplier management strategies.

Approved suppliers are classified according to various criteria such as annual purchasing volume and defined supplier risk, which is determined by product replacement cost, market position, product and service provided, and the effect of their product on the service provided to our customers. They are inspected and audited periodically based on this classification.

Any noncompliance detected as a result of the evaluation and audit is communicated to the supplier in the specified reporting format. The supplier is asked to prepare an action plan for the correction of such cases of noncompliance and those actions are followed up within the planned schedule.

At the end of evaluations and audits, development actions and areas of improvement for the next period are identified and followed up based on the supplier's score.

Suppliers are blacklisted and followed up if Turkcell makes the decision not to work with them due to reasons such as breach of information security, refusal to be audited by Turkcell, giving inaccurate and misleading information, withholding information, risking business and human lives and demonstrating unethical behavior.

*TAG: Turkcell Academy Development Program. This is a training system which can be accessed remotely, where users can log in with their password, watch the training videos assigned to them and take exams.

MANAGEMENT SOLUTION PARTNER (MSP) DEVELOPMENT PROGRAM

The MSP Development Program was created to support MSPs in their efforts for establishing an internal training and development system, increase the competence, work quality and engagement of the personnel, improve their compliance with Turkcell's operational standards and share Turkcell's expertise and technological experience.

For this purpose, the following activities were performed for MSPs through the Turkcell Academy Development Program in 2012:

- Classroom-based specialist trainings were organized in 8 categories with the participation of 500 MSP staff members;
- Basic training was provided in 13 categories;
- All BMP personnel received "MSP orientation training", which provided an introduction to mobile communication technologies;
- Videos were prepared in 15 different operational areas;
- 1,131 MSP employees took the Competency Examination in 10 different categories. Administered through traditional methods in previous years, the exam was given in the TAG* environment this year, resulting in significant progress in terms of measurement, assessment and monitoring of improvement. Examination analysis reports provided input for the 2013 regional and central training programs.

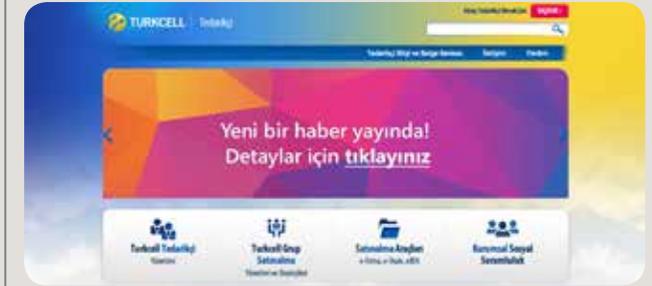
In 2013, we contributed to the development of 2,090 MSP employees with 50 different TAG trainings and 20 different classroom-based trainings. We administered the MSP competency examinations in 8 categories with the participation of 1,452 people.

Our efforts are ongoing for the creation of common purchasing pools for Turkcell and all MSPs to reduce costs and for the implementation of programs that prove to be advantageous in one region to be carried out in other regions as well.

In particular, with our purchasing preferences we aim at ensuring that a minimum of 10% of network-related purchases are made from local SMEs.

SUPPLIER PORTAL

The Supplier Portal is a website designed to be the first and preferred access channel for Turkcell's existing or potential suppliers to contact Turkcell's procurement team.



The purpose of the site is to receive the applications of supplier candidates and enable suppliers to access important documentation which they may need, and share their innovative ideas such as new processes/products and projects directly with Turkcell Procurement Team.

SUPPLIER FINANCING

Launched in 2013, the Supplier Financing practice allows our suppliers to collect their receivables before the due date by using the eFirm portal. This contributes to the financial sustainability of our suppliers. Thanks to this opportunity to collect their payments before the due date, our suppliers can easily meet their urgent financial needs.

ACCEPTANCE OF SUPPLIERS' SUGGESTIONS AND COMPLAINTS

Communication with suppliers is maintained through the Turkcell Supplier Portal or the e-mail address tedarikciportal@turkcell.com.tr. Suppliers can access Turkcell for any matter and communicate their suggestions, requests and questions over the portal called the "Supplier's Voice".

PRODUCT AND SERVICE RESPONSIBILITY

In every region where we offer our services, we work to ensure that the services associated with information technologies are accessible and available to our customers and users in line with their current and future needs. In the design, planning and utilization of our products and services, we take the potential effects on human health and safety and the environment into consideration, and conduct our efforts accordingly.



SET-UP AND INSPECTION OF BASE STATIONS

When preparing the investment plan, we consider the urgency of 2G and 3G network requirements and complaints from subscribers. We determine the content of the plan and identify the investment plan sites that have priority according to the investment analyses. It is through the virtual environment and digital maps that we obtain information about the geographical structure of the regions where the cells included in the business plan are located. We evaluate the parameters (frequency, neighborhood relations and traffic reports) about the existing cells in the region where planning will be done.

Where required, we also consider the data collected from field tests during the evaluation. Before site work is initiated, we do pre-planning by using several programs in the light of the information. Based on the available information and site survey results, we decide on the location of the station to be set up.

We prepare site files by taking into consideration the Safety distance calculation specified in the "Regulations on the Identification, Control and Inspection of Exposure Limit Values for

the Electromagnetic Field Intensity from Electronic Communication Devices According to International Standards" numbered 27912, issued by the Information and Communication Technologies Authority on 21.04.2011. Then we file an application with the Information and Communication Technologies Authority. We initiate the site installation work after obtaining a "Certificate of Safety" from ICTA.

If the system is activated within 120 days following the certificate date, we measure the Electromagnetic Field Intensity value and submit it to the Authority. We perform the installations by taking into consideration the limit values specified in the applicable regulations for the environment and for a single device.

If no discrepancy is found between the installed system and the measurement values and technical documents given to the Authority at the unannounced field inspections performed by the Information and Communication Technologies Authority, the system continues to provide service. Otherwise, ICTA has the system revised or dismantled pursuant to the applicable regulations.

Base stations and biodiversity

We ensure full compliance with the regulations on environmental and human health during the installation and maintenance of base stations. There is no established proof as to any adverse effects of base stations on biodiversity. We regularly follow the scientific studies published on this subject.

PRODUCT AND SERVICE RESPONSIBILITY PRACTICES

Blocking Calls and SMS

We created a service by which individual subscribers can limit incoming calls and SMS messages. With this service, subscribers can choose to block numbers or to not answer calls when they wish.

My Child is Safe

This service allows individual subscribers to limit the calls made to and from their children's phones. Parents can also make 10 free location inquiries for their children and use the "Find me in an earthquake" service free of charge. This service enables parents to provide safer communication for their children and control the access of undesirable people.



OUR CONTRIBUTION TO SOCIETY

We undertake many infrastructure works so that every segment of society can benefit from our products and services equally. We also support disadvantaged groups and contribute to the national economy through corporate projects. We increase our social impact by involving the relevant stakeholders in all of our efforts at the highest level. We place importance on cooperation with non-governmental organizations and develop permanent and sustainable partnerships.



RIGHT OF ACCESS TO TELECOMMUNICATION PRODUCTS AND SERVICES

Providing Mobile Communication Infrastructure and Service For Those Areas Without Mobile Coverage

The purpose of the project which is held by Ministry of Transport, Maritime Affairs and Communication is to bring GSM service to villages with a population between 1-500 and no GSM infrastructure (where there are no signals of any GSM operator), reaching a population-based coverage rate of 100% in Turkey. With this project, we aim at providing equal communication rights for rural and urban populations, eliminating the digital gap and supporting rural development programs.

By the end of the project, GSM services will be made available to nearly 300,000 citizens living in 1,799 villages with a population of 1-500 people in 74 provinces.

We entitled as Universal Service responsible for this project on 17 January 2013 with a tender, which was held by Ministry of Transport, Maritime Affairs and Communications and Turkcell officially initiated this project upon the agreement signed between Turkcell and the General Directorate of Communication on 20 February 2013.

Urgent SMS

GSM standards do not allow SMS messages to be sent to 3-digit telephone numbers. People sometimes have to send SMS messages to numbers such as 112 and 155 for emergency services. One example is the Van earthquake.

At the time, when our costumers suddenly grabbed their telephones to contact their friends and relatives, the voice-grade channels became fully engaged while SMS channels remained free. Many people trapped under the debris or in other difficult situations could not make calls, and tried in vain to send an SMS message to 112. We developed the Urgent SMS service to automate this process. Once an SMS message is received by service numbers such as 112 and 155, the location of the sender is inquired and the content of the SMS message, together with the location information, is sent to the nearest Emergency Aid Center. The service has been operational for one year. As of today, 310,000 SMS messages have been forwarded to the relevant institutions.

Disaster and Emergency Service

We support our customers and ensure that they keep in touch with their friends and relatives during natural disasters (earthquakes, floods, tornados). As part of this application, we prioritize the calls of our customers from the region of disaster, give them free packages which they can use for 1 month, ask them if they need anything by sending SMS messages or calling them, contact their friends and relatives if they cannot reach them, activate lines which have been deactivated due to unpaid bills, or postpone the deactivation of lines for which bills are overdue.

Earthquake Service

The "Find Me in an Earthquake" service is an application that shares the location information of subscribers with their predefined contacts in earthquakes with a magnitude of 5 and higher. We provide general information about earthquakes with the Earthquake Information Service. Similarly, we send informational messages to the service subscribers via SMS on a monthly basis, informing them about what to do in an earthquake. "Find Me in an Earthquake" and "Earthquake Information" services are free services developed as a social responsibility project in cooperation with the Kandilli Observatory.



CONTRIBUTION TO SOCIETY THROUGH THE DEVELOPMENT OF PRODUCTS, SERVICES AND APPLICATIONS

GNCTRKCLL

Launched 8 years ago to become the brand of young people, GNCTRKCLL is advancing on its journey by setting itself higher targets each day with 6 million members, representatives who have a voice in management, "Gencavers" who provide services to young people in "their own language", advantageous rates, brand collaborations and entertaining events.

As of Today, GNCTRKCLL subscribers have won 15 million tickets in the "Buy One Ticket, Get One Free" campaign, enough to take the entire population of the Netherlands to the movies, and saved more than 260 million TRY in the advantageous campaigns of their favorite brands.

In 2013, thanks to our GNCTRKCLL representation system, we involved young people in our decision processes.

Representatives: With GNCTRKCLL, we started the GNCTRKCLL Representation System in 2012 to better follow the needs and expectations of young people and enable them to have a voice. As a result of the elections held over social media, where more than 2,000 young people were nominated and 203,496 voted, we identified Rate, Technology, Career, Event and Shopping representatives. GNCTRKCLL representatives listened to the demands of GNCTRKCLL members in their area of expertise, developed projects accordingly and had their say in the decisions concerning GNCTRKCLL.

Career and personal development benefits: MediaCat and Digitalage magazines, published by Kapital Yayınları and dedicated to the subjects of marketing, advertising, campaigns, the digital world and social media, offered special discounts for GNCTRKCLL members. We also offered discounts on various foreign language courses.

DİRENÇ ÇELİK

GNCTRKCLL Rate Representative

I am working as a GNCTRKCLL rate representative. I listen to the problems, complaints and suggestions of young people about their rates, bring this information to the GNCTRKCLL team and develop projects accordingly. It is quite enjoyable. First of all, we develop projects for ourselves; as young people, we first question ourselves in everything that we do. As representatives, we are also in the target audience and this enables us to understand the problems of young people much more easily and have a clearer view of their wishes.

From the moment I became a representative, I took very important steps in my professional life, worked in many projects that allowed me to improve myself, and witnessed the realization of my own projects. At Turkcell, as representatives we are given unlimited freedom in our work; everybody creates projects in their own field and each of us has the opportunity to work in the field of their choice. What is more, I had the opportunity to meet many business contacts before I became fully engaged in my professional life. I was able to work in many departments and meet and collaborate with many agencies in person. In addition to the things that we learnt from our professional life, being in front of a camera was one of the most enjoyable and unforgettable highlights of this year.



SMART WOMEN'S CLUB

Through our Smart Women's Club we helped household to save money, we also took in consideration the most important issues to these women, family and home safety. With purchases of Nar prepaid card and invoiced packages we enabled club members to benefit from Ergo Insurance's home insurance and home support services. We enabled savings with kitchen and beauty categories by collaborations with brands and reached to 1.8 million beneficiary numbers. We listened these women, pin pointed their needs and wants and designed new product and services in line with these findings to leverage their life quality.

"You are valuable to us" motto has driven us to organize events in 2013, in the scope of special days such as Mother's Day and International Women's Day.

TURKCELL PENSIONERS CLUB

With the Turkcell Pensioners Club, we aimed at offering a group of solutions together to make retirees feel special, from brand collaborations suited to their specific needs and advantageous rates, to extra user-friendly devices and improved experience with customer services.

- Turkcell "Pensioners Advantage Rate"
- Turkcell Pensioners Club members instantly connect to a customer representative when they call the Turkcell Call Center 532.
- With the widescreen Turkcell MaxiPlus5, using a phone has never been easier.





We mobilize our technology and provide special agricultural consultancy services to increase the productivity of 3.4 million farmers.

TURKCELL FARMER UNION

Agriculture and agricultural labor has a significant impact on Turkey's economy. And there are nearly 3.4 million farmers. Our goal with the Farmer Union program is to keep them updated on agricultural productivity, product quality, environmental impact and weather conditions in order to help them with economic and environmental sustainability.

Our Farmer Union program currently has 1.3 million members. As part of the program, we first tried to access farmers via mobile phone messages. However, considering those farmers who are not adequately literate, we have visited 5,000 village coffeehouses and directly contacted more than 100,000 people to promote the program since the beginning of the year.

We mobilize our technology to increase the productivity of 3.4 million farmers. With the Turkcell Farmer Union, we offer solutions, which are easily accessible for farmers and increase their productivity, contributing to the financial well-being of farmers and the development of Turkish agriculture.



Agricultural Information Package: Supporting the farmer from planting to harvest

With the agricultural information package, we send daily SMS messages to farmers to inform them about country- and city-specific agricultural developments and news.

Free services in the package:

- Regional announcements
- Recent agricultural developments
- Up-to-date news from the Ministry of Agriculture and Chambers of Agriculture
- County-specific 3-day agricultural weather conditions
 - Highest and lowest temperatures
 - Weather events (sunny, partly cloudy, showers etc.)
 - Humidity
 - Wind direction and speed
 - Frost information



TURKCELL AGROMED IS A

FIRST IN THE WORLD

20%
REDUCTION
IN FARMERS'
COSTS

10%
INCREASE
IN THEIR
YIELD

Product Information Service

Product-specific information and news

We send daily SMS messages that contain customized information and news on 5 main topics (Field Crops, Fruit Growing, Vegetable Growing, Animal Husbandry and Organic Farming) and 52 sub-categories according to the farmer's area of work. By using this package, producers can choose as many products as they want to, and follow the agricultural news and growing suggestions about their crops. For example: Cattle Breeding, Sheep Breeding, Goat Breeding, etc. under the Animal Husbandry heading. The information provided by the package includes:

- Regional buying-selling prices
- Pest-control methods and trainings
- Proper irrigation and spraying methods
- Husbandry methods to increase meat and milk yield
- Trainings on animal health management

Turkcell AgroMed: Personalized agriculture consultancy

Marking a global first, Turkcell AgroMed offers special solutions for each farmer's field and product. All farmers subscribing to the Turkcell AgroMed service and registering their field and product can follow the transitional periods and physical condition of their products.

For this project, we leverage the expertise of dedicated agricultural engineers and Turkcell's technological infrastructure. These teams ensure that any problems that may arise during production are solved, the use of correct, modern production methods is supported, and the producer is informed with a personalized program throughout the production season.

The service is supported by the call center, dealership network and field visits by agricultural engineers when necessary, in addition to the SMS channel. Turkcell AgroMed amounts to a 20% reduction in the farmers' costs and a 10% increase in yield.

Subscribers are provided with the following information in the period leading up to harvest:

- Product-specific growing program
- Field- and product-specific fertilization program
- County-based five-day weather forecasts
- Region-based early warnings against diseases and pests
- 8099 Agricultural Helpline
- Soil and product analysis discounts at Ag-Pür laboratories
- Market information about agricultural products
- Market house prices
- Region- and product-specific incentives and support from the Ministry of Agriculture

PEOPLE WITHOUT BOUNDARIES

At Turkcell, we believe that every segment of society should have equality of opportunity for the economic and social development of our country, and we take concrete steps to achieve this. For this vision, in addition to the employment of people with disabilities and our social contribution projects, we also aim at minimizing the communication problems experienced by citizens with disabilities with our mobile communication technologies, which we continuously improve, and our affordable voice/SMS/data rates.

Voice, SMS and data rates for subscribers with disabilities: We have very advantageous discounted Support Packages categorized according to the needs of people with disabilities. The purpose of these very affordable rates designed for the specific needs of people with different types of disabilities is to ensure easy communication.

Voice-invoice and voice-contract: Visually-impaired Turkcell subscribers are called after the date on which their invoice is issued, and notified about their invoice amount, last payment date and invoice details on a free-of-charge basis. They can also listen to every e-mail sent to them on their computer. Visually-impaired subscribers can also listen to the customer contract which they are asked to sign by calling the Call Center or on www.turkcell.com.tr and learn about its content.

Video call center for the hearing-impaired: Developed by Turkcell to offer services through using sign language, Video Customer Services are provided free of charge for hearing-impaired Turkcell subscribers. Calls can be initiated by reaching Turkcell Customer Services from a 3G phone.

"Play at the Tone" announcement service for the hearing-impaired: Hearing-impaired customers can define a "Play at the Tone" announcement message on their phone free of charge and have their callers listen to this message: "The person you have called is hearing-impaired. Please use the SMS or MMS service to contact them". Subscribers can use the service just by texting ISITME and sending it to 1040.

"Turkcell Dream Partner" service: In collaboration with Young Guru Academy, Turkcell Dream Partner offers free of charge



services to visually impaired subscribers such as national and around the world news, daily columns, dozens of audible books storing world classics and trainings.

With this service, our visually-impaired subscribers can call 8020 from their cell phones or install the "Dream Partner" iOS and Android application on their smart phones to listen.

Dream Partner offers an audible version of Goals in the Pocket Service for visually impaired subscribers to instantly hear the goals of the soccer club their fan of, track their matches.

Some unique audible services take part in Dream Partner as well. In 2013 famous Turkish writer Yaşar Kemal's latest book "Çıplak Deniz, Çıplak Ada" currently after being released from Yapı Kredi Publishing House, was recorded by actor Yetkin Dikiciler and meet with its visually impaired subscribers by Turkcell Dream Partner.

- Since its launch in May 2012, the "Dream Partner" service has been utilized by nearly 45,000 individual users in total.
- As of 2013, more than 350,000 calls are made, corresponding to 2 million minutes.
- There are more than 2,500 connections to this service and its contents are listened 7,500 minute long on daily bases.
- The active user number of Dream Partner is about 6,250 people.



BURCU SÜTLÜOĞLU

Sales Representative, Turkcell Store

I knew sign language; I had learnt it from my husband since his parents were hearing-impaired. What gave me the idea for my project was the visit of a hearing-impaired customer about 4 years ago at the Turkcell Suadiye Flagship store where I work. Serhat Bey was desperately trying to express himself to my colleagues when I approached him and used sign language to communicate with him. I could see from his face that he was not only thrilled because I had solved his problem, but he had also seen once again that becoming a Turkcell subscriber was the right choice for him. His happiness as he left our store gave me this idea.

After Serhat Bey, our store was incredibly busy for some time with the visits of our hearing-impaired customers (relatives of Serhat Bey, friends, acquaintances), which gave my idea more clarity and enabled me to turn it into a project. We arranged a meeting with the President of the Federation of the Hearing Impaired, with whom I had discussed the subject in detail previously, and initiated the project immediately afterwards. Trainings were organized, special services were provided to our hearing-impaired customers and a video commercial was filmed. I won the friendship and affection of so many people. My mother-in-law and I had roles in the commercial. Thanks to this project, I won the CXO success award, which I am very proud of.

Fingers Do the Talk: “Disability-friendly merchandising”, which we initiated in cooperation with the Federation of the Hearing Impaired and marks first in the sector, enabled us to create a program to serve our customers with disabilities in stores and give them information about products and services. For this program, we translated more than 200 Turkcell products and services and more than 20 subscription processes into sign language. Across Turkey, 6 Turkcell stores and 127 Turkcell Communication Centers (TIMs) provide services in sign language to our hearing impaired customers.

“Where Am I” Voice Service: Visually-impaired subscribers can call 8081 to listen to information about their location (address, the nearest spots and their telephone numbers, geographical location data, telephone numbers of the police and emergency healthcare services).

Eyes That See: Turkcell assumes the 1-year communication costs of subscribers who become eligible to receive a device in the “Eyes That See” project of the Ministry of Transport, Maritime Affairs and Communication. It is only necessary to text GORENGOZ and send it to 5554 via SMS by using the cell phones provided by the Ministry of Transport, Maritime Affairs and Communication

**SERVICES
PROVIDED IN SIGN
LANGUAGE AT**

127



**TURKCELL
COMMUNICATION
CENTERS**



SOCIAL INVESTMENT PROJECTS

SNOWDROPS:

Exactly 14 years ago, we started the "Snowdrops" Project for the purpose of offering equality of opportunity to young girls who cannot attend school due to economic difficulties. Snowdrops are the flowers that bloom before the snow melts in Eastern Anatolia, and are known as harbingers of spring. Project "Snowdrops" also proved to be a harbinger of "spring" for young girls who had to leave school despite their enthusiasm

and ambition, and these girls grew up to be successful Snowdrop girls...

Since 2000, more than 100,000 scholarships have been made available and many girls completed their education thanks to the Snowdrops Project. The project was greatly supported by Sezen Aksu and Ayşe Kulin, important figures of Turkey's artistic and literary circles. Aksu and Kulin also called for support for the education of girls to make the project more visible.

14
YEARS

100
THOUSAND
SCHOLARSHIPS



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/corporate-social-responsibility/education/snowdrops>



the first time when the National Geographic Channel broadcast the documentary of a social responsibility project from Turkey. Thanks to this documentary, the entire world witnessed what the Snowdrop girls could achieve when they had the opportunity.

In time, the Snowdrops Project attracted the attention of many other organizations including the World Communication Awards, PRnews and Golden Drum, and won nearly 20 national and international awards.

Every year, thousands of young girls are given scholarships and the opportunity to pursue their dreams. Thousands of girls completed their education, realizing a dream. Today, they maintain the same success in their professional life.

In 2013, 2,000 Snowdrops graduated from high school and 280 completed their university education, starting in life as professionals. 800 Snowdrops won the university entrance exam, proving their ambition once more.

Thanks to the Snowdrops Project, we have witnessed, and will continue to witness, that girls can become greatly successful and grow up as individuals who are useful to society, if they are given equality of opportunity.



Sezen Aksu donated the income from her album "Snowdrops" and concert tickets, and Ayşe Kulin donated the income of her book "Snowdrops", helping nearly 1,000 Snowdrop girls continue their education.

The success of the project was recognized globally. In March 2010, the Snowdrops Project was introduced as an "exemplary" project during the panel discussion held at the UN Headquarters under the scope of the Beijing +15 event organized by the United Nations.

In 2011, the largest documentary channel of the world, National Geographic turned the Snowdrops Project into a documentary. Snowdrop girls and their families were interviewed for the documentary in Istanbul, Kars, Erzurum and Mardin. This was



Support Us to Empower Women, the Family and the Economy!

WOMEN EMPOWERMENT IN ECONOMY:

We believe that women's participation in the economy would lead to a positive transformation both in their own individual life and in the social life. By this means, women can contribute to the family budget and open new horizons for their own life. Confident women entrepreneurs who can stand on their own feet can get us one step closer to our dream of "Strong Women, Strong Turkey".

We are very enthusiastic about all kinds of projects that would bring out the power in women. Accordingly, we became the main sponsor of the "Turkish Grameen Microfinance Program" undertaken in 2003 to offer micro-financing to women who want to start their own business by the Turkish Foundation for Waste

Reduction (TISVA) and Grameen Trust under the leadership of Nobel Laureate Mohammad Yunus. As part of this collaboration, we launched the Women Empowerment in Economy project in cooperation with the Turkish Foundation for Waste Reduction and with support from the Ministry of Family and Social Policies. With the program, we aim at supporting women's participation in the economy by leveraging Turkcell's product range, supply chain and power in communications and technology.

Launched in September 2012, the project has enabled 68 thousand women entrepreneurs to create a better future for themselves and their children by relying on Turkcell's technology support.



It is very important for us to create social benefits and offer equality of opportunity by making our technology available everywhere in Turkey. Our superior communication and technology infrastructure was our biggest strength in this project, by which we wanted to contribute to women's economic, social and cultural development.



With "Women Empowerment in Economy", we mobilized all of our resources for the empowerment of women. The strength and enthusiasm that we took from Turkey and women entrepreneurs encouraged us to take new steps for the program.

We set up a crowdfunding system for support...

Launched by Turkcell, the website www.ekonomiyekadingucu.com was developed to bring together the volunteers who were willing to provide micro-loans to women entrepreneurs. This is a platform by which individual people can give loans or make donations to women entrepreneurs through the crowdfunding system, which is implemented for the first time in Turkey, by using mobile or online tools in order to help more women benefit from micro-loans and participate in economic production by developing an innovative business model. Supporters can directly aid a woman entrepreneur

of their own choice or contribute to the "Entrepreneur Funding Pool".

We planned trainings for equality of opportunity in access to information...

To support the personal development of women entrepreneurs, we organized a training every month in a different city. Trainings offered in technology, marketing, sales and personal development in collaboration with Özyeğin University supported the development of 500 women. In addition to the face-to-face trainings organized in 11 cities, we continued to support the personal and professional development of women entrepreneurs by sending learning contents to their mobile phones via Turkcell's Mobile Learning infrastructure.



We developed systems for technological literacy

With our technology, we improved the micro-loan collection process for the women entrepreneurs in the “Women Empowerment in Economy” project and the personnel of the Turkish Foundation for Waste Reduction in charge of extending loans and collecting repayments. Building on the existing system, in which micro-loans were given by hand and collections with POS devices resulted in paper use, we gave the women entrepreneur’s prepaid cards with contactless NFC functionality. And with mobile phones and the NFC Cep-T

Moneycard, we turned the system into an exemplary model which was more environmentally-friendly, technologically advanced and time-saving. Today, women entrepreneurs can follow up their loan process easily with a single card thanks to the NFC Cep-T Moneycard. Produced by our own technology, the Cep-T Moneycards provided to women entrepreneurs both have credit loading functionality and enable defining their credit and identity. Today, this card also allows 68,000 women entrepreneurs receiving micro-loans to use basic financial services and make simple mobile transactions on a 24/7 basis.



We created a virtual store for women with our marketing support.

We created an e-commerce platform named “Women’s Handiwork” in the website www.ekonomiyekadingucu.com in order for women with limited means to sell the products which they produce with the support of trainings and micro-loans. Thanks to this infrastructure, women now have a virtual marketplace of their own. For the empowerment of women and the economy as well as the development of Turkey, it is vital that each and every product in the marketplace finds a buyer. In this platform, women entrepreneurs can post free advertisements for their products via the internet or SMS.



In the beginning of the launch we made an initial donation of 400 thousand TRY with the purpose of opening a micro-loan branch in Van since there was none there. In September 2013 the women entrepreneurs of Van, who we were able to contact through the newly opened Van branch of TISVA, received their micro-loans, which they needed to set up or grow their business, during the opening of the branch.

The success of the project, initiated with a donation of 400,000 TRY and with the aim of reaching 100,000 women entrepreneurs in 4 years, was found worthy of several awards in 2013. The Women Empowerment in Economy project was given two awards in 2013 at IPRA Golden Globe Awards, one of the most

An infographic consisting of two blue boxes. The left box contains the text '4 YEARS' in white. The right box contains the text '100 THOUSAND FEMALE ENTREPRENEURS' in white. The boxes are connected by a white arrow pointing from left to right.



prestigious organizations in public relations. The project both won the first place in the "Corporate Social Responsibility" category and the Grand IPRA Award among the other 29 award categories. The Women Empowerment in Economy project was also awarded in the "Social Responsibility" category of "Mobile Excellence Awards" (MEA), considered to be one of the most important competitions in mobile communications in the USA.

In addition to these awards, the Women Empowerment in Economy Project also attracted attention in the international arena among exemplary works of women. Turkcell was the owner of one of the best four exemplary projects introduced to the world during the international meeting held in March 2013, where the Secretary-General of the United Nations Ban Ki-moon was the guest of honor. Being the first Turkish technology company to sign the Women's Empowerment Principles, Turkcell was represented in the international sessions. The gifts which were prepared by women receiving microloans under the Women Empowerment in Economy project were presented to the Secretary-General. Ban Ki-Moon expressed his appreciation for the pioneering "women-oriented" projects of Turkcell and said "thank you" in Turkish.

HURİYE UNUTMAZ

Women Empowerment in Economy

I have brought up three children; now I want to grow my business. I am making this dream come true thanks to the micro-loan that I am using under the scope of the "Women Empowerment in Economy" project launched by Turkcell and TISVA. I could have never imagined that I would be the first woman coppersmith in Tokat, but it happened. With the help of my husband, I improved my craftsmanship and in time learned to stand on my own feet. I also set an example for the women around me. I participated in a discussion on "Entrepreneurship" upon the invitation of Gaziantep University. Now, my only dream is to grow my workshop and create employment opportunities for women like me.



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/corporate-social-responsibility/entrepreneurship/women-empowerment-in-economy>

DEVELOPERS OF THE FUTURE

In September 2013, we launched the “Developers of the Future” project for the purpose of bringing together those people who felt an interest in software development in the mobile and digital world, one of the most important areas of our day. Our aim for the next 5 years is to help 50,000 mobile application developers receive technical training and develop applications, commercialize the applications so developed, and finally, grow qualified human resources for both Turkcell and our ecosystem.

University students, individual software developers, professional software developers working at different organizations, in other words, anyone who is currently working in application

Rakamlarla Geleceği Yazarlar



development and has goals in this area will be able to take part in the project.

Software economy is important to us, and we want to help Turkey get a share from this pie. With this perspective in mind and working on the question “How can we create value for the ecosystem?” we set ourselves the target of helping people, particularly young people, who are interested in mobile software achieve competency in this area. Since we know that there are young people in Turkey who enthusiastically work in this field and produce successful works, just like the rest of the world, it is a dream for us to transform these ideas and works into achievements of global scale.

While preparing the training documents in “Developers of the Future”, we worked under the supervision of active expert mobile application developers who were graduates of education faculties. All documents were subjected to a scrupulous production and quality control inspection. Naturally, we update the trainings continuously as technology develops, and add new content every day.

Thanks to the “Developers of the Future” project, trainees will have the opportunity to develop applications and software with Android, iOS and Windows Phone. This project differs from the similar projects around the world in having the most commonly used mobile operating systems of the market under a single initiative.

To further encourage the software developers who are successful in the project, leading figures from the sector provide mentorship to them. Also, developers signing up to the project portal will be able to contact their project mentors and receive their feedback. Mentors will not only work in a closer relationship with the developers but they will also guide them during actual events or organizations. The feedback of participants regarding the project will ensure that the “Developers of the Future” ecosystem constantly develops and remains up-to-date.



To the participants who successfully complete the entire training and develop software programs, we plan to offer internship and employment opportunities in the large ecosystem of our business partners and corporate customers. Software developers and entrepreneurs who want to develop a business partnership with us in the individual or corporate field will have the opportunity to benefit from the various support mechanisms of Turkcell thanks to the Turkcell Partnership interaction.

“Developers of the Future” is open to anyone who wants to be a part of the mobile software ecosystem. Even developers who are yet at the beginner’s level can be involved in the project. Many national events were organized to interact with

developers and interested people as part of the project, which offers training, development and mentorship opportunities.

In 2013, we visited 9 universities and contacted nearly 1,000 people, describing the project at times and holding trainings for application development at other times. We hosted 300 of the participants as guests in our trainings. In addition to these activities, we organized 12 events to create different channels of interaction with developers. We promoted the “Developers of the Future” project by supporting events such as Hackthe Hackathon, Hackathonist, Devfest, GETEK’13 and Bilfest’13. At these events, we offered a rich content of activities with different actions such as the opportunity to consult project mentors, application development contests designed for young

people and opening Turkcell’s APIs to developers.

2013 Turkcell Technology Summit was one of the effective platforms that we used to bring software developers together. During the Summit, we had a 2-day program named “Developers of the Future”, in which many valuable experts met the participants from different regions of Turkey in a total of 28 sessions of trainings/seminars/panel discussions, and we had the opportunity to contribute to nearly 2,500 people with different themes. We plan to make use of effective platforms like this on a wider scale in different areas of Turkey in the near future.

TURKEY'S MONEY-BOX FOR VAN



The entire population of Turkey was mobilized to give a helping hand to Van following the earthquakes that occurred in the city on 23 October and 9 November 2011.

At Turkcell, we also banded together from the first moment when we heard of the earthquake, which distressed every citizen. We made our very best efforts to fulfill our responsibility immediately after the earthquakes.

We used our technology, base stations and communication infrastructure to save lives. We took every measure to ensure that our customers surviving the earthquake were not deprived



of their right to communication. Turkcell helped to save lives and connect Van to life and the world.

Immediately after the earthquake, Turkcell Volunteers delivered 6 trucks of aid materials collected with efforts of the entire Turkcell family, and personally distributed them to villages. Yet all the time we had this question on our mind: "What else can we do?" When we united our minds, hearts and love for our people, we came up with the "Turkey's Money-Box for Van" project.

Turkcell started a national campaign to give the city a new hope. And the first steps of the giant project called "Turkey's Money-Box for Van" were taken in cooperation with the Turkish Education Foundation (TEV) and with the support of the Ministry of National Education.

Turkcell made the initial donation of 5 million TRY to Turkey's Money-Box and then contributions flooded in from all over the country. The number of SMS sent from Turkey and the Turkish Republic of Northern Cyprus grew at an incredible rate. Companies,

associations and charitable individuals donated houses. Popular artists volunteered to support the project.

With full support from Turkey, more teachers had a home of their own

As part of the project, a Teachers' Campus and Students' Dormitory were built in Van, and 100 Industrial Vocational High School students were given scholarships. In time, the money collected in Turkey's Money-Box reached nearly 9.5 million TRY.

Thanks to the donations made by individuals and organizations, new houses were added to the Teachers' Campus. For the "Turkey's Money-Box for Van" project, 350,000 donation SMS were sent from all over Turkey, 1,500 money transfers were made and 35 charitable individuals and organizations donated houses. Since its design allowed growth, the capacity of the Teachers' Campus increased from the initial 100 teachers to 192 teachers thanks to the continuing donations.



Located on an area of 10,000 square meters, the Campus consists of permanent, steel construction dwellings with 2+1 apartments and serves as a living center complete with social and recreational areas. The technological infrastructure of

SEVAL SELÇUK

*Turkish Language and Literature Teacher
Living on the Teachers' Campus in Van*

Turkcell's Teachers' Campus was a real surprise for me. Actually, I had heard about the campaign from commercials and several programs but I had never imagined that I would be a part of that campus. We were exhausted from constantly being cold and hurrying to a safe place at each quake; we were almost numb. One day we received a letter at school. They were talking about the campus. It was in a village called Kalecik. I had been appointed a short time before, and so I thought I did not stand a chance. Just when I had forgotten about it, a list came to the school and I learned that several of my friends and I could begin living in an apartment on the campus. Finally a home of my own! I felt safe. The authorities from the Ministry of National Education, Governor's Office and Turkcell did everything possible to help us put our lives in order on the campus.

That winter, I was finally in my own house after the earthquake. It was like a dream house with colorful shutters. I had to sell my white goods to a second-hand appliance dealer after the earthquake. Now I had new ones to replace them. Unlimited internet use for two years was the perfect gift. I was warm and able to take a shower any time I wanted. When spring came, I was in total tranquility with my book and coffee opposite the view of the lake.



the Teachers' Campus was provided by Turkcell Superonline. The Teachers' Campus was opened officially on 30 September 2013.

At the start of the new educational year, 132 students were safely placed in the youth-friendly, earthquake-proof, steel-construction dormitory, established on an area of 1,500 square meters.

Contribution to employment

In collaboration with the Ministry of National Education (MEB), Türksat and Turkcell Global Bilgi, a MEB Communication Center (MEBİM 147) was established in Erciş, Van after the earthquake in order to answer the education-related questions of students, teachers and parents for the ultimate purpose of offering equality of opportunity in education. Turkcell created employment opportunities for 100 people with MEBİM 147, which helped to solve the unemployment problem after the earthquake in Van and became the second largest center of employment in the area. MEBİM 147 provides services in all areas related to the duties and responsibilities of the Ministry of National Education. 50% of the center personnel is made up of people with disabilities. Of the employees, 66% are men and 34% are women, and their mean age is 26. 95% of the employees are survivors of the earthquake.



Turkey's Money-Box for Van won the "UN Special Award"

Being an exemplary model of Public-Private Sector-NGO collaboration and a participation-based, transparent and accountable charity model, the "Turkey's Money-Box for Van" project was given the "UN Special Award" by the United Nations at IPRA Golden World 2012 Awards.

The United Nations Development Program (UNDP) introduced the "Turkey's Money-Box for Van" project as an exemplary project to the world.

UNDP held a meeting with the topic of "Flexibility and Innovation Demonstrated by Organizations during Disasters". At the event held at the UN Headquarters in New York, Turkcell's infrastructure-related efforts during the Van earthquake and the transparent charity campaign "Turkey's Money-Box for Van", launched in cooperation with the Turkish Education Foundation (TEV) and with the support of the Ministry of National Education, were described as exemplary works to the world.



For detailed information:

<http://www.turkcell.com.tr/en/aboutus/corporate-social-responsibility/education/turkeys-money-box-for-van>



CORPORATE SUPPORT PROJECTS

Contribution to Sports

Turkcell Olympic Performance Projects in Athletics and Swimming

Our pioneering efforts are ongoing to help sports develop in Turkey and win the admiration of national and international communities for Turkish sportsmen and sportswomen and Turkish National Teams. With successful projects initiated in 2013, we underline the importance of supporting not only professional but also amateur sports activities. To make success permanent in our projects embracing amateur sports, we plan to implement a "New Period, New System" approach.



We support Olympic Performance projects in Swimming and Athletics on the international level in collaboration with the Ministry of Youth and Sports. From the first day, our aim was to bring success to the Turkish sports world and reach the target of 200,000 licensed sportspeople. As of today, we have made a total investment of 28 million TRY, making the greatest contribution to amateur sports.

We not only provided financial support but also tried to be involved in every stage of the process by means of different sponsorship models. We were actively involved in the project, from project management to selection and development of sportspeople and corporate development consultancy.

Since the launch of our project, we undertook activities in different areas with a 360-degree approach. We aimed at increasing the number of competitions for youth setups in order to increase the number of licensed sportspeople. We initiated works to bring international sports education systems to Turkey, focusing on the first time when future sportspeople become acquainted with sports.

We planned trainings with specialists from federations for the development and education of families and trainers, who play a major role in the bringing up of future sportspeople.

In order to make our professional sportspeople even more successful, we took the first steps to open Olympic Performance Centers through international partnerships.



In the fields where we would rely on Turkcell's power in technology, we made all of our technologies and expertise available for the development of the project and undertook infrastructure works.

Our goal is to create a solid background for these two sports branches through federations that bear all the characteristics of a corporate institution and strive for sustainable success in a disciplined and systematic manner, bringing the Turkish sports and sportspeople to the next level. Increasing the number of licensed sportspeople with our Athletics and Swimming Performance projects and bringing up successful national athletes and swimmers for 2016 and 2020 Summer Olympic Games is one of our greatest goals.



Football-Basketball

In 2002, we were the "Official Communications Sponsor" of the National Football Team and since 2005 we have been the Main Sponsor.

In addition to sponsorship, we also provide support with our technology and bring the outcome of our joint efforts with the Football Federation to the stadium, making fans' lives easier. Thanks to these efforts, football fans can receive their tickets with a single SMS sent to their mobile phones and enter the stadiums easily by scanning the SMS ticket at the stadium gate.

First used in Turkey as a pilot trial for the Turkey-Estonia game on 11 September 2012 and Turkey-Romania game on 12 October, generalizing the use of the Turkcell Mobile Ticket technology to cover all sports games is also one of our goals.

We sponsored the FIFA U20 World Cup in 2013, and made the Smart Ticket available to football fans for the first time in FIFA's history for the games hosted in Turkey between 21 June and 13 July. The mobile

ticket technology attracted quite an attention outside Turkey thanks to the FIFA U20 World Cup.

In 2013 in addition to sponsorship, we carried out Turkey's first fan survey and we organized Official Fantasy Football Game of Turkish Football Association.

We also continue to support basketball, the second most popular sports in Turkey after football. In 2002 we became the "Official Communications Sponsor" of the national Basketball Team, inspiring and encouraging younger generations, and since 2006 we have been their Main Sponsor. We also became the Main Sponsor of the 2010 World Basketball Championship, where our National Basketball Team achieved a great success and won the second place, and we continue to extend our support for the National Team.



THE "VOICE-SEERS" FOOTBALL LEAGUE AND B1 NATIONAL FOOTBALL TEAM SPONSORSHIP

As the main sponsor of the Visually-Impaired Sports Federation, we supported visually impaired football after cycling. In cooperation with the Turkish Football Federation and Turkish Sports Federation for the Visually Impaired, we started to support the National

Visually-Impaired Football Team and "Voice-Seers League".

On the path to the 2016 Paralympic Games, we announced our sponsorship for the B1 (totally blind) National Football Team on 3 December 2013, International Day of People with Disabilities.

CYCLING FOR THE VISUALLY-IMPAIRED

In cooperation with the Visually-Impaired Sports Federation, we started Cycling for the Visually Impaired as a Paralympic branch, marking a first in Turkey. As part of the project, we support 50 sportspeople from Tokat, Denizli, Konya, Kayseri and Izmir, who are members of our Visually-Impaired Cycling team.



As Turkcell Volunteers, we reached 50,000 children who were in need.

EMPLOYEE VOLUNTEERISM

Turkcell Volunteers, which employees can support monetarily or actively take part in by working on projects, has been operational since 2008. Today, with nearly 1,200 regular contributors, Turkcell Volunteers relies on donations for its budget.

At Turkcell Volunteers, we work in cooperation with non-governmental organizations to identify those individuals or projects that need assistance, and organize events at the company to enable Turkcell employees to support these projects personally. All projects are shared with our colleagues via e-mail before they are undertaken. Applications are collected from those who want to take an active part. People who have never participated before are given priority when the applications are evaluated.

Employee Volunteerism Activities in 2013

In 2013, we initiated the "Toy Hospital" project, through which we repaired hundreds of toys collected at the toy repair stands set up simultaneously at five different plazas, and gave them away as gifts to the children of the Tohum Autism Foundation.

We undertook the renovation of a school in Mardin's Derik county. We visited the school and donated supplies with the participation of several colleagues from different regions. Both the volunteers and the children had an unforgettable experience.

With the "Children to the Streets" project, we prepared and distributed leaflets to remind all of our volunteers of forgotten children's games.

120 Turkcell employees volunteered to read out books for the audio-book project designed for visually-impaired young people. Support was provided for the creation of a Turkcell Audio Library. As part of the project, books recorded with real human voices were included in the Turkcell "Dream Partner" service.



Mobile Kindergarten in the Fields for Children of Seasonal Workers

Turkcell Volunteers, initiated the Mobile Kindergarten project, designed for the seasonal workers staying in Adana. Hundreds of children living in the tent city in Tabaklar Village of Karataş, Adana started their education thanks to the teachers appointed by the County Directorate of National Education. A library was also created in the Mobile Kindergarten for Children. While hundreds of preschool children from the tent city attended the Mobile Kindergarten, we also gave away school supplies to 500 students in the region.

ONUR TAŞIYEN

Corporate Sales Operations,
Turkcell Global Bilgi

At Turkcell, volunteering to take part in social responsibility projects or to support them makes you feel good, not only in professional circles but also on a social level. It felt so great to be a part of the mobile school project team. Witnessing the living conditions of the people trying to survive there was a real experience, and it was wonderful to be a part of this educational step, which could considerably improve these conditions for the next generations. This is a project for which I can say "I would do it a thousand times over". Giving people hope for the future and seeing the smiles in the eyes of little children was priceless. When everything was finished and we set out to return home, I was proud of what we had done.

OUR

ENVIRONMENTAL

IMPACT



TURKCELL



At Turkcell, it is one of our business priorities to fulfill our environmental responsibilities. Aiming to lead not only in technology but also in raising environmental consciousness, Turkcell considers its responsibility towards the environment and its areas of impact as a part of all business processes, and conducts its operations according to these priorities.

Accordingly, we work to develop environmental-friendly services and reduce the environmental impact, which results from our activities. We increase the use of renewable energy resources every year and focus on process optimization based on energy efficiency. Our efforts are ongoing to increase awareness about reducing waste production and sorting waste at the source, and

we place importance on controlled waste disposal. We work to reduce our carbon footprint with the environmentally-friendly solutions offered to our customers and used in our business processes, and we strive to save paper.

OUR ENVIRONMENTAL POLICY AND INVESTMENTS

IN 2013

11,600,000

TRY ENVIRONMENTAL INVESTMENT

- We value the environment because we value future generations.
- With a sense of social responsibility, we adopt, support and implement environmentalist policies.
- We lead together with our employees, dealerships, business partners and suppliers to increase the environmental consciousness of society.
- We take the necessary measures in our main locations of activity, such as base stations, data centers and office buildings, and at every stage of our business to avoid causing harm to the environment.
- In our internal operations, we support practices, which encourage the conservation of resources.
- We are cautious about utilizing natural resources in the most efficient way and preserving the ecological balance.
- We invest in sustainable environmentalist practices and alternative energy sources.
- By leveraging our technological competencies, we add value to the environment and our customers with innovative products and services.
- Working in cooperation with the stakeholders, non-governmental organizations and local administrations within our ecosystem, we regularly share our efforts for environmental protection with the public through our sustainability report.

OUR ENVIRONMENTAL INVESTMENTS

We conduct all of our activities in accordance with our environmental policy. Within the scope of our environmental impact, energy efficiency is the area we can achieve highest level of improvements. Therefore, energy efficient solutions weight the most among our environmentally-friendly implementations. The investment made in 2013 by using these solutions reached 11.6 million TRY*, together with capacity increases and newly set up sites.

One of our Group companies, Turkcell Superonline makes a significant contribution to energy savings thanks to the technological solutions deployed in its fiber network.

*Turkcell Group data for 2013.

With this technology, launched in June 2012 with 87 devices, we held a total of 70,896 videoconferences in one year. The total duration of these conferences was 73,454 hours.

OUR ENVIRONMENTALLY-FRIENDLY PRACTICES



At Turkcell, we support the increased use of environmentally-friendly practices by means of both our business processes and the products and services we offer to our customers, and make sure we use natural resources efficiently.

TELEPRESENCE* APPLICATION:

We have "telePresence" technology in place on the desktops of our employees and in the meeting rooms of offices located in 25 different cities and in five countries. There are 250 devices in total installed Group-wide, including personal, room-type solutions and virtual meeting room solutions. Our employees can use this system in the meeting room of their offices, in manager's rooms or on their desktop computers or even mobile devices.

**Videoconferencing system*

Our field employees and managers can make conference calls using their mobile devices. In addition to communication with Turkcell and Group companies, we also give all of our employees the opportunity to contact other business partners through video calls or video conferencing.

Within the first 6 months following the launch of telePresence, we not only started to present new services and marketing campaigns in a faster way, but we also reduced our carbon footprint thanks to the decreased amount of air and road travel. We also saved time and money in our internal meetings. For instance, we eliminated the three-hour trip between our Istanbul offices, saving nearly 70 hours a day. Travel requirements to Group companies were also reduced by 40%. Travel expenses, which normally increase by 30% each year, remained the same as in 2012.

We also use the telePresence service in our recruitment processes. In the first 6 months of 2013, we managed the recruitment process of more than 100 people from Istanbul and various regions of Turkey by using videoconferencing solutions. The telePresence system available in our meeting rooms enabled us to eliminate the need to travel for the recruitment interviews of candidates, avoiding the time and costs that would be associated with those trips.



MONTHLY PAPER SAVINGS
CORRESPONDING TO



71,000 TRANSACTIONS



ELIMINATION OF PAPER WORK IN PROCESS:

As of May 2013, documents are no longer requested from individual and corporate customers who want to switch from a postpaid to a prepaid plan. With this action, we saved the paper, which would have been consumed for a monthly average of 71,000 transactions. Efforts are also ongoing to eliminate document requirements for transactions including subscription-based device campaigns, rate changes and SIM card changes. There are also ongoing pilot works regarding chip ID cards, which the government plans to issue for all citizens. With this ID, we hope to eliminate the need for an ID copy from all transactions.

PRINTER REPLACEMENT PROJECT

Launched in September 2012, the Printer Replacement Project was initiated to overcome the difficulties caused by using more than one printer model in too many locations. At Turkcell, the difficulties in the operational management of too many different printers resulted in issues concerning the security of printed documents, printing costs, loss of efficiency and user experience.

Thanks to the Turkcell Printer Replacement Project, we achieved cost savings of up to 30% and reduced the number of printers by nearly 25%. We readjusted toner purchases and switched to costing per page at a rate of 100%. We also eliminated the printer problems encountered by employees.

With the Printer Replacement Project, we saved 3 million prints in 1.5 years and prevented the risks arising from the printing of important documents on printers.

**AVOIDING
3
MILLION
PRINTS IN
1.5 YEARS**

At Turkcell, we save 29 tons of paper in just 1 month by issuing e-invoices for individual customers, saving 493 trees. This means preserving 5,916 trees a year.



Turkcell E-Invoice

WE SAVE NEARLY
6,000
TREES FROM BEING CUT DOWN
EVERY YEAR WITH E-INVICES.

E-INVOICE:

At Turkcell, we launched the "Corporate E-Invoice Campaign" in 2013 for the purpose of encouraging our corporate customers to also use e-invoices. 59,500 corporate lines switched to the e-invoice in just 1 month thanks to this campaign.

Legally binding and equivalent to the printed versions with wet signature, electronic invoices can be stored digitally and eliminate problems such as delays and losses, offering a fast and reliable alternative for corporate customers.

SUSTAINABLE PURCHASING PRACTICES

At the Procurement Department of Turkcell, we pay attention to purchase supplies and equipment which are made of recyclable materials or that can be recycled at the end of their life. As part of our Green Purchase principles:

- The equipment purchased for our network is configured to be energy-efficient, and we have self-powering base stations in our network.



BM, çevreci hidrojen teknolojisi için Türkiye'den Turkcell'i seçti

- The air-conditioning and energy infrastructure in our data center system rooms have been replaced with more efficient, up-to-date technology and designs.
- We prefer environmentally-friendly products in our corporate purchases. Accordingly, we choose environmentally-friendly furniture, taps with sensors, recycled cardboard cups, pencils, notebooks and paper.

HYDROGEN ENERGY UTILIZATION PROJECT

In 2012, we started a project for the use of hydrogen energy in communication units in collaboration with the International Center of Hydrogen Energy Technologies (ICHET) of the United Nations Industrial Development Organization (UNIDO).

Hosted in Turkey by Turkcell and supported by the European Commission under the scope of "Fuel Cell and Hydrogen Platform" works, the FITUP project is conducted in 19 other locations in Europe, including Switzerland, Italy and the Netherlands. At Turkcell, we first began the tests for the use of hydrogen energy generated by water in communication units in Bursa. Tests are still ongoing.

When hydrogen fuel cells are used for power generation, no gas or toxic substance is released into the environment other than water vapor. Therefore, they are a cleaner, more environmentally-friendly alternative than batteries.

WITH M2M
SOLUTIONS
YEARLY FUEL
SAVINGS UP TO



1,000,000,000 TRY

ENERGY SAVINGS WITH M2M APPLICATIONS

Mobile communication makes it possible to significantly reduce the release of carbon dioxide and energy costs in different sectors of the economy. It even creates the possibility for more savings. These savings are achieved by using the virtual alternatives of travel, products, services and processes thanks to the smart applications made available to a large extent by machine to machine (M2M) communication. The potential of smart mobile applications is observed particularly in smart transportation and logistics with smart grids and meters.

Below is a summary of the benefits achieved in the use of natural resources with the products and services offered to our customers in 2013 as part of M2M applications:

- More than 450,000 vehicles were transformed into Smart Vehicles with Turkcell's M2M infrastructure, which resulted in annual fuel savings of nearly 1 billion TRY for Turkey.

- The energy bills of corporate customers were reduced by up to 30% thanks to the Smart Reactive Management Service.
- With smart energy and water meters, we helped to achieve a 10-15% reduction in electricity and water loss/theft.
- Vehicle tracking, guidance and on-the-road communication systems resulted in a 15-20% fuel savings.



OUR ENERGY EFFICIENCY EFFORTS

By integrating our technology with our processes, we implement effective energy management and low carbon emission practices, and work in an environmentally-friendly manner to utilize resources at a high efficiency rate. While planning our products, services and investments, we take energy-environment interaction into consideration.

With this perspective, we installed hybrid communication units, which allows using wind turbine power and network electricity alternately, and set up solar and wind power-operated communication units at 24 locations where network electricity was not available. In addition to these units, we achieved energy savings of 58.3 million kWh in 2013 thanks to other efficiency efforts in our network. This meant energy savings equivalent to the annual power consumption of 21,477 residences.

In the communication units operating on network electricity, we reduce our annual energy consumption by nearly 58 million kWh. And this means energy savings equivalent to the annual power consumption of 21,336 residences.

We did not limit our efficiency efforts to infrastructure; we also worked to achieve more energy savings in the electrical and mechanical systems of our buildings. These efforts resulted in energy savings of 5 million kWh, equivalent to the annual power consumption of 1,850 residences, in 2013.

ENERGY SAVINGS IN 2013

58.3

MILLION kWh

ENERGY SAVINGS FOR THE NETWORK OPERATIONS DEPARTMENT

- As of the end of 2010, we increased the efficiency of our rectifier systems. With an increase in efficiency of 92-96% in rectifier systems, we reduced energy consumption by 7% in the power system. We achieved energy savings of 6,586,566 kWh in 2013 with the 7,230 highly-efficient rectifier units located in Turkcell's network
- In 2012, the annual savings resulting from the newly-mounted



free cooling equipment was 743,094 kWh, and in 2013, we achieved annual energy savings of 1,383,716 kWh thanks to the free cooling systems newly included in the network

- The annual energy savings resulting from a total of 9,230 units of site-mounted free cooling equipment used in Turkcell's network was 5,948,626 kWh.
- In 2013, replacing older systems with inverter air-conditioners resulted in annual energy savings of nearly 3,727,000 kWh.
- The annual energy savings resulting from a total of 14,076 units of site-mounted air-conditioning equipment used in Turkcell's network was 33,756,000 kWh.



RENEWABLE ENERGY INITIATIVES

We are aware that our responsibility toward the ecological environment starts with reducing the energy used in business processes. Accordingly, we continue to invest in alternative energy and work to reduce energy consumption by leveraging state-of-the-art technologies.

As of 2013, 24 sites in Turkcell’s network operate with renewable energy; there is no powerline in those sites. The annual renewable electricity generation of these sites which use solar and wind power is shown by year.



Year	Total Renewable Power Generation at Locations Without Network Electricity (kWh)
2013	252,288
2012	273,312
2011	252,288
2010	252,288
2009	220,752

Wind turbines operating on network electricity generate a daily average of 2.14 kWh of power per turbine. This means that we achieved total energy savings of 145,284 kWh in 2012 and 130,443 kWh in 2013.



ENERGY SAVINGS FOR DATA CENTERS

Data centers are an integral part of our business and we work to reduce the amount of energy consumed by them. We aim at increasing the number of data centers where energy savings is a priority. At data centers, we focus our energy efficiency efforts in two areas:

1. Application of architecture and technologies to reduce energy consumption (virtualization)
2. Energy savings through the shutdown of service infrastructures which are not commercially profitable

Thanks to the 15-year experience of Turkish engineers, we offer security, a high level of quality, and business continuity at global standards (TIER 3) with data centers of our own design, including the cabinets. We set up environmentally-friendly systems with a PUE (Power Usage Effectiveness) value of 1.4, which is lower than the global average (1.7).

Reduction of the total energy consumption is one of our most important priorities. As of 2012, energy consumption was reduced by 40% at Turkcell data centers. The rate of energy consumption reduction was 18% in 2013.



EFFICIENT ENERGY USE IN TURKCELL OFFICE BUILDINGS

Efficient energy use at office buildings is one of our focus areas. We have a 360-degree approach in planning; we implement efficiency-increasing technologies, prevent heat loss, prefer efficient office equipment, replace the existing equipment inventory and raise the awareness of all related parties. Our efforts during 2012-2013 in this area are summarized:

- As of 2011, we switched to LED lighting for less power consumption in our lighting systems. In 2012-2013, we replaced the lighting system of an entire building with an LED system, achieving energy savings of 0.4 million kWh.
- We replaced 5% of the pumps and engines completing their life-cycle with frequency-controlled devices that reduce energy consumption. This resulted in savings of 0.2 million kWh.
- We reduced our energy consumption by nearly 10% by switching to free-cooling in our Zonguldak, Malatya, Van and Kayseri buildings.
- We increased the set value of the air-conditioning units in system rooms as of 2012. Accordingly, we increased the temperature of the system room by 2 degrees each year, reducing the amount of energy used for cooling. This resulted in annual energy savings of 1.5 million kWh.
- We replaced 35 low-efficiency split air-conditioners with inverter air-conditioners. This reduced the amount of energy consumed by air-conditioners at the offices by 20%. We prefer inverter air-conditioners in new purchases.
- In 2013, we switched to natural gas in the service buildings in İzmir, Diyarbakır and Erzurum, achieving energy savings of 30%.
- We reduced the fuel consumption of boilers by 15% by using an efficiency device that controls the burner with a special microprocessor.

**ENERGY USE
IN OFFICE
BUILDINGS AND
FIELDS**



We are growing every year, both in terms of area and the systems that we use (GSM switchboard rooms and data centers). In 2013, we opened the Technology Plaza and Van Plaza. The total area of the two buildings is 23,000 m². This means an increase of 15% in our total area in m² in 2013. In line with this growth, we foresee an increase in our electricity and natural gas consumption, and take the necessary measures for savings.

Power consumption figures of our offices are shown in the table.

	ELECTRICITY (Gj)	FUEL (Lt.)	NATURAL GAS (m³)
2011	112,305,803	402,971	445,867
2012	118,344,312	296,644	530,116
2013	125,897,241	267,194	470,180

Total electricity consumption figures of our base stations are given by year. 72% of their electricity consumption is met by natural gas power plants, and the remaining 28% is met by renewable energy systems.

YEARS	TOTAL CONSUMPTION (GJ)
2013	437,037,037.04
2012	418,554,973.19
2011	375,131,095.01
2010	316,159,198.80
2009	276,382,266.84

WATER AND WASTE MANAGEMENT

WATER MANAGEMENT

At our office buildings, water is used in closed-circuit heating and cooling systems; the water supplied by the Administration of Water and Sewage Services is used for cleaning purposes. The waste water leaving the buildings is directly discharged into the sewage system. At our office buildings, we undertake the following improvement activities to reduce water consumption and recover water.

Efforts for saving water

- Each year, we save an average of 4,000-5,000 m³ of water.
- At Turkcell office buildings, we saved 10,000 m³ of water in 2012-2013.
- We started using aerators in the taps at Turkcell Office buildings, reducing water consumption by nearly 30%.
- At the Turkcell Tepebaşı building, we collect rainwater to use for watering and car washing systems. This enables us to recover 10% of the rainwater. We plan to implement this on a more widespread basis in 2014.

Water consumption figures of our offices are shown in the table below.

Water Consumption	WATER m ³
2011	66,606
2012	46,667
2013	62,118



WASTE MANAGEMENT

As part of our environmental responsibility, we conduct effective waste management; we undertake various efforts to create environmental awareness in our employees and business partners.

At Turkcell plazas, there are waste sorting boxes to collect paper, plastic and household waste separately. Each type of waste is collected separately and then delivered to the relevant

institution or the municipality for recycling. Dead batteries are collected in waste battery boxes and delivered to local administrations for recycling.

In cafeterias, there are systems to collect oils and solid waste; vehicles of the municipality collect waste oil quarterly. Cleaning materials are also collected in an environmentally-friendly manner and delivered to the relevant institution for appropriate disposal.

Waste Amounts

The waste amounts of Turkcell offices are given in the table below.

Waste Amounts by Locations

Wastes	Waste Paper (Kg)		Wet Garbage (m ³)		Waste Oil (Lt)	
	2012	2013	2012	2013	2012	2013
Maltepe Plaza	17,350	23,280	2.8	3.6	770	984
Kartal Plaza	10,050	11,520	1.3	1.3	1,490	1,272
Tepebaşı Plaza	5,530	3,792	62.4	50.0	288	353
Davutpaşa Plaza	8,200	11,280	3.8	5.8	98	90
Adana Plaza	2,000	2,400	19.2	23.4	640	768
Ankara Plaza	830	1,176	2.6	3.5	2,000	2,400
Antalya Plaza	750	720	19.0	36.0	288	710
Bursa Plaza	1,500	2,100	1.2	1.5	0	0
Trabzon Plaza	2,400	2,400	7.5	8.4	36	86
İzmir Plaza	8,000	9,900	5.0	6.6	480	288
Diyarbakır Plaza	1,200	1,080	3.0	4.8	250	672
Samsun Plaza	350	480	6.0	7.2	60	122
Levent Plaza	4,650	5,810	7.5	10.6	0	0
Maltepe Teknoloji		4,733		1.4		

Management of Hazardous Waste

Management of scrap equipment, which requires recycling is an important priority for Turkcell. Very large amounts of equipment are scrapped every year because of our large GSM network, the necessity of keeping up with technological developments and the renewal rate of the network. These include electronic waste, accumulator waste, cable waste and supplies waste, each of which requires a different expertise and recycling process.

Unless properly processed, the components and heavy metals found in these materials can cause harm to the environment at dangerous levels. Keeping in mind that 10 grams of lead (found in significant amounts in waste accumulators) makes 200,000 liters of water unusable and contaminates 25 tons of soil, one can easily grasp the seriousness of the matter. Being aware of our environmental responsibility, we consider it an essential duty of ours to share this awareness with all of our business partners and all other parties which we come into contact with.

We optimize and manage the scrapping and sales processes, store our hazardous wastes in ADR-compliant storerooms, and require the companies that handle them to hold the required licenses and have the necessary competency. Accordingly, for waste disposal, we cooperate with companies that meet the requirements of the "Regulations on Controlling Waste Batteries and Accumulators" dated 31.08.2004 and numbered 25569.

Since Turkcell systems use dry accumulators, there were no leakage incidents in 2012-2013.

ENVIRONMENTAL COMPLIANCE

Turkcell İletişim Hizmetleri A.Ş. was subjected to no penal sanctions due to incompliance with environmental laws and regulations.

ANNEXES

1. OUR AWARDS

2013

- We won first place with 'Customer 2.0' in the 'Contribution to Corporate Strategy' category and with the 'leadership development program' in the 'Leadership Development' category in Corporate University Xchange Excellence and Innovation Awards (CorPU).
- We were awarded with the Black Statue, the most prestigious award of KalDer's National Quality Awards, for having kept the first place in customer satisfaction for 7 years. We were also found worthy of awards for 'continuity in customer satisfaction' and 'sectoral first place in 2012'.
- In Global Telecom Business Awards, we received the 'real time-charging project' award in cooperation with Ericsson and the 'Holistic Risk Management Project' award with Neural Tech.
- As NRW Invest Turkcell Europe, we were given 'The Most Successful Expansion Investment' award by the 2013 IR Magazine Awards.
- We received two awards in Mobile Excellence Awards: in the 'Humanitarian' category with the mobile communication infrastructure provided for Syrian refugees and in the 'Social Awareness' category with the Women Empowerment in Economy project.
- We received two awards in IPRA Golden Globe Awards for the Women Empowerment in Economy project. This project won first place in the "Corporate Social Responsibility" category.

2012

- We have won 'The Most Admired Companies in Turkey' award, organized by Capital Magazine, for 12 years.
- We won awards in the categories of 'The Most Admired Company of the Year' and 'The Company Providing the Most Employment Opportunities' in the 11th Kariyer.net Respect for People Awards.
- We were found worthy of 'Turkcell's Best Product' award with TiklaKonus service in GSMA Global Mobile Awards.
- We won the 'Continuity in Customer Satisfaction Award' for maintaining the first place in the Turkey Customer Satisfaction Index for 6 years, as well as the first place in 'Post-paid' and 'Pre-paid' categories in the 20th National Quality Awards organized by the Turkish Society of Quality.
- We received an award for the value created by Turkcell in University-Industry Collaborations in the Branding category of Corporate University Exchange Awards for Excellence and Innovation.
- We were awarded by Investor Relations Global Rankings (IRGR) in the category of 'The Most Developed Online Annual Report'.
- Turkcell Academy was found worthy of an award by the American Society for Training and Development (ASTD) in the "On-site Learning and Development" category for the 'Customer 2.0 Development Program' and the 'Excellence in Application' award in the 'Organizational Learning' category.
- Olympic W Committee's (IOC) 'Social Responsibility in Sports' award was given to the joint project of the General Directorate of Sports and Turkcell, 'Runners to the Future'.
- We received an award from Gartner for 'The Best CRM (Customer Relations Management) Application'.
- Loyalty Awards ranked the Turkcell Farmer's Package first

in the Loyalty Program in the category of 'The Best Use of Technology'. We also won the jury's special award in 'The Best Loyalty Program' category with Turkcell Platinum.

- We were awarded by the Global Telecoms Business magazine in the category of 'Innovation in Credit Management' with the 'Fraud and Credit Risk Management Project'.
- In Cannes Lions International Festival of Creativity, we won the Bronze Lion award in the category of 'Best Use of Digital Media' with the Turkcell 'Captcha' application.
- In the Golden Compass Public Relations Awards Ceremony, Global Bilgi was given the Special Award.
- We won two first places and one third place in the Regional Finals of ContactCenterWorld Top Ranking Performers. We had the first place in the categories of 'Best Outsourcing Partnership' and 'Best Self-Service Technology Application', and the third place in the 'Best Telesales' category.
- As Turkcell İletişim Hizmetleri, we were awarded in the category of Building an Employer Brand at the Peryön People Management Awards.
- We were chosen Operator of the Year at the MMA Smarties Awards.
- At İpra Golden World Awards, we won the United Nation's 'UN Special Award' with 'Turkey's Money-Box for Van'.
- With Dream Partner service, we were found worthy of an award at the Awards Night organized by the Federation of the Hearing Impaired.
- At Brandon Hall Excellence in Technology Awards, Turkcell Mobile Learning was awarded in the Best Advanced in Mobile Learning Technology category. We became the first Turkish company to be awarded in both organization and Excellence in Technology categories.

We sustain our support to national and international NGOs by maintaining our relations with our corporate stakeholders.



2. OUR CORPORATE STAKEHOLDERS

Our Corporate stakeholders in 2013 are as follows:

- Society of Information Security
- DEIK (Foreign Economic Relations Board)
- Internet Improvement Board
- ISO (Istanbul Chamber of Industry)
- ITO (Istanbul Chamber of Commerce)
- MOBISAD (Mobile Communication Systems and Tools Businessmen's Association)
- MOBILSIAD (Mobile Service Provider Businessmen's Association)
- TBD (Informatics Association of Turkey)
- TBV (Informatics Foundation of Turkey)
- FEDER (Association for Consumer Rights in Telecommunication and Energy Services and Sectoral Research)
- TELKODER (Turkish Competitive Telco Operators Association)
- TESID (Turkish Association for Electronics Industrialists)
- TOBB (Union of Chambers and Commodity Exchanges of Turkey)
- TUBISAD (Informatics Industry Association)
- TUSIAD (Turkish Industry and Business Association)
- TUTED (All Telecommunications and Businessmen's Association)
- YASAD (Software Industrialists Association)
- YASED (International Investors Association)
- ATC (American Turkish Council)
- GSMA (GSM Association)
- Internet Society
- ITU (International Telecommunication Union)
- MMA (Mobile Marketing Association)
- TABA (Turkish-American Business Association)



Statement GRI Application Level Check

GRI hereby states that **Turkcell İletişim Hizmetleri A.Ş.** has presented its report "Turkcell 2012-2013 Sustainability Report" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 18 April 2014

Ásthildur Hjaltadóttir
Director Services
Global Reporting Initiative



The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 14 April 2014. GRI explicitly excludes the statement being applied to any later changes to such material.


**GRI AND GLOBAL
COMPACT INDEX**

The 2012-2013 Sustainability Report of Turkcell İletişim Hizmetleri A.Ş. was prepared in accordance with the GRI G3.1 Sustainability Reporting Principles and UN Global Compact Communication on Progress standards. The table below is an integrated indicator index table that brings together the indicators of these two standards.

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
1.1	Statement from the most senior decision-maker of the organization.	GC Statement of Continued Support	Fully	Message from the CEO	4
1.2	Description of key impacts, risks, and opportunities.		Fully	Message from the CEO, Sustainability Approach, Risk Management, Business Continuity Management System	4, 13-14, 15, 16
2.1	Name of the organization.		Fully	Cover Page	
2.2	Primary brands, products, and/or services.		Fully	Products and Services	8
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.		Fully	About Turkcell, Shareholding Structure	6, 11
2.4	Location of organization's headquarters.		Fully	About Turkcell	6
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.		Fully	About Turkcell	6
2.6	Nature of ownership and legal form.		Fully	Shareholding Structure	11
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).		Fully	About Turkcell, Turkcell in Numbers	6, 7
2.8	Scale of the reporting organization.		Fully	About Turkcell, Turkcell in Numbers, Operational and Financial Information	6, 7, 23
2.9	Significant changes during the reporting period regarding size, structure, or ownership.		Fully	There was no significant change regarding size, structure and ownership during the reporting period.	
2.10	Awards received in the reporting period.		Fully	Our Awards	99
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.		Fully	Cover Page	

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
3.2	Date of most recent previous report (if any).		Fully	About the Report	3
3.3	Reporting cycle (annual, biennial, etc.)		Fully	biennial	
3.4	Contact point for questions regarding the report or its contents.		Fully	Inside Back Cover	
3.5	Process for defining report content.		Fully	About the Report	3
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.		Fully	About the Report	3
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).		Fully	About the Report	3
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.		Fully	About the Report	3
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.		Fully	About the Report	3
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/ periods, nature of business, measurement methods).		Fully	About the Report	3
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.		Fully	About the Report	3
3.12	Table identifying the location of the Standard Disclosures in the report.		Fully	GRI and GC Index	102-109
3.13	Policy and current practice with regard to seeking external assurance for the report.		Fully	The report was not subjected to an external audit.	
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.		Fully	Structure and Formation of the Board of Directors	10
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.		Fully	Structure and Formation of the Board of Directors	10
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.		Fully	Structure and Formation of the Board of Directors	10
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.		Fully	Structure and Formation of the Board of Directors, Investor Relations, Participation of Employees in Decision Making Mechanisms	10,12, 52

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).		Fully	Compensation of the Board and Assessment of Management, Employee Development, Compensation and Benefits Management	10, 46, 50-51
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.		Fully	Business Ethics and Ethical Principles, Ethics Committee and Its Work, Compliance and Fair Competition, Anti-Bribery and Anti-Corruption, Prevention of Conflicts of Interest	18, 19
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.		Fully	Compensation of the Board and Assessment of Management, http://www.turkcell.com.tr/en/aboutus/investor-relations/corporate-governance/corporate-governance-guidelines , Focus on Women in "Equality of Opportunity"	10, 42-44
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.		Fully	Our Vision, Values, Strategic Priorities, Business Ethics and Ethical Principles	9, 18-19
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.		Fully	Structure and Formation of the Board of Directors, Compensation of the Board and Assessment of Management, Our Sustainability Approach, Anti-Bribery and Anti-Corruption	10, 13-14, 19
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.		Fully	Compensation of the Board and Assessment of Management	10
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.		Fully	Risk Management, Business Continuity Management System	15, 16
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.		Fully	Our Sustainability Approach, Quality Management, Business Continuity Management System, Focus on Women in "Equality of Opportunity"	13-14, 17, 16, 42-44
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: * Has positions in governance bodies; * Participates in projects or committees; * Provides substantive funding beyond routine membership dues; or * Views membership as strategic.		Fully	Our Corporate Stakeholders	100
4.14	List of stakeholder groups engaged by the organization.		Fully	Stakeholder Engagement	20-21
4.15	Basis for identification and selection of stakeholders with whom to engage.		Fully	Stakeholder Engagement	20-21
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.		Fully	Stakeholder Engagement	20-21
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.		Fully	Stakeholder Engagement, Corporate Profile, Our Economic Impact, Our Social Impact, Our Environmental Impact	20-21, 5-19, 22-38, 39-85, 86-98

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
Economic					
Management Approach			Fully	About Turkcell, Our Economic Impact, Our Contribution to Society	6, 22-38, 65-85
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.		Fully	Operational and Financial Information	23
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	GC 7	Partially	M2M Solutions, Our Environmental Investments, Environmental-Friendly Practices, Renewable Energy Initiatives	38, 88, 89, 94
EC3	Coverage of the organization's defined benefit plan obligations.		Fully	Operational and Financial Information, Compensation and Benefits Management	23, 50-51
EC4	Significant financial assistance received from government.		Fully	Shareholding Structure, Operational and Financial Information, R&D Efforts	11, 23, 29-30
EC5	Range of ratios of standard entry level wage by gender compared to local minimum wage at significant locations of operation.	GC 1	Partially	Ethical Rules and Legal Requirements for Suppliers, http://tedarikci.turkcell.com.tr/TR/Sayfalar/Etik-Kurallar.aspx (available in Turkish), Compensation and benefits management	61, 50-51
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.		Fully	Selection of Suppliers, Management Solution Partner Development Program	62, 63
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	GC 6	Fully	Recruitment Process	45
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.		Fully	Sustainability Approach, Innovation and R&D Efforts, R&D Efforts, M2M Solutions, Right of Access to Telecommunication Products and Services, Developers of the Future	13-14, 28-37, 38, 65, 79-80
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.		Fully	Sustainability Approach, Comprehensive Approach in Creating Employment, Partnership and Contribution to New Business Ideas, M2M Solutions, R&D Efforts, Women Empowerment in Economy, Developers of the Future	13-14, 24-25, 26-27, 38, 29-30, 74-78, 79-80

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
Environmental					
Management Approach		GC Environmental Commitment	Fully	Our Environmental Impact, Set-up and Inspection of Base Stations	86-98, 64
EN3	Direct energy consumption by primary energy source.	GC 8	Fully	Our Energy Efficiency Efforts, Efficient Energy Use in Turkcell office buildings	93
EN4	Indirect energy consumption by primary source.	GC 8	Fully	Our Energy Efficiency Efforts, Efficient Energy Use in Turkcell office buildings	93
EN5	Energy saved due to conservation and efficiency improvements.	GC 8, GC 9	Fully	Our Environmental-Friendly Practices, Our Energy Efficiency Efforts, Renewable Energy Initiatives	89-92, 93, 94
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	GC 8, GC 9	Fully	Our Environmental-Friendly Practices, Our Energy Efficiency Efforts, Renewable Energy Initiatives	89-92, 93, 94
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	GC 8, GC 9	Partially	Our Environmental-Friendly Practices, Our Energy Efficiency Efforts, Renewable Energy Initiatives	89-92, 93, 94
EN8	Total water withdrawal by source.	GC 8	Fully	Water Management	97
EN9	Water sources significantly affected by withdrawal of water.	GC 8	Fully	Water Management	97
EN10	Percentage and total volume of water recycled and reused.	GC 8, GC 9	Fully	Efforts for Saving Water	97
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	GC 8	Fully	Set-up and Inspection of Base Stations	64
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	GC 8	Partially	Set-up and Inspection of Base Stations, Environmental Policy	64, 88
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	GC 7, GC 8, GC 9	Fully	Environmental-Friendly Practices, Our Energy Efficiency Efforts, Renewable Energy Initiatives	88, 93, 94
EN21	Total water discharge by quality and destination.	GC 8	Fully	Water Management	97
EN22	Total weight of waste by type and disposal method.	GC 8	Fully	Waste Management	97
EN23	Total number and volume of significant spills.	GC 8	Fully	Management of Hazardous Waste	98
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	GC 7, GC 8, GC 9	Fully	Our Environmental Impact	86
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	GC 8	Fully	Environmental Compliance	98
EN30	Total environmental protection expenditures and investments by type.	GC 7, GC 8, GC 9	Partially	Our Environmental Investments	88

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
Labour Practices and Decent Work					
Management Approach			Fully	Human Resources Management, Focus on Women in “Equality of Opportunity”, Recruitment Process, Employee Development, Compensation and Benefits Management, Employee Engagement and Representation, Occupational Health and Safety	40-57
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.		Fully	Our People in Numbers	41
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	GC 6	Fully	Recruitment Process	45
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.		Fully	Compensation and Benefits Management	50-51
LA4	Percentage of employees covered by collective bargaining agreements.	GC 1, GC 3	Fully	Compensation and Benefits Management	50-51
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	GC 1	Fully	OHS Management / OHS Rules	55-56
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender.	GC 1	Partially	Occupational Accidents, Improvement Efforts and Labor Loss	57
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	GC 1	Fully	OHS Management, OHS Training, Occupational Health and Safety at Management Solution Partners (MSP)	55-57
LA10	Average hours of training per year per employee by gender, and by employee category.		Partially	Employee Trainings	48-50
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.		Fully	Focus on Women in “Equality of Opportunity”, Career Development, Employee Trainings, Compensation and Benefits Management, Internal Communication and Employee Engagement Efforts, Employee Volunteerism	42-44, 47, 48-50, 50-54, 85
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.		Fully	Performance and Talent Management, Career Development	46, 47
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	GC 1, GC 6	Fully	Our People in Numbers	41
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	GC 1, GC 6	Fully	Compensation and Benefits Management	50-51
LA15	Return to work and retention rates after parental leave, by gender.		Fully	Our People in Numbers	41

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
Human Rights					
Management Approach			Fully	Business Ethics and Ethical Principles, Occupational Health and Safety, Our Suppliers	18, 55-57, 61
HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	GC 1, GC 2, GC 3, GC 4, GC 5, GC 6	Fully	Ethical Rules and Legal Requirements for Suppliers, Selection of Suppliers	61, 62
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, and actions taken.	GC 1, GC 2, GC 3, GC 4, GC 5, GC 6	Partially	Ethical Rules and Legal Requirements for Suppliers, Selection of Suppliers	61, 62
HR4	Total number of incidents of discrimination and corrective actions taken.	GC 1, GC 2, GC 3, GC 4, GC 5, GC 6	Fully	Ethics Committee and Its Work	18
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and actions taken to support these rights.	GC 1, GC 2, GC 3	Partially	Ethical Rules and Legal Requirements for Suppliers, Selection of Suppliers, Auditing and Development of Suppliers	61-63
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	GC 1, GC 2, GC 5	Partially	Ethical Rules and Legal Requirements for Suppliers, Selection of Suppliers, Auditing and Development of Suppliers	61-63
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	GC 1, GC 2, GC 4	Partially	Ethical Rules and Legal Requirements for Suppliers, Selection of Suppliers, Auditing and Development of Suppliers	61-63
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.		Partially	Quality Management, Customer Information, Customer Confidentiality and Information Security, Product and Service Responsibility Practices, Set-up and Inspection of Base Stations	17, 59, 60, 64

GRI G3.1 Indicators		Related GC Indicators	Reporting Status	Related Part in the Report	Page Number
Society					
Management Approach			Fully	Business Ethics and Ethical Principles, Ethics Committee and Its Work, Compliance and Fair Competition, Anti-Bribery and Anti-Corruption, Prevention of Conflicts of Interest, Our Customers, Our Contribution to Society	18-19, 58-60, 65-85
SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs.		Fully	Sustainability Approach, Stakeholder Engagement, Our Contribution to Society / Social Investment Projects, Corporate Support Projects, Employee Volunteerism	13-14, 20-21, 65-85
SO2	Percentage and total number of business units analyzed for risks related to corruption.	GC 10	Fully	Anti-Bribery and Anti-Corruption, Prevention of Conflicts of Interest	19
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures.	GC 10	Partially	Anti-Bribery and Anti-Corruption, Prevention of Conflicts of Interest	19
SO4	Actions taken in response to incidents of corruption.	GC 10	Partially	Business Ethics and Ethical Principles, Ethics Committee and Its Work, Anti-Bribery and Anti-Corruption, Prevention of Conflicts of Interest, Ethical Rules and Legal Requirements for Suppliers	18-19, 61-63
SO9	Operations with significant potential or actual negative impacts on local communities.		Fully	Set-up and Inspection of Base Stations	64
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.		Fully	Set-up and Inspection of Base Stations	64
Product Responsibility					
Management Approach - PR			Fully	Product and Service Responsibility, Our Customers	64, 58-60
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	GC 1	Fully	Product and Service Responsibility Practices, Set-up and Inspection of Base Stations, Ethical Rules and Legal Requirements for Suppliers, Management of Hazardous Waste	64, 64, 61, 98
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	GC 8	Fully	Customer Information, http://www.turkcell.com.tr/tr/gi-zlilik-ve-guvenlik (Privacy and Security Rules, available in Turkish)	59
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.		Fully	Customer Satisfaction, Customer Complaints	58, 60
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.		Fully	Customer Information, Customer Complaints	59

TURKCELL İLETİŞİM HİZMETLERİ A.Ş.

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Turkcell Sustainability Report ("the Report") was prepared solely for informative purposes and does not create a basis for any kind of investment decisions. This report has been originally prepared and published in Turkish. Even though its translation into English has been realized with utmost care and attention for precision, the Turkish version prevails as the original. All contents and information in this Report are prepared using the information and sources deemed to be accurate and reliable in the time the Report was written. None of the information and content in this Report can be interpreted as a statement, warranty and/or commitment; nor is it guaranteed that the information and content in this Report is complete and constant.

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