

ŞİŞECAM

34
Years

34 FEATURE

ŞİŞECAM DRAWS ON PRODUCTION

18 84TH ORDINARY
GENERAL ASSEMBLY
MEETING

34 THE MASTER OF SIMPLE
DESIGN: MIKKO
LAKKONEN

48 THE POWER OF PURPLE
EMBRACES EVERYONE AT
ŞİŞECAM!

MANY GLASS-PACKAGED BRANDS EXIST, **BUT THERE IS ONLY 'ONE' BRAND FOR GLASS PACKAGING**



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 **ŞİŞECAM**
CAM AMBALAJ

3. TABLE OF CONTENTS



ŞİŞECAM

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TÜRKİYE \$ BANKASI
Company.



04-19 NEWS

20 DIGITAL
LIFE



22 TECHNOLOGY
Internal
Entrepreneurship

24 SUSTAINABILITY
A New Industrial Reform by
Europe: The Green Deal



26 FEATURE
Şişecam draws on
production

34 INTERVIEW
The Master of
Simple Design:
Mikko Laakkonen



36 TRAVEL
World Heritage



40 GASTRONOMY
The Power of
Superfoods



42 ART
When Arts Meets
Crafts

46 SOCIAL
RESPONSIBILITY

- Heartwarming Results from
Çayırova Sports Club

48 FROM US

- The Power of Purple
Embraces Everyone at
Şişecam!
- Şimdi! It's Şişecam Time

52 PRESS

54 INDUSTRY
RELATIONS

55 HEALTH
14 Rules to Protect Against
the Coronavirus

THE TREASURES OF ANATOLIA IN PAŞABAHÇE STORES!

REVIVAL OF THE MOST CELEBRATED WORKS IN HISTORY WITH THE ADDITION OF NEW OBJECTS
TO PAŞABEHÇE STORES' LOST TREASURES COLLECTION.



NOAH'S GONDOLA

FEATURED IN THE 'LOST TREASURES' COLLECTION

THE "LOST TREASURES" COLLECTION OF PAŞABAHÇE STORES FEATURES HISTORICAL ARTIFACTS THAT WERE TAKEN ABROAD FROM ANATOLIAN SOIL. THE COLLECTION STANDS OUT WITH THE GONDOLA OF NOAH, WHICH IS INSPIRED BY NOAH'S ARK.

With the "Lost Treasures" Collection, Paşabahçe Stores aims to raise awareness on historical artifacts taken abroad, while embracing reclaimed works and cultural assets. Designed for the collection, Noah's Gondola is inspired by one of the most outstanding shared merits of humankind, Noah's Ark, which is also the most important element in the flood myth. The patterns on Noah's Gondola represent the animals admitted on Noah's ark, while drawing attention to several other animals that once lived in Anatolia such as tiger, lion, elephant, cheetah, panther. Noah's Gondola is handcrafted from glass, and its eye-grabbing relief patterns are decorated with gold leaf and antiquated paints. Noah's Ark is believed to run ashore in Turkey, near Telçeker village located in Doğubayazıt township of Ağrı. In fact, the pit resembling the trace of a vessel in the region amplifies the belief that it is where Noah's Ark had finally grounded. Noah's Ark has been on the agenda again upon the claims of Chinese and Turkish researchers in 2010, and efforts are underway to have Noah's Ark inscribed in the Tentative List of UNESCO World Heritage Sites.

HERITAGE OF HISTORY

CIHAN POWDER

HORN OBJECT

PAŞABAHÇE STORES INTRODUCED THE BRAND NEW MEMBER OF THE LOST TREASURES COLLECTION EMBODYING THE TRACES OF THE RICH HERITAGE OF ANATOLIAN CIVILIZATIONS: "CIHAN" POWDER HORN OBJECT.

A new object was added to Paşabahçe Stores' Lost Treasures collection, which aims to keep the cultural values of Anatolian civilizations alive. "Cihan" Powder Horn Object is inspired by the powder horns that were used to contain gunpowder, an important element of firearms throughout history, and designed in the "saz" style, an ornamentation technique dating back to the 14th-16th century Ottoman period. The object is made from handmade smoke glass, and the relief patterns are decorated with 24-carat gold, gilt and antiquated paints. The patterns include overly stylized and ornate flowers and buds drawn in the hatai-style, alongside mythological creatures including dragons and Phoenix; predators such as lions, and tigers; birds such as pheasants and cranes; as well as figures of humans, angels, and fairies.





VALENTINE'S DAY

IN PAŞABAHÇE STORES

ON FEBRUARY 14, PAŞABAHÇE STORES OFFERED UNIQUELY-DESIGNED NEW VALENTINE'S GIFTS, EACH MORE BEAUTIFUL THAN THE OTHER.

Paşabahçe Stores featured a wide range of Valentine's Day gift alternatives from wall friezes to special cups, from plates with heart to candle holders.

LÜGAT 365 PUTS A SMILE ON OUR FACE

"Aşk", meaning love in Turkish, has Arabic origins and is defined as an "infatuation with boundless and passionate longing for a being. An inexplicable feeling that causes one to walk on the air, be head over heels and feel butterflies in the stomach, while melting the heart." Inspired by falling in love, the dictionary Lügat 365 designed incandescently stylish love-themed cups. Lügat 365 Gönül Kupa is inspired by the idea of embracing such feelings as love, romance, desire, compassion and grace in our heart. The cup was one of the most meaningful Valentine's Day gifts with an inspiring design.

OFFICES EMBELLISHED WITH THE SUNDIAL PAPERWEIGHT AND ATLAS HOURGLASS

Sundial Paperweight, which features the solar system and eight planets, was among the preferences of those wishing to get their loved ones a

Valentine's Day gift for use in the office. Handcrafted and designed by stylizing a compass drawing based on the poles, the Atlas Hourglass piqued a lot of interest as an amazing office gift.

DECLARATION OF LOVE WITH A BOUQUET IN A GLASS

Those looking for unique, enchanting gift options for Valentine's Day found the best alternatives, yet again, at Paşabahçe Stores. The three dimensional "Bouquet In a Glass" was among them. The "Bouquet In a Glass" vases blend the floral aesthetics with the simplicity of glass, creating a variety of flower arrangements thanks to the metal caps with holes.

CHOCOLATE IN A GLASS FOR CHOCOLATE LOVERS

'Chocolate In Glass' was the preference of those wishing to delight their loved ones on Valentine's Day when it was put up for sale at selected stores. The Chocolate in Glass family was expanded with the addition of special heart-shaped sugar bowls available in various shapes and dimensions, and put a smile on couples' faces with a special chocolate treat.





WORLD MIRROR

FOR TRAVEL ENTHUSIASTS

PAŞABAHÇE STORES ADDS WORLD MIRROR TO ITS RICH COLLECTION OF WORLD-THEMED PRODUCTS, A RANGE DESIGNED SPECIALLY FOR TRAVEL FANS.

Paşabahçe Stores offers unique gift options to those wishing to delight their loved ones through world-themed products with geographical elements. It added World Mirror to its extensive range. Standing out with shades of gold, World Mirror features a print of the world map with latitudes and longitudes. World Mirror shines out as a stylish office and home gift especially for travel enthusiasts.

GIFTS FOR INTERNATIONAL WOMEN'S DAY:

COURTESY OF PAŞABAHÇE STORES

THOSE WISHING TO MAKE WOMEN FEEL SPECIAL ON MARCH 8, INTERNATIONAL WOMEN'S DAY FOUND THE MOST DELICATE GIFTS AT PAŞABAHÇE STORES.

Special gifts for International Women's Day include coffee cups, frames, vases, charms and decorative objects. One of the most popular gift alternatives was from the Lugat365 series, inspired by the motto "Some words are much more beautiful", and with a theme that draws attention to gender issues.

Another ideal gift option was the fully handcrafted vases to arrange a stylish space for women's favorite flowers at home or at the office. Equator Vase, Vase with Buttons and Twister Vase were among the most preferred designs. They are created by using Cesm-i Bulbul, a technique featured in Omnia Collection, in various forms and geometrical shapes.

Other ideal gift options that stood out include the Mimoza Kolonya, one of the prettiest and most remarkable fragrances at Paşabahçe Stores; coffee cups for coffee lovers; and decorative mirror models. Alternatives included handheld mirrors such as Woman With a Hand Fan, Mirror with a Pitcher, Moments of Pleasure in Göksu, and dressing mirrors for those who like wall hanging mirrors such as Firuz, Nehir, Kütahya Glaze Tiled Mirror and Mini Flower Mirror.



EYE-POPPING DESIGNS BY NUDE

NUDE ATTRACTS ALL THE ATTENTION WITH STUNNING BRAND NEW DESIGNS.



ELEGANT AND STRONG

GHOST ZERO

Featuring an invisible armature created by NUDE's Ion Shielding Technology, Ghost Zero wine glasses are exquisitely strong and light as a dandelion – lighter, in fact, than any NUDE glass to date. Unique, resilient, sonorous and barely there, these elegant vessels are specially designed to hold red and white wine and champagne and to focus the senses on the journey of the liquid from glass to palate.

THE STUNNING

ROCK & POP

ARTIST COLLECTION

Inspired by Rock, Pop and Punk culture, Nude's Rock & Pop Artist collection consists of vibrant decorative objects, whisky and cocktail glasses. The collection blends Nude's signature philosophy, "Simple is beautiful", with the defiance of Rock culture. It was curated by young talented illustrators, graffiti and tattoo artists.



UNITING THE FORCES

NUDE x REMY SAVAGE

Rémy Savage, award-winning bartender, former head of Little Red Door in Paris, the Artesian in London, and now at the head of Le Syndicat, has worked closely alongside NUDE's design team to develop a new collection which reflects this change in the industry. Marrying shape with function, the NUDE Savage Collection was designed with the idea that the drink and glass are two parts of a whole experience.





ŞİŞECAM FLAT GLASS ATTRACTS

GREAT ATTENTION AT EURASIA GLASS FAIR

ŞİŞECAM FLAT GLASS INTRODUCES ADVANCED TECHNOLOGY PRODUCTS AND APPLICATIONS AT EURASIA GLASS FAIR

Şişecam Flat Glass attended the Eurasia Glass Fair which was organized at TÜYAP Fair and Exhibition Center on March 4-7. Şişecam Flat Glass shared information on its latest products with visitors, and introduced products aimed at energy saving, security, safety and noise control. Products that were promoted at the fair included the Anti-Reflective Glass, new colors of Temperable Lacquered Glass, and Temperable Coated Glass, as well as three new endurance products. Additionally, Şişecam Flat Glass launched the Coated Glass Detector, a mobile application that determines if glass has a coated surface, while measuring its thickness. Another eye-grabbing product at Şişecam Flat Glass's booth was, as usual, the Isıcam K 3+ Test Tunnel which demonstrates Isıcam's superior insulation properties against heat and cold.

NEW PRODUCTS OF ŞİŞECAM FLAT GLASS

Şişecam Anti Reflective Glass, which was launched by Şişecam Flat Glass at the fair,

invites all colors of nature to places with almost no reflection and perfect light transmission. With its low reflection, it creates a feeling that there is no glass when used in architectural structures such as houses, hotels and offices. Thanks to its maximum transparency, the objects are seen in their true colors and brightness when used in storefronts.



Eliminating reflection and glare, Şişecam Anti Reflective Glass offers a remarkable view experience in the museums, aquariums, showrooms and stadiums. An ideal solution for cold regions, Şişecam Temperable Low-E Glass Neutral 80/64 ensures maximum benefit from solar heat by reducing the need for artificial lighting, thanks to its high light transmission and transparency, thus lowering heating costs. Şişecam Temperable Low-E Glass Neutral 70/40, a brand new product with a neutral appearance, delivers not only more effective heat insulation, but also solar control with single coating. That's why it is preferred in residences, villas and store front glazing where transparency and low reflection are required. Şişecam Temperable Low-E Glass Neutral 43/28 controls daylight and provides efficient solar control. Solar control, which makes it optimal for warm climate areas and skylights. Şişecam Temperable Lacquered Glass delivers aesthetic solutions for façade and interior decoration, now featuring light and dark grey in its color palette.

PAŞABAHÇE SHOWCASES STUNNINGLY BEAUTIFUL PRODUCTS AT AMBIENTE

PAŞABAHÇE SHOWCASED ITS LATEST PRODUCTS AND INSPIRING COLLECTIONS AT AMBIENTE, THE BIGGEST FAIR OF THE GLASSWARE INDUSTRY.

Paşabahçe piqued interest with a booth spanning 657 square meters at Ambiente, which is the world's biggest glassware fair organized in Frankfurt, Germany. Designed by award-winning architecture company Demirden Design, the Paşabahçe booth sparked enthusiasm among visitors, with hundreds of brand new functional and innovative products.

Paşabahçe's Napa goblets featuring the impeccably tapering bowls stood out at Ambiente with elegance and endurance. Consisting of five sizes of glasses, Veneto gently fits in hands with soft and curvy contours. It spurred a great deal of attention with stylish, but simple design. Paşabahçe expanded and exhibited the award-winning Elysia collection. Consisting of three different wide-brim glasses with engraved leaf patterns, Leafy series offered a visual feast with its

design. The Highness collection has an elegant and delicate appeal with a design tailored for those with the most sensitive of all palates, while Hill glass series stands out with the stackable design.

The outstanding designs featured at the booth included Timeless, which mesmerizes the eyes with a timeless design; Amber, with its robust structure; Nova, the elegant and practical glass series; and Miss tea glasses. The new plate collection Estrella consists of five products with a star design, and drew attention with its amazing shine. As the most popular Paşabahçe product for service all around the world, Patisserie was introduced to the consumers, as well, with brand new products. Zestglass consists of seven items including four medium and small bowls, two bottles to store olive oil and vinegar, and a cruet. It drew the

attention of those looking for harmony in the kitchen.

At the fair, Paşabahçe introduced six new products added to the Borcam Non-Stick series consisting of heat-resistant oven dishes with various sizes and designs. Everyone was enthralled by Tokio series, with its simple and practical design; Amphora set, which is made of transparent glass and consists of three decanters; Iconic consisting of two large and medium bottles; the new container Snobox available in three different sizes; Plus series consisting of three transparent glass containers; and the Chef's containers, which can easily be stored thanks to their nested structure. Other outstanding designs in the booth included the lock lid Lockie Lock containers; Bella Graffiti series made of robust and transparent glass; and the Woody jars that stand out with bamboo lids.





NUDE ON THE ROAD

WITH STOPS AT PARIS, NEW YORK AND FRANKFURT

EARLY THIS YEAR, BEFORE COVID-19 PUT AN END TO ALL PUBLIC GATHERINGS, NUDE PARTICIPATED IN THREE MAJOR FAIRS ACROSS THE WORLD WITH ITS BRAND-NEW COLLECTIONS AND INSPIRING DESIGNS. THESE WERE; MAISON & OBJET, PARIS ON JANUARY 17-21, NY NOW, NEW YORK ON FEBRUARY 1- 5 AND AMBIENTE, FRANKFURT ON 7- 11 FEBRUARY 2020.

In all three fairs the highlight of Nude's exhibit was the statement Rock and Pop Artist collection. Inspired by the disruptive nature of rock, pop and punk culture, Nude had commissioned young designers to customise its signature glassware for a range of glass accessories. The pool of emerging talent included illustrators, graffiti and tattoo artists who have updated the brand's minimalist aesthetic with bold, graphic designs that couple the timeless nature of rock culture with Nude's contemporary simplicity. The series of decorative glasses, carafes and vases in vibrant colours features an eclectic array of artwork

that is accentuated by the clean lines and understated style of Nude's glassware.

Heroes of the Rock & Pop Artist Collection is The Memento Mori collection, a limited edition, featured customised range of crystalline glass skull ornaments. Updated with expressive and colourful designs, the skulls come in both large and mini sizes. Additionally, Nude also showcased its growing cocktail offering with the Savage collection of cocktail glassware in collaboration with world-renowned mixologist Remy Savage. This new breed of glassware is fine, elegant



and smaller in size, featuring beautiful and classically shaped pieces designed for everyday use in the hospitality sector. Nude also showcased a preview of the exclusive Ghost Zero, a revolutionary collection of super fine yet tough glassware made with Ion Shielding Technology from lead-free crystal. Nude's other exhibits included a number of unique glass pieces created in collaboration with world renowned designers. These include the sculptural Bloom cake stands that consist of two footed glass



plates, serving as a two-tiered tray or individual stands, or even contemporary vessels for flowers and foliage. The striking Caldera whiskey and highball glasses feature a linear embossed base that creates a dazzling optical effect as the whiskey is poured. Finally, the



Glazz tumbler by Ron Arad is a distinctive, eye-catching stackable glass designed to prevent the common problem of locking together or being scratched. The Hepburn cocktail collection, by Brad Ascalon, has been created with home mixologists in mind and comprises a cocktail shaker, mixing jug, martini glass, mixer glass, alchemy glass, and tumbler. Other pieces

on display were the Iris Apfel inspired accessories and the ground breaking Stem Zero glassware, an ultra-durable yet fine range of glasses created using 'ion shielding' technology that has been exclusively developed in-house by Nude. Additional collections on show were Ecrin and Beret by Sebastian Herkner, Opti by Defne Koz and Paroles Paroles by Ayşe Birsal and Bibi Seck.

NUDE INTRODUCES ITS MARINE CONCEPT DESIGN AT

BOAT SHOW



NUDE introduced its brand new Ahoy Non-Slip All-Purpose Glasses to marine enthusiasts at Tuzla Boat Show. Ahoy Non-Slip All-Purpose Glass synthesises the vintage and the contemporary. Ergonomic, practical, and balanced, it is suitable for a variety of drinks, both soft and alcoholic. Its convex brim also makes it perfect for hot or cold beverages, and its silicone-coated base prevents the glass from slipping. The space-saving Ahoy glass is stackable, and thanks to its four-sided composition feels secure in the hand. Nude has worked hard to understand the needs of people who love to sail, while at the same never forgetting our passion for unique design. NUDE also showcased a number of unique glass pieces created in collaboration with world renowned designers such as Hepburn by Brad Ascalon, new addition to Zero family, Ghost Zero, Wayne, Stem Zero, Big Top, Alba, Chill, Islands, Egoist, Fumo, Camp and Shade.

NUDE x IRIS APFEL

GRANTED AWARDS



Nude was granted awards in three categories at the Crystal Apple Awards organized by the Turkish Association of Advertising Agencies on December 21, 2019 at Hasköy Wool Yarn Factory. At the award ceremony, Simple is Beautiful campaign embellished by Iris Apfel won an award in the Press/Home, Housing, Furniture and Decoration category. Furthermore, awards were presented to Iris Apfel-Simple Is Beautiful/Mist, Iris Apfel-

Simple Is Beautiful/Alba and Iris Apfel-Simple Is Beautiful/Stem Zero projects in the Digital and Social Media categories. Iris Apfel-Simple Is Beautiful project also won the crystal award in the Activation/Use by Celebrities on Social Media category. Additionally, the campaign was entitled to a bronze award in the Integrated Campaigns/Consumer Durables category.

THE MUNICIPALITY OF TEPEBAŞI,

ESKİŞEHİR STARTED TO USE ASYMMETRIC THICKNESS OF GLASS PANES

WITHIN ISICAM

The Municipality of Tepebaşı, Eskişehir adopted use of noise-control window systems in all the new buildings to be constructed as of 2020 in the plots within its remit. Use of glasses in various thicknesses in Isıcam units is the most affordable solution for noise-control window systems. In addition to energy saving feature of glass, asymmetric usage of glass panes within an Isıcam unit highlights noise control feature of glass.



USE OF LAMINATED GLASS IN NOISE CONTROL BARRIERS

Laminated glass products come to the fore as a significant material for noise barriers placed on roadsides, thanks to their superior sound insulation capabilities and transparent structure. Şişecam Flat Glass issued technical specifications standardizing the use of laminated glass in noise control barriers. The technical specifications were appended to the 2020 edition of the book "Construction Unit Analyses" upon the approval of the ministry of environment and urbanization. Through the technical specifications, a new potential was created for use of laminated glass in noise barriers planned to be built on roadsides in the coming period.

ŞİŞECAM FLAT GLASS CONTINUES TO MEET WITH

EUROPEAN

ARCHITECTS

Şişecam Flat Glass gathered with nearly 250 participants in addition to Albanian architects at Share Tirana, where new ideas, applications and projects were addressed. Hosting not only architects but also façade consultants and glass professionals, the event featured a conference where Şişecam Flat Glass introduced new coated products and delivered a presentation on reference projects to industry representatives.



ŞİŞECAM FLAT GLASS

MEETS FUTURE DESIGNERS

WITH "I'M DESIGN"

Şişecam Flat Glass participated in I'm Design as part of its long-standing collaboration with İnegöl Furniture Manufacturers Association (IMOS). Organized on March 2-7, the event hosted approximately 60 students enrolled in industrial design and interior architecture programs from 15 different universities through furniture design workshops, while experts offered a wide range of workshops. Şişecam Flat Glass hosted industry

representatives, future designers and instructors at its stand throughout the event. As part of the event, Şişecam Flat Glass introduced decorative glass to the designers engaged in the İnegöl market, a major place for furniture industry. On the final day of the event, talks took place, featuring international panelists, designers and producers who evaluated industry trends and delivered their remarks on furniture design in Turkey.



ŞİŞECAM FLAT GLASS

IS NOW ON DIGITAL PLATFORMS IN ITALY

Leveraging its digital communication campaign, Şişecam Flat Glass increased its brand awareness, while highlighting the advantages offered by its products by introducing its wide range of products as a local producer. As part of the campaign, Şişecam Flat Glass reached out to decision makers including architects, interior architects, engineers, and façade consultants through search engine advertising activities. In addition, users were able to visit target categories through banners on the most visited websites in Italy, and were redirected to the website of Şişecam Flat Glass. The successful campaign resulted in more than 5 million impressions and over 52 million clicks. The traffic of Şişecam Flat Glass website recorded a 35-fold increase during the campaign.

DIGITALIZATION

IN THE PREMIUM CALCULATION PROCESS FROM ISICAM

Şişecam Flat Glass continues to take novel steps in its digital transformation journey. It adopts improvements to leverage robotics technologies, which mark one of the most critical steps in advancing business processes on the journey towards digital transformation. To this end, RPA (Robotics Process Automation) was deployed for Isicam Premium Calculation process. Reporting speed and quality were enhanced, and efficiency of processes was improved on adopting technology to reduce labor-intensive processes such as Isicam premium calculation. This also enables allocation of human resources for operations with higher added value.



EL CLASICO

CAMPAIGN BY KUMBARA KART CLUB

Kumbara Kart Club under Isicam Systems continues to organize events. El Clasico Campaign was organized as a special occasion to celebrate the third anniversary of the Kumbara Kart club. The winners of the campaign were Isicam brand ambassadors with the highest procurement of Isicam S/K products in their respective regions. Winners traveled to Madrid, Spain from February 28 to March 2, 2020 and were eligible to go to the Barcelona-Real Madrid derby.



ŞİŞECAM GLASS PACKAGING

AT BERLIN PACKAGING

ŞİŞECAM GLASS PACKAGING PARTICIPATED IN THE 2020 EDITION OF THE ANNUAL SUPPLIER TRADE FAIR ORGANIZED BY BERLIN PACKAGING AS A SUPPLIER.

The traditional supplier exhibition was organized by Berlin Packaging in Orlando on January 23-25. 46 suppliers attended the exhibition from various parts of the world. Şişecam Glass Packaging's booth was visited by hundreds of people throughout the exhibition. Exporting to numerous global companies including Heineken, Carlsberg, Asahi, Coca-Cola and Pepsi, Şişecam Glass Packaging is among the suppliers of Berlin Packaging, a prominent package and lid supplier in the USA.



ŞİŞECAM GLASS PACKAGING BREAKS

EXPORT RECORD

ŞİŞECAM GLASS PACKAGING CONTINUES TO INCREASE ITS EXPORT VOLUME, BREAKING NEW RECORDS.

Şişecam Glass Packaging has accorded a year-over-year increase in its export volume through novel marketing and sales strategies. The share of export in total sales from Turkey operations rose to 25% on the basis of tons, up from 17% in 2018. Şişecam Glass Packaging had exceeded the 100,000-ton export threshold for the first time in 2016 when it achieved 125,000 tons. In 2019, it broke its own record and reached approximately 270,000 tons. Şişecam Glass Packaging raises its export target each year, and aims to expand its export share in sales from Turkey to around 30% in 2020.

PRIMARY SPONSORSHIP FROM PAŞABAHÇE FOR

COFFEX ISTANBUL

SOME 100 PARTICIPANTS AND OVER 500 BRANDS TOOK PART IN COFFEX ISTANBUL, A COFFEE INDUSTRY EXHIBITION ORGANIZED UNDER THE PRIMARY SPONSORSHIP OF PAŞABAHÇE.

The second edition of Coffex Istanbul took place at Lutfi Kırdar International Convention and Exhibition Center from February 27 to March 1. The exhibition is the most important and only event aimed at the coffee industry and its supporting stakeholders in Turkey. Coffee professionals and coffee enthusiasts attended the exhibition which was organized by ENC Uluslararası Fuar ve Org. Hiz. Ltd Şti. under the primary sponsorship of Paşabahçe. Numerous professionals took part in the exhibition, including coffee machine suppliers, roaster and grinder manufacturers, coffee shop representatives and prominent figures in the field, wholesalers of coffee beans, manufacturers of coffee and tea brewers for use at home, and coffee machine exporters and importers. The event was full of fun and enthusiasm with training sessions on coffee making, tasting sessions, workshops and barista tournaments.



FAMOUS CHEF SALLY USES

MEASURING CUPS

BY PAŞABAHÇE

PAŞABAHÇE HOSTED SALİHA ÖZCAN, ONE OF THE MOST POPULAR YOUTUBE STARS IN GERMANY WITH HER CHANNEL SALLY'S WELT, AT ITS BOOTH IN AMBIENTE. MEASURING CUPS DESIGNED FOR SALLY BY PAŞABAHÇE WERE INTRODUCED AT THE FAIR.

Paşabahçe hosted Saliha Özcan at its booth in this year's Ambiente Fair. She is one of Germany's most popular culinary stars with up to 2 million subscribers on her YouTube channel which is known as Sally's Welt. Sally was introduced to the brand new designs of Paşabahçe and got updates on the products. Additionally, Paşabahçe made a surprise to visitors and introduced the brand new measuring cups in the kitchen corner of the 657-sqm booth. A signature design by famous culinary professional Sally, the cup has an indicator for measures of flour, sugar and liquids.



PAŞABAHÇE REACHES

1,000,000 FOLLOWERS ON INSTAGRAM!

Paşabahçe Stores reached over a million followers on Instagram. Paşabahçe Stores promotes new designs on its Instagram account. It shares not only its products, but also inspiring suggestions on houses and life, and continues to increase its number of followers with entertaining content.





ŞİŞECAM GROUP

TRANSFORMS FOR THE FUTURE!

ROOTS AND WINGS, THE DIGITAL TRANSFORMATION PROGRAM TO CARRY ŞİŞECAM GROUP TO THE FUTURE, CONTINUES AT FULL SPEED.

Roots and Wings, the digital transformation program of Şişecam Group, prepares the group for the future with a holistic approach. Launched in 2018, the program involves revamping of all of the technologies and business processes in use at Şişecam to meet the requirements of the era. This is aimed at enhancing the efficiency of the entire organization and human resources.

Since 2018, the program continues in all of Şişecam's areas of operation at full speed. The program lays bare the importance of expanding and integrating the applications that strengthen data-driven decision-making capabilities across the Group. As of January 2020, Şişecam companies started to run business processes on the new SAP system after the integration efforts were completed. Paşabahçe is planning to adopt this system in mid-2020.

The Central Financial System was deployed as part of the Financial Transformation Project, which is another leg for

Roots and Wings to carry Şişecam to the future. The pilot works for the system started in October 2019, which was later expanded to cover all the Group's data in 2020.

Furthermore, significant progress is being made on key data, which plays an essential role in the effective functioning of new systems. In 2019, part of the financial data, as well as customer and supplier data was managed on the new data management system. As of 2020, this system was rolled out in the entire Şişecam Group.

Thanks to new applications that hand the operational processes over to technology and enhance reporting speed and quality, employee efficiency increases continuously. The transformation projects of Procurement, Financial Affairs, Human Resources, Master Data, Glassware and Paşabahçe Stores under the Roots and Wings Program carry on based on a holistic program management approach.

84TH ORDINARY GENERAL ASSEMBLY MEETING

ŞİŞECAM'S 84TH ORDINARY GENERAL ASSEMBLY MEETING TOOK PLACE AT ŞİŞECAM HEADQUARTERS.

Evaluations were made on the year 2019, while expectations regarding the year 2020 were shared at Şişecam's 84th Ordinary General Assembly Meeting. Electronic General Meeting System (e-GEM) was utilized at the General Assembly Meeting where investors were given the option to participate and vote in electronic environment. Prior to the Ordinary General Assembly meeting, participants' temperature was checked before they were admitted to the meeting hall amid the coronavirus measures.

ŞİŞECAM BOARD OF DIRECTORS

Adnan Bali/Chairman of the Board of Directors
Prof. Dr. Ahmet Kırmızı/Vice Chairman and CEO
Senar Akkuş/Member
Zeynep Hansu Uçar/Member
İzlem Erdem/Member
Prof. Dr. Şener Oktik/Member
Dinç Kızıldemir/Independent Member
Aysun Mercan/Independent Member
Dr. Mehmet Cem Kozlu/Independent Member



ŞİŞECAM GRANTED AN AWARD BY ISTANBUL CHAMBER OF INDUSTRY

The winners of the Energy Efficiency Awards organized by the Istanbul Chamber of Industry (ICI) were announced at a ceremony. The awards serve as an incentive for companies that contribute to sustainable development through efficient use of energy. The ceremony was hosted by ICI with the participation of Fatih Dönmez, Minister of Energy and Natural Resources, and professionals from the realm of industry and energy. At the ceremony, Şişecam won the jury's special award in the category of energy efficiency technology development for large scale businesses with its IoT and Industry 4.0 adoption in Şişecam Energy Monitoring System. Energy & Environmental Technologies Manager Dr. Tunç. Görüney received the award on behalf of Şişecam.



ŞİŞECAM GROUP CONSOLIDATED

UNDER THE UMBRELLA OF A UNIFIED ŞİŞECAM

AS A GLOBAL PLAYER NOT ONLY IN THE GLASS INDUSTRY BUT ALSO IN CHEMICALS, INCLUDING SODA AND CHROME COMPOUNDS, ŞİŞECAM GROUP IS CONSOLIDATING LEGALLY ALL OF ITS OPERATIONS UNDER A SINGLE UMBRELLA.

As a global player in all essential fields of glass, as well as in business areas including soda and chrome compounds, Şişecam Group initiated the official procedures to merge legally all of its operations under a single umbrella. The Group pursues a simplification of its corporate and shareholding structure, aiming to consolidate its main subsidiaries publicly-traded in Borsa Istanbul under the umbrella of Şişecam. To this end, the merger process, which involves taking over Anadolu Cam Sanayii A.Ş., Denizli Cam Sanayii ve Ticaret A.Ş., Paşabahçe Cam Sanayii ve Ticaret A.Ş., Soda Sanayii A.Ş., and Trakya Cam Sanayii A.Ş. by Türkiye Şişe ve Cam Fabrikaları A.Ş., is projected to be completed in the second half of the year, depending on the official permissions and approvals from official authorities.

Commenting on the consolidation, Şişecam Group's Vice Chairman and CEO Prof. Dr. Ahmet Kirman said that the Group decided to

legally consolidate all of its operations under a single company in line with the Group's long-term strategies and competitive goals in the global markets. Şişecam will be the only company that is traded in Borsa Istanbul following the consolidation, Prof. Dr. Kirman explained, stressing that merging all the operations of the Group under a single umbrella will further increase the economic value and competitive power of Şişecam.

Prof. Dr. Kirman stated that this consolidation will serve as an opportunity for Şişecam -- which already pursues a growth strategy based on value generation -- to create synergy in a wide range of areas. They aim to build a legal infrastructure that will fit global competition more properly and to deliver a better stock performance to attract investors, Prof. Dr. Kirman continued, adding that Şişecam takes firm steps toward its goal of ranking among the top three global manufacturers in its core business lines.



INSTAGRAM LIVE STREAMS

CAN NOW BE VIEWED ON THE WEB

Currently, millions of people follow live broadcasts on Instagram due to the Covid-19 outbreak. Many content creators and artists now live stream content and mini concerts at home to support social distancing measures. Instagram has recently introduced a number of major updates for desktop and rolled out a new feature for users. Live Instagram broadcasts used to be

only viewable on mobile. With the new feature, people can now view them on their desktop as well. Live broadcasts on the web version appear in a format and design that is similar to that of stories on the web. As a different feature of the web stories, a field for comments appears on a side bar.

Source: DigitalAge



THE DIGITAL FOOTPRINTS OF COVID-19

Ipsos Turkey reported the impact of Covid-19 on consumer behavior with Trend Radar based on social media posts. As a research topic for numerous studies, lockdowns and their consequences for people leave a meaningful mark especially on social media posts.

Below are the highlights from the study which analyzes social media posts from February 29 to March 29:

KITCHEN:

Almost everyone has now begun to enjoy their time in kitchen or showcase their new culinary prowess during the #stayhome period.

More and more people make their own yeast and bake their own bread at home especially after the rise of social media posts on this topic. Right after the confirmation of the first COVID-19 case in Turkey on March 11, people started to share posts on baking at home, and such posts keep only increasing. Recipes for sweet snacks, cakes and cookies are not only

Cake & Cookies Communication Volume for March (Twitter, Blog, Forum)



searched a lot, but also posted frequently on social media.

EXERCISE:

In recent years, more and more people have subscribed for gyms, but gym visits are now replaced by online exercise. Users make arrangements at home to create a space for exercise.

ONLINE EDUCATION:

COVID-19 has had a transformative impact on educational life. As a result of the transition to online and remote education, people now focus more on communication and internet technologies.

VIDEO CALLS:

Research is underway for different payment methods and communication through video for business and entertaining purposes. Despite their long-standing presence, these applications were not needed much before. Today, though, everyone pays a heed to them.

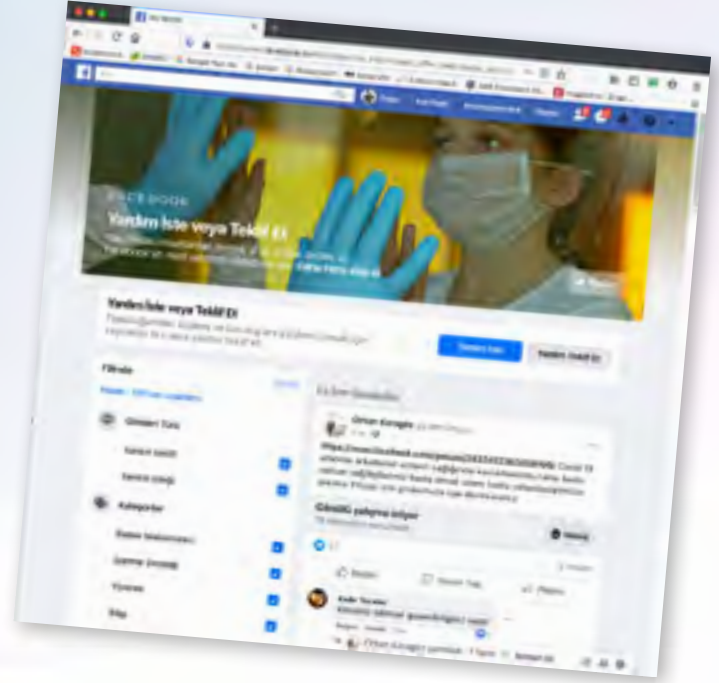
Source: Mediacat – Ipsos Turkey

FACEBOOK COMMUNITY HELP FEATURE IS NOW AVAILABLE

IN TURKEY

MAKING IT EASIER FOR PEOPLE TO REQUEST OR OFFER HELP, FACEBOOK'S COMMUNITY HELP FEATURE IS NOW AVAILABLE IN TURKEY.

Making it easier for people to request or offer help, Facebook's community help feature is now available in Turkey. Community Help is accessible either at Facebook.com/covidsupport or via the COVID-19 Info Center which can be used in more than 30 countries including Turkey. By using the Community Help feature, people can extend support to others, including the elderly in their surroundings, by shopping for them, donating food to those in need or



taking part in fundraisers. "COVID-19 Info Center" has recently been deployed to enable access to the latest updates by the national and global health authorities, and suggestions on the prevention of diseases. Informative posts shared on Facebook and Instagram via the center have so far reached over 1 billion people.

Source: Facebook-Mediacat

YANDEX. NAVIGATOR

ANALYZED THE PANDEMIC PERIOD IN TURKEY

YANDEX.NAVIGATOR ANALYZED THE CHANGES TO ORGANIZATION SEARCHES IN THE FACE OF COVID-19.

Yandex.Navigator analyzed the changes to organization searches in the face of COVID-19. As people are under lockdown at home due to the spread of COVID-19 in Turkey, road traffic density has decreased dramatically. Searches on Yandex.Navigator have demonstrated this drop in numbers.

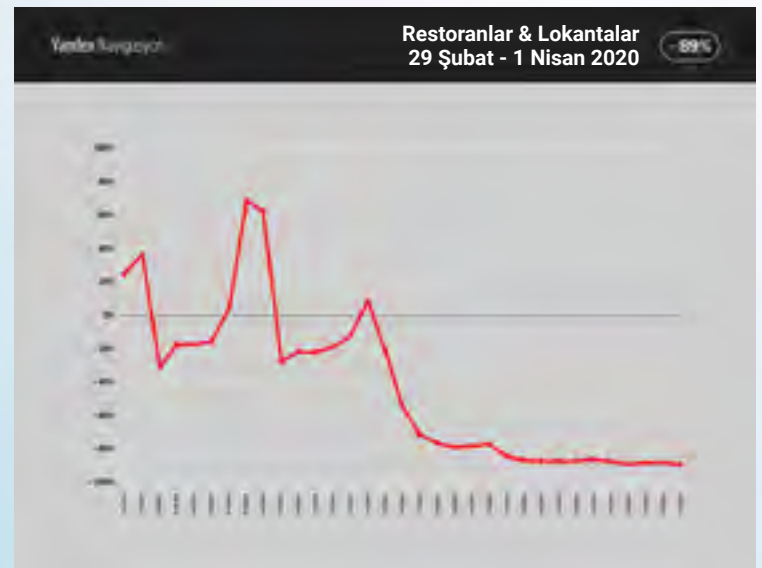
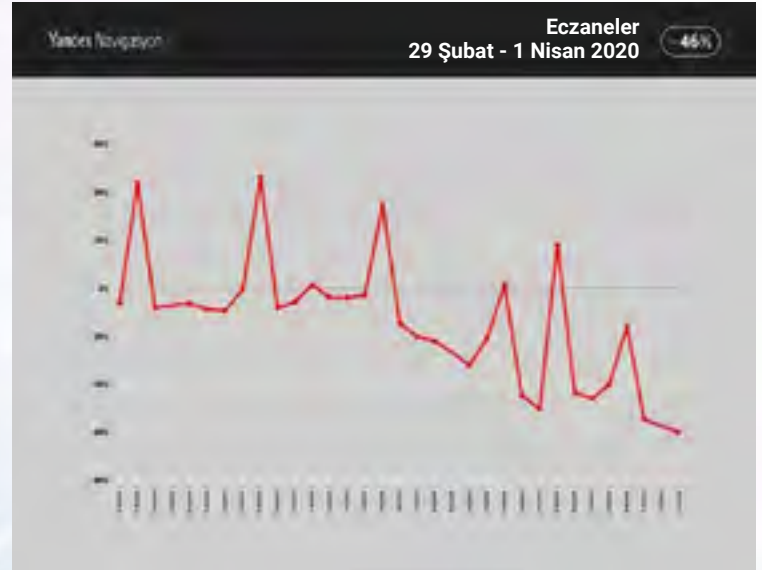
Upon analyzing data recorded between February 29 and April 1, Yandex.Navigator reached the following findings:

- Restaurants and diners were among the least searched places on Yandex.Navigator, depending on the conditions of the time. In one month, from February 29 to April 1, search density for

restaurants decreased by 89%, compared to the average in the first two weeks of March.

- Although there was a downward trend in searches for pharmacies, on-call pharmacies and supermarkets for essential and day-to-day needs, this was caused by reasons other than those of social activities. Pharmacy/on-call night pharmacy searches dropped by 46%, compared to the first two weeks of March. As a different trend from other categories, pharmacy searches had similarities with the 'normal' times, during the week when the first case was confirmed and the weekend thereafter.

Source: Yandex - DigitalAge



INTERNAL ENTREPRENEURSHIP

IN THE PREVIOUS ISSUES, WE FEATURED ARTICLES ON TOPICS INCLUDING INTERNET OF THINGS, BIG DATA, ARTIFICIAL INTELLIGENCE, DIGITAL ROADMAP OF TURKEY, DIGITAL TWINS, CUSTOMER EXPERIENCE, CYBER SECURITY, ROBOTIC PROCESS AUTOMATION (RPA), VIRTUAL AND AUGMENTED REALITY, AND BLOCKCHAIN. THIS ISSUE FEATURES "INTERNAL ENTREPRENEURSHIP", AS PART OF OUR ARTICLE SERIES ON DIGITALIZATION AND INDUSTRY 4.0.



Research Institutions



Incubators and
accelerators



Angel Investors

Stages of Scaling

1 **Generation
of Ideas**
Defining and developing new
ideas through forecasting, and
creating solutions based on ideas

2 **Research
and
Development**
Improving and further developing
innovative solutions and ideas
to solve the problem

3 **Proof of
Concept**
Onsite testing of the
epistemic concept, potential
and proof behind an innovation



Friends and Relatives



Development Agencies



Professionals

WHAT IS INTERNAL ENTREPRENEURSHIP?

Internal entrepreneurship (intrapreneurship) is the commercialization of an idea for "consumption in the market" through promotion of innovative ideas or opportunities, both internal and external, by the company with the participation of other stakeholders in the ecosystem who enrich the idea. These are structural programs built upon the methodology of quickly experimenting with many business ideas with minimal cost and manpower.

4 STAGES OF INTERNAL ENTREPRENEURSHIP

1. Organizations experiment with assorted methods to come up with innovative products and ideas.
 - a. Internal ideas are evaluated with the support of the senior management. Resources are assigned to eligible employees and their ideas are then put into practice.
 - b. In addition to these ideas, evaluation may take place through collaboration with techno-parks and incubation centers.
 - c. Subsequently, organizations engage customers in this

program and adopt a structural idea management and corporate entrepreneurship model for all of the players in the ecosystem it interacts with.

2. Organizations seeking to move forward in a more structured manner build their own program. Türk Telekom Pilott and İşbank Workup are among such examples. Accordingly, employees delve further into areas such as the startup world, agile working methods and development of various business models. This way, they understand and experience - and earn experience on - how an organization should manage and develop an idea.
3. Organizations treat this company and business model as a separate unit from the existing company, and start expanding, investing in, and financing it as a separate company. In particular, organizations may opt for this stage for reasons such as angel investors, investments in startups, a dynamic corporate culture which is associated with more agile and flexible companies, and tax advantages.
4. Companies geared towards a single goal and ecosystem by building agile teams with strong communication skills will come into

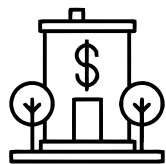
prominence when they are able to conceive this entire ecosystem as a lifecycle together with stakeholders, suppliers and customers; speak the same language as technical teams and business departments through cross-company coordination; and utilize digital technologies. Organizations lag behind unless they generate innovative ideas. This affects their profitability. Therefore, it is extremely important to manage the lifecycle of an innovative idea together with relevant stakeholders. Companies geared towards a single idea and purpose, around a shared strategy, will make a difference in competition.

Sources:

- Turkey Entrepreneur Organizations Platform <https://gktr.org/>
- İşbank Workup <https://workup.ist>
- Bahçeşehir University <https://bausem.bau.edu.tr/egitim/kurum-ici-girisimcilik.html>
- TÜSİAD (Turkish Industry and Business Association) <https://tusiad.org/tr/yayinlar/raporlar/item/10209-kurumlarda-girisimcilik-ile-deger-yaratmak-kurumların-girisimcilik-donusumu-rehberi>



Venture Capitalists



Private Equity Firms



Governments

Typical Players in an Innovation Ecosystem

4 Dissemination of the Idea

Developing a model for small-scale but successful innovations, and dissemination of the solution by business partners within their own scaling capacity

5 Scaling

Reproduction of an invention to facilitate its transformative impact across different locations and geographies

6 Sustainable Idea Management

Adapting and managing an invention in a manner that ensures exponential growth, as desired, and can be sustained by the elements of ecosystem



Venture Capital Companies and Institutions



Market Solution Partners and Intermediaries



Private Companies



A NEW INDUSTRIAL REFORM BY EUROPE:

THE GREEN DEAL

Countries that committed to keep the increase in global average temperature below 2°C—and even to limit it with 1.5°C—under the Paris Agreement signed in 2015 are expected to be carbon-neutral (e.g. zero emission) by 2050 in order to fulfill this commitment. Considering their current policies and measures, they are likely to fall behind this target, and the target of 1.5 can only be achieved through radical transformation in their development and business models.

The European Commission took an important step in this critical process, and announced its

new reform plan under the title **European Green Deal** in December 2019. The key objective of the deal is to reduce carbon emissions by 50% by 2030, and to transform Europe into a climate-neutral continent as of 2050, as announced by Ursula von der Leyen, the President of the European Commission. The plan involves actions such as using renewable energy resources to produce a large percentage of EU's energy, eliminating use of coal, reducing carbon content in fossil fuels, and achieving energy efficiency.

In this framework, the European Union (EU) plans to implement new industrial criteria, tax regulations, and new arrangements and business models, while aiming to extend those criteria in countries it has trade relations with, and thus having an influence on a global economic model built on fossil fuels.

WHAT IS THE AIM OF CARBON BORDER TAX?

The EU has initiated the preparations for a carbon border tax regulation in order to get ahead of the competitive

advantage of the countries that do not share the same climate goals. The consultation process for the tax regulation framework started on March 4, 2020, and it already signals the introduction of carbon limitations for industries subject to Emissions Trading System (ETS). Projected to come into force in 2021, the regulation aims to establish a competitive balance between European-made products with lower carbon content and export products, while seeking to minimize carbon intensity in non-European production points.



ARE NEW BUSINESS MODELS UNDERWAY?

The European Union aims to increase investors' interest in sustainable solutions by reshaping the economy on the tenets of a circular model, and to recover and re-introduce all products in economic circulation.

The "Green Deal" plan adopts an approach that promotes a leasing and sharing economy rather than ownership, while fostering sustainability and affordability in business models in an attempt to encourage consumers to share,

reuse and fix things rather than replacing them with new ones.

WHAT IS THE TAKE OF GLASS ALLIANCE EUROPE ON THE MATTER?

The European Glass Industry believes that products and applications with a high potential to reduce emissions (e.g. in energy, building structures, transportation etc.) will play a key role in the implementation of the decarbonization strategy. The industry expresses its ongoing dedication to make substantial investments so as to encourage the production of sustainable and resource-efficient low-carbon glass that suits the culturally dynamic European society. The sector also claims that the best level for process emissions has been achieved as a result of ongoing energy efficiency investments, on top of the positive impact created by its products; and that the production of climate-neutral glass is only possible with new energy resources and technologies. Incentives to be extended by the EU for building renovations are likely to create a momentum in the construction industry, thus, in Şişecam's flat glass production.



ACTIONS SET FOR THE "GREEN DEAL" OBJECTIVES

- Implementing the EU industry strategy established in March 2020
- Promoting the sustainable product market
- Supervising and standardizing environmental product declarations
- Renovating and modernizing buildings
- Focusing on larger facilities in terms of pollution and monitoring
- Introducing the carbon border tax
- Rolling out a new financing/investment mechanism

ŞİŞECAM GROUP DRAWS ON PRODUCTION

ŞİŞECAM GROUP EMBARKED ON ITS JOURNEY 85 YEARS AGO, NOW CONTINUING TO THRIVE IN 14 COUNTRIES ON FOUR CONTINENTS WITH 42 PRODUCTION FACILITIES AND 22,000 EMPLOYEES. OPERATING IN “FLAT GLASS”, “GLASSWARE”, “GLASS PACKAGING” AND “CHEMICALS”, ŞİŞECAM GROUP COMBINES ITS DEEP-ROOTED EXPERTISE WITH CUTTING-EDGE PRODUCTION TECHNOLOGIES, AND FLOURISHES ON A GLOBAL SCALE IN LINE WITH ITS AMBITION TO “BECOME ONE OF THE TOP THREE MANUFACTURERS IN THE WORLD IN ITS KEY AREAS OF OPERATION”.

The foundations of the Şişecam Group were laid 85 years ago in Paşabahçe, a neighborhood in the district of Beykoz, Istanbul with the instructions of the Great Leader Mustafa Kemal Atatürk, founder of the Republic of Turkey. The maiden facility for the glass industry, the Paşabahçe Plant started production in 1935 with 400 employees and an annual production capacity of 3,000 tons. Şişecam Group made its first export of glassware to the US in 1960, and embarked on a spree of investments in the 1990s, which marked a significant restructuring period for the Turkish economy, so that it could keep the mounting competitive pressure under control. This is how Şişecam commenced overseas operations as a manufacturer by late 1990s. In this period, the Group undertook investments in the areas of mining, soda and glass packaging, in Egypt, Bulgaria and Georgia, respectively. Propelled by these breakthroughs, the Group made significant investments in the 2000s, asserting its goal of becoming a regional leader. The operations undertaken in Russia, Bulgaria, Georgia, Italy,

Egypt, Bosnia and Herzegovina, and Ukraine served as an ideal medium for Şişecam to make a global leap.

Şişecam Group cemented its regional leadership in all its key areas of operation during the 2000s. Thanks to the deployment of new facilities and furnaces, as well as new lines opened one after another, the Group's power in production grew exponentially, year over year. As a very special period, when Şişecam was geared towards ranking among the top three in the world league, 2010s marked critical moves in line with the Group's global goals. This period involved not only a list of quantitative steps, but also qualitative changes as Şişecam soared with a more innovative and customer/market-centered approach, driven by further efficiency and higher added value, alongside operational excellence and achievement of sustainable growth. Since 2010, the Group has made strategic investments and continued to increase its efficiency in the new and existing markets, while growing





in pursuit of its goals through significant acquisitions that took place in that period.

Currently, Şişecam Group is among the most notable manufacturers in the world with a deep-rooted expertise owing to its 85 years of history, superior competencies and competitive power. Operating in four key business lines, namely "Flat Glass", "Glassware", "Glass Packaging" and "Chemicals", with 22,000 employees, the Group is a standout as the only global player that boasts full presence in all of the core areas of glass. Şişecam has so far produced 5.1 million tons of glass, 2.4 million tons of soda, and 3.9 million tons of industrial raw material. Accordingly, it ranks among the top three glassware manufacturers and among the top five glass packaging and flat glass manufacturers in the world. Furthermore, the Group is one of the eight largest soda manufacturers globally, while pioneering the chromium chemicals industry. In addition to Turkey, Şişecam has manufacturing operations in 42 facilities across a total 14 countries, namely Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia and Herzegovina, the Russian Federation, Georgia, Ukraine, Egypt, India, and the US. The Group taps into organic and inorganic investments, automation, modernization and capacity-increase efforts, and therefore further enhances the strength derived from its manufacturing operations. Şişecam Group produces with a focus on customers and the market; further expands its product range with products featuring high added-value and state-of-the-art technology; maximizes its competitive power to minimize costs and increase efficiency; and thus attains a

sustainable profitable growth. This is how the Group is taking firm steps toward its goal of "ranking among the world's top three manufacturers in its key areas of operation".

FLAT GLASS PRODUCTION ACTIVITIES

In terms of its flat glass production capacity, Şişecam Group is a leader in Europe, while ranking among the top five manufacturers in the world. The Group carries on with flat glass production operations in four key business lines; namely, "architectural glass" (e.g. flat glass, frosted glass, laminated glass, and coated glass), "automotive glass, and glass for other transportation vehicles", "energy glass", and "glass for household appliances". Having achieved numerous "firsts" in its industry, Şişecam pioneers the evolution of the flat glass industry in and outside Turkey. Today, Şişecam operates with 17 flat glass facilities in total, serving industries mainly including construction, automotive, energy and household appliances with its ever-expanding range of products, partnerships and facilities in 10 countries.

Throughout the 80s, Şişecam remarkably increased its quality and capacity, and competed in global markets through exports. In 1981, the Group deployed a facility in Turkey and thus became the first organization utilizing the modern float technology in production across Eastern Europe, the Balkans, Middle East and North Africa. In the second half of the 2000s, Şişecam commenced overseas production for the first time in line with its multifocal manufacturing approach. In 2004, it laid the foundations of production facilities for architectural glass, glass for household appliances and

automotive glass in Bulgaria. In 2009, the Group partnered with Saint-Gobain, one of the largest players in the world, to make a co-investment in Egypt. The Group deployed the first flat glass float line in 2006, which was followed by the first mirror and tempered glass lines. Furthermore, it opened automotive glass production facilities in 2010 and coated glass facilities in 2013. The same year, Şişecam partnered with the India-based flat glass manufacturer HNG Float Glass Limited (HNGFL), and continued to grow in automotive glass upon acquiring Richard Fritz Holding in Europe. In 2014, the Group launched its flat glass production facility under a partnership with Saint-Gobain in the Republic of Tatarstan, Russian Federation. Also in 2014, the automotive glass production facility, a 100% Şişecam Group investment, was deployed in the Republic of Tatarstan, while another production facility, which has Turkey's largest flat glass furnace, was opened in Polatlı, Ankara. Furthermore in 2014, the Romania-based automotive glass production facility was officially inaugurated.

By 2016, Şişecam had acquired Porto Nogaro, a facility of the flat glass manufacturer Sangalli in the north of Italy, which transformed the Group into the largest flat glass manufacturer in Europe. In 2018, the Group made its second investment in Italy, and incorporated Sangalli Group's Manfredonia flat glass production facility in the south of Italy, further cementing its competitive edge and pioneering position in the flat glass



EMPLOYMENT AT ŞİŞECAM

Şişecam Group contributes to local and global employment significantly, and currently employs 22 thousand people, 12 thousand of them in Turkey and 10 thousand across 13 countries. As of 2019 year-end, 45% of the Group's employment is based outside Turkey. The Group places great importance on equal employment opportunities.

SUSTAINABLE PRODUCTION AT ŞİŞECAM

Regarding the concept of sustainable future as its number one priority, Şişecam Group aspires to be an effective global stakeholder by generating long-standing value for future generations. The Group upholds United Nations Sustainable Development Goals, while monitoring and implementing best practices in the industry for all its activities from production processes to environmental management. Focusing on the most critical environmental impacts involving energy, emissions and waste, the Group undertakes effective and determined efforts so as to devise production methods that can eliminate environmental impacts; develop energy efficiency projects; extend waste recovery and recycling activities; evaluate alternative fuel and raw materials; achieve responsible management of resources and energy; treat wastewater; and tap into recycling opportunities.

INNOVATIVE PRODUCTION AT ŞİŞECAM

Şişecam Group carries out innovation activities unwaveringly, owing to 167 full-time researchers at 28 fully-equipped specialty laboratories at Şişecam Science, Technology and Design Center. Boasting unique technology and innovative products, the Group remains a pioneer in all its fields of activity, and expands its competitive power through swift transformation of innovations into production.

industry across Europe. The same year, Şişecam purchased the remaining shares of its subsidiary HNGFL, where it had held 50% of the stake, in order to further expand its presence in India as well.

Thanks to the importance it attaches to innovation in flat glass and high value-added products, Şişecam enhanced its global competitive power. Currently, the Group shapes the industry with its technologies and offers innovative solutions to customers. Research and development efforts are ongoing at full speed for new float glasses tinted from blends, functional coatings, anti-reflective coatings, lacquered glasses, smart glass systems and sustainable products.

GLASSWARE PRODUCTION ACTIVITIES

Şişecam Group ranks among the top two and top three glassware manufacturers in Europe and in the world, respectively, in terms of production capacity. The Group continues to operate with six facilities in four countries including Turkey, Russia, Bulgaria and Egypt. Addressing three different groups -- household, catering and industry -- Şişecam serves customers all over the world with global brands, superior designs, a high production capacity and an extensive range of products.

Currently holding a pioneering position in the world, Şişecam launched its handcraft glassware activities at a plant established in Beykoz, Istanbul in 1935. In 1955, the Group took the first step for automated production and adopted machine-power, while venturing into heat-resistant glass production for household appliances in 1974.

From 1980 to 2000, the Group not only met the growing demand in Turkey, but also pursued export activities, rapidly increasing its glass production capacity for household appliances. Exporting from Turkey under the Paşabahçe brand, Şişecam realized a big achievement in the Russian market, and then acquired Posuda Ltd. in 2003 in order to further strengthen its position in the market. The Group made its first furnace investment in this facility in 2004 and laid the foundations of glassware production in Bulgaria the same year. Making its second furnace investment in Russia in 2008, and deploying its third furnace in 2014, Şişecam is now positioned as a prominent player in the field of glassware as a result of the investments it undertook in the Russian Federation. The 2017 acquisition in Egypt, based on Şişecam's growth strategy in glassware, is aimed at helping the Group attain significant competitive edge in the Middle East, Africa and North America markets.

A standout owing to Paşabahçe and Nude brands in the global glassware market, Şişecam Group continues to blend its design experience and power from modern technologies, while making a difference in global competition with its innovative products.

GLASS PACKAGING PRODUCTION ACTIVITIES

Şişecam Group is among the five greatest manufacturers in Europe and the world in terms of glass packaging production capacity. Boasting a production capacity of 2.6 million ton/year in total, Şişecam creates

manufacture at 10 facilities: three located in Turkey, five in Russia, one in Ukraine and one in Georgia.

Commencing glass packaging production in 1935 at its first plant established in Beykoz, Istanbul, the Group expanded production activities at a new plant built in 1969 in Topkapı, Istanbul so as to address the rapidly growing demand. Later in 1976, the Group acquired the plant located in Mersin. In 1988, Şişecam blazed a trail by adopting NNPB (lightweight bottle) production technology, which marked a milestone in the glass packaging production, and made its first investment outside Turkey by acquiring the Mina Plant in Georgia. This investment was followed by Gorokhovets (2002), Pokrovsky (2004), Ufa (2005), Kirishi (2008) and Kuban (2009) plants, all of which started operations

under the Ruscam Glass Packaging company founded in 2002 in the Russian Federation.

Having reached a leading position in the Russian market this way, Şişecam increased its annual production capacity outside Turkey to 1.3 million tons by acquiring a glass packaging plant situated in Merefa, Ukraine in 2011. Şişecam also improved its production capacity in Turkey through organic investments by deploying Bursa Yenişehir plant in 2006 and Eskişehir plant in 2013, and bolstered its leading position in the glass packaging industry.

Producing design glass packaging in various volumes and colors for food, beverage, pharmaceuticals and cosmetic industries, Şişecam Group continues growing rapidly in the global markets by drawing on its high production capacity, broad product range,

superior quality products and innovative technologies.

CHEMICALS PRODUCTION ACTIVITIES

Operating in soda and chromium chemicals, industrial raw materials, glass fiber, Vitamin K3 derivatives, and sodium metabisulfite, Şişecam Group provides globally-recognized input to more than 100 fields from detergents and chemicals to leather to pharmaceuticals. Carrying on with production activities at more than 20 facilities in five countries, namely Turkey, Bulgaria, Italy, Bosnia and Herzegovina and Egypt, Şişecam is among top four and top eight greatest soda manufacturers in Europe and in the world, respectively. A leader in sodium bichromate and basic chromium sulphate production, the Group also stands out as one of the four greatest chromic acid manufacturers in the world.

FLAT GLASS



FLAT GLASS BUSINESS

Architectural glass, (flat glass, frosted-opal-figured glass, mirror, laminated glass, coated glass), solar power glass, home appliances glass and automotive glass (other vehicle and encapsulated glass)

PROVIDES INPUT TO:

Construction, automotive, solar power and home appliances

PLANTS IN TURKEY

Kırklareli, Mersin, Bursa, Ankara



PLANTS ABROAD

Bulgaria, Italy, Russia, India, Egypt, Germany, Slovakia, Hungary, Romania

PRODUCTION CAPACITY

3 million ton/year flat glass
15 million square meters of automotive glass
15 million pieces of encapsulated glass

GLOBAL POSITION BY PRODUCTION CAPACITY

1st in Europe, 5th in the world



TOTAL PRODUCTION

2.5 million tons of architectural glass
11 million square meters of automotive glass
12 million pieces of encapsulated glass

GLASSWARE



GLASSWARE BUSINESS

Automatic and manual glassware production out of soda, crystalline, heat-resistant borosilicate glass and lead-free crystal, and cardboard&paper packaging production and retail

PROVIDES INPUT TO:

Houseware, catering and industry



PLANTS IN TURKEY

Kırklareli, Eskişehir, Denizli, İstanbul

PLANTS ABROAD

Bulgaria, Russia, Egypt

GLOBAL POSITION BY PRODUCTION CAPACITY

2nd in Europe, 3rd in the world



TOTAL PRODUCTION

358 thousand tons

Şişecam Group commenced production of chemicals in 1969 at the plant established in Mersin. In 1979, a chrome compounds production plant was built in Mersin. The Mersin plant, which commenced operations for production of Vitamin K3 derivatives in 1996, also launched production of sodium metabisulfite and sodium bisulfite in 2007. After making its first overseas chemicals investment in Bulgaria, the Group partnered with Belgian Solvay to acquire shares at the soda manufacturer Sodi during its privatization process and expanded its stake at the company to 25% in the following years. In 2005, the Group acquired 50% of the stake at Cromital S.p.A. that operates in chromium chemicals in Italy, and fully acquired the company located in northern Italy in 2011. In 2006, the Group made chemicals investments in Bosnia and Herzegovina.

Soda Lukavac was acquired as part of the privatization efforts and launched again after modernization and renewal activities were completed.

The Group has produced glass fiber in its plant in Gebze, Kocaeli in 1975, and is currently one of the leading glass fiber manufacturers in Europe. In late 2018, Şişecam Group opened a new glass fiber plant in Balıkesir with a production capacity of 70 thousand tons. This modern plant is intended to turn natural resources, boron in particular, into value-added products.

Especially in the recent period, glass fiber has become a critical component in wind energy, electronics, aeronautics, space and defence industries. Last but not least, the Group partnered with Ciner Group in the

US in 2019 for a natural soda production plant. The plant is expected to commence operations in 2024, depending on the timing of required permits and licenses. Currently boasting a synthetic soda production capacity of 2.4 million tons, the Group will rank among the top five global soda players once this investment in the US is finalized for the plant with an annual production capacity of 2.5 million tons of soda ash and 200 thousand tons of sodium bicarbonate.

In order to address the raw material requirements of its glass, glass fiber and soda production plants, the Group has some 70 mining fields and 18 raw material preparation and enrichment facilities in different parts of Turkey, in addition to the mining facilities in Egypt and Bosnia and Herzegovina.

GLASS PACKAGING



GLASS PACKAGING BUSINESS

Glass packaging production in various volumes and colors for food, beverage, pharmaceuticals and cosmetic industries

PROVIDES INPUT TO:

Food, beverages, pharmaceuticals and cosmetics

PLANTS IN TURKEY

Mersin, Bursa, Eskişehir



PLANTS ABROAD

Russia, Georgia, Ukraine

PRODUCTION CAPACITY

2.6 million ton

GLOBAL POSITION BY PRODUCTION CAPACITY

5th in Europe and in the world



TOTAL PRODUCTION

2.2 million tons

CHEMICALS



CHEMICALS BUSINESS

Production of soda derivatives and chromium chemicals, glass fiber, industrial raw materials, electricity, Vitamin K3 derivatives and sodium metabisulfite.

PROVIDES INPUT TO:

Glass, detergent, leather, metal coating, impregnation, pigment, animal feed, ceramics, construction, automotive, maritime, wind turbine wings

PLANTS IN TURKEY

Mersin, Balıkesir



PLANTS ABROAD

Bulgaria, Bosnia and Herzegovina, Italy, Egypt

PRODUCTION CAPACITY

2.4 million tons of soda, 128 thousand tons of Basic Chromium Sulphate (BSC)

GLOBAL POSITION BY PRODUCTION CAPACITY

4th in Europe, 8th in the world (Soda)
1st in the World (Chromium Chemicals)



TOTAL PRODUCTION

2.4 million tons of soda
100 thousand tons of BCS
45.7 thousand tons of glass fiber
3.9 million tons of industrial raw materials

ŞİŞECAM ACADEMY

COURSES MAKE A DIFFERENCE

ŞİŞECAM ACADEMY CONTINUES CREATING VALUE FOR THE GROUP'S EMPLOYEES THROUGH PROVIDING TRAINING COURSES IN A VARIETY OF AREAS.

LEADERSHIP DEVELOPMENT PROGRAM FROM

ŞİŞECAM ACADEMY

THE LEADERSHIP DEVELOPMENT PROGRAM CUSTOM-DESIGNED FOR ŞİŞECAM BY INSEAD BUSINESS SCHOOL WAS HELD ON FEBRUARY 10-14 AT NG SAPANCA HOTEL.

Şişecam Academy Leadership Development Program focuses on the total value chain, production and operational excellence. 21 managers attended the first module of the 4-module program that was designed in cooperation with INSEAD Business School. In order to reinforce participants' knowledge through a financial perspective, financial courses were included in the program. Prof. Dr. Ahmet Kirman, Vice Chairman and CEO of

Şişecam Group, and Şengül Demircan, Chief HR and Corporate Communications Officer, also took part in the program and expressed their expectations on managers. The second module of the program will cover financial topics, while the third module will focus on Blue Ocean Strategy and Economy in addition to company visits. Scheduled for a duration of six months, the program will be completed upon project presentations to the Executive Board.



SUPPLY CHAIN SCHOOL CERTIFICATES

WERE GRANTED TO THEIR RESPECTIVE HOLDERS

THE CERTIFICATE CEREMONY FOR THE SUPPLY CHAIN SCHOOL'S FUNDAMENTALS PROGRAM WAS HELD ON FEBRUARY 17.

102 Şişecam employees who successfully completed the Supply Chain School's Fundamentals Certification Program received their certificates at the Supply Chain School Certificate Ceremony held at İşbank Operation and Technology Center. Participants of in-class trainings, which started in 2017 and lasted two years, completed the program after project presentations to the Supply Chain Directors. Passing the final test held by Istanbul Technical University's Continuing Education Center at ITU Gümüşsuyu Campus,

participants were entitled to a certification. At the ceremony, Hakan Gök, partner of Deloitte, conducted a seminar themed Analytical Transformations in Supply Chain, focusing on Digital Transformation and Business Models. Following the seminar, eligible participants received their proficiency certificates from the Group Supply Chain Directors. Top three participants were presented shields by Dr. Murat Başkak and Prof. Dr. Mehmet Tanyaş, Program Coordinators at Istanbul Technical University's Continuing Education Center.





FIRST STEP OF THE ORIENTATION PROGRAM

FOR HOURLY PAID EMPLOYEES

THE PILOT OF THE ORIENTATION PROGRAM FOR HOURLY PAID EMPLOYEES WAS IMPLEMENTED WITH 11 WOMEN EMPLOYEES AT PAŞABAHÇE ESKİŞEHİR PLANT.

An Orientation Program was designed at Şişecam Group for newly-recruited Hourly Paid Workers after the workshops and needs analyses carried out with plants' HR officers. The orientation program, which will be implemented from the first day of work for new hires, is aimed at helping employees own up to the corporate culture, boosting employee loyalty, facilitating their adaptation to the organization, and enhancing their contribution to business.

The pilot of the Orientation Program for Hourly-Paid Employees took place at Paşabahçe Eskişehir Plant on December 9, 2019. Launched with the participation of 11 women employees, the pilot also contributed to the "Women Friendly Plant" project, which targets gender equality in light of the diversity and inclusion guide published by Şişecam in 2019.

Distribution of t-shirts with "IN TRAINING" prints designed for newly-recruited hourly paid workers helped raise awareness on new hires and facilitated their adaptation. Departments were introduced during the plant tours, which allowed new hires to examine the entire production process and recognize their contribution to the process. Furthermore, employees obtained information on the departments they will be able to work for in the future. The aim is to roll out this practice across all the plant in and outside Turkey in 2020.

ŞİŞECAM AT UNIVERSITIES

ŞİŞECAM CONTINUES CREATING NEW OPPORTUNITIES FOR YOUNG TALENTS.

CAMPUS PROGRAMS ONGOING

Şişecam carries on with its university campus programs. As part of the campus programs, 33 university activities were conducted at 24 universities in the first quarter of 2020. Through these activities, Şişecam had to chance to meet with new talents.



FIRST STEP SUMMER INTERNSHIP PROGRAM

Scoring a 92% satisfaction rate in 2019, First Step Summer Internship Program's application period began in February and the program received 6,500 applications. The plan is to finalize the assessment of applications and accept the interns to start work at Şişecam Headquarters, Şişecam Science, Technology and Design Center, as well as at the plants as of June.



OVERSEAS INTERNSHIP OPPORTUNITIES WITH ERASMUS+

The Erasmus+ internship mobility program opens the doors of Şişecam plants abroad to university students. The program is designed to provide young talents with experience around the globe. Young talents will be entitled to an overseas internship after necessary evaluations, and will have a chance to get real work experience in Germany, Italy, Bulgaria, Romania, Slovakia and Hungary plants.

WORLD FAMOUS
FINNISH DESIGNER
MIKKO LAAKKONEN
VISITED ISTANBUL
TO ATTEND ŞİŞECAM
INTERNATIONAL GLASS
CONFERENCE HELD
CONCURRENTLY WITH
34TH ŞİŞECAM GLASS
SYMPOSIUM ORGANIZED
BY THE GROUP. DEEMED
WORTHY OF THE
PRESTIGIOUS DESIGN
AWARD RED DOT WITH
HIS MALT COLLECTION
DESIGNED FOR NUDE,
LAAKKONEN BLENDS
SIMPLE SCANDINAVIAN
AESTHETICS WITH HIS
FUNCTIONAL DESIGNS
SUCCESSFULLY.
WE DISCUSSED HIS
APPROACH TOWARDS
DESIGN AND HIS
RELATIONSHIP WITH
GLASS.

THE MASTER OF SIMPLE DESIGN:

MIKKO
LAAKKONEN



You have a pretty simple sense of design and you describe your idea of design with two concepts: considered chaos and logical order. Could you talk about these concepts and the sources of inspiration underlying your designs?

I studied design in Finland and I can say that we have an outstanding design heritage. It is essential for a designed object to serve its intended purpose and function. When it comes to inspiration, I think it is for amateurs. If you are a professional designer, you do not wait for inspiration. I also believe that the design is built on your cooperation with your

employer. Let's say a company asked me to design a chair: it needs to fulfill its function. This is the first step. Then I strive for this functional product to look good and to have a new line.

You collaborate with various companies from all around the world. In this process, to what extent are you influenced by the cultural values of those places and how do these cultural differences give a direction to your design?

Culture is surely a factor that has an impact on design, but one cannot summarize the design process so simply. For instance, culture does not urge me to use embellishments and ornaments while I am in Turkey. But it is for sure that the resulting product varies depending on the country and the company. I also should mention that underlying needs are the same, because people use a product in the same way regardless of the culture: Think about a carafe, for example. Therefore, the changes depend

on your communication with your employer and his background. There is no simple way to express this.

Based on your experience, have you observed fundamental changes regarding the perception and demand for design throughout your professional life? For instance, what kind of trends pervade the design scene compared to the past?

In our day, design is perceived as a "cool" thing, however I am not sure everyone grasps what lies beneath the products they use. Some people design certain products; sometimes they design it good, and sometimes not. As far as I am concerned, contrary to the popular recognition or perception of the term, design does not mean an expensive product. There is no such thing in the Finnish sense of design: A product is designed to be accessible for everyone and for daily use. Because everyone needs a good design. Design could of course be anything; and this is the understanding behind the Finnish design. I hope this understanding becomes more

common; and I hope everyone appreciates the nuances, details and the quality of this art. I think the idea of "less is more" should be replaced by "more is not more" in the design scene.

Considering the ecological crisis

facing the world, and the need for sustainable approaches, what are your priorities when it comes to giving life to your designs?

One of the most important steps for me is to design products that are long lasting. I do not think that the designs with a story and meaning will be consumed and thrown away quickly. On the other hand, environmentally-friendly materials should be used for sure. In the design scene, we need to deal with a lot challenges

like environmental problems; but it is a must for us to believe in the first place that what we do is important and therefore the products for which we spend time and energy will have a long lifecycle.

You are here in Turkey to give a speech at the International Glass Conference. Speaking of which, what does glass mean to you and how do you use this material in your designs?

In Finland, we have a great legacy regarding glass. There are authentic pieces and master designers who have worked with glass masters. As early as my school years I knew I needed to work with glass as well, since I find it a very interesting material. It is quite pleasurable to work with glass. I feel very excited whenever I have a chance to work with a glass master. Glass is an instantaneous material. With glass, you create something and you can change it in that instant. This fascinates me.

From this perspective, it reminds me of the times I play the guitar: it resembles playing freely by changing the frequency. But in the design field, you do not have such an opportunity, everything must be planned and you have to work with extreme precision. On the other hand, glassblowing is very different; you can improvise and you can experiment with the limits of the material. Here, communication with your master and the fact that you know and understand each other is essential.



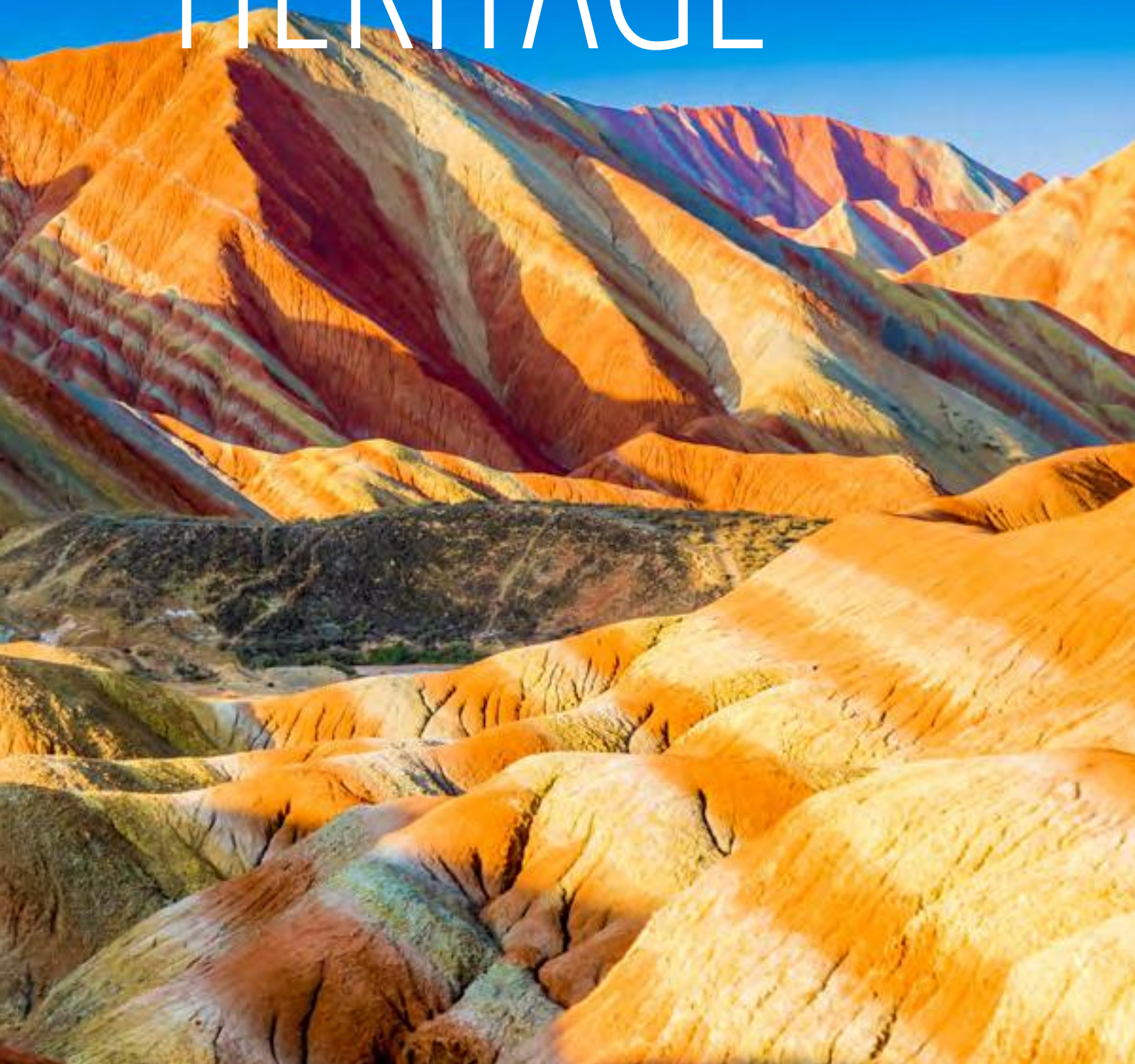
“ AS FAR AS I AM CONCERNED, CONTRARY TO THE POPULAR RECOGNITION OR PERCEPTION OF THE TERM, DESIGN DOES NOT MEAN AN EXPENSIVE PRODUCT. ”



Danxia Landform, China

WORLD HERITAGE

THE ROUTES ADORNING
THE DREAMS OF
EVERY TRAVELLER
FROM ANGKOR WAT
IN CAMBODIA TO THE
PYRAMIDS OF GIZA IN
EGYPT -- ALL INSCRIBED
IN UNESCO'S WORLD
HERITAGE LIST.





Angkor Wat



The Giza Pyramid Complex



Old City of Dubrovnik



ANGKOR WAT, CAMBODIA

Offering a fascinating atmosphere, Angkor Wat is one of the most delicate examples of Angkorian architecture and among the most travelled destinations. Formerly a Hindu temple dedicated to Vishnu in the 12th century, the structure was enveloped by the forest around it for long years after the capital of the Khmer Kingdom was abandoned in the 14th century. Discovered by French naturalist Henri Mouhot in modern times, the temple was cleaned up and opened to visit, and is on the world heritage list since 1992.



THE PYRAMIDS OF GIZA, EGYPT

The Pyramids of Giza comprise of three pyramids: The Great Pyramid of Giza, the Pyramid of Khafre and the Pyramid of Menkaure. In addition to an inscription in the World Heritage List, the Great Pyramid of Giza is among the Seven Wonders of the World and was granted an honorary status by New7Wonders of the World. Commissioned by Egyptian pharaoh Khufu, the pyramids are unique examples of mastery in terms of architecture and science. Unfortunately, tourists are forbidden to enter or climb the pyramids,

however the site is worth visiting only to feel the atmosphere.

THE MASTERPIECES OF ANTONI GAUDI, SPAIN

It is without a doubt that asymmetry lovers will enjoy the masterpieces of Gaudí in Barcelona enormously. These buildings can pop up anywhere as you wander the streets of Barcelona, beckoning you to witness and photograph them. They blend different shapes and bold colors harmoniously and represent the pinnacle of the architect's dexterity. To fully experience the spirit of Gaudí, you should take a step into the Park Güell; but be aware that you have to wait long queues (and it is definitely worth it).

OLD CITY OF DUBROVNIK, CROATIA

There are numerous old European cities that have been preserved up to date, but the Old



Danxia Landform



Antoni Gaudí



Göbeklitepe



Istanbul's Historic Peninsula



Galapagos Islands

City of Dubrovnik offers an entirely unique atmosphere. Indeed, producers of Game of Thrones must have recognized this and chose the site as the location for the "King's Landing" in the show. Following approximately two kilometer long stone walls encircling the entire city, you can discover the Old City step by step, and then admire the sea view to your heart's content from high sightseeing points.

DANXIA LANDFORM, CHINA

Spanning the southeast, southwest and northwest of China, Danxia Landform may look like a photoshop trick. However, the site is the result of million years of geological processes. This eye-catching landscape was formed with red sandstones and conglomerates dating back to the Cretaceous period. In the course of time, the formation of the layers were promoted by uplift, weathering and erosion as well. This is an ideal

destination for an alternative vacation route.

GALAPAGOS ISLANDS, ECUADOR

Having made a name for themselves thanks to the studies of Charles Darwin, Galapagos Islands is an exquisite destination boasting a rich flora and fauna. There is no direct transport to these islands, which give one the impression of travelling back to prehistoric ages. This is why you should first fly to the Baltra Island and take a bus or ferry to Puerto Ayora, the tourist destination on the Santa Cruz Island. Giant tortoises resembling dinosaurs, and cute blue-footed boobies will wash away your exhaustion.

ISTANBUL'S HISTORIC PENINSULA, TURKEY

Attracting millions of tourists every year, Istanbul has been home to many civilizations throughout history. Straddling Asia and Europe, Istanbul

beckons you to discover the ancient and unique works dating back to the Byzantine and Ottoman Empires, both of which left their stamps in history. Built on the mastery of architects and artists from these two civilizations for two thousand years, Istanbul is also home to glorious domes, colorful mosaics, minarets, and great examples of calligraphy.

GÖBEKLİTEPE, TURKEY

Located in Şanlıurfa and referred as the "Point Zero in History", Göbeklitepe is home to numerous ruins that can rewrite the history of civilizations. The motifs on obelisks indicate that Göbeklitepe was an important center for hunters and gatherers. The site was on UNESCO's Tentative List since 2011. On July 1, 2018, Göbeklitepe was inscribed in the UNESCO's Permanent List of World Heritage Sites. This open air museum is open for visitors every day.

THE POWER OF SUPERFOODS

TRY THE RECIPES PREPARED WITH INGREDIENTS CALLED AS "SUPERFOODS"
AND DISCOVER THE TRUE POWER OF FOOD.

Quinoa Salad

LOW IN CALORIES AND RICH IN PROTEINS, QUINOA IS A NUTRITIOUS SUPERFOOD CONTAINING AMINOACIDS, ANTIOXIDANTS, VITAMINS AND MINERALS.

INGREDIENTS

1 cup quinoa
1/3 cup sun-dried tomatoes
1 avocado
5-6 bunches basil
5-6 bunches fresh mint leaves
1 medium size orange

FOR THE DRESSING

2 tablespoons olive oil
2 tablespoons lemon juice
1 tablespoon Dijon mustard
1 teaspoon salt

INSTRUCTIONS

- Let quinoa sit in water for half an hour, drain it and rinse it well by using a fine sieve. Cook one cup of quinoa in two cups of water at high temperature until the water boils. Once boiled, turn down the heat and cook quinoa for 15 more minutes with the lid on. Let it rest for 5 minutes.
- To prepare the dressing, put all the ingredients in a glass jar, twist the lid and shake it for a couple of minutes.
- Divide the rested quinoa into four glass jars. Place peeled and sliced avocado, basil, fresh mint leaves, and thinly chopped sun-dried tomatoes on top.
- Distribute the dressing evenly in the jars. Add slices of the washed orange on top of the salad before serving.



Matcha Latte

GREEN TEA IN POWDER FORM, MATCHA IS WELL-KNOWN FOR ITS ANTIOXIDANT CONTENT. IT ALSO HELPS REV UP METABOLISM AND BURN CALORIES.

INGREDIENTS

1 teaspoon matcha powder
2 tea spoons sugar or any sweetener of choice
3 tablespoons warm water
250 ml cold or 300 ml warm milk

INSTRUCTIONS

- Transfer matcha powder and sugar into a glass mug.
- Add warm water on top and stir until it turns into a dark green paste.
- If you would like to make cold latte, add cold water and stir it. You can serve it with one scoop of vanilla ice-cream on top.
- If you would like to make hot latte, add milk to the mix after warming it up. Serve it with a pinch of matcha powder on top.





Avocado Pudding

YOU CAN SATISFY YOUR SWEET TOOTH IN A HEALTHY WAY THANKS TO THIS PRACTICAL PUDDING RECIPE FOR AVOCADO -- A SOURCE OF VITAMIN K AND SATURATED FATTY ACID

INGREDIENTS

4 ripe avocados
1/4 cup almond milk at room temperature
5 tablespoons cocoa powder
2 tablespoons vanilla extract
1/4 teaspoon salt
70-80 gr dark chocolate
Sweetener in the amount you wish



INSTRUCTIONS

- Cut the avocados vertically in half and take the pits out. Separate the flesh from the shell with a spoon.
- Take the flesh of ripe avocados in a large bowl and make them smooth by using a blender.
- Add milk, cocoa powder, vanilla extract and salt and blend this mix until it is homogeneous.
- Melt the dark chocolate in the microwave oven or in a bain-marie. Once it melts, mix for 45 seconds to get a homogeneous texture.
- Add the sweetener of your choice to the chocolate and mix for one minute.
- Pour the chocolate into the avocado mix and run the blender for about 1.5-2 minutes until you get a smooth mix. In the meantime, check the thickness and the taste of your pudding and add any ingredients you wish.
- Distribute the pudding into bowls and serve after cooling in the fridge for 20-30 minutes.

Chickpea Chips with Turmeric

USE THIS PRACTICAL SNACK RECIPE TO BENEFIT FROM THE THE ANTIOXIDANT AND IMMUNITY-BOOSTING EFFECT OF CURCUMIN IN TURMERIC.

INGREDIENTS

250 gr boiled chickpeas
2 tablespoons turmeric powder
2 teaspoons black pepper
1 teaspoon Himalayan salt
2 tablespoons olive oil



INSTRUCTIONS

- Preheat the oven to 180°C.
- Transfer boiled chickpeas between two sheets of paper towel and move your hand from side to side by pressing the chickpeas lightly. Remove the skins that are separated from chickpeas.
- Mix the chickpeas with other ingredients well in a bowl.
- Place the chickpeas on a sheet of baking paper in the oven tray and make sure that they are evenly spread.
- Bake the chickpeas for approximately 40 minutes in the preheated oven until they get lightly brown.
- You can store the chickpeas you prepared in a glass jar.



WHEN ARTS MEETS CRAFTS

**THE MOST RECENT EXAMPLES OF
DECORATIVE ARTS FROM GLASS TO
WOODEN SCULPTURES THAT BLEND ART
WITH CRAFT.**

Many consider arts and crafts to be separate concepts. While art is defined as an aesthetical, open-ended and unstructured piece that manifests emotions, feelings and views, craft is perceived as a different sphere where physical objects involve the creation of functional works via use of hand and mind. However, the line between them is blurry. In fact, there is no line at all for some artists. Let's give an example from history: The Arts and Crafts Movement that emerged with the Industrial Revolution and had its prime between 1880-1910 was also aimed at turning aesthetical objects into functional ones and functional objects into aesthetical ones. Even though this movement does not currently dominate the art scene, artists who defend the harmonious combination of arts and crafts still create spectacular works.







Dale Chihuly



Art pieces that came to life with glass

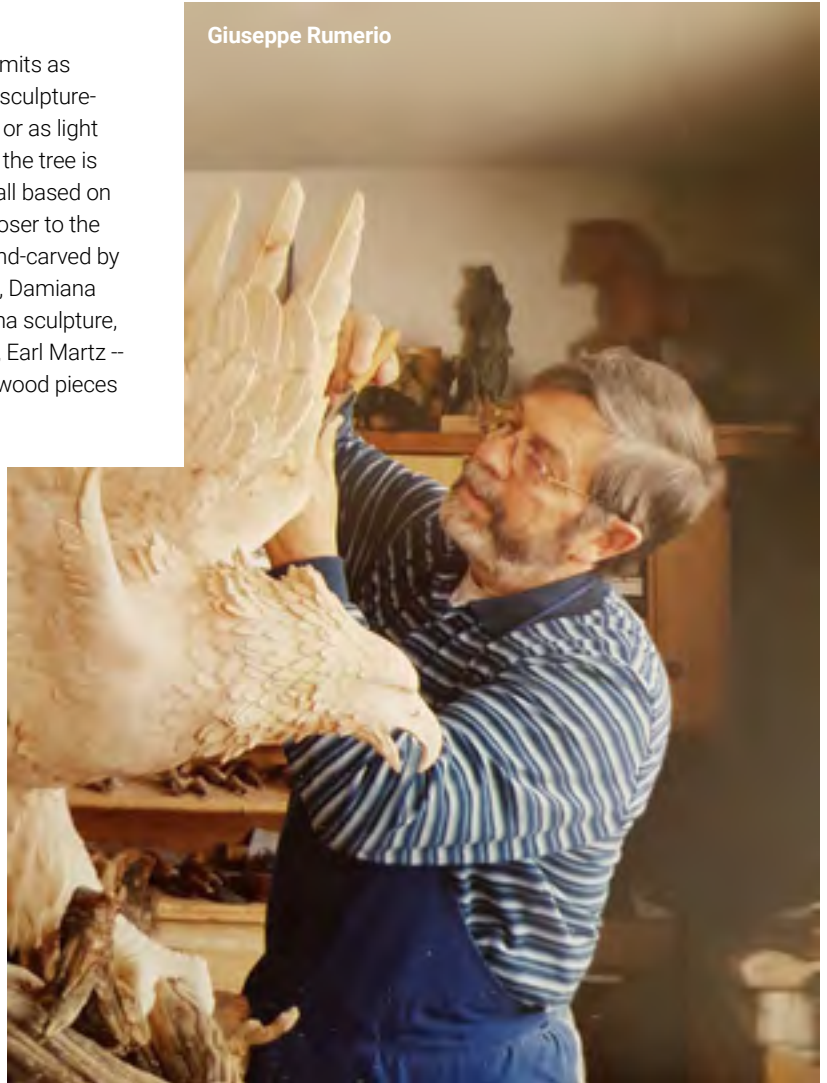
Glass can be shaped at high temperatures, and it is a very special material for arts and crafts, since it allows the play of light and color and offers different impressions from different angles. Durable yet fragile, glass brings along myriad ways for artists to express themselves. Dale Chihuly is the first name that comes to mind in the field of glass including blow glass. Having captured the limelight with his colossal artworks, Chihuly views himself a choreographer rather than a dancer; a director rather than an actor. Positioning himself in a different place in the world of glass art, William Morris has a style that adds an archeological twist to glass. The glass works of the artist are inspired by ancient civilizations, and they may be transformed into wood, bone, fabric and muscular fiber. When it comes to Jack Storm, he is one of the rare personalities who focuses on cold glass in the world. Completing his crystal glass works requires intensive efforts that may take up to 24 weeks.

A human touch to natural wood

Just like glass, wood is a material that allows artists to push their limits as well. Shaping opportunities wood provides make it possible to find sculpture-like works made of wood. Wood can seem to be as heavy as stone or as light as paper, depending on the need. In working with wood, the type of the tree is quite important, since the natural color, texture and roughness are all based on this factor. One artist using wood as if it were stone and moving closer to the classical style is Giuseppe Rumerio. The animal figures that are hand-carved by the artist truly reflect their movements in nature. On the other hand, Damiana Taurino is a wood artist who focuses on human form. In his ballerina sculpture, one can see how elaborate every curve is. Contrary to those artists, Earl Martz -- instead of shaping wood completely -- attributes a meaning to the wood pieces he found with minimum intervention to their intangible forms.



Giuseppe Rumerio



Li Hongbo

All sorts of forms of paper

Despite their shared origin, the appearance of paper is quite different from that of wood. Yet, paper offers a wide range when it comes to texture, weight and thickness. Besides the fact that paper can be produced in almost every tone, it is possible to create patterns and print them onto paper by utilizing technology as well. One of the advantages of paper is that it allows the production of pretty robust and permanent works with a quite delicate and light appearance. Paper can take various forms by being folded, cut and bent. World famous Li Hongbo creates replicas of Greek and Roman busts by attaching tens of thousands of pages to each other one by one. These busts can be opened and closed just like an accordion without any harm to the shape. The time spent on a work by Calvin Nicholls, who focuses on multi-layered paper sculptures and attaches the pieces one by one, differs between four weeks to two years.



Li Hongbo

SIX ATHLETES FOR THE NATIONAL TEAM

FROM ŞİŞECAM ÇAYIROVA SPORTS CLUB

CANOEING, ROWING AND SAILING BRANCHES OF ÇAYIROVA SPORTS CLUB ADD MORE VICTORIES TO THEIR TROPHY LIST IN NATIONAL AND INTERNATIONAL COMPETITIONS.

CANOEING BRANCH

Sprint Canoe National Team Qualifying

Races for Nominees: In the Sprint Canoe National Team Nominee Selection Races organized in Adana, 92 athletes from 16 clubs competed in 1,000 m and 500 m distances to join the national team. Abbas Anıl Şen, Özge Uzar, Furkan Özen and İbrahim Fırat Cihan from Çayirova Sports Club were selected for the national team and invited to training camps.

Sprint Canoe Long Distance

National Team Qualifying: Races: In the Sprint Canoe Long Distance National Team Qualifying Races held in Adana, Özge Uzar and İbrahim Fırat Cihan from Çayirova Sports Club were chosen to compete with the national team at the International Gloria Cup Races.

The International Gloria Canoeing 2020 Cup: The International Gloria



**R TÜRKİYE ŞAMPİYONASI
ve
AKADEMİ FEDERASYON KUPASI
-8 MART 2020**



Canoeing Cup Long Distance 5,000 m races included in the 2020 activity program of the International Canoeing Federation were held in Antalya. In the races where 76 athletes from 12 countries competed, the national athlete of Çayırova Sport Club Özge Uzar won the third place in U23 Women K1 5,000 m, while İbrahim Fırat and Cihan Yıldız won the second place in Men K1 5,000 m respectively.

ROWING BRANCH

3x4,000 National Team

Selections: 3x4,000 national team selections were held on January 30-February 2 in Köyceğiz/Muğla. Upon the completion of tests, Çayırova Sports Club athletes Melih Günalp and Latif Kaan Türkoğlu were chosen for the national team.

Turkey Championship Adults and Sea Rowing Federation Cup Rowing Races: In the category of Master

Men of Turkey Championship Adults and Sea Rowing Federation Cup Rowing Races organized in Sapanca-Kırkpınar, master team athletes Mehmet Egeli, Ozan Tetik, Emre Sunay and Mustafa Yıldız triumphed as the Champions of Turkey.

SAILING BRANCH

March 8, International Women's Day Sailing Races: March 8

International Women's Day Sailing Races took place in Karamürsel, Kocaeli with the participation of 15 athletes, 11 of them in the optimist class and 4 in the laser class, in addition to 2 trainers. In the Optimist General, Timofey Eren Emsen came second and Alperen Ağma came fourth. Eda Özel won the third place in Optimist Girls. While Çağan Çoruh came first and Damla Öztürk third in Optimist Junior, Damla Öztürk ranked first in Optimist Junior Girls.



THE POWER OF PURPLE EMBRACES EVERYONE AT ŞİŞECAM!

ŞİŞECAM GROUP KICKED OFF "THE POWER OF PURPLE EMBRACES EVERYONE" MOVEMENT ON INTERNATIONAL WOMEN'S DAY TO SHOW ITS SUPPORT FOR GENDER EQUALITY.

Driven by a business and leadership approach based on equal opportunities, Şişecam Group is committed to disseminating its inclusive corporate culture aimed respect for the differences of its employees across all its business processes and regions where it operates. The Group adopted the principle of equal opportunities, as specified in the Diversity and Inclusion Guide published in 2019, and set its corporate goals in line with these principles. Şişecam celebrated the International Women's Day with an event that reflects its

corporate movement "The Power of Purple Embraces Everyone!". In an attempt to raise awareness on gender-based biases that hamper individuals' participation in working and social life and stand in the way of social progress. In the event organized on Friday, March 6 with the participation of all employees globally, employees used purple in their clothes and accessories as the symbol of awareness and equality. The Group once again demonstrated its efforts to create inclusive working environments that derive their power from love and respect,

where individual differences, including personal traits such as gender, are embraced as diversity.

Another awareness communication within the scope of the International Women's Day was the campaign "Don't Discriminate, Use Equal Language!". Under the campaign, concerns were raised over discriminatory expressions, the ones based on gender in particular, which are often faced in day-to-day business life. Videos and posters prepared to serve this purpose were shared across the Group.



Bosnia and Herzegovina



Bulgaria



Bursa



India



Denizli



Istanbul



Istanbul



Bursa



Bursa



Eskişehir



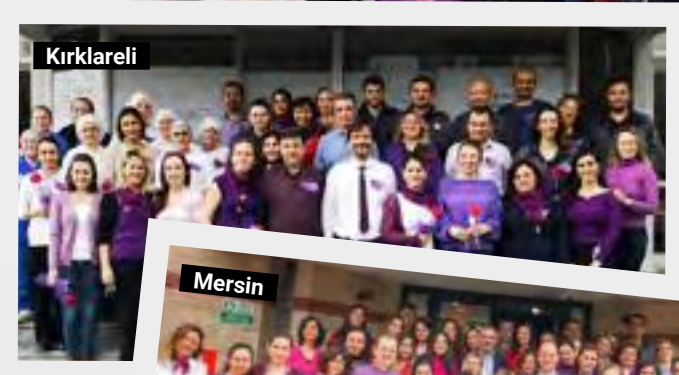
Kırklareli



Mersin



Kırklareli



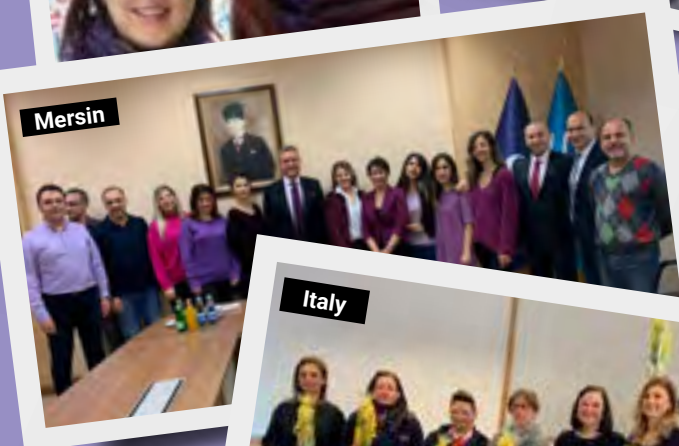
Mersin



Italy



Mersin



Italy



Mersin



IT'S ŞİŞECAM TIME NOW!

NOW! ACTIVITIES ARE ONGOING, GATHERING ŞİŞECAM EMPLOYEES IN DIFFERENT SETTINGS FROM NATURE TO SPORTS.



NOW! GETTING READY FOR THE NEW PERIOD

Conducting activities since 2014 at full speed, Şişecam Social Activities Club plans to welcome the new period more actively thanks to the updates in the Şimdi! schedule. In the previous period, plant activities were only carried out by volunteering representatives. From now on, Şimdi! events will be carried out by event committees that include HR teams, as well.



SILVER MEDAL IN VOLLEYBALL GOES TO ŞİŞECAM!



Şişecam's volleyball team attended Fonex Companies Volleyball League, which is Turkey's biggest corporate volleyball organization, for the first time. At the tournament where contenders fought neck and neck all season long, Şişecam won against Turkcell and Türk Telekom -- the champions of the last two years -- and had its name written on finals. At the finals, the opponent of Şişecam was Anadolu Sigorta, a subsidiary of İşbank that won against Ekol Lojistik at the semi-finals. Performing well at the final match held in Burhan Felek Sports Hall, Şişecam achieved to win a silver medal in the first season. Also rewarding individual achievements, the tournament granted the Best Middle Blocker Award to Mehmet Dedemen from Mersin Kromsan Plant.





ŞİŞECAM EMPLOYEES IN NATURE!

Şişecam's Istanbul region employees attended a guided trekking event on the Beykoz-Zerzevatçı route. Despite rainy weather, the trekking team of 38 people had a pleasurable day. The guide provided participants with basic information on using backpacks, falling techniques and building a shelter in nature.



ART OF DEFENCE WORKSHOP WITH NOW!



In the scope of Şimdi! events, Master of the Art of Defence, Osman Ergün Arpacı, delivered a self-defence training to participants. Planned as a demo event, the training attracted great interest. During the training organized at Şimdi! events Hall, Şişecam employees had a chance to acquire basic knowledge on how to respond to possible threats.



MARCH 8, INTERNATIONAL WOMEN'S DAY GAINED COLOR WITH NOW!



On March 8, International Women's Day, Şişecam employees came together to celebrate this special day throughout the events held at the plants and the Science, Technology and Design Center. Gifts from Nahil, an enterprise of the Foundation for the Support of Women's Work, were presented to employees. Moreover, employees expressed their support for "The Power of Purple Embraces Everyone!", a corporate awareness movement embraced by the Group.

MEDIA COVERAGE

JANUARY-FEBRUARY-MARCH 2020



ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY:



We aim to carry out all stages of our production activities in a healthy and safe work environment. In line with this goal, as a requirement of our responsibility for creating healthy individuals and a manpower, we adopt;

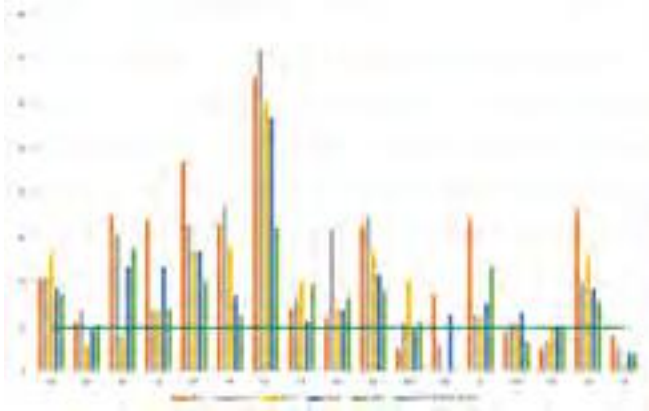
- Determining, implementing and causing to be implemented necessary measures to prevent occupational accidents and domestic and occupational diseases.
- Performing a risk assessment by ensuring the employee participation and achieving an acceptable risk level;
- Using safe equipment and appropriate technologies for a healthy and safe work environment,
- Ensuring the participation of every level of the

organization and our stakeholders in the efforts to improve the occupational health and safety practices, and

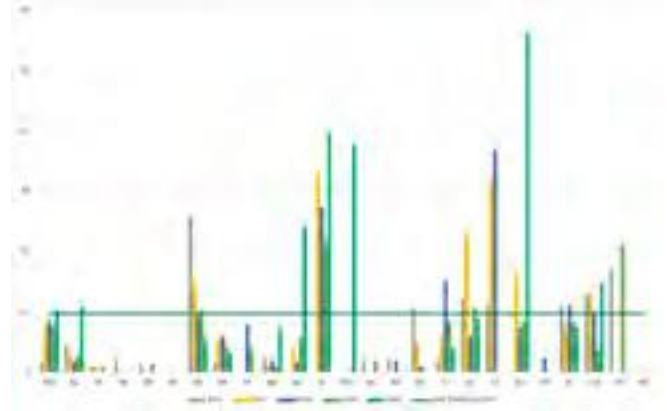
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

- meet the legal requirements, applicable standards and conditions for Occupational Health and Safety,
- Improve our processes and increase our performance constantly with a proactive approach in Occupational Health and Safety, and
- Continuing our trainings and activities aimed at our employees and subcontractors'/suppliers' employees, visitors, interns and improve them.



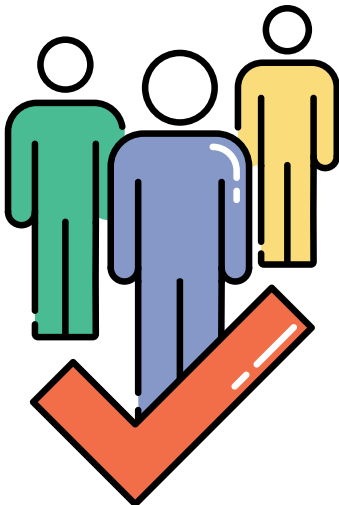
T. Şişe ve Cam Fabrikaları A.Ş.
Domestic Plants Accident Frequency Rate for Q1, 2020



T. Şişe ve Cam Fabrikaları A.Ş.
Overseas Plants Accident Frequency Rate for Q1, 2020

CBA ACTIVITIES

JANUARY-FEBRUARY-MARCH 2020



THE CBA PROCESS OF ŞİŞECAM SODA LUKAVAC AND RUDNIC KREČNJAKA VIJENAC CONCLUDED WITH AN AGREEMENT

The negotiations for a collective bargaining agreement (CBA) with the Chemical and Non-Metal Industry Labor Union of Bosnia organized at Soda Lukavac and Rudnic Vijenac companies established in Bosnia and Herzegovina were concluded with an agreement. The CBA will be valid for 2 years from January 1, 2020 to December 31, 2021.

THE CBA PROCESS OF ŞİŞECAM SODA LUKAVAC AND RUDNIC KREČNJAKA VIJENAC CONCLUDED WITH AN AGREEMENT

The CBA negotiations held with Richard Fritz Aszod Plant that operates in Hungary under Şişecam Otomotiv A.Ş. of the Flat Glass Group were concluded with an agreement. The CBA will be valid for 1 year from March 1, 2020 to February 28, 2021.

THE CBA PROCESS OF GLASSCORP CONCLUDED WITH AGREEMENT

The CBA negotiations held with Glasscorp S.A. Plant that operates in Romania under Şişecam Otomotiv A.Ş. of the Flat Glass Group were concluded with an agreement. The CBA will be valid for 1 year from March 1, 2020 to February 28, 2021.

1.

Frequently wash your hands with soap and water for at least 20 seconds.



2.

Keep a distance of 3 to 4 steps from people who show symptoms of cold.



3.

Cover your mouth and nose with a single use tissue while coughing and sneezing. If there is no tissue on you, use the inner side of your elbow.



4.

Avoid close contact with people such as shaking hands, hugging etc.



5.

Do not touch your eyes, mouth and nose.



6.

Cancel or postpone your travels abroad.



7.

Spend your first 14 days at home when you come from abroad.

8.

Keep your living spaces well-ventilated.



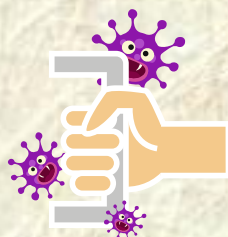
9.

Wash your clothes at 60-90°C with a regular detergent.



10.

Clean frequently-used surfaces such as door handles, taps and sinks with water and detergent every day.



11.

If you have symptoms of cold, do not have contact with the elderly and people with chronic diseases, and do not go out without a mask.



14.

If you suffer from persistent fever, coughing and shortness of breath, wear a mask and go to a health institution.



13.

Consume a lot of liquids, follow a balanced diet and make sure to have enough sleep.



12.

Do not share your personal belongings, such as towel, with people.



14 RULES TO PROTECT AGAINST THE RISK OF CORONAVIRUS

The coronavirus that emerged in Wuhan, the capital city of the Hubei province, China, spread the entire world in a short span of time. However, it is possible to take some personal precautions to protect against the coronavirus, and the COVID-19 disease caused by this virus, which was declared a pandemic by the Health Health Organization. Here are 14 rules published by the Turkish Ministry of Health to fight against COVID-19:

