

ŞİŞECAM

ONE ŞİŞECAM
IN ITS

Year

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ŞİŞECAM MERGES UNDER A SINGLE ROOF IN ITS 85TH YEAR



IN THE 85TH
ANNIVERSARY OF ITS
FOUNDATION, ŞİŞECAM
GROUP MERGES ALL
ITS ACTIVITIES UNDER
A SINGLE ROOF AND
GETS STRONGER IN THE
GLOBAL COMPETITION.

Dear Colleagues,

While Şişecam, which was founded in 1935 by the guidance of the great leader Mustafa Kemal Atatürk, is rapidly moving towards its global goals with its deep-rooted history and innovative structure, we have reached a very important and historical turning point on the 85th anniversary of our Group. We have merged all activities of Şişecam under a single roof, completing the largest merger ever in the capital markets of our country with exemplary success.

MOVING TOWARDS COMMON GOALS WITH “ONE ŞİŞECAM”

In our 85th year, while progressing with determination towards our goal of “being one of the top three producers in the world in our main fields of activity”, “One Şişecam” will give us the agility, speed and flexibility we need to achieve our long-term strategies and competitive goals in global markets. After the consolidation of our fields of activity under the roof of One Şişecam, our image and position in global capital markets will become stronger and our global footprint will expand further.

THE INDUSTRIAL COMPANY WITH THE HIGHEST FREE FLOAT RATIO

As a result of the merger, which will make us stronger in the global competition, Şişecam has become the industrial company with the highest free float ratio in Turkey with 49 percent. With increased free float ratio and trading depth, Şişecam is now our only company traded on Borsa İstanbul. I am also very pleased about Şişecam’s inclusion into the MSCI Global Standard Index on October 1, 2020. I wholeheartedly believe that we will take part in other important indices in the upcoming period, and be a stronger center of attention for international funds and investors.

ADAPTING TO THE NEW NORMAL IN THE CHANGING WORLD

In the new world order to be established after the pandemic, the advantage will be with companies that have the necessary infrastructure to adapt to the escalating international competition and changing conjuncture. Şişecam’s move of merger is of great importance in this respect also. In addition to strategic steps that will increase our effectiveness in our core businesses, we will continue to pursue investment opportunities in new business areas in the future to achieve our ambitious global goals in the “new normal”.

BUILDING THE “ŞİŞECAM OF THE FUTURE”

While building the Şişecam of the future, our main focus on this path leading to the peak is growth that creates sustainable value. We have prepared our next five-year plans to effectively implement this strategy. Our strategic goals include establishing an operating model in line with the international competition, achieving digitalization and operational excellence, and simplifying our legal entity and shareholding structures. In the upcoming period, we aim at a more integrated, digital, optimized and operationally excellent Şişecam that is centered on a holistic corporate management approach with competent human resources and smart technology.

Accordingly, we will achieve a multi-dimensional transformation by integrating our organizational structure globally. We will complete our digital transformation journey by leveraging big data. We will ensure optimization with effective resource and asset management to generate high synergy across the entire value chain. We will achieve operational excellence while strengthening our global structure with agile, lean and effective operations. In our 85th year, I would like to thank our valuable employees who helped us move forward with firm steps in line with our global growth targets and supported this important step towards the construction of the Şişecam of the future. I also wholeheartedly congratulate all Şişecam people who have made Şişecam a leading global company in its industry.

Prof. Ahmet Kirman,
Şişecam Vice Chairman and CEO

ŞİŞECAM MERGES UNDER
A SINGLE ROOF IN ITS

85th Year

IN THE 85TH ANNIVERSARY OF ITS FOUNDATION, ŞİŞECAM GROUP MERGES ALL ITS ACTIVITIES UNDER A SINGLE ROOF AND GETS STRONGER IN THE GLOBAL COMPETITION. UNDER THE ROOF OF "ONE ŞİŞECAM", THE COMPANY HAS CREATED A MORE AGILE AND FASTER LEGAL INFRASTRUCTURE THAT IS MORE SUITABLE FOR GLOBAL COMPETITION.



ONE ŞİŞECAM
IN ITS

85
TH

Year

Starting in 1935 to lead the young Republic of Turkey in its development and industrialization breakthrough, Şişecam Group's journey has reached a new stage today. In the past 85 years, Şişecam has transformed into a global giant in all essential fields of the glass industry and other business lines covering soda and chromium compounds. Having made great strides since its first foreign investment move in the 1990s, Şişecam Group is among the leading players in the global arena with its production activities spanning 14 countries on four continents, sales in over 150 countries and 22,000 employees.

Breaking grounds with the vision of being a pioneer in its every field of operation, Şişecam Group took action at the beginning of this year to merge all its operations under one roof. Through the merger completed as of September 30, Şişecam aims to further increase the value it creates for all its stakeholders. Şişecam, which focuses on creating sustainable value in all its fields of activity and pursues a strategy aimed at operational excellence, has accordingly merged its four main fields of operation under one roof. As a result of the merger, the Group's legal entity and shareholding structure has been simplified, while Anadolu Cam, Denizli Cam, Soda Sanayii and Trakya Cam, which are traded on Borsa İstanbul, and Paşabahçe Cam were consolidated under Şişecam.

So, how did Şişecam come to these days in its journey that started 85 years ago? Here is a summary of Şişecam's journey from past to present, on the way to the merger.

ŞİŞECAM FROM PAST TO PRESENT

Şişecam Group, one of the longest-established organizations in Turkey, celebrated the 85th year of its establishment by merging all its fields of operation under the roof of One Şişecam. Şişecam's journey started in 1934, with Türkiye İş Bankası being assigned by Mustafa Kemal Atatürk to establish the Turkish Glass Industry upon the decision of the Council of Ministers. The same year, the foundation of Turkey's first glass production facility was laid in Paşabahçe, Beykoz, İstanbul. The Paşabahçe plant, which started production in 1935 with 400 employees, reached the capacity to meet the country's demand for bottles and glassware just one year later. The plant switched to mechanical production of glassware in 1955 and opened two stores in İstanbul and one in Ankara in 1957 to offer its products to consumers.

Çayırova Glass Plant started production in 1961 and Topkapı Bottle Plant in 1969 to meet the increasing glass demand in the country.

Plants opened one after another in different fields of activity, increased Şişecam's production power exponentially. At the same time, Şişecam started to reveal its innovative power with its R&D activities.

ONE ŞİŞECAM

FLAT GLASS

A total of 14 float lines, 10 production facilities in 6 countries, architectural glass production of 2.5 million tons/year. Provides input to the construction, solar energy and white goods industries with its wide product range and value-added product portfolio. First in Europe and fifth in the world with its production capacity.

GLASSWARE

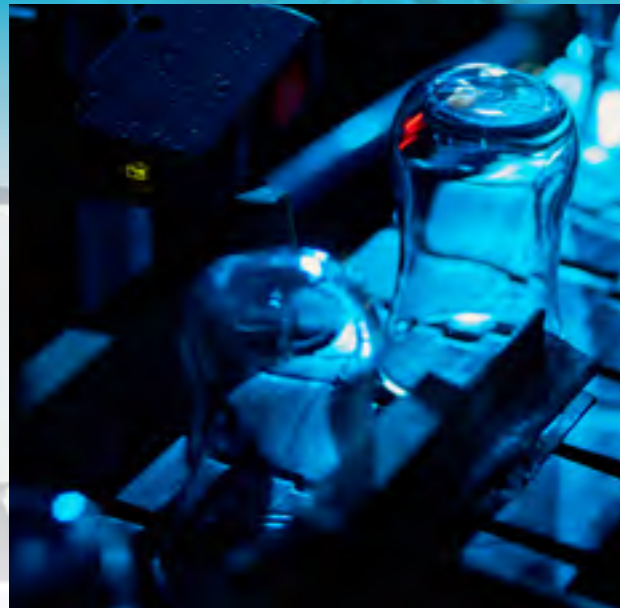
Automatic and manual manufacturing of over 10,000 product types, sales to 140 countries with a strong distribution channel structure. Second largest producer in Europe and third in the world with its production capacity.

GLASS PACKAGING

10 production facilities in four countries and a production capacity of 2.6 million tons/year. Production of glass packaging in various colors and volumes from 6 cc to 15,000 cc for food, water, mineral water, alcoholic and non-alcoholic beverages, pharmacy and cosmetics industries. A leader in the Turkish and Russian markets, the fifth largest producer in Europe and the world.

CHEMICALS

Production in four countries. Production of 2.4 million tons/year of soda and 128,000 tons of basic chromium sulphate. Production of soda and chromium chemicals as well as vitamin K3 derivatives and sodium metabisulfite. Providing world-class inputs for more than 100 types of products, including glass, detergent, chemical industry, leather, and pharmaceutical industry. The fourth in Europe in soda production, and world leader in sodium bichromate and basic chromium sulphate production.



STRONGER, MORE AGILE, SIMPLER...

AUTOMOTIVE

Production of 11 million square meters of automotive glass and 12 million units of encapsulated glass. Service areas including OEM (Original Equipment Manufacturer), ARG (Automotive Replacement Glass), Encapsulation, and HCV (Heavy Commercial Vehicle). Among top 10 companies in the global automotive glass industry with high-quality products and fast shipping all over the world.

MINING

Mining activities that meet the silica sand, feldspar, limestone, dolomite and kaolin needs of Şişecam facilities and also provide raw materials to the non-Group glass, ceramic, cement and silicate industries. Total production and sales of 4 million tons of industrial raw materials in Turkey, Bosnia and Herzegovina and Egypt, 1 million tons of which are for non-Group destinations.

GLASS FIBER

A facility with 70,000 tons of production capacity, integrated automation systems, and a production plant equipped with modern technology. Providing inputs for wind turbine blades, automotive interior-exterior parts, engineering plastics, marine industry, industrial applications and construction industry with its value-added product portfolio including the basic inputs of the composite industry, such as felt, multi-end rovings, single-end rovings and chopped strands.

ENERGY

Electricity generation; electrical energy and/or capacity trade; trade, import and export of natural gas, compressed natural gas (CNG), liquefied natural gas (LNG). Electricity and natural gas trade of more than 1.1 billion Turkish lira in 2019.

RECYCLING

1.3 million tons of glass waste recycled since 2011. Approximately 200,000 tons of glass recycled per year at two "Glass Recycling Plants" in Bursa and Eskişehir, thanks to its investments and sustainable supplier management.

ŞİŞECAM GROWING WITH R&D

With the vision of combining the power it gains from production with technology, Şişecam became the first company that laid the foundation of corporate R&D culture in Turkey. Şişecam took the first step to implement this strategy in 1976 by establishing one of Turkey's first private sector R&D centers in Karaköy, Istanbul under the name of "Research Laboratory". Şişecam carried on its R&D activities at the Glass Research Center established in Davutpaşa campus in 1981. In 2015, Şişecam Science, Technology and Design Center opened its doors in Gebze as one of the largest and most equipped R&D centers in Turkey and a leading one in the world. Today, Şişecam proceeds on its way as one of the few companies in the world with its R&D capability of developing new products and technologies in flat glass, glass packaging, glassware, glass fiber and chemicals.

ŞİŞECAM'S SUCCESSFUL JOURNEY OF GLOBALIZATION

Şişecam did not limit its growth targets to the domestic market. As part of its foreign trade move, Şişecam made its first export to Cyprus in 1958 and to the USA in 1960. As the volume of exported Paşabahçe products increased, Şişecam started to exhibit its new designs in international fairs at the end of the 1970s for the first time. Thus, Şişecam has become more and more prominent in the global arena. In the 2000's, Şişecam proved its global power by opening overseas facilities one after the other and increasing its investments rapidly. Today, Şişecam Group races for world leadership in its fields of operation with its production activities spanning 14 countries (including Russia, Italy, Egypt, and Bulgaria), sales over 150 countries and more than 22,000 employees.

IN THE PURSUIT OF OPERATIONAL EXCELLENCE

Şişecam Group has been a pioneer in every field and period. It has adapted rapidly to innovations and the changing world, thus achieving success in global competition. Its pursuit of operational excellence brought Şişecam Group its present power.

On its 85th anniversary, Şişecam consolidated all its fields of activity, including flat glass, glassware, glass packaging and chemicals, under the same roof with the "One Şişecam" vision. Şişecam will thus continue all its

activities both domestically and abroad in an innovative, efficient manner and with high added value.

In the upcoming period, Şişecam will be more integrated, digital, optimized and operationally perfect, focusing on a holistic corporate management approach with its competent human resources and smart technology use.

"ŞİŞECAM" IS THE ONLY PUBLICLY-TRADED GROUP COMPANY ON BORSA ISTANBUL

Official procedures for the merger of Türkiye Şişe ve Cam Fabrikaları A.Ş. with its main subsidiaries (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 acquisition started on January 30, 2020, upon the resolution of the Board of Directors. The official application was made to the Capital Markets Board (CMB) on April 27, 2020. Following the approval of the application on July 23, 2020, Şişecam and its main affiliates held Extraordinary General Assembly meetings with special merger agenda from August 26 to 28, 2020. At the Extraordinary General Assembly of Türkiye Şişe ve Cam Fabrikaları A.Ş., the merger was unanimously approved by our shareholders. Following the General Assembly meetings, the merger registration procedure was completed on September 30, 2020, in accordance with the provisions of the relevant laws.

As all its operations have been consolidated under a single roof, Türkiye Şişe ve Cam Fabrikaları A.Ş. is now the only Şişecam company publicly traded on Borsa Istanbul. The gong of Borsa Istanbul rang for Şişecam on October 5, 2020. The session was started by Borsa Istanbul Deputy General Manager Mehmet Gönen; İşbank Chairperson Füsün Tümsavaş; Şişecam Chairperson and İşbank CEO Adnan Bali; Şişecam Vice Chairman and CEO Prof. Ahmet Kirman; and Şişecam Chief Financial Officer Görkem Elverici, who rang the gong together.

Şişecam completed the largest merger ever in the capital markets of Turkey with an exemplary success and became the industrial company with the highest free float rate of 49 percent.

As a result of increased free float ratio and trading depth, the stock is expected to become more attractive for long-term investing corporate funds, making a positive contribution to the value of the company.



BORSA İSTANBUL'DA GONG ŞİŞECAM İÇİN ÇALIYOR 5 EKİM 2020



ŞİŞECAM'S JOURNEY TO THE MERGER

January 30
- Şişecam
Group Board
of Directors
decided in
favor of the
merger.

February 3
- Valuation
process started
by PwC.

April 27 - Valuation
completed. An
official application
was made to the
Capital Markets
Board (CMB)
regarding the
merger.

July 23 -
The merger
application
made to the
Capital Markets
Board was
approved.

August 26-28
- Extraordinary
General
Assembly
meetings of
Türkiye
Şişe ve Cam
Fabrikaları A.Ş.
and its main
subsidiaries.

September 30
- Registration
of the Şişecam
Merger

October 5 -
Şişecam gong
ceremony
held at Borsa
İstanbul after
the completion
of the merger.

We See the Invisible

Thanks to the transparency of glass, we see the invisible - the future of the world - for 85 years and shape the future with our cutting-edge technology, creativity and global perspective. We seek a pioneering role in the future as in the past, moving forward with the goal of being one of the top three companies in the world.





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TÜRKİYE BANKASI
Company.

02-09

ONE ŞİŞECAM

"One Şişecam" on the
85th Anniversary

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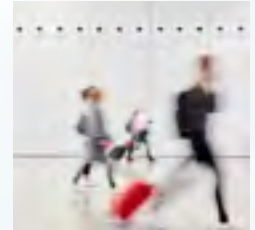
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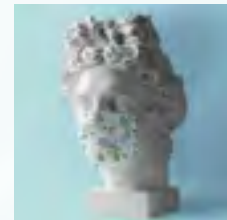
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HEALTH

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INNOVATIONS BY PAŞABAĞÇE



HEALTHY TABLES WITH

BORCAM NON-STICK

NEW PRODUCTS HAVE JOINED PAŞABAĞÇE'S HEAT-RESISTANT BORCAM NON-STICK OVENWARE SERIES OF VARIOUS SIZES AND DESIGNS.

Six new products have been added to the Borcam Non-Stick Ovenware series, which has a special coating to prevent sticking thus offers the opportunity to cook with little or no oil. The new Borcam Non-Stick products, which offer three different options as round pots, square and round trays, stand out with its black and white color options. The cake mold and lidded pots in the series can also be used in microwave ovens.

FUNCTIONAL DESIGNS FROM THE

ZESTGLASS

SERIES

PAŞABAĞÇE'S ZESTGLASS SERIES CONTINUES TO OFFER INNOVATIVE SOLUTIONS FOR MODERN KITCHENS WITH ITS NEW PRODUCTS.

Paşabahçe Zestglass series interprets glass products from an innovative perspective. The Zestglass series, which includes useful products for modern kitchens, adds colored lids and accessories to the glass products in Paşabahçe's product range and transforms them into brand new forms with completely different functions. Thanks to the four different jars in the series, it is possible to safely store dry foods. Oil and vinegar set in two different sizes attracts attention with their colorful lids. Spice jars with holes of various sizes allow the use of spice in the desired amount.





PAŞABAĞÇE

AWARE COLLECTION

REINSPIRITS GLASSWARE

PAŞABAĞÇE AWARE COLLECTION, WHICH AIMS TO PROTECT NATURE AND ENVIRONMENT, INVITES EVERYONE TO RAISE THEIR AWARENESS. AS THE WORLD'S FIRST GLASSWARE COLLECTION MADE OF 100% RECYCLED GLASS, PAŞABAĞÇE AWARE COLLECTION COMBINES SUSTAINABILITY WITH AESTHETICS, REDUCING THE AMOUNT OF CARBON FOOTPRINT AND INDUSTRIAL WASTE.

Paşabahçe Aware, the first glassware collection consisting of 100% recycled glass, has been offered to glass lovers. The collection combines environmental awareness, advanced production capability and innovation power. Inspired by the turquoise color of the Bosphorus, the Aware Collection consists of two cups and two glasses. Inviting everyone to be a part of sustainability, Paşabahçe puts its signature under the high-quality Aware Collection with its special color and transparency. The products

in the Aware Collection, which was created in line with Şişecam's Care For Next sustainability approach, are produced from recycled glass. Thus, the need for new raw materials is eliminated, carbon footprint and industrial waste amount are reduced. Through the use of 10% glass cullet in production, 2.5% energy saving can be ensured in the production of glass, which is the most sustainable packaging material that can be 100% recycled countless times, with no loss in quality.



LIFE

IS BEAUTIFUL WITH PAŞABAHÇE STORES

MOTHER'S

DAY JOY

AT PAŞABAHÇE STORES

PAŞABAHÇE STORES AND ITS SPECIAL DESIGNS WERE WITH THOSE WHO WANT TO MAKE THEIR MOM HAPPY ON MOTHER'S DAY.

Celebrating Mother's Day with the slogan, "The Life You Gave Me is the Best Gift Ever", Paşabahçe Stores and its rich product range became the choice of many people looking for gifts for their mothers on this special day. Hundreds of options, including Mother's mugs for coffee-lover mothers, colorful cup sets, decorative frames and vases, handcrafted limited edition boutique collection items, added color to Mother's Day. Iznik Lale

Porcelain Coffee Cup Set of 2 and Iznik Kalyon Coffee Cup Set of 2, both decorated with inspiration from Iznik tiles, which is one of the most important decorative elements of Ottoman architecture, offers two color options (gold and silver) and puts a smile on coffee-lover mothers' face. The Kintsugi Cup Set of 4, designed with the Kintsugi technique unique to Japanese culture, attracted attention as another gift alternative.



PAŞABAHÇE STORES ADD BEAUTY TO EVERY MOMENT OF LIFE WITH THE MOST BEAUTIFUL GIFT OPTIONS AND INNOVATIVE PRODUCTS IT OFFERS.



THE MOST SPECIAL

FATHER'S DAY

WITH PAŞABAHÇE STORES

PAŞABAHÇE STORES MAKE FATHERS HAPPY WITH ITS SPECIAL DESIGNS FOR FATHER'S DAY.

Paşabahçe Stores were the first address of those looking for a special gift for Father's Day. The most popular designs of Father's Day included water glasses decorated with the characters of the world-famous Star Wars movie, fragrant colognes, whiskey sets, Piri Reis products, Zeyrek glass backgammon set, Murassa chess set, and Nightingale's Eye (Çeşm-i Bülbül) prayer beads. Those looking for

extraordinary gifts for their fathers were attracted by the decorative astrolabe, sundial paperweight, decorative sundial, sun stone and aventurine in the "Timeless" series, which is designed based on the concept of time. Other prominent options for Father's Day included Cihan Gunpowder Horn and Sefer Helmet in the Lost Treasures Collection inspired by the artifacts taken abroad from Anatolia.

LOST TREASURES OF ANATOLIA

IN PAŞABAHÇE STORES

THE LOST TREASURES COLLECTION, WHICH THE LAST OF THE HISTORY-CULTURE-GLASS COLLECTIONS OF PAŞABAHÇE STORES, COMBINES THE CULTURAL AND ARTISTIC HERITAGE OF ANATOLIAN LANDS WITH GLASS MASTERY.



DİVRİĞİ PLATE WITH ITS MAGICAL MOTIFS

With the Lost Treasures Collection, Paşabahçe Stores aims to raise awareness about historical artifacts that belong to Anatolia but were legally or illegally taken abroad, and about the protection of cultural assets. Divriği Plate, one of the most popular designs of the collection,

stands out with its floral motifs. Divriği Plate is inspired by the floral motifs and margents inscribed on the three wooden panels at the connection point of the east nave and the south wall of the Sivas Divriği Grand Mosque, built by Mengücekli Ahmet Şah and his wife Turan Melik from 1228 to 1229. Relief patterns on Divriği Plate of handmade glass were decorated using 24 carat gold, glass paints and antiquing technique.

MOSAIC BOWL AND VASE ETERNIZING THE GYPSY GIRL

One of the striking designs of the Lost Treasures Collection is the Mosaic Bowl and Vase, inspired by the 12 pieces of the Gypsy Girl Mosaic, which was looted and taken abroad in the 1960s. All the relief patterns on the Mosaic Bowl and Vase of handmade glass were decorated using gold colors and paints giving an antique look. On the Mosaic Bowl, five bird figures stolen from the border of the Gypsy Girl mosaic were stylized, while the Mosaic Vase featured six bird figures stolen from the border of the work.



GLASSES

SIGNED BY ILIO

AT PAŞABAHÇE STORES

Paşabahçe Stores is expanding its special Signature series, which includes original designs and drawings by leading Turkish artists. The "Airy" glasses designed by "ilio", which was founded by designers specialized in different fields in 2007, offer different alternatives for tables. Airy, which facilitates the drinking of soft drinks with its wide body, stands out with its six different versions and round lines.

HEALTHY KITCHENS

GLASS CONTAINERS, JARS, BOTTLES AND PITCHERS IN THE RICH PRODUCT RANGE OF PAŞABAHÇE STORES ADD HEALTH TO TABLES.

Paşabahçe Stores support a healthy life with useful glass products that keep food fresh. The StoreMax container series can be used for any needs such as food preparation, heating, serving and storage. The Basic Carafe bottle makes it possible to prepare healthy detox juices. Its practical screw lid keeps juices fresh and ensures easy usage. Homemade jars, where home-made products and dry foods can be stored, are among the favorite designs of kitchens. With Bamboo jars, which add naturalness to kitchens with its bamboo lids, dry foods such as pasta and legumes can be stored for a long time without spoiling. Ring jars of various sizes are preferred by those who love simple designs.



EVER-RESONATING NUDE

NUDE EXHIBITS ITS GLOBAL DESIGN POWER THROUGH COLLABORATIONS WITH WORLD-FAMOUS NAMES.



IKEBANA PROJECT

FROM NUDE

NUDE TEAMED UP WITH DUTCH STYLIST BARRY MARRÉ FOR IKEBANA PROJECT TO SHOWCASE A SERIES OF ARCHITECTURAL DESIGNS IN SOME OF NUDE'S MOST POPULAR GLASS VESSELS.

Ikebana is a tradition that began in the 6th century for ritual flower-offerings to the Buddha, and has since evolved into many different interpretations. In a time where mindfulness is more important than ever, NUDE embracing Ikebana, the Japanese art of spiritual flower arranging. Like NUDE glassware, its aesthetic embodies simplicity and a serene beauty. As part of the Ikebana Project, Dutch Stylist Barre Marre created elegant Ikebana arrangements using the NUDE's Mist (designed by Tamer Nakışçı), Opti and Layers (both designed by Defne Koz) Collections.





"STAY HEALTHY"

CAMPAIGN

BY PAŞABAHÇE

PAŞABAHÇE CONTRIBUTES WITH A SPECIAL CAMPAIGN TO THE CALL TO STAY AT HOME DURING THE PANDEMIC.

Staying at home is one of the most important measures in combating the COVID-19 pandemic, which has affected the whole world. Paşabahçe emphasizes the importance of this measure with its Stay Healthy campaign. The campaign started on April 17th on digital channels and social media as well as on television, inviting everyone to stay at home and in good health. Under the slogan "Stay at home", the campaign also emphasizes the importance of a healthy diet and preserving food in a healthy way. The campaign draws attention to the fact that glass products are the healthiest option to prepare, serve and store food and beverages.



PAŞABAHÇE'DEN

SPECIAL MOTHER'S DAY CAMPAIGN FROM PAŞABAHÇE

PAŞABAHÇE INTRODUCES THE SPECIAL MOTHER'S DAY CAMPAIGN WITH A COMMERCIAL.

Paşabahçe drew attention to different mother figures in the commercial in which she promoted her special campaign for Mother's Day. Paşabahçe presented gift suggestions for mothers with different styles in the commercial with the slogan "Our minds, souls and hopes are together thanks to our women with beautiful hearts". The commercial invited those looking for Mother's Day gifts to the closest groceries, retail and online sales points.





ŞİŞECAM FLAT GLASS

HOSTED STAR ARCHITECTS

IN T MEETINGS

T MEETINGS TRADITIONALIZED BY ŞİŞECAM FLAT GLASS WITH THE SLOGAN "TRANSPARENT FACE OF ARCHITECTURE" WAS HELD ONLINE FOR THE FIRST TIME THIS YEAR.

Şişecam Flat Glass has been organizing T Meetings since 2014, bringing architects, designers, building industry professionals and architecture students together with world-renowned architects. T05 and T06 events of the T Meetings, which were held on June 17-25 this year, took place online. World-famous architects Kim Herforth Nielsen and Patrik Schumacher were guests at the T Meetings events.

ON THE IMPACT OF ARCHITECTURE WITH KIM HERFORTH NIELSEN

Architect Kim Herforth Nielsen, the founder and managing partner of Denmark-based architecture office 3XN, conveyed in his presentation for the T05 event his experience on prestigious projects such as Cube Berlin, Olympic House NOC Headquarters, Sydney Fish Market where he reflected his architectural perspective.



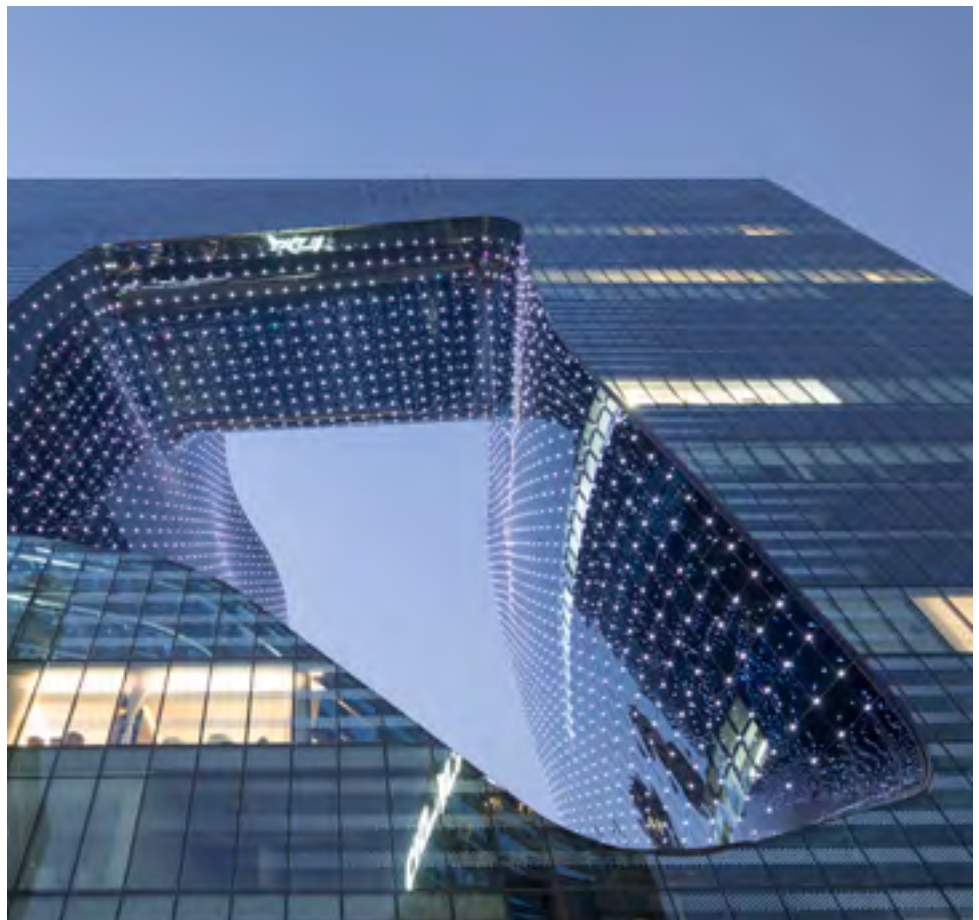


Nielsen stated that architecture shapes behaviors, different usage areas in buildings affect habits and habits affect behaviors, emphasizing that the important thing is to create useful buildings.

PRAISE TO GLASS FROM PATRIK SCHUMACHER

In the T06 event, the award-winning architect Patrik Schumacher, the director of UK-based Zaha Hadid Architecture and the creator of the concept of parametricism, met with the participants. Schumacher, one of the thought leaders in architecture, urbanism and design, talked about his prestigious projects such as Beijing Airport, Leeza Soho and Oslo Metro Stations. Schumacher stated that they received glass consultancy from Şişecam Flat Glass in the Oslo Metro Stations project. He indicated that they focused on indirect light in the project and said, "We will use glass for this project as well. Glass is a solid, durable, ageless and a great material."

Şişecam Flat Glass hosted two famous inspiring architects on a digital platform, bringing together hundreds of participants from all over the world through the global T Meetings.





ŞİŞECAM FLAT GLASS

ONLINE TRAINING PROGRAMS

ŞİŞECAM'S TRAINING ACTIVITIES CONTINUE ONLINE AT FULL SPEED.

ŞİŞECAM FLAT GLASS ONLINE VOCATIONAL SEMINARS

Şişecam Flat Glass organized online training for 4th grade students of Istanbul Commerce University, Department of Architecture as part of professional seminars. The training on Glass Technology and Its Use in Architecture provided students with useful information on the importance of glass use in architecture.

Another online professional seminar was the '1 Material - 1 Experience' panel held exclusively for the members of the Ankara Branch of the Chamber of Architects. At the panel, following the "Glass Solutions for Different Needs" presentation for industry professionals, the questions of architects, engineers, architectural students and academicians about glass were answered.

E-TRAININGS ON ISICAM AND GLASS PROCESSING

Şişecam Flat Glass reaches its business partners through online training during the pandemic. Online training includes technical issues related to production such as glass processing, cutting,

edge processing, enamel painting and tempering. Production site shots and technical information are included in the online training consisting of 14 videos under the titles of Isicam Production, Stock, Assembly and Glass Processing. These online trainings are translated into different languages to be shared with business partners abroad.

ONLINE TRAININGS FOR BUSINESS PARTNERS FROM ŞİŞECAM FLAT GLASS

Şişecam Flat Glass online trainings address not only business partners but also companies operating in the glass industry. In this context, Ege Çağdaş Cam, an authorized dealer in Aydın and an authorized manufacturer of Isicam, held an online training, "Correct Glass Applications Required by Legal Regulations and Mobile Applications" its customers. In the training, customers were informed about the legal regulations in effect on insulation, energy efficiency, safety and security, and noise control, as well as mobile applications.

ŞİŞECAM FLAT GLASS MET ONLINE WITH

EUROPEAN ARCHITECTS

ŞİŞECAM DÜZCAM MET ONLINE WITH EUROPEAN ARCHITECTS AND ENGINEERS AT SHARE BUCHAREST AND SHARE SOFIA, THE INTERNATIONAL FORUMS ON ARCHITECTURE AND ENGINEERING.

Şişecam Flat Glass met with European engineers and architects through the webinars of Share Bucharest and Share Sofia, the International Architecture and Engineering Forums, of which it is an official partner. Leading European architects communicated their architectural approaches at the Share International Architecture and Engineering Forum held under the theme "Architecture in the Post-Pandemic Period". In the event, Şişecam Flat Glass made presentations on "The Effects of the Right Glass on Human Health" and "Glass Consultancy During the Pandemic" to the industry representatives consisting of architects, facade consultants, facade firms and architecture students. Presentations were made by Polish architect Piotr Lewicki, Lebanese architect Bernard Khoury and Dutch architect Erick Van Egeraat in Share Bucharest and by British architect Chris Churchman, German facade consultant Roland Bechmann and architect Frans Van Vuure from the famous Dutch architecture office UnStudio in Share Sofia.



ŞİŞECAM FLAT GLASS

SUPPORTS UNIVERSITIES THROUGH E-TRAINING



Şişecam Flat Glass's training programs for university students continues online. Bilkent University, ITU and Anadolu University were the addresses of online events. Training programs for Bilkent University's Architecture, Construction and Mechanical Engineering students focused on the glass industry, Şişecam Flat Glass products and mobile applications. The online insulation training, which was held with a group of 20 students from ITU's Faculty of Civil Engineering, shed light on issues such as the

place of Şişecam Flat Glass in the glass industry, Şişecam Flat Glass products, the correct use of glass in accordance with legal regulations and mobile applications. A group of 40 people, consisting of students and academicians from Anadolu University's Faculty of Architecture, visited the Polatlı Plant and had the opportunity to see the flat glass and laminated glass production lines and watch the laminated and tempered glass breaking experiments.

FLOAT GLASS AND MIRROR PROCESSING

FRANCHISE SYSTEM

THE FIRST MEMBERS OF THE FLOAT GLASS AND MIRROR PROCESSING FRANCHISE SYSTEM RECEIVED THEIR CERTIFICATES.

With the new Franchise System for float glass and mirror processing, Şişecam aims to offer high-quality mirror and processed glass products to furniture, balcony glazing, interior decoration and shower enclosure sectors. Float Glass and Mirror Processing Franchise System attracted great attention from processors. A great number of applications were received and the companies which were sufficient in the audits were deserved the Şişecam Authorized Processor Certificate. The first members of the Franchise System are: Ardiç Cam San. ve Tic. Ltd. Şti., Cam-Saş Cam Doğrama Mobilya İmalat İnş. San. ve Tic. A.Ş., Okandan Cam San. Tic. A.Ş., Özvardar Cam San. Tic. A.Ş., Resman Cam Pvc Alüm. San. ve Tic. A.Ş., and Yıldız Cam San. Tic. A.Ş. Franchise Certificates were presented to successful companies at the Eurasia Glass Fair.



ŞİŞECAM FLAT GLASS ATTRACTS GREAT ATTENTION AT

ALUTALKS



Şişecam Flat Glass introduced its newest products and the Coated Glass Detector mobile application. Şişecam Flat Glass took part in the ALUTALKS program organized with the coordination of the Facade Academy team at the Fatih Sultan Mehmet University, making a comprehensive presentation on the industry, Şişecam Flat Glass products and mobile applications.

ALMOST "NO-GLASS" WITH

ŞİŞECAM

ANTI REFLECTIVE GLASS

ŞİŞECAM FLAT GLASS INTRODUCES ITS NEW PRODUCT, ŞİŞECAM ANTI REFLECTIVE GLASS THAT REDUCES THE REFLECTION FROM 8% TO LESS THAN 1%.



Şişecam Anti Reflective Glass, that was launched at the Eurasia Glass Fair, creates feeling that there is no glass and invites all the colors of nature to places with almost no reflection and perfect light transmittance. Şişecam Anti-Reflective Glass reduces the reflection from 8% to less than 1% and increases the light transmittance from 90% to 98%. Şişecam Anti Reflective Glass is produced by applying a special coating on float glass or low-iron glass. Şişecam Anti Reflective Glass

provides ideal solution for all areas where reflection and glare needs to be eliminated and where perfect appearance and remarkable view experience are crucial.



ŞİŞECAM FLAT GLASS INCREASES ITS GLOBAL STRENGTH WITH

PREMIUM CLUB

IN GLOBAL MARKETS, ŞİŞECAM FLAT GLASS CONTINUES TO INCREASE ITS BRAND AWARENESS AND SUSTAINABLE RELATIONSHIPS WITH ITS NEW CUSTOMER LOYALTY SYSTEM, ŞİŞECAM PREMIUM CLUB.

Şişecam Premium Club aims to strengthen its customer relation and to increase brand awareness in global market. The system, which includes wholesalers and processors that are directly purchase from Şişecam Flat Glass and also includes sub-customers of wholesalers, will be operated in Bulgaria and Romania. Customers can register to the system via both on website (www.sisecampremiumclub.com) and on the mobile application. When they become a member of the system, then they will be able to collect point by purchasing architectural glass of Şişecam Flat Glass. After that, they can easily order gifts with their points. Besides, E-learning videos provided in the system keeps customers informed about the products, system and etc. Also, members can easily access news about the world and the developments in the glass industry.

NEW APPLICATION FROM ŞİŞECAM FLAT GLASS:

COATED GLASS DETECTOR

THE COATED GLASS DETECTOR APPLICATION FROM ŞİŞECAM FLAT GLASS CAN EASILY DETECT IF WHETHER THERE IS COATING ON THE GLASS AND MEASURE THE GLASS THICKNESS.



Şişecam Flat Glass launched a mobile application called Coated Glass Detector. With this application, Şişecam Flat Glass makes much more practical and easy for the end consumer to detect whether there is a coating on the glass and to measure the glass thickness. Coated Glass Detector is also useful for building inspectors while detecting the glass used in the project, where the use of coated

glass is obligatory. Coated Glass Detector can be downloaded from Google Play Store and AppStore in Turkish and English.

“YAŞAYAN BİLİR” VIRAL MOVIE SERIES FROM ISICAM

ISICAM SYSTEMS MADE A TREMENDOUS IMPACT ON SOCIAL MEDIA WITH ITS ‘YAŞAYAN BİLİR’ MOVIE SERIES.

Isicam Systems created a movie series ‘Yaşayan Bilir’ during the pandemic period when it is important to stay at home on Isicam’s YouTube, Instagram, Facebook and Twitter accounts, consists of four different movies. Viral movies, which are appreciated for their humorous approach, emphasize the heat, solar, noise control and safety and security features of Isicam. During the 1-month

campaign, ‘Yaşayan Bilir’ movies were watched 2 million times only on Youtube, while a total of more than 5 million views were achieved. During this period, Isicam Facebook and Instagram accounts gained more than 700 new followers and nearly 6,000 interactions were achieved. In addition, completion rate of movies was determined as 90% by mobile game advertising platform Adcolony.



23 APRIL

PAINTING COMPETITION

FROM KUMBARA KART CLUB

Isicam Kumbara Kart Club have organised the painting competition to celebrate the April 23rd National Sovereignty and Children’s Day. Children of the Kumbara Kart Club members were eligible to participate in this competition themed ‘Memories Collected with Eco-Friendly Isıcık’ and made paintings of their moments with their family at home.

The aim of this competition is to enable children to benefit from the healing power of art and to internalize Isıcık’s eco-friendly, investigative, smart, positive and energetic characteristics. All Children participating in this competition were given surprise gifts by Isicam Systems.





ŞİŞECAM TAKES THE LEAD TO PROCLAIM 2022 AS THE INTERNATIONAL GLASS YEAR

ŞİŞECAM WORKS FOR THE PROCLAMATION OF 2022 BY THE UNITED NATIONS (UN) AS THE INTERNATIONAL GLASS YEAR, IN ORDER TO HIGHLIGHT THE TECHNOLOGICAL, SCIENTIFIC AND ECONOMIC IMPORTANCE OF GLASS.

The ICG International Commission on Glass (ICG) was established in 1933 to promote the development of glass science and technology all over the world and is today the most effective organization in the glass world, including universities, scientific institutions, glass manufacturers and suppliers. The Commission is now working for 2022 to be recognized as the "International Glass Year" by the United Nations (UN) and to increase the global focus on glass material. As one of the leading players in the global glass industry, Şişecam is working with ICG to proclaim 2022 as the "UN International Year of Glass" in order to emphasize the technological, scientific and economic importance of glass.

Prof. Ahmet Kırman, Şişecam Vice Chairman and CEO - made a statement on the subject, emphasizing that Şişecam is working globally with all stakeholders for the proclamation of 2022 as the UN International Year of Glass. Prof. Kırman stated that, when Turkey assumes the Presidency of the UN General Assembly, any support provided in this context will contribute greatly to the efforts. He also indicated that they believe that our country, which has created a world brand in the Anatolian lands where the glass industry was born, will play a leading role in the 75th term of the



Prof. Ahmet Kırman, Şişecam Vice Chairman and CEO



UN General Assembly in order to create the global awareness that the industry deserves.

THE GLASS AGE FOR A SUSTAINABLE WORLD

The global glass market, worth 170 billion US dollars, provides long-term value with its constantly developing and expanding areas of use, promising endless potential to create a sustainable future. Glass produces solutions to the most critical global issues and risks, including environment, climate, energy saving and health, and thus contributes directly to a sustainable future. Prof. Kirman stated that, for all these reasons, the importance of the glass industry should be emphasized globally.

Şişecam conducts a wide-ranging operation for its entire stakeholder network, including public institutions and organizations, business representatives, universities, R&D centers, business partners, customers, media and the public, in order to support the goal of 2022 UN International Year of Glass in all countries where it has production activities. Accordingly, Şişecam ensures that letters of support are sent to the UN General Assembly and an application is made via the website at www.iyog2022.org, specially created for the 2022 International Year of Glass.

ANOTHER GROUNDBREAKING ACHIEVEMENT FROM ŞİŞECAM IN DIGITAL TREASURY MANAGEMENT

ŞİŞECAM SETS UP A DIGITAL BARRIER AGAINST FRAUDULENT PAYMENTS, AND ESTABLISHES A GLOBAL FINANCING SYSTEM FOR ITS SUPPLIERS.

Şişecam continues to break grounds outside of its main fields of activity. As the first company in Turkey to perform foreign trade transactions through blockchain technology, Şişecam has added yet another initiative in working towards its goal of "End-to-end Digital Treasury Management". Şişecam is the first company in Turkey to establish and operate a Digital Fraud Detection and Control System for payments made through banks. Thanks to the Digital Fraud Detection and Control System based on the most widespread fraud scenarios across the world, Şişecam aims to prevent fraud incidents in payments to corporate companies.



**Prof. Ahmet Kirman, Şişecam Vice
Chairman and CEO**

Şişecam manages its banking transactions via "Kyriba", one of the most effective software solutions in its field, by means of SWIFT (Society for Worldwide Interbank Financial Telecommunication), a global money transfer and financial communication system. Şişecam is the first company in Turkey to transfer a bank payment order with a high level of security and without the need for any manual processes, subsequently to online fraud audit and blacklist company scans. As part of the digital payment approval system, any payments reviewed against the main rules

ŞİŞECAM'S

BLOCKCHAIN

MOVE

ŞİŞECAM UNDERTAKES A GROUNDBREAKING INITIATIVE BY PERFORMING FOREIGN TRADE TRANSACTIONS THROUGH BLOCKCHAIN TECHNOLOGY.

Şişecam is the first company in Turkey to finance a foreign trade transaction using blockchain technology. The foreign trade transaction using blockchain technology was carried out on the Marco Polo platform, of which İşbank and Commerzbank are members. For the pilot transaction, Kuraray Europe GmbH, the supplier of Şişecam Automotive Inc. in Germany, was contacted to guarantee the payment via Blockchain in the foreign trade transaction. Afterwards, online meetings and seminars were held by Marco Polo officials, where the system was introduced to all relevant units. Following the completion of the pilot transaction on May 27, İş Bank became the first Turkish bank to perform foreign trade transactions with blockchain technology and guarantee payment using this technology, and Şişecam became the first Turkish company to finance a foreign trade transaction using this technology.



such as "payment approval limits per person", "sensitive changes in payment information", "new bank accounts with first incoming/outgoing payments" and "payments made to countries on sanction lists" are automatically stopped in the event that any breach is detected.

Prof. Ahmet Kirman, Şişecam Vice Chairman and CEO made a statement on the subject, drawing attention to the fact that the road to corporate success is through creating road maps for digitalization in business manners. Stating that digital transformation in Şişecam is considered as an endless and continuous journey, Prof. Kirman announced that the Global Supplier Financing System will soon be put into use in order to support suppliers in line with the goal of End-to-End Digital Treasury Management. Thanks to the system, suppliers around the world will be able to access financing opportunities for their sales to Şişecam on a single platform.



WORLDWIDE INNOVATION FROM ŞİŞECAM:

ANTIMICROBIAL V-BLOCK TECHNOLOGY





Şişecam has made a very important invention with the aim of contributing to the global fight against the COVID-19 pandemic. Developing a special coating that neutralizes viruses and bacteria on glass surfaces, Şişecam once again revealed its deep-rooted innovation culture and superior R&D capability. Antimicrobial V-Block Technology, developed by Şişecam, aims to prevent the spread and reproduction of viruses and bacteria that can be transmitted by person-to-person contact on glassware. Following the completion of the laboratory tests on the formula and application method of this special technology developed by Şişecam Science, Technology and Design Center, patent procedures were initiated. This 100% local technology that will support the reduction of transmission risk during epidemics will be marketed first in Turkey and then all over the world following the registration and official permit procedures. The technology that will facilitate normalization will make a great contribution to exports and therefore to the national economy.

V-Block Technology provides continuous hygiene by being applied on glass products with its special formula and the method of vapor accumulation at high temperatures during production. Products made with this technology are ideal for home use as well as for environments with high contamination risk such as hotels, restaurants, cafes, hospitals, dining halls. Scoring good results in food contact tests, Antimicrobial V-Block Technology neutralizes viruses and bacteria on glass surfaces. It has also been approved

by independent organizations that glass products coated with this technology do not allow many different viruses and bacteria (including Staphylococcus aureus, Escherichia coli bacteria, Bacteriophage, Feline calicivirus (FCV), Adenovirus, Canine parvovirus, Hepatitis A Virus, Herpes Simplex Virus, Influenza A, Murine Norovirus, Poliovirus, Rhinovirus, Rotavirus, Vacciniavirus) to survive and spread. Testing and development processes are ongoing for this technology that is proven by preliminary findings to be effective against the coronavirus. Paşabahçe products made with this technology preserve all their high-quality characteristics such as color, transparency and light transmission.



Prof. Ahmet Kirman, Şişecam Vice Chairman and CEO

Prof. Ahmet Kirman, Şişecam Vice Chairman and CEO, made a statement on the subject, indicating that Şişecam adds value to life with its Antimicrobial V-Block Technology, created in a record time of two months thanks to the 45-year R&D experience. Prof. Kirman Şişecam emphasized that Şişecam is the first glass manufacturer in the world to apply on glassware this technology developed

by the Science Technology and Design Center, stating that this technology will also be applied in glass packaging, architectural glass and white goods glass in the forthcoming period. Prof. Kirman Şişecam also indicated that the HORECA (hotel, restaurant, catering) industry will also be supported in terms of hygiene during the normalization through the application of the Antimicrobial V-Block Technology on Paşabahçe products, pointing out that consumers will be less concerned about their health in outdoor spaces such as hotels, cafes and restaurants, and that this key invention will contribute to tourism.

GOLD WINNER AWARD

FROM HORIZON AWARDS TO ŞİŞECAM CORPORATE WEBSITE

ŞİŞECAM'S CORPORATE WEBSITE IS HONORED WITH THE GOLD WINNER AWARD IN THE CORPORATE & B2B CATEGORY IN HORIZON INTERACTIVE AWARDS THAT HAS RECEIVED AROUND 10,000 APPLICATIONS FROM MORE THAN 40 COUNTRIES WORLDWIDE.

Şişecam's corporate website www.sisecam.com.tr won another award. Şişecam website ranked among the best in the Corporate & B2B category in the Horizon Interactive Awards competition and was honored with the Gold Winner award. This year, over 10,000 applications from more than 40 countries were received by the Horizon Interactive Awards, a most prestigious competition in the industry that promotes and awards the best websites, videos, online advertising, print media, and mobile applications. Şişecam's websites were also honored with an award from the Horizon Interactive Awards in 2017. Today, the website www.sisecam.com.tr is being updated with eight language versions in order to support the global structure of Şişecam, which operates in 14 countries. The site includes special pages for each country, as well as special content enriched with infographics.



TWO AWARDS

FROM ARC

TO ŞİŞECAM'S ANNUAL REPORT

ŞİŞECAM GROUP'S ANNUAL REPORT WAS HONORED WITH TWO AWARDS IN ARC (ANNUAL REPORT COMPETITION), A MOST PRESTIGIOUS ANNUAL REPORT COMPETITION HELD BY MERCComm.



The results were announced for the ARC awards, known as the Oscars of the annual reports and held for the 34th time this year by the independent award organization MerComm. Şişecam Group's Annual Report was honored with two awards at ARC, the world's largest international reporting competition. Şişecam Annual Report won the "Silver" award in the traditional annual report category, and the "Bronze" award in the cover and design category with its cover created with the concept of "Perfect Harmony, Perfect Operation". This year, 1690 annual reports were evaluated in the competition to which 101 companies applied from Turkey. Şişecam Annual Report was the only report winning an award in the glass industry.



ŞİŞECAM'S

GIANT STEP FOR NON-CONTACT FOREIGN TRADE

ŞİŞECAM LEADS THE WAY IN NON-CONTACT FOREIGN TRADE, WHICH HAS A GREAT IMPORTANCE IN THE GLOBAL PANDEMIC PERIOD, BY SWITCHING TO THE ON-SITE CUSTOMS CLEARANCE.

Şişecam, breaking a new ground in line with its goal of non-contact foreign trade, which is of great importance in the global pandemic period, became the first manufacturer exporter to actively use on-site customs clearance of imported inputs used in production. In order to support exports, increase the global competitiveness of companies, and reduce logistics processes and costs, the on-site customs clearance system for imports, which was previously enacted but not implemented, was commissioned by the Ministry of Commerce following the changes in the relevant regulation. Exporter companies that have on-site customs clearance authorization can dispatch imported intermediate goods to be used in production directly from the border gates and ports to their own facilities and can perform customs procedures at their own facilities. According to the new system, the first on-site customs clearance was completed in Şişecam's glass packaging production facility in Yenişehir, Bursa. Prof. Ahmet Kirman, Şişecam Vice Chairman and CEO, draws attention to the fact that Şişecam has taken an important step towards their non-contact foreign trade targets, which are of great importance during the global pandemic period, stating that this practice enables all customs clearance procedures to be completed without document and human contact and provides the opportunity to save both time and logistics costs.



COVID-19 SAFE PRODUCTION CERTIFICATE

TO ŞİŞECAM

ŞİŞECAM IS THE FIRST GLASS MANUFACTURER TO RECEIVE COVID-19 SAFE PRODUCTION CERTIFICATE FROM TURKISH STANDARDS INSTITUTE WITH ITS HIGH-LEVEL COVID-19 MEASURES.



Şişecam, which has implemented high-level measures since the beginning of the global pandemic, has succeeded in becoming the first glass manufacturer to receive Covid-19 Safe Production Certificate from the Turkish Standards Institute (TSE). Türkiye Şişe ve Cam Fabrikaları A.Ş. Şişecam Glass Packaging Mersin Plant went through the detailed inspection of the TSE as part of the "Covid-19 Hygiene, Infection Prevention and Control Guide" published by TSE. As a result of the inspection, the facility was awarded the Covid-19 Safe Production Certificate. Following Şişecam's glass packaging production facility in Mersin, other facilities also applied to TSE to obtain a Covid-19 Safe Production Certificate, and they will also receive the Certificate when the procedures are completed.

ŞİŞECAM IMPLEMENTS THE PANDEMIC MEASURES METICULOUSLY

Şişecam has meticulously implemented all the necessary measures from the beginning of the pandemic. As part of the measures, a working order that takes into account social distance is implemented, and common areas are disinfected against the virus periodically in all Şişecam facilities. Şişecam has carried its recruitment procedures and trainings to digital platforms and enabled its employees to conduct interviews and meetings via communication tools such as telephone, teleconference and video conference. Şişecam also uses many different digital communication tools to inform its employees about the developments regarding the pandemic. Şişecam demands the same meticulousness from all its business partners, closely following its suppliers' practices regarding social distance, hygiene and disinfection.

R&D IS ŞİŞECAM'S POWER BOOST

ŞİŞECAM STARTED ITS JOURNEY 85 YEARS AGO AND NOW PROCEEDS ON ITS WAY WITH 42 PRODUCTION FACILITIES IN 14 COUNTRIES ON FOUR CONTINENTS AND 22,000 EMPLOYEES, COMBINING ITS EXPERTISE FROM ITS HISTORY WITH ADVANCED TECHNOLOGIES TO SHAPE THE PRODUCTS OF THE FUTURE. ŞİŞECAM HAS LAID THE FOUNDATION OF CORPORATE R&D CULTURE IN TURKEY, STANDING OUT WITH ITS 45 YEARS OF EXPERIENCE IN RESEARCH AND TECHNOLOGICAL DEVELOPMENT. ŞİŞECAM GETS STRONGER IN GLOBAL COMPETITION WITH ITS SCIENCE, TECHNOLOGY AND DESIGN CENTER, WHICH OPENED ITS DOORS IN 2014 AND IS ONE OF THE LEADING R&D CENTERS IN THE WORLD, TAKING FIRM STEPS TOWARDS THE GOAL OF "BEING ONE OF THE WORLD'S TOP THREE MANUFACTURERS IN ITS MAIN FIELDS OF ACTIVITY".

Şişecam, which laid the foundation of corporate R&D culture in Turkey, continues its production activities 14 countries on four continents in addition to Turkey, including Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia and Herzegovina, Russian Federation, Georgia, Ukraine, Egypt, India, and finally the USA. As one of the most distinguished manufacturers in the world with its 85 years of expertise, Şişecam is a global player in all basic areas of glass and business lines covering soda and chromium compounds. In addition to being among the top three glassware producers of top five glass packaging and flat glass producers, Şişecam is the world's eighth largest soda producer and the world leader in chromium chemicals. Şişecam also plays a leading role in automotive, glass fiber, mining, energy and

recycling. Combining its power from production with its superior R&D competence, Şişecam continues its activities with the awareness that it can reach its target of being in the top three in the world with its value-added products and innovative solutions. Relying on Research and Technological Development (RTD) in the race to develop the products and production technologies of the future activities, Şişecam constantly works to increase its global competitiveness. Şişecam also stands out as the first industrial enterprise with a corporate R&D culture in Turkey.

As of 2014, the Group's R&D operations moved to the new campus in Gebze, Kocaeli. In 2018, the design operations in glassware and glass packaging were combined under this umbrella and





the campus was renamed the "Şişecam Science, Technology and Design Center". Thus, Şişecam took an important decision in order to strengthen the relationship between the links in the value chain leading to the product, and gathered RTD and design operations under the same roof.

A WORLD-CLASS R&D CENTER: ŞİŞECAM SCIENCE, TECHNOLOGY AND DESIGN CENTER

In line with Şişecam's vision of "being a global company that produces creative solutions and makes a difference with its technology and brands," Şişecam Science, Technology and Design Center became operational in Çayırova, Gebze in 2014 with an investment of TRY 40 million. Beyond being the largest and well-equipped R&D center in Turkey, it is also one of the few leading R&D centers in the world. The Center was established on a total area of 15,000 square meters, including 9,400 square meters of indoor space. Built with modern design and eco-friendly technologies, the Center is a LEED GOLD certified green building, and consumes 39 percent less energy and 85 percent less water compared to a standard building. In addition, it provides an efficient and healthy working environment thanks to the ventilation according to the number of people per unit area with its carbon dioxide sensor. The center also uses renewable energy: the solar power plant with 87.45 kWp power, which is installed

on a roof area of 457 square meters, produces 114,000 kWh of electricity annually, thus preventing approximately 45 tons of carbon dioxide emission per year. The solar power plant meets some of the electricity consumed in the heating-cooling systems and furnaces in the building of the center. In the periods with no consumption, the electricity generated is transferred to the main grid.

A total of 167 full-time researchers and designers, 62 percent of whom have graduate degrees, work at the center, which also contributes to Şişecam's goals of sustainability strategy. The team is active in every step from basic science research and designs to lab-scale pilot production trials and commercialization of the product or technology. In addition, 75 full-time researchers directly support research and development operations in Şişecam's main production groups of flat glass, glass packaging, glassware and chemicals. Therefore, the center, where a total of 242 full-time expert researchers and designers work, shapes the products, production technologies and industrial designs of the future in glass science, technology and design. Şişecam Science, Technology and Design Center is among the largest and most competent glass science and technology centers in its field, with 27 separate specialized laboratories. As one of the world's leading R&D centers with its design center, Şişecam Science, Technology and Design Center plays

a leading role in the development of new products, technologies and designs, as well as in production and quality assurance, thanks to its human resources and infrastructure that grows and strengthens both quantitatively and qualitatively.

ŞİŞECAM'S POWER TO DEVELOP INNOVATIVE PRODUCTS AND TECHNOLOGY

Defined as "futuristic" in the recent past, glass-based applications and new products are gradually entering our lives today. In the glass industry where global trends are changing rapidly and competition is escalating, the only constant target is operational excellence or the minimization of the costs and maximization of the quality in production conditions. In addition, creation of added value with functional products and designs, which are indispensable for every industry, is critical to the contribution of RTD operations to the maintenance of competitive power. In this context, Şişecam aims to enrich its portfolio with new value-added advanced technology products, and to make a difference in global competition by offering innovative solutions that provide cost advantage and increased efficiency to its customers in 150 countries around the world. In recent years, one of the prominent issues in the global flat glass market is providing additional functional



THE IMPORTANCE OF R&D IN THE GLASS INDUSTRY

R & D and innovation have a substantial importance for the glass industry, which has a history that dates back 5,500 years. In the Stone Age, naturally formed volcanic glass was used to make sharp-tipped tools and weapons. Related archaeological finds in Mesopotamia, Northern Syria, and Egypt date back to 3500 BC. The first glass production, which can be considered the beginning of the glass industry, was made again in Mesopotamia, in 1500 BC. Until the 10th century AD, important steps in the development of the glass industry were taken in the Anatolian territories. Nevertheless, Europe has come to the fore in the glass industry under the leadership of Venetian glass-making that developed from 10th to 16th centuries. However, the development of glass science and manufacturing technologies and the widespread use of glass products started in the 20th century. By early 21st century, there was already no industry where glass was not used, and today, the functions and usage areas of glass and glass products are increasing at an unimaginable pace. Scientists, glass technologists and industrialists who work to expand constantly the boundaries of the glass industry note that this century will be the "Glass Age". Şişecam pursues its efforts on innovation and technology development to be a pioneer in this era.



properties to glass for both architectural and automotive applications and energy saving for architectural applications as well as smart glasses. In line with these trends in the flat glass industry, the products and technologies recently introduced to the market as a result of Şişecam's RTD operations include: coated products with high selectivity that combine architectural light and solar control in the same product, antireflective coated glasses for architectural and energy glasses, low-emissivity glasses providing heat insulation for the white goods industry, tempered painted glasses for architecture, high-performance athermic coated glasses that contribute to the reduction of air conditioning load by light and solar control and that provide defrosting function for use in laminated windshields of vehicles, "glass B pillar", which is preferred as a replacement for the plastic part used in the B pillar located between the front and rear door glass of vehicles, and which provides an aesthetic unity with the door glasses, and the windshield with "Head-up Display" that enables the projection of selected navigation indicators to the windshield.

RTD projects currently carried out by Şişecam in flat glass include: electrochromic glasses that adjust the light and heat transmittance according to voltage changes, photochromic glasses that change color when exposed to light and then return to their original color,

thermochromic glasses that change color according to temperature change, antimicrobial coated glasses, lightening of automotive glass, ballistic resistant glasses and solar mirrors.

In glassware, the most important global trends include the development of thinner products with high glass quality, crystal-like visual quality, organic coating technologies, functional coatings, and strength increase. Therefore, the global glassware industry focuses mainly on the lightening of products, design and production optimization, thickness homogenization in thin-walled glasses, reduction of tolerance in glass quality, value-added product development with decorative and functional coatings, and widespread use of digital printing applications.

In line with these trends in the world glassware industry, Şişecam has developed many new glass compositions that exhibit an innovative and eco-friendly approach in recent years, while enriching the product color palette. In order to meet the demand for decorated products to increase competitiveness, many decoration lines using different technologies are established and functional coatings are also made beyond standard decoration.

Şişecam Science, Technology and Design Center developed and launched in 2019



products with a special coating that enables the use of borosilicate glasses in induction cookers for the first time in the world. Other projects by the Center include innovative coatings such as thermochromic that change color with temperature and photochromic coatings that change color in daylight. In the chemical tempering line patented by Şişecam, it is possible to increase the thermal shock and mechanical resistance of products that are not suitable for standard tempering. Thus, the strength of the products with very thin wall and foot is increased by chemical tempering. Şişecam stands out as the first company to offer glassware products with this feature to global markets.

Şişecam introduced a very important innovation in global glassware industry during the global pandemic: a special coating technology that neutralizes viruses and bacteria on glass surfaces and contributes significantly to the fight against the pandemic. Laboratory tests on the formula and application method have been completed and patent procedures have been initiated for the "Antimicrobial V-Block Technology," developed to prevent the spread and reproduction of viruses and bacteria



that can be transmitted by person-to-person contact on glassware. Upon the completion of the necessary licensing and permit procedures, special items of glassware equipped with this technology will be marketed first in Turkey and then all over the world. This technology is planned to be applied to glass packaging, architectural glass and white goods glasses in the forthcoming period. Among the most important recent RTD projects of Şişecam are glass fiber products. The fiber-binding polymeric matrix is the main component impacting the final performance in composite materials using glass fiber. Any changes made to this component affect all properties of the composite material to be produced. For this reason, Şişecam Science, Technology and Design Center focuses on new product development, cost reduction, operational excellence, and alternative and new raw material development in the activity area of glass fiber.

ŞİŞECAM'S FURNACE DESIGNS SHAPE INNOVATIONS

While production technologies and product diversity in the glass industry are developing at a dizzying pace, the concept of "sustainable future" is of great importance in every link of the value chain from blending to end user. In this context, studies are being conducted on

the efficient use of energy, a major global input of the industry, under the main categories of "integrated furnace models", "improvement of heat transfer efficiency", "new refractory materials", and "new glass melting and production technologies". The industry's global roadmap beyond 2050 envisages the replacement of production technologies based on fossil fuels by renewable energy sources, and the introduction of full-electric melting technologies that do not compromise on quality and investment life.

In the light of these developments in the industry, Şişecam stands out with its ability to design, based on its own knowledge and experience, furnaces producing 1000 tons of flat glass per day. In this aspect, Şişecam ranks among the leading global players with its RTD ability of developing new products and technologies in flat glass, glass packaging, glassware, glass fiber and chemicals.

At Şişecam Science, Technology and Design Center, the design criteria of glass melting furnaces are determined by computer-aided mathematical modeling studies, detail and construction projects are created and implemented. Different

ŞİŞECAM LEADS THE DRIVE FOR THE "R&TD" CONCEPT

In today's global literature, the chain of studies aimed at developing new products and technologies is defined with the concept of "research and technological development" (R&TD) instead of "research and development" (R&D). The R&TD concept has a meaning that goes beyond R&D efforts carried out in laboratories to develop new products. R&TD means the simultaneous and parallel development of technologies that will allow for these studies to be carried out in a modern, competitive and affordable way and finally transferred to production. The R&TD concept has entered the literature as a term that also defines the technological studies that will ensure a more efficient transition from R&D and laboratory phases to manufacturing. Şişecam leads the drive to ensure the widespread use of R&TD as a concept.





furnace designs are developed and implemented in order to increase the glass quality and efficiency, to save energy and to reduce the carbon and emission footprint.

Şişecam's production facilities uses oxygen and electrical melting technologies and introduce innovative technologies such as smart incineration and reactant preheating as well as furnace optimization and waste heat recovery projects.

ŞİŞECAM'S OUTSTANDING INDUSTRIAL DESIGN COMPETENCE

Industrial product designs by Şişecam Science, Technology and Design Center also shape the glass industry. As a result of the progress in glass packaging design especially in the last 10 years, Şişecam today makes 3D modeling with parametric programs and "amorphous

engraving" applications on glass packaging from a two-dimensional image. Every design stage can be carried out under the control of the designer. Revisions, volume calculations and technical drawings requested by the customers can be made simultaneously. With the computer-aided analysis, designs that meet the optimum features (weight, size, dimensions, etc.) are prepared by optimizing them according to the desired inputs and outputs. Şişecam's original designs are compared with competing products by, for instance, virtual shelves. Thus, competitive solutions are offered to customers in global markets.

With the photo-realistic visualization used in the design to meet the rapidly changing trends and customer needs, design concepts are offered at the

finished product quality. In addition, a holistic approach is followed in glass packaging design by providing consultancy services on complementary elements such as covers, accessories and secondary processes. Especially in the last 15 years, Şişecam has received awards from many prestigious industrial design competitions, including Worldstar, Red Dot and German Design, with 74 awards in total, 18 of which are international.

The glassware sector also has been under intense competition in product development and has been very dynamic especially for the last 10 years. In order to stand out from the competition in this environment, it is important to establish a well-organized product management system as well as a good design team. While 3D design and rendering programs are used technologically in Şişecam Science, Technology and Design Center, almost all of the design processes are performed in computer environment. Thanks to photo-realistic images, it is possible to transfer the design in the most realistic way in both special customer demands and standard products.

Due to the variety of products unique to the glassware industry, Şişecam stands out with its expertise in the design and production of various accessory product materials such as plastic, wood, concrete, marble and metal, as well as glass. Thus, it is possible to create new product designs that add value to and enrich the product both aesthetically and functionally. For the same reason, the design of products that provide added value through secondary processes such as patterns, engraving and painted products stands out as another specialized area. In addition to determining current trends in advance and putting them into practice, design studies that guide these trends are also carried out in the Center. For example, Şişecam works with international designers in the design-oriented global Nude brand and contributes to the adoption of different design philosophies in the process of transformation into product.

At Şişecam, attractive and distinctive packaging designs are also created in cardboard packaging development and graphic design, which is an integral part of the glass product. Şişecam, which has been awarded in many prestigious competitions such as RedDot, IF Design Award, IDEA, and German Design Award,



ŞİŞECAM COLLABORATES WITH UNIVERSITIES AND THE INDUSTRY IN R&TD AND DESIGN

Şişecam allocates 1 percent of its turnover to R&TD activities, carrying out joint projects in close contact and cooperation with numerous universities and research institutions in Turkey and around the globe. Şişecam is also engaged in pre-competitive collaboration with institutions and organizations operating in similar sectors, if needed. Şişecam collaborates with universities to offer solutions for the glass industry and meet the industry's needs for trained researchers and designers. As part of its university-industry collaboration approach in glass packaging, Şişecam has successfully completed 15 projects with 11 leading universities in Turkey so far. Şişecam also organizes conferences for design students to ensure knowledge and experience transfer and to contribute to the development of the industry. In addition, Şişecam carries out joint projects with universities in glassware, and supports the graduation projects of students every year. Şişecam organizes the Glass Globe (Cam Küre) design competition to support young designers, and contributes to the development of creative ideas and new designers in the industry. Another important project of university-industry collaboration in R&TD is the master's program initiated at Gebze Technical University. The "Glass Science and Technology Master's Program", opened in the 2016-2017 academic year, is the first and only master's program in the field of glass in Turkey.

has won 39 international design awards in the last 5 years in glassware due to its global design perspective.

ŞİŞECAM'S ADVANCED RTD INFRASTRUCTURE

Şişecam owes its superior RTD competence to its strong technical infrastructure. Şişecam Science, Technology and Design Center uses sensitive devices and different analysis techniques to examine and develop materials used in glass and glass production and to solve problems. At the center, quantitative analyzes are made on images taken at high magnification rates exceeding 1 million times with ultra-high resolution field diffusion scanning electron microscopy. Thus, thin film coatings of approximately 1 nanometer can be visualized, and the structural properties of the layers can be determined in multilayer coated glasses. In this way, all physical, chemical or structural features of the raw materials can be embodied in the final product or the newly developed concepts can be put into production. In addition, high technology devices are used for the accredited experiments, such as assessment of the limit values of the elements contained in the products in

contact with food, determination of the heavy metal content of glass products and the impurity control at the level of one in a billion, as well as trace element analysis of materials used in other secondary processes such as glass, water, paint, etc.

There are laboratories in many locations as part of RTD operations in order to ensure sustainable quality in Şişecam production facilities. These laboratories perform glass and glass raw materials analysis, spectrophotometric analysis, gas chromatography analysis, double and laminated glass analysis, and wet chemistry analysis. Glass technology laboratories have functional furnaces to examine alternative raw materials and glass compositions, to monitor the entire melting and affination process and to take mathematical outputs. In addition, gases released during melting can be collected and analyzed quantitatively and qualitatively. In recent years, it is possible to produce prototypes for customer pre-approval thanks to the "minimelter", which can melt any type of glass with its melting capacity of 10 kilograms, can analyze the controlled drop forming and shaping stages parametrically, and produce press products.

ŞİŞECAM

DIGITALIZES ITS UNIVERSITY EVENTS

ŞİŞECAM CONTINUES TO MEET YOUNG TALENTS ONLINE, AS PART OF THE PREVENTIVE MEASURES AGAINST THE PANDEMIC.

CAMPUS

EVENTS CONTINUES ONLINE



Şişecam will organize the campus events online, in line with measures against the pandemic. As part of the digital events held in April, May and June, 32 Şişecam executives specialized in various areas, such as risk

management, strategy, marketing, sales, financial affairs, and sustainability, shared their experience with young people. Over 3,000 young people attended a total of 22 digital sessions. Digital campus events continue in a global perspective. Managers working in non-Turkish Şişecam assets come together with young people at the digital sessions, which are held every week under a different country theme and in both Turkish and English.

DIGITAL SEMINARS FROM ŞİŞECAM'S YOUNG TALENT PROGRAM "TOGETHER"



Şişecam's Young Talent Program "Together" continues online at full speed. While long-term project interns received their training online, various activities were carried out to maintain the efficiency of the internship program. Department seminars were held to train the interns on the functions and

responsibilities of various organizational units. In these seminars, interns had the opportunity to ask questions to employees and managers and to get inspiration from their career journeys.



THE SUMMER PROGRAM

"FIRST STEP" CONTINUES ONLINE

A total of 6,500 students applied for the first Step Summer Internship Program until the end of the application process in February. As a result of the evaluations, 310 university students became eligible for internship at Şişecam. As part of the measures against the pandemic this year, all internships at Şişecam headquarters are conducted online by remote access. Interns are physically present at the production facilities and Şişecam Science, Technology and Design Center only on certain days of the week. All other internship studies are carried out online only. The online internship program includes online orientation and e-training sessions supported with augmented reality, department introductions, inspiring conversations, case studies, and project studies.

ŞİŞECAMKARIYERİM

HAS 10,000 FOLLOWERS ON INSTAGRAM



Şişecam's Instagram account @ŞişecamKariyerim, which accompanies university students and new graduates on their career journeys, has exceeded 10,000 followers as of May. The @ŞişecamKariyerim account posts various contents, including Şişecam career opportunities, event announcements, suggestions to increase productivity and motivation, and personal development tips.



ŞİŞECAM PROVIDES

FULL SUPPORT FOR EDUCATION

ŞİŞECAM ACCELERATES VOCATIONAL TRAINING CENTER PROGRAMS IN LINE WITH THE PROTOCOL WITH THE MINISTRY OF NATIONAL EDUCATION.

In line with its sustainability strategy, Şişecam aims to provide long-term value for future generations. With the goal of making social as well as economic contributions to all regions it operates, Şişecam has signed a protocol with the Ministry of National Education to support the education of children and young people.

Signed between the General Directorate of Vocational and Technical Education under the Ministry of National Education and Şişecam on March 27, the Protocol for Collaboration in Vocational and Technical Education aims to train qualified workforce for the



glass industry and to ensure successful collaborations between schools and the industry. The training programs are carried out in Technical and Vocational Anatolian High Schools in Bursa and Denizli by Şişecam Academy in line with the cooperation protocol signed by Kemal Varın Numanoğlu, General Manager of Vocational and Technical Education at MoNE, and Şengül Demircan, Şişecam Chief HR and Corporate Communications Officer. Vocational training programs include: Industrial Automation Technology at Bursa Yenişehir Vocational and Technical Anatolian High School and Ceramic and Glass Technology at Denizli Atatürk Vocational and Technical Anatolian High School.



ŞİŞECAM OFFERS GLASS APPLICATION CERTIFICATE PROGRAM

THE THIRD GLASS APPLICATION CERTIFICATE PROGRAM HAS BEEN COMPLETED WITH THE AIM OF INCREASING QUALITY WORKFORCE IN THE GLASS INDUSTRY.

Şişecam pursues its efforts to attract qualified workforce to the glass industry. The third Glass Application Certificate Program, which is organized in cooperation with Balıkesir University since 2018 with this purpose, has been completed. Held in cooperation with Balıkesir University since 2018 for the

direct employment of university students and new graduates, the program was completed by 30 participants who also went through the recruitment process successfully. They started working as temporary employees at Şişecam as of April 1, thus taking their first steps into business life.

ONLINE TRAINING PROGRAMS FROM ŞİŞECAM ACADEMY

ŞİŞECAM ACADEMY MAINTAINS SOCIAL DISTANCE DURING THE PANDEMIC AND CARRIES OUT ITS TRAINING ACTIVITIES ONLINE.

ŞİŞECAM ACADEMY SEMINARS CONTINUE

This year, the annual Şişecam Academy Seminars met with Şişecam employees through the Bluejeans Events platform due to the measures against the pandemic. Şişecam Academy's first online seminar, "Surviving in Difficult Times for Professionals: Psychological Endurance", was held on April 22th. At the seminar, Specialist Psychologist Aslı Taş Kayabaş shared the tips of staying psychologically intact in difficult times and surviving with minimal impact. The seminar was attended by 344 employees in real time. For those who could not watch the seminar live, it was recorded and

made available via the Şişecam Academy portal. The second online seminar, "For Managers: Manager's Remote Management Guide in Crisis Times", was held on May 7th. At the seminar, Specialist Psychologist Aslı Taş Kayabaş shared her suggestions on how to keep the teams' motivation high, keep the team together, lead times of mandatory change, and succeed in remote business management in a period of increased home-office practices. In addition to 151 managers who attended the seminar personally, the event was shared with all managers via the Şişecam Academy portal.

THE ONLINE ORIENTATION PROGRAM COMPLETED

An orientation program was held online on April 17th to inform new recruits on Şişecam's organizational structure, main areas of activity and human resources practices. Attended by 42 employees, the program included

various presentations on Şişecam's organizational structure, production groups, human resources practices, and additional benefits. Following the presentations, participants' questions about the procedures were answered.

ENGLISH LANGUAGE DEVELOPMENT PROGRAM GETS ONLINE

Under the English Language Development Program launched in October 2019, in-class training sessions went online in April. Attended by 132 employees in groups of 6-7 people, the online training sessions proved to

be really efficient. Placement tests were also performed online at the end of the training program. New groups in and outside Turkey started the English Language Development Program online in June.

TRAINING ON INCREASING THE EFFICIENCY IN REMOTE WORKING

Şişecam employees were provided with informative documents on training modules and remote tools, considered beneficial in conducting effective virtual meetings and being efficient in the remote working system, widely applied during the pandemic. In addition to the documents,

an infographic consisting of recommendations for safe working at home was emailed to remote workers and managers. Şişecam employees also received an e-education package designed for children who have a hard time finding an activity and get bored during lockdown days.

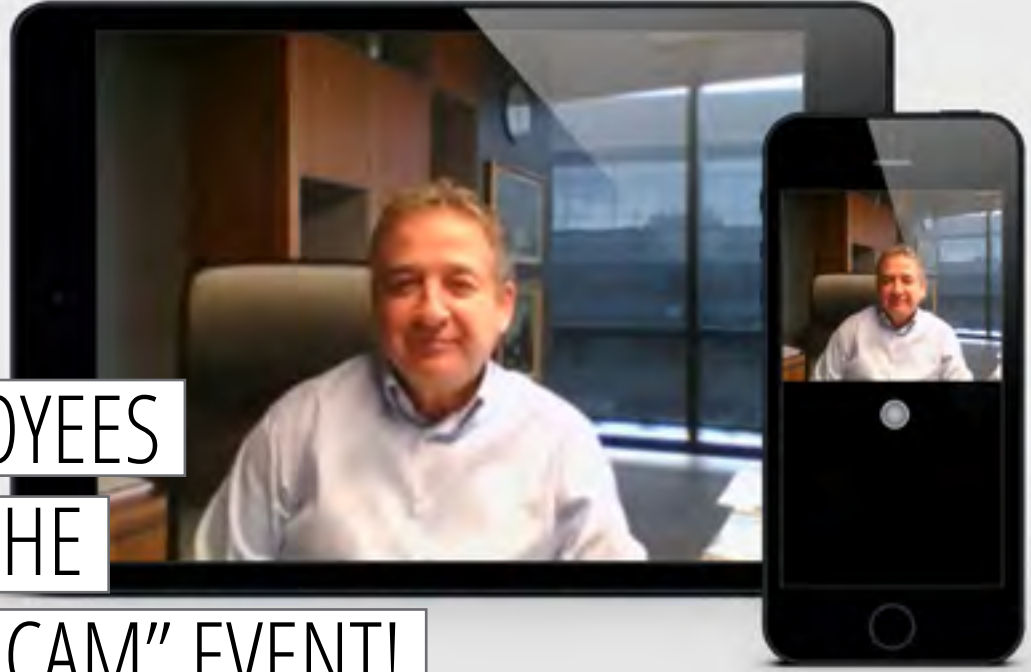


ŞİŞECAM

EMPLOYEES

MEET AT THE

“ONE ŞİŞECAM” EVENT!



THE FIRST “ONE ŞİŞECAM” EVENT WAS HELD ON SEPTEMBER 29 WITH MORE THAN 1000 EMPLOYEES. ŞİŞECAM VICE CHAIRMAN AND CEO, PROF. DR. AHMET KIRMAN MET WITH ŞİŞECAM EMPLOYEES ONLINE AND SHARED HIS VIEWS ON RECENT CORPORATE EFFORTS AND HIS ASSESSMENTS ON THE “ONE ŞİŞECAM” MERGER, A SUBSTANTIAL TURNING POINT IN ŞİŞECAM’S HISTORY.

ŞİŞECAM ABLY GETS THROUGH THE CHALLENGE OF PANDEMIC

During the live broadcast, Prof. Dr. Ahmet Kirman answered employees’ questions about crisis management in the pandemic. He stated that, despite the difficulties caused by Şişecam’s obligation to ensure uninterrupted production, they have successfully navigated through the combat against the pandemic with an exemplary sense of responsibility and the support of all stakeholders.

“ONE ŞİŞECAM WILL CONTRIBUTE TO OUR COMPETITIVE EDGE”

Kirman emphasized that the importance of adapting to change and digital transformation is further increased with the pandemic, summarizing the key corporate development and investment projects initiated by the Şişecam Group. Ahmet Kirman stated that, despite the uncertainty created by the pandemic, they continued their investments incessantly. He remarked that this success is an indication of the confidence of all stakeholders, especially employees, in Şişecam’s future.

Ahmet Kirman emphasized that Şişecam is a global company with production activities spanning 4 continents and sales exceeding 150 countries: “As indicated at every occasion, our strategic goals that help us achieve our global goals include establishing an internationally competitive operation model, achieving digitalization and operational excellence, and simplifying

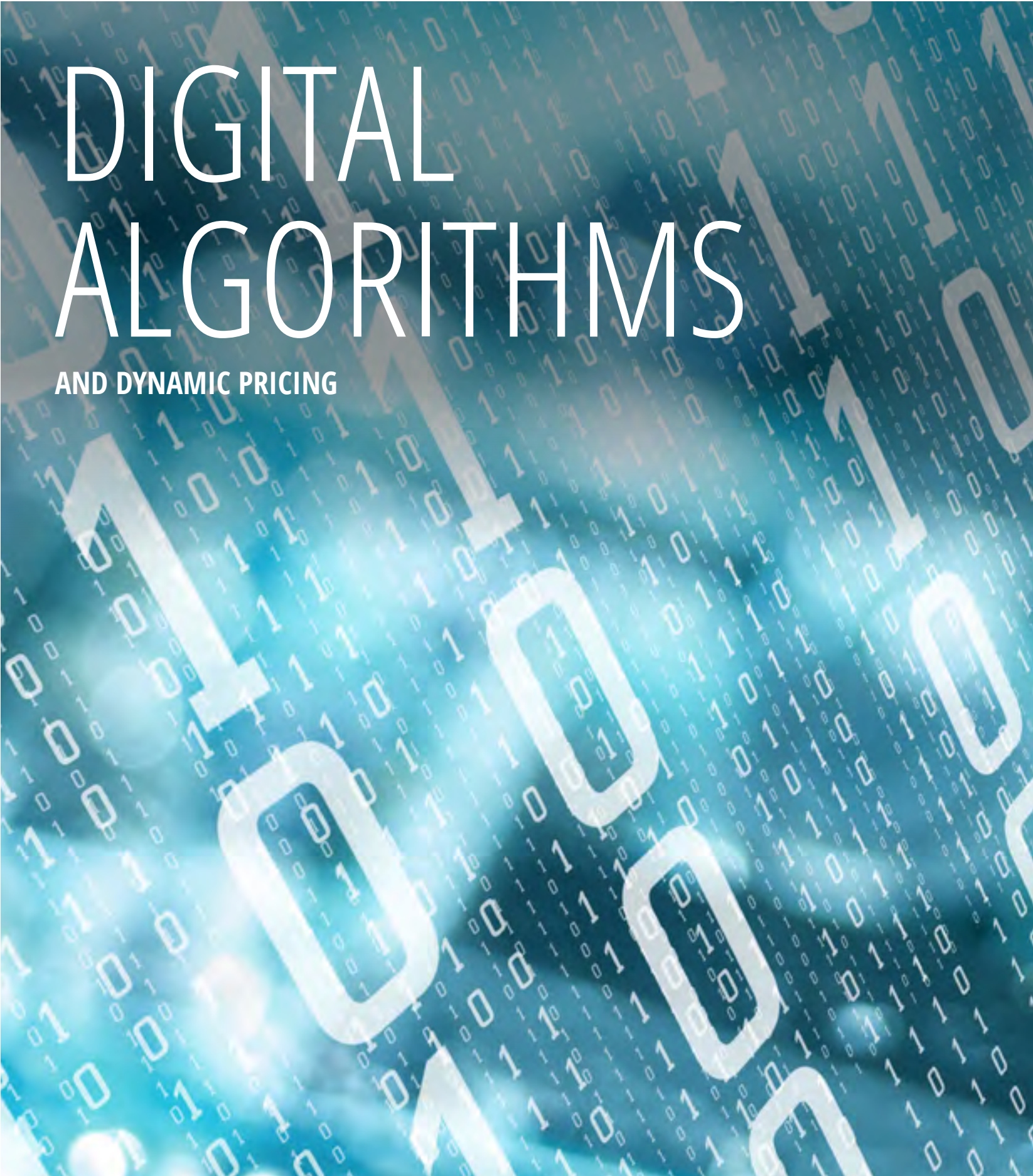
our legal entity and shareholding structures. To this end, we have updated our operational activities to be simpler, more agile, efficient and productive thanks to our “operational excellence” programs carried out in coordination in many different areas. We aim to achieve numerous corporate gains with the “One Şişecam” merger. Through the centralization of corporate support functions, we have initiated a multidimensional transformation that creates synergy in many areas, enables effective management of a region that spans four continents in different business lines, and provides agility and simplicity. This merger will also further strengthen our image and position in global capital markets, while contributing to our competitive edge and the economic value we create as a company”.

ŞİŞECAM EMPLOYEES ARE THE KEY TO SUCCESS

Ahmet Kirman emphasized that Şişecam operates with the goal of becoming one of top three producers in each of its main fields of operation, and that the company owes its success to its employees, who feel excited about their professional spirit and expertise and reflect this excitement to their business manner. He also underlined that Şişecam will never compromise its focus on investing in people. He stated that they aim to be the first choice of the employees and young talents - future employees, so to say - as well as the customers and that they plan their human resources practices in line with this perspective.

DIGITAL ALGORITHMS

AND DYNAMIC PRICING





IN THIS ISSUE, WE FOCUS ON “DIGITAL ALGORITHMS AND DYNAMIC PRICING” AS PART OF OUR ARTICLE SERIES ON DIGITALIZATION AND INDUSTRY 4.0.

WHAT IS DYNAMIC PRICING?

In today’s digital world, a product no longer has a single price. In the dynamic pricing model, prices continuously change in real time and according to supply and demand. In times of low sales, the most ideal competitive price can be offered by constantly tracking the prices offered by competitors. In times of high sales, profitability can be improved by increasing prices again compared to competitors.

HOW TO APPLY DIGITAL DYNAMIC PRICES?

Prices in the digital environment, constantly monitored by big data analysis and algorithms, are essential for today’s companies that want to ensure sustainable competition in e-commerce, generate revenue, and increase their sales.

- **With a time-based** approach aimed at increasing conversion rates and sales, products are offered for sale only for a limited period of time (tonight, this weekend) or on certain special

days (such as holidays, Mother’s Day, New Year’s Eve). Prices are variable in these time periods.

- **Campaigns are prepared by associating the** targeted product with the customer group based on the segment and demographic audience. Different campaigns and pricing can be offered instantly based to the audience that accesses your e-commerce site.
- **New product** pricing is used as part of new product promotion activities. Competitor e-commerce sites are monitored by algorithms, the product is offered to the virtual market at a lower price compared to the competitors, and customers are directed to the e-commerce site. The goal is both to promote the new product and to attract customers to the site.
- **With demand-based** pricing, our inventory-demand balance is constantly measured online and an appropriate price is offered to consumers. If the inventory decreases, it is assumed that the demand is very high and the price of the product changes accordingly. The price of the

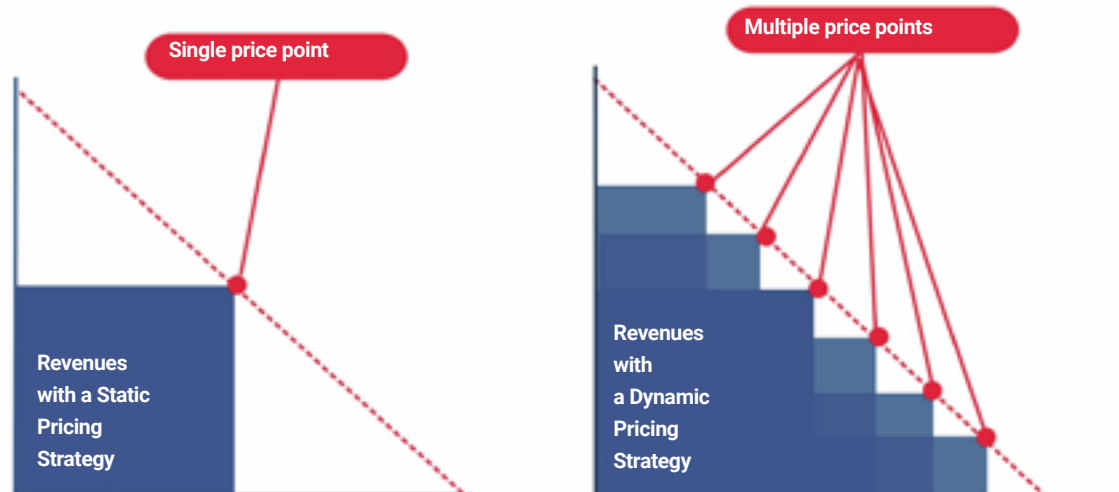
most popular products is automatically increased.

For example:

- Let’s assume that a product has an online price of \$800 - \$900 on Amazon and its competitor BestBuy. Amazon can make continuous electronic price controls by digital algorithms, and when necessary, it can price the product below the competitor to stay cheaper.
- Amazon can make continuous price comparisons with competitors on digital market, changing the price of a product 9 times a day using time- or demand-based algorithms.

Furthermore, a company that sells products on Amazon can change its prices every 15 minutes to take place in the product category-based bestseller list, which is updated every hour on Amazon’s website. Additionally, prices are also changed on a user basis. In our next article, we will explore Digital Personalized Pricing.

What is Dynamic Pricing?



A LEAD ACTOR IN HUMAN LIFE AND PLANETARY HEALTH:

BIODIVERSITY





The World Environment Day Week was celebrated with digital events, including online screening of the film, “Unbroken Ground,” and webinars by select speakers. This year’s theme was “the role of biodiversity in a healthy and sustainable life”.

On this year’s World Environment Day, which has been celebrated since the 1970s, the COVID-19 pandemic has reminded us the connection between human health and planet health in the most striking way. The World Environment Day celebrated on June 5th made even more sense this year, underlining the need to review the relationship between nature and human beings, as 75% of all infectious diseases, including COVID-19, are zoonotic, that is, “transmitted from animals to humans”.

To be able to fight against infectious diseases that result in approximately 1 billion cases and millions of deaths every year, it seems inevitable to urgently reverse biodiversity losses, protect the natural habitats and especially wildlife areas of our planet, and restore lost habitats. So why is biodiversity, which is the source of ecosystem services in most areas, becoming even more critical? This natural wealth, which can also be called species diversity, offers a wide range of resources to all living

things, especially food, energy, active ingredients for drugs, and genetic resources. Beyond these, it also has many other functions, such as protecting the quality of the air, clean water and soil that our planet needs; regulating the climate; aiding pollination and control of agricultural pests; mitigating the negative impacts of natural disasters; and supporting the marine and terrestrial ecosystems that keep carbon away from the atmosphere. Thus, biodiversity degradation leads to habitat loss, climate change, extinction risk for species, and the proliferation of invasive species.

According to the Medical Journal Lancet, 27 of the first 41 COVID-19 cases originated at the Huanan live animal market in Wuhan, China, which is also known for SARS virus. Conditions that predispose to the formation of this virus are known to be caused by bats and pangolins, a mammal banned to be imported and claimed to be an intermediate host before the virus passes on to humans. Taking these species from its natural

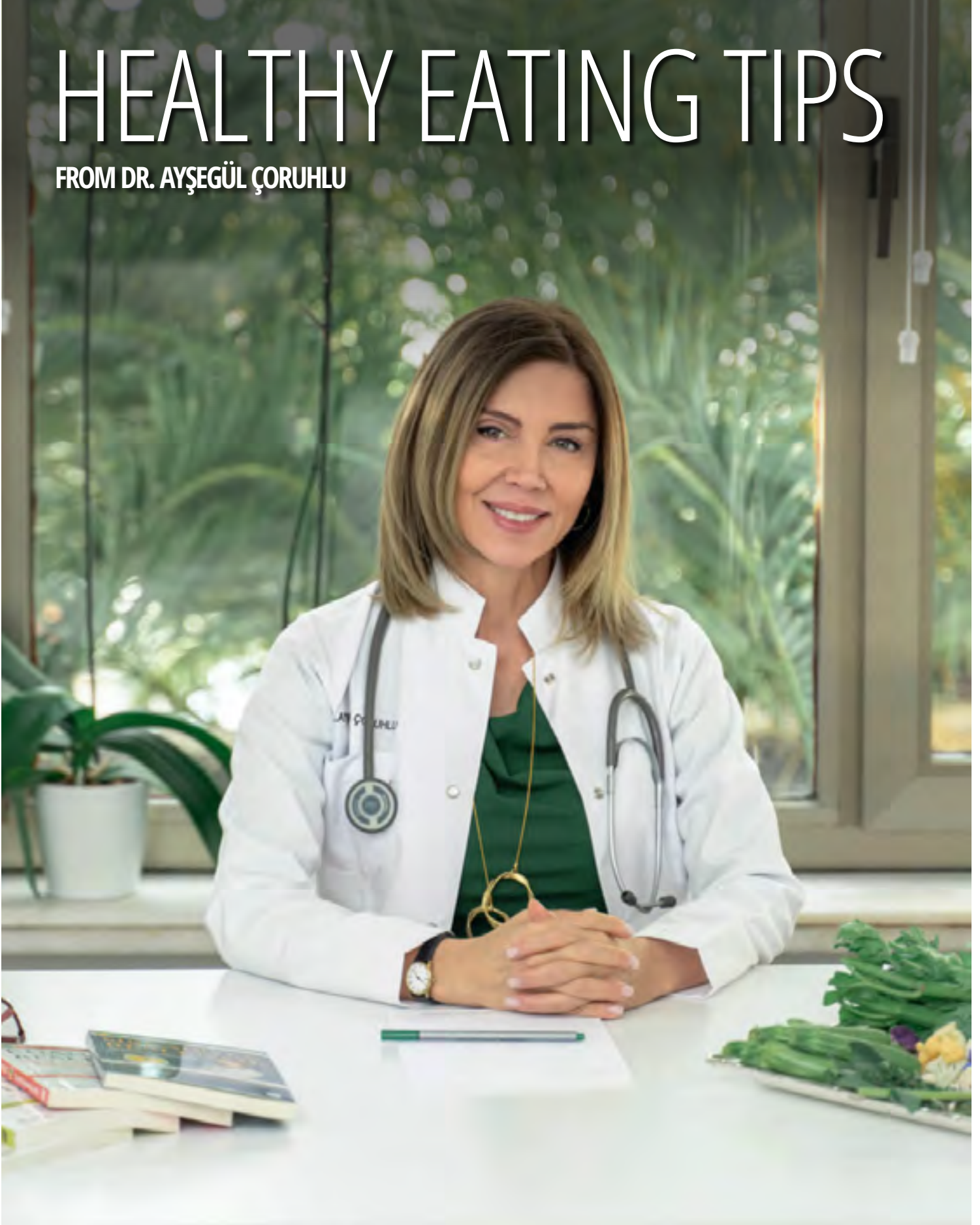
habitat and selling them in live animal markets cause their viruses mutate to adapt to different living conditions and infect humans. Furthermore, with the global climate change causing an increase in humid and warm climatic conditions, the speed of these vector-borne spreads is gradually increasing.

COVID-19 not only reveals the importance of air quality by having a more severe effect on those with respiratory illnesses caused by air pollution, but also places biodiversity on the top of the global agenda with its preventive role in virus spread.

Focusing more on human- and nature-oriented activities and investments seems inevitable in the post-pandemic “new normal” period to manage all these impacts. It has become more important than ever that industries that rely on natural resources lead the struggle for sustainable survival of our planet, which is also the source of life for Şişecam Group’s production network.

HEALTHY EATING TIPS

FROM DR. AYŞEGÜL ÇORUHLU



KNOWN FOR HER GROUNDBREAKING PERSPECTIVE ON HEALTHY EATING, DR. AYŞEGÜL ÇORUHLU HAS ALSO WRITTEN BOOKS TO TELL THE OVERALL IMPACT OF EATING ON OUR HEALTH. SHE WAS HERE TO ANSWER OUR QUESTIONS.



Did you have any guides on your journey to develop your own original perspective about nutritional science?

After graduating from medical school, I had a postgraduate degree in biochemistry. Nutrition is a metabolic event that can be described with biochemistry. The important phase of food's journey starts after it reaches the stomach by passing through the mouth and when it arrives at the cell, being carried by blood. We feed through metabolic processes which include elements such as cells, mitochondria and ATP and which we vaguely remember from high school biology classes. Thanks to my education, I was able to see nutrition at the cell level.

You've frequently used concepts such as circadian nutrition, alkaline nutrition, and quantum nutrition. What do these concepts have in common and what are their differences? Can you please define them briefly?

All these concepts are used to describe nutritional biochemistry with increasingly complex details. My journey of teaching healthy eating, which began with my book, "Alkaline Diet: A Guide To Protect Your Body's PH Balance for a Long and Healthy Life", continued with "Tokuz ama Açız" ("We're Full but Hungry"), "Quantum Mitochondrial Nutrition: For Permanent Health and Youth" and "Circadian Diet: Nutritional Guide to CIF: Circadian Intermittent Fasting." In "Alkaline Diet", I tried to teach very basic body chemistry and nutritional biochemistry. In "We're Full but Hungry", I highlighted the difference between feeding the stomach and feeding the cell. In "Quantum Mitochondrial Nutrition", I discussed the nutritional processes taking place in the mitochondria, inside the cell, and even how we produce energy from food at subatomic levels. In "Circadian Diet", I explained how all organs and cells work at different times of the day, underlining that eating time is as important as what we eat. I hope

I've been able to convey these to my readers.

In all your posts, you mention the importance of cellular cleansing. Can you please summarize cellular cleansing process in a nutshell, only mentioning the essential steps?

First of all, we should not put garbage into our systems. By garbage, I mean all kinds of unhealthy foods. Anything that does not support our health cannot be called "food". Alcohol, fries, flour- or sugar-containing foods, drinks with artificial flavors or corn-syrup, etc. cannot be called "food". So, we should stay away from them first. On the other hand, we know that healthy foods will also provide benefits for organs that already clean toxins from the body, such as the liver and kidneys. So, healthy eating is a way of detoxing on its own.

The time period from evening to morning, when we don't eat anything, provides the best detox. Sleeping on time and on an empty stomach will provide the highest cellular detox. In medicinal science, this is called autophagy, meaning the destruction of old cells.

In your book "We're Full but Hungry", you recommend eating for 8 hours and fasting for 16 hours a day, which is called intermittent fasting. Can you tell us about the health benefits of this practice?

Yes, I wrote that in my book "We're Full but Hungry", which was published in 2013. Now we see that

this has become a very common practice. In that book I said: "Dinner is the cause of the world's health problems. There should be no such thing as dinner." What I confronted then was opposition, not support. My discourse is focused on nighttime fasting. It is important to avoid eating anything from 17.00 until morning. Doing this from 21.00 to 13.00 and even from 19.00 to 11.00 will not work. According to our biological clock, we should stop eating by 17.00 at the latest. As for the benefits of this practice, we have a never-ending list. Excessive weight, chronic diseases, fatty liver, blood pressure...

This should be the first step to be taken for whatever disorder comes to your mind. I can say this confidently. If we don't eat after 17.00, we can trigger the system that will help us repair all diseases. I will repeat what I said 8 years ago: "Dinner is the secret collaborator of all diseases."

“
EATING HEALTHY
IS A WAY OF DETOX
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”

You say that it is possible to get old without having a disease and that the most effective tool for this is healthy eating. What are the most prominent health problems that can be prevented with healthy eating?

Intestinal diseases, migraines, allergies, dementia, blood pressure imbalances, heart diseases, rheumatic diseases... Poor nutrition is either the cause or the exacerbator of all diseases that come to mind. Diseases that have nothing to do with nutrition are only the ones that occur as a result of accidents.

The importance of the immune system became even more prominent in the pandemic. How does nutrition impact a strong immunity? What should we pay attention to in terms of nutrition and lifestyle, especially in this period?

The pandemic showed us the

importance of being "prepared". So if we always try to be healthy, we won't be caught off guard and we can easily fend off trouble. During this period, people collected information about health from the right resources. They learned about healthy and unhealthy foods. They learned to pay attention to their weight and sleep. They quit smoking. The pandemic was like an accelerated health education for the entire community. Everyone knows what to do. People who still do not know what to do should read more in detail, and should not settle for just a line of health information. There are many books which offer valuable health information, in addition to my books.

Besides healthy eating, what kind of other lifestyle habits also have anti-aging benefits? In short, what lies in the heart of a healthy and long life?

Everyone knows the answer to that question. The solution is: We should see our efforts for a healthy life as a bank, and add a small but correct move to our health bank every day. Such as drinking water, eating vegetables, sleeping on time, or avoiding stress. Even drinking one or two extra glasses of water every day will provide us a lot of benefits in the health bank years later.

Can you tell us about your plans? Is there any upcoming books or projects?

Yes, I have a new book project for October. Instead of planning for the future, I try to live the day "in a way to keep biological wear to a minimum". I don't make long-term plans.

And the last question: What comes to your mind when you hear the name "Şişecam"?

Glass is healthy.



WHERE ARE WE GOING?

TOURISM WAS ONE OF THE INDUSTRIES AFFECTED SEVERELY BY THE COVID-19 PANDEMIC. FLIGHTS STOPPED, BORDERS CLOSED AND TRAVELS STOPPED COMPLETELY FOR A WHILE. SO, HOW WILL THE WORLD CHANGE FOR TRAVELERS AFTER THE PANDEMIC? WHAT ARE THE TRAVEL TRENDS THAT ARE EXPECTED TO RISE AFTER THE PANDEMIC? WE SHED LIGHT ON THE FUTURE OF TRAVEL WITH PREDICTIONS FROM EXPERTS.





A pandemic, which has affected the entire world, is transforming all areas of life. Our travel habits are also changing entirely during this period. Here are the travel trends that have taken a new form with the pandemic.

DOMESTIC TOURISM ON THE RISE

Many experts believed that domestic travel would increase at the first stage, both because of various restrictions on international travel, and also because

travellers want to feel safer. European Tourism Association Chief Executive Officer Tom Jenkins stated that the perception of domestic travel would also change and that many domestic regions that had not





previously been in high demand would be added to travel lists. The summer season proved this prediction right.

NATURE TOURISM IN HIGH DEMAND

After the pandemic, it will take some time for people to change their habits and ease their worries. Holiday lovers who try to avoid closed and crowded places are now seeking peace in nature. This leads to a surge in the interest in nature tourism, namely trekking, cycling, hiking tours or camping sites, as well

as in the value attached to outdoor events and festivals. Intrepid Group Travel CEO James Thornton confirmed this, highlighting once again the increased value of nature tourism.

GLAMPING GETS POPULAR

With the increasing interest in nature, some travel enthusiasts are turning to holidays where they can feel the nature but don't miss out any luxuries. Glamping, which is the luxurious and comfortable version of camping, has become more popular for this reason. Glamping, which offers a luxurious but natural holiday with private campsites and venues where all amenities are provided, can remain as the most popular accommodation style for a long time.

HIGHER DEMAND FOR HOUSE, CARAVAN AND BOAT RENTALS

There has also been a significant increase in the number of people who want to be in a summer house, on a yacht at

sea, or in a caravan parked in nature or riding on the road far from everyone but their family. Many people who want to have a vacation but not compromise on personal space and social distance are now resorting to house, caravan and boat rental companies.

WILDERNESS GETS MORE PRECIOUS

Perhaps nature became the most valuable and comfortable place with the pandemic. However, in addition to being in nature, being alone is also important. Quiet, silent and of course, small-scale tourist facilities with low density are preferred for this purpose. Boutique hotels, hostels and eco-friendly facilities in not-so-popular regions are more in demand.

The pandemic is changing our travel habits as well as all other aspects of our lives. You can also plan a vacation without compromising on your health by adapting to the changing travel rules.

EASY RECIPES FOR

SUMMER NIGHTS

EASILY PREPARED, DELICIOUS AND LIGHT RECIPES FOR THOSE WHO DON'T WANT TO SPEND MUCH TIME IN THE KITCHEN.





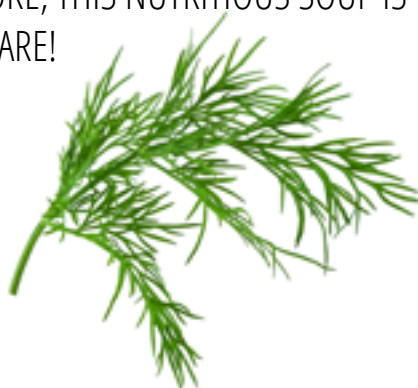


Cold Yoghurt Soup

JUST A BOWL OF THIS COLD YOGHURT SOUP WILL REFRESH YOU AND SATISFY YOUR HUNGER. IT WILL BE AN ESSENTIAL DISH FOR YOUR SUMMER MENUS. FURTHERMORE, THIS NUTRITIOUS SOUP IS REALLY EASY TO PREPARE!

INGREDIENTS

1 cup of dried chickpeas
1 cup of pearly wheat
3 cups of yoghurt
5 cups of cold water
Dill
Extra virgin olive oil
Salt



INSTRUCTIONS

- Soak chickpeas and wheat in separate containers overnight. Drain them the other day and cook at a simmer until tender.
- Let cooked chickpeas and wheat cool.
- While waiting, prepare some ayran by mixing three cups of yogurt and five cups of cold water. Add salt to taste.
- Add cooled chickpeas and wheat to the ayran mixture and stir well.
- After taking the soup into a bowl, drizzle extra virgin olive oil over it and serve after garnishing with dill leaves.

Mediterranean Pasta Salad

THIS EASY PASTA SALAD RECIPE, WHICH CAN BE A SINGLE MEAL ON ITS OWN OR ACCOMPANY OLIVE OIL DISHES, WILL BRING THE TASTE OF SUMMER TO YOUR TABLE.

INGREDIENTS

150g fusilli
100g white cheese
15 black olives
10 cherry tomatoes
1 cucumber
1 small red onion

FOR THE SAUCE

3 tablespoons of extra virgin olive oil
1 tablespoon of balsamic vinegar
Salt
Thyme

INSTRUCTIONS

- Boil the pasta, drain, and let it to cool.
- Cut cherry tomatoes in half.
- Peel cucumbers in stripes and chop. Cut onions in half slices.
- Stir in tomatoes, cucumbers, onions, olives and pasta.
- Mix olive oil, vinegar, thyme and salt in a jar to make the sauce.
- Add the sauce into the salad, mix well and serve.





Tabbouleh

THIS POPULAR MIDDLE EASTERN DISH WITH MUCH-DEBATED ORIGINS ADDS TASTE TO SUMMER MENUS. YOU CAN IMPROVIZE AND ENRICH THIS EASY DISH WITH YOUR OWN ADDITIONS.

INGREDIENTS

1 cup of fine bulgur
 Half a bunch of parsley
 Half a bunch of fresh mint
 3-4 scallions
 1 tomato
 1 lemon
 3 tablespoons of olive oil
 2 tablespoons of pomegranate syrup
 Salt



INSTRUCTIONS

- Take fine bulgur into a bowl with a lid, and pour boiling water until the bulgur is covered by water. Cover the lid and let rest for 20 minutes.
- Finely chop parsleys, fresh mints and scallions.
- Remove the seeds of the tomato and chop it into tiny cubes.
- When the bulgur becomes soft and chewy, take it into a bowl and drain excess water.
- Stir in the greens and diced tomato.
- Add olive oil, pomegranate syrup, lemon juice and salt and mix again. Your tabbouleh is ready to serve!

Melon Sorbet

IF YOU WANT TO PUT A SWEET END TO YOUR SUMMER MENUS, YOU CAN PREPARE A REFRESHING SORBET WITH MELON, ONE OF THE FAVORITE FRUITS OF THE SEASON.

INGREDIENTS

1 middle-sized melon
 1 tablespoon of lemon juice
 2 tablespoons of honey
 2 tablespoons of water



INSTRUCTIONS

- Place baking paper on a tray. After deseeding and slicing melons, place them on the tray. Ensure that slices do not touch each other.
- Place the tray in the freezer and leave there for about 5 hours, until melon slices are completely frozen.
- Put frozen melon slices in a food processor and pulse.
- Stir in lemon juice, honey and water, and pulse once more to blend.
- Taste the mixture and add more lemon juice or honey if you want.
- You can serve your sorbet right away or keep it in the freezer in a closed container for up to 2 weeks.





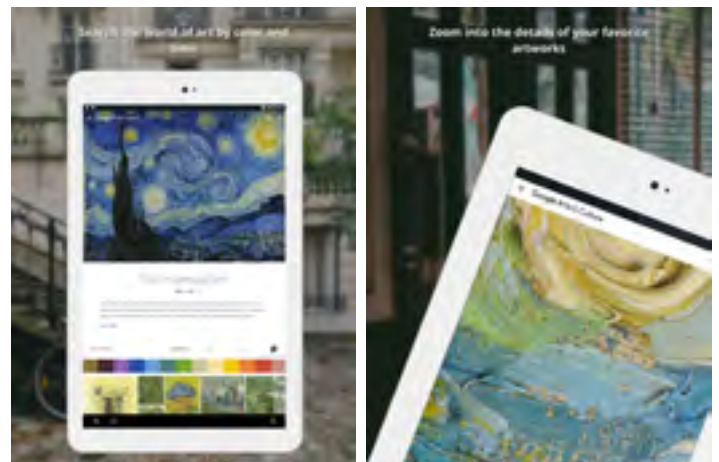
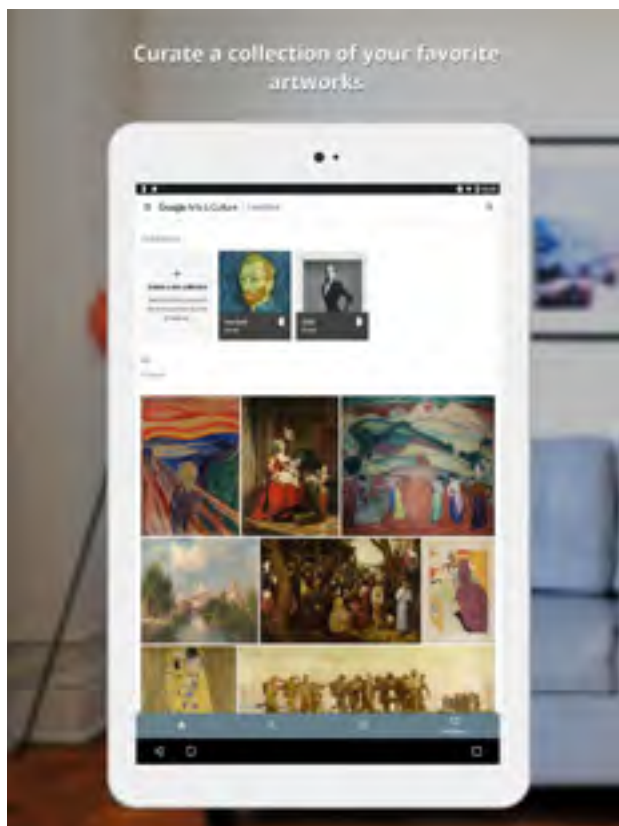
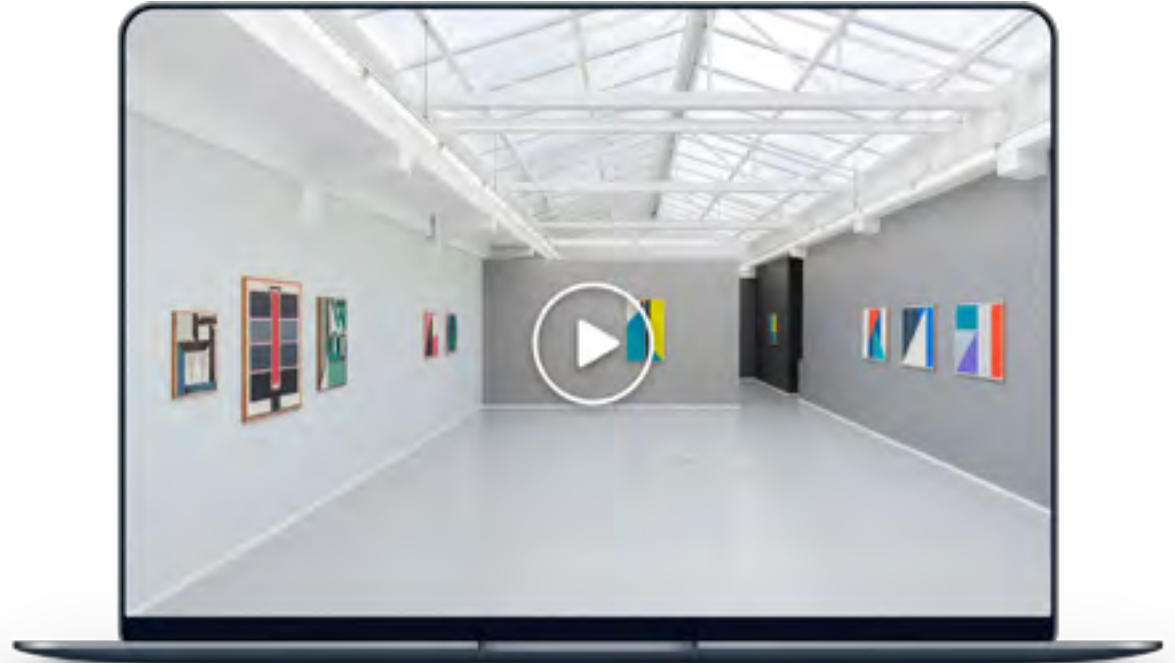


HOW HAS THE PANDEMIC CHANGED THE ART WORLD?

THE FAMOUS ART HISTORIAN JONATHAN FINEBERG SAID: "ART HELPS US CONNECT TO OUR INNER SELVES AND UNDERSTAND THE WORLD AROUND US". HOWEVER, WE ARE STILL PHYSICALLY FAR FROM ART, EVEN THOUGH WE RETURNED TO OUR INNER SELVES A LITTLE BIT DURING THE LOCKDOWN. THAT'S WHY THE ART WORLD ALSO HAD TO ACCELERATE DIGITAL TRANSFORMATION AND TAKE NEW STEPS TO MEET ITS AUDIENCE AFTER THE START OF THE PANDEMIC. SO WHAT DID THE ART WORLD - RANGING FROM FAMOUS MUSEUMS TO THEATERS - DO TO TRANSFORM?

The New Normal: Visiting Museums Online

In the art world, we can say that the concepts of social media and social distance have been a little intermingled lately. Because in a rapidly changing world, the art world, like many other industries, has to use the power of social media and online platforms. For example, many museums around the world can now be visited online. Plans that could be made before the imposition of pandemic-related travel limitations, such as walking through the Louvre's art-smelling corridors, taking a time travel at the British Museum, or enjoying art and culture with the masterpieces at the Van Gogh Museum, were postponed to an unknown future. That's why the idea of visiting museums online is a great opportunity for those who have to put off their plans. Additionally, being able to access such important museums with just a click is an indication that there will also be permanent changes in art, and perhaps art will be accessible for everyone, as it should have been from the beginning.



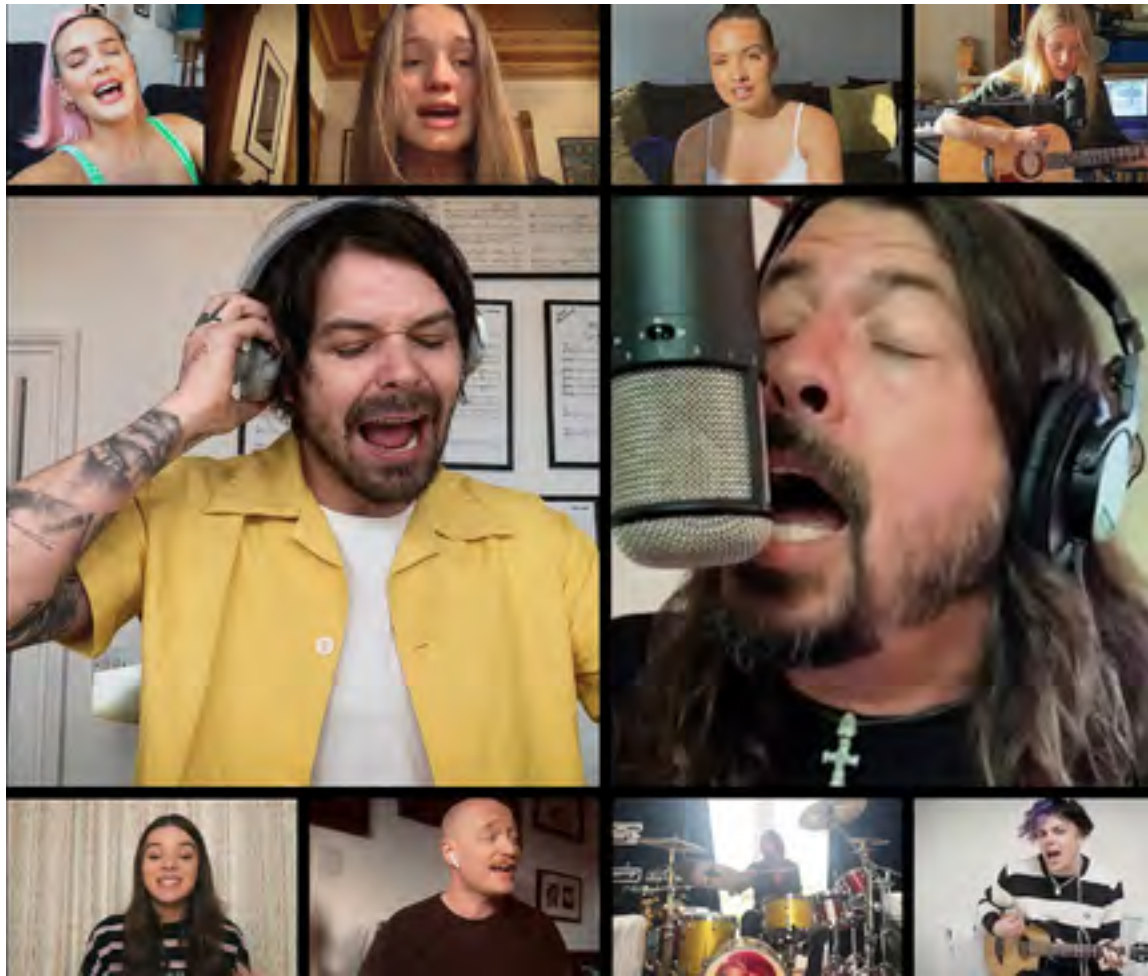
Exploring New Art Galleries Is Now Easier

In the middle of the pandemic, many museums and art galleries closed because they could no longer organize events and sell tickets, but like many other institutions, they have also used the internet to continue their business. One of the first practitioners of the online exhibition concept is the Beijing-based "X Museum". Although it had to postpone its opening, the X Museum managed to design a gamified gallery tour with the artist Pete Jiadong Qiang. This event actually opened a door for other art galleries.

Even though X Museum's project with Pete Jiadong Qiang was one of the first examples of a gamified gallery visit during the pandemic, Google Arts & Culture has also been organizing online tours to many art galleries around the world for years. In short, visiting art galleries or museums online is not unique to the pandemic period. However, now it is easier than ever to pay online visits to art galleries to which we cannot physically go, or even explore art galleries that we never heard of before, and take a few tours in their online corridors.

Live Broadcast Era in Music

Music is, of course, one of the art branches affected by the pandemic. Although it seems it will be difficult to fill concert halls for a long time, music has been easily available on online platforms for a while. Therefore, it was one of the art branches that adapted most easily to this period. After a "Stay Home-Themed" live broadcast by Coldplay lead singer Chris Martin in the early days of the pandemic, many musicians followed him with live broadcasts from their homes to meet their audience. Even live festivals and talk shows were organized to motivate people to stay at home. So, do you think these live broadcasts will suddenly stop at the end of the pandemic? These live performances, which have been going on for months, are perhaps a sign that radical changes will occur in the concert culture. People are aware that they can reach out to their favorite musicians without having to go anywhere, and even interact with them through social media platforms. It is an object of curiosity what kind of permanent changes this transformation will create in the world of music.



Theatres Resorting to Their Archives

Performing arts are another one of the art branches that has had its share of the pandemic impact. Perhaps we can even say that theaters had the most severe impact. Because it is very difficult to continue theatrical productions that require a large team, even if it is a one-person play, during the pandemic. Even world's highest-end theatres such as the Broadway Theatre and the West End Theatre closed the season just at the beginning. However, many theaters did a favor to their audiences in this period and opened their archives for free, so as not to stay away from their audience. This way, many of us had the chance to watch the sold-out plays of important theaters such as the National Theatre or Shakespeare's Globe from our homes. Perhaps otherwise, we would never have the chance to find a ticket for these plays on our planned trips to these cities. Although we are watching all the theatre plays from our home for now, it is certain that the theatres will reopen their curtains in the "new normal" order. Briefly, a pandemic has stormed through the art world, and it still is. But it is possible to say that many art branches are quickly adapting to digital transformation and leading many innovations. In fact, it is only a matter of time before these innovations brought about by the "new normal" turn into permanent changes.

ŞİŞECAM SUPPORTS COMMUNITY

HEALTH DURING THE PANDEMIC

With the Covid-19 virus causing a pandemic and affecting the entire world, Şişecam has been implementing the strictest measures and precautions in all the countries it operates in.

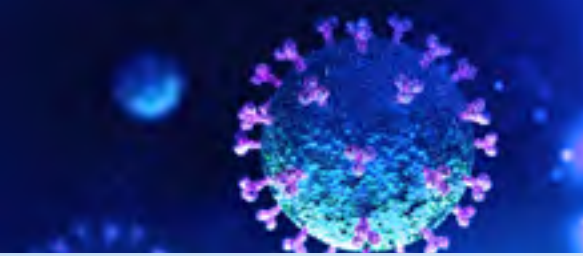
Today, Şişecam is a global player with its 85 years of experience, manufacturing operations covering 14 countries on four continents, 22,000 employees, and sales reaching more than 150 countries, and it makes all necessary efforts to support the entire ecosystem it has created - especially its employees, customers, suppliers and business partners. Acting in line with its responsibilities resulting from operating on an international scale, Şişecam fulfills its duties regarding the health of its employees, business partners and customers without disrupting its production and services to meet the basic needs of the society during the pandemic.

Şişecam carefully implements all the measures determined by the public authorities and government institutions in the countries where it operates. Unlike other industries, Şişecam needs to conduct uninterrupted production in its current business lines, which depend on melting technologies. As a result, it rapidly updates its business processes according to the latest developments in the industries to which it provides input. Şişecam provides input to critical industries, such as the food and pharmaceutical industries, and has the responsibility to ensure the continuity of the glass industry, which meets a fundamental need of the society. Accordingly, Şişecam has given utmost priority to hygiene practices in all of its workplaces since the epidemic started to pose a global risk. It has also adopted a perspective which requires an increased social distance among employees and a lower employee density in workplaces.

ŞİŞECAM SUPPORTS ITS STAKEHOLDERS IN ALL COUNTRIES WHERE IT OPERATES

Şişecam does not limit its actions related to the battle against the pandemic to Şişecam facilities only. It also takes responsibility by supporting broader public health efforts. Accordingly, Şişecam has contributed to the 10 million TL donation campaign organized by İşbank Group companies to support the needs of the public hospitals in Turkey. To help ensure a higher capacity in health services, Şişecam has provided support for the procurement of materials needed by certain hospitals, such as ventilators, video laryngoscopes, medical masks, medical gowns, and sterile gloves.

In accordance with its corporate social responsibility perspective, Şişecam has also contributed to other countries where it operates according to their priority needs and in line with its resources. It donated 100,000 lev to support the urgent equipment and medical needs of the Targovishte Hospital, which is located in the same region as Şişecam's production facilities in Bulgaria. 100,000 Bosnian mark was donated to the Ministry of Health of the Tuzla Canton, which is Şişecam's production area in Bosnia and Herzegovina, and food aid was provided to families in need in the region. In Georgia, Şişecam collaborated with local authorities to provide food aid to 1,000 families in need.



ANTIMICROBIAL V-BLOCK TECHNOLOGY JOINS THE FIGHT AGAINST THE EPIDEMIC

During the pandemic, Şişecam has developed a special coating technology that neutralizes viruses and bacteria on glass surfaces, thus contributing significantly to the fight against COVID-19. Laboratory tests on the formula and application method have been completed and patent procedures have been initiated for the "Antimicrobial V-Block Technology," developed to prevent the spread and reproduction of viruses and bacteria that can be transmitted by person-to-person contact on glassware. Upon the completion of the necessary licensing and permit procedures, special items of glassware equipped with this technology will be marketed first in Turkey and then all over the world. This technology is planned to be applied to glass packaging, architectural glass and white goods glasses in the forthcoming period.



ŞİŞECAM ÇAYIROVA SPORTS CLUB

ACHIEVES SUCCESSFUL RESULTS IN VIRTUAL GAMES

SPORTS COMPETITIONS ALSO WENT DIGITAL AS A RESULT OF THE COVID-19 PANDEMIC. ŞİŞECAM ÇAYIROVA SPORTS CLUB ACHIEVED SUCCESSFUL RESULTS IN VIRTUAL COMPETITIONS.

The Clubs Union Foundation MarinTurk Cup was held online this year. The E-Sailing races were held on May 14-18, with the participation of 50 sports clubs and 171 athletes. Timofey Eren Emsen, Eda Özel, Alperen Ağma and Levent Aslan from Şişecam Çayırova Sports Club Sailing Team participated in the event. The races were held in series consisting of 12 stages: four qualifying races, four semi-final races, three final races and one medal race. In individual rankings, Timofey Eren Emsen from Şişecam Çayırova Sports Club Sailing Team finished the race in second place. In clubs ranking, Şişecam Çayırova Sports Club Sailing Team took the 11th place in the race.

ŞİŞECAM CONTRIBUTES TO NATURE



ŞİŞECAM EMPLOYEES CONTRIBUTE TO A GREENER WORLD BY PLANTING

TREE PLANTING ACTIVITY IN BOSNIA AND HERZEGOVINA

Employees of the Şişecam Soda Plant in Lukavac celebrated World Environment Day by planting trees. Newly-recruited Şişecam employees planted one sapling each as part of the event. Sefa Özincegedik, General Manager of Şişecam Soda Lukavac plant also attended the event, which was aimed at increasing environmental awareness and sensitivity. Employees who participated in the event spent a pleasant day in nature.





TREES IN TURKEY AND ABROAD.

THE 15TH TREE PLANTING FESTIVAL IN MERSIN

Tree planting activities initiated by Şişecam Chemicals in Mersin continue since 2006. The tree planting festival held every year in Mersin Soda plant was celebrated for the 15th time this year. The festival, in which thousands of saplings have met with soil since its initiation, was held with no participants this year, under COVID-19 measures. Saplings were planted in the Mezitli-Kuyuluk region by the Regional Directorate of Forestry.



COVERAGE IN

APRIL, MAY, JUNE 2020



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Patrick Schumacher Mimariyi müzikle harmanlayan isim

33 Şişecam Özcan'ın her yıl düzenlediği "Yükümlülük", bu yıl online olarak gerçekleştirildi. Başkan Özcan'ın başkanlığında Zaha Hadid Miral'ın yönettiği Patrick Schumacher de önemli deneyimleri aktaracak.

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14

Virüs ve bakteriler cam yüzeyde tutunamayacak

Şişecam, dünya çapında cam yüzeyde tutunamayacak şekilde geliştirilen yeni teknolojiyi tanıttı. Bu teknoloji, cam yüzeyde tutunamayacak şekilde geliştirildi. Şişecam, dünya çapında cam yüzeyde tutunamayacak şekilde geliştirilen yeni teknolojiyi tanıttı.

Şişecam'dan yüzde 100 yerli virüs teknolojisi

15

Korona için V-Block teknolojisini geliştirdi

ŞİŞECAM Topluğa, cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi. Bu teknoloji, cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi.

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ŞİŞECAM breaks new ground in the world with its 'ANTIMICROBIAL V-BLOCK' technology

17

ŞİŞECAM
Türkiye, dünya çapında cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi. Bu teknoloji, cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi.

18

CAMDA VIRUSU BITİRDİ

Şişecam, cam yüzeydeki virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi. Bu teknoloji, cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi.

19

Virüs ve bakterilere karşı yeni teknoloji geliştirdi

Şişecam, dünya çapında cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi. Bu teknoloji, cam yüzeyde virüs ve bakterilerin tutunmasını önleyen yeni bir kaplama teknolojisi geliştirdi.

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Şişecam breaks new ground with 'antimicrobial V-Block technology'

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glass WORLDWIDE
TECHNOLOGY BREAKTHROUGH AGAINST VIRUSES AND BACTERIA

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COVERAGE IN

JULY, AUGUST, SEPTEMBER 2020

1

'Birleşme rekabet gücünü artıracak'

Şişecam Topluluğu'nun tüm faaliyetlerini tek çatı altında birleştirmesi, Türkiye Sermaye Piyasası Kurulu'nun (SPK) onayından bir hafta önce gerçekleşen birleşim, rekabet gücünü artıracak ve şirketin uluslararası düzeyde faaliyet göstermesini sağlayacaktır. "Bu birleşim, Şişecam'ın rekabet gücünü artıracak ve şirketin uluslararası düzeyde faaliyet göstermesini sağlayacaktır."



2

Hissedardan Şişecam'a tek çatı onayı çıktı

EKONOMİ SERVİSİ

Şişecam Topluluğu'nun tüm faaliyetlerini tek çatı altında birleştirmesi, Türkiye Sermaye Piyasası Kurulu'nun (SPK) onayından bir hafta önce gerçekleşen birleşim, rekabet gücünü artıracak ve şirketin uluslararası düzeyde faaliyet göstermesini sağlayacaktır.



3

Şişecam'ın tüm faaliyetleri tek çatı altında birleşti

CAM onayından bir hafta önce gerçekleşen birleşim, rekabet gücünü artıracak ve şirketin uluslararası düzeyde faaliyet göstermesini sağlayacaktır.



4

Sisecam Kovid-19'a gecit vermiyor

ŞİŞECAM Düzcem'in emniyet ve güvenlik camı Şişecam Lamine emniyetli süttecinde hem emniyetli hem de hijyen koruyucu özelliklerine katkı sağlanarak, bankalarda, mağazalarda ve hatta giyim mağazalarında kullanılmaktadır.



5

Şişecam'da "tesiste gümrükleme" dönemi

Çin ve diğer pazarlar için ihracatın hızla artmasıyla birlikte, Şişecam'ın tesiste gümrükleme dönemi başlamıştır. Bu süreç, şirketin uluslararası pazarlara erişimini hızlandıracaktır.



6

TÜM FAALİYETLERİ TEK ÇATI ALTINDA

Şişecam Topluluğu'nun tüm faaliyetlerini tek çatı altında toplamak üzere Sermaye Piyasası Kurulu'na (SPK) yaptığı başvuruya onaylandı. Topluluk, bu süreçte emniyetli cam ve diğer ürünlerin üretimini sürdürmektedir.



8

Tüm faaliyetleri tek çatı altında birleşiyor

CAM'in tüm faaliyetlerini tek çatı altında toplamak üzere Sermaye Piyasası Kurulu'na (SPK) yaptığı başvuruya onaylandı. Topluluk, bu süreçte emniyetli cam ve diğer ürünlerin üretimini sürdürmektedir.



9

Şişecam 'tek çatı' izni aldı

Şişecam Topluluğu'nun tüm faaliyetlerini tek çatı altında toplamak üzere Sermaye Piyasası Kurulu'na (SPK) yaptığı başvuruya onaylandı. Topluluk, bu süreçte emniyetli cam ve diğer ürünlerin üretimini sürdürmektedir.



7

Şişecam'dan ilk yarıda 625 milyon lira yatırım

Şişecam Topluluğu'nun ilk yarıda 625 milyon lira yatırım gerçekleştirdiği bildirildi. Yatırım, şirketin uluslararası pazarlara erişimini hızlandıracaktır.



10

Şişecam'da tek çatıya SPK'dan onay

Şişecam Topluluğu'nun tüm faaliyetlerini tek çatı altında toplamak üzere Sermaye Piyasası Kurulu'na (SPK) yaptığı başvuruya onaylandı. Topluluk, bu süreçte emniyetli cam ve diğer ürünlerin üretimini sürdürmektedir.



11

Şişecam'da birleşmeye onay

12

EKONOMİ SERVİSİ

Şişecam Topluluğu'nun tüm faaliyetleri tek çatı altında toplamak üzere Şişecam Kuruluna (SPK) yazılı beyanname sunuldu. Şişecam'dan yapılan açıklamaya göre, topluluğun tüm işlemlerini ve finansal raporlarını tek çatı altında toplamak üzere Şişecam Kuruluna (SPK) yazılı beyanname sunuldu. Şişecam Kuruluna (SPK) yazılı beyanname sunuldu. Şişecam Kuruluna (SPK) yazılı beyanname sunuldu.

Açıklamalarında birleşme sürecine ilişkin karar almış. Genel Kurul kararlarında da ilgili mevzuat hükümlerine göre beyanname sürecini Eylül ayı içerisinde tamamlanmasını bekliyor.

Borsada tek şirket



Şişecam Topluluğu Yürütme Kurulu Başkanı, Vekili ve Genel Müdürü Prof. Dr. Ahmet Karaman, Şişecam Kuruluna (SPK) yazılı beyanname sundu. Karaman, Şişecam Kuruluna (SPK) yazılı beyanname sundu. Karaman, Şişecam Kuruluna (SPK) yazılı beyanname sundu.

Küresel gücü artırmak için birleşme yolunda ilerliyor

13

CAM kuruluşları yapma ve birleşme konusunda Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu.



Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu.

DİHA'YI OKU

Şişecam Topluluğu Yürütme Kurulu Başkanı, Vekili ve Genel Müdürü Prof. Dr. Ahmet Karaman, Şişecam Kuruluna (SPK) yazılı beyanname sundu. Karaman, Şişecam Kuruluna (SPK) yazılı beyanname sundu.

ŞİŞECAM'A SPK ONAYI

14

Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu. Şişecam Kuruluna (SPK) yazılı beyanname sundu.



"Temassız dış ticaret"

17

Şişecam Topluluğu, küresel sağıp döneminde büyük önem taşıyan "temassız dış ticaret" hedefi doğrultusunda bir ilke erdizi aldı. Firma üretim ve ihracat yapma sürecini hızlandırmak için, üretimde kullanılan ileri teknolojileri "yerinde gümrükleme" uygulamasına geçiren ilk firma oldu. Şişecam Yürütme Kurulu Başkanı, Vekili ve Genel Müdürü Prof. Dr. Ahmet Karaman, "Küresel sağıp döneminde yüksek kaliteli çözümlerimiz müşterilerimize, işlere imza atmaya devam ediyoruz" dedi.

50 HR LİDERİ

50 HR LİDERİ

15

DEVLER 21'E HAZIRLANIYOR

16

Şirket	Değer
plodis	4.515
ayrık	3.812
...	...

18

Delivering a holistic approach to supply chain management

1. THE MERGER TO SHARPEN COMPETITIVE EDGE - CUMHURİYET DAILY - 30.08.2020 - PAGE 14
2. STAKEHOLDERS CONSENT FOR ŞİŞECAM'S MERGER - MİLLİYET DAILY - 30.08.2020 - PAGE 10
3. ŞİŞECAM'S ALL OPERATIONS TO MERGE UNDER ONE ROOF - SÖZCÜ DAILY - 30.08.2020 - PAGE 6
4. ŞİŞECAM STANDS FAST AGAINST COVID-19 - AKŞAM DAILY - 04.08.2020 - PAGE 6
5. AN IMPORTANT "FIRST" IN FOREIGN TRADE FROM ŞİŞECAM: "ON-SITE CUSTOMS CLEARANCE" - DÜNYA DAILY - 04.08.2020 - PAGE 6
6. ALL OPERATIONS UNDER ONE ROOF - POSTA - 02.08.2020 - PAGE 8
7. TRY 8.8 BILLION CONSOLIDATED NET SALES: INVESTMENT WORTH TRY 625 MILLION FROM ŞİŞECAM IN THE FIRST HALF - DÜNYA DAILY - 30.07.2020 - PAGE 13
8. ALL OPERATIONS TO MERGE UNDER ONE ROOF - AKŞAM DAILY - 25.07.2020 - PAGE 5
9. ŞİŞECAM GETS CONSENT FOR "ONE ROOF" - CUMHURİYET DAILY - 25.07.2020 - PAGE 9
10. CMB APPROVAL FOR THE "SINGLE ROOF MERGER" IN ŞİŞECAM - DÜNYA DAILY - PAGE 1
11. TO BE COMPLETED IN SEPTEMBER: CMB APPROVES ŞİŞECAM'S SINGLE ROOF MOVE - DÜNYA DAILY - 25.07.2020 - PAGE 5
12. ŞİŞECAM'S MERGER GETS APPROVAL - MİLLİYET DAILY - 25.07.2020 - PAGE 7
13. MOVING TOWARDS THE MERGER TO INCREASE GLOBAL POWER - SÖZCÜ DAILY - 25.07.2020 - PAGE 6
14. ŞİŞECAM GETS CMB APPROVAL - MİLLİYET EXPRESS - 24.07.2020 - PAGE 12
15. 50 HR LEADERS TO DISCOVER THE FUTURE - BUSINESS LIFE MONTHLY - 01.09.2020 - PAGE 24-39
16. GIANTS GETTING READY FOR 2021 - CAPITAL MONTHLY - 01.09.2020 - PAGE 74-84
17. CONTACTLESS FOREIGN TRADE - PARA MONTHLY - 09.08.2020 - PAGE 8
18. DELIVERING A HOLISTIC APPROACH TO SUPPLY CHAIN MANAGEMENT - GLASS WORLDWIDE - 01.07.2020 - PAGE 30-34

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;

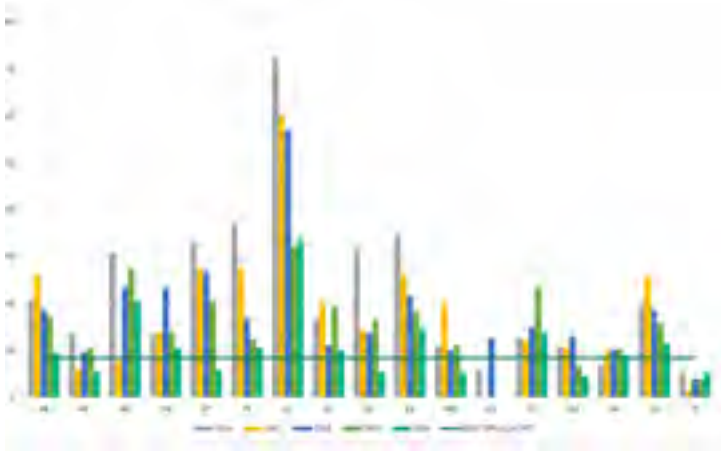
- Determining, implementing and causing to be implemented necessary measures to prevent occupational accidents and domestic and occupational diseases.
- Performing a risk assessment by ensuring the employee participation and achieving an acceptable risk level;
- Using safe equipment and appropriate technologies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

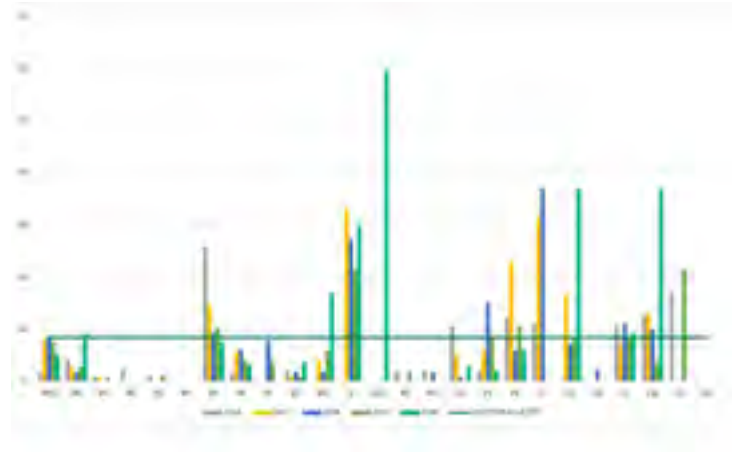
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

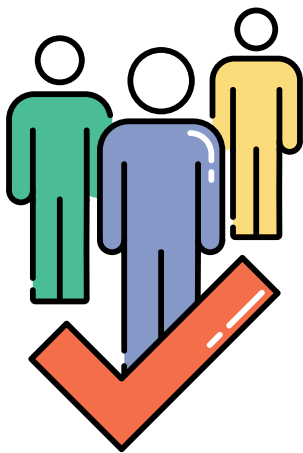
- meet the legal requirements, applicable standards and conditions for Occupational Health and Safety,
- Improve our processes and increase our performance constantly with a proactive approach in Occupational Health and Safety, and
- Continuing our trainings and activities aimed at our employees and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



Türkiye Şişe ve Cam Fabrikaları A.Ş.
Domestic Plants Accident Frequency Rate for the first six months of 2020



Türkiye Şişe ve Cam Fabrikaları A.Ş.
Overseas Plants Accident Frequency Rate for the first six months of 2020



CBA ACTIVITIES

APRIL, MAY, JUNE 2020

DENİZLİ CAM SANAYİİ A.Ş. CBA PROCESS CONTINUES FOR THE 18TH TERM

The official mediation procedure in T. Çimse-İş Labor Union CBA negotiations process, which started on December 11, 2019, has been completed. Negotiations are still in progress.

SODA SAN. A.Ş. CBA PROCESS CONTINUES FOR THE 19TH TERM

The official mediation procedure in Petrol-İş Labor Union CBA negotiations process, which started on January 30, 2020, has been completed. Negotiations are still in progress.

CAM İŞ AMBALAJ SAN. A.Ş. CBA PROCESS CONTINUES FOR THE 16TH TERM

The official mediation procedure in Selülöz-İş Labor Union CBA negotiations process, which started on January 16, 2020, still continues. Negotiations are still in progress.

THE COVID-19 PANDEMIC: THE COMBAT AGAINST "INVISIBLE ARMIES", AND OUR

MENTAL HEALTH

Prepared by: Prof. Dr. Çınar Yenilmez
Eskisehir Osmangazi University, Department of Psychiatry

The entire world is going through an uncertain and difficult period due to the COVID-19 epidemic (pandemic).

Humanity has been subject to many epidemics to date. The black plague and smallpox virus in the Middle Ages, and the Spanish flu epidemic in 1918 caused millions of deaths. The recent outbreak of COVID-19 caught the world off guard in many aspects and has led to a global crisis. With the state of crisis and uncertainty they have created, these viruses - also called the "invisible armies" - have profoundly affected everyone around the world regardless of social and economic status, education, language, religion and race.

Being psychologically affected by an epidemic that deeply impacts the whole world and causes hundreds of thousands of deaths is not abnormal; in fact, it is quite "normal", provided that it does not turn into an exaggerated and permanent mood. Anxiety and fear are extremely natural feelings. Although these feelings are negative, they urge us to take precautions and do what is necessary. They can even help us survive. It is possible to explain this with the concept of "stress response". Any factor that changes a person's habitual life order can trigger a "stress response". Even positively perceived situations, such as marriage and getting a new job, can create a stress response and change balance. When we encounter stressful situations, our body and mind can adapt to that with physical, spiritual and social changes and thus produce a positive result. Repetitive causes of stress can cause

overload and lay the ground for psychiatric disorders.

In addition to health risks, an epidemic also causes many social and economic problems, such as an increased unemployment rate. The physical, mental, and social outcomes of the pandemic, such as serious disruption or change of daily routines, separation from family or friends, food and medicine shortages, job losses and economic hardships, social isolation, lockdown or other social distancing measures, and closure of schools can cause problems in the long term.

An outbreak can affect people like sea waves that come one after another and require different coping skills. The things we can do individually to be psychologically healthy until the development of effective tests, vaccines and drugs, and to maintain this health in the future can be summarized as follows:

- 1.** The pandemic period should be handled in a crisis management perspective. Most crises develop out of our control, and it can take time to take them under control. The measures we can take to control our stress responses are: having confidence in ourselves, focusing on positive events and staying in solidarity. Our need to access accurate information during the pandemic is one of our primary natural needs. However, to protect our mental health, we should only use reliable sources to get informed about the pandemic and spend only a certain part of the day for this activity.
- 2.** We should not compare our symptoms

and reactions during the pandemic with other people's symptoms or reactions. In this period, sharing our feelings with loved ones, not being judgmental, and responding to their concerns in a supportive manner can strengthen our dialogue with them. Our communication with children and the elderly is another important issue that should be handled in terms of social impacts. We need to pay more attention especially to our communication with adolescents under 20, children and elderly people over 65.

3. It is very important to pay attention to sleep hygiene. Getting a good night's sleep every day and being awake during the day triggers the release of some essential hormones and gives us strength and peace of mind. Sleep is a very important regulator also for our immune system, metabolism, memory and mood.

4. We should create a daily routine and activity plan. Other recommendations for this period include maintaining physical activity, eating healthy, socializing even if only by video and phone calls, setting daily goals, recognizing negative thought patterns and focusing on alternative, realistic and evidence-based positive thoughts. You can also try online relaxation and breathing exercises to reduce tension and calm down.

5. Although the pandemic pushes our limits, it provides a great opportunity for us to get to know and develop ourselves and create a new adaptation process at the individual and social level. We need to realize that this can improve our coping skills against other stress factors we may encounter in the future.

