

ŞİŞECAM

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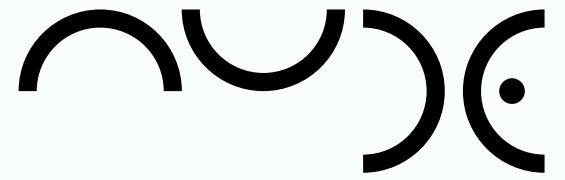
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DEDICATED TO GLASS

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BOSNIA HERZEGOVINA

Simple is beautiful



Iris Apfel

At Paşabahçe Shops and distinct locations around the world.

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PAŞABAHÇE

ADDS JOY TO LIFE WITH NEW PRODUCTS

THE MOST AESTHETIC STATE OF GLASS ON THE TABLES WITH PAŞABAHÇE'S INNOVATIVE DESIGNS



ZESTFUL BREAKFAST WITH

MARMELADE

Paşabahçe brings the glimmer of the glass to the tables with the new Marmelade bowls. Taking their place on the shelves with two selections, Marmelade bowls are offered with the elegant patterns and different inscription options on them. Serving as an ideal option for the breakfast tables' essentials jam and marmalades, Marmelade adds color to the tables.

NEW GLASS SERIES

FROM PASABAHÇE

PAŞABAHÇE'S INNOVATIVE DESIGN CONCEPT COMES TO LIFE WITH VELASCO, WAVY AND MONTIS GLASSES.

Paşabahçe continues to add new ones to its eye-catching glass series every day. Offering options catering to every design with its wide selection, Paşabahçe's new series Velasco, Wavy and Montis add an exceptional touch to the treats. Velasco, which includes three chalices, offers both a daily use option and a chic alternative for exclusive offerings with its classic oval shape. Wavy series with its curved pattern and Montis series with its special cut offer chic and elegant options to those who want to feel the flavor of the drinks more intensively.



TIMELESS LINES

IN TIMELESS

SERIES

Paşabahçe continues to add new members to its Timeless series. Adding elegance to the tables with its timeless design and quality, the new glasses of the Timeless series have been presented to the glass lovers. Featuring the 'Timeless' pattern, the gold-rimmed glasses in the collection highlighting elegant glitters offer a high drinking pleasure.



NEW MIDI

BORCAM

MAKES LIFE EASIER



With its Midi Borcam series, Paşabahçe is offering three different varieties of cookware having a simple, chic and light design. Midi Borcam cookware in square, rectangle and cake mold forms saves from time in the kitchen with their easy-to-grab handles. The new Midi Borcam

series that allow making healthy homemade bread and cake with their advanced form are an ideal helper for kitchens.

UNIQUE DESIGNS FROM NUDE

NUDE BRINGS GRACEFUL ELEGANCE TO LIVING SPACES WITH ITS EXTRAORDINARY PRODUCTS.



ADD JOY TO PRESENTATIONS WITH JOUR

With its Jour collection, Nude offers comfort, functionality and aesthetics all together. Created by the French designer Inga Sempé, Jour consists of a special pitcher, decanter, chalices and water glasses for beverage presentations. The chic collection adds different energy to beverage presentations with its elegant curves accompanying round and square forms. You can get Nude collections at Paşabahçe Stores and www.nudeglass.com.

DESIGNS THAT BRING DESIGN AND ELEGANCE TOGETHER:

BERET AND WAYNE

NUDE BRINGS ELEGANCE AND FUNCTIONALITY
WITH BERET AND WAYNE COLLECTIONS.

Being a representative of plain aesthetics, Nude captivates with the elegant designs of Beret and Wayne collections. Wayne series designed by Nude designer Umut Karaca consist of glasses highlighting the aesthetic look and shine of glass. The bottom and top sections of the glasses that differ in thickness enrich the random cuts and enhance the view of the reflections on the glass. The horizontal canals underneath the glass deepen the shine of the product to add a further elegance to it.

BERET COLLECTION WITH EYEFUL COLORS

The Beret collection designed by the famous German designer Sebastian Herkner for Nude with three elegant storage cups in different sizes is inspired by the famous French hat "beret." The collection that made its debut in Maison & Object, one of the trade shows that determine the world decoration trends comes to the forefront with its eye-catching colors. In the Beret series presented in three alternative sizes and featuring the season's trendiest colors caramel, amber, cobalt and petrol green, cups in soft colors meet with brass lids to assume a plain and chic look.



PAŞABAHÇE STORES WELCOME THE NEW SEASON WITH BRAND NEW PRODUCTS

THOUSANDS OF OPTIONS FOR THOSE WHO WANT TO ADD
SOME JOY TO THE FALL AT PAŞABAHÇE STORES



NEW PRODUCTS WITH

WORLD THEME

FROM PAŞABAHÇE STORES

7-PIECE SETS WITH WORLD THEME
ADD A GLAMOROUS ELEGANCE TO
LIVING SPACES.

Paşabahçe Stores offer unique pieces with its new products with a world theme. The new products that interpret the world maps, parallels and meridians aesthetically feature a magnificent harmony of glass and golden tons. The products that add the beauty of the world to homes and offices also offer a great option for those who are looking for a gift. The new products with a world theme are offered for sale at Paşabahçe Stores and www.pasabahcemagazalari.com.

GÖBEKLİTEPE

TAKES ITS PLACE IN THE WORLD HERITAGE IN GLASS COLLECTION

NOW PERMANENTLY IN UNESCO WORLD
HERITAGE LIST, GÖBEKLİTEPE AT PAŞABAHÇE
STORES WITH HAND-MADE FIGURES



Paşabahçe Stores continue to raise awareness to protect the universal world heritage, sustain the cultural and historical values that are ruined, destroyed for various reasons and introduce them to the large masses with the World Heritage in Glass Collection. The World Heritage in Glass Collection that consists of exclusive pieces produced in a limited number now brings pieces inspired by Göbeklitepe that is now permanently in UNESCO World Heritage List with history and art lovers together. Göbeklitepe Dikilitaş Object and Göbeklitepe Figure added to the collection have been produced in a limited number from hand-made glass and shaped by 'pate de verre' technique.

OMNIA

WATER COLLECTION CONTINUES TO GROW WITH NEW PIECES.

The Omnia Collection launched by Paşabahçe Stores in 2015 with a vision of taking the Turkish glasswork nurtured by culture and tradition to the future continues to expand with unique designs. World famous designers and young talents focusing on the 'water' theme receive recognition from history and art lovers with their

designs drawing attention to the importance of the environment and water. Newly added to the collection, 'Topography Bowl' has been designed by Bilge Nur Saltık, a young designer who has achieved great success in the international domain. Saltık's glass bowl and cork table designs separate water and earth from each other. The 'Fish' that has been designed by MU.CA Studio inspired by the turquoise Aegean Sea and the fish, on the other hand, offers an alternative storage for narrow spaces thanks to its nesting design as well as being an aesthetically designed glass. The wave pattern on it gives a hint about the level of the beverage.



PAŞABAHÇE STORES BRING THE ENERGY OF

THE FALL

TO HOMES

Paşabahçe Stores add a cozy look to the spaces with the fall's favorite tones. It offers tens of products, each of them being unique, including vases, candle holders, oil lamps and accessories that reflect the tranquility of the season for those who want to bring the fall spirit to their homes. Accessories, dried flowers and leaves inspired by the nature in petrol green, amber, smoke and cinnamon colors offer a pleasant view. Candle holders and oil lamps add a cozier and more romantic air to the ambiance, too. Plates and decorative objects with the natural tons of green and leaf patterns offer a colorful alternative to those who want to enliven their homes.



Paşabahçe Stores-Akmerkez



PAŞABAHÇE

STORES
CONTINUE TO
GROW

OPENING NEW STORES IN ISTANBUL AND ANTALYA, PAŞABAHÇE STORES OFFER HUNDREDS OF PRODUCTS TO ITS CUSTOMERS.

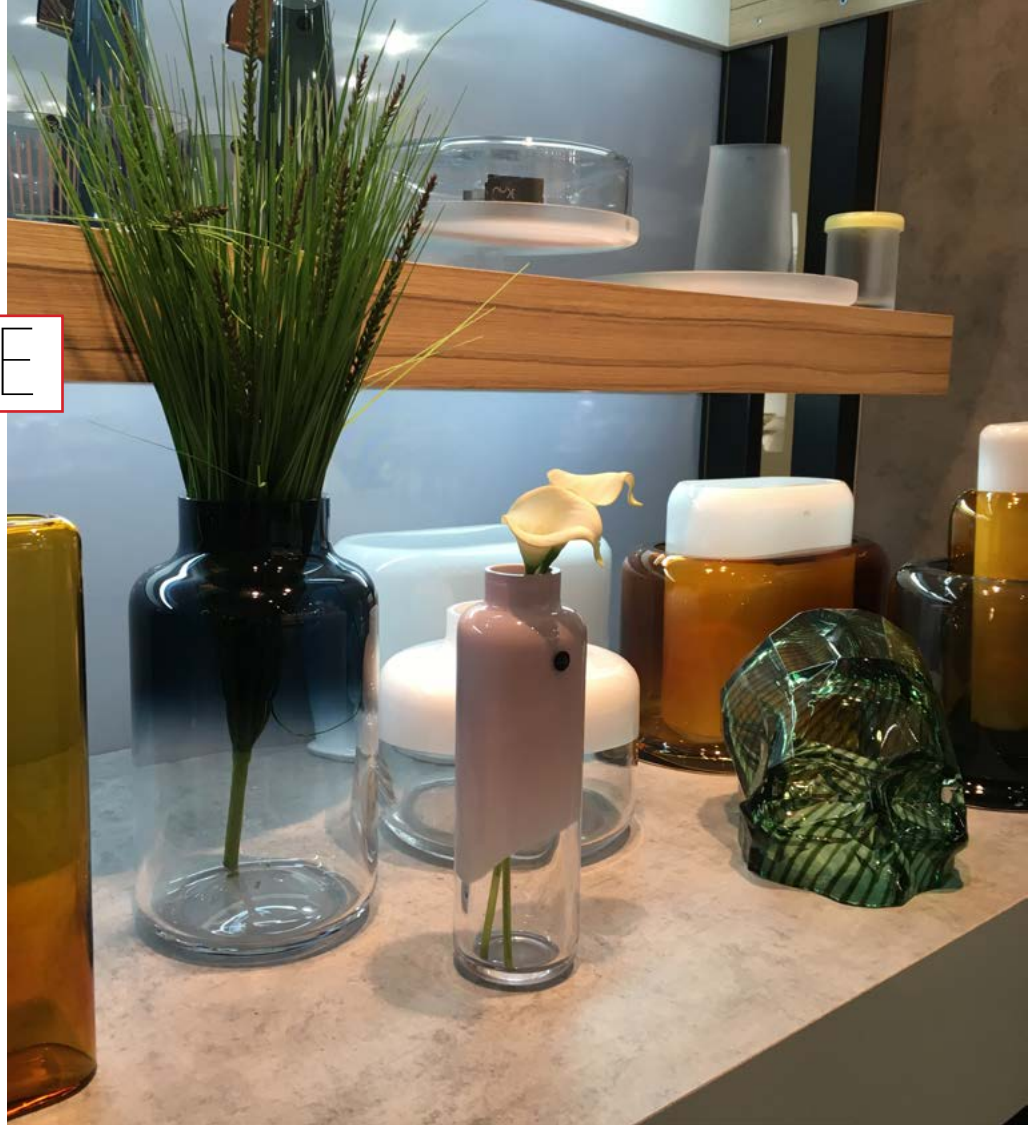
Paşabahçe Stores continue to grow. Adding Istanbul Akmerkez and Antalya Agora Shopping Mall to its stores chain, Paşabahçe Stores have increased the number of its stores to 52. Meeting its customers at Akmerkez located in Istanbul's most popular district Etiler, Paşabahçe Stores offer its customers its new concept and products that add value to life. Paşabahçe Stores bring all exclusive pieces from the recognized designers with Nude and its wide product range together at its Akmerkez store. At the 350 square-meter store with the themes 'Life' and 'Boutique', hundreds of chalices, decanters, vases, bowls, cups, frames, table and kitchen accessories and many more meet with the customers with options appealing to every taste and budget. Paşabahçe Stores opened its second store in Antalya at Agora Shopping Mall. The new 450 square-meter store features about 5 thousand products under the 'Life' and 'Boutique' concepts.

LARGE INTEREST

IN PAŞABAHÇE

AT HOUSEHOLD FAIR

Paşabahçe participated in the Household Expo Show organized in Russia with its brand new products and series. Being one of the largest souvenir shows of the world, Household Expo was held in Moscow Crocus Expo Center (International Exhibition Center) between September 11th and 13th. Completing its 22nd year, the show hosted 750 companies and 17 thousand 500 visitors from 50 countries. Paşabahçe brought its brand new products and series with the industry professionals and thousand of visitors together at the fair. The Paşabahçe stand that offered a large selection of household goods received a large interest from the visitors.



ŞİŞECAM DÜZCAM

AT INTERSOLAR FAIR



The Intersolar Fair that brought the solar power industry together was held in Munich this year between June 20th and 22nd. In its 50 square-meter special stand, Şişecam Düzcam introduced hyper permeable, low-iron ground glasses that offer maximum productivity and the new-developed Anti-Reflective coated solar panel glasses for use in solar panels to the visitors of the fair.

ŞİŞECAM CHEMICALS MET WITH

LEATHER INDUSTRY

IN CHINA

Shanghai Trading Co. Ltd. , a Şişecam subsidiary, participated in All China Leather Exhibition, a leading fair in the industry. The fair that was held in Shanghai between August 29th and 31st brings the major players of the leather industry together. In addition to Şişecam Shanghai sales team, Şişecam Chemicals Group Vice President for Marketing and Sales Fehmi Alanlı, Overseas Sales Chief Gülen Turan and Overseas Sales Representative İlhan Aydan also attended the fair. At the fair, while Şişecam Chemicals' Tankrom product, the global Basic Chrome Sulphate market leader, attracted attention, meetings were held with the industry leaders, customers and overseas business partners.



4. ISTANBUL DESIGN BIENNIAL'S PROJECT SPONSOR

PAŞABAHÇE STORES

PAŞABAHÇE STORES BECOME THE SPECIAL PROJECT SPONSOR OF THE FOURTH DESIGN BIENNIAL HELD BY IKSŞV WITH ITS OMNIA WATER COLLECTION.



Paşabahçe Stores have undertaken the special project sponsorship with its Omnia Water Collection for the 4th Istanbul Design Biennial organized by Istanbul Foundation for Art and Culture (IKSV). Focusing on questions such as "How should a design training be? What can we learn from the old and the new? How can we bring the traditional with technology together? "How can we produce differently and create alternatives within different networks?", The Fourth Istanbul Design Biennial meets with visitors between September 22nd and November 4th 2018 in cooperation with Paşabahçe Stores.

At the Biennial, Algae Lab project adapted by LUMA's Artistic Research Director Henriette Waal to Istanbul was carried into life. Under the project, objects from Erdem Akan's Omnia / 'From Istanbul to Beijing with Love' were produced in 3 D with 3-D printer using algae. This project that puts algae in the center, which is not liked much since it is perceived as weed, stresses the importance of forgetting about our presumptions



about the value of materials and the environment. In the workshop of the project, the products were designed with an inspiration from the Glass Works Collection that is in Şişecam Group's new headquarters. This collection created with old glass works Şişecam collected as a result of a long and meticulous work to protect the cultural values is being conserved and displayed in a special hall at Şişecam's new headquarters.

TEA GLASSES FROM PAST TO PRESENT

The tea glasses designed by Paşabahçe Stores from past to present with invaluable designers are displayed at Pera Museum - Scales School under the heading 'Ambiguous Standards of a Helping' under the "Ambiguous Standards Institute" project. The collection comprised of tea glasses in different sizes and forms notes that the measurement of a helping is as fluid as the beverage in it. At the biennial, "The Incebelli" designed by Koray Özgen for the Omnia Collection was produced by Paşabahçe by taking the mean curve of the tea glasses produced so far.



BRAND NEW NUDE DESIGNS IMPRESSED AT NEW YORK NOW FAIR

The New York-based NY Now Fair that brings home and living space product groups and hand-made product brands together twice a year met this year for the first time between August 12th and 15th. Having participated in the fair with its brand new designs, Nude received a large interest from the visitors of the fair with its products exhibited at its special stand.

CHEERS SETS PRESENTED AT NY NOW FAIR FOR THE FIRST TIME

One of Nude's newest designs 'Cheers Set' was displayed at NY Now for the first time. Cheers Sets including three separate sets, namely, Operative Set, Digestive Set and Festive Set, consist of pieces Nude Design Team has selected from among the products in the existing collections as specific to areas of use. In addition to Cheers Sets, the Beret collection prepared by the German designer Sebastian Herkner inspired by the iconic French hat, Youmeous design Big Top, Tomas Kral design Blow lamp, Parrot pitcher and glass set and the Layers collection prepared by Defne Koz also received a large interest.

STEM ZERO

PRESENTED IN ENGLAND

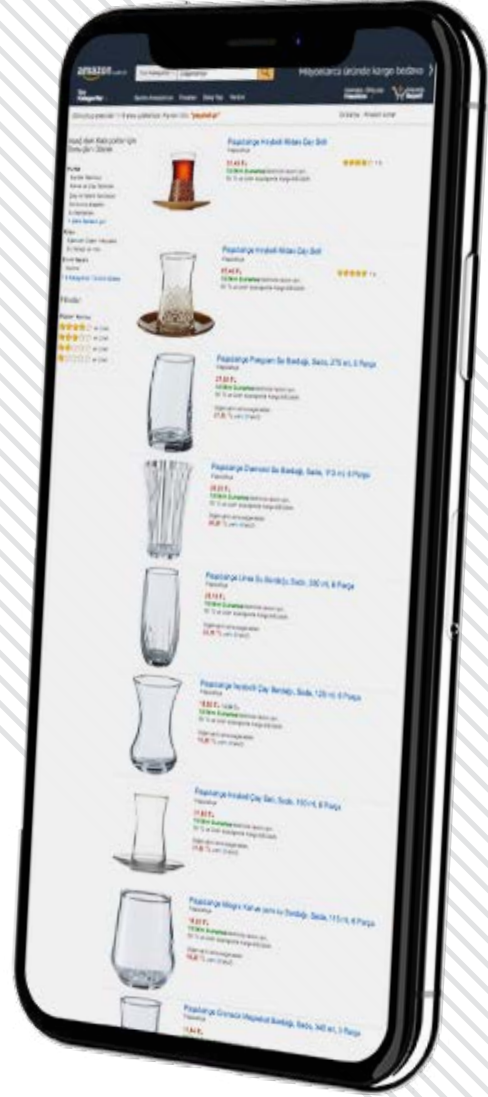
The Stem Zero collection that makes a difference with its light weight and thinness was presented to the industry professionals and the English media at a special event organized in England. The tasting with Stem Zero event took place at Mews of Mayfair in London on July 17th. Following a video show about Şişecam's special "Ion Shielding" technology, a tasting was held with the products in the Stem Zero collection. Different collections from Nude presented in the event for offerings also received a large interest from the attendees.



PAŞABAHÇE TOOK THE FIELD ALL TOGETHER

Paşabahçe employees came together with the customers at some points of sale in Istanbul in the "We All are At the Field Together" activity in August. 95 employees from different departments of Paşabahçe made 93 field visits with 21 groups. Conducting in-store analyses at Istanbul Anatolian and European points of sale, the teams performed one-to-one meetings with the customers, listened to them and took surveys in order to better understand them. The activity enabled Paşabahçe employees who are volunteer brand ambassadors to obtain more information about the customer expectations and hot sales areas. The volunteer Paşabahçe ambassadors conducted analyses and evaluated customer views, found that the users were satisfied with Paşabahçe brand and identified the areas of improvement. The "We All Are At the Field Together" activity is planned to be held in the coming period, too.





PAŞABAHÇE PRODUCTS AT AMAZON TURKEY

OPENING ITS STORE IN THE WORLD'S LARGEST E-COMMERCE PLATFORM AMAZON TURKEY, PAŞABAHÇE IS THE FIRST COMPANY TO RECEIVE COMMENT.

Paşabahçe brings its products and consumers together at the store opened by the e-commerce giant Amazon for customers in Turkey. At Paşabahçe store in Amazon Turkey, chic and original designs from plates to bowls, storage cups and vases are presented to the consumers. Paşabahçe has received the first comment in Amazon Turkey, and the consumers provide quite positive feedbacks about Amazon Turkey and Paşabahçe cooperation with their comments. Those who want to buy Paşabahçe products via Amazon can shop at Paşabahçe store at www.amazon.com.tr.



ŞİŞECAM DÜZCAM ENJOYED

THE WORLD CUP

EXCITEMENT ON SITE

Şişecam Düzcamlar came together with its Russian, Italian, Bulgarian and Romanian customers in Moscow between June 30th and July 2nd. Şişecam Düzcamlar representatives and customers who shared the developments and innovations in the market watched the Russia-Spain game wearing Russian National Team uniforms.

ŞİŞECAM DÜZCAM ACCOMPLISHES

SOCIAL MEDIA

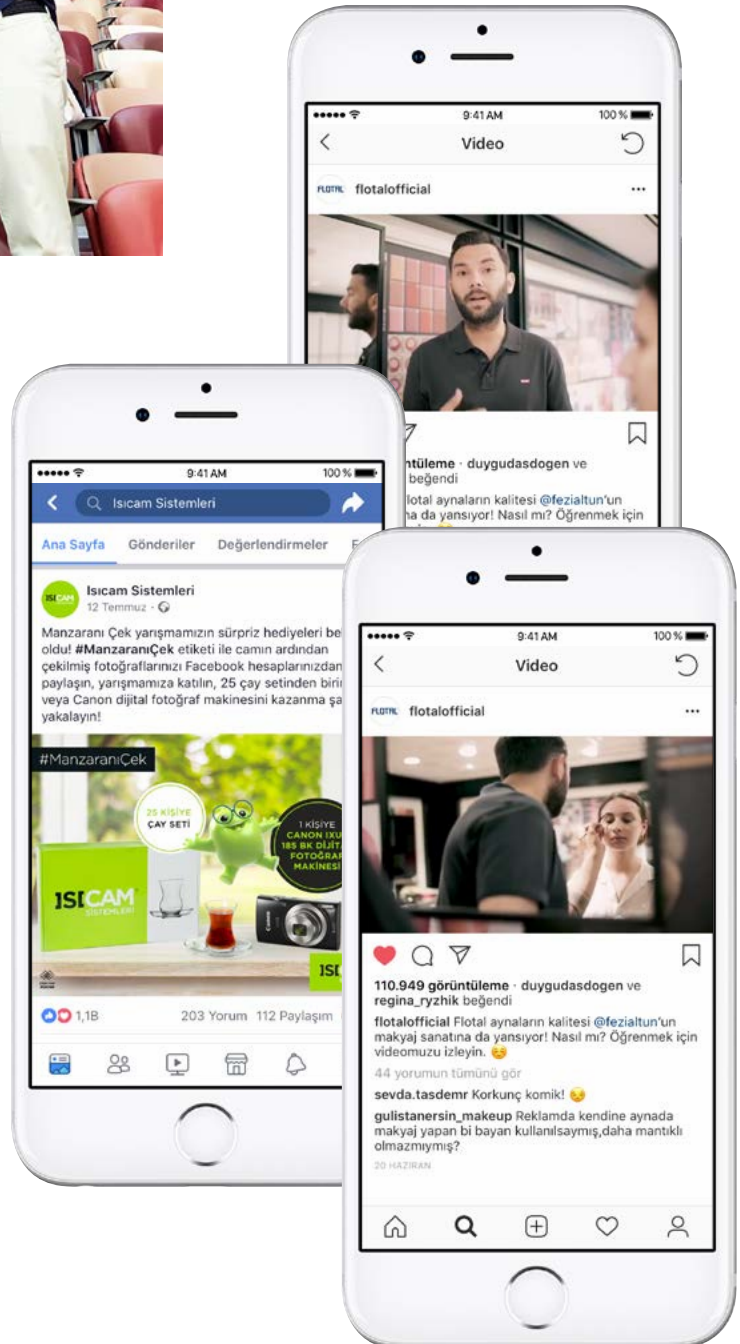
PROJECTS MAKING A TREMENDOUS IMPACT

Continuing to launch websites in different languages based on its activities in the global market, Şişecam Düzcamlar touches more and more people each passing day with mobile applications and social media projects under the digital transformation. Şişecam Düzcamlar, Isıcam ve Flotal add joy to their users' life with their social media accounts, competitions, special communications and influencer communications.

THOUSANDS OF PEOPLE REACHED

The "Take a Picture of Your View" competition open to all users across Turkey was held in Isıcam's Facebook account. In the competition that took place in July for 15 days, the participants shared the views they saw behind a glass. 66 thousand 240 people participated in the competition that received a large interest.

In Flotal's Instagram account, an influencer communication project began in June. In the project, successful representatives of makeup, fashion, acting and the fields of art such as Fezi Altun, Merve Oflaz, Melodi Elbirililer draw attention to the characteristics of the Mirror of Perfection Flotal in their posts.



WITH ŞİŞECAM FLAT GLASS

A NEW ERA IN INDIAN GLASS INDUSTRY

ŞİŞECAM GROUP THAT HAS RECENTLY ACQUIRED HNG FLOAT GLASS LIMITED IN INDIA CAME TOGETHER WITH ITS CUSTOMERS.

Following the acquisition of HNG Float Glass Limited that had been half owned since 2013, Şişecam Düzcamlar met with its customers during the launches in July to brief them on the future innovations. During the launches under the theme "Building together a new era in the Indian Glass Industry", it was announced that the plant would continue its business under the name of Şişecam Flat Glass in the Indian market.

INDIAN MARKET EVALUATED

More than 400 customers across the country attended the launches in New Delhi on July 25th and in Ahmedabad on July 26th. During the launches where Şişecam and Düzcamlar Groups



were introduced, targets for the Indian market were also shared with the customers. It was stated that the customers were regarded as business partners and the targets would be achieved with the business partners, and the customers expressed their content with the entry of a global company such as Şişecam into India

as well as their product requests that would meet the needs of the growing Indian market. Şişecam Düzcamlar Marketing and Sales Vice President Ebru Şapoğlu and the India Operations President Kailash Chandra Jain came together with the participants during a cocktail following their speeches to exchange ideas.



Şişecam Düzcamlar hosted the "New Technologies in Facade Design" event in cooperation with the manufacturer of structural sealing materials Tremco illbruck and facade system company Reynaers. Architects, facade advisors and industry professionals from facade companies, academicians and students attended the event held in Beşiktaş Naval Museum. The importance of the glass selection was also mentioned in the organization where Şişecam Düzcamlar's new products, mobile applications were introduced.

'NEW TECHNOLOGIES IN FACADE DESIGN' PANEL HELD

IN THE "NEW TECHNOLOGIES IN FACADE DESIGN" PANEL HELD WITH THE CONTRIBUTION OF ŞİŞECAM DÜZCAM, THE EFFECTS OF TECHNOLOGY AND DIGITALIZATION IN FACADE DESIGN WERE EVALUATED.

In the two-session panel, the first session focused on "Digitalization in Facade" and the second session on "Digitalization in Design", all organized by Yapi Medya Iletisim.

In the panel entitled "Digitalization in Facade", the Founding Member of Tabanlıoğlu Mimarlık Murat Tabanlıoğlu and Werner Sobel General Manager Yetkin Bentürk shared about the facades and details of the AKM project. In the second panel entitled "Digitalization in Design", the Founding Member of

TasarımATLAS / GarageATLAS Ahmet Burçin Gürbüz shared about digital architectural design and VR works, the Founder of Salon Architects Alper Derinboğaz shared about the space technologies combining the new media technologies and digital production, while the member of GMW MIMARLIK Dicle Demircioğlu shared about BIM and digital design technologies. Also, at the event, Tremco Turkey, BIM use in Turkey, BIM tool designed for illbruck brand and its use, Reynaer's International VR projects were discussed.

ŞİŞECAM GROUP'S GLASS PACKAGING CAPACITY

HAS GONE UP TO 1.3 MILLION TONS

NEW FURNACE INVESTMENTS IN THE AMOUNT OF ABOUT 85 MILLION DOLLARS HAVE BEEN CARRIED INTO EFFECT AT ŞİŞECAM GLASS PACKAGING'S PLANTS IN ESKİŞEHİR AND MERSİN.



Şişecam Glass Packaging
Eskişehir Plant
Furnace Firing

Şişecam Group that continues to create value for Turkey continues its investments with the goal of sustainable growth. Şişecam Glass Packaging that is in the position of the largest glass packaging manufacturer in Turkey with its three plants in Bursa, Eskişehir and Mersin have made new furnace investments at its Eskişehir Glass Packaging Plant and Mersin Glass Packaging Plant. Şişecam Glass Packaging's production capacity has gone up to 1.3 million tons with the new furnaces equipped with new technology in compliance with Industry 4.0.

production capacity in Turkey above 1-million tons with the 33-million dollar investment at Mersin Glass Packaging Plant last year in June.

INVESTMENTS ARE AN INDICATION OF THE CONFIDENCE IN TURKEY

Being the fifth largest glass packaging manufacturer with 2.5 million tons/year in four countries in total, Şişecam Glass Packaging increases its contribution to both the nation's economy and production with new investments. Şişecam Group Vice President and CEO Prof. Ahmet Kirman, in its statement

about the new investments, said, "Our group has re-invested its acquisitions in our country and become entitled to having a say in the world in its field in over 80 years since its inception. As Şişecam Group, we do our work with a vision of sustainable growth. With this investment, we will continue to contribute to the nation's economy and create value for our stakeholders." Prof. Kirman stated afterwards in his speech that they continued their investments uninterruptedly as a Group and that the new investments were an indication of the confidence felt in Turkey.

GLASS PACKAGING FURNACE WITH THE LARGEST CAPACITY IN TURKEY

Şişecam Group has commissioned its fourth furnace with a 66-million dollar investment at Eskişehir Glass Packaging Plant. The new furnace that has an annual production capacity of 150 thousand tons became operational in August. The fourth furnace commissioned at Eskişehir Plant has become the glass packaging furnace with the largest capacity in Turkey.

A NEW FURNACE WITH 80-THOUSAND TON CAPACITY IN MERSIN PLANT

The fourth furnace that will become operational with a 18.2-million dollar investment at Mersin Glass Packaging Plant will have an annual production capacity of 80 thousand tons. Şişecam Glass Packaging increased the



Şişecam Glass Packaging
Mersin Plant

WHY MUST GLASS

PACKAGING
BE PREFERRED?

There are so many reasons for
preferring glass packaging!

Only glass
can be recycled infinitely
**without its
properties**
being damaged.

100% glass packaging
keeps the products in
it fresh and natural
for longer periods.

%
100

The observed decrease in
the carbon dioxide emitted
to air when 50% recycled
glass is used.

%
50

The amount of energy
saved when 30%
recycled glass is used.

%
30



3 out of every 4 people in Europe
think that **the most environmental friendly**
packaging material is glass.



6 out of every 10 people in Europe
prefer glass since it is the **healthiest**
packaging material

%
98

The ratio of
satisfaction
of
businesses
in the
market
with the
glass bottle
drinks:

%
73

The ratio of
people who
think that
the glass is
the safest
packaging
material:

%
76

The ratio of
consumers
who think
that the
products
sold in glass
packaging
have better
quality:

%
81

The ratio of
people who
think that
glass looks
more
elegant and
aesthetic
than other
packaging
materials:

%
85

The ratio of
consumers
who
recommend
their family
and friends
glass
packaging:



THREE MEANINGFUL AWARDS

FROM INSTITUTIONAL INVESTOR
TO ŞİŞECAM GROUP

Şişecam Group continues to win globally prestigious awards with its work making a difference. The Group was nominated for the "Most Respected Companies" as a result of an assessment by the New York-based Institutional Investor with its successful work on financial management, investors relations and corporate governance. Şişecam received three important awards together as a result of the "Developing EMEA's Management Team 2018" held by the Institutional Investor owned by Euromoney with the participation of 328 investors and 189 analysts to assess the companies in the EMEA region.

THE BEST CFO AND THE BEST INVESTORS RELATIONS PROGRAM
AWARDS TO ŞİŞECAM

473 companies were assessed by the investors and analysts in the Institutional Investor survey. As a result of the assessments, Şişecam Group

won three awards all at the same time and succeeded in being included among the "Most respected companies". In the survey results, while Şişecam was given the "best CFO" and the "best investors relations program" awards, it was nominated for the second place in "Best corporate governance." "These valuable awards received from internationally prestigious institutions such as Euromoney, Institutional Investor are a concrete indication of our achievements," said Şişecam Group Vice President and CEO Prof. Ahmet Kirman who added that the awards received by Şişecam were a result of the Group's approach of long-term sustainable growth creating value and the efforts thereunder. Always approaching its investors with a transparent and accessible approach, the Group continues to grow with a governance approach that will create value not only for itself but also for all of its stakeholders.

FIVE AWARDS TO ŞİŞECAM'S
ANNUAL REPORT ALL AT THE SAME TIME

ŞİŞECAM GROUP'S 2017 ANNUAL REPORT RECEIVED FIVE IMPORTANT AWARDS IN TOTAL FROM THE MOST PRESTIGIOUS ANNUAL REPORT COMPETITIONS WORDLWIDE, VISION AWARDS AND ARC.



Şişecam Group's 2017 Annual Report made a great success by winning five awards all at the same time from Vision Awards and ARC which are marked among the most important annual report competitions across the world.

While the 2017 Annual Report received four awards in total at Vision Awards organized by one of the most prestigious corporate communication platforms, the 'League for American Communication Professionals', also including a "Gold Award", it also received a 'Bronze' award at the 32nd Annual Report Competition (ARC) this year, which is one of the most reputable annual report competitions.

FOUR AWARDS FROM VISION AWARDS

Under Vision Awards organized by LACP since 2001, about 1000 annual



reports across the world were assessed by the jury this year. The reports were rated in line with the criteria such as first impression, cover, shareholders and investors page, narrative language, financial sections, creativity, clarity of messages given and information access. As a result of the assessment, Şişecam Group's 2017 Annual Report scored 98 out of 100 in the "Holdings" category and received the 'Gold Award.' Having also received the "Technical Achievement Award" for creativity and method in communication language, Şişecam 2017 Annual Report achieved to be included in 'Top 80' list as a result of the assessment for the EMEA (Europe, Middle East and Africa) Region and in the 'Top 20' list in Turkey.

ARC BRONZE AWARD WENT TO ŞİŞECAM

The U.S.-based ARC Awards distributed since 1987 is the only annual report competition that is not affiliated with any media or commercial organization in the world today. The competition that can be applied for by a wide participant profile from large organizations to medium-scale companies, government agencies to NGOs and annual report agencies is organized with the objective of awarding companies that prepare their annual reports with creativity and innovation and making their efforts heard internationally. In the 32nd competition being held this year, 2 thousand 194 annual reports from 34 countries were assessed. Şişecam Group's 2017 Annual Report received the Bronze Award in the Traditional Annual Report category as a result of the assessment conducted under the narrative, creativity, effective expression of the "Global Quartet - the performance of the perfect" theme and report's design elements titles.

ŞİŞECAM INCLUDED
IN THE 'MOST
RESPECTED
COMPANIES LIST'
AS A RESULT OF
THE INSTITUTIONAL
INVESTOR RESEARCH.

'EXPORT LEADER' AGAIN THIS YEAR

THE 'EXPORT LEADER' IN THE 'CEMENT, GLASS, CERAMIC AND SOIL PRODUCTS' CATEGORY OF THE 'TOP 1000 EXPORTER-2017' RESEARCH OF THE TURKISH COUNCIL OF EXPORTERS IS ŞİŞECAM GROUP.

The 2017 results of the Top 1000 Exporters research conducted by the Turkish Council of Exporters (TIM) for 16 years and subsuming all of the 26 sectors were announced at a press meeting held in June. According to the 2017 Top 1000 Exporters research of the Turkish Council of Exporters, Şişecam was given the "Export Leader" award in the 'Cement, Glass, Ceramic and Soil Products' category as well the 'Exporter Exporting to the Highest Number of Countries' award with exports to 148 countries. At the ceremony held at Istanbul Halic Congress Center, the leading exporter award was received on behalf of Şişecam Group by Şişecam Vice President and CEO Prof . Ahmet Kirman.

ŞİŞECAM GROUP

CONTINUES ITS ACHIEVEMENTS

Şişecam Group was also included among the top exporting companies of 2016 in the Top 1000 Exporters research of the TIM last year. Having become the "leading exporter" in the same category, the Group assumed the title of "Exporter Exporting to the Highest Number of Countries." Şişecam Group kept the title of the "Exporter Exporting to the Highest Number of Countries" with exports to 148 countries, and the value created was again certified.





ŞİŞECAM FAMILY AWARDED ITS CHILDREN

IN THE OCCUPATIONAL HEALTH AND SAFETY PAINTING CONTEST ORGANIZED FOR THE CHILDREN OF ŞİŞECAM GROUP EMPLOYEES IN 13 COUNTRIES IN WHICH THE GROUP OPERATES, 263 PAINTINGS WERE ASSESSED THIS YEAR



The Painting Contest organized by Şişecam Group to improve the 'Occupational Health and Safety' awareness has reached its sixth year. This year, 263 paintings were submitted to the contest organized among the children of the Group employees in 13 countries in which the Group operates. Şişecam family came together at the awards ceremony organized for the children at Şişecam Çayırova Social Facilities in Gebze.

In his speech at the awards ceremony, Şişecam Group Vice President and CEO Prof. Ahmet Kirman stated that employees' having a healthy and safe work environment was the first priority of Şişecam that put people in its center: "Our Group has been walking with the efforts and resolve of its employees toward its goals for over 80 years and reflects the value it attaches to all of its production and decision processes. We continue our work non-stop with an understanding of "zero accident" with this perspective. In line with this goal, we are making the necessary investments to eliminate all kinds

of dangers at our plants that are improving with Industry 4.0 just as in all of our production plants and work places."

Chief Şişecam Group Human Resources and Corporate Communications Officer Şengül Demircan stated the following in her speech: "We are getting closer to our targeted consciousness level each passing day also with the efforts of our Occupational Health and Safety ambassadors in all of our work places. We are assessing the control of production facilities in cooperation with different experts and as a result of these controls accelerate our work to further reduce the risk level. It has always been the priority of Şişecam Group to ensure that our employees work in a safe and healthy environment". Little painters participated in Glass Bead Workshop after receiving their awards. The children that went to Kidzania Istanbul with their families after the awards ceremony had a great day where they experienced their dream professions.



MEANINGFUL MESSAGES FROM ŞİŞECAM'S LITTLE PAINTERS

6. WE LISTENED TO OUR CHILDREN ABOUT THE CONTEST AND OCCUPATIONAL SAFETY WHO WON WARDS IN THE OCCUPATIONAL HEALTH AND SAFETY PAINTING CONTEST.



OVERSEAS WINNER

Mariam Kasradze

Our JSC MINA Plant employee Giorgi Kasradze's daughter Mariam Kasradze came in first in the painting contest. Mariam who had participated in the contest for the first time said: "I first drew a sketch while preparing for the contest. Then, I worked with my grandma. My grandma also works for Şişecam. She told me about the OHS rules. And I drew what she told me. I want to participate in the contest next year again because I liked being in İstanbul and the awards ceremony. It made me very happy that the General Director shook my hand. Adults must definitely use gloves and goggles to work healthily and safely and must not smoke."

HOME WINNERS

Başar ve Barın Özdoğan

Our Anadolu Cam Mersin Plant employee Ahmet Özdoğan's sons Başar and Barın participated in the contest with their individual paintings and both came in first and shared the top award. Barın said: "I heard about the contest 1-2 days before the deadline and ran to my mom to prepare my painting. I want everyone to observe the rules at work. If I see my dad going to work, I warn him about observing the rules." Başar, on the other hand, expressed his joy about sharing the top award with his brother and said: "We have also been recognized for our paintings at school. I love drawing very much. I will participate in the contest next year, too. I drew a picture of a worker in the dark and a worker in the light who observes the rules." The brothers who were the home winners of the award this year said that they were very happy to win the award and wanted to participate in the contest the following year, too.



OVERSEAS SECOND PLACE WINNER

Diana Askarova

Our Ruscam Glass Packaging Holding Ufa Plant employee Zoya Askarova's daughter Diana Askarova came in second in the contest. Diana who had participated in the contest the first time this year said: "I drew a ship. I drew flags on the ship and the rules to be followed on the flags. My mom helped me learn about the rules. I drew a picture of the rules of no smoking, wearing a helmet and wearing gloves. My mom works at the accounting at the plant. I want to be a veterinarian when I grow up. I love drawing very much, too. What makes me the happiest is flying to Istanbul. I felt scared a little when I got off. But, I am having good time here. I like the organization and everything here."



HOME SECOND PLACE WINNER

Berkay Boz

Our Oxyvit Chemicals Plant employee Süleyman Boz's son Berkay came in second in the contest. Berkay said that he had depicted the rules his father should obey when going to work in his picture and added, "They wear boots and helmets when they go to work. And they take them off when leaving work to be with their families at home. I sometimes call my father during the day to ask him if he is observing the rules. I will participate in this contest next year, too, because I feel very happy about winning a tablet. The organization is great, too. Thank you for everything."

OVERSEAS THIRD PLACE WINNER

Anastasia İzotova

Our Ruscam Glass Packaging Holding Gorokhovets Plant employee Ekaterina Izotova's daughter Anastasia expressed her joy about coming to Istanbul and winning an award, and said: "This is my first time in the contest. My mom told me that the theme was OSH which were the rules to be observed at work for safety. In my picture, I drew the rules I must observe such as not crossing in red light, not playing at construction sites. My message to the grown-ups: Everyone must observe the safety rules at work."



HOME THIRD PLACE WINNER

Duru Çiğercioğlu

Our Paşabahçe Kırklareli Plant employee Mustafa Çiğercioğlu's daughter Duru said that this was her first time in the contest and that she had depicted Paşabahçe Plant in OHS clothes and equipment in her picture, and added, "I put earmuffs, gloves, goggles and helmet on the plant. Before drawing my picture, I searched the Internet a little and talked to my father. Actually, I play piano and was not interested in drawing. But, I also love drawing now. I will participate in the contest next year, too. I liked everything here. I won a drone. My message to the grown-ups: please observe the occupational health and safety rules for us,"



OVERSEAS FOURTH PLACE WINNERS

Ahmed Hodzic

Our Rudnik Krecnjaka Vijenac Plant employee Almir Hodzic's son Ahmed succeeded in coming in fourth this year in the contest in which he had participated last year, too. Ahmed expressed his joy about being in Istanbul for the awards ceremony and said, "I learned about what to do to avoid accidents when drawing. An employee must observe the rules and protect herself. I also warn my dad when going to work. I won this year, but I won't be able to participate next year because of the age limit. I enjoyed being here very much. Thank you."



Denitsa Rosenova

Our Paşabahçe Glass Bulgaria EAD Plant employee Ventsislav Penchev's daughter Denitsa won an award in the OHS Painting Contest two years in a row. With her pictures depicting OHS, Denitsa came in fifth last year and fourth this year and said the following: "If I don't exceed the age limit, I will also participate next year. Everything here makes me very happy. Employees must follow the rules said at the work place to protect themselves from dangers. I warn my family about the rules they must follow, I remember the rules. Being at the awards ceremony and winning award is great. I am very curious about KidZania."

HOME FOURTH PLACE WINNER

Leyla Gürbüz

Posuda Limitet Plant employee Deniz Gürbüz's daughter Leyla were among the fourth place winners in the contest in which she participated for the first time. Leyla said that she had taken the OHS signs at the plant into consideration when preparing for the contest and added; 'I drew the warnings such as do not put your finger in the outlet, do not touch the flame, wear the special shoes in the plant, do not put your hand in the machine. I am already attending a drawing course. I can be a painter in the future. Maybe, I will open an art gallery. I will participate in the contest next year, too. When I came for the awards ceremony, it made me very happy to see my picture. Thanks for the camera award.'



HOME FIFTH PLACE WINNER

Elif Çetinkaya

Our Paşabahçe Eskişehir Plant employee Erol Çetinkaya's daughter Elif Çetinkaya said that she had begun to remind her father of obeying the rules when she had learned them. Elif said that she had learned the OHS rules by talking to her family and added the following: "My brother and I each drew a picture. We drew my dad's work, Paşabahçe Eskişehir Plant and our home. In the picture, we are waiting for my father and my father is coming home. My dad is required to wear a helmet and goggles at work. He is required to work carefully. From now on, we will warn him. I have won a Scooter in the contest. My brother and I will use the Scooter together."

OVERSEAS FIFTH PLACE WINNER

Bulat Ulmaskulov

Ruscam Glass Packaging Holding UFA plant employee Alfiya Ulmaskulova's son Bulat said that this was his first time in Istanbul and that he was very happy being there. Bulat, "I adapted the rules to myself in my picture, I didn't try much and participated with the first picture I drew. I divided the paper into four and depicted the rules we must follow when alone at home. I depicted the rules of not opening the door to strangers, not swimming in the sea without a grown-up being present and not playing with the matches. My mom works at the accounting and doesn't need to wear a helmet, goggles and gloves. But, all employees must obey the rules they must. I am very happy about being here. I felt excited when I learned that I had won. I don't know the rules fully because I have never been to the plant, but my message for grown-ups: everyone must obey the rules they must to be safe. I am very happy about being here and going to KidZania."



CREATE A BRAND FROM YOURSELF ON SOCIAL MEDIA

WHAT CAN YOU DO TO BE DIFFERENT IN THE HUGE SOCIAL MEDIA CROWD?



Social media enables not only businesses but also people to create their own brand. However, there are certain points to pay attention for this.

Define your own personal brand:

What makes you different than others? What are your hobbies and things you like to talk about? Begin by answering these questions. This is called "social design." Just like your life, make your social channels fit you.

Reflect your own communication language:

The words you choose is important in social media. Your goal must be not to force people to do something but to inspire them to change. In addition, determine well what you want to be known and not known about you.

Be consistent and constant:

Use the same profile photo and biography on every platform. Thus, you will have a place in people's visual memory. You must constantly share content.

You can include 40% inspiring contents and 40% current news and 20% your own ideas in your posts.

Let your postings reflect the personality of the platform:

Just like people, social media platforms also have their own identity. You can think of LinkedIn as your colleague, Twitter as your debate partner, Instagram as a friend with whom you share inspiration and fun and Facebook as a friend who will always support you.

Create your own community:

Communicate with your followers constantly, consistently and mutually. Just like in real life, if it is only you who talk, no one will listen to you after a while.

Be sure of yourself:

Everyone's thought is important. Everyone's expressing it is more important. If you lack self-confidence, no one will trust you. Silence the hesitant voice inside you, get up and express yourself.

INSTAGRAM HOW IT SHAPES OUR LIVES?



INSTAGRAM HAS RECENTLY BEEN ATTRACTING ATTENTION AS THE MOST IMPORTANT PLATFORM THAT SHAPES OUR LIVES.

We wake up with Instagram in the morning, check our accounts before going to bed and go to sleep. Now, everyone is aware of the value and power of photos and videos in the social marketing strategies. So, how does it affect our lives?

Users identify themselves with other users: Users who

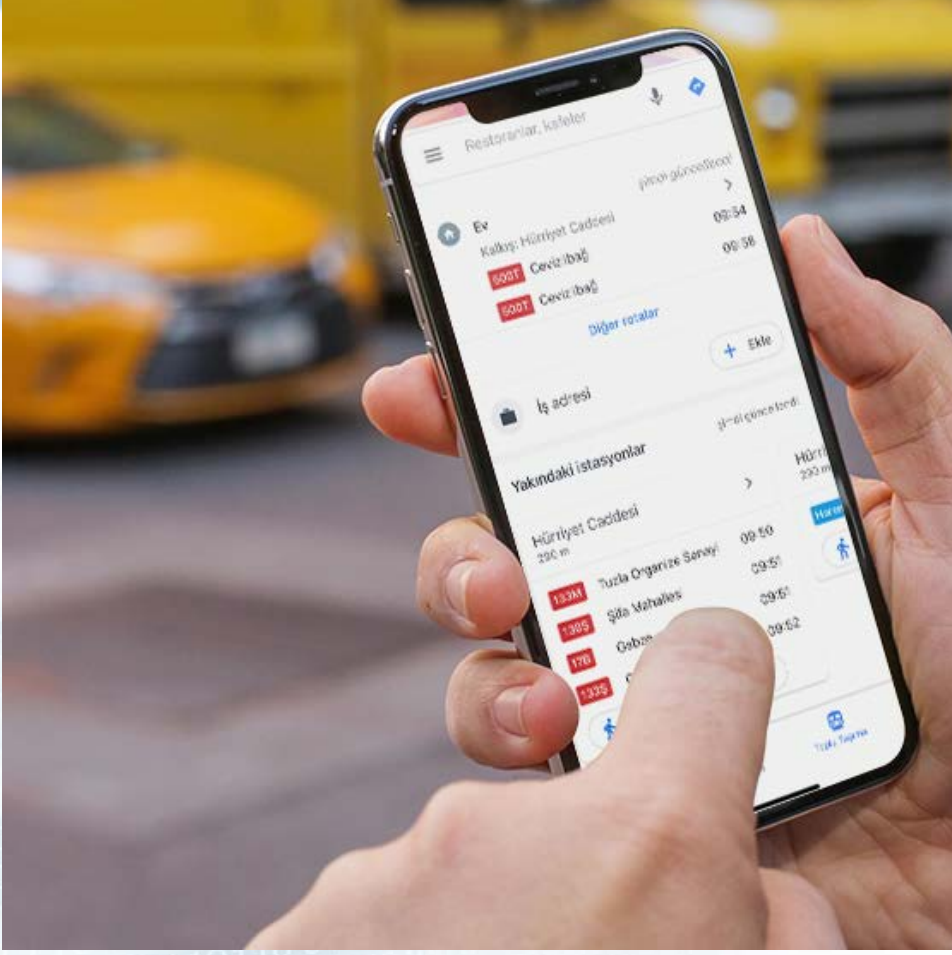
have children socialize with other moms. Young people do not have difficulty finding pioneering users at their age. When problems, needs and feelings are shared, the emotional tie quickly develops.

I can be like her: Users who turn the screens into a live fashion magazine so to speak inspire each other and act with the psychology of "I can be like her" and compete in postings.

What can I do differently?

Users' efforts, demands and courage to create their own agenda force brands as well as people. Users have to offer more new things and build their communication with more sound strategies to both feed their target audience and respond to their demands.

TWO NEW UPDATES FROM GOOGLE MAPS THAT MAKE USERS HAPPY



Google Maps make transportation easier and enjoyable with two new updates.

Where is my bus now? with an update published by Google in 80 regions worldwide, you will be able to see where your bus or train is exactly before it gets to the stop.

Continue to listen to music when the app is open Another remarkable feature concerns the users of Spotify, Apple Music and Google Play Music services closely. When the navigation application is open, it removed the need to sign out to use these applications.

NEW FEATURES IN LINKEDIN MESSAGES

The corresponding service of the business world in social media, LinkedIn, has launched four innovations for its users. LinkedIn that does not want its users to be obstructed by word limit now allows them to tell about their thoughts at length. The feature offered in mobile devices will also be available on the desktop version. Another update is about the emoji use. Users who want to express their feeling with emojis can use the emoji archive in LinkedIn. The third update enables copying and adding the images liked on the web to the messages. Lastly, 'mention' i.e. the use of '@' symbol has been launched. Now, users can include other users in conversations on LinkedIn by adding '@' sign before their name.



CUSTOMER JOURNEY AND USER EXPERIENCE

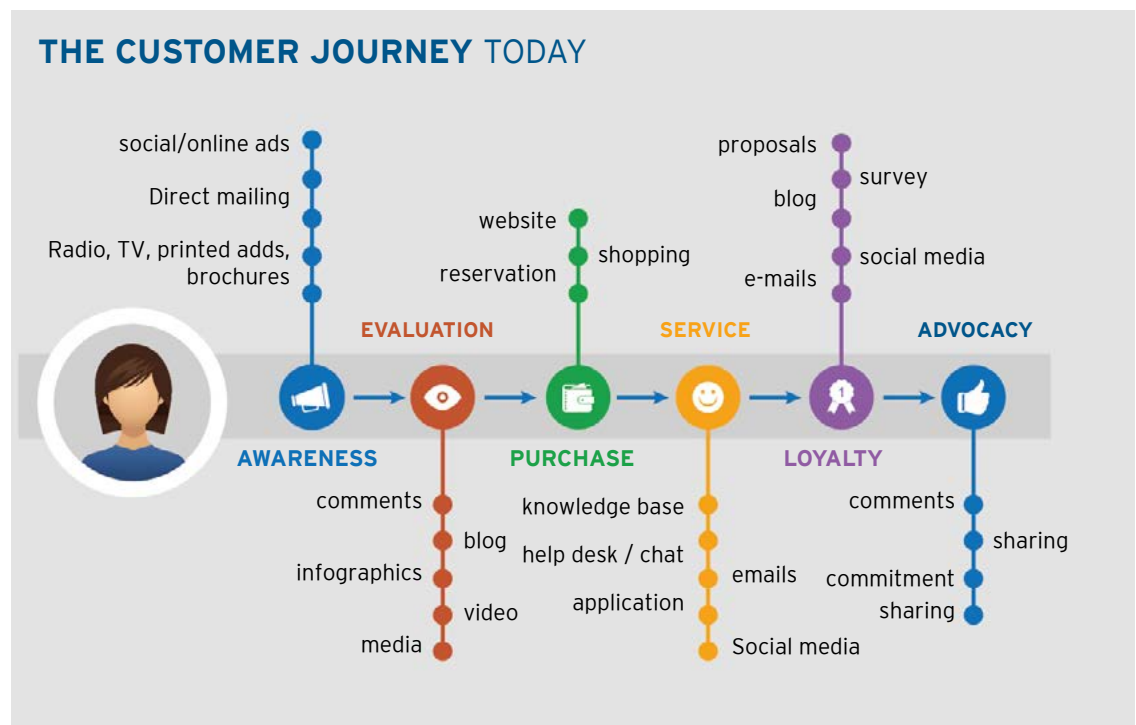
LEARNING WHAT A CUSTOMER EXPERIENCES IN DIFFERENT PROCESSES DURING AN INTERACTION WITH A FIRM OFFERS AN INVALUABLE OPPORTUNITY FOR THE FIRM TO IMPROVE ITS ORGANIZATIONAL STRUCTURE AND PROBLEM SOLVING SKILLS.

Our article series focusing on the nine major components of Industry 4.0 including "The Internet of Things, Big Data, Cloud Computing, Simulation /Digital Twins, System and Process Integration, Value Added Production, Augmented Reality, Intelligent Robots and Cyber Security" continue on this issue with the "Customer Journey and User Experience."

CUSTOMER JOURNEY MAP (CX)

Customer Journey Map, an English term we have been hearing frequently recently, in plain words, refers to the experiences had during the use of our products and services we offer to our internal and external customers. The Customer Journey Map, in a broader sense, can be described as a trip plan that map the steps and paths a customer will take visually, analyzes the experience from the customer's eye in detail, in short, maps the process of interaction of the customer with the company from end to end. Based thereon, it allows learning about an experience, what the customer experiences and feels including from the product order to delivery, expiration date and even the effects it leaves after the use.

What makes the customer journey maps useful is that it reveals the moments the



customer begins interacting with the product by placing what the service receivers (service receivers can be suppliers or dealers from a corporate perspective) do, think and feel on a certain time plane. Seeing the process, expectations and experiences through these maps helps identify, understand and prioritize a problem, if any, and the utility, value of a product or service. On the other hand, paths or steps taken by different customer segments may vary. In such case, the most effective way to measure customer experience is to go down to the field, make interviews and

communicate with the target audience one to one.

Are there any obstacles before the people or companies we provide service during the process? Do we see a unique experience at the points of contact with our customers? Are there any processes that prolong the time frames, is incomplete or unnecessary? Does the customer wait on the line at the checkout or packaging? Are our categories complex and are our supply processes long? Are our campaign returns consistent with the targets? Are our customer services efficient? Is it clear to see how

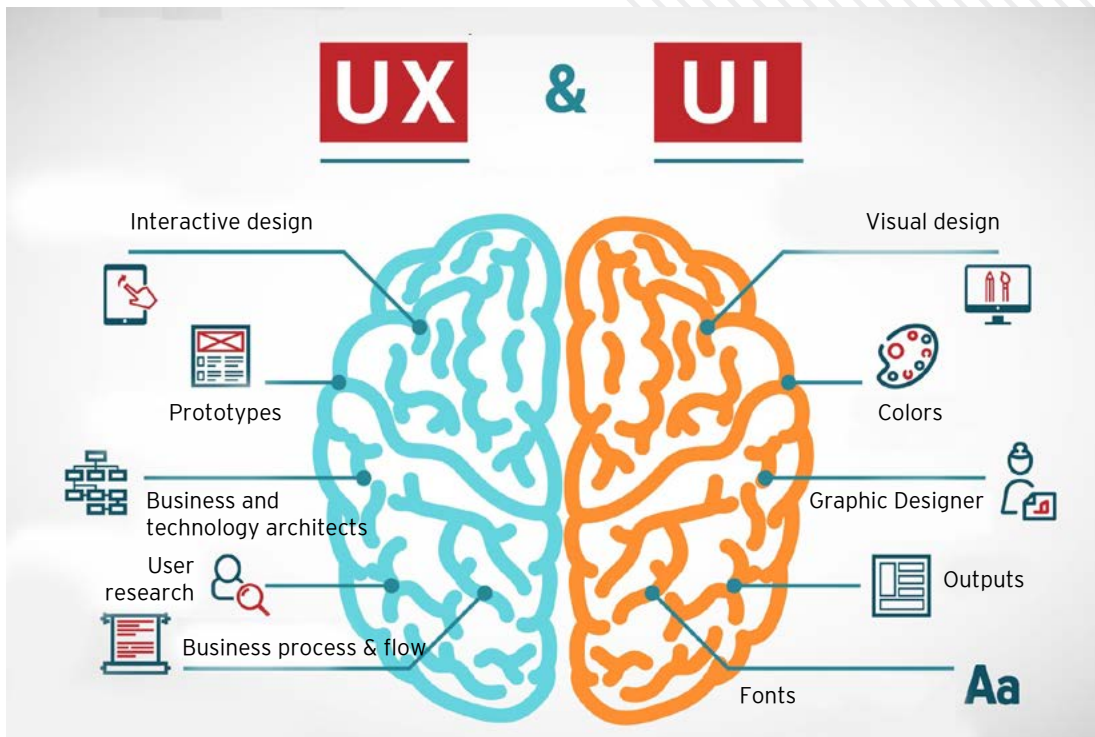
to solve the potential problems during a transaction? Answers to questions such as above can be formed a lot more clearly by visualizing them through a customer journey map.

FIVE THINGS TO CONSIDER WHEN DESIGNING A CUSTOMER EXPERIENCE MAP

1. Act like a service receiver and focus on understanding the customer behaviors

We need to understand who our customers are, their needs, goals and expectations very well, and therefore, from the perspective of a service receiver. Although customer experience is not a

USER EXPERIENCE AND DIFFERENCES BETWEEN INTERFACES



static journey, people receiving services can be in more than one process or journey between these processes. Transitions and experiences here are crucially important.

2. Monitor and measure the journey

As a service provider, we need to track the experience our customers have when in contact with all of our service channels "instantaneously." For example, customer behaviors can be monitored instantaneously; various data such as transaction times, customer feedbacks, shopping patterns, the satisfaction from the customer services and support points, tendencies of abandoning the product or company can be measured digitally via a dealer portal, supplier portal, mobile application or e-trade website.

3. Make sure that experience processes are applicable

After identifying the points where our suppliers, dealers or customers experience problems, the necessary process and system improvements must be analyzed in detail to produce solutions. Shortening the processes and expediting them using technology is extremely important for meeting the

expectations on the digital world.

4. Create a single customer experience

If we are providing services through different alternative or digital channels, there is a need to create a systematic structure that can analyze all customer data at once, as well as shared policies, processes and a single customer experience. And this is possible by creating a corporate data architecture and analyzing the main data integrally. Here, different contact points (channels, devices) and our customers' different interactions associated with their movements between them must be examined.

5. Use software that will provide speed, efficiency and utility

After obtaining the required data via the customer contact points, customer experience management software must be used to measure the experience and scale the works. By measuring the process outputs with key performance indicators (KPI), determining causes must be identified for situations where satisfaction decreases or which are prolonged and/or excessive, and the life cycle of the customer experience journey must be continually improved. At this point, it also provides a

significant advantage to use artificial intelligence algorithms that offer use, create value by analyzing the customer data.

USER EXPERIENCE AND INTERFACES (UX-UI)

User experience includes making the work and processes easier by researching the overall experience relating to a user's interaction with a service and product or with the digital environment, while User Interfaces include making the use of this experience via a single environment that is visually designed and for which the outputs are produced easier and pleasant. Improving the user experience provides benefits that improve sustainability, save from time, make interfaces user friendly and easy to learn, provide considerable efficiency and improve user loyalty and satisfaction. The goal here is to offer an optimized design to service receivers and enable their interaction with digital applications. Disorderly and chaotic applications, long transitions between the menus and long processes, difficult transactions decrease customer satisfaction and users begin to create their own alternatives. There are three points to pay attention to prevent this.

1. Availability enables a service or product to meet the need sustainably and with a high performance. For this, the expectations must be understood by face-to-face meetings and applied to the business processes; customer usage data must be analyzed and graphical interfaces must be developed. Clean, simple and easy-to-use services optimize the time frame of a service needed and provide substantial efficiency, satisfaction and profit.

2. Design and software are now completely based on customer experience. Making the use and accessibility of products and services attractive, using them smoothly and easily without the need of training, providing design-oriented applications and services in projects and establishing this perspective are important.

3. Integrity of Experience: Services appear to be usually designed in different times depending on the business needs and focusing on instant work performance without considering the user experience. This causes variations in design, transitions from one application to another and from one system to another, and interruptions in user experience. To prevent this, the integrity of, for example, the experience at different customer contact points, visuals and fonts, and brand management must be paid attention.

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5 SOCIAL
GENDER INEQUALITY

CONNECTED WOMEN

Gender Gap

IN MOBILE INTERNET AND CELL PHONE USE

THE INEQUALITY IN ACCESSIBILITY OF MOBILE TECHNOLOGY THREATENS TO INCREASE THE INEQUALITY WOMEN ALREADY FACE



The Global System for Mobile Communications Association's (GSM Association) 2018 Report on Connected Women, Gender Gap in Mobile Internet and Cell Phone Use notes that there are over 5 billion subscribers worldwide and the cell phones are far reaching technologies in the history. Cell phones have the capacity to offer users converter services and opportunities primarily including internet access. In fact, for most

of the world's population, mobile is the primary way to access the internet, with close to 3.3 billion people subscribing to mobile internet services. Cell phones also have the power to transform lives. It can empower women by making them feel safer and more connected, and provide access to information, services and life-enhancing opportunities like health information, financial services and employment

opportunities, often for the first time. However, in today's increasingly connected world, women are being left behind. While mobile connectivity is spreading quickly, it is not spreading equally. In low and middle-income countries, women have less access to technology than men, especially mobile. Unequal access to mobile technology threatens to exacerbate the inequalities

women already experience. This report builds on previous work by the GSMA and other organizations to draw attention to women's unequal access to mobile technology and to spur action on this important issue. The analysis is based on findings from quantitative face-to-face surveys with women and men in 23 low- and middle-income countries across Asia, Africa and Latin America.

KEY FINDINGS

1. Women in low- and middle-income countries are, on average, 10% less likely to own a mobile phone than men, which translates into 184 million fewer women owning mobile phones.
2. Even when women own mobile phones, there is a significant gender gap in usage, particularly for more transformational services, such as mobile internet.
3. Over 1.2 billion women in low- and middle-income countries do not use mobile

internet.

4. Women are, on average, 26% less likely to use mobile internet than men. Even among mobile owners, women are 18% less likely than men to use mobile internet.
5. The gender gap is wider in certain parts of the world. For instance, women in South Asia are 26% less likely to own a mobile than men and 70% less likely to use mobile internet.
6. Cost remains the greatest barrier to owning a mobile for both men and women.
7. Beyond cost, barriers to mobile ownership tend to be

related to the local context, with low digital literacy⁷ and literacy⁸ standing out in several markets, and safety and security concerns in Latin America, all of which tend to affect women disproportionately.

8. Women are less aware of mobile internet compared with men, which significantly limits their uptake, particularly in Africa and Asia.
9. Among those who are aware of mobile internet, the biggest barriers to use for both women and men are cost-related. Other key barriers

across markets, often felt more strongly by women, are a perception that mobile internet is not relevant to their lives, low digital literacy,⁹ and safety and security-related issues.

10. Closing the gender gap represents a substantial commercial opportunity for the industry.
11. If mobile operators in low- and middle-income countries could close the gender gap in mobile ownership and mobile internet use today, this would generate an estimated incremental revenue of \$15 billion over the coming year.

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2. In this report, cell phone is the primary way for most people living in low and middle-income countries to access the Internet. For example, please see ITU Data, 2017.
3. GSMA Intelligence, Q4 2017.
4. For example, please see GSMA, 2015, "Closing the gender gap: Mobile access and use in low and middle-income countries"; GSMA, 2010, "Women, Mobile Internet and Cell Phones: A Global Opportunity"; APC, 2015, "How does technology problems women's

rights?: Article 10 in Section J"; Broadband Commission for Sustainable Development, 2017, "Digital Social Gender Unit, action recommendations: Eliminating the gender gap in internet and broadband access and use"; UNESCO, 2015, "Cell Phones and Literacy: Empowerment in the Hands of Women - A Cross Analysis of Nine Experiences"; studies by organizations such as Research ICT Africa and Alliance for Affordable Internet.

5. Throughout this report, 'mobile' or 'mobile phone' ownership refers to personally

owning a SIM card, or a mobile phone which does not require a SIM, and using it at least once a month.

6. Compared to 850 million men. Refers to use of the internet on a mobile phone in the last three months. Mobile internet users do not necessarily have to personally own a mobile phone.
7. Refers to not knowing how to use a mobile phone.
8. Refers to reading and writing difficulties.
9. Refers to not knowing how to use a mobile phone and not knowing how to access the

internet on a mobile.

10. The \$15 billion estimate assumes that the gender gap in mobile ownership and mobile internet use would be closed during 2018, and represents the subsequent 12-month incremental revenue opportunity.

* https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2018/03/GSMA_The_Mobile_Gender_Gap_Report_2018_Final_210218.pdf



ŞİŞECAM IN THE WORLD: ITALY

ŞİŞECAM GROUP CARRIED ITS FIRST INVESTMENT IN ITALY INTO LIFE IN 2005 UNDER ITS OVERSEAS INVESTMENT THRUST THAT STARTED IN THE 1990'S. CONTINUING ITS INVESTMENTS IN THE NATION IN THE COMING YEAR, THE GROUP CARRIES ON BUSINESS IN CHROME CHEMICALS, GLASS HOME GOODS AND FLAT GLASS IN ITALY TODAY.

One of the most established organizations in Turkey, Şişecam Group has been developing and offering the most sophisticated solutions in all key areas of glass for 83 years. Maintaining its regional leadership in its business, Şişecam also accomplishes major investments as one of the most powerful global actors in its business with its investments in different locations across the world. Being the third largest manufacturer in glass home goods and the fifth largest manufacturer in glass packaging and flat glass in the world, Şişecam Group is among the top 10 in soda production and is the world leader in chrome chemicals.

PRODUCTION IN THREE CONTINENTS

Şişecam Group that focuses on creating value and targeting operational excellence in all of its areas of business has reached 13 countries in three continents along with Turkey including Germany, Italy, Bulgaria, Romania,

Slovakia, Hungary, Bosnia Herzegovina, Russian Federation, Georgia, Ukraine, Egypt and India in its journey on which it set out in 1935. Şişecam carries on production with 43 plants and close to 22 thousand employees in these countries and sell to 150 countries.

ŞİŞECAM STRENGTHENS ITS PRESENCE IN ITALY

Şişecam carried its first investment in Italy into life in 2005 under its overseas investment thrust that started in the 1990s. In the coming years, the Group continued its investments in Italy and achieved a significant market share in its existing areas of business including chrome chemicals, glass household goods and flat glass. Italy is also among Şişecam's prominent export markets, and glass and chemical products exports from Turkey are at 90-million dollar level annually. In this issue, we will talk about Şişecam's presence in Italy.



ITALY AT A GLANCE



Colosseum, Roma



Galleria Vittorio Emanuele II



Piazza Navona

St. Peter Cathedral



Tuscany



Venice



Lucca

ITALY



SURFACE AREA:

301 thousand and 338 square kilometers

POPULATION:

59 million 300 thousand

CAPITAL:

Rome

OFFICIAL LANGUAGE:

Italian

MAJOR CITIES

Rome, Venice, Florence, Milan, Naples, Bologna, Vatican

Although it may not be possible to summarize the quite extensive history of Italy, we can mention about some major turning points. Having left an important trace in the history of humanity, Italy was home to several civilizations throughout the history. According to the legends, the city of Rome was established in 753 B.C. and expanded its borders rapidly through wars. During the rule of Julius Caesar, the Roman Empire continued to expand. Ruling over quite large lands, the Roman Empire played

an important role in the shaping of the Western world as one of the largest empires in the world history. In 395 A.D. In 395 A.D., it was divided into two as the East and West Roman Empire. Afterwards, the West Empire that was in the Italian territory collapsed and was divided into small regional kingdoms. Being home to the Renaissance, which is one of the foundations of the history of the European

civilization, Italy became the ruling power of Europe for long years. As a result of numerous wars with the influence of the 19th century Nationalist movement rising in Europe, Republic was proclaimed in 1948 in Italy where the national unity was achieved in 1871.

TOPOGRAPHY, NATURAL WEALTH AND CLIMATE

Being resembled to a boot due



Pisa Tower

diplomatic relations between Turkey and Italy was celebrated in 2006. In bilateral relations, a three-legged process that allows exchanging ideas in every field on different levels including Turkey-Italy Inter-Governmental Summit meetings, Turkish-Italian Forum and Turkish-Italian Media Forum was initiated to progress toward institutionalizing the cooperation. Being strategic partners, the two countries have an ever growing trade volume between them.

PLACE OF ITALY IN GLOBAL INVESTMENTS

Italy is a special country for Şişecam Group with a population close to 60 million, an economy close to 2 trillion dollars, 32 thousand income per capita and an established industrial history. Italy is not only an important market in itself for Şişecam investments but also in an important position to expand to the Western European market. Italy is also one of the prominent export markets of the Group. In Şişecam Group's investments, the Italian machinery and equipment manufacturers are also among the important suppliers. Accordingly, the Group has accomplished its newest investments in Italy under its inorganic growth plans.

to its shape on the world map, Italy is among the major tourist attractions in the world with its historical wealth as well as natural beauty. Having 51 UNESCO World Heritage areas, Italy has a world record with this feature. Mountains and hills that take up a major part of Italy that has the two largest islands of the Mediterranean including Sicily and Sardinia play an important role in the climate formation. While the Mediterranean climate prevails in the Peninsula in general, in the Alps on the Northern border, this climate is replaced by the

Alpine climate prevailed by cold weather. Italy neighbors France on the northwest, Switzerland and Austria on the north and Yugoslavia on the northeast.

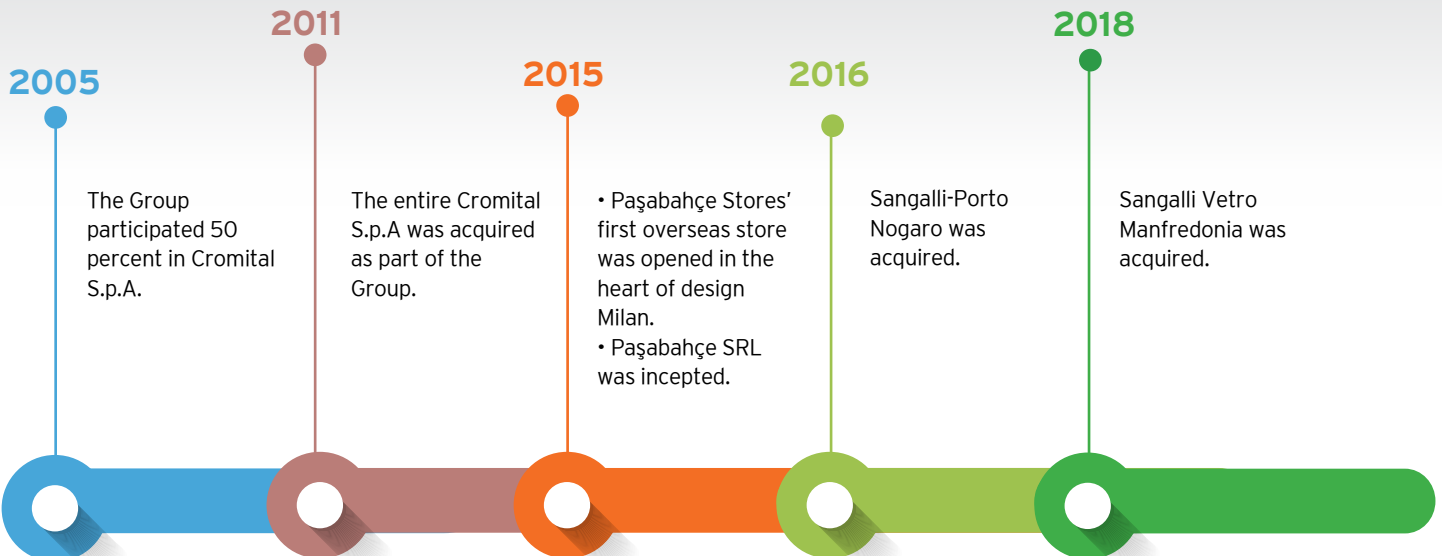
INCOME SOURCES

Main industries forming the basis of the Italian economy are tourism, communications, pharmaceuticals, chemicals, food processing, machinery, steel, motor vehicles, kitchen appliances and clothing. In addition to a limited share of agriculture, animal husbandry also comes to the forefront in the country.

ITALY - TURKEY RELATIONS

Having common interests in the Mediterranean Basin, Turkey and Italy, as the two regional powers sharing a common history and values, have a relationship dating back to long years showing itself in many different areas. The Ottoman Empire had close relationships with republics such as Genoese, Venice in the Italian peninsula especially during its rise. Diplomatic relations between Turkey and Italy were established in 1856 under which the 150th anniversary of the establishment of the

ŞİŞECAM'S ITALY JOURNEY



ŞİŞECAM GROUP'S INVESTMENTS IN ITALY HAVE REACHED 120 MILLION EUROS

AIMING TO STRENGTHEN ITS PRESENCE AND IMPROVE ITS EFFECTIVENESS IN THE MARKET IN ITALY, ŞİŞECAM CONTINUES ITS INVESTMENTS IN ITALY.

Şişecam Group, in line with its policy of sustainable growth and production based on high performance, accomplished its first investment in Italy in 2005 by participating 50 percent in Cromital S.p.A. operating in the field of chrome chemicals under its overseas investments that started in the 1990s. Six years later, in 2001, this company was acquired in full by the Group. Today, Cromital S.p.A. operating in the field of chrome-based chemicals provides input to several sectors in Europe primarily including the Italian leather and metal plating and also takes the lead in Italy, which is the largest leather processing center in Europe, in the production and sales of liquid and granular basic chromium sulphate. Also, the market share of Şişecam in basic chromium sulphate and chromium acid in Italy reaches 55 percent

in Italy with Cromital S.p.A. that has an important position in both Italian market and across Europe in chrome III products for liquid sodium bichromate and metal plating sector. This investment in Italy plays an important role in Şişecam Group's leading position in the world basic chromium sulphate production and in Europe in chromic acid. Şişecam accomplished its second investment thrust in Italy in glass household goods and opened the first overseas store of Paşabahçe Stores in the heart of design and fashion Milan. Today, being located in a district that is home to the most famous brands of the world in Milan, which is one of the most important and fastest-growing tourism destinations in Europe, Paşabahçe Stores attract the attention of not only Italians but also the tourists. Şişecam Group also has important investments for

the logistics and distribution network in the glass household goods in Italy. The Group, with a wide product range and advanced distribution network that are in an important position in both retail and presentation sectors, reaches the U.S., European, Middle East and African markets via Italy.

Şişecam took its third big step in its Italian investments in flat glass. Having acquired the flat glass manufacturer Sangalli Vetro Porto Nogaro in 2016 with approximately 85 million Euros, Şişecam Group moves up to the position of the largest flat glass manufacturer in Europe. This plant contributes greatly to the Group's competitive power in the Western Europe flat glass market in terms of production capacity and logistics. This

investment was followed by a new flat glass investment in June 2018 where Sangalli Vetro Manfredonia Flat Glass Plant in Italy was acquired by the Group with 15.7 million Euros. Manfredonia plant provides a strategic support to the Group's flat glass operations in Europe with its annual production capacity of 190 thousand tons. Şişecam Group has doubled its production capacity in Italy with Manfredonia plant and thus strengthened its flat glass leadership in Europe. Şişecam Group is the largest flat glass producer in Europe with its annual flat glass production capacity exceeding 2.8 million tons. The Group comes to the forefront with its 30 percent share in the flat glass market as a result of its key investments in Italy.

ŞİŞECAM FACILITIES

IN ITALY



CROMITAL S.P.A.

In 2005, Soda Sanayii A.Ş. under Şişecam Chemicals acquired 50% of Cromital. In 2011, with the acquisition of the remaining shares, Soda Sanayii A.Ş. became the 100% shareholder of Cromital SPA. Having been acquired with a 10 million Euro investment in total, the plant has an annual production capacity of 8 thousand 800 tons of BCS (basic, chrome, sulphate).



ŞİŞECAM GROUP CONTINUES TO CREATE VALUE FOR ITALY.

Şişecam Group positions its efforts focusing on sustainability among its priorities as well as the economic value it creates in all geographies in which it operates.

EMPLOYMENT

Şişecam Group provides employment to 400 people with three plants and one store in total operating in Italy.

RECYCLING

Şişecam Group's first investment in Italy, Cromital S.p.A., operates as the only plant with a license in Italy for the treatment and recycling of chromium wastewater in the metal plating sector. In this plant, chrome recycled from the water is rendered reusable and thus contribute to the protection of the environment.

ECONOMY

With total investments in Italy reaching 120 million Euros, Şişecam Group strengthens its leading position in flat glass in Europe while contributing greatly to the country's economy.



ŞİŞECAM FLAT GLASS ITALY SRL

Having acquired the flat glass manufacturer Sangalli Vetro Porto Nogaro in 2016 with approximately 85 million Euros, Şişecam Group moved up to the position of the largest flat glass manufacturer in Europe. This plant contributes greatly to the Group's competitive power in the Western Europe flat glass market in terms of production capacity and logistics. Porto Nogaro has an annual production capacity of 220 thousand tons of flat glass.



ŞİŞECAM FLAT GLASS SOUTH ITALY SRL

Having been included under Şişecam Group in June 2018, Manfredonia Production Plant has an annual flat glass production capacity of 190 thousand tons and also has laminate, plating and satenet production lines in addition to flat glass.



PAŞABAHÇE STORES

IN ITALY



PAŞABAHÇE STORES MİLAN

Paşabahçe Stores' first overseas store was opened in Milan, Italy in 2005 which is known to be the city of design and fashion. With an area close to 500 square meters, the store in Milan contains over 2 thousand products under 'Life' and 'Boutique' concepts. Located in a district home to the world's most famous brands, Paşabahçe Stores receive a large interest not only from Italians but also from the tourists.



PAŞABAHÇE

IN ITALY

PAŞABAHÇE SRL ITALY

Paşabahçe SRL was incepted in 2015. Paşabahçe, with a wide product range and advanced distribution network, is in an important position in both retail and presentation sectors in glass household goods in Italy. Also, Şişecam Group's global design brand in glass household goods Nude's household products are distributed to the entire Europe via the logistics center in Italy.

ŞİŞECAM ACADEMY

SEMINARS CONTINUE!



Şişecam Academy organized a seminar entitled "We, Life and the World" together with Yuva Association in August within the scope of sustainability. In the seminar, what to do to protect our planet was discussed within the scope of sustainability, and the solutions were described that are applicable to daily life within the scope of climate and environment-oriented sustainable development. At seminars organized by Şişecam Academy in September, Styles Creating A Difference was discussed with Ayşe Brav and Story Narration was discussed with Judith Malika Liberman.

WE FOR SUCCESS FACTORS

LAUNCH WAS INTRODUCED



The Performance Development System by which Şişecam Group employees are evaluated in line with the corporate and individual goals and competences has been renewed. The new system was introduced through launches held with employees working at Şişecam affiliates in Turkey, Russia, Bosnia and Bulgaria. Employees were briefed by video messages featuring the speeches of Şişecam Group Vice President and CEO Prof. Ahmet Kırman, Chief Human Resources and Corporate Communications Officer Şengül Demircan and Chief Strategy Officer Özlem Vergon. An animation film depicting the changes to the Performance Development System renewed at Şişecam's affiliates in Turkey was also shared with the employees. Thereunder, guidance feedback cards were distributed which the employees can share with each other to ensure that the feedback culture among the employees provide added value in an instant and development-oriented manner. Also, e-training modules were prepared in four languages including Turkish, Bosnian, Bulgarian and Russian that contain the description of SuccessFactors on screen.



NEW PERIOD IN TOGETHER YOUNG TALENT PROGRAM

Global Young Talent Program Together's new period has opened. The new period of the program by which 63 long-term interns in Turkey and 9 interns overseas were introduced to Şişecam locations last year will begin soon.



ANOTHER SUMMER INTERNSHIP PERIOD HAS ENDED IN ŞİŞECAM GROUP

STUDENTS DOING THEIR INTERN STUDY IN
ŞİŞECAM GROUP HAD A PRODUCTIVE AND
PLEASANT EXPERIENCE.

IT IS INTERNS' TIME TO TALK



Şişecam Group cares about young talents' ideas and includes them in business processes at every opportunity to allow them to have a realistic work experience. University students who become entitled to be an intern as a result of the application reviews took their first steps in the professional life in Şişecam Group this year with the First Step Summer Internship Program. Summer interns carried out case studies on different subjects in three periods and recommended solutions to real problems and projects. Interns worked in groups on the designated subjects and shared their ideas through presentations.

BUSINESS SCHOOL

MEETINGS

Students that completed their summer internship at Şişecam has the opportunity to gain more comprehensive experience with 'Business School.' Business School sessions were put into effect for summer interns to experience the functioning and responsibilities of the units other than the one at which they

intern. Under the sessions, for interns who received answers to the questions about which they were curious, detailed information was shared about Human Resources, Marketing, Finance, Strategic Planning, Production and Development, Acquisitions and Supply Chain departments.



ŞİŞECAM'S YOUNG TALENTS AT CEO MEETINGS...

Şişecam Group's young talents that joined the group after a long-term internship program came together with Şişecam Group Vice President and CEO Prof. Ahmet Kirman.

At the CEO Meeting, the employees shared about their internship time and observations at Şişecam and had the chance to listen to Prof. Kirman's experiences and recommendations.

INTERNS WERE BRIEFED ABOUT SUSTAINABILITY

Sustainability, which is one of Şişecam's focal points, plays an important role in the Group's business processes. Aiming to raise an awareness of the matter across the society, Şişecam Group also assumes the responsibility of describing this concept to the future professionals. Thereunder, Sustainability Meetings were held this year for summer interns to learn about the concept of sustainability and Şişecam's approach to the matter. Following the sessions held under the moderation of the intern Efe İzmirli, a showroom visit was made.

JOURNEY TO THE HEART OF INNOVATION

Şişecam Group's summer interns visited Şişecam Science and Technology Center. After the description of the activities performed at the Center by Şişecam experts, Şişecam Group Chief Research and Technological Development Officer Prof. Şener Oktik came together with the students at the conversations entitled "Our Life Long Memorizations and Going Beyond the Ordinary".

UNIVERSITY CAMPUS PROGRAMS FOR THE NEW PERIOD

The Campus Programs for the 2018-2019 academic year have begun as of September at Şişecam Group. Thereunder, the BEST activity organized together with the Bosphorus University Engineering Club took place with the participation of close to 30 students from Europe. Students who were briefed about Şişecam's investments and operations in Europe were introduced the Together young talent program. At another major organization held under the Campus Programs, the representatives of 80 student clubs from 44 universities came together with Şişecam employees. With the inaugural presentation by Şişecam Group Employer Brand Expert Ebru Kahraman, the event continued with a workshop provided by the Strategic Planning Director Ardiç Yılmaz.

WITH SUNAY AKIN

ABOUT MUSEOLOGY

"THERE IS THIS LIGHT BEING PASSED FROM ONE HAND TO ANOTHER BY PEOPLE FOR CENTURIES, AND IF I CAN CARRY PART OF THIS LIGHT TO THE DARKNESS, I WOULD DEEM MYSELF A LUCKY PERSON. THIS IS MY ONE AND ONLY EFFORT AND ZEAL." **INTERVIEW:** MERVE YILMAZ

With the Toy Museum opened in 2005, Museology has now been added to your poet, author, journalist and theater player identities. What is the meeting point of all these different journeys?

Goalkeeping. Actually, I wanted to be a goalkeeper. Because it is only the goalkeeper who is in the field for 90 minutes and never turns his back to his friends. He is a lonely person, his success is ignored; he has a unique sadness. He is alone in the crowd. He wears a sweater. It is called goalkeeper sweater because he feels cold because of loneliness. In my identities you listed, there is a very different Sunay Akin. I want to open a goalkeeper museum and for this have been collecting information, documents and objects for years. I think I will answer this question fully when I open that museum. I refer to this in my new book. My new book has been published by Is Bank Cultural Publications and entitled Alone at the Goal Post. There, I describe goalkeeping. However, the reader will not find a football book there. I am talking about the goalkeeper beyond the football, i.e. those who never turn their back. It contains very interesting goalkeeper stories, what's more, I will introduce people who are not known to be goalkeepers to the reader. In the first text of the book, I tell about my own story of starting goalkeeping; it was Lefter (Kucukandonyadis) from Fenerbahce who led me to starting goalkeeping; I became a goalkeeper by clearing Lefter's shots. Thereafter, I quit on my own. Yes, maybe, this is versatility. I don't know how it comes up. I only present what I have saved in the drawer in my brain. "There is this



light being passed from one hand to another by people for centuries, and if I can carry part of this light to the darkness, I would deem myself a lucky person. This is my one and only effort and zeal.

You have done something never attempted in Turkey by opening a Toys Museum. Even, you have led the way to the foundation of Toys and Children's Museums Union in Europe. How did story begin?

I had seen a toy museum in Nuremberg in the early 90s for the first time and been very impressed. No museum can gather the humanity, civilization under a single roof like a toys museum does. Toys museums tell about the future. What is put in front of a child as a play and toy has always been the future of humanity. If we

are looking for an answer to the question what will happen in 40-50 years, we must look at with which toys children play while we are talking here. Because this has always been the case and toys museums tells about it. After Nuremberg Toys Museum, I began to visit all toys museums in Europe, researched the history of toys, I wrote the book entitled Toys We Break. Museums are above all the memory of societies. Countries with a developed democracy, economy did not first reach those values and open a museum later; they first established the museums and passed through the corridors to reach the said values. While visiting those museums, I said to myself that there should be a toys museum in Turkey where the history of toys is told accurately.

I used everything I had including the mansion passed down from my family, money I earned from my books, acting and royalties to establish Istanbul Toys Museum. Later, I opened a toys museum in Gaziantep, Antalya and Samsun, and a Baris Manco Museum in Kadikoy, a Plays Museum in Atasehir and a Fairy Tales Museum in Atasehir. While all of these were happening, museology had become to emerge in Turkey. Museums are sanctuaries of knowledge. We always get together at shopping malls; this is not good. In museums, not only works are displayed; activities are done there. We must get together there. Therefore, we need more museums. The indispensable space of democracy, living together is museums. Because people must

get together around the light of knowledge radiating from those museums. Turkey is not aware of this, unfortunately. And my goal is to introduce it to Turkey. There is a decree Atatürk signed before going to the Sakarya Front which provides, "An Ethnography Museum must be founded in Ankara.". Even when there was nothing, he was thinking about establishing a museum. Because we can achieve democracy and the culture of living together only if we could be an information society.

You frequently mention that your family had an important share in your passion for learning and sharing knowledge. How do you think parents can support their children's realizing their potential?

The child psychiatrist Atalay Yörükoğlu told this to his students at Hacettepe Medical School during a class; "Parents from all around Turkey have brought their children to me so far. They told me, 'Professor, this child is weird and must be treated.' I told those parents not to panic. I held the children's hands and took them to the toys room. I just made friends with them and played together with them. I treated their parents and sent them back.' I think this tells everything. We must ask this question; children see their parents watching TV, fighting. So, how many children in this country see their parents reading a book? This is the whole point. Parents must first bring down the walls in their minds. Share the child's world, always be by their side for them to reach knowledge, be just and conscientious.

Your Küp channel on YouTube is followed by thousands of subscribers in a short time despite the media crowd. What is the beginning story? Where does Küp come from?

My son Ali Ozan is managing my social media channels and Küp is his project. You know 'Bilgi küpü'; it is derived from it. Its symbol is a vat that has a light in it. Because it is also like a sugar cane; you use it at that moment and goes away,

but it leaves a flavor. New stories are published every week. There is more theatrical narration and construction there. What is narrated is not history but a story because I am not a historian but a man of letters. The Küp channel will soon tell stories about the firsts in Turkey using very different shooting techniques, in a very new style. These videos will be posted on the coming October 29th Republic Day. I think individual media is one of the most beautiful freedoms offered by this communication age because everyone can establish their own media and the audience can choose. Now, an enlightened person has the chance to establish his/her own world.

“

“GLASS IS A BEACH;
SILICUM TURNED INTO A
FAIRY”

”

How are things with the glass art?

What comes to my mind when we speak of glass is fire. Managing a fire is a great art. The labor before the fire is the utmost labor. And this is what glass art is and it is not easy at all. I have no skill for it but I would love to have. We were after the genie in the bottle, and the genie in that bottle is born as a glass out of fire. Glass is a great innovation added by fire to the nature. I love it as an object. Glass is beach, anyway, whenever I see a beach, glass comes to my mind. It is silicium turned into a fairy.

How would you describe Şişecam?

Şişecam is above all our own production, our labor, our domestic value. We understand its value a lot more these days. Our entire wealth is the values that belong to us. However, there is not many left from these



values and what is left deserves to be at far better places. However, our cultural identities are those that are real. As Atatürk said, "The foundation of the Republic of Turkey is culture." And Şişecam is that culture. What comes to my mind when we speak of Şişecam is production policies, the industrial movement in the years the Republic was founded. We were even manufacturing domestic and Turkish-make planes. The Republic of Turkey was the fifth country that could manufacture its own aircraft. So, what is left in our hands now? So, Şişecam is one of those that are left. That's why, it is a great pride, honor, but a great sadness at the same time...

You have friendships with the masters of the Turkish literature, what names come to your mind now?

I am very lucky really. Starting from the early 80s, I have had the opportunity to talk with and become an apprentice of them. If I give names, I fear that I would give one and forget another. May all forgive me. I have known very, very valuable people from Yaşar Kemal to Can Yücel, Melih Cevdet Anday, Cemal Süreya, Ahmet Arif, Vedat Günyol, Salah Bırsel, Mücap Ofluoğlu. I remember tens of memories. One day, Cemal Süreya, a friend of his and I were having a meal at Haydarpaşa Gar Restaurant. We got up from the table and had that friend get on the train. Just like in historical films, he was waving out the window and I had never seen him again. The person we farewelled that night was Ahmet Arif and that had been my last time seeing Ahmet Arif.

When Cemal Süreya passed away, I took his body from Haydarpaşa morgue; his prayer was the next day at Şişli Mosque. When the driver of the funeral vehicle was attempting toward the bridge, I remembered what Süreya had told me, "Show me around before burying me." I told the driver to take the coastal road. We passed through Salacak, the Maiden Tower. When we stopped at a red light in Kuzguncuk, I saw Can Yücel on an uphill road at a side street walking with his hands on his back. I called out to him, but he didn't hear me. I regretted not being able to tell him "Look, we are showing Cemal Süreya around." And on my 50th birthday, my wife Belgin prepared a surprise celebration for me somewhere at Bosphorus. All of my friends were there and I was brought there unaware. Actually, I was born on September 12th but I hadn't been celebrating my birthday since 1980 because of the coup. But my friends said that they were celebrating and prepared a surprise for me. We were on the third floor of a building. While there, I learned that Yaşar Kemal had also arrived. He wasn't allowed to climb stairs because he was sick. So, he was downstairs sitting on a chair. I went to him and Yaşar Kemal told me, "They told me I can't go up there because of the stairs. And I said, 'so, can I sit at Sunay's door?'" Look at his humility, grandness? This is Yaşar Kemal, this is the fineness of Ince Memed. We sat there chatting. Tell me which literary award could be more valuable than this. Could a greater award be given to a poet, author than this? We have saved so many emotions like this.



THE MOST BEAUTIFUL FALL DESTINATIONS

COOLING WEATHER, LEAVES CLAD IN THOUSANDS OF COLORS, SCENES REMINDING OF OIL PAINTINGS... WE HAVE LISTED THE MOST BEAUTIFUL DESTINATIONS ACROSS THE WORLD TO ENJOY THE MAGIC ATMOSPHERE OF THE FALL FULLY.

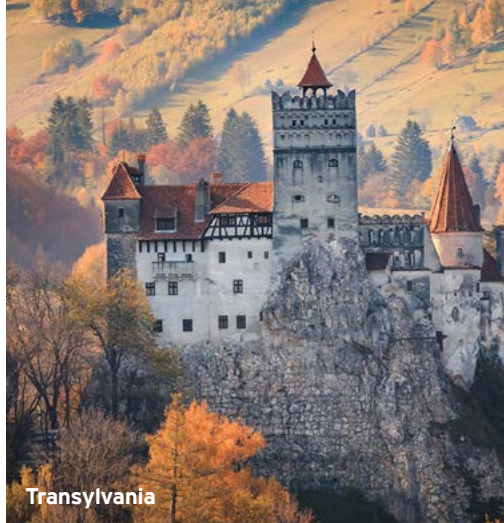
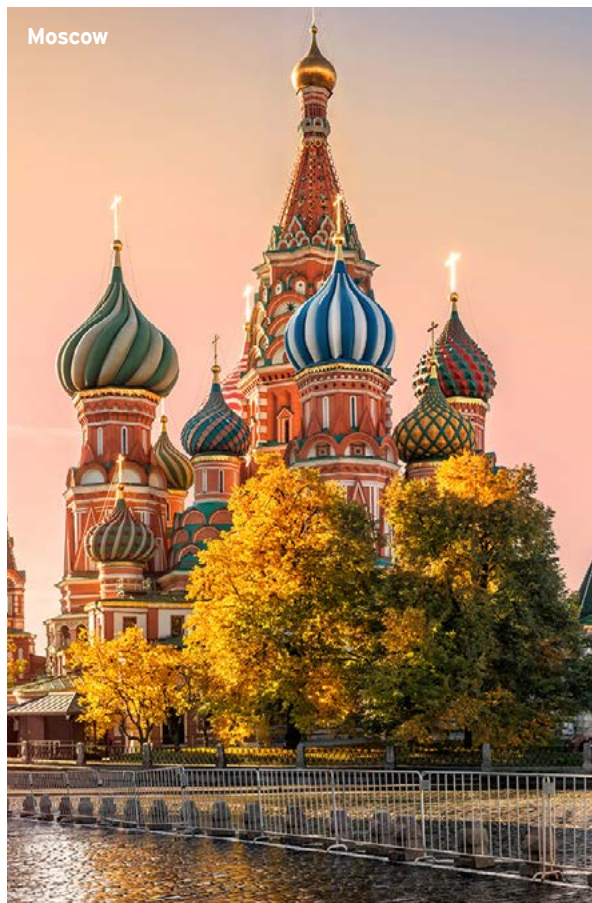
TUSCANY, ITALY

A destination that every traveler who loves gastronomic discoveries dreams of; Italy's Tuscany region. The best way to set out on a exploration full of flavors in Tuscany is to rent a car and hit the road. The best season, beyond discussion, is the fall with its lukewarm weather and the color feast offered by the trees. In Tuscany, starting from the mid September, the harvest of many flavorful produces from truffle mushroom to pumpkin, grape and chestnuts is celebrated in festivals called 'sagre.'

TOKYO, JAPAN

In Japanese, 'momijigari' means visiting places with leaves falling with the fall. The places to live the fall best in the country is Kyoto and the capital Tokyo. Being refined with cherry blossoms in May, Tokyo assumes an utterly





different beauty with the changed colors of white birch and ginkgo leaves with the fall. The best places to see the color feast that comes into life with the fall in Tokyo are Rikugien Gardens, Takao Mountain, Mitake Mountain and Showa Kinen Park.

BAVARIA, GERMANY

The fall is a great season to explore the entire Bavaria state located in the south of Germany. The Alpine forests are clad in the fall colors with September. While traveling on the 360-km road called 'Romantic Road', you feel like being in an oil painting so to speak. The beauty of the middle age towns on the road such as Rothenburg ob der Tauber and Dinkelsbühl is doubled with the fall. One of the best sides of the fall in Bavaria is the famous eating-drinking festivals called Oktoberfest.

TRANSYLVANIA, ROMANIA

Transylvania, the home of Count Dracula, is a destination beyond mysticism with its nature, foggy weather, majestic mountains, castles from the Middle Age. When

the colors of the fall are added to this tableau, it is impossible not to be captivated by Transylvania. Although TransFagarasan is a driving route that requires courage with its twisting sharp turns between the Fagaras Mountains on a 90-kilometer road, it does justice to the season with its legendary fall scenes. Count Dracula's home Bran Castle gives the shivers with its view in the middle of this unique scene.

MOSCOW, RUSSIA

Those who think Moscow as a cold and gray metropol must see it in the fall. Although the architectural structures of the Soviet era add a serious look to the city, its large parks are dyed in thousands tones of the fall to decorate Moscow. The city's huge parks including Gorky Park, Izmailovsky Park, Tsaritsyno offer scenes as a complete substitute for postcards with awesome color passages. The old royal property situated on a 359-hectare area by the Moscow River. Kolomenskoye, is totally photogenic in the fall with its white palaces, churches with blue domes.

QUEBEC, CANADA

The leaves of the white birch which are the symbol of Canada, turn into red and yellow with the fall. The state of the country where French is spoken, Quebec, is situated on St. Lawrence River. The nature of the national parks that are quite close to the downtown is quite generous. After a cozy trip, you find yourself in the middle of mountains, valleys, waterfalls and live the fall colors to the fullest. The 125-km railway line extending from Quebec to La Malbaie, Charlevoix, makes you live the beauties of the fall at the climax with the seven rural towns, small and cute villages on the way.

COTSWOLDS, ENGLAND

Cotswolds that can be reached by a bus or train from London is a heaven on the south of England with cute villages, gardens, Roman ruins, huge mansions, splendid castles. Fully covered in green during summer, Cotswolds witnesses a dance of the colors with the fall. Bourton on Water that reminds of Venice, the famous Burford with antique shops, Bibury that looks like being

straight from the fairy tale books are some of the most beautiful villages of Cotswolds. One of the places that must be definitely seen in Cotsworld is Lacock village's historical church Lacock Abbey. The halls of the church may look familiar to the Harry Potter fans because the first two movies of the franchise were shot there.

GENEVA, SWITZERLAND

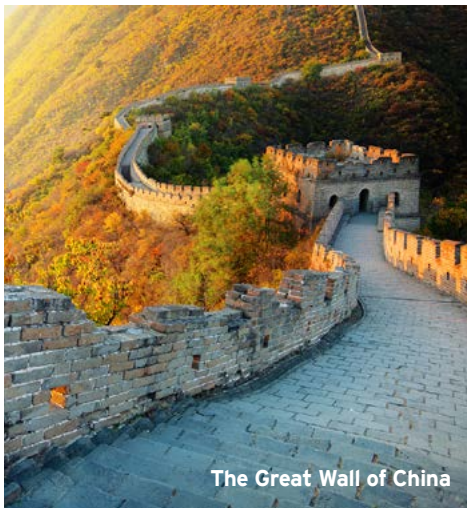
One of the most green cities in Europe, Geneva, is clad in red-yellow tones with the fall. The best place to go to live the fall to the fullest, which is the most photogenic season of the city that is situated between the French Alps and Geneva Lake, is Jardin Botanique. If you want to further immerse in the nature, you can take a walk on the 32-kilometer Grande Traversée track or join a boat tour in Geneva Lake to explore the city's nature and the awesome houses by the riverside from water.

THE GREAT WALL, CHINA

One of the seven wonders of the world, an amazing travel



New York



The Great Wall of China



Bozcaada



Bled

experience travelers dream of; The Great Wall of China. It is also one of the best destinations to live the joy of the fall. Mutianyu, which is 70 kilometers from Beijing's downtown, is home to the best tracks of the Great Wall with its restored roads and several clock towers. Being a more tranquil track compared to the touristic and crowded Badaling, Mutianyu has a 2.3 kilometer track that is also quite suitable for families.

NEW YORK, U.S.A.

New York is among the top cities in the world that live the fall best. Therefore, there are even special tours organized starting from the second half of September for travelers who just want to walk among the falling leaves. Seeing the city's most famous

park, Central Park, living the fall with its oak trees, elm trees, red birch trees, black cherry trees, is a priceless experience. Other parks in New York to track the fall is Fort Tyron on Hudson River, Prospect Park, Alley Pond Park and Bloomingdale Park...Also, cruise companies organize special boat tours for the fall.

BLED, SLOVENIA

The spa town that is 45 minutes from Slovenia's capital Ljubljana by land is a land of fairy tales so to speak. The famous Lake Bled that has the name of the town is one of the most beautiful lakes in the world. St. Michael Church situated on a small island that is right in the middle of the lake is simply captivating. The Lake Bled lives the climax of its beauty in the

fall with its swans, high mountains and forests surrounding it. You are likely to fall in love with the romanticism added by the fall a thousand times while walking around the lake. Lake Bohinj that is 30 kilometers from Lake Bled is another natural wonder of Slovenia.

BOZCAADA, TURKEY

Regulars know it very well; Bozcaada's most beautiful season is the fall. The crowd withdraws, the island is little tired but enjoys its best days in the tranquil state. The best beaches of Bozcaada that seduces with its wind, cold but clean sea, and stone houses are Ayazma, Sulubahce, Habbele and Tuzburnu. Local Flavors Festival between September 21st and 23rd is one of the best

events of the island. The festival that has been organized since 2010 and has now become a tradition, is a perfect excuse to go to Bozcaada.

ABANT-SEVEN LAKES, TURKEY

The destination to find all the colors of the fall is Abant-Seven Lakes. It is an impressive experience to explore Abant and the Seven Lakes that are captivating four seasons with their nature. It is almost impossible to forget the colors of the lakes and the forests around them that embrace the fall. Everywhere you see is a frame from a postcard so to speak with leaves that go red, yellow, try to remain green and surrender to the season and fall.



The Seven Lakes

A BOWL FILLED WITH FLAVOR

ONE OF THE MOST POPULAR GASTRONOMY TRENDS RECENTLY IS PRACTICAL AND HEALTHY FLAVORS PREPARED IN BOWLS. THEY WILL FILL YOU FROM THE DESSERTS TO THE DINNER AS WELL AS FEEDING YOUR VISUAL PLEASURE. YOU CAN VARY YOUR BOWL RECIPES ACCORDING TO YOUR PALATE AND IMAGINATION AND CREATE YOUR OWN RECIPES.



Breakfast Smoothie Bowl

IF YOU DON'T HAVE MUCH TIME FOR BREAKFASTS, BUT STILL WANT TO BOTH HAVE A HEALTHY DIET AND NOT TO SACRIFICE FROM YOUR PALATE, THIS SMOOTHIE BOWL IS JUST FOR YOU.

INGREDIENTS

5 table spoons strained yogurt
10 huckleberries
6 strawberries
1 coffee spoon honey
1 table spoon chia seeds

FOR THE TOP

10 huckleberries
6 raspberries
1 table spoon granola
5-6 fresh mint leaves

PREPARATION

• Add the strawberries, huckleberries, honey and chia seeds to the strained yogurt and mix it well in the blender until it is homogeneous.

• Put the mix in a bowl. Decorate it with granola, fresh huckleberries, raspberries and mint leaves on the top and serve.

Detox Smoothie Bowl

IT IS HIGH TIME YOU GOT RID OF THE ANTIOXIDANTS IN YOUR BODY AFTER THE SUMMER. MAKE DETOX SWEET WITH A TASTY AND HEALTHY SMOOTHIE BOWL.

INGREDIENTS

1 glass baby spinach
1 glass kefir
1 banana
1/2 avocado
1 coffee spoon honey

FOR THE TOP

4-5 raspberries
7-8 huckleberries
1 kiwi
1 coffee spoon chia seeds
1 coffee spoon sunflower seeds

PREPARATION

• Add baby spinach, kefir, banana, avocado, ice and honey in the blender and mix until smooth.

• Add raspberries, kiwi, chia seeds and honey on top and serve. Steam black cabbage or use baby black cabbage. Thus, you will get a smooth texture.





Vegan Buddha Bowl

BUDDHA BOWLS ARE ONE OF THE MOST IMPORTANT EATING-DRINKING TRENDS IN RECENT YEARS. BUDDHA BOWLS WHICH ARE PREFERRED BECAUSE THEY ARE EASILY PREPARED AND ALSO HEALTHY COMBINE DIFFERENT FOOD GROUPS IN A SINGLE BOWL.

INGREDIENTS

1 sweet potato
1 glass baby spinach
5 cherry tomatoes
1/2 avocado
1 glass boiled quinoa
1 glass boiled chickpeas
1 coffee spoon turmeric
1 coffee spoon black sesame
1 table spoon extra virgin olive oil

PREPARATION

- Spread the peeled sweet potato cut in cubes on a cooking paper. Cook in oven preheated to 200C for 30 minutes.
- After the potatoes are ready, add boiled chickpeas flavored with turmeric, boiled quinoa, long sliced avocado, cherry tomatoes cut in four pieces and baby spinach side to side in a bowl.
- Add black sesame and sprinkle olive oil on top and serve.

Grilled Vegetable Couscous Bowl

IF YOU ARE LOOKING FOR A FILLING AND NUTRITIONAL RECIPE FOR LUNCH OR A LIGHT DINNER, YOU MAY WANT TO GIVE A CHANCE TO THIS BOWL BRINGING GRILLED VEGETABLES AND COUSCOUS TOGETHER.

INGREDIENTS

1 small squash
1 small eggplant
1 tomato
1 glass couscous
2 table spoons extra virgin olive oil
1 fresh thyme spring
Salt

PREPARATION

- Peel the squash and eggplant and cut in cubes. Spread the vegetables on a cooking paper in a tray and sprinkle salt and extra virgin olive oil on top. Cook in oven preheated to 200C for 30 minutes.
- Dice tomato and remove the seeds.
- Boil the couscous.
- Add the lukewarm boiled couscous into a large bowl first. Add the grilled vegetables and tomatoes on top. Decorate it with fresh thyme if you like and serve.



Mushroom Noodle Bowl

NOODLE THAT IS SPECIFIC TO THE ASIAN CUISINE IS A VERY IDEAL INGREDIENT OR USE IN DIFFERENT BOWL RECIPES. MUSHROOM, ON THE OTHER HAND, IS ONE OF THE MAIN INGREDIENTS THAT FIT THE NOODLE RECIPES THE MOST.

INGREDIENTS

1 pack noodles
10 mushrooms
2 cloves of garlic
2 table spoons soy sauce
3 fresh scallions
1/2 glass shelled peanuts
Olive oil

PREPARATION

- Boil and strain noodles according to the directions.
- Slice the mushrooms. Saute grated garlic in olive oil and soy sauce until it turns brown.
- Fry peanuts in a greaseless pan until they turn brown.
- Divide noodles into large bowls. Add the mushrooms, thin-diced scallion and peanuts on top and serve warm.

EXHIBITIONS DEDICATED TO GLASS

SET OUT ON AN ART JOURNEY WITH EXHIBITIONS THAT SHED LIGHT ON THE CENTURIES-OLD PAST OF GLASS OR BRING THE IMPRESSIVE GLASS WORKS OF MODERN ARTISTS FROM ALL CORNERS OF THE WORLD.



MARIO BELLINI FOR MURANO

Fondazione Musei Civici di Venezia Until March 3rd

Glass works created by the world famous Italian architect and designer Mario Bellini by observing the Murano tradition meet with the art lovers at Mario Bellini for Murano exhibition. Bellini is actually known for his innovative designs and architectural works from automobile to electronics. The works of Bellini who also contributes to the art of glass by processing the traditional techniques in glass furnaces called Seguso and Venini from an original perspective at Murano Island meet together at this special exhibition. The exhibition opened under the Venice Glass Week celebrated in September can be seen until March 2019.

museovetro.visitmuve.it



SPLENDOR AND BLISS

Gemeentemuseum, Den Haag, Hollanda Until March 3rd

Gemeentemuseum in Den Haag brings the most beautiful works from the rich Islam art collection together at the Splendor and Bliss exhibition. There are cobalt blue tiles, rugs with oriental patterns and wooden doors produced between 900 and 1900 as well as examples from the glass art among the most significant works of the exhibition. Very exclusive works mirroring the technical and aesthetic past of the glass art are included from the museum collection in the exhibition. In addition to works of arts such as decorative lamps, vases, calligraphic works, there are other objects produced with glass at the exhibition; jars for oils and balms used in hammam, perfume bottles, mascara containers, chalices, ink bottles, oil lamps...www.gemeentemuseum.nl





TOYAMA INTERNATIONAL GLASS EXHIBITION 2018

Toyama Glass Art Museum **Until November 25th**

Toyama International Glass Exhibition is an event that recognizes and brings together the young talents of the glass art from all around the world. The contest and exhibition organized every three years aim to display the current state of the modern glass art and encourage young artists in material selection. The grand prize of this year's contest went to the Norwegian visual artist Æsa Björk with their striking installation called 'Shield II.' Other recognized works that make a difference in both ways of expression and the technical use of glass are displayed at Toyama International Glass Exhibition 2018 which is a ground-breaking event in terms of seeing extraordinary ideas and the innovative uses of glass.

www.toyama-glass.jp



GLASS OF THE ARCHITECTS: VIENNA, 1900-1937

Corning Museum of Glass Until January 7th

A group of European and American architects carried the architectural practice a step further than designing the carcass and became involved in the design of all details relating to the architecture in the 20th century. These architects who thought that their duty was to add the modern aesthetics to every domain of life added an artistic vision to different domains from furniture to ceramics, textile, glass. Glass of the Architects: Vienna, 1900-1937 exhibition examines the designer side of the architects that worked in a certain period in Austria and did not consider architecture to be simply building designing closer. One of the most significant works at the exhibition that brings over 150 objects together is the restored version of the installation named 'Dressing Room for a Star' by Josef Hoffman.

www.cmog.org



ŞİŞECAM VOLUNTEERS' FIRST STOP OVERSEAS; BOSNIA HERZEGOVINA

ŞİŞECAM VOLUNTEERS VISITED THE
RETIREEES AND THE FAMILIES IN NEED
IN THE REGION.



Şişecam Volunteers consisting of Şişecam employees continue their social responsibility efforts. The first overseas stop of the activities organized voluntarily by the Group employees who have accomplished several social responsibility projects in Turkey was Bosnia Herzegovina. Şişecam Volunteers visited Şişecam retirees and families in need in the region between September 18th and 19th.

60 HOMES VISITED

Şişecam volunteers who have accomplished several projects in Turkey so far carry out very comprehensive social responsibility projects from blood donation campaigns to Children's Rights Festival, Glass, Again Glass events to Darülaceze visits. Şişecam Volunteers who set out to make a difference in the society visited 60 homes. In the visits that began with health checks, Şişecam Volunteers shared the aid packages they prepared with those in need. Thereunder, 45 Soda

Lukavac Plant retirees who are over 80 years of age and living alone and 15 families who were suggested by Red Crescent and have financial difficulty were reached. The individuals and families visited thanked the teams for their help, and Şişecam Soda Lukavac Plant employees expressed their pride in being an employee of Şişecam.



ABOUT SODA LUKAVAC PLANT

Soda Lukavac Plant that was incepted in 1893 in Bosnia Herzegovina's industrial and mineral region Tuzla Lukavac is the most rapidly growing synthetic soda plant in Europe. The three main products produced by Soda Lukavac Plant including heavy soda, light soda and sodium bicarbonate are used as a raw material in the production of chemicals, textile, water and funnel cleaning systems, food, animal feed industries, and, primarily, glass and detergent industries. Having joined Şişecam Group in 2006 with an annual production capacity of 120 thousand tons, the plant has now an annual production capacity of 585 thousand tons. Being one of the important facilities in Bosnia Herzegovina's exports, the plant provides raw material to major glass and detergent manufacturers in Europe and also exports to the entire European market primarily including the Central Europe and Southeast Europe and over 50 countries.



WITH GLASS, AGAIN GLASS

CITIES ARE ALL IN COLORS



TURKEY'S ONE OF THE MOST COMPREHENSIVE SUSTAINABILITY AND SOCIAL RESPONSIBILITY PROJECTS "GLASS, AGAIN GLASS" CONTINUES TO REACH TURKEY'S MANY PROVINCES.

"Glass, Again Glass" that is one of the most comprehensive sustainability and social responsibility projects carried into effect by Şişecam Group in 2011 based on the fact that glass is the most sustainable packaging material has once more hit the roads to color the cities. Under the project, with the participation of Şişecam Group employees and their families, glass coin box painting activities were held in Kırklareli, Denizli, Bursa and Mersin with a view to supporting recycling. Recycled glass coin boxes painted to be re-designed by Şişecam Volunteers will contribute to the recycling

efforts of the municipalities at the designated sports in the cities.

COLORFUL COIN BOXES IN FOUR CITIES

The first stop of Glass, Again Glass activities was Kırklareli. Coin box painting activities were carried out by Paşabahçe Glass, Şişecam Flat Glass and Şişecam Automotive plants with approximately 200 participants. Also in Denizli Glass Plant which was the second stop of the Glass, Again Glass, a group of 100 people including the group employees and their families participated. In Şişecam Flat Glass and Şişecam Glass Packaging plants of Şişecam

Group in Bursa Yenisehir, the activities were carried out with the participation of 100 people. The fourth stop of Glass, Again Glass activities after Kırklareli, Denizli and Bursa was Mersin. 200 people including the Group employees and their families participated in the coin box painting activities carried out by Şişecam Chemicals and Şişecam Flat Glass Plants. In Glass, Again Glass activities organized in four cities, approximately 600 volunteers consisting of Şişecam employees and their families gave the coin boxes a colorful look. The re-designed coin boxes will contribute to the glass recycling.

**CAM
YENİ
DEN
CAM**



Kırklareli



Bursa



Denizli



Mersin

BURSA

KIRKLARELİ

DENİZLİ

MERSİN



ŞİŞECAM ÇAYIROVA SPORTS CLUB

RETURNED FROM THE COMPETITIONS WITH SUCCESS.

ÇAYIROVA SPORTS CLUB REPRESENTED ŞİŞECAM GROUP SUCCESSFULLY WITH THE RESULTS ACHIEVED IN COMPETITIONS PARTICIPATED IN JULY AND AUGUST.

RESULT OF YOUTH TURKEY CHAMPIONSHIP ROWING RACE

Youth Turkey Championship Rowing Races were held in Sapanca/Sakarya Kirkpinar Rowing Track between July 14th and 15th, 2018. Çayırova Sports Club ranked first once, third once and fifth twice in the team rankings. Points and rankings of the teams are as follows:

JUNIOR MEN:

Ranked second with 128 points.

STAR MEN:

Ranked third with 218 points.

YOUNG GIRLS:

Ranked fifth with 50 points.

YOUNG MEN:

Ranked fifth with 10 points.



DURGUNSU CANOE 2018 TURKEY CUP

Participating "Durgunsu Canoe 2018 Turkey Cup" races held with the participation of 30 provinces, 17 clubs and 252 athletes in Eskisehir between

July 6th and 8th, 2018 with 12 people, Çayırova Sports Club won 11 Gold and 1 silver and 6 Bronze medals and two cups including first place in Senior Women and second place in Young Women.



DAMYO SAILING RACES

In DAMYO sailing races organized by Turkish Sailing Federation's Yalova Sailing Representation, Sports Provincial Directorate for Youth Services and Karamurselbey Maritime Vocational School Command, Çayırova Sports Club

athletes raced in five categories in total including Optimist, General, Junior and Girls, and General and Young in the laser class. Ranking first as a team with the results, the athletes won the Karamurselbey Maritime Vocational School cup for the club.

BALKANS ROWING RACE

In the Balkans Rowing Championship held in Bulgaria's Plovdiv city between August 25th and 26th, 2018, Çayırova Sport Club won 12 medals in total including 6 Gold, 3 Silver and 3 Bronze medals. Also, the athletes won the championship in the Men division and ranked first in the Women division and General division.



RANKINGS:

Optimist General -
1. Yağız Aşçıoğlu

Optimist Girls -
1. Merve Esma Özen,
2. Defne Uçal

Laser 4.7 General -
1. Uğurcan Yılmaz,
3. Berkant Sarıçam

Laser 4.7 Youth -
1. Uğurcan Yılmaz

Şimdi!

ACTIVITY TIME

WELCOMES THE FALL WITH ACTIVITIES



BACKGAMMON TOURNAMENTS COMPLETED

The backgammon tournaments held at Şişecam Denizli, Mersin and Kırklareli plants witnessed pleasant and challenging matches. The winners in the competitions held at the plants later played to achieve championship in the regional finals. The following are the winners of the Backgammon Tournament:

RESULTS OF KIRKLARELI BACKGAMMON TOURNAMENTS:

Şişecam Trakya Glass Plant:

- Champion **Ümit Akyıldız**
2. **Emre Arabacı**
3. **Volkan Türkoğlu**

Şişecam Automotive Plant:

- Champion **Turhan Durmaz**,
2. **Birtan Demir**
3. **Türker Türkmen**

- Paşabahçe Cam Sanayii ve Ticaret A.Ş. Kırklareli Plant:**
Champion **Bülent Güngör**
2. **Erhan Keser**
3. **Cumhur Yılmaz**

The champion in the Regional Final held among the plant champions was **Turhan Durmaz**.



RESULTS OF MERSİN BACKGAMMON TOURNAMENTS:

**Trakya Cam
Sanayii A.Ş.
Mersin Plant:**
Champion **Mete
Kıray**
2. **Yücel Yalın**
3. **Murat Gence**

**Anadolu
Cam Sanayii
A.Ş. Mersin
Plant:** Champion
Ahmet Güç
2. **Yalçın Taşkın**
3. **Murat Gence**

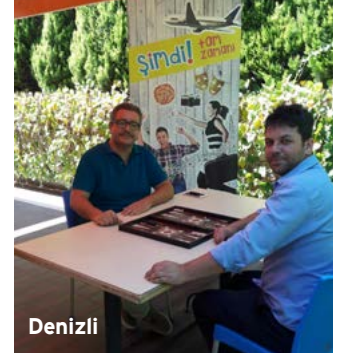
RESULTS OF DENİZLİ BACKGAMMON TOURNAMENTS:

**Denizli Cam Sanayii ve
Ticaret A.Ş.:**
Champion **Hasan Akyüz**
2. **Umut Talih**
3. **İsmail Durmaz**

In the tournament participated by
Soda-Krom-Oxyvit Plants together,
Ali Tanrıverdi won the championship
while **Tamer Taner** won the second
place and **Gökhan Aksan** won the
third place. The champion of
the Regional Final was **Mersin**
champion and **Trakya Glass Plant**
representative
Mete Kıray.



Mersin



Denizli



Denizli

WORLD CUP SPECULATIONS

GAVE SURPRISE PRESENTS

FIFA World Cup which is one of the most exciting organizations witnessed unexpected surprises this year. In the final match where the breaths were held, a Group-wide speculation competition was held. 15 people selected by a drawing among those who speculated the result of the France-Croatia match correctly won the Now! Nostalgic gift boxes.



WOULD YOU LIKE TO JOIN THE NOW! TEAM

Now! is looking for new volunteers! Being part of the Now! Team, you can carry the activity recommendations you would like to see in Şişecam Group into life and contribute to making the work life more enjoyable. Those who wish to join can forward their application to the Human Resources department, their Now! Representatives at their establishments or simdi_destek@sisecam.com.

MEDIA REFLECTIONS

JULY-AUGUST-SEPTEMBER 2018

1 Meksika dalgası

Şişecam Uzak Doğu ve Avrupa yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi

Cam evresinde dünya, cam ambalaj ve diğer cam ürünleri için yeni yatırımlar yapmaya başladı. Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi. Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.



START-UP'LARLA İLGİLENİYORUZ

Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.



Hindistan'da yeni fabrika

2 Yurtdışında startup firmalar satın alacak

CAM evresinde dünya, cam ambalaj ve diğer cam ürünleri için yeni yatırımlar yapmaya başladı. Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.



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3 'Şişecam' yeni yatırım kolluyor

Şişecam Topluluğu geçtiğimiz ay Hindistan ve İtalya'da yaptığı satın almaların ardından Meksika, Hindistan ve Avrupa başta olmak üzere yeni yatırım fırsatları üzerinde çalışıyor. Şişecam Topluluğu'nun Başkan Vekili ve Genel Müdürü Ahmet Kırmızı, yurtdışındaki start-up firmalarına yatırımını ilgilendiklerini de söyledi.



Şişecam Topluluğu'nun Başkan Vekili ve Genel Müdürü Ahmet Kırmızı, yurtdışındaki start-up firmalarına yatırımını ilgilendiklerini de söyledi.



Turkish glassmaker has Indian autos in its sights

Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.

5 Yeni iş kollarına odaklandı

Şişecam'ın stratejisi, ana iş kollarında gelecek vadeden alanlara pozisyon almak. Şirket bu anlamda geliştirilebilecek teknolojiler, camla ilgili ya da cam dışında geleceğin teknolojilerine yönelik start-up şirketleri ile ilgileniyor.



Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.

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SİŞECAM'IN GÖZÜ MEKSİKA'DA

Şişecam Uzak Doğu ve Avrupa Yatırımlarından sonra gözünü Orta Amerika'ya çevirdi. Genel Müdür Ahmet Kırmızı, "Meksika'dan bize gelen çok ilginç teklifler var" dedi.



Şişecam'dan Mersin'de yeni yatırım

Şişecam Topluluğu, Mersin Cam Ambalaj Fabrikası'nda yeni yatırım gerçekleştirecek. Şişecam Cam Ambalaj'ın yıllık 80 bin ton üretim kapasitesine sahip olacak yeni firmayı, yaklaşık 18.2 milyon dolarlık yatırımla hayata geçecek. Endüstri 4.0'a uygun teknolojiyle donatılacak yeni fırınla Türkiye'de kapasite 1.3 milyon tona çıkacak. Şişecam Cam Ambalaj dünyanın 5. büyük üreticisi konumunda. /13

8 Şişecam Mersin'de yeni fırın yatırımı yapacak

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Türk cam devinden yeni yatırım kararı

Şişecam Topluluğu şirketlerinden Anadolu Cam, yeni yatırım kararı aldı. Cam ambalaj üreticisi şirket, Mersin'in Yenitaşkent İlçesi'nde bulunan fabrikasında 18.2 milyon dolarlık yatırımını yapacak. Şirketin Kamuoyu Aydınlatma Platformu'na (KAP) yaptığı açıklamaya göre, yeni fırın yılda 80 bin ton kapasiteye sahip olacak. Şişecam'ın yüzde 77.1'i

10



Şişecam'dan 6 ayda 1.6 milyar TL net kâr

13

Şişecam'dan 6 ayda 1.6 milyar TL net kâr



Şişecam'ın bu dönemde toplu içerisinde uluslararası satışları yüzde 59 seviyesinde gerçeğe kâr yüzde 93 arttı. Yurt içi ve dışı 2.4 milyon ton cam üretili, bu dönemde 1.2 ve 1.8 milyon ton en üretimi gerçekleştirdi.

1.2 milya yatırım y

2018 yılının ilk yar

12

ŞİŞECAM KÂRINI İKİYE KATLADI

Yılın ilk yarısında 400 milyon \$'lık ihracat yaptı

Şişecam Topluluğu, yılın ilk yarısında net satışlarını yüzde 24 artışla 6.8 milyar TL'ye çıkardı. Bu dönemde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı.

14



66 milyon dolarlık

Şişecam'dan Eskişehir'e 66 milyon dolar yatırım



En itibarlı şirketler listesine girdi

ŞİŞECAM Topluluğu, Euro-money Institutional Investor'ın "EMEA Yönetim Ekibi 2018" araştırmasında, "En İyi CFO" ve "En İyi Yatırım" ödüllerini aldı.

Şişecam, 'En İtibarlı Şirketler' listesinde

Şişecam Topluluğu'nun hayata geçirdiği 'Cam Yeniden Cam' projesi kapsamında, bağlatıcı etkinliklerinin ikinci dönüştürme destek vermek amacıyla cam kumbara boyama etkinlikleri için bir araya geldi. Denizli

Kırlarelli çocuklar, cam atık kumbaralarını kendi hayal dünyalarıyla boyayıp yeniden tasarladılar.

YÜZDE YÜZ GERİ DÖNÜŞÜM

Çocuklar cam için boyuyor

Çocuklar cam için boyuyor

PAŞABAĞÇE İLE DÜNYAYI KEŞFEDİN

Değerli ürünler için oldukça geniş bir ürün yelpazesini bir araya getiren Paşabağçe, bu kez dünya genelinde...

PAŞABAĞÇE İLE EVİNİZ RENGARENK

Geniş ürün yelpazesine değerli ürünler için oldukça geniş bir ürün yelpazesini bir araya getiren Paşabağçe, bu kez dünya genelinde...

Türk Tuborg A.Ş.'nin Şişecam Cam Amhalai tarafından tasarlanar

Paşabağçe Mağazaları, Türkiye'nin tarihi ve kültürel varlıklarına sahip olduğu 'Camda Dünya Mirası' koleksiyonunu tarih ve sanatseverleri buluşturmayı sürdürüyor.

CAMDA DÜNYA MİRASI KOLEKSİYONU'NDAN "HİTİT ŞARKISI VAZO"

Paşabağçe Mağazaları, Türkiye'nin tarihi ve kültürel varlıklarına sahip olduğu 'Camda Dünya Mirası' koleksiyonunu tarih ve sanatseverleri buluşturmayı sürdürüyor.

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11



ŞİŞECAM'IN KÂRI 1.6 milyara ulaştı

ŞİŞECAM Topluluğu'nun yılın ilk yarısında net satışları bir önceki yıla göre yüzde 24 artışla 6.8 milyar TL'ye ulaştı. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı.

66 milyon dolara kapasite arttırdı

66 MİLYON \$'LIK YATIRIM Eskişehir tesisinin fırınına atesledi

ŞİŞECAM dünya itibar ligine girdi

ŞİŞECAM'ın mali yönetimi, yatırımcı ilişkileri ve kurumsal yönetim konularında uluslararası yatırımcıların beklentilerini karşılayan bir yapıya kavuştu. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı. Şişecam'ın bu dönemde toplam satışları içerisinde uluslararası satışlarının payı yüzde 59 seviyesinde gerçekleşirken, net kâr ise yüzde 93 arttı.

BİR CAM ŞİŞE, BİR BİLGİSAYARI 25 DAKIKA ÇALIŞTIRIYOR

Paşabağçe Mağazaları, Türkiye'nin tarihi ve kültürel varlıklarına sahip olduğu 'Camda Dünya Mirası' koleksiyonunu tarih ve sanatseverleri buluşturmayı sürdürüyor.

PAŞABAĞÇE MAĞAZALARI İLE SONBAHAR RENKLERİNİ EVİNİZE TAŞIYIN

Paşabağçe Mağazaları, Türkiye'nin tarihi ve kültürel varlıklarına sahip olduğu 'Camda Dünya Mirası' koleksiyonunu tarih ve sanatseverleri buluşturmayı sürdürüyor.

YAGSIZ PIŞIRIN, KOLAY TEMİZLEYİN

Paşabağçe, 'Borcam Non-Stick' cam fırın kaplarını yuvayarak tencere, kare ve yuvarlak tepsi olmak üzere üç farklı seçeneğe sunuyor.

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- MEXICAN WAVE VATAN - July 4th, 2018
- STARTUP COMPANIES ABROAD WILL BE ACQUIRED SÖZCÜ - July 4th, 2018
- ŞİŞECAM WATCHES FOR A NEW INVESTMENT MİLLİYET - July 4th, 2018
- TURKISH GLASSMAKER HAS INDIAN AUTOS IN ITS SIGHTS HÜRRİYET DAILY NEWS - July 4th, 2018
- FOCUSED ON NEW AREAS OF BUSINESS DÜNYA - July 4th, 2018
- NEW INVESTMENT IN MERSIN FROM ŞİŞECAM CUMHURİYET - July 4th, 2018
- NEW INVESTMENT IN MERSIN FROM ŞİŞECAM DÜNYA - September 7th, 2018
- NEW INVESTMENT IN MERSIN FROM ŞİŞECAM DÜNYA - September 7th, 2018
- NEW INVESTMENT DECISION FROM THE TURKISH GLASS GIANT AKŞAM - September 6th, 2018
- NET 1.6 BILLION TRL MONTHLY PROFIT FROM ŞİŞECAM AKŞAM - July 29th, 2018
- ŞİŞECAM'S PROFIT REACHES 1.6 BILLION STAR - July 29th, 2018
- 400 MILLION DOLLAR EXPORTS ACCOMPLISHED IN THE FIRST HALF OF THE YEAR TÜRKİYE - July 29th, 2018
- NET 1.6 BILLION TRL PROFIT FROM ŞİŞECAM IN SIX MONTHS VATAN - July 29th, 2018
- FIRES THE NEW 66-MILLION DOLLAR FURNACE AKŞAM - July 27th, 2018
- INCREASES CAPACITY FOR 66 MILLION DOLLARS HÜRRİYET - July 27th, 2018
- A FACTORY TO ESKİŞEHİR POSTA - July 27th, 2018
- 66-MILLION DOLLAR INVESTMENT FROM ŞİŞECAM TO ESKİŞEHİR STAR - July 27th, 2018
- FIRES THE FURNACE OF ESKİŞEHİR PLANT VATAN - July 27th, 2018
- CONFIRMATION FROM FITCH TO ŞİŞECAM VATAN - July 22nd, 2018
- INCLUDED IN THE MOST RESPECTED COMPANIES LIST SÖZCÜ - July 21st, 2018
- ŞİŞECAM ENTERS THE WORLD'S RESPECTED LEAGUE STAR - July 20th, 2018
- ŞİŞECAM IN THE MOST RESPECTED COMPANIES LIST VATAN - July 20th, 2018
- SECOND STOP OF GLASS, AGAIN GLASS PROJECT: DENİZLİ DÜNYA - August 20th, 2018
- ŞİŞECAM FAMILY ADDED COLOR TO RECYCLING WITH GLASS, AGAIN GLASS IN KIRKLARELİ YAPI MALZEME - September 1, 2018
- KIDS PAINT FOR GLASS CUMHURİYET - August 5, 2018
- ONE GLASS BOTTLE OPERATES A COMPUTER IN 25 MINUTES -August 5th, 2018
- PAŞABAĞÇE STORE OPENS IN ANTALYA AGORA SHOPPING MALL DÜNYA - July 2nd, 2018
- BRING THE COLOR OF THE FALL TO YOUR HOME WITH PAŞABAĞÇE STORES PEOPLE MAG - September 1st, 2018
- EXPLORE THE WORLD WITH PAŞABAĞÇE ALEM - August 28th, 2018
- YOUR COLORFUL HOME WITH PAŞABAĞÇE ALEM - August 1st, 2018
- BOTTLE DESIGNED BY ŞİŞECAM GLASS PACKAGING RECEIVES A"DESIGN GOLD" AWARD PAUSE CİTYS - August 1st, 2018
- A HITTITE SONG VASE FROM THE WORLD HERITAGE IN GLASS PEOPLE MAG - August 1st, 2018
- COOK WITHOUT OIL, CLEAN EASILY ANNE BEBEK - July 1st, 2018



ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY:

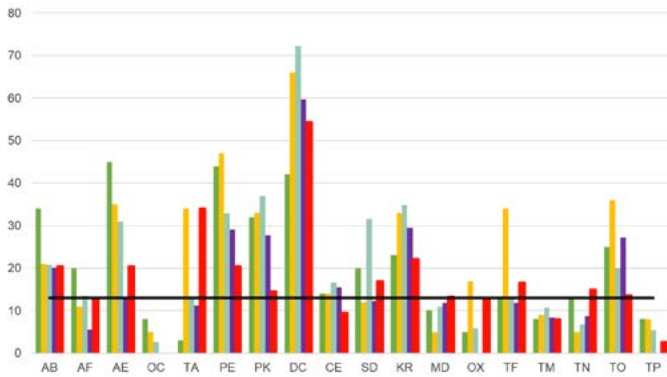
We aim to carry out all stages of our production activities in a healthy and safe work environment. In line with this goal, as a requirement of our responsibility for creating healthy individuals and a manpower, we adopt;

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

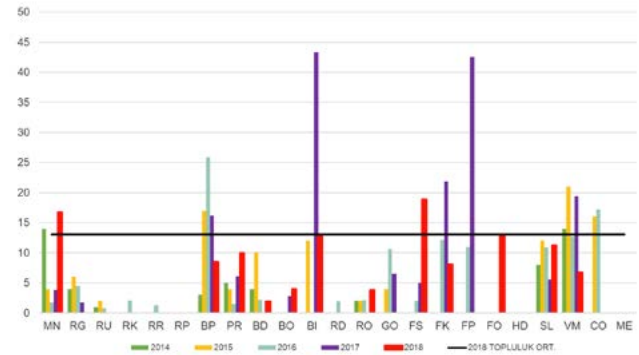
- Ensuring the participation of every level of the organization and our stakeholders in the efforts to improve the occupational health and safety practices, and
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

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

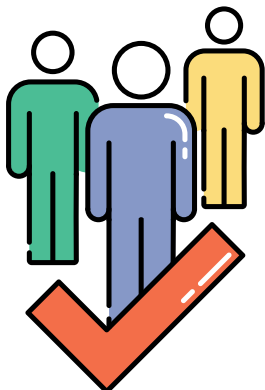


T. Şişe ve Cam Fabrikaları A.Ş.
Accident Frequency Ratios in Domestic Plants
January-June 2018



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Accident Frequency Ratios in Domestic Plants
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COLLECTIVE BARGAINING AGREEMENT ACTIVITIES



COLLECTIVE
BARGAINING
AGREEMENT
ACTIVITIES
CARRIED OUT IN
JULY-AUGUST-
SEPTEMBER 2018;

**IN CAMİŞ AMBALAJ SAN. A.Ş., THE
COLLECTIVE BARGAINING AGREEMENT
PROCESS WAS COMPLETED WITH AN
AGREEMENT**

15th Period Collective Bargaining Agreement negotiations that began with a meeting held with the Cellulose-Labor Union on January 18th, 2018 were concluded with an agreement. The Collective Bargaining Agreement will remain in effect for two years between January 1st, 2018 and December 31st, 2019.

WHAT IS IMMUNE SYSTEM AND HOW TO BOOST IT?

PREPARED BY:

DR. FATİH HAMŞIOĞLU

Occupational Diseases
Advisor, Group Industry
Relations Directorate

IMMUNE SYSTEM IS A
NATURAL PROTECTOR
OF THE BODY AGAINST
INFECTIONS AND
DISEASES CAUSED BY
VIRUSES AND HARMFUL
BACTERIA. TO BE
HEALTHY, THE BODY'S
IMMUNE SYSTEM MUST
BE STRONG.

Every living being has defense systems against all materials, living or not, that are not of its own, and/or of its own but have a corrupted structure. The immune system is a complex system that recognizes and destroys negative situations that are living or non-living (virus, bacteria, fungi, heavy metals, chemicals, dust etc.) or forming in the body (cancer, allergy etc.) to ensure its survival. The method of protection that is innate and provided by some cells and material in the blood is called 'natural immunity', while it is called 'acquired immunity' when it forms by becoming sick or having a vaccination.

CAUSES THAT WEAKEN THE IMMUNE SYSTEM

A weakened immune system makes diseases form easily, accelerates aging and wearing out in the body. Personal conduct and habits play an important role in having a strong or weak immune system. Causes such as air pollution, unbalanced and poor diet, heavy stress, seasonal changes, non-observance of general hygiene rules, excessive weight and lack of quality sleeping pattern weaken the immune system.

TO BOOST THE IMMUNE SYSTEM:

- Avoid eating one type of food,
- Supply vitamins (A, B12, C, B6, E, folic acid) and minerals (zinc, iron) that increase body's resistance by consuming sufficient amounts of milk, eggs, fish, red meat, vegetables and fruits.
- When our body is creating the materials it needs, waste materials develop, too. In order to remove these waste materials quickly from the body, drink sufficient amount of water (2.5 liters in average) daily.
- Make sure to rest enough by sleeping 6-7 hours in average daily in a noise-free and dark environment.
- Definitely avoid heavy diet practices.
- Exercising causes the oxygen level to increase in the body and decrease the stress and thus increases the body resistance. With exercises fitting the age, accelerate the removal of the waste buildup in the body.
- Make sure the creation of vitamin D by being exposed to the day light, but not so excessively.
- Spend time in the nature.
- Support the body's achieving the optimum wellbeing by selecting environments during vacations that have abundant oxygen and dirt surfaces and less electro-magnetic effect.



ŞİŞECAM