

— **POLAT GROUP HOLDING**
APPOINTMENT OF
INTERNAL AUDIT DIRECTOR
Bayram Akyüz

— **MARINELLA FERRARA**
ARCHITECT, DESIGNER
AND PROFESSOR OF
INDUSTRIAL DESIGN

— **5G AFFAIR**
*Data Transfer Rates
Are Predicted To Rise
To 20 Gbits*

— **BIOGAS**
BLUE ENERGY
OF NATURE

— **THE LONG AND**
LABORIOUS
JOURNEY OF
THE OLIVE



A HOPEFUL 2021

İBRAHİM POLAT

Chairman of the Board of Directors
Polat Group Holding

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From Editor

Dear Readers,

We're with you with the first issue of 2021.

We said goodbye to a year that was tough and we wanted to put it behind. Because of this, I think we are all happy I think. I will not talk about these difficulties that we have experienced, but I know that this process, as with any difficult process, has caused us to learn many lessons. At the same time, I think we have gained new perspectives and teachings that will improve ourselves.

I wish that 2021 will be a profitable, successful, healthy year in which epidemics, earthquakes, economic difficulties and all negative experiences are left behind. I hope that 2021 will be a year in which life after the crisis across the world changes, new teachings are developed in the light of education, science and technology, and the steps of a more fair and egalitarian world order are taken.

In the first issue of 2021, we conducted an interview with Marinella Ferrara, the world-famous professor of Industrial Design, about our sectors. In this issue, we focused on "design", which is one of the most important steps of products creation that will appear in all industries and has a direct impact on human life. At the same time, we did not skip the issue of "5G" technology, which was very much talked about before the implementation began, and the budget, which became very important in the last quarter of the year in companies.

We will continue to be with you with all our updating.

I want to say that your feedback will please us very much, I wish you pleasant reading in advance.

With respect and love,

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding



“I wish that the new year will be a year in which new hopes will sprout, new opportunities will be born in our lives.”



A Hopeful 2021 Year...

These days, when the impact of uncertainty on companies and people is great, and we applaud every effort in the fight, will soon result in the victory of science and humanity.

Our goals and prospects for 2021 are now much more meaningful and important. We will learn from what has happened for better or worse, set new goals that will raise our hopes for 2021, and take steps in the future in which we will build a happier life.

Problems and risks in global markets increase, while new opportunities are created. 2020 has been a period of limited growth for global companies. Many of the

“Life continues good or bad with new hopes. Problems and risks in global markets increase, while new opportunities are created.”

companies that have managed to survive today will look for ways to strengthen in 2021, following the opportunities created by the previous era.

As Polat Group Holding, we operate in many different areas with our companies. We have always been open to development and an innovative company that focuses on production based on the satisfaction of our customers with whom we receive our real strength. We will grow with the same vision in 2021 with our R&D activities and new investments.

Our current period has provided an opportunity to make a difference for companies like us. Our duty is to continue our work with the same seriousness. In such periods, our goal is to continue to serve for purposes that benefit society rather than profit. Therefore, 2021 will be a year in which our social communication will be at a high level as well as innovation. Our efforts to overcome the difficult and uncertain days we live in our lives will undoubtedly trigger innovations and enable us to implement them. Our working conditions will continue in a supervised manner on an ongoing basis so that we can do our jobs safely and productively.

In 2021, we will continue to be long-term and permanent in line with our principles of R&D, customer satisfaction, innovation and sustainability. Depending on this basis,

- Growth plans based on data and analysis,
- Investment projects that capture opportunities,
- Sector analysis in a broad perspective,
- Continuous development of our employees who are members of the Polat family will be the basis for our activities in 2021.

I wish that the new year will be a year in which new hopes will sprout, new opportunities will be born in our lives.

On this occasion, I wish an auspicious year to all our employees, stakeholders and people, and congratulate our stakeholders abroad on the Christmas holiday.

With respect and love,

İbrahim POLAT
Chairman of The Board
Polat Group Holding

2021 Wishes from Polat Group



Dear Stakeholders and Colleagues,

As Polat Group Holding, I would like to express my excitement about the new steps we will take about 2021, while experiencing the peace of closing 2020 in a way that has reached our goals. It is very meaningful for us to watch and work for that, and the value we add to our country and the satisfaction of the contribution we make to our people is invaluable.

During the pandemic period, we are going through a difficult process, giving an important test in our country

like the whole world. I hope to bypass this process all together with minimal damage. I believe that our country will take stronger and technology-oriented new steps in 2021 with new projects of us and all investors who provide added value to our country, and I hope that the new year will bring success, peace and health to our country and the whole world.

Stay healthy,

Olcay POLAT
Vice Chairman of the Board
Polat Group Holding

Dear Polat Life Readers,

I can say that we have spent 2020 as a productive year in which we have achieved the results we want in the market and developed ourselves with our new projects. Despite the pandemic period, we are leaving this difficult year behind with undeniable success thanks to the patience and stability that our colleagues have

shown by holding hands. I wish that 2021 will bring prosperity to our country, health to our people, and be a year in which individuals and institutions can achieve the achievements they aim for.

Happy New Year.

Volkan POLAT
Board Member
Polat Group Holding



Dear Colleagues and Business Partners,

I am aware that the year 2020, which we have left behind with good and bad, has worn out all of us financially and spiritually. I wish that it would remain in our memories as the worst year we have ever experienced, and that our next years will pass beautifully and smoothly from each other. As

Polat Group Holding companies, we will continue to work with the same dedication and perseverance, to serve all our stakeholders by adhering to our solution-oriented and customer satisfaction principles.

Stay healthy,

Lütfi POLAT
Board Member
Polat Makina



Dear Readers,

2020 was a year when our people and institutions went through a difficult process, and the whole world was

suffering from the same problem at the same time. In this process, of course, we also took many measures to be least affected by the pandemic, continuing our lives with a different life and working environment. In this process, in which we strive to achieve our goals, we have tried to use all the possibilities of technology and turn the situation in our favor. Because of the roadmaps we have created and the sectors that our companies address, I think we are one of the organizations that circumvented this process with the least damage. The measures we have taken against the pandemic will continue to be carried out with determination in 2021, and within the framework of these measures, we will focus on our project-based work to turn the situation into an opportunity.

Although it is a difficult process, we have achieved our goals this year in economic terms. We have made new investment decisions, accompanied by the technologies we use and our scientific research. Along with our new steps, I am sure that we will sign new achievements in accordance with our sustainability principle. I am also excited about the workforce and added value we have created for the prosperity of our country. I wish that the pandemic will end completely in 2021, that the whole world and our country will find peace.

I wish you a beautiful year.

Rıza Korkut ÖZDEMİR
General Manager
Polat Group Holding

Dear Business Partners, Stakeholders and Dear Colleagues,

There are some years in which they close an era and lead to a transition to a new era, taking an unforgettable place in our lives. They are an opportunity for people and companies to review their routine processes.

Here is the year 2020, under the influence of the Covid-19 pandemic, which the world and Turkey will not forget, welcomed us by taking the whole world into it without any distinction.

In the Covid-19 process, in which we deeply feel the effects on all vital areas, especially in Health and the economy, starting in China at the beginning of the year, we continued our activities with your support in order to ensure sustainability in production and

employment, while our self-sacrificing health workers fought for humanity at the expense of their lives.

As Polat Makina, our strong structure, flexible and agile production understanding, even in this period when borders were closed and logistics activities slowed down, we managed to continue our business processes without disrupting the way to achieving our goals.

In 2021, we will continue to run non-stop to achieve our goals and dreams with the same dedication and determination to work.

I wish that the epidemic that has affected the whole world will end as soon as possible, that everything will be after your own heart in the new year, and that 2021 will bring health, happiness and peace.



I sincerely wish you and your families a new year.

Stay with love and respect.

Sedat ARI
General Manager
Polat Makina

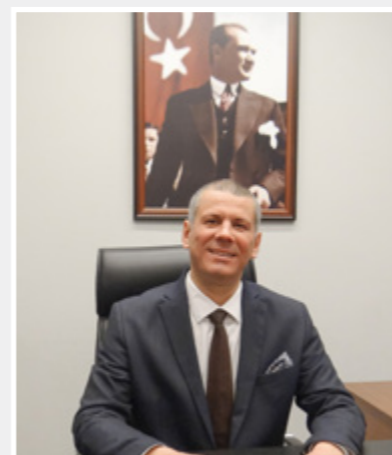
Dear Business Partners and Colleagues,

Unfortunately, when we talk about 2020, it is impossible to skip the pandemic process. I would like to thank all the workers who have contributed to our working lives in this process while doing our best to manage this global crisis well in our company and sector. I believe that the formula for success all over the world is to be a team, and I want to report that I see this synergy and team spirit that we have created in our company as the underlying factor of

our success. I hope that together we will make 2021 a much more beautiful, innovative, scientific and efficient year, continue our work and overcome the repercussions of the pandemic in business life.

I wish that 2021 will bring goodness for all our employees and business partners and be a healthy, peaceful and pleasant year with their families.

Neclat DEMİR
General Manager
Polat Group Redüktör



“ We aim to complete internal audit activities in all divisions of our companies in 2021. ”



Bayram Akyüz
Internal Audit Director
Polat Group Holding

Appointment Of Internal Audit Director to Polat Group Holding

Our main goal is not to seek mistakes, but to improve processes and create value for our company through forecasting, controlling, managing and developing internal control systems before risks occur.

Hello, Mr. Akyüz, firstly, welcome to Polat Group Holding. Can we get to know you? Can you tell me about yourself and your previous business life?

I was born in Samsun in 1972, I am married and have a daughter. In 1994, I graduated from Gazi University, Department of Business Administration, and I did a master's degree in banking education at the same university.

I started my working life as an assistant inspector at Rumeli Holding in 1997. Between 1998 and 2002, I continued as an inspector at the İktisat Bankası and European America Holding. Like many banks in those years İktisat Bank has stopped its operations and I did start working as an auditor at Yasar Holding in 2002.

I worked as director of Financial Affairs and Finance at Yaşar Dış Ticaret A.Ş., Desa Energy A.Ş and Viking paper pulp companies between 2009-2015 which are affiliates of Yaşar Holding, and I also served as CFO (Chief Financial Officer) at Norm Holding A.Ş until the end of 2019.

Between 2012 and 2015, I taught Corporate

Finance and Cost Accounting to graduate students at Yaşar University and also served to Pınar Karsiyaka basketball branch as Financial Affairs Coordinator.

I left Tunaboylu textile company in Izmir and joined Polat Group Holding family at the beginning of October.

How did you decide to move to Polat Group Holding?

In this process, our paths crossed with the Polat Group family, starting with the reference of a person I care about very much and meeting Mr. Polat (Olca) and Mr. Ozdemir (Rıza) Later, I was impressed when I saw the production, storage and shipment areas of our Polat Makina and Polat Group Reducer companies.

I'd say the points such as proud achievements, visionary managers, holding, institutionalization, future strategy, growth potential, being a respected institution, brand value, niche products production, etc. from the past to the present, were also instrumental in my decision-making. →



Can you talk a little bit about internal audit processes? Can you describe the operation of your department?

Of course, but first of all, I would like to talk about the concept of internal audit and why internal audit is important for companies.

Internal audit, as defined by the International Institute of Internal Auditors, is an independent, impartial assurance and consultancy activity carried out in order to improve the activities of an institution and add value to them.

Internal audit helps the organization achieve its goals by introducing a systematic and disciplined approach to assess and improve the effectiveness of the organization's risk management, control and corporate governance processes.

The mission of internal audit is to protect and improve corporate value by providing risk-based and objective assurance, advice, recommendations and insight to stakeholders.

Internal audit examines the

effectiveness of the internal control system in all processes of companies. It contributes greatly to the establishment of a culture of transparency and accountability in the company while carrying out these activities with a Risk-oriented and process improvement perspective.

Today, internal audit activities focus on Business Processes and risk management, rather than on mistakes made in the past, and provide consulting services to senior management by introducing approaches that will create added value for achieving goals in line with company strategies.

Apart from its preventive nature, in terms of corporate risk management, it aims to improve the quality and value of corporate governance and to provide assurance for shareholders, partners and other institutions.

More importantly, it ensures all these activities in harmony and cooperation with all units within the company.

In our company, our Internal Audit Directorate was established at the beginning of October. With

the participation of our new team members, we will begin our work in accordance with our 2020 audit plan, which will be approved by our Board of Directors.

Our internal audit process begins with the audit plan approved by the Board of Directors, continues with the notification of the start of the audit that we send to the relevant unit or company management before starting the audit, the meeting with the audited unit is held on the first day of the audit and then the audit activity is started and continues with the closing meeting and reporting at the last stage.

Our main goal is not to seek mistakes, but to improve processes and create value for our company through forecasting, controlling, managing and developing internal control systems before risks occur.

As you have noticed, the internal audit process does not end at some point, it continues constantly, a system that constantly lives like a living organism, although it is decamped from time to time.

What are your plans at Polat Group Holding?

We aim to complete internal audit activities in all divisions of our companies in 2021. In this context, 2021 is important both from our

point of view and in our group for the dissemination of audit culture and the development of corporate governance.

We plan to contribute to the review and improvement process of our processes that will contribute to the achievement and growth of our group's strategies and business goals. At this stage, development of institutionalization and strengthening communication between departments and ensuring standardization are also among our other goals.

Do you think you have achieved your business goals? What are the elements that motivate you in your business life?

Although I have achieved some of my sub-targets, I have not achieved my main goal yet. When setting goals for myself, I first choose goals that are challenging, set sub-goals to achieve these goals, and I break them into small pieces. It makes me happy as I achieve small goals. After every goal I achieve, I set new goals by keeping up with the changing world.

There are many elements that motivate me in working life, one of them is to be successful by doing my job in the best way, to contribute to the success and growth of my company, to share my knowledge and experience with my young colleagues, to contribute to their self-



improvement, I am motivated to see their success in business life.

Finally, what are your business advice to our readers and the topics you want to share?

In order to be successful in business life, it is not enough to work hard, one of the most important thing is the strength of your team and whether you have a happy working environment with your team. Just like the human body, as a brain, you have a duty to control and coordinate other organs, so that you can coordinate the company's strategic goals.

From my perspective, creating a team spirit, thereby increasing the communication of employees, is another important value that leads to success. Creating a strong communication, your relationships with your superiors, your superiors' communication with you, and your communication with other departments are also factors that affect success.



Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview



Marinella Ferrara

We spoke with the world renowned Italian professor of Industrial Design, Mr. Marinella Ferrara, about industrial design and the machinery sector.

Photo Massimo Rovatti Courtesy

Dear Marinella Ferrara, Thank you for your time to us, we would like to know you more closely, Can you introduce yourself to us?

I'm an architect, designer and professor of industrial design at the Politecnico di Milano University.

My path is quite complex, in fact, my commitment to design research is divided into various themes, ranging from interior design to product design innovation in the age of globalization, from design for traditional materials and techniques to design for new technologies applications, from History of design to the evolution of design in

the globalization and in time of crisis.

All these themes have a common connection to my origins and my personality. I have an in-depth knowledge of Greek-Latin culture and art, traditional crafts and techniques, due to my origin in Sicily, an island in the center of the Mediterranean where I have established my cultural foundations, but I have always had a strong tendency to experience the new.

So my desire to experiment the new took me to travel a lot, to work in Suisse, study in Barcelona, live in the USA and to return to my city Palermo, but to compare myself to the rest of the world, and finally to Milan, where I could

best express my passions for teaching and doing research at one of the most famous design schools in the world.

Here I am responsible for the research of MADEC - Material Design Culture Research Center collaborating with different companies and other private organizations to identify innovation and communication strategies with a focus on new materials.

How do you determine your focus during the development phase of your projects?

My passion for the new and the

future has always made me prefer technology-related topics. I'm mainly interested in the relationship between design and technological innovation as a tool for product innovation.

As an architect specializing in design, unlike an engineer, my attention is focused on machinery or product performance, not as technical priority but as a means to achieve customers benefits that a new technology or material adds to everyday lives of users.

Over the years, at the beginning of my career, I have worked to understand how designers interpret technologies, how they make them more safe but also meaningful by applying them to everyday products they design aestheticizing the experience of use in philosophical terms.

Today, the concept of "technology as a social process" and "technology appropriation" helps us understand that any new technology have to be accepted by users.

The process of technology adoption is a fundamental step in terms of "social appropriation", and designers contribute to carrying the human dimension, the human touch into technical objects. By doing this, they make the product more communicative, and the user

“According to Italian belief, design knowledge should not be fragmented in specific specialty.”

experience more enjoyable and effective. As "Emotional design" guru Donald Norman says, design to produce "everyday things that people love!" That's one of the secrets of Italian design, beloved around the world.

Fortunately, today this is understood

not only by furniture design brands but also by a growing number of enterprises operating in very different sectors.

Can you tell us about the projects you are working on?

What exactly is needed to become a successful industrial designer? There was a project a few years ago that kept me very busy but very satisfying. This was a project operating in the 28 European countries and some associated countries, to design and deliver a range of courses for SMEs, Startups, and intermediary organisations.

Me and a group of professors and researchers from the Design Department and the School of Management of Politecnico di Milano, a group of engineers from the company RINA, jointly with ADI - the Italian Association for industrial





design globally recognized as the organizer of the Golden Compass Prize which is the most coveted design award worldwide - were occupied in the European project "Design for Enterprises" for 3 years.

The project aim was to disseminate the design thinking and design-driven innovation approach and methods into businesses. We had to make understand the best way to use technical innovations fitting social needs, cultures and new trends.

In addition, we should have been able to respond to needs such as: what are the tools of design to place customers and users at the center of the company's mission? How can it be possible to listen, observe and creatively interpret the needs of its customers?

When dealing with EASME (European Executive Agency for

Small and Medium Enterprises) and engineers, we decided to emphasize meaning and values-based innovations that machinery and services undertake while providing an experience that best meets customer needs, not just research of their forms. We wanted to tell course participants how to apply new tools and media, putting the user in the center to design their experience, guiding them in use and relationship with the object or machinery and allowing them to face broader design challenges and get a complete overview of the evolution of the market.

The different modules, course and other activities were designed by us. All these helped to convey and promote a design-oriented way of thinking that made a difference

compared to those enterprises that implemented technology in a visionless way.

The essence of the success of products and services lies in knowing how to mediate between the selection, application and presentation of technologies, together with their respective function and experience, following the needs and wishes of the user.

We have collaborated with hundreds of companies and startups who want to improve their design management skills to increase their business, in various manufacturing areas from materials to work tools; from home appliances to services for companies.

Because according to Italian belief, design knowledge does not have to be fragmented into

specific specialty, but it is a valid skill of working in all sectors, we have engaged with many different companies that operate both BtoB and BtoC.

For business development, we have provided intermediaries organizations EEN (European network of Enterprises) operating in various European countries with tools to expertly blend the Italian method with the excellence of different countries.

At the meetings, we faculty members, along with other heroes of Italian design who we invited to the events, presented a design-oriented innovation approach as a key element in the strategies for developing an SME in today's global market and age of rapid change.

We can now say that design-driven innovations are the most proven holistic design approach developed in Italy and now recognized in Europe and beyond.

What do you like most about your work?

I really like research on innovation issues in partnership with companies, I like the relationship established with students and companies. That's exactly

why I involve companies in educational activities, such as design workshops.

Students have to provide a broad concept scenario to companies for potential new products and services pre-shaped by ideas, beliefs, requirements, and desires of new generations, to imagine and design new solutions on specific information previously agreed on between the partner company and MADEC.

From the results of the workshops, it is often seen that companies decide to move forward with Madec to develop some concepts or identify strategic plans.

Can you tell us about your recent activities?

In November 2020, just during the Covid-19 pandemic, I contributed to the International Design Hackaton. This was organized by the Chinese Zhejiang University, in partnership with Alibaba design, the division of the company that manages the world's largest intercompany online exchange platform, and not only.

My students competed with Chinese, Japanese, Singaporean and South Korean in the Doomsday-themed event,

participating via the internet to envision solutions for post COVID-19 times.

A pandemic is something everyone experiences. If global COVID-19 cannot be controlled, people will gradually get used to living in isolation. Most will stay at home for long periods, receive supplies with new logistical methods, adopt new equipment and practices to ensure the security of travel and residence, and use new ways for their entertainment and social networks.

In this general context, students collaborate in teams to design new solutions (services and products) in 5 activity areas: logistics, socialization, hobby, travel, shopping.

The focus was to better understand the real problems and needs of users that arose at the time of COVID-19, and to contribute to achieving a safer and healthier life without giving up their activities (as socialization or travel) and to provide services and products connected to the industry. It was very exciting and my students achieved very good results, winning the Alibaba Hackathon Award in the section of travelling and socializing!

Do you have any advice for our industries?

The centrifuge sector looks very promising at the moment. I would like to deepen the topic of its design!



Interview **Gülçin Çiçek**
Corporate
Communications Specialist
Polat Group Holding

“As emotional design guru Donald Norman says, designing to produce everyday things that people love!”



Uğur Candan
General Manager
SAP Turkey

Digital Transformation

We conducted a very enjoyed interview with Mr. Uğur Candan, General Manager of SAP Turkey, about “Digital Transformation” in the industries that we experienced in Polat Group Holding and its companies, which is a trend topic nowadays.

Hello, Mr. Uğur, first of all, thank you very much for your time. Can you tell us a little bit about yourself and your work in SAP Turkey?

After graduating from Boğaziçi University, Department of Mechanical and Industrial Engineering, I did a master's degree in manufacturing systems at Nottingham University in England. I started my career as a consultant at SAP Bilgi A.Ş. in 1997. As SAP's 65th Country Office, since the establishment of SAP Türkiye Yazılım Üretim ve Ticaret A.Ş., I have held various positions such as Solution Manager, Business Development Manager, Deputy General Manager for Operations (COO); I have held regional roles as director of Pre-Sales Support Services in the southern Europe and Mediterranean region. I have been managing director of SAP Turkey since April 2017.

How do you evaluate your sector? Have you achieved your goals?

Because of the pandemic, we are now going through a period where all parameters change. Many areas of life, from trade to education, from working models to social life, are evolving according to this new situation. As we go through such a difficult period, it has become clear once again how important digital technologies are. Especially institutions with a strong technology infrastructure were able to continue their work without interruption in this process. As SAP, we have made certain solutions available to all institutions in order to support reducing the negative impact of the epidemic on the global economy. In fact, every crisis we experience also offers an opportunity to prepare for the post-crisis period. Companies that say “let's wait for the crisis to end” to step in see their rivals take the lead in the →

race. With the pandemic, we have moved to an economy that is more cyclical, with resilience, efficiency and sustainability at the forefront. When we look at technology investments, institutions are investing more in high technologies, especially in recent years, such as Cloud, Machine Learning, Internet of things. In addition to the agility and speed it provides each period, we anticipate that interest in cloud technologies will increase even more during this period, especially as it facilitates the transition to flexible working models. As always, in the coming days, by focusing on our customers, we will prioritize developing the innovative technologies and digital transformation strategies they need. During this period, we achieved extra efficiency by continuing all our projects remotely and achieved our goals. In the third quarter, SAP performed solidly in the EMEA region, including Turkey. Cloud and software revenue grew 3% across the region. Cloud revenues rose 24%.

of unexpected situations, the need for digitalization has once again emerged, as it provides durability and sustainability. In 2020, we continued our projects without interruption and took part in our customers' side. Despite the Covid-19 crisis, we performed strongly globally. Our total revenue amounted to € 6.54 billion, while our cloud revenues increased by 11% compared to last year to € 1.98 billion. With social distance being indispensable in our lives, individuals have now become demanding to be able to receive all services remotely. The expectations of customers and end consumers are changing, their priorities are agility and speed so that they can carry out their activities remotely. That's where cloud solutions come in. We also offer a wide range of cloud solutions to enable both new and existing customers to continue their business according to today's new conditions. Cloud solutions, which are at the center of digital transformation, stand out in terms of flexibility, agility and scalability that they provide with Connect-use logic. To that end, in February of this year, we unveiled our integration roadmap, which provides a comprehensive overview of our integration plan in the cloud. We aim to generate 22 billion euros in revenue by 2025. Despite the pandemic, we will continue to grow with these goals that we have set until 2025.

As the General Manager of an important software company in Turkey, how do you evaluate the software sector in Turkey? What should be done for further development?

Information technologies are one of the universal development tools of the world, which is becoming more and more globalized every day. In the future, our country's ability to



“Information technologies are one of the universal development tools of the world, which is becoming more and more globalized every day.”

How do you evaluate 2020 as you and your company, what are your goals and expectations for 2021?

As with all aspects of life, business processes were disrupted due to the epidemic. Especially in the face

take an important position in the race for science and technology will also depend on the growth of the IT market. Our country has been growing with increasing momentum in this area in recent years. Last year, we see that the IT market has shown a fairly good growth performance. TÜBİSAD's report on "Market Data of Information and Communication Technologies sector for 2019" also clearly shows this success. According to the report, it is very important that the sector reaches a volume of TRL 152.7 billion in 2019 with a growth of 14 percent compared to the previous year on the basis of TL, and that its contribution to exports is

TRL 6.5 billion. These figures show that Turkey is now rapidly crossing the "developing country" position and choosing a place for itself as a target among the "developed countries" that use technology intensively. As in the private sector, our state sees digital transformation as one of the top priority agenda items. The establishment of the Presidential Office of Digital Transformation is an important indicator of this and they are working to spread awareness of digital transformation.

We believe that training the young workforce is also critical for a major breakthrough in the digital

transformation journey. We have no doubt that in the future our country will take an important position in the race for science and technology. It is also very important to train a qualified workforce in the IT sector, which will play a decisive role in achieving our country's 2023 goals. With the SAP Young Professionals Program, which we launched in Turkey in 2018 with this purpose, we equip young people who have just graduated from University with digital capabilities; after the program, we help them to be employed by our customers or business partners.

We are going through a period

when technology is changing and developing very quickly. During this period, it is an important requirement for our country to encourage the use of high-tech products, especially cloud Information technologies, which reduce technology access costs and increase technology penetration and the country's digital transformation maturity. When strengthening the country's technology production capacity and the use of international products and international cooperation are considered as strategies to coexist, transformation can occur without reducing the competitiveness of countries. In this context, the need for →

legislation and legal regulations to be created in such a way as to provide more information transfer to Turkey, to integrate our companies with the world, to become a digital leader of the country with the use of high technologies comes to the fore. The fact that the technology, products and services that our domestic companies work on can be delivered to the market and customers where global players are active, is of great importance in terms of increasing Turkey's software export potential. In this context, we are also working to create cooperation opportunities for software applications to be developed in Turkey to reach more than 440 thousand customers of SAP through sapappcenter.com platform.

How do you feel about the digital transformations you experience for companies?

SAP was founded about 48 years ago with a very clear goal of "making the world more livable and improving human life". Since then, we have been working towards this goal and leading digital transformation with innovative solutions that we offer to our customers. Today, we support more than 440,000 organizations from the private and public sectors worldwide with our solutions. 92% of the 2,000 companies in Forbes Global, 98% of the world's 100 Most Valuable Brands, and 97% of the world's most environmentally sensitive companies use SAP software. 77% of the world's financial transactions also touch an SAP system. 82% of medical devices in the world are distributed by SAP's customers. In Turkey, today, we continue to work as the closest business partner in the digitization journey of more than 1,400 institutions of all sizes and



In the third quarter, SAP performed solidly in the EMEA region, including Turkey. Cloud and software revenue grew 3% across the region. Cloud revenues rose 24%.

contribute to the country's economy with more than 60 business partners. While providing this contribution, each year, by awarding SAP projects with SAP Quality Awards, one of the world's most prestigious awards, which have almost radically changed their industry and work processes, we appreciate and celebrate the institutions that implement these projects. We are very proud to see the value we create in our customers with the contributions of our business partners.

Finally, how did your work with Polat Group Holding start, how is it progressing? Do you have anything to say to the readers of Polat Life?

Our cooperation with Polat Makina and Polat Group Redüktör companies started about 10 years ago and we are still working in different areas.

Polat Group Holding currently uses many applications of SAP software such as S/4HANA, C4C, SAPMIA, PPDS. Polat group companies have revised and changed all the ways of doing business with conglomerating and new structuring. Along with this process, the company plans to increase the number of projects in the future, such as enterprise resource planning, Internet of Things (IoT). We are happy to support Polat Group Holding in its digital transformation journey, which works to understand the needs of customers correctly and to provide the right service as soon as possible. As we bid farewell to 2020, we celebrate the New Year of Polat Life readers, wishing them healthy days.

Interview
Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding



Gearbox Selection Has Never Been So Easy!

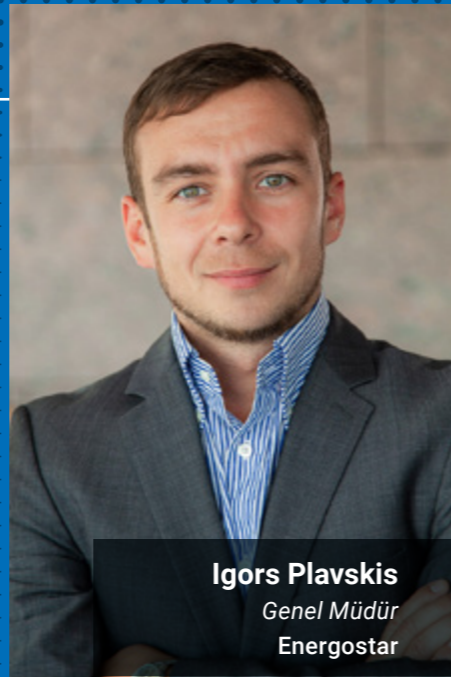


Easily selecting the desired gearbox, creating a proposal, downloading 2D/3D perseverance, viewing the technical data of the selected gearbox is now very easy with the PGR Gearbox Selection program on our website.

Technical Data Details:

You can easily access information such as the amount of oil to be added according to the mounting position of the gearbox you have selected, which oil to use according to weather conditions, and the frequency of replacement.

We had a pleasant conversation about today's business world and company activities with Mr. Igors Plavskis, General Manager of Energostar, a company based in Latvia, where our first contact was established in 2015.



Igors Plavskis
Genel Müdür
Energostar

Could you please mention about your company? Which industry do you serve in?

Our Company is a family owned company, founded in 2007. We started with selling electric motors and providing rewinding services with a small warehouse and workshop. Initially we were focused on wood working companies, for it is main industry in Latvia. Currently our company is one of main suppliers for electrical equipment and power transmission components in Baltic states. We started active export business in 2014 by opening a branch

in Lithuania (2014) and Estonia (2020). Now export business gives approximately a half of our turnover. Now we are able to offer solutions nearly for any industry (wood working, food, mining, packing, e.t.c.). We offer complete solutions to customers, starting from design and ending up with starting customers' plant. For example, one of our last projects was dry bulk material transportation terminal. Our job was to choose correct drive system, including geared motors and inverter drives, to design power and control circuits and also to program proper terminal automation, including PLC control and SCADA.



Together with customers we built many crushers, conveyors, high precision cutting machines and others.

How was 2020 in your industry? Did you have hard times or was it more profitable than last years?

In the end of 2019 our company was expecting big turnover increase in 2020, because many big projects were scheduled for 2020, but Corona came and more than 70% of projects were canceled or putted on hold. Caused by several reasons: OEM were not able to come to places where they should build factories, customers could not visit OEM factories and check everything in person, it is more complicated to solve complicated technical problems online. Some projects were canceled by economic reasons.

Baltic market dropped down for 30-40%. Biggest OEM in Latvia, whose main business area is production of working machines for Russia and Belarus, had to stop production at all. Many companies are in a bad position, for example food industry. A lot of products supposed for hotel are not necessary anymore.

This sector has real troubles. But for us crisis is always an opportunity, because foreign companies are not allowed to come here for services and more and more companies switch from their previous suppliers to us, it gave us new possibilities to reach customers who didn't consider getting new suppliers at all and its best time to take a new place on the market. Despite of all the difficulties we are expecting 20% growth, at this moment already having an increase of 15% comparing to 2019, and still having 5 weeks left to complete some good orders before Christmas.

Do you export as well? Which countries generally are you dealing with?

As I mentioned before, export is about 50% of our turnover. We export to Baltic countries, Russia, Belarus, Finland, Sweden, Poland, Germany, France, Austria and even China. Main export countries are our neighbors, Baltics, Russia, Belarus and Finland.

How do you think consumer behaviours changed in 2020 because of the pandemic?

Unfortunately, main customers with good economic situation are in a waiting position. Big players have capital to invest, but situation in the world is not clear at all. And even if you could do something, lockdown does not allow it. Everybody is waiting for the end of crisis caused by corona. Energostar always looks for new possibilities how to grow and do our job better and more efficient, even this crisis will be good experience for us. It is an opportunity to find weak points of your company and improve it. Also, during crisis big companies start looking for a way how to reduce costs which gives our company additional opportunities by giving a chance to offer these companies our solutions.

May I ask when did you start dealing with PGR? Are you glad about our services and our products?

Our cooperation started in 2015, when we received first samples. But real cooperation started after NRW concept was ready. Using only local assembly gave us real chances to complete with main brands such SEW and NORD. We were first company who started local assembly of NRW gearboxes at all. Now we are 2nd in country after SEW. We provide best services and offer shortest delivery time. We are happy with products and quality, which are growing from year to year. It would be nice to reduce production time, but I believe that, again, Corona is the main cause of all these troubles.

Would you like to say something to our Polat Life Magazine followers?

First of all, I want to wish health for everybody, it is the most important thing. Worst epidemics in history lasted for 4 years. With current technologies we should pass it within 2 years. We should be optimistic and take care of your loved ones.

Interview

Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding





Uğur İz
Decanter R&D and Product
Development Manager
Polat Makina

Our New Design: Centripetally Decanter

A significant increase in food consumption has required us to take on new roles in the process.

In a world where the globalization process continues unabated, one of the important factors affecting the ability of businesses to withstand national and international competition is that new products offered for sale can hold on to the market. Of course, the fact that products meet needs affects consumers' purchasing preferences, but these products can become more competitive in design, quality and price using new technologies. These innovations, made in an innovative context, make products more functional and adapt to changing conditions. Therefore, the introduction of new products to the market by producing them in accordance with the essence of the concept of innovation will positively affect the retention of the products.

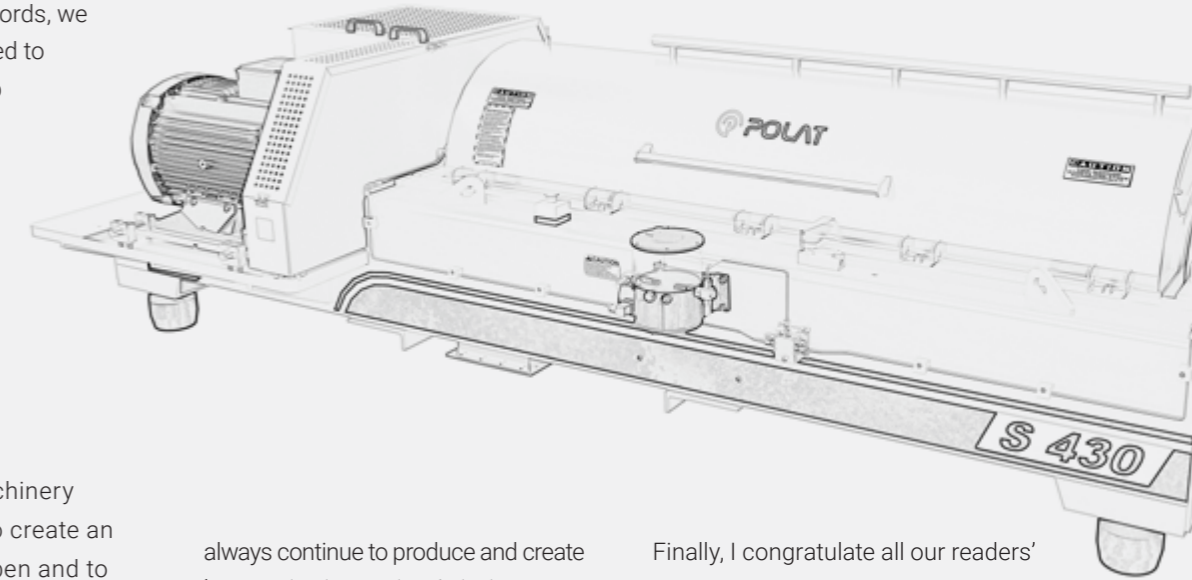
As **Polat Makina**, we also take into account the efforts to market a product that can always be competitive in the sector from every angle and in this context, we direct our designs. In the pandemic process that we have entered since the first quarter of 2020, societies have fallen into more consumer positions and food consumption in the market has increased significantly, which has required us to take on new roles in the process. As a result of our work in 2020, especially in line with the needs of the citrus sector, we were happy to bring a new product to the sector and Polat Makina. This product, which we call "**Centripetally Decanter**", is aimed to be among the preferences of food organizations with such

productions as especially orange juice, mandarin juice, apple juice, etc. As for the reason, the most important feature of the product, which is made of stainless steel, which fully complies with the food regulation standard, is that it has an adjustable liquid output even during Operation. As you know, the stops and departures that will occur in the machines cause both production disruption and unnecessary energy consumption. If we look at this product that we have gained in this context, we have eliminated the machine's posture in order to obtain quality liquid. We have allowed the customer to adjust the clarity of the liquid with the help of a manual lever. The second and other important feature of our product is that the liquid released

to the external environment can be directed to the tanks that will be stored, preventing contact with the atmosphere. In other words, we have eliminated the need to use an additional pump for Transport.

Of course, not only the citrus industry in the near future, we aim to cater to the many sectors of businesses, centripetal be preferable in terms of the system, Polat machinery working in this area to create an innovative range of open and to the development of the following processes will allow it to become more competitive in the sector.

As **Polat Makina R&D center**, we will



always continue to produce and create by pursuing innovation. In its journey, which it started with a dream, we will work with our power for Polat Makina to approach its goals in accordance with the vision and mission.

Finally, I congratulate all our readers' new year with the most sincere wishes, and I wish to get over these bad days that we have experienced as soon as possible.



“These innovations, made in an innovative context, make products more functional and adapt to changing conditions.”

Polat Makina New Product, R&D and Design Processes

Because of the nature of design, first of all, you need to imagine and fictionalize the idea in your mind.

In today's global world, the work on commissioning new products has gained momentum. Among the main reasons, we can consider the increasing competition between companies, the acceleration of technology.

Because of the nature of design, first of all, you need to imagine and fictionalize the idea in your mind. Detailing your dreams and finally realising your imagination should be in a kind of spirit of the designer. There can be many reasons to remove new products. We can list them as customer demands, technological developments, existing in the competitive environment of the sector and being better.

In addition, every idea that will take our company one step further and the foundations of products that are the fruit of these ideas are laid in our R&D center. If we open the subject a little



Mert Şahin
Sheet-Metal R&D and Product
Development Manager
Polat Makina



bit; being the staff of the R&D unit requires dreaming, following technological developments, knowing manufacturing methods well, following the sector, evaluating every situation in machine fiction with a high ability to analyze and solve the problem.

As Polat Makina; before starting our designs, we will reveal the product to determine our criteria;

- Looking from the customer's point of view, in order to meet customer expectations,
- Considering the ease of Assembly and de-Assembly of production and field personnel,
- Adequate quality and cost,
- In accordance with manufacturing and construction criteria,

By analyzing well, we lay the foundations of design. In design processes, it is necessary to exchange information and ideas with other units related to the

issues mentioned above. Because if the machine you are going to design does not meet the sales and vision of the company, if the difficulties that will be encountered in the production-manufacturing processes are not reduced to a minimum, and if there are situations that cause installation difficulties, you will be in a position to go back to the beginning to review your design criteria. It is through teamwork to make the design qualified.



Feeds from other units for the designer-led new product make the product perfect. With control and analysis studies to be carried out upon completion of the design, the cornerstones of the new product are completed.

As Polat Makina R&D center, we will always continue to strive for new ideas and new products to exist in the sector, and we will work to bring Polat Makina one step closer to its goals.

We celebrate the New Year of all our readers and wish healthy and Happy Days.

“It is through teamwork to make the design qualified.”



Murat Çetin
General Manager
Murat Zeytinyağı

We talked about olive oil production with our valuable business partner Murat Çetin, who has been using our Polat Makina olive oil systems, which has been producing “olive oil” for many years.

I'm Murat Cetin. I was born in Gaziantep in 1972. I'm a landscape architect, an economist and a graduate of Public Administration. I'm married with 2 children.



I am a member of the Gaziantep Mercantile Exchange Assembly and Chairman of the Olive Oil Committee. I have been a member of the board, vice president and president for 2 years since the establishment of the Zeytindostu Association. Currently, I am a member of the board and a representative of Gaziantep province.

I've been in business since 1995. As Örsan Eldiven Örme Tekstil Gıda İnşaat SAN ve Tic Ltd. Şti. I am engaged in textile, construction and olive oil production works.

My decision to make olive oil production was after my fair visit to China in 2004. At this fair, I saw

that China can do anything. In my research, I decided to enter this business when I realized that it only imports iron and steel and olive oil from the world.

We have been producing olive oil since 2005. We are marketing with “Murat Olive oil” - “Tufimo” and “Olilo” brands by giving franchises in the domestic market.

We have 2 machines of the latest model production PXZ 70 and PXZ 90 tons from Polat Makİna.

Our 2020 season has been very busy. The resulting oils were of very high quality and low acid. Every day, our



In other words, if mixed oils are avoided, olive oil will find the value it deserves and annual consumption will increase.

people's interest and awareness of olive oil is growing.

Gaziantep is in a good place in our country with 11 million trees and an average annual production of 12,500 tons of olive oil. I think that 2021 will be very productive if there is precipitation.

Consumers are now more conscious and selective. Their interest and demand for cold squeeze and early harvest oils is growing.

In other words, if mixed oils are avoided, olive oil will find the value it deserves and annual consumption will increase. For this purpose, my proposal is to introduce penalties severe enough to be tried for attempted manslaughter of “those who tag food” by Legal Regulation.

This arrangement will allow both quality oils to reach the tables and olive oil will find the value it deserves.

Polat Makina is a source of pride in the sector of our country. Always in future studies and innovation with R & D studies. It has become a brand that can compete with world brands. A model company with both management approach and service Services.

I wish all my colleagues a blessed season.

Thank you very much for doing this interview with me.

Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview



A pleasant conversation with Mr. Harun Dinçkan about the olive oil sector and production in Gaziantep.

Hello, First of all, let's get to know you Mr. Harun, can you tell us about yourself and the areas of activity of your company?

I was born in Oguzeli, Gaziantep in 1979. After secondary education, my father Hasan Dinçkan and I started working together in our Gaziantep wholesaler business. Later, my older brother Mehmet Dinçkan also joined us and as a family business, we operated in the field of fruit and vegetable wholesaling until 2010. In 2011, my father and brother and I established Körez Gıda Limited company.

What are the fields of activity of your company?

Currently, our company operates in the field of fruit and vegetable wholesaling, olive oil production and pomace processing.

How long have you been working with Polat Makina? Which product do you use, are you satisfied with its performance?

We started working with Polat Makina since 2011, we have a 9-year past. When

we thought about doing this job in 2011, we learned that Polat Makina produces the most efficient and technological machines in this business as a result of the sectorial research we did. We had discussions with Mustafa Polat, one of the company's partners, and we established our olive oil factory by starting to work with two lines: one with 70 tons, and 24 hours working capacity, one with 40 tons and 24 hours working capacity. Then we supplied new machines from Polat Makina in proportion to our increased capacity. We opened our second branch in 2018. Currently, in our first branch, our activity continues on 3 lines, including two with 90 tons and one with 70 tons, with a 24-hour working capacity. In our Second Branch, our activities continue through two pieces of 160 ton production lines. In addition, in our second branch, we also perform pomace tightening process with our 500 ton, 24-hour working capacity system. We are very happy with the Polat Makina products we use. The returns from farmers are also quite positive.

is at a good level. As of December, we are working at full capacity on 5 Lines. We plan to operate in the new season by further increasing our number of machines for the year 2021.

What are the new developments in your industry? In what direction is your consumer behavior changing?

When we started our activities in Gaziantep region in 2011, we were operating as 3 phase, and in 2015 we started to continue our activities as 2 phase in accordance with the circular issued by the Ministry of Environment. In our country, I think the manufacturer needs more support. Oil prices are low, our region is following technological developments very slowly in olive harvesting. Therefore, labor costs are high. The farmer is not happy with the current oil prices.

Finally, what do you want to share with our readers?

For the new year, I wish everyone a good year with a lot of money. I wish for a better world and a healthier life.

Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview

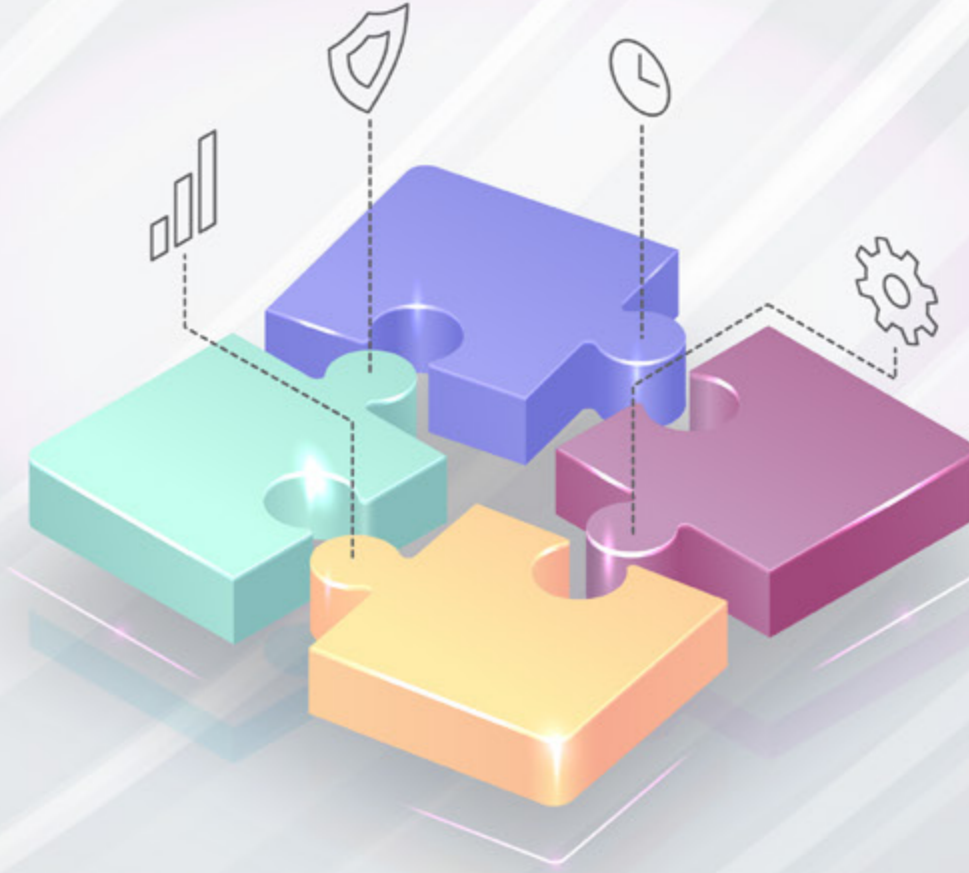
How did you spend 2020 as a company? What are your predictions for 2021?

For 2020, olive harvest in our region



PXZ 90 Full Modular System

*Full Modular
Olive Oil Processing Unit*



Thanks to its **modular structure**, you can take the unit you need and then increase your production capacity and add new units.



We talked with Mr. Haluk Albayrak, General Manager of Ünlü Teknik Company, a very valuable business partner of our Polat Group Redüktör company, about the company's goals, strategies and our new normal life.



Haluk Albayrak
General Manager
Ünlü Teknik

Mr. Haluk Bayrak, first of all, thank you very much for your time. Can we get to know you and your firm?

Of course, my name is Haluk Albayrak. I was born in Maden district of Elazığ in 1962. After completing the University in the School of Physical Education and Sports, Department of Physical Education Teaching of Dokuz Eylül University. I started working in famous technique in 1984. After serving in many fields and positions within the company, from logistics to sales representative, I came to the

position of General Manager, which I currently hold as of 2005.

Ünlü Teknik was founded in 1979 by our Chairman Muammer Ünlü in Izmir. Ünlü Teknik, a family company, is a company that today serves every point of Turkey from office and logistics centers in 5 different locations.

Can you inform us about your areas of activity?

Having expanded its portfolio over the years, which it started as a famous supplier of technical

bearings, today it is a supplier of mechanical power transmission parts for industrial and automotive applications and a provider of engineering services related to these products, serving all over Turkey.

In short, the main product groups in its portfolio include bearings, power transmission parts (belts, pulleys, chains, etc.), gearboxes, electric motors, sealing solutions, hand tools, power tools, lubrication and oil filtration systems, bearing assembly/maintenance tools and Machine Condition Monitoring Devices.



How do you shape your company's future strategies? Can you tell us a little bit about your strategies?

As Ünlü Teknik, our primary goal is to ensure that our customers can supply all their needs from one point. For this purpose, we continue to include new product groups in our portfolio every year and will continue.

However, we perform the service that we want to provide to our customers in the fastest way and without interruption with the logistics centers that we have established in locations close to them. In this regard, we have a plan to serve in different strategic locations in the next 2 years.

In the long term, our priority is not only to provide our customers with product supplies, but to ensure that they avoid unplanned downtime and, accordingly, cost losses by extending the life of the products they use. In this context, service/maintenance, lubrication solutions, etc. within the scope of our engineering services. we care about increasing our investments in services.

Finally, at the beginning of our most important investments are system installations that we make on the way to digitalization. Today, we have an infrastructure where we can track all our processes online, from the bidding process to the shipment. In the near future, we will be taking steps

to ensure that our sales channels can also keep up with this digital development.

What has changed in your working life and your own individual life at the new normal?

As with any company, we have quickly integrated remote connection work into our daily lives as a priority in this process. We have moved our meetings



and customer meetings, which we often do in our daily operations, to online as much as possible.

In the process, we have made all the digital investments necessary to physically have fewer staff in our offices and to ensure that the rest of the team can continue their work from their homes without interruption.

As a whole team, we take care to comply with 100% hygiene rules both

in our offices and in our individual lives, avoid creating crowded environments or being in these environments, we are careful not to walk without a mask.

What products of Polat Group Redüktör do you use? How long have you been working together? Are you satisfied with the products? Why Polat Group Redüktör?

Our partnership with PGR has been strong since 2014. Almost every product in the PGR product range is included in our portfolio. I think that the wide product portfolio, which can be responded to all kinds of products needed in the field, is the best answer to the question of why PGR.

Finally, is there anything you want to convey to us and our readers?

In order to be able to see what quality processes the products are produced with and offer different solutions, we make joint visits to the factory with all our customers and get very positive feedback on this issue. Thank you for opening your doors to customer visits in a transparent way.

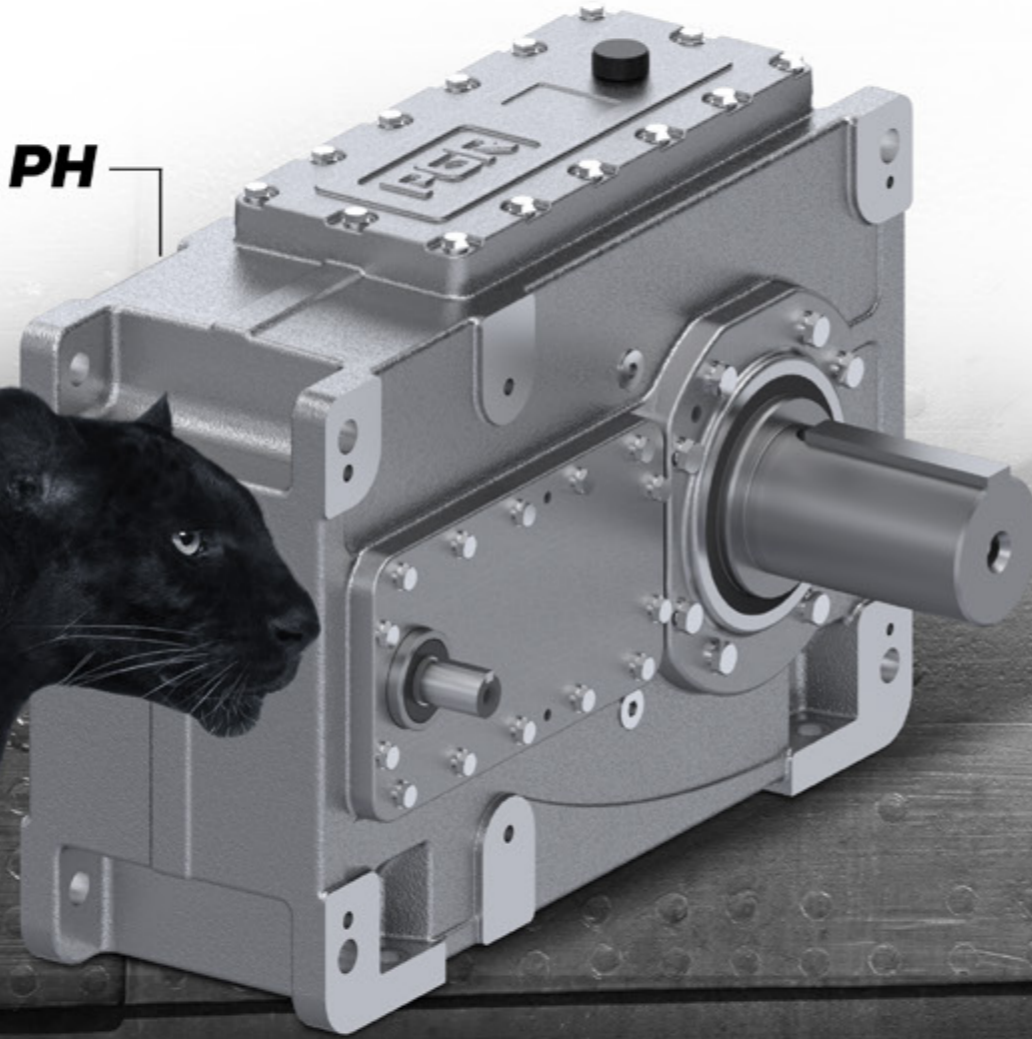
Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview

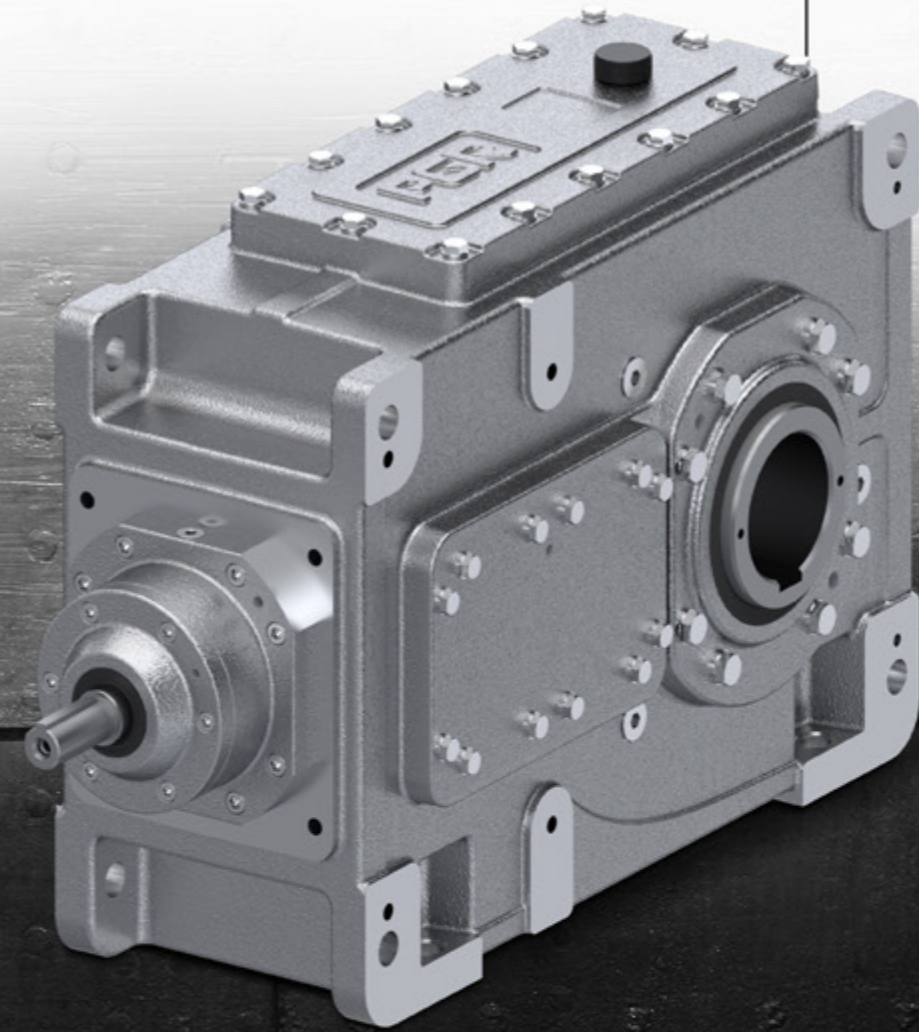
Industrial type gearboxes that offer service especially under heavy **working conditions**, have a solid body, carry high moments up to 480000 Nm, stand out with **quiet operation** and ease of maintenance.

**Custom solutions
to our customers' needs...**

PH



PB



Safe and efficient operation even in heavy operating conditions with increased power capacity.



We interviewed with Maurizio Galati about changing customer behavior.

Maurizio Galati
International Sales Manager /
Industrial Applications
Polat Makina

marketing strategies to reach new customers or keep your customer loyalty rate high after the pandemic has showed up?

It's very important, really, I think it's extremely necessary to keep in touch with the market, with representatives, with dealers and with customers.

We have to show that we are not far from it, and we have to keep in touch by phone, internet meetings and, ultimately, email, even if we can't go to their visits because of the pandemic.

Obviously, our sales strategy and approach have changed a lot since March for non-travel places; in an industry like ours, it is very important to visit facilities on site, advise the customer, help and find a solution that will make your product more convenient. This stage becomes more difficult when you don't have meetings with companies, and you have to understand it without seeing the facility. (For example, mineral oil, petrochemical, food and beverage sectors).

For me, only great experience in the field can help us, so it is

possible to resolve the problem of not being able to make targeted visits to some extent, but sometimes this does not happen due to the complexity of the system and we have difficulties in designing the right solution due to the lack of technical data.

Let me talk a little bit about Italian and European markets which lived the June-September period rousingly. We have captured good sales figures in Spain and especially in Italy. We have visited our agents and customers in Italy constantly, we have received great praise for this, and many companies have trusted us.



How do you think customer behavior has changed with the pandemic?

A very important point to know here is that although this epidemic has spread all over the world, some sectors are not affected by it and really feel the need to adapt their equipment to meet the growing demand.

We can divide the behavior of customers into two parts. Pessimistic customers who do not see a good future in the future, and optimistic customers who rely on funds from the Central Bank to meet the post-pandemic period aggressively, quickly and more sensitively, thinking that it will recover.

Optimists are customers who invest structurally in terms of both human resources and hardware.

Can we talk about global sales strategies? Did you change or reshape your sales and

How do you think consumer attitude changes towards to your brand?

Currently, we hold meetings with our customers and agents in places where you cannot travel, via the internet. At first, we and many of our customers were afraid of this new form of communication, but the company gradually got used to it. It may not be the best solution, but for now, internet communication helps us overcome these difficult times.

If we can go, we make a customer visit, if not possible, we use various communication opportunities. However, in executing our marketing strategy, I think that customer behavior has not changed much. I repeat, this is due to the fact that we are in constant contact with and close to the market, using all the opportunities that will show that Polat is always available.

Let me give you an example: I make an average of 40-50 phone calls from all over the world every day. There are also those who ask, "Hello, How Are you?", but many are calling to talk in detail about work and equipment.

How did your meetings style change? Do you find this active?

Obviously, from small to large, the lifestyle of all of us has changed, and it has also caused huge changes in communication at work.

We try to visit our customers, agents, dealers as much as we can when it is not possible to hold meetings via the Internet.

Aside from some problems in the beginning, considering that all of our customers and employees can adapt to such a radical change in a very short period, although face to

face contact is always preferable, especially on technical issues, during this time of approximately eight months, I can say that people came to a conclusion that doing business without seeing a man's face is not an insurmountable obstacle.

“ The important thing is that today, more than ever, we must increase our presence on the field. ”

Is that hard to communicate with your customer while you cannot physically meet?

No, as I just said, after going through the difficulties at first, people got used to it.

How customers interact with your brand now? Do you have any advice to other marketing and sales professionals to cope with this situation and learn new lessons?



What we need to do now, and my advice to those in charge of sales and marketing, is to make your brand more visible in the market. Because the pandemic has revolutionized our system and communication, and business trips has decreased significantly, and unfortunately our sector is a sector that prefers and wants people and needs an expert who finds a solution to the problem.

The first contact is usually at trade shows, then develops with subsequent visits and is fed through sales channels.

Sales channels are very important because they are local and so in sensitive times the customer only contacts the agent or dealer in the field.

The important thing is that today, more than ever, we must increase our presence on the field, follow our agents with all the communication opportunities we have, and be prepared and firm this time when we return to our normal lives.

An extra phone call or email doesn't cost anything, but it does solidify the relationship.

Let me give you another warning: always keep in touch with the field, make your presence felt: say "WE ARE THERE!"

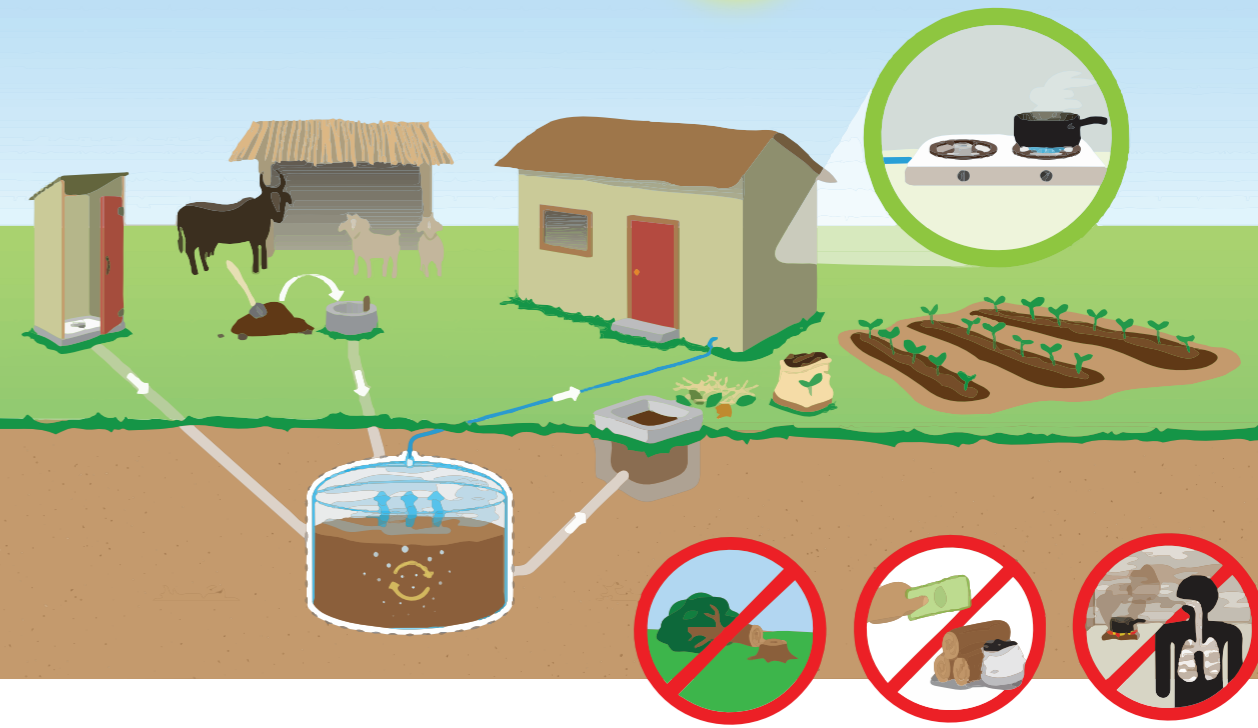
We are increasing our visibility in social networks, nowadays customers are on these platforms, and again we should say, "WE ARE THERE!"

Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview

Nature's Blue Energy: Biogas

Converting waste materials into efficient sources is actually the perfect orientation of nature.



Increasing levels of methane gas and the use of fossil fuels to meet global energy needs are seriously threatening our future. In order to deal with this threat, alternative energy sources are also being sought. The most popular of these is biogas.

What Is This Biogas?

Biogas is a type of bio-fuel produced naturally as a result of the separation of organic waste by its simple definition. Organic waste, such as animal manure, food waste, waste water and sewage water, breaks down in an anaerobic environment (conditions where there is no free

oxygen), resulting in gas mixtures that mostly contain methane and carbon dioxide. This decomposition is also called anaerobic digestion, as it occurs in an anaerobic environment by microorganisms called methanogen (methane-forming microorganisms that reproduce in oxygen-free environments) in the Archea group (the main group in living organisms). If we consider anaerobic digestion as a definition, we can describe it as a natural form of energy production from waste that uses the fermentation process to break down organic substances.

As for the secret of the blue flame,

the flammable property of biogas is actually caused by the high value of methane in it. So it produces a flame of intense blue color and is used as an energy source.

Biogas, contrary to popular belief, is not just a natural source of energy. For example, it prevents the use of toxic chemicals in wastewater treatment plants and saves costs, energy and materials by separating waste on site. In addition, the use of biogas eliminates the need for an extra fossil fuel to generate energy. Because methane gas has the capacity to trap more heat than carbon dioxide, its environmental

impact when a decaying loaf of bread turns into biogas means it will be about 10 times less effective than when it is left to rot in a landfill.

Biogas Systems

Biogas production systems are systems that convert waste into biogas without allowing methane gas to be released into the atmosphere, and then channel this biogas to make efficient use of energy. There are several types of biogas systems and facilities designed for efficient use of biogas. Although each system differs by input, output, size and type, the biological process that

converts organic waste into biogas is uniform. Biogas digesters take organic matter, which decomposes in a digestive chamber. The digestive chamber is completely filled with water, making the environment an anaerobic (oxygen-free) environment. The anaerobic environment allows microorganisms to break down organic material and convert it into biogas.

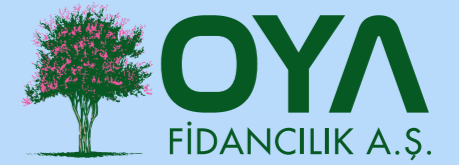
“The use of Polat Makina centrifuge technologies in the anaerobic fermentation process gives the best result in biogas production due to its high performance/price ratio.”

Polat Makina decanters are specially designed to get the most efficient result in the recovery processes of renewable energy sources. Automatic, reliable, continuous operation, centrifugal equipment that provides seamless process control; minimum energy and water consumption, as well as high performance/price ratio are becoming the most suitable option.

Aysu Sağdıç
Marketing Specialist
Polat Makina



Ornament of Nature



“Embroidery is the natural ornament of life in Anatolia, where women make loops and decorate the edges of their most beautiful dresses or accompany them by putting it as the names of girls.”



Cumali Kılıç
MSc Agricultural Engineer
Oya Fidancılık

Lagerstroemia Indica

Lagerstroemia Indica is a deciduous tree that can grow up to 6-7 meters in winter. Their leaves are small and dark green between 2-8 cm in length, and they are yellow or reddish in autumn. They blossom from the beginning of July to November . Its flowers are quite showy and are in form of ear of corn. Blooming amounts are increasing in sunny areas. Its fruits are the size of chickpeas and are capsule-shaped.

Its body, on the other hand, has a very decorative appearance with a characteristic shell structure in an unusual style. Due to the fact that the body of the Lagerstroemia Indica is smooth and shiny, its body dazzles even without flowers. They like temperate climates, sunny warm places. For this reason, it is grown in quite large areas around the world. It is a very suitable plant for pruning and is used in landscape areas, Road afforestation, as a solitary tree or shrub.

About Oya Fidancılık

Founded in 2010 within Polat Group, Oya Fidancılık A.Ş. With our 500 decare production area and 1000 m² closed production area in Aydın province, we have adopted the principle of going further and providing better service to the sector with our expert staff in scientific, technical and technological fields...

As Oya Fidancılık A.Ş we are a company that grows the most Lagerstroemia Indica in our country and in the world and is fully established with domestic capital. As Oya Fidancılık, we grow Lagerstroemia Indica in an area of 400 decars, and palm varieties, Oleander and Bonsai Olives in an area of 100 decars.

As Oya Fidancılık, we continue our work for a greener future, taking its place rapidly in the sector and moving forward with confident steps to the future with Lagerstroemia Indica, palm varieties, Bonsai Olive and Oleander species.

The Lagerstroemia Indica, which is often preferred especially in landscape architecture, has been used in the beautification of many structures. Where it grows, it experiences a riot of color for 3-4 months.



The Lagerstroemia Indica, which is often preferred especially in landscape architecture, has been used in the beautification of many structures. Where it grows, it experiences a riot of color for 3-4 months.



On Business Intelligence and Reporting with Serkan Ersoy

The pandemic reminded us more harshly of the need for rapid decision-making than the crisis environments of our recent history.

The consequences of the Covid-19 pandemic all over the world have transformed commercial life into an environment in which sustainable and profitable growth goals for many sectors are set aside, where maintaining existence and surviving this period with minimal damage becomes a priority. Business modeling reminded us more harshly of the need for rapid decision-making to predict and manage risks than in recent crisis environments.

However, the challenging conditions of global competition, which are increasing every day, the risks created by the rapid competitive environment, the willingness to be prepared for the chaotic processes often created by developments in many areas nowadays such as not only economic, but also health, public, etc. forces businesses to invest and develop

in the field of risk management, reporting and business intelligence.

In companies that complete the corporate structuring process, the strategic goals set by management should be reduced to sub-goals and action plans based on units, personnel; they should be managed in a structure where they are followed by focusing on performance through KPIs (key performance indicators). As for the strategic goals of companies; it is a very important requirement that they are able to instantly track the levels of realization in areas in many ways, such as production, quality, growth, profitability, financial, etc. The fact that this reporting infrastructure has an instant living nature motivates its target owners in the process, as well as provides efficient use of time, intervention and rapid action when necessary.



Serkan Ersoy
Budget Control Management
Accounting and Reporting Manager
Polat Group Holding



Polat Group Holding has decided to implement business intelligence applications and integrated reporting systems projects.

Business intelligence and integrated reporting systems are activated to meet all these needs. The study areas contain a large amount of specific data. Business intelligence is the name given to the methods and processes that allow us to make this big data more meaningful by processing it in various ways. By analyzing data in detail with business intelligence, it allows us to make strategic and tactical decisions quickly, accurately and efficiently with analytical forecasting.

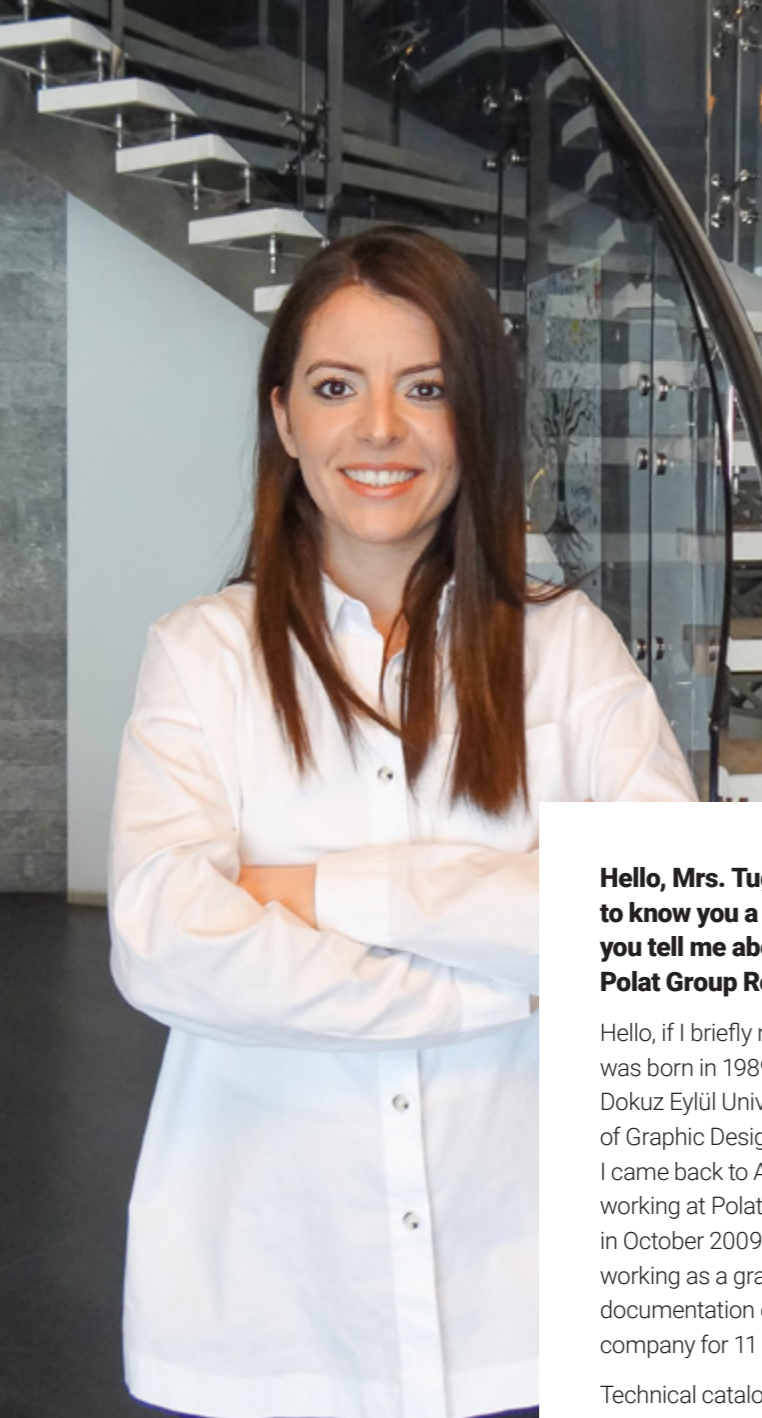
Polat Group Holding has decided to implement business intelligence applications and Integrated Reporting Systems projects.

It continues to experience rapid growth and investment processes in many sectors, and Polat Group Holding subsidiaries have a

corporate memory formed in ERP (enterprise resource planning) and budget reporting processes for more than 10 years. Within the scope of holding restructuring, our management has decided to implement business intelligence applications and Integrated Reporting Systems projects in addition to the S4HANA, ERP project, in digitization processes aimed at increasing the level of corporate competence and achieving the level of operational excellence.

Polat Group Holding, Budget Control, Management Accounting and Reporting Directorate will continue to fulfil the mission at high level, expected in budget control and reporting processes with software and hardware facilities to be provided by the implementation of projects in 2021.





Tuğçe Karabaşlar Özbeke
Graphic Designer
Polat Group Redüktör

We talked about graphic design with our esteemed colleague, Mr. Tuğçe Karabaşlar, who worked for us for many years in our company and prepared the introductions of our PGR brand.

Hello, Mrs. Tuğçe, can we get to know you a little better? Can you tell me about your mission at Polat Group Redüktör?

Hello, if I briefly mention myself, I was born in 1989. I am a graduate of Dokuz Eylül University, Department of Graphic Design. After graduating, I came back to Aydın and started working at Polat Group Redüktör in October 2009. I have been working as a graphic designer and documentation officer within our company for 11 years.

Technical catalogues of our products, brochures, product promotion images, sectorial Magazine Advertising Studies, banner studies of all domestic and foreign fairs we have participated in, in short, design studies of all advertising materials are carried out by me and my team-mates.

In this issue of our magazine, we focused on design. You play an important role in announcing industrial designs made with graphic designs that you have prepared and converting them into advertising material. What are you inspired by at this point? What processes does the emergence of a graphic design go through?

As in every business, we need to understand and define very well what the topic we will introduce, which we will first describe in graphic design. For this purpose, we collect detailed information about the material we will use in the design, and how can I give the most clear benefit of the product? we're thinking about things like that.

First, as I mentioned above, before starting the design, it is necessary to observe and analyze and make



It is the first step in creating a design of what the product in the business we are going to do, who it will appeal to, and in what medium this design will be used.

sense. Design is such a thing that it is constantly updated and changed, just like life. Because of this, I constantly follow the agenda about design variability, constantly updating myself about how consumption habits of individuals, societies and the sector are changing. This process greatly affects the stages of visual thinking and visual expression.

It is the first step in creating a design of what the product in the business we are going to do, who it will appeal to, and in what medium this design will be used. The next process is complete creativity and pushing the boundaries as much as possible. I finalize the design by preparing the ideas that come to mind about the subject as a draft and thinking about which one can be more effective, selecting the draft that I think will have the most impact.

Can you talk about the graphic design processes in PGR? Which departments are you in contact with, what is the sine qua non for the correct execution of the process?

As every process has a challenge, it really goes a long way in the process in design.

Of course, the R&D department takes the lead role in this process. All data in our product catalogs and brochures are given to us by the R & D department. Then we move on to the design phase. We add technical information pages, measurement pages, product selection pages, respectively, in accordance with the given data to our program and create our catalog. When the catalog is completed, it is checked again by the R&D department. After identifying errors and deficiencies, revisions are made again. After approval of the latest version by the R&D department, it is prepared for printing and sent to the printing house. Of course, we can't limit it to just the catalog. Our brochures, product introductions, magazine advertising activities are approved by the R&D department.

Another department that we are in contact with and work hard is the Sales and Marketing Department. We complete the design needs of all the Fair Work that we have participated in, and the sectorial magazines that we have agreed with together. We also support other departments with their visual needs from time to time.

Finally, can you talk about your new projects with the New Year? We can also receive your New Year wishes that you want to convey to our readers.

First of all, keeping up with the changing world and consumption habits are the most important elements of creating new projects. Adapting to the constantly updated and digitized world in parallel with our company's mission and vision, ensuring that the visual world template describing our company is sustainable will remain one of our most important goals. In this context, we will continue our work by following new developments in our field, innovating and reflecting PGR's vision in the best way.

I wish that the New Year will be a year in which we leave behind the global epidemic Covid-19, which has deeply shaken us socially and economically, which has marked 2020. I hope it will be a fruitful year full of peace, health and achievements for our country and the whole world.

Gülçin Çiçek
Corporate
Communications Specialist
Polat Group Holding

Interview

Olive's Laborious and Long Journey



Polat continuous olive oil production systems produced by Polat Makina, which is always on the side of the manufacturer, can use a series of machines that are connected and can work continuously.

After the olives are collected from the branch at harvest time, they go on a long and laborious journey until they come to our tables.

The process of collecting olives is a process that requires a lot of care and attention, the collection processes play an important role in the quality of the product. To explain its importance with an example; "the oil of olives that have touched the soil is low in terms of quality."

When olives arrive at the production plant, they are first extracted from the branches and leaves, if any. Extracted olive fruits are the process of removing dirt, pesticides and dust on them. After the cleaning process is finished, comes to crushing operations, which are usually carried out in mills. It gets smashed and crushed. Oils are exposed in the fleshy sections of olives that are broken into pieces, which remain outside the core. Olives, which have reached the consistency of dough, are ready for kneading.

Small pieces of olive oil that have become dough separated for the kneading process combine to become large drops of olive oil. By now, the oil will be leaking.

After these processes, a compression process is applied to the dough to accelerate the separation of oil and Olive in the consistency of the dough, so that the oil is thoroughly separated from the

“The oil of olives that have touched the soil is low in terms of quality.”

dough. As a result, fat, black water and dough are separated from each other. Separating the black water from the oil is easy due to its collection at the top, since the specific gravity of the oil is light. After this process, the particles in the oil are filtered again by filtering one last time.

After this process, extra virgin olive oil is passed through cotton filters

and taken into Chrome tanks and ready to be bottled.

Here's a summary of the Olive's long journey from tree to oil;

Polat continuous olive oil production systems produced by Polat Makina, which is always on the side of the manufacturer, can use a series of machines that are connected and can work continuously.

Polat Makina offers solutions as one-piece machine options that you will need in your process, as well as turnkey continuous systems that it designs and produces. All equipment needed in the system is produced by Polat Makina in accordance with food regulations and CE standards.

In Polat Makina continuous systems; olives are first extracted from branches, washed, broken. This process results in kneading of olive pulp and obtaining of olive oil. Olive oil is produced untouched from the first stage to the last.



It is stated that 5G technology will be able to transfer data at high speeds, and the transition worldwide and in our country, would be in 2021-2022.

Let's look at the true purpose of 5G technology and what it will bring to human life, which has been talked about a lot and even produced different scenarios, which have caused protests by being associated with the pandemic we are experiencing.

The development of GSM (Global System for Mobile Communications) technology over the years is called 1G 2G 3G 4G. The "G" added to the end of the digits means Generation (Generation, Generation). Each generation has more extensive functional capabilities and innovations than the previous one. Each "G" or generation is faster than the previous one, and has also laid the groundwork for new applications.

1G is the provincial eye pain of mobile communication, i.e. mobile phone systems. They are the systems which work with Analog system (a system in which a similar sound frequency is converted into

a physical structure), and only designed to carry sound. The system, which began to be used in the 1980s, was also widely used in the 1990s.

2G is the first system that we can accept as the basis of the mobile system, including digital communication. When we say numerical, we immediately think of "messages", don't we? That is true. SMS, Short Message Service has started to be used with this system. The system, which continued to be used until 2000, was 64 Kbit / s as a speed, (kilobits per second – the number of data transferred per second), which was quite low compared to now. Mobile technology has started to spread around the world with this development.

With the integration of GPRS (General Packet Radio Service), EDGE (Enhanced Data rates for GSM Evolution) and MMS (Multimedia Messaging Service)

technologies to this technology, it is identified as 2.5 G, 2.75 G.

With the development of "3G" technology, Smart Phones began to be used.

With the development of "3G" technology, smart Phones (smartphones) began to be used and voice data (data) image transfer became possible. Video calling was first made possible by 3G technology. Web browsers (Internet browsers) and internet - based gaming applications on smartphones, VoIP (Voice Over Internet Protocol) applications have started to be used.

Along with 4G, a technology has begun in which mobile and stationary devices can exchange data at high speed.

Along with 4G, a technology has begun in which moving and stationary devices can exchange

data at high speed. It operates entirely based on IP (Internet Protocol). It began to be referred to as 4.5 G when it was used with LTE technology. Data rate can be up to 1Gbps for fixed devices and 100 Mbps for mobile receivers.

4G technology has many features and conveniences for users such as;

- Ability to switch between different systems,
- Mobile multimedia monitoring,
- Reception power in wide coverage area,
- Providing high quality connectivity with low energy consumption,

- Seamless and HD video transfer,
- HD video calling,
- Running HD and 3D gaming applications
- File transfer at very high speed.

"5G" Internet of Things

The more high speed that 4.5 G has, the faster the data transfer is called 5G. 5G technology, which uses a higher frequency spectrum to improve high data flow, began to be put into service for users in some countries, such as America, later this year. The transition Worldwide and in our country, could reach 2021-

2022. 5G is expected to provide the necessary data transfer for technology of "Internet of Things" Low energy consumption will be one of the important features of objects that will allow them to work for months or years without interference. It is noted that 5G's infrastructure for wireless data for technologies such as the Internet of things and virtual reality, such as the drone, will be strong. It is projected that the rate of data to be transferred to 5G technology will reach 20 gigabits per second.

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding



Most Common and Interesting English Idioms



Think outside the box

Meaning: to go beyond a normal idea

Donkey's years

Meaning: A very long time

All mouth and no trousers

Meaning: A man who is boastful but can't back himself up or makes idle threats.

Chew the fat

Meaning: To gossip

My neck of the woods

Meaning: My home place

That's where the dog is buried

Meaning: That's the heart of the matter

You're taking me on your arm!

Meaning: You're pulling my leg!

You can take poison on that

Meaning: You can bet your life on that

You can say that again

Meaning: That's true, I agree

Your guess is as good as mine

Meaning: I have no idea

It's not rocket science

Meaning: It's not complicated

It's a piece of cake

Meaning: It's easy

Bad egg

Meaning: someone who fails to meet expectations

A hot potato

A controversial issue or situation that is awkward or unpleasant to deal with.

Say Goodbye to Sediment!

We have continuously supplied the beverage industry by offering **logical solutions** with high performance/price ratio to enable our customers to obtain **higher yields**.

For details please contact our sales engineers.





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