

# A perfect blend of quality, comfort, entertainment, and pleasure

Offering an unmatched holiday experience with a high-quality, friendly service approach, Altın Yunus has enjoyed a leading position in the Turkish hospitality sector in terms of scale and quality ever since it opened its doors in 1974.

## First

Altın Yunus was the first 5-star holiday village capable of accommodating 1,100 guests in Turkish and the Middle East.

### Unique location & exceptional comfort

Located on one of the finest coves in the vicinity of Çeşme about an hour's drive west of İzmir, Altın Yunus assures its guests of quality, comfort, entertainment, and enjoyment during every season of the year. Altın Yunus boasts a natural sandy beach of its own. Measuring 250 meters in length, the beach flies a Blue Flag and fully complies with all international standards. The Bio Venus Spa located within the hotel provides guests with health and beauty treatment opportunities during their stay. Altın Yunus is distinguished by a unique architectural mélange of modern comfort, nostalgic charm, and a natural environment all in perfect balance.

With its competent human resources, unique natural location, and stunning scenery, Altın Yunus assures both its leisure- and its business-travel guests of quality, comfort, entertainment, and enjoyment during every season of the year.

With a bed capacity of 1,100, Altın Yunus was the first 5-star luxury holiday village in Turkey and the Middle East. Altın Yunus occupies 140,000 m<sup>2</sup> of grounds on Kalem Burnu (Kalem Point) in the Boyalık district of Çeşme township, 80 kilometers west of İzmir, the pearl of the Aegean. Turkey's and the Middle East's first 5-star luxury holiday village in terms of its scale and quality, Altın Yunus is an outstanding leader of the Turkish tourism industry.

### The training ground of the Turkish tourism industry

Since the day it opened its doors, Altın Yunus has had a deserved reputation as the training ground of the Turkish tourism industry. As the "alma mater" of countless hospitality professionals and

entrepreneurs, it has contributed enormously to a sector in which competent, hospitable, and friendly personnel are crucially important.

### Quality determines satisfaction.

Altın Yunus perfectly blends the grace of traditional Turkish hospitality with thoroughly professional management and internationally recognized tourism industry quality standards. All of the hotel's operations have received ISO 9001:2008 Quality Management System certification.

Altın Yunus responds to its guests' wishes and expectations in the most effective way possible and it regards this approach as the keystone in the sustainability of its business model. Seeking to elevate the guest experience to ever higher levels while also taking market conditions into account, Altın Yunus focuses on being a brand which:

- pays attention to guests' wishes and suggestions,
- takes a customer-focused approach in the constant development and renewal of its services,
- makes itself easily accessible through a variety of channels,
- pleases and surprises guests by transcending their expectations.

Constantly renewing its services in line with its guests' wishes and needs, Altın Yunus closely monitors and measures customer satisfaction and seeks to increase it.

## Total Overnight Stays

# 145,109

In 2013 Altın Yunus booked a total of 145,109 overnight stays.

## Bed Capacity

# 1,100

Altın Yunus was the first 5-star luxury holiday village in Turkey and the Middle East capable of accommodating 1,100 people.

## Yacht Capacity

# 200

Capable of simultaneously accommodating 200 yachts, the Altın Yunus Marina is one of the finest marinas in the entire Aegean.

## Beach

# 250

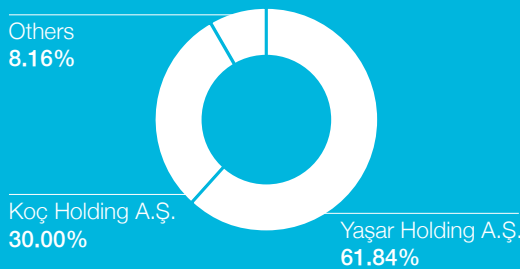
Altın Yunus has a 250-meter blue-flag sandy beach.

## Shared Values

Since the day it was founded, Altın Yunus has:

- Contributed to the progress and well-being of its employees, suppliers, and business partners through the added value which it creates.
- Served as a training-ground and school supplying the Turkish tourism industry with entrepreneurs, managers, and personnel.
- Adhered to a service quality model by which other its peers' performance is benchmarked.

## Altın Yunus Shareholder Structure



Shareholder	% Share	Value (TL)
Yaşar Holding A.Ş.	61.84	10,362,754.91
Koç Holding A.Ş.	30.00	5,027,022.00
Others	8.16	1,366,963.09
<b>Total</b>	<b>100.00</b>	<b>16,756,740.00</b>

The Company's shares are traded on the Second National Market of Borsa İstanbul (BIST) under the AYCES symbol.

The Company's capital consists entirely of bearer shares, each one of which entitles a shareholder (or their proxy) present at a general meeting to a single vote.