

For all of our stakeholders...

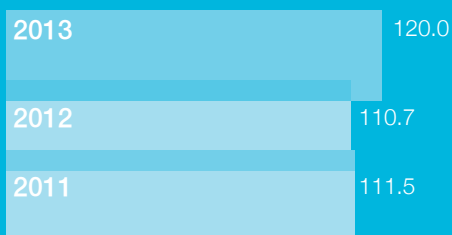
22.9

Net sales amounted
TL 22.9 million.

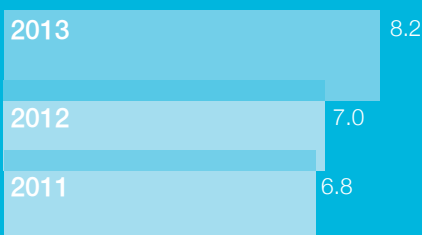
In 2013, Altın Yunus:

- registered a 11.5% rate of growth in its turnover,
- increased customer satisfaction through greater emphasis on customer-focused activities
- carried out TL 4.3 million worth of investments to renovate the hotel's physical conditions and technological infrastructure



Total Assets (TL million)

Altın Yunus's total assets at end-2013 were 8.4% higher than they were twelve months earlier and amounted to TL 120 million.

Gross Sales Profit (TL million)

The Company's gross sales profit was up by 16.3% year-on in 2013 and stood at TL 8.2 million.

Altın Yunus's gross profit performance was even better last year: in the twelve months to end-2013, its profit increased by 16.3% to TL 8.2 million while its earnings before interest, taxes, depreciation, and amortization amounted to TL 4.5 million.

Shareholders' Equity (TL million)

A robustly-capitalized firm, Altın Yunus's shareholders' equity amounted to TL 97.8 million at year-end 2013.

Net Sales (TL million)

In the twelve months to end-2013, Altın Yunus's net sales grew by 11.5% and reached TL 22.9 million.

Ratios

	2012	2013
Gross Profit Margin	34.1%	35.6%
Current Ratio	0.6	0.4
Acid Test Ratio	0.6	0.4
Financial Leverage Ratio	0.2	0.2
Debt/Equity	0.2	0.2

49.5%

The “all-inclusive” segment contributed a 49.5% share of total revenues in 2013.

Altın Yunus once again continued to develop and maintain strong relationships with travel agencies in all segments in 2013. In line with its goal of maintaining long-term relationships with business partners, the Company concentrated especially on brand awareness and customer demand enhancement.

49.1%

Altın Yunus achieved an overall overnight occupancy rate of 49.1% in 2013.



Altın Yunus successfully maintained its healthy growth in both its domestic and international markets.

Having racked up five consecutive years of positive growth, the Turkish tourism industry suffered from stagnation in 2013 owing mainly to worldwide economic constraints and political confrontations. In order to better contend with this situation, Altın Yunus made ongoing product and service improvements and innovations based on both positive and negative feedback from guests. In this way, the Company successfully maintained the solid domestic and international market growth that it achieved in 2012 in 2013 as well.

Owing to a spate of social turbulence in several of Turkey’s biggest cities last year, the sector suffered from both cancellations and a decline in additional bookings. In addition, the bankruptcy of a major international travel agency in June led to a substantial reduction in overnight stays in Turkey and one airline operating charters in and out of the country to Asian and European destinations even found it necessary to cancel some of its flights.

The Turkish tourism industry embarked upon 2013 with good prospects and high hopes. Based on official statistics as well as anecdotal evidence however, it is clear that social confrontations, an agency bankruptcy, and one airline’s flight cancellations conspired to depress occupancy rates, which languished during the summer high-season months of June, July, and August.

There were 22,280 available beds available in the Çeşme region in 2012. In 2013 this number increased by 17% and reached 26,084. Last year however Çeşme also experienced 62 of the windiest and coolest days recorded in a decade.

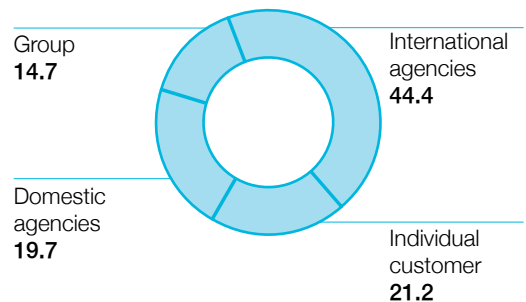
Despite all such adversities however, Altın Yunus booked a total of 145,109 overnight stays in 2013. Offering guests both “half-board” and “all-inclusive” accommodation plans, the hotel increased its net sales by 11.5% to TL 22.9 million in the twelve months to end-2013

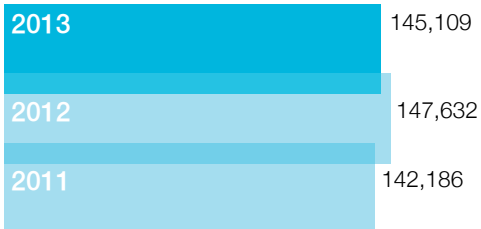
Analysis of 2013 overnight stays by segment

Of the total number of overnight stays in 2013, 64,366 (16%) were booked through foreign agencies. Domestic agencies and private individuals accounted for 28,624 and 30,857 of bookings respectively while 21,262 consisted of closed-group bookings.

As measured on a Turkish-lira basis, the Company’s turnover from international books was up by 43% year-on and corresponded to TL 5.9 million; domestic guests supplied TL 17.0 million worth of turnover.

Breakdown of Overnight Stays (%)



Number of Overnight Stays**Occupancy Rate (%)**

The TL 5.9 million in turnover secured on international bookings was 43% higher than that of the previous year.

Strong relationships with travel agencies and tour operators

In 2013 Altın Yunus continued to bolster its strong relationships with travel agencies and tour operators in all segments. In line with its goal of maintaining long-term relationships with business partners, the Company concentrated especially on brand awareness and customer demand enhancement.

The hotel continued to work closely with the call centers of agencies active in the domestic market and regular checks were made of their Altın Yunus bookings. Agencies' websites were also checked regularly to ensure that those viewing them were provided with correct, up-to-date information about the hotel. Visits to the hotel were arranged for the info-groups that agencies send out during the pre-season spring months. Through such visits, agency personnel were given a chance to become acquainted with Altın Yunus during their stay, thus ensuring that they would provide their clients with correct information about the hotel and send it increasingly more guests.

49.1% occupancy rate

Seeking to serve its guest not just during the summer high season but all year long, Altın Yunus's successfully deployed marketing and sales strategies gave the hotel an average occupancy rate of 49.1%.

Developments in the "all-inclusive" concept

Altın Yunus introduced its "all-inclusive package" concept in 2010. As a result of successive refinements of the system and improvements in its implementation, demand for this form of booking continued to grow in 2013. Last year 49.5% of the hotel's net revenues were earned on "all-inclusive" bookings. This is clear evidence that the concept has significantly boosted the Company's turnover; it also suggests that the demand for this product will continue to grow in the future as well.

Investments in 2013

The Company spent a total of TL 4,311,747 on investments in 2013. These consisted mainly of: renovations in Marina rooms, in the banquet area, and in the main restaurant, the last of which was to allow guests to be served under more spacious conditions; Marina dispositions; miscellaneous operations, technical materials, and fixtures.

Developments in supplier relations

Besides improving its overnight occupancy performance and sales figures, Altın Yunus also seeks to increase its profitability by taking advantage of cost advantages in its procurements.

In addition to its ongoing efforts in this direction in previous years, at the beginning of the 2013 season Altın Yunus secured procurement advantages for itself by negotiating price and discount guarantees in advance on a number of heavily-used items. The company will be expanding the scope of this practice in the years ahead as well.

Developments in information technologies

Recent developments in technology both in Turkey and around the world have made it increasingly easier for people to book travel and accommodation arrangements online and by means of mobile apps. Keeping a close watch on trends in the tourism industry and proactively taking advantage of them, Altın Yunus has added new online reservation websites to the ones with which it began working a few years ago. The company has a strong presence in both domestic and international sales channels and manages a portfolio of about 16,000 email addresses. Information about all campaigns conducted during the year is sent out by email whose timings are statistically determined. Responses to and the results of such mailings are analyzed and the information is used as input for future ones.



For our guests...

140,000

Occupying 140 thousand m² of grounds, Altın Yunus is one of Turkey's biggest tourist facilities.

Seeking to achieve 100% guest satisfaction, Altın Yunus continued to concentrate on quality-focused efforts to help make guests feel special.

9

Altın Yunus has nine pools, two of which are thermal.



Altın Yunus: An enchanting holiday paradise

Seeking to achieve 100% guest satisfaction, Altın Yunus continued to concentrate on quality-focused efforts to help make guests feel special.

Altın Yunus solicits and receives feedback from its guests in a variety of ways. Such feedback is analyzed in detail and the results of such analyses are used as input for activities aimed at further enhancing customer satisfaction. Regarding customer satisfaction as the keystone of its competitive strength, Altın Yunus intends to further expand its efforts to quantify the degree to which its guests enjoy their stay at the hotel.

The Pearl of the Aegean

Occupying 140 thousand m² of grounds, Altın Yunus is one of Turkey's biggest tourist facilities and the first 5-star luxury holiday village in Turkey and the Middle East capable of accommodating 1,100 people.

Having hosted numerous Turkish and foreign dignitaries and served as a venue for a wide range of national and international events, Altın Yunus has made many contributions to the promotion of Turkey as a tourism destination.

Distances to Altın Yunus

	km
Ilica	2
Çeşme	3
Alaçatı	4
Dalyan	8
Ildır	20
İzmir	80
Adnan Menderes International Airport	90
Ephesus	155
Kuşadası	170

Room Capacities of Altın Yunus

	# Rooms
Standard Sea	158
Standard Garden	161
Dolphin Suite	17
Golden Suite	2
Ocean Suite	6
Marin	45
Marin Plus	34
Altın Yunus Apart	42
Total	465

Hermais and the Dolphin

In ancient times there used to be a little fishing village where our hotel is now located in Çeşme. In that village there lived a boy by the name of Hermais.

One day when Hermais and his friends were having a swim in the sea, a violent storm suddenly blew up, driving higher and higher waves before it. Fleeing to shore to save their lives, the boys then returned home. All but one, that is: for Hermais wasn't among them. Days turned into weeks and then months into years but of Hermais there was never any word.

But then many years later, a fisherman returning to the village from the sea reported excitedly what he had seen: Hermais riding happily on the back of a dolphin and hurtling through the wind and waves.

Hermais, it turned out, had been rescued from the storm and befriended by a dolphin, who raised the boy. Many more years passed and one day Hermais died. The dolphin carried the lifeless body back and deposited it on the shore. Unable to return to the sea, the creature perished there too, next to Hermais.

In ancient times the local folk are said to have immortalized this friendship with a golden statue of a boy riding a dolphin. A copy of that statue is on display at the Altın Yunus hotel and a figure symbolizing it is the central device of our logo and the source of our name "Altın Yunus", which means of course "The Golden Dolphin".



Altın Yunus has been awarded ISO 9001:2008 Quality Management System certification. The resort is located in the Turkish Aegean on Kalem Burnu (Kalem Point) in the Boyalık district of Çeşme township in the province of İzmir.

The resort offers

- 423 Standard (Main Building), Marina rooms, and 42 apart rooms Marina Plus rooms:
- five restaurants, five bars, and nine conference halls,
- a 250-meter blue-flag sandy beach,
- nine pools including two containing water from the local thermal springs.

Altın Yunus Marina

Turkey's first privately-owned yacht harbor, the Altın Yunus Marina offers numerous opportunities for active summer living amidst the relaxing charm of the Turkish Aegean.

Capable of accommodating up to 200 yachts at a time, the Altın Yunus Marina is one of the finest facilities of its kind anywhere in the Aegean.

An international reputation for outstanding service and a choice location combined with all the advantages of a great holiday complex like Altın Yunus make the Altın Yunus Marina one of the most attractive marinas in the Aegean.

Renovation work has been completed on the Marina rooms.

The Marina room renovation project that was begun in 2012 was completed in 2013 and all rooms are now available for guests.



Swimming Pool Capacities of Altın Yunus

Location/Type	m ²
Main Building Outdoor Pool	238
Beach Pool I	222
Beach Pool II	55
Kids' Pool	26
Indoor Pool	135
Cold Water Pool	22
Thermal Indoor Pool	60
Thermal Outdoor Pool	49
Main Building Indoor Pool	48

8

Eight locations scattered around the resort offer a wide range of refreshment and dining experiences.

Eight different venues located in different parts of the hotel give Altın Yunus's guests a rich selection of refreshment, food, and dining options and a chance to try out new cuisines and flavors.

250

Altın Yunus is fronted by a 250-meter blue-flag sandy beach.



Different cuisines and richly appointed menus...

Eight locations scattered around Altın Yunus tempt guests to indulge in refreshment and dining experiences with specialties selected from the world's best cuisines and richly appointed menus.

Baküs Restaurant & Bar

Baküs Restaurant & Bar promises guests an unforgettable evening of relaxation in refreshing sea breezes and an entrancing view. Sitting beneath a grape arbor in flickering candle-light as they listen to live music, patrons sip wine chosen from among a vast collection.

Yunus Seafood Restaurant

Fresh fish, hot and cold appetizers that appeal to every pleasurable sense, and that indispensable accompaniment of seafood dining in the Turkish Aegean—raki—are all set against the backdrop of the marina's spectacular views amidst the soothing melodies of classical Turkish music.

Lobby Bar & Patisserie

A long-standing tradition at Altın Yunus as venerable as the hotel itself is the Lobby Bar & Patisserie, where guests can enjoy freshly made desserts and pastries while sipping their choice of coffee just about any time of day or night—but especially at sunset.

Petunia Restaurant

Altın Yunus's main restaurant, Petunia, offers outstanding international cuisine that exceeds guests' expectations as they dine with the spectacular panorama of Ilica cove stretching out before them.

The Terrace section of the Petunia Restaurant was enclosed last year to allow the restaurant to serve more guests in both summer and winter. Guests are also being given a wider range of choices with the addition of new show buffets and a selection of pasta dishes and items from the grill.

Magnolia Restaurant & Bar

The Magnolia Restaurant & Bar is now serving guests with a new concept and menus as both an à la carte restaurant and a bistro/café. À la carte service is provided in winter only at The Magnolia Restaurant & Bar, offering guests a tempting selection of meat dishes and an outstanding wine list.

Relax Café

Located within Bio Venus, the aptly named Relax Café invites guests to partake of healthful living with its specially designed menu and health bar.

Beach Snack Bar

Situated within Altın Yunus's blue-flag beach, the Beach Snack Bar serves guests with a completely renewed kitchen and menu and with exotic cocktail options.

Pool Bar

At the Pool Bar, Altın Yunus guests sip tropical cocktails and try out tasty offerings while enjoying the entertainment and soaking up the sun.

Plans for the future...



Spa tourism and Altın Yunus

Because of a climate and geography which make the summer high season relatively short, spa (thermal water) tourism has a position of premier importance in the Çeşme peninsula. Spa tourism is a segment on which Altın Yunus focuses much attention as a way of increasing its occupancy performance, especially during off-season.

Thalassotherapy, which was first introduced in Turkey in 1998 when Altın Yunus opened its thalassotherapy pool, has made great strides since then with the introduction of innovations from abroad. That progress is what has made the Altın Yunus Bio Venus Spa unit what it is today. The thermal waters at Altın Yunus and around the Çeşme peninsula have therapeutic properties the likes of which are not to be found anywhere else in the world.

In response to growing interest in spa tourism, Altın Yunus renovated its Fitness Center in 2013 in order to maximize customer satisfaction with the hotel's spa tourism services.

Therapeutic properties of the thermal waters at Altın Yunus and in the vicinity of Çeşme

The thermal waters at Altın Yunus Çeşme and Şifne are the result of seawater being naturally heated and sterilized by geothermal energy. This is the water that is used for therapeutic purposes. The therapeutic value of the local thermal water is said to be unique and have much greater potency.

Aegean seawater typically contains 3.7% magnesium, 30.4% sodium, 1.16% calcium, and 1.1% potassium salts.

An uncompromising commitment to service quality

Adhering to a customer-focused, high-quality service approach in everything that it does from procurements to product and service presentation, Altın Yunus takes pains to maximize guests' satisfaction in the fulfillment of their needs and expectations in the most reliable and sustainable way possible.

All food- and hygiene-related practices at Altın Yunus are subject to verification under the hotel's ISO 9001:2008 Quality Management System certification.

In 2014 and the years that follow Altın Yunus will continue to focus on:

- Making further improvements in its service quality
- Increasing its occupancy and profitability performance
- Strengthening its presence on all applicable internet platforms
- Proactively monitoring and effectively responding to guests' suggestions, comments, and criticisms
- Maximizing guest satisfaction.

Awards and recognitions

- "Best National-Agenda-Linked Press Advertisement" Kırmızı (Red) Press Best Advertisement Awards
- Bronze Medal (25th Turkey Kristal Elma Competition of Creativity, Regional Awards: Press).

In 2014 and the near and medium term, Altın Yunus will be focusing on:

- taking its service quality to even higher levels,
- increasing both its occupancy and its profitability performance,
- strengthening its presence on online platforms,
- keeping a close watch on guests' suggestions, comments, and criticisms and using such feedback to make improvements,
- raising customer satisfaction levels.

For our suppliers...

ethical

Altın Yunus prefers to work with suppliers who are as committed to business principles and a sense of responsibility as it is itself.

Altın Yunus's suppliers number among Turkey's most highly-respected firms.



Suppliers: A crucial dimension of Altın Yunus's business model

Recognizing that suppliers are of vital importance to the sustainability of any business model, Altın Yunus knows that the only way it can fulfill its promise to constantly raise the level of its guests' satisfaction is to work only with suppliers who are as committed to business principles and a sense of responsibility as it is itself.

When identifying its suppliers, Altın Yunus prefers those who share not just business objectives but also ethical values which are compatible with its own.

Altın Yunus's suppliers number among Turkey's most highly-respected firms. In order to ensure that its guests are provided with superior-quality, reliable service in line with its own corporate values, Altın Yunus specifies procurements criteria with which it strictly complies at all times.

When making procurements, Altın Yunus gives attention primarily to the following criteria:

- Appropriate price
- Timely delivery
- Cold chain maintenance in the case of perishable foods
- Acceptable storage conditions
- Satisfactory references as a supplier
- Flexible return policy
- Sufficient capacity and after-sales service competencies.

Altın Yunus procures non-hotel services such as landscaping, security, entertainment etc only from firms which have a proven track record in their respective line of business. The company regards it as being essential that the domestic and foreign firms with which it works be able to present evidence of their competency and sustainability, to submit references from others with which they have worked, and to fulfill their obligations with respect to government agencies and organizations.

For our employees...

Altın Yunus has installed infrastructure that makes it possible for personnel training to be conducted in an electronic environment.

181

Altın Yunus had an average of 181 personnel on its payroll in 2013.

In 2013

Personnel training

A total of 1,683 hours of professional, technical, and personal development training were provided to Altın Yunus employees during 2013. Average training time per person was 8.5 hours.

Altın Yunus has installed infrastructure that makes it possible for personnel training to be conducted in an electronic environment. Personnel training is carried out under a variety of headings.

In 2013 the Company's human resources processes and practices were reviewed and analyzed based on their current circumstances and compared with those of competitors. Action plans were formulated to address issues identified by the current situation analysis.

The analysis of competitors' practices indicated that the Company's own are among the best in the sector.

Hiring

During 2013 a total of 262 people were hired into various positions at the hotel. Newly-hired personnel were provided with orientation, occupational health & safety, and on-the-job training specific to their positions on a regular basis. All personnel undergo a physical examination prior to being hired and they are also given regular checkups thereafter. Any employee who is identified as having a health problem is directed to the most appropriate nearby medical facility and the progress of their treatment is closely monitored.

Occupational health & safety

The hotel has been obtaining its occupational health & safety (OHS) services from a specialized consultant since 2010. An OHS officer is on duty at the workplace as required by OHS laws and regulations.

Mandatory OHS risk analyses have been performed and action plans have been formulated as necessary to deal with them. These plans are now being implemented starting with the risks that have been identified as being the most serious.

Medical personnel are duly employed at the hotel in order to provide first-aid and emergency care and treatment to guests as well as employees.

Employee satisfaction

An annual survey is conducted to determine employee satisfaction levels at the hotel. The most recent survey found an overall employee satisfaction rating of 76%. An action team was set up to plan and carry out actions aimed at dealing with the issues identified by the survey.

Relations with educational and training organizations

Visits were made to nearby tourism-training lycees in Balçova, Alaçatı, and Çeşme during 2013 during which students were informed about Altın Yunus and told about traineeship and employment opportunities at the hotel.

Last year Altın Yunus representatives took part in "Career Days" events at Balıkesir University (February) and at the Tourism & Hotel Management College of Adnan Menderes University (November). The Altın Yunus team attracted strong interest and attention on the part both of students and the schools' administrators.

During the 2013 summer season, 20 lycee and Turem students and 30 university students worked as trainees at the hotel

1,683

Altın Yunus personnel received a total of 1,683 hours of training in 2013.



For the environment and the community...

award

Environment Award for contributions to environmental protection and sustainability

Altın Yunus reduced carbon emissions at its facilities by 20% by making more active use of geothermal energy.





Environment & sustainability activities

Waste water discharged from facilities is treated and then reused to water the hotel's gardens and nearby wooded areas.

Facilities' carbon emissions were reduced by 20% thanks to more active use of geothermal energy.

Improvements in water quality resulted in savings in chemical and energy use.

Altın Yunus ceased using fuel oil and converted to liquefied natural gas in 2006. By reducing its need for fossil fuels, this changeover also reduced carbon emissions as well.

During the renovation of the Marina rooms, balconies, windows, and doors were fitted with insulated glazing and frames. This helped reduce energy use, as did the installation of insulating tiles in the ceilings of lower-floor corridors.

Environmental and social responsibility

The Company took part in a campaign conducted by the Konak municipality by contributing 250 kgs of blue plastic caps from PET containers used at the hotel. The proceeds from recycling this plastic are used to purchase wheelchairs for needy disabled persons.

Altın Yunus took part in a program to give the physically handicapped a chance to go sea diving and a program for autistic children; it also contributed to the "2nd İzmir Employment Summit".

The hotel provides food aid to the Çeşme animal shelter for strays.

As in previous years, Altın Yunus provided tourism-training institutions with support related to the food and beverage-related equipment used for training purposes.

2013 awards and recognitions

- National Britannia Gold Certificate in Food and Water Safety
- Environment Award for contributions to environmental protection and sustainability
- Certificates of appreciation from the Çeşme Municipality and the Çeşme Animal Protection Society for the Company's support of the Çeşme animal shelter.
- Certificate of appreciation from Konak Municipality in recognition of Altın Yunus's environmental awareness and concern for the handicapped.
- Certificate of appreciation from the Alaçatı Tourism Training Center in recognition of the support given by Altın Yunus to tourism vocational schools.

