



Sustainability Report 2010





Contents

About the Report

2-3

CEO's Message

4-5

Yapı Kredi and the Banking Sector

6-21

Yapı Kredi and the Corporate Governance

22-29

Yapı Kredi and Social Responsibility

30-37

Our Employees

38-51

Our Customers

52-63

Yapı Kredi and Environment

64-71

Yapı Kredi and Social Investment

72-87

Glossary

88



About the Report

This report, which outlines the framework of Yapı Kredi's sustainability approach and narrates the activities performed within such framework, is a first for the company in terms of its scope. The report, which contains the nationwide social responsibility approach of and all social responsibility projects conducted by Yapı ve Kredi Bankası A.Ş. and all subsidiaries thereof, covers the period between January 1, 2010 and December 31, 2010. However; since this is the first report drawn up within the company on the matter and since Yapı Kredi is remarked as one of the most deep-rooted establishments in Turkey, the activities performed by the company in the past periods are also included within several sections herein.

Yapı Kredi, which hereby shares its economic, environmental and social sustainability duties with all its social stakeholders, is committed to maintain its determination on the matter in the forthcoming period, as well.

CEO's Message

Dear Esteemed Stakeholders,

Today, the concept of sustainability has become one of the key expressions of the contribution made and the benefit provided by companies to their communities and environment in line with their development. We, as Yapı Kredi, are pleased to release this first Corporate Social Responsibility report, which constitutes an outcome of our activities performed in accordance with the principle of sustainability. This report, which outlines the economic, environmental and social contribution made by Yapı Kredi to the community, mainly covers the activities performed within the year 2010. We consider this report, which stands as a commitment to render the value we have created for our community, country and our world aside from our business operations continuous and permanent, as our responsibility of corporate citizenship, and therefore, we attach a huge importance thereto.

We, being the first nationwide private bank in Turkey, have been continuing to play our role both in the development of the national economy and in the improvement of the social life, and pioneering activities that enrich the life of Turkish individuals as we identify the needs of social life as well as introducing our innovationist products and services.

"One should find traces on his path and should leave his own behind..."

The aforesaid quote, expressing the vision, which laconically summarizes the understanding of sustainability of Mr. Kazım Taşkent, the founder of Yapı Kredi, has been forming Yapı Kredi's mission of corporate citizenship for literally 66 years. We have been aiming at shedding light to the next generations as we observe the interests of our stakeholders and make high level contribution to the social life in all activities we perform in accordance with the said vision.

As is known, sundry economic upheavals, which we currently experience, unfortunately force the companies to attach priority to their financial goals over their social profitability goals. The global financial crisis, which has been affecting Turkey as well since the year 2008, has led to a sharp decline in the economic activities in numerous countries worldwide. However, it should be noted that the concept of sustainability comes into prominence for companies to an even further extent during recession periods. The companies, which maintain the principles of economic, environmental and social sustainability and their activities within such framework as the principal items of their agendas, will manage to perpetuate not only their success but also the social development.

Thus; we, being Yapı Kredi, have proactively adapted our strategies and priorities to the rapidly changing conditions through a flexible approach during the crisis period as we have remained focused on our core banking operations while we have invested in such projects that were devoted to the enhancement of business productiveness and have developed innovationist products and services, accordingly. Aiming at becoming the primer election of our customers in all fields, we have primarily targeted to bring convenience to the individuals' lives and to improve their quality of life both via the services and products we have offered and the social activities we have supported. In that regards, we also make both financial and human capital contribution for all activities we support.

One of the most substantial incidences in the banking sector of our philosophy explained above consists of the special and concessional services offered as a part of the Enabled Banking Program. The project, the first step of which was to restructure Yapı Kredi Call Center in the manner that rendered it conveniently usable also by our hearing impaired customers as well, was continued by the introduction of a special text-to-speech technology, which enabled the visually impaired customers to obtain information, vocally. Another project actualized in 2009 within the framework of this program was the Talking ATM project, through which our ATMs were modified with keyboard to become suitable also by the individuals on wheelchairs. In 2010, we took another step forward and developed ATMs and POS devices for visually impaired customers. We are committed to take further steps to universalize the currently actualized projects and conduct novel projects with a view to accomplish the goals set for the Enabled Banking Program.

On the other hand, we provide long-term supports to crucial projects in, primarily, educational and cultural & artistic activities as well as the fields of environment and archaeology. In that regards, we have always been guided by the fairly foresighted perspective of Mr. Kazım Taşkent, the founder of our company, who once said, "Huge corporations like Yapı Kredi have two responsibilities: Those related to operations and those related to the society where they function. We have chosen culture and the arts. In fact, we are the bank that champions culture and the arts." which may be exemplified by the operations of Yapı Kredi Cultural Activities, Arts and Publishing, a subsidiary of Yapı Kredi as the first and the largest cultural & artistic investment by a bank in Turkey. We are proud for Yapı Kredi's name to be mentioned along with culture & art thanks to the sound and lasting role we have assumed in this field.

Education is the main scope of activity in terms of our long-term corporate social responsibility supports. Taking actions on the basis of the belief that education is the answer to each and every problem to be solved in Turkey, we have been carrying out projects within a broad scope from the conservation of environment to the raising of intellectual generations, which excogitate and question whatever is offered thereto, and from the promotion of vocational technical education to actual construction of schools.

We praise ourselves for the special projects, we carry out jointly with Turkish Education Volunteers Foundation (TEGV) and Turkish Marine Environment Protection Association (TURMEPA), as well as the volunteer contribution made by our employees to the project called "Vocational Education: A Crucial Matter for the Nation."

Even though the operations of financial institutions do not have a direct impact on the unfavorable environmental developments; Yapı Kredi, which assumes responsibility and is committed to contribute to environmental sustainability, carries out varying activities and projects in numerous fields, including saving paper and energy, supporting of energy projects, volunteer affiliation to UNEP-FI (United Nations Environmental Program – Finance Initiative) and raising the environmental awareness of children.

We, as Yapı Kredi, are committed to maintain our activities devoted to develop and to carry out projects both in our core business and for making contributions to the solution of environmental issues and to the social life in accordance with the principle of sustainability.



A handwritten signature in black ink, reading "Faik Açıkalın".

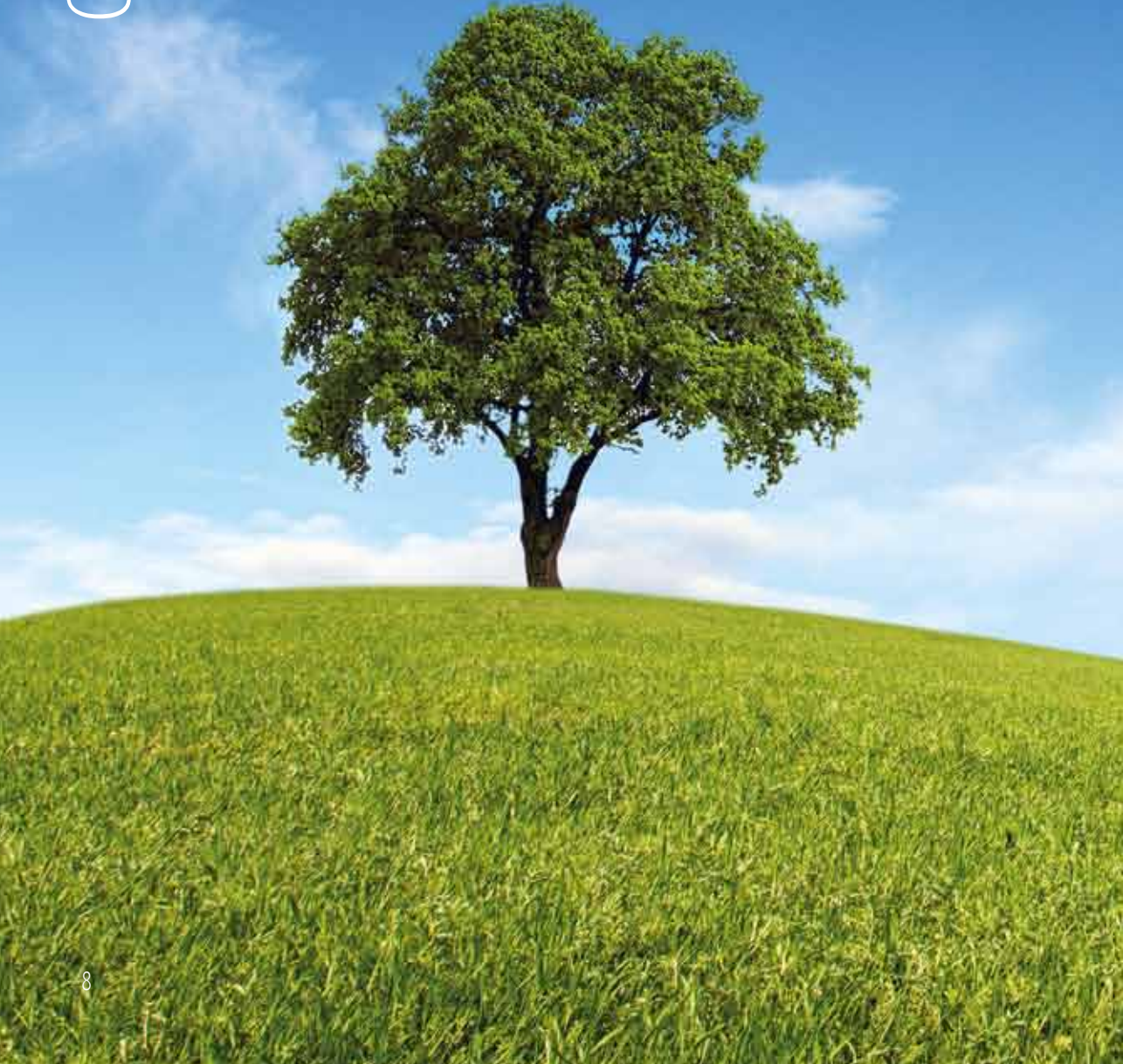
FAİK AÇIKALIN
Chief Executive Officer



Yapı Kredi and the Banking Sector



Corporate Profile



Yapı Kredi has played a significant role in Turkey's development, setting standards in the sector through its innovative approach, commitment to social responsibility and investment in culture and arts.

Yapı Kredi serves six million active customers through credit cards, individual banking, SME banking, corporate and commercial banking, private banking and wealth management supported by its customer oriented service model. Yapı Kredi aims at creating sustainable value for its customers, employees and stakeholders through its customer centric and retail focused approach. As of the end of 2010, Yapı Kredi is Turkey's fourth largest private bank with total consolidated asset size of TL 92.8 billion.

Yapı Kredi maintains leading positions in key segments and products supported by its retail oriented business model, strong franchise, large network and leading brand. Yapı Kredi has 10.4% market share in total loans and 8.6% market share in total deposits. The Bank is the leader in credit cards (19.3% market share in outstanding, 21.4% market share in acquiring volume). In addition, Yapı Kredi holds leading positions in factoring (#1 with 23.1% market share), leasing (#1 with 19.2% market share), asset management (#2 with 18.4% market share), brokerage services (#3 with 5.9% market share), private pension funds (#3 with 15.5% market share), and life and non-life insurance (5.0% and 6.3% market shares, respectively). Yapı Kredi also has international banking subsidiaries in Netherlands, Russia and Azerbaijan.

Yapı Kredi, with 868 branches located in more than 70 cities, has the fourth largest branch network in the Turkish banking sector. A wide variety of innovative products and services are also provided to customers through advanced alternative delivery channels including two award winning call centers, internet and mobile banking as well as 2.530 ATMs, the fifth largest network in Turkey. In addition to Yapı Kredi's wide ATM network, customers are also offered access to more than 15.000 ATMs in 22 European countries through an ATM sharing agreement with UniCredit.

Yapı Kredi's main shareholder with an 81.8% stake is Koç Financial Services (KFS), a 50-50% joint venture between the Koç Group and UniCredit Group. With roots dating back to 1926, Koç Group is Turkey's oldest and largest conglomerate operating in energy, automotive, consumer durables and finance. Italy based UniCredit Group is one of the largest banking and financial services organisations in Europe and the leader in Central and Eastern European countries including Azerbaijan, Bosnia Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Kazakhstan, Kyrgyzstan, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine, in addition to its main operations in Italy, Germany and Austria. The remaining 18.2% of the Bank's shares are publicly traded and held by minority shareholders.

Yapı Kredi is the only bank among its peer group that is included in the Istanbul Stock Exchange Corporate Governance Index, composed of 24 companies. In 2010, Yapı Kredi's corporate governance rating increased to 8.78 out of 10 driven by strong improvement and increased commitment in corporate governance.



Subsidiaries

PRODUCT FACTORIES

- Yapı Kredi Leasing
- Yapı Kredi Faktoring
- Yapı Kredi Invest
- Yapı Kredi Asset Management
- Yapı Kredi B Type Investment Trust

INSURANCE PRODUCT FACTORIES

- Yapı Kredi Insurance
- Yapı Kredi Pension

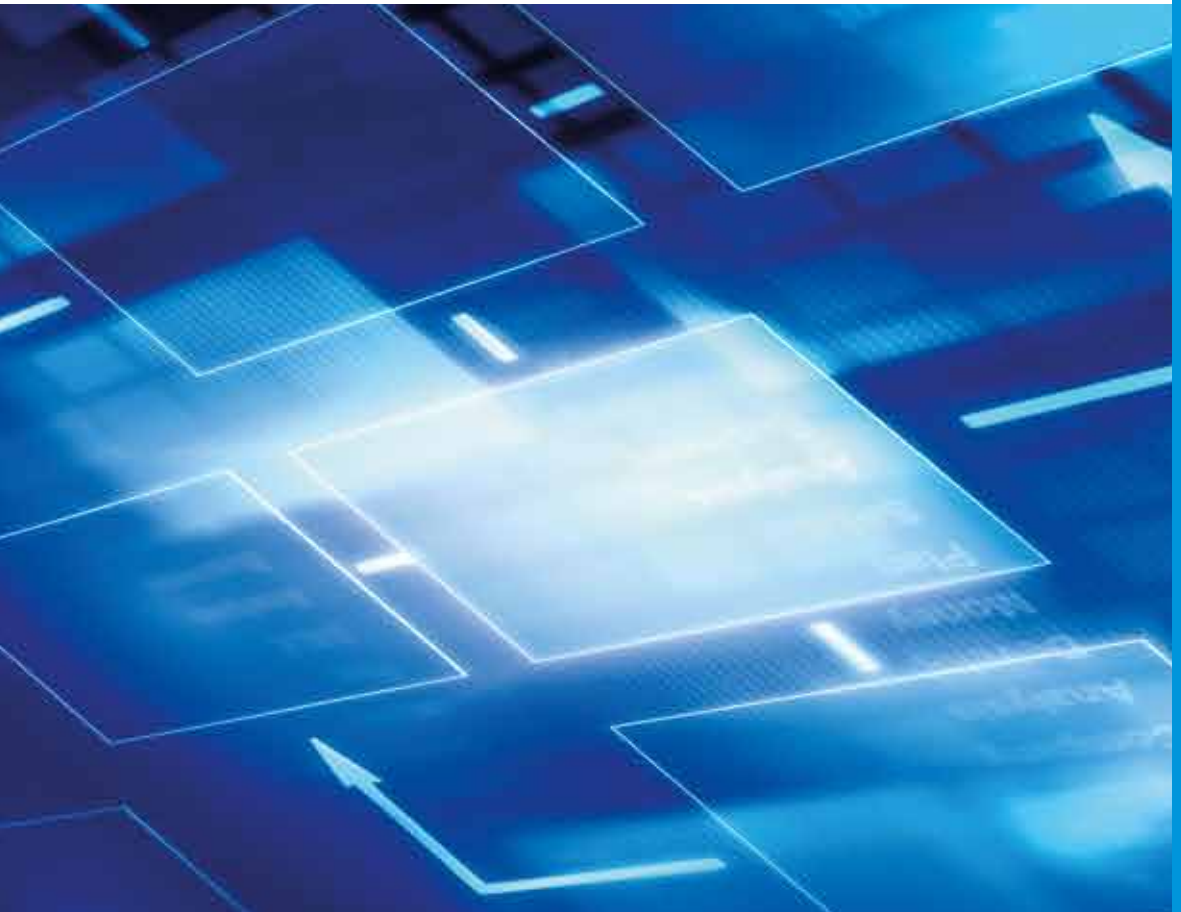
INTERNATIONAL SUBSIDIARIES

- Yapı Kredi Moscow
- Yapı Kredi Azerbaijan
- Yapı Kredi Nederland

OTHER SUBSIDIARIES

- Yapı Kredi Cultural Activities, Arts and Publishing
- Yapı Kredi Koray Real Estate Investment Trust
- Banque de Commerce et de Placements (BCP)

“Founded in 1944 as Turkey’s first private bank with a nationwide presence, Yapı Kredi introduced many firsts in the banking sector, leveraging its differentiated banking approach and technological leadership...”



Firsts Introduced to the Banking Sector...

Yapı Kredi was the first bank to...

1967 introduce computerisation to the Turkish banking sector...

1975 get authorization for holding foreign currency position in the sector...

1980 **introduce individual loans, credit cards, debit cards, ATMs and a variety of investment products to the public...**

1983 establish an off-shore Turkish branch in the Middle East.

1984 launch the inter-branch online banking program

1985 lay the foundations for today's corporate banking products and services under the wholesale commercial banking name

1986 issue bonds and certificates in international capital markets.

1988 introduce revolving credit card and offer consumer loans in Turkey.

1989 provide auto loans in Turkey

1990 **Yapı Kredi substantially improved its service infrastructure and modernized its corporate structure, human resources, training systems and market strategies to respond the emerging requirements in the operational environment, which featured technology.**

1991 launch telephone banking service and introduce the credit card loyalty point system

1995 receive the ISO 9001 quality certification

2000 **Yapı Kredi underwent changes in its shareholding structure while maintaining its customer-oriented banking approach.**

2002 launch mobile POS application in Turkey: systematically reward customer value through a loyalty program, which meets all banking needs of retail customers utilising a single application...

2004 systematically reward customer value through a loyalty program, which meets all banking needs of retail customers utilising a single application.

2006 complete the largest merger in Turkish banking sector together with Kocbank.

Following the merger in 2006, Yapı Kredi's successful execution of a customer oriented strategy delivered consistently strong results:

Recent History

2006 Merger and Integration

- Legal merger of Yapı Kredi and Koçbank
- Integration of information technology systems
- Merger of four core subsidiaries (factoring, leasing, asset management and brokerage)
- Restructuring of capital base

2007 Restructuring

- Launch of branch expansion
- Completion of segment based service model
- Bringing financial subsidiaries under the streamline governance
- Efficiency initiatives in systems and processes

2008 Relaunch of Growth

- Accelerated branch expansion
- Innovative new products and services
- Tight cost management, efficiency efforts and migration of transactions to non-branch channels
- Strengthening of capital base via capital increase

2009 Global Crisis

- Temporary suspension of branch expansion
- Focus on supporting customer base and customer centric banking approach
- Tight cost management and efficiency efforts
- Proactive credit risk management

2010 Back to Growth

- Re-launch of branch expansion
- Emphasis on innovation, new product offerings and customer acquisition
- Above sector growth and continuous cost discipline
- Simplification of processes and efficiency improvements

Vision

To be the undisputed leader in the finance sector.

Mission

To ensure long-term sustainable growth and value creation for all stakeholders, become the first choice of customers and employees.

Yapi Kredi's Strategy is focused on...

- Healthy and consistent growth,
- Superior and long-lasting customer satisfaction, and
- Strong and sustainable profitability.

Healthy and consistent growth

- Focus on core banking activities to maintain leadership in the higher return on capital and growth segments.
- Continuous expansion of market presence through network development and investments for growth aimed at sustaining long-term performance and increasing commercial effectiveness

Superior and long-lasting customer satisfaction

- Continuous innovation, investments in technology and delivery channels to address changing customer needs and enhance easy to work with approach
- Strong focus on employee loyalty and satisfaction

Strong and sustainable profitability

- Efforts to address specific customer needs via segment based service strategy and optimization of cost to serve to improve competitiveness
- Outstanding efficiency, cost and risk management.

Yapı Kredi's vision is based on five core values adopted by all employees:

Freedom, fairness, respect, trust and transparency.



Freedom

Yapı Kredi employees express their opinions openly and easily in all circumstances by using appropriate and constructive methods. Yapı Kredi employees act in accordance with the framework of the Bank's values and participate in activities which contribute to the future of the corporation.



Fairness

Yapı Kredi employees treat their customers, colleagues and the Bank's stakeholders in a consistent manner to provide equal opportunities without seeking personal gain. Yapı Kredi employees make decisions after objectively evaluating every situation and act in accordance with their values and commitments while fulfilling their corporate and social responsibilities and maintaining dedication to customer satisfaction.



Respect

Yapı Kredi employees listen to their customers and colleagues, irrespective of their identities, to understand their needs and take their statements seriously. They respect opinion of others and know that their opinions and ideas will be taken seriously as well.



Trust

Yapı Kredi employees build trust among their customers, colleagues and other stakeholders through their banking knowledge, skills and their commitment to corporate values. Yapı Kredi employees trust the people to whom they have granted responsibility and authority. Consistent with the Bank's corporate values, Yapı Kredi employees keep their promises in a timely and accurate manner; they do not make promises they cannot keep. They take responsibility for the problems of their customers, find rapid solutions and follow up on the results.



Transparency

Yapı Kredi employees share corporate information relevant to their field with their customers, colleagues and other stakeholders in a transparent and timely manner while adhering to the Bank's confidentiality principles and ensure the accessibility of necessary information to all relevant parties. Yapı Kredi employees express their real opinions with the same degree of transparency.

5

Developments in Turkish Banking Sector

Total asset size of the Turkish banking sector is TL 964 billion as of 2010 year-end. Turkish banking sector provides services to customers through 9,465 branches and 178,504 employees.

Turkish banking sector recorded a strong loan growth driven by solid economic recovery and improving demand. Total loans in the Turkish banking sector increased from TL 373 billion to TL 501 billion, indicating 34% annual growth. Comfortable funding position was maintained with total deposits increasing from TL 505 billion to TL 611 billion, indicating 21% annual growth.


The sector sustained its strong profitability and capitalisation level with return on equity of 20% and capital adequacy ratio of 18%.

6

Key Financial Indicators of
Yapı Kredi

Yapı Kredi recorded one of the strongest performances in the sector in 2010 both in terms of growth and profitability. Throughout the year, the Bank maintained strong focus on growth, customer satisfaction, commercial effectiveness and profitability. As a result, Yapı Kredi achieved the highest annual net income growth, the best annual cost performance, the highest annual asset, loan and deposit growth among the top four private banks.

In terms of profitability, Yapı Kredi increased its consolidated net income by 45% to TL 2,255 million. The Bank recorded the highest return on average equity of 26.9% among private banks.



	2007	2008	2009	2010
Total Assets (TL million)	56,130	70,872	71,734	92,814
Loans (TL million)	28,733	38,910	38,863	54,243
Deposits (TL million)	33,706	44,023	43,375	55,207
Assets Under Management (TL million)	6,372	5,818	6,991	8,444
Total Revenues (TL million)	3,963	4,802	6,071	6,649
Operating Expenses (TL million)	2,338	2,560	2,510	2,693
Net Income (TL million)	1,019	1,265	1,553	2,255
Number of Branches (Group)	738	930	901	927
Number of ATMs	1,930	2,381	2,353	2,530
Number of Employees (Group)	16,779	17,385	16,749	16,821
Return on Average Equity (%)	24 %	26 %	23 %	27 %
Cost/ Income Ratio (%)	59 %	53 %	41 %	41 %

* Based on BRSA consolidated financials. Loans indicate performing loans

* Assets under management include mutual funds, private pension funds and discretionary portfolio management fund volume

7

Awards in 2010



Yapı Kredi is affiliated to the following entities.

- Turkish Marine Environment Protection Association (TURMEPA)
- Institute of International Finance / IIF
- Izmir Foundation for Culture Arts and Education / IKSEV
- Istanbul Foundation for Culture and Arts / IKSİV
- Foundation of Corporate Communication Professionals
- Corporate Volunteer Association / OSGD
- Society of Advertisers
- Risk Management Association
- Turkish Foreign Trade Association / TURKTRADE
- Turkish Association for Quality / KALDER
- Turkish Institutional Investment Managers' Association / TKYD
- The Union of Chambers and Commodity Exchanges of Turkey / TOBB
- Turkish Industry and Business Association / TUSİAD



Yapi Kredi and Corporate Governance





Based on the decision of the Board of Directors dated 09.12.2004, it was resolved that the Corporate Governance Principles issued by the Capital Markets Board (CMB) would be adopted in principle.

In 2008, Yapı Kredi became one of the leading companies within Istanbul Stock Exchange Corporate Governance Index upon being rated 80.21 (out of 100) for its compliance with the principles of corporate governance as a consequence of the assessment by SAHA Corporate Governance and Credit Rating Services Inc., which operates in Turkey on the basis of the license obtained from the Capital Markets Board, in accordance with the Principles of Corporate Governance released by the same Board. The corporate governance rating of Yapı Kredi was raised up to (out of 100) 84.38 as of the end of 2009 and up to 87.75 as of the end of 2010 as a consequence of the rating assessment conducted by the same rating firm.

The Corporate Governance Rating of Yapı Kredi was determined as a consequence and on the basis of the assessment conducted under the four sub-sections (shareholders, public disclosure and transparency, stakeholders and board of directors) weighted pursuant to the resolution on the matter of the CMB.

The implementation of the Principles of Corporate Governance is one of the main managerial goals pursued by Yapı Kredi. The fact that the corporate governance rating of Yapı Kredi, which had proven to have substantially complied with the Principles of Corporate Governance of the Capital Markets Board and actually brought numerous required policies and actions into force by the rating awarded thereto in the year 2008, was raised in 2009 and 2010 indicates the determination of the Bank on the matter. The Bank continues to take actions in commitment to the enforcement of the said principles.

The reports regarding the rating assessments conducted by SAHA Corporate Governance and Credit Rating Services Inc. are also available at the website of Yapı Kredi.

Shareholder Relations

Yapı Kredi, which was established in 1944 as the first publicly held private bank in Turkey, maintains its relations with its shareholders through two specialized units within its organization; the Subsidiaries and Shareholders unit, the structure and the organization of which is governed by the Principles of Corporate Governance as released by the Capital Markets Board and the Investor Relations and Strategic Planning unit, which is in charge of the financial communication and the management of relations with the corporate investors, shareholders, analysts and credit rating firms. The latter functions to provide transparent, timely, impartial, accurate and consistent information about the Bank to the market with a view to contribute to the accurate assessment of Yapı Kredi by financial experts and to render constantly creation of the value added.

Exercise of Shareholders' Right to Obtain Information

Yapı Kredi informs its shareholders via the disclosures released on the Public Disclosure Platform, telephone, e-mail, internet and press releases as well as the one-to-one and/or group meetings on regular basis through the agency of the Subsidiaries and Shareholders unit and the Investor Relations and Strategic Planning unit within its organization. The Bank has two individual websites, both of which have been prepared with due respect to the Principles of Corporate Governance and are updated periodically. The websites, which feature Turkish and English versions, provide detailed information about Yapı Kredi under the heading Investor Relations.

Information on Annual Shareholders' Meetings

The most recent Annual Shareholders' Meeting was held on March 25, 2010. In accordance with the applicable law and the Bank's Articles of Association, invitation to the meeting was made by announcements that included the date and agenda of the meeting published in the Turkish Trade Registry Gazette, Milliyet and Referans newspapers dated March 9, 2010.

Voting Rights and Minority Rights

Yapı Kredi has no privileged shares. Minority shares are not represented in the management. There is no cross-shareholding between the Bank and its subsidiaries and thus no such votes were cast at the most recent Annual Shareholders' Meeting. The Bank's Articles of Association does not provide for cumulative voting.

Internal Audit and Internal Control

The Internal Audit vision of Yapı Kredi is to conduct audits in conformity to the international standards and to realize an audit concept, which meets the expectations of all parties such as the audit committee, the board of directors, the public authorities and the independent audit firms at the utmost level. The Internal Audit unit is responsible for auditing the bank and the subsidiaries thereof through the audit team with a view to ensure the compliance with the internal regulations and procedures, the local legislations and the international standards. Furthermore, the Internal Audit unit is also in charge of assessing the effectiveness and the appropriateness of the managerial procedures and work processes through a risk-oriented perspective. The Internal Audit unit functions through four individual audit approaches, which are regular audit, process audit, surveys and follow-up audit. The audit reports prepared about the risks identified as a consequence of the audits conducted are submitted to the senior management.

The Internal Audit unit accomplished the goals set for 2010 as it audited 525 branches throughout the year. The unit also conducted follow-up audits in 51 branches. In addition, the Internal Audit department conducted 43 regular/ process/ follow-up audits at the Head Office and 86 regular/ process/ follow-up/ agency/branch subsidiary audit, and thus managed to successfully perform all scheduled audits.



The Internal Control Department, which carries out the internal control operations of Yapı Kredi, operates within the organization of the Audit Committee of the Bank. In 2010, the treasury, loans, credit cards, accounting, financial reporting, payments and costs, branches and central operations and information technology controls were conducted to the end of the monitoring of the compliance with the Banks Act and the other legislations governing the banking operations as well as the legal obligations identified thereunder and the Bank's policies and practices of activities subject to the main control fields, collectively referred to as the Bank's financial subsidiaries.


Company Disclosure Policy

Yapı Kredi's Disclosure was prepared in 2008 in accordance with the objective of pursuing an effective communication policy and in accordance with Banking Regulation and Supervision Agency, the Capital Markets Board and Istanbul Stock Exchange regulations. Company Disclosure Policy, which is available at the website of Yapı Kredi, was submitted to the Shareholders' Assembly during the Ordinary Shareholders' Assembly Meeting for 2008, while the latest updated version thereof was submitted to the Shareholders' Assembly during the Ordinary Stockholders' Assembly Meeting for 2009 and made available at the website of the Bank.

Yapı Kredi undertakes all public disclosure and provision of information to shareholders under the supervision of its Compliance Office. The scope of the Disclosure Policy covers the information about the banking operations known to the Directors, senior executives and other employees of Yapı Kredi, and any information but the banking secrets and trade secrets, including any information, documents and electronic records and data regarding the Bank, which does not pose any legal drawbacks for disclosure. Company Disclosure Policy is intended to assist the decision making process of the individuals and entities, to whom and which the disclosures are addressed, by the disclosure of the Bank's past performance and the future plans and projections as well as the developments related to the strategy, goals and vision thereof to the public, the stockholders and investors and the stakeholders accurately, legibly, equally, transparently and completely.

Operating Principles of the Board of Directors

The Board of Directors enjoys an absolute power on the management of the business operations and any and all assets of the Bank and the enforcement of any contractual agreements and transactions performed for the accomplishment of the purpose of establishment. The Board of Directors convenes upon the summons of the Chairman as frequently as the business of the Bank so requires. The Board of Directors of Yapı ve Kredi Bankası A.Ş., which holds over 10 (ten) meetings each year, convene at the head office of the Bank subject to the quorum requirement of the absolute majority of all members. Any preparatory process (summoning formalities, obtainment of required documents, submission of the resolutions to the Directors for signature, collection of signatures, keeping of the minute book and etc.) for the meetings of the Board of Directors of Yapı ve Kredi Bankası A.Ş., which are effectively attended by the Directors throughout the year, and the actions to be taken in the aftermath are carried out by the secretary of the Board of Directors and the Board's secretariat department, which is in charge of the fulfillment of such functions, on behalf of the Chairman of the Board. In that regards, the summons for meetings are communicated to all Directors and statutory auditors on behalf of the Chairman of the Board a specific period of time before the dates of meeting, the matters to be discussed during the meeting as well as the matters requested by the Directors and/or the Bank's Management to be submitted to the Board for discussion as well as the respective supporting documents are collected in coordination with all concerned units of the Banks, such supporting documents and matters are reviewed through the Board's secretary, who is appointed externally under the provisions of paragraph 2 of Article 34 of the Articles of Association of the Bank, in accordance with applicable laws and regulations; the concerned departments of the Bank are applied for confirmation/ opinion where applicable, the meeting agenda is generated on the basis of the matters so collected and submitted to the Chairman for approval on behalf of the Bank's Management, and the agenda so generated is communicated to all Directors and statutory auditors along with the documents in advance of the dates of meeting. The Directors, who review the documents submitted thereto in advance of the meeting, attend meetings with sufficient knowledge on the agenda items and discuss each and every agenda item during the meetings. The draft resolutions prepared with respect to the agenda items are finalized in accordance with the discussions conducted by the Board of Directors, whereupon they are submitted to the Directors for signature by the Board's secretary, who also keeps the minutes of the discussions conducted during the meetings and submits them to the Directors for signature. The quorum for the adoption of any resolution is the absolute majority of all Directors. The minutes should be undersigned by the attending members and moreover, in the event of any dissenting opinions, the grounds for such dissenting opinions should also be entered to the minutes and be undersigned by the dissenting Director.



Ethics are moral principles governing behaviour, in which values, norms and rules constitute the basis for individual and social relationships.

Professional ethics govern the interpersonal relations in a professional group and social environment while the organizational ethics implies the statute within an organization.

Yapı Kredi's Regulation on Ethic Rules and Code of Professional Conduct is intended to impose responsibilities for integrity, straightforwardness, equality and professional conduct over the employees of Yapı Kredi. The aforesaid values also constitute the primary source of development in Yapı Kredi.

Yapı Kredi's Regulation on Ethic Rules and Code of Professional Conduct was issued on 26.01.2007, and each and every employee signed a Declaration of Acceptance for the Ethic Rules and Code of Professional Conduct.

Any further information on Yapı Kredi's ethic rules is available at the following URLs:

- If you would like to access externally, a brief version is available at the website of Yapı Kredi at: http://www.yapikredi.com.tr/tr-TR/yatirimci_iliskileri/etik_kurallar.aspx
- If you would like to access internally, the same is available on the intranet portal at: <http://iky.yapikredi.com.tr/webportal/tr-tr/ikhakkinda/etikkurallar/Pages/ekveci.aspx>

2

Ethic Banking

It is the duty and responsibility of the Compliance Office to arrange and update the Ethic Rules and Code of Professional Conduct in accordance with the applicable laws, legislations, regulations and the Bank's policies, and to assess any notified conducts in breach thereof and to take appropriate actions.

The Regulation on Ethic Rules and Code Professional Conduct, which identifies the responsibilities of Yapı Kredi's employees on the following matter, constitutes an essential and crucial reference for the assessment of the professional conduct within the Bank's organization.

- Confidentiality
- Intra-corporate and external relations
- Transactions
- Utilization of corporate resources
- Workplace safety and occupational health
- Respect at the workplace and occupational life

It is of utmost importance that each and every Yapı Kredi employee makes judgments in accordance with the "Ethic Rules and Code of Professional Conduct", frequently refers to the same, typically verifies that he/she acts in compliance with the wording and the purpose of the regulation for him/her to fulfill the duties thereof in the most effective and accurate manner to the end of the accomplishment of the corporate goals.



Yapı Kredi and Social Responsibility



1 Our Corporate Social Responsibility Strategy

The foundation of the business operations maintained by Yapi Kredi is laid by integrity, dynamism and the intention to observe the interests of all stakeholders. Yapi Kredi's stakeholders include its stockholders, employees, customers, suppliers, non-governmental organizations and any individual of the community, in which Yapi Kredi maintains its presence and does business.

Yapi Kredi not only makes substantive contribution to the financial development of the community and the nation through the products and services it offers, but also develops and carries out social responsibility projects, which are of parallel nature to its lines of business and which it may incorporate to its business processes.

Yapi Kredi, which aims at creating further values than those it creates by its business operations, intends to observe the interests of any and all stakeholders it interacts and make the utmost contribution to the social life. Yapi Kredi, abstaining from limiting itself to merely meet the financial expectations of its customers, acts in the awareness of its social responsibility and carries out social responsibility projects in numerous fields.

Yapi Kredi focuses on education and culture & arts in the social life as well as and in addition to the fulfillment of its economic and environmental responsibilities with the awareness of corporate citizenship.



2 Our Corporate Social Responsibility Management

Yapı Kredi established the Corporate Social Responsibility Projects unit as a part of its Corporate Communications department in January, 2009. The mission of the said unit, which consists of a Corporate Social Responsibility Project Manager and Official, to identify the social responsibility strategy of Yapı Kredi in line with the internal and external goals thereof, to develop and carry out projects in accordance with such strategy and to accomplish the goals set thereunder and hence to contribute to the reputation of the company. The Corporate Social Responsibility Projects unit also maintains relations with all non-governmental organizations in Turkey on behalf of Yapı Kredi.

The unit also carries out miscellaneous voluntarism projects with a view to ensure that the employees of Yapı Kredi are such individuals with high social responsibility sensitivity, who take action to determine and aid the needs of the community.

3 Accomplishments

Our Business

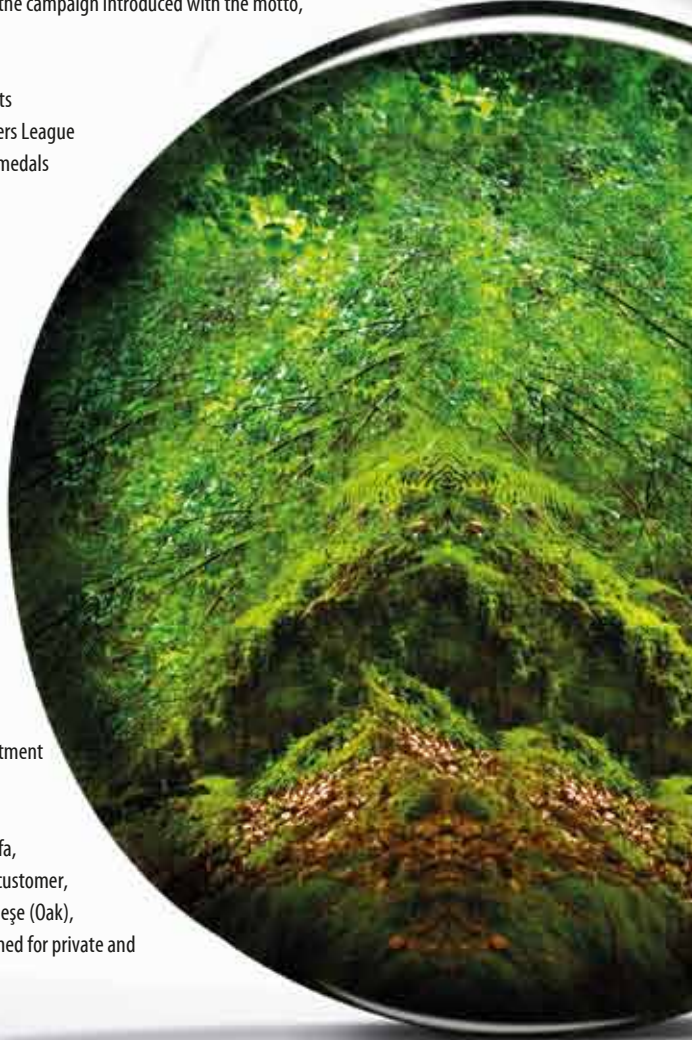
- **Product Bundles:** A first in the sector, Yapı Kredi designed various product bundles to provide customers with value added banking and nonbanking services with increased advantages in a single package.
- **Credit card products:** adios premium credit card was launched providing affluent customers who travel frequently privileged advantages including possibility of gaining extra points while making travel plans. In addition, taksitçi credit card was launched, a first in the banking sector, which allowed customers to divide payments into installments even at places, which are not normally offering installments.
- **Funds and structured products:** In order to meet customers' needs in changing market conditions, nine new capital guaranteed funds, four new B type funds and two new indexed deposits were launched.
- **Innovations with Alternative Delivery Channels:** A first in the banking sector, Yapı Kredi introduced ATMs with keyboards in order to provide added convenience for customers in carrying out money transfers and investment transactions. The Bank also introduced talking ATMs specially designed for the hearing impaired.

Our Workplace

- Yapı Kredi has broadened the scope of its training and development activities with a view to enhance the employees' satisfaction, and created a training plan for each employee as it supplemented the training schedule of Yapı Kredi Banking Academy with additional training courses. Yapı Kredi Banking Academy was awarded the Best Training and Development Organization award by American Society of Training and Development in 2010.
- Yapı Kredi has launched an advisory hotline, the Employee Support Line 7/24, with a view to provide support its employees, who work under intense work pressure.
- Yapı Kredi Vounteers platform, which was actualized in 2009, was further improved in 2010 as each of 7 different managements embraced a voluntarism project as a part of the campaign introduced with the motto, "One Social Responsibility Project for Each Management".
- Celal Altunbaş, who is sponsored by Yapı Kredi as a part of its internal sponsorship project, broke 4 Turkey record in Masters League at swimming. Altunbaş won 13 gold, 3 silver and 4 bronze medals throughout the year.

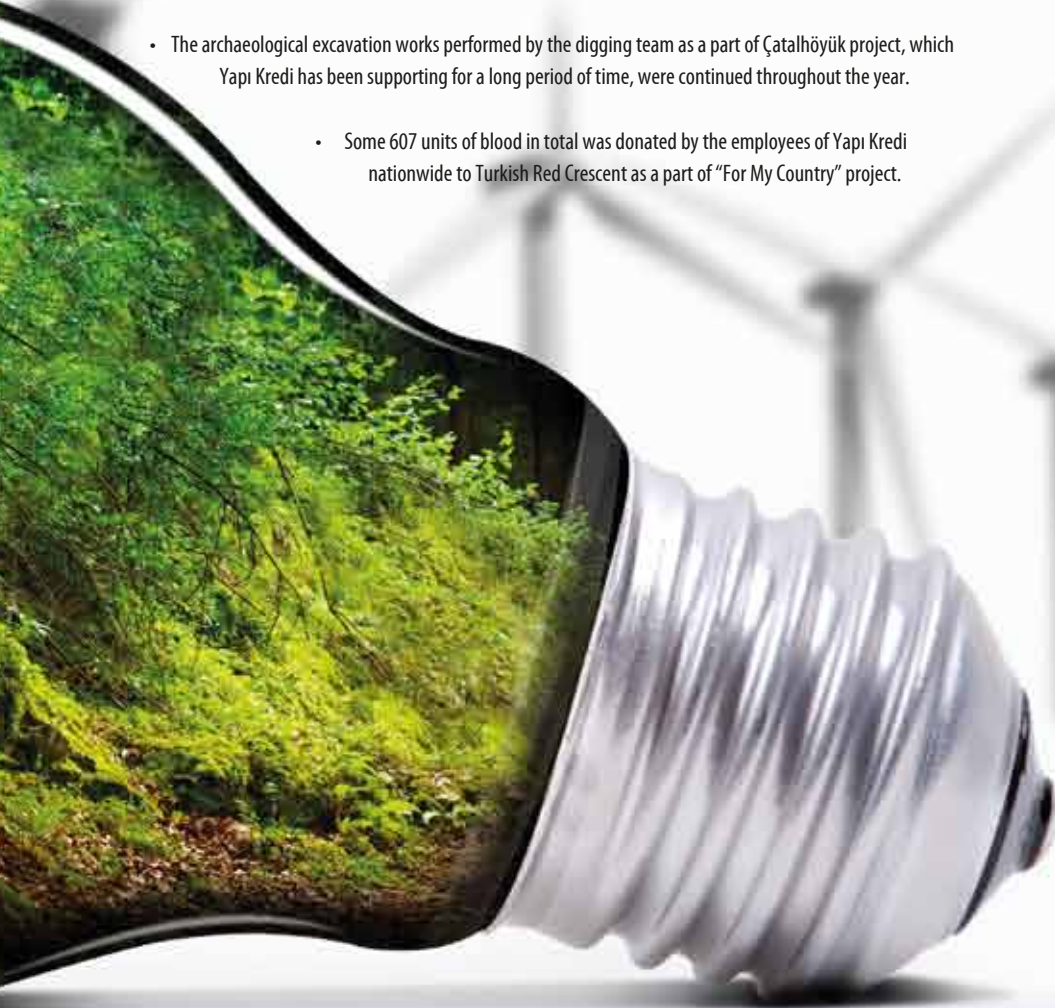
Environment

- The number of students trained as a part of "Infinite Blue" project, which has been jointly carried out by Yapı Kredi and Turkish Marine Environment Protection Association (TURMEPA) with the support of the Ministry of National Education since the year 2006, has reached 5 million.
- 36,525 trees in total were saved from being lumbered by the saving actions taken throughout 2010.
- 2.4 million pages of paper was saved per year at the head office premises thanks to the printer system investment made in 2010.
- The Bank created forests of 150,000 trees in total in Şanlıurfa, Tekirdağ, Antalya and Konya by planting one tree for each customer, who purchased any one of Çınar (Sycamore), Çam (Pine), Meşe (Oak), Sedir (Cedar) and Ardıç (Juniper) mortgage packages designed for private and SME customers, through the agency of TEMA Foundation.



Community

- 11,662 children were reached nationwide in 2010 via “I read, I play” project, which has been being carried out jointly with Turkish Education Volunteers Foundation (TEGV) since 2006.
- 78 Yapı Kredi employees, who served as Vocational High School Coaches as a part of “Vocational Education: A Crucial Matter for the Nation” project, which has been carried out under the leadership of Koç Holding, provided support for the personal development of 1,211 scholarship students in total throughout the year.
- Yapı Kredi Cultural Center hosted 10 exhibitions in different branches while Yapı Kredi Publications contributed to Turkish publishing scene by 581 books in total, 210 of which were newly published books and 371 of which were re-editions, throughout the year.
- The archaeological excavation works performed by the digging team as a part of Çatalhöyük project, which Yapı Kredi has been supporting for a long period of time, were continued throughout the year.
- Some 607 units of blood in total was donated by the employees of Yapı Kredi nationwide to Turkish Red Crescent as a part of “For My Country” project.







4 Global Compact

The Global Compact, which has been being progressively generalizing by United Nations since the year 2000, is to be adopted completely on voluntary basis, and the actions taken for compliance with the Compact are announced through the web page of the United Nations through a report.

Yapı Kredi is considered as a signatory to the United Nations Global Compact since UniCredit and Koç Holding, the principal stockholders thereof have signed the same. Thus, Yapı Kredi has adopted the Global Compact, which is intended to establish more ethical practices in business, and maintains its operations accordingly. As is with all other subsidiaries of Koç Group, Yapı Kredi, too, adds its respective data to the portal created for the monitoring of the principles of the Global Compact in 2008.

The Ten Principles of the Global Compact

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights;

Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: The elimination of all forms of forced and compulsory labor;

Principle 5: The effective abolition of child labor;

Principle 6: The elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility;

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



Our Employees





1

Human Resources at Yapı Kredi

The foundation of the human resources approach at Yapı Kredi is laid by ensuring the accomplishment of the expected performance by the individual and the company in accordance with the company's goals and the strategies, and to match the right job with the right individual. The Human Resources Management collaborates with the lines of business with a view to retain the efficient manpower within the company and to ensure, to preserve and to supervise the necessary environment for the labor peace.

In that regards, the Human Resources Management attaches value to the skills and experiences of each individual and aims at creating a beneficiary working environment, where ideas and opinions are appreciated. The Human Resources Management, which take pains to ensure that the interests of the company and those of the employees do not conflict in the decisions it makes, also provides a communication environment, which allows for any employee to access the management at any time he/she may need.

The vision of Yapı Kredi's Human Resources is to be the primer election of the employees with a view to become the leader of the finance sector. In that regards, the Human Resources Management assumes a proactive role in each case that requires the involvement thereof and guides the decisions to be made in accordance with the corporate strategy.



Headcount		
Bank	Number of Persons	%
Total	14,411	100
Female	9,020	63
Male	5,391	37

Average Seniority	
Bank	9.2 years

Distribution of Senior Managerial Staff by Gender - Bank	Male	Female	Total
Managing Director and General Manager	1	-	1
Deputy General Manager	1	-	1
Assistant General Manager	15	3	18
CIO	1	-	1
Group Director	6	3	9
Total	24	6	30

Distribution of Staff by Educational Background - Bank	Male	Female	Total
Primary School Graduate	22	3	25
High School Graduate	1,241	1,433	2,674
Vocational High School Graduate	420	1,374	1,794
Bachelor's Degree	3,405	5,815	9,220
Master's Degree	292	394	686
Phd Degree (Doctorate)	11	1	12
Total	5,391	9,020	14,411

Distribution by Employment type	Full-time	Part-time	Total
Bank	14,189	222	14,411

Distribution by Employment Contract type	Contracted	Permanent	Total
Bank	91	14,320	14,411

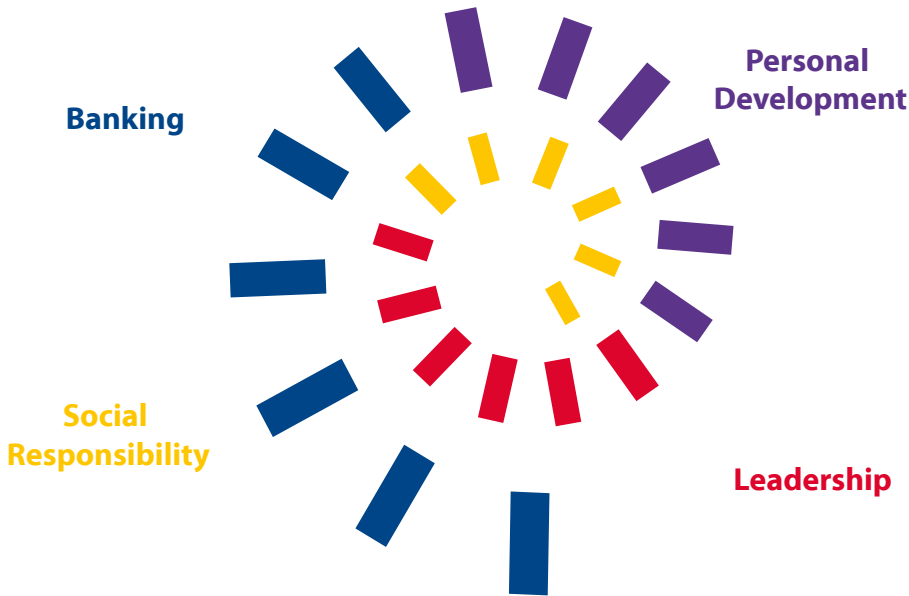
Distribution by Union Affiliation	Affiliated	Not Affiliated	Total
Bank	9,333	5,078	14,411

Distribution by Working Site	Head Office	Branch	Regional Office	Total
Banka	4,504	9,495	412	14,411

Yapı Kredi Banking Academy

As of the end of December, 2010; Yapı Kredi provided 52.78 hours of training per employee throughout the year.

Yapı Kredi Banking Academy, which was established by Yapı Kredi within the framework of its vision to be the “leading development center, where the best banking professionals of the finance sector are trained”, carries out training and development activities in 4 areas of focus.



Yapı Kredi Banking Academy aims at training employees, who

- Develops trust for its expertise, has the required skills and knowledge and attaches importance to customer satisfaction internally and externally as a consequence of the banking trainings,
- Acts as a role model for their co-workers in freedom, fairness and clarity as a consequence of the leadership trainings,
- Are competent, well-regarded and successful in professional and social life as a consequence of the personal development trainings,
- Add value to the community and have awareness in social responsibility.

In 2010, the Academy, where trainings to support managerial skills and leadership development, carried out training and development activities devoted to the cultural and social development of Yapı Kredi's employees. Such activities may be exemplified by the Academy Seminars and E-Reading Sources made available for the attendance of all Yapı Kredi employees.

Academy Seminars

In 2010, Yapı Kredi Banking Academy continued to carry out the Academy Seminars within the framework of the four areas of focus, being banking/ finance, personal development, leadership and social responsibility. The seminars are made available for the attendance of all employees in accordance with fairness, a core value of Yapı Kredi.

Leadership Development Program

Yapı Kredi Banking Academy, which has been maintaining its training and development activities since May, 2008, has launched the “Leadership Development Program” within the framework of the vision of becoming the leader development center training the best quality human resource in the finance sector.

The Leadership Development Program is intended to support our corporate goals by contributing to the professional, personal and leadership development of our management staff and to assist our management staff to develop their respective personal development plans by enabling them to make choices in line with their own personal needs and priorities. The program covers training/ development activities in Banking/ Finance, Leadership, Personal Development and Social Responsibility, the four areas of focus of Yapı Kredi Banking Academy.

Customer Trainings

The “Customer Trainings”, designed to facilitate the relation between the banks and the customers for both sides by the information of the customers on the most trouble-making issues, continue to reach the customers of Yapı Kredi on the website of Yapı Kredi.

Online Simulation Program

YKBKent, a first in the banking industry, is a game platform that aims to enable the employees to learn while having fun. YKBKent is intended to inform the employees of Yapı Kredi about the products and the practices of the Bank within an interactive environment.

Personal Development Activities

Various workshops such as painting, paper marbling, improvised dancing and psychodrama organized jointly by Yapı Kredi Banking Academy and Yapı Kredi Cultural Activities, Arts and Publishing, which are available for the attendance of the employees of Yapı Kredi free of charge, are intended to contribute to the intellectual development of the employees.





Social Responsibility at the Academy

Oku, Düşün, Paylaş (Read, Think, Share) Development Project

“Oku, Düşün, Paylaş” (Read, Think, Share) is a leadership development project carried out jointly by Yapı Kredi Banking Academy and Young Guru Academy (YGA) – Dream Partners Association. The project not only offers opportunity to “learn through experience” for the employees of Yapı Kredi but also creates development platforms for the training of 6th and 7th grade students to become self-confident individuals aware of their potential, who dream and project their dreams through a realization perspective, who are capable of creative thinking/ writing, and see their environment through an original perspective. The employees of Yapı Kredi, who take part in the project, take the opportunity to learn skills such as planning and organization, delivering presentations, crisis management and problem solving, result orientation and taking initiative through experience.

Performance Management and Development

Total Performance System is intended to enhance the individual and corporate performance through the assessment of the employees of Yapı Kredi on the basis of standard and impartial criteria. To this end, the outcomes of the performance assessment are employed for the configuration of the career management and training & development activities. The assessments made for 2009 and 2010 are devoted to measure both the level of accomplishment of goals and the conducts that ensure such accomplishment. Hence, the employees, who both accomplish their goals at high quality standards and on timely bases and conduct properly throughout such accomplishment, are promoted.

Talent Management

Talent management is carried out both locally and through joint programs with UniCredit at Yapı Kredi.

The programs, which commence by self-nomination or by the nomination of individuals by the managers, are configured to the end of increasing the visibility of individuals both within the Company and within the organization of UniCredit and supporting the development thereof.

All talent management processes are carried out through such criteria/ standards, which are determined and announced preliminarily, and the employees are offered equal opportunities in accordance with the value of fairness.

E-Reading Sources

In 2010, miscellaneous e-reading sources were made available to the employees of Yapı Kredi with a view to enable them to keep track with the actual trends and business society and to support their personal developments.

Awards to Yapı Kredi Banking Academy

Yapı Kredi Banking Academy was rewarded major awards for the development activities offered to the employees.

Corporations from various countries in the world compete each year for the BEST Awards (Building talent, Enterprise-wide, Supported by the organization's leaders, fostering a Thorough learning culture), which is one of most prestigious awards in the field of training and development. The BEST award is rewarded annually to the companies and organizations, which create added value by essentially incorporating the training and development function into their corporate goals and strategies through strategic business partnership, within which the employees are supported via pioneer development opportunities, and which so create active and going development environments.

The building of Yapı Kredi Banking Academy, which was commissioned in 2009, was deemed worthy of "Construction Success" award by the Chamber of Architects of Turkey as a part of the National Architecture Exhibition and Awards, and worthy of "Building of the Year" award in educational buildings category as it was selected as the best educational building in 2009 by ArchDaily, which is considered as one of the most prestigious architecture periodicals in the world. Our academy building was distinguished for its colors representing the values of our bank, designed trees and the visual quality of its panels.

Vacant Positions

• Intra-corporate Ads

The employees, who are willing to continue their careers at Yapı Kredi at a different position than their current positions, are allowed to change their positions within the bank's organization. In accordance with the equality of opportunity; such employees are offered the opportunity to change their career paths or enabled to stand up for the new positions that emerge within the bank.

• Temporary Staff and Interns

• Seasonal and Part-time Employment

Yapı Kredi is attentive to the quality and the swiftness of the service it provided through its branch network. Thus, Yapı Kredi offers the applicants the opportunity to work in two positions, which may be referred to as part-time and seasonal employment, in order to support the permanent staff members working within the operations teams of the branches.

To this end, part-time employees have been taking office in the operations teams on Mondays, Fridays and other busy days since March, 2008. In the summer, being the period between June and October, employees recruited on seasonal basis are assigned to work within the operations teams of busy branches.

• Internship Opportunity

Yapı Kredi attached importance to offer the young individuals the opportunity of having professional experience and to contribute to the professional development thereof. Thus, it offers internship opportunities to the students of business and vocational high school students in the winter and to university students during the summer (June-July-August).

The interns from the business and vocational high schools are determined amongst the 4th grade students, who attend appropriate departments related to banking business. The scholarship students, who are provided scholars as a part of "Vocational Education: A Crucial Matter For the Nation" project, which is led by Koç Holding and within which Yapı Kredi's employees are serve as vocational high school coaches on voluntary basis, are offered priority as long as they attend appropriate departments.

The university student interns are determined amongst the 3rd or 4th grade undergraduate students and/or last grade students attending associate degree programs of vocational schools of higher education. The students from Yale University have been being offered internship opportunity since the year 2008.

In respect of the academic year 2010-2011, 137 business and vocational high school students maintain their internship period, while 833 university students were offered the internship opportunity during the summer of 2010.

Academic Partnerships

Yapı Kredi, which attaches utmost importance to the academic improvement of the employees thereof, keeps close track with the developments at universities and endeavors to take part in such projects that pose the potential to provide benefits to the employees thereof.

As a part of the collaboration established to that end with Bahcesehir University; 11 students, who were willing to acquire practical experience in the banking business in addition to academic knowledge, completed long-term internship programs (for 3 to 6 months at Information Technologies and Operations, Financial Planning and Fiscal Affairs, Alternative Delivery Channels, Organization and Logistics and Legal Affairs Management of Yapı Kredi) in 2010. In addition, a 4—business day summer internship program at Information Technologies and Operations Management of Yapı Kredi was organized for 5 students.

Furthermore, the recruitment of interns for 12 positions within the organization of Organization and Logistics Management, Financial Planning and Fiscal Affairs Management, Retail Banking Management, Human Resources Management, Alternative Delivery Channels Management, Information Technologies Management and Operations Management was planned in order for the maintenance of the collaboration throughout the academic year 2010–2011, and the application process has been ongoing since November. By the time this report is issued, 46 applicants have filed application.

The collaboration also includes the offering of 50 % discount to the employees of Yapı Kredi for the master and doctorate programs of their own choice at Bahcesehir University. 40 Yapı Kredi employees, including 32 employees that have applied for a program in the Graduate School of Social Sciences and Humanities and 8 employees that have applied for a program in the Graduate School of Natural and Applied Sciences, have applied for a master's or doctorate program at Bahcesehir University.

Other Services Offered to Employees

• Private Pension System with Corporate Contribution

Any employee, his/her spouse and children older than 18 years may sign up for Yapı Kredi Group Pension scheme at their discretion. The Bank offers a monthly contribution, which is determined with respect to the seniority and proportionally to the gross wage of the concerned, to the amounts payable by the employees, who sign up for the scheme.

• Yapı ve Kredi Bankası A.Ş. Provident and Pension Fund Nursing Home

The Nursing Home with 21 rooms and 33 person capacity located in Acıbadem, Istanbul admits the retired Yapı Kredi employees in need. The retired employees are can also be admitted along with their spouses as far as it is practicable.

• Yapı ve Kredi Bankası A.Ş. Saving and Provident Fund Trust

Yapı Kredi Provident Fund Trust offers short-term loans to the employees with a view to ensure solidarity and aid amongst the employees, and offers outright financial aids and aids-in-kind to those employees, who become incapacitated (due to medical conditions, accidents and etc.) without their fault or who suffer from the impacts of forces of nature such as earthquakes, floods and fire. Such aids are offered solely to the employees, who are affiliated to Yapı Kredi Provident Fund Trust.

• 7/24 Employee Support and Advisory Hotline

Yapı Kredi has launched an advisory hotline, the Employee Support Line 7/24 since May, 2010 with a view to provide support its employees, who work under intense work pressure.

Relying on the infrastructural support of AVITA; the employees and the households thereof are offered free-of-charge advisory service on 7/24 basis in broad range of fields including financial matters, legal matters, general information as well as psychological and medical advisory. Any and all services offered as a part of the Employee Support Line are provided in accordance with the principles of confidentiality, and the employees are allowed to make anonymous calls to AVITA. 3,618 Yapı Kredi employees have benefited the advisory service by making calls to the Employee Support Line as of the end of December, 2010.

4

Trade Union Relations

Yapi Kredi has been maintaining constructive relations with Basisen (Trade Union of Banking and Insurance Workers) under the Collective Bargaining Agreement since April 1, 1991. The purpose of the Collective Bargaining Agreement is the Bank and the Trade Union to act together to ensure the constructive relations, labor peace and occupational safety at the work place. 67% of Yapi Kredi's employees are affiliated to the Trade Union.

5

Projects and Activities for Employees

Yapi Kredi Volunteers Platform

Yapi Kredi assembled the voluntary projects, which had been carried out by the employees thereof for years, under a single umbrella in 2009 and established Yapi Kredi Volunteers Platform with the motto, "One Social Responsibility Project for Each Department". Yapi Kredi Volunteers Platform, which is coordinated by the Corporate Communication Management and is contributed by the Corporate Volunteer Association, initiated 4 pilot projects prepared by 4 managements/ subsidiaries in 2009. In respect of all projects carried out within the Platform, the project partner non-governmental organizations are selected at the discretion of the volunteers. The Corporate Communication Management supports the project teams in terms of communication and coordination (establishment of connections with the right partners). In that regards, the coordination teams of the pilot projects were thrown together during the two-day "Awareness Meeting", and were provided with a training session on voluntarism.



In 2010, the number of managements/ subsidiaries, which involve in a project within Yapi Kredi Volunteers Platform, increased up to 7.

The Platform aims at increasing the number of projects 12 in 2011.

Projects actualized as of the end of 2010;



• Retail Banking Management / Yaslanmayanlar Dunyasi (Forever Young World)

The project is intended to ensure the employees at the Retail Banking Management and the retired Yapı Kredi employees, who reside at Yapı Kredi Nursing Home away from their homes, have social sharing, which create a positive difference in the lives of the retired employees. The employees at the Retail Banking Management paid visits to Yapı Kredi Nursing Home during holy nights and religious fests, threw New Years' Eve parties and organized a visit to Yapı Kredi Banking Base and similar events for the retired employees in 2009 and 2010.

• Operations Management / Her Çocuk Bir Dünya (Each Child is Worth a World)

The employees serving at the Operations Management, who decided to launch a voluntary project on August, 2008, and sought a school embracing students, who are willing to make efforts and broaden their knowledge but fail to do so due to the lack of suitable opportunities. As a consequence of the inquiries conducted and relying upon the support of the Provincial Directorate of National Education of Diyarbakır, Hatipoglu Primary School, a rural side school with 89 students including 15 kindergarten students, which is located on Diyarbakır-Şanlıurfa highway, was selected for the implementation of the project. The employees at the Operations Management, who financially and morally support both the school for physical requirements and the students attending thereto, organized the activities performed as a project called "Her Çocuk Bir Dünya" (Each Child is Worth a World) under the umbrella of Yapı Kredi Volunteers Platform in 2009. The team of volunteers organized regular charity sale events at Yapı Kredi Banking Base as a part of the project with a view to raise funds for their activities. The project team, which managed to cover all requirements of Hatipoglu Primary School in 2010, selected Atatürk High School and Regional Primary Boarding School located in Çayırova, Gebze as the next school of project. The project aims at creating a pool of donations available for all Operations Management employees nationwide by the cooperation of a non-governmental organization in 2011.



• Yapı Kredi Insurance / Darüşşafaka ile El Ele (Hand in Glove with Darussafaka)

The project is intended to create common social sharing and exchange environments between the employees of Yapı Kredi Insurance and the children at Darussafaka, and to support the off-campus activities of Darussafaka. Thus, the students of Darussafaka, who attend the events (visit to museums, cultural trips and etc.) organized by the employees of Yapı Kredi one a month at rarest, are offered to enjoy their weekends with useful activities. Darussafaka ile El Ele (Hand in Glove with Darussafaka) project is also remarkable for being the first voluntary project launched at Darussafaka Schools.

• Legal Affairs Management / Toplumsal Kalkınma İçin İlk Adım: "Kadın" (The First Step to Social Development: "Women")

The Legal Affairs Management decided to launch a project addressing to women as a part of Yapı Kredi Volunteers Platform, and came together with the Foundation for the Support of Women's Work (KEDV). As a part of the project, the volunteers from the Legal Affairs Management organized advisory sessions regarding the legal aspects of actual matters (individual and women's rights and etc.), which necessitate information by professionals, for the women at Nurtepe Cooperative Society, which is affiliated to the foundation.

• Human Resources / İK – İyilik Kaynagi (HR – The Resource of Benevolence)

The Human Resources Management decided to launch a project jointly with Six Dots Foundation for the Blind. As a part of the project, which was titled "İyilik Kaynagi" (The Resource of Benevolence); the volunteers endeavor for the visually impaired individuals to more rapidly and conveniently adapt the daily life. In this framework, the volunteers came together with the visually impaired individuals affiliated to the foundation during an introduction meeting, and assisted to the visually impaired individuals during the World White Cane Parade of October 15. The volunteers from the Human Resources Management also carried out audio book reading activities and presented audio books to the library of the foundation.

• Corporate and Commercial Loans / Kimsesiz Cocuklarin Kimsesi Olalim (Being There for the Destitute Children)

The employees at the Corporate and Commercial Loans Management, who decided to "be there for the destitute children", selected Küçükyağ Nursery Center in Istanbul, which is affiliated to Social Services and Child Protection Agency (SHCEK) as the project venue, and came together with the resident children through various events they organized. The volunteers, who organized a 10-day summer camp at Yapı Kredi Bayramoğlu Training and Recreational Facility on August, carried out other activities on the following months.

• Yapı Kredi Cultural Activities, Arts and Publishing Inc / Yalnız Bırakmadık (Keeping Them Company)

The main idea of "Yalnız Bırakmadık" (Keeping Them Company) project, which was launched by the employees of Yapı Kredi Cultural Activities, Arts and Publishing, was to provide aid to senior citizens and children in need. The project, which was carried out jointly with GEA Search & Rescue Group, entertained the residents of a nursing home at Yapı Kredi Culture Center in Beyoğlu, Istanbul and showed them the exhibitions in 2010. The volunteers, who also performed various toy bestowal campaigns for children, repaired, cleaned and packed the toys collected from the other bank employees and their social circle and delivered them to the children in two rural side schools in Bolu and to those under treatment in Cerrahpaşa Oncology Clinic.



Intra-Corporate Sponsorship

The intra-corporate sponsorship project, which Yapı Kredi has been carrying out since the year 2005 with a view to support and to promote its employees involved in sports activities, was maintained in 2010. In 2010, Celal Altunbaş qualified for intra-corporate sponsorship in swimming branch while Bayram Kuytan qualified for the same in mountain climbing branch. Celal Altunbaş, who broke 4 records in Masters' League in the competitions he participated, won 13 gold, 3 silver and 4 bronze medals in total.



Art Days

Another event organized for Yapı Kredi's employees is the "Art Days", which was held for the fourth time in 2010. As a part of the event, which was organized on November 27 and 28, 2010, the employees of Yapı Kredi in Istanbul, Ankara, Izmir, Bursa, Adana and Eskisehir were offered the opportunity to visit the local museums and art galleries free of charge and to attend guided tours and workshops for children along with their families.



For My Country

The campaign performed in 2010 as a part of "For My Country" project, which was initiated by Koç Holding in 2006 and has become one of the most broad participation projects in Turkey, was "(I) Donate Blood For My Country". Yapı Kredi, which took part in the campaign performed jointly with Turkish Red Crescent, donated 607 units of blood throughout the year by the participation of its employees nationwide.





Our Customers



Yapı Kredi is dedicated to creating a superior concept of expertise with a view to offer the best service in all fields of banking to its customers. Yapı Kredi, which has adopted the “Limitless Service” philosophy, has been maintaining a mutual benefit relation with different customer groups, to which it has been addressing by means of different product groups. Today, Yapı Kredi offers customized products and services to its entire customer portfolio, relying upon its deep-rooted and constantly advancing technological knowledge and experience.



SME BANKING

Yapı Kredi has been supporting craftsmen and artisans since its very establishment and offers advisory service in addition to the regular banking services to SMEs. Yapı Kredi offers customized services to SME customers thanks to its segment-based services model, which enables to acquire thorough knowledge about and to offer appropriate products and services addressing the preferences of its customers.

Yapı Kredi considers SMEs as a very important customer group. The privileged products and services specially designed to address the needs of SMEs are offered through the agency of 1,560 expert relationship managers. Yapı Kredi offers special services to SMEs through differentiated channels such as www.kobiline.com (Kobiline) in addition to the traditional channels such as the branches, internet banking, mobile banking and call centers. Kobiline, a joint initiative of Yapı Kredi and Koc.net, both informs its members and Yapı Kredi customers about the national and international grant opportunities, technological and Internet-related developments as well as patent services and assist SMEs to get grant supports by offering them advisory services.

One of the key goals of Yapı Kredi in SME banking segment is to provide additional supports and guidance to SMEs in addition to the meeting of their financial needs. To this end, Yapı Kredi has been organizing information meetings for SMEs since the year 2007. The meetings held on nationwide scale are intended to furnish the SMEs with the best knowledge in their scope of operations.

In 2010, Yapı Kredi further enhanced its innovationist SME Banking approach through trail-blazer SME Banking packages, which were customized to address unique and individual needs of the elements of its broad customer range and make a difference in the business.

“KOBI Isimin Paketi” (SME My Business Package) policy that offers coverage for the risks, to which work places are exposed, and Business Loan Life policy, being a life insurance offered to the individuals with key positions in respect of the business loans, both of which have been designed specifically for SME customers, have been launched for Yapı Kredi customers.

The long term goal Yapı Kredi pursues in SME banking operations is not only to develop good quality and specialized products and services but also to constantly enhance the customer satisfaction by offering support in other fields than merely financial requirements. The Bank is committed to create synergies with its financial and non-financial partners with a view to improve the services offered to SMEs.

AFFLUENT BANKING

Through the Affluent Banking approach, Yapı Kredi positions its customers at the center of life and customizes all services and opportunities it offers in line with and with respect to their needs and expectations. Yapı Kredi Affluent Banking customers can perform any banking transactions and follow the market through the agency of Affluent Banking Portfolio Directors, and effectively turn their savings and investments to account by means of specially designed products and services customized to meet their needs.

The major innovations addressed to Yapı Kredi Affluent Banking customers in 2010 are provided as follows;

- E-Deposit – This product is intended to offer high interest advantage through Internet and Telephone Banking and also high interest rates for deposit account renewals to Yapı Kredi customers.
- Kartopu (Snowball) (Personal Saving Program) Re-launch - The existing fund basket was supplemented with Minik Adım (Micro Step) function, which was intended to enable the customers to identify a Minik Adım (Micro Step) for their children or beloved minor individuals and start making savings for their future.
- In 2010, novel insurance products were launch to address the individual needs of private and SME customers. In that regards, Yapı Kredi costumers were offered coverage against unemployment risk by Income, Credit Card Payment and Loan Repayment Insurances. Besides, the Nazar Boncugu (Evil Eye Bead), a product that offers inpatient treatment to healthy Yapı Kredi customers, who are 0 to 40 years old and are not covered by a health insurance, was offered for sales.

MORTGAGE

Yapı Kredi not only provides its customers with financial instruments associated with housing loans but also offers advisory service about any financial, legal, technical and tax-related issues through the agency of Mortgage Experts. Yapı Kredi has continued to train certified Mortgage Experts, as a consequence of which the number of Mortgage Experts serving at 675 Yapı Kredi branches has reached to 1,000 as of the end of 2010.

Yapı Kredi developed Çınar (Sycamore) mortgage package, which offers numerous advantages to meet the needs of its customers willing to become home-owners. Çınar (Sycamore) mortgage package offers numerous banking and non-banking advantages including a discount in housing loan filing fee, exemption from account maintenance fee and free Digitürk introductory package subscription for 3 months. Yapı Kredi further developed a special product for its customers, who live in abroad, and offered an exclusive mortgage package for non-residents, which provides loan facilities under fairly affordable conditions for the house they would like to own in Turkey.

CREDIT CARDS

World Sharing Program

World Sharing Program, which is the first social responsibility platform in Turkey that allows for making donations via a credit card, enable the credit card holders to make donations in cash or in accumulated World points to the projects that address their focuses of social awareness. Yapı Kredi, which matches the total donated World points, was inspired from the goals set within the United Nations Millennium Declaration in respect of its World Sharing Program. In that regards, Yapı kredi supports 8 individual projects carried out by 8 individual non-governmental organizations operation for public interests.

Some TL 40 thousand donations were raised for LOSEV's (Foundation for Children with Leukemia) Kanserli Çocuklarımızı Yasatalım (Give a Second Chance), which is carried out jointly with LOSEV, in 2010.

Partners and Projects of World Sharing Partners

- IZEV (Istanbul Foundation of Education and Support for Mentally Challenged People) “Korumalı İsyeri Projesi” (Protected Workplace Project)
- LOSEV (Foundation for Children with Leukemia) “Kanserli Çocuklarımızı Yasatalım” (Give a Second Chance)
- TEGV (Turkish Education Volunteers Foundation) “Drama Atolyesi” (Drama Workshop)
- TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats) “El Koyun” (Interfere)
- TURMEPA (Turkish Marine Environment Protection Association) “Sinirsiz Mavi” (Infinite Blue/ Endless Blue)
- Turkish Foundation for Scientific Research Centers “Bilim Merkezi Öğrenci Sponsorluğu Kampanyası” (Scientific Research Centers Student Sponsorship Campaign)
- AFS Turkish Culture Foundation “7 bölgeden 7 genc” (7 young people from 7 regions)
- UNFPA (United Nations Population Fund) “Bir Gençlik Hikayesi” (A Youth Story - Advocacy for Gender and Reproductive Health Issues)
- UNICEF (United Nations Children’s Fund) “Okul Ekliyoruz” (Adding Schools)

Alternative Distribution Channels

Enabled Banking

Yapı Kredi, acting in line with the motto “Sky is the Limit for Serving Customers”, launched the Enabled Banking program in order to ensure that handicapped individuals access to banking services more conveniently and under rather more humane and modern conditions. Yapı Kredi, which adjusted its business processes to allow the hearing impaired individuals to received services for 24 hours on days via the Online Chat service, has been offering the said service, which the hearing impaired could not receive through telephone, to over 500 customers thereof for a period of one year.

Blazing a trail in Turkey as a part of its Enabled Banking project, Yapı Kredi took an action to modify its ATMs as with keyboard for physically handicapped individuals. Kadıköy Rihtim Branch was selected as the pilot region and the ATMs at the said branch were modified to become convenient for the individuals on wheel chair and the modified ATMs were commissioned on December 3, 2009, the International Day of Persons with Disabilities. The Talking ATMs, which were applied at Kızılay Branch in Ankara, Central District Branches in İzmir and Fethiye Branch following the pilot application, are aimed to be generalized nationwide within the year 2011.

Finally, the first ATM, which allows for audible transactions for the visually impaired or challenged individuals, was commissioned at Rihtim Branch in Kadıköy, the pilot region. The Limitless ATMs facilitate all individuals, either a Yapı Kredi customer or not, who cannot or experiences challenges to see the ATM display or who prefer to perform the transactions audibly, to withdraw monies or check their account balances on their own without seeking assistance. Following the pilot application, the Talking ATMs for visually impaired individuals were commissioned also at the branches in İzmit, Ankara and Gaziantep. The Talking ATMs are aimed to be generalized nationwide within the year 2011.



ATM Advisors

Yapı Kredi has been providing advisory service through Tele24 Plus advisors at the branches, where it is necessary, with a view to both ensure its customers to more effectively utilize Tele24 Pluses and to decrease the workload at branches since the year 2007. Tele24 Plus advisors inform the customers about the facilities offered through Tele24 Plus and assist them in performing cash and barcode-operated transactions such as Money Lodgment, Credit Card Debt Payment, Bill Payment and Personal Loan Repayment conveniently by saving time.

ADK Donation Payments

Yapı Kredi customers, who intend to make donations to the foundations and associations operating in social responsibility awareness, may donate monies through the Internet Banking, Telephone Banking, Tele24, Tele24 Plus and Yapı Kredi branches.

Foundations and Associations to Available for Donation via ATMs

1. ACEV - The Mother Child Education Foundation
2. Six Dots Foundation for the Blind
3. Baba Beni Okula Gonder (Daddy Send Me to School)
4. CEKUL - The Foundation for the Promotion and Protection of the Environment and Cultural Heritage
5. CYDD - Foundation for Supporting Modern Lifestyle
6. DS - Darussafaka Society
7. LOSEV - Foundation for Children with Leukemia
8. TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats)
9. TEGV - Turkish Education Volunteers Foundation
10. TEV - Turkish Educational Foundation
11. Turkish Armed Forces Foundation for Martyrs' Families and War Veterans
12. Turkish Aviation Association
13. Turkish Red Crescent
14. Turkish Culture Foundation
15. Turkish Foundation for Scientific Research Centers
16. The Foundation for Supporting Orphanages and Education

Foundations and Associations Available for Donation via Internet Banking

1. ACEV - The Mother Child Education Foundation
2. Six Dots Foundation for the Blind
3. Baba Beni Okula Gonder (Daddy Send Me to School)
4. Foundation for Our Children with Leukemia
5. CEK - Cooperative Society for Modern Education
6. CEKUL - The Foundation for the Promotion and Protection of the Environment and Cultural Heritage
7. CYDD - Foundation for Supporting Modern Lifestyle
8. Darüleceze Institution
9. DS - Darussafaka Society
10. LOSEV - Foundation for Children with Leukemia
11. SERCEV Foundation for Children with Cerebral Palsy
12. TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats)
13. TEV - Turkish Educational Foundation
14. TOFD - The Spinal Cord Paralytics Association of Turkey
15. TOHUM - Turkish Autism Early Diagnosis and Education Foundation
16. Turkish Armed Forces Hand in Glove Foundation
17. Turkish Aviation Association
18. Turkish Red Crescent
19. Turkish Armed Forces Foundation for Martyrs' Families and War Veterans
20. Turkish Foundation for the Disabled
21. Turkish Foundation for Scientific Research Centers
22. Turkish Foundation for Children in Need of Protection
23. UNICEF
24. The Foundation for Supporting Orphanages and Education

Foundations and Associations Available for Donation via Telephone Banking

1. ACEV - The Mother Child Education Foundation
2. Six Dots Foundation for the Blind
3. CEKUL - The Foundation for the Promotion and Protection of the Environment and Cultural Heritage
4. CYDD - Foundation for Supporting Modern Lifestyle
5. DS - Darussafaka Society
6. LOSEV - Foundation for Children with Leukemia
7. TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats)
8. TEV - Turkish Educational Foundation
9. TOHUM - Turkish Autism Early Diagnosis and Education Foundation
10. Turkish Armed Forces Foundation for Martyrs' Families and War Veterans
11. Turkish Foundation for Scientific Research Centers
12. Turkish Aviation Association
13. Turkish Red Crescent
14. UNICEF

Yapı Kredi Private Banking

Inheritance Planning

Yapı Kredi Private Banking, which aims at offering any and all services its customers may require to preserve and enhance their assets, introduced Inheritance Advisory service in 2009. Within the framework of the service, being a trail-blazer in its range, which emerged to address a pretty vacant field in Turkey; Yapı Kredi aims to assist individuals to plan their assets during their lifetimes in the furthest details including the consideration of the legal and tax-related aspects of the matter. In that regards, Yapı Kredi Private Banking offers an exclusive advisory service organized under the titles Planning of Inheritance, Legal Rights of Inheritors, Trust Foundations and Tax Issues.

Art Advisory

Yapı Kredi Private Banking addresses to the need for consultancy of its customers in any branch of art through the Art Advisory service, which it offers on the basis of its deep-rooted knowledge in artistic production and publishing and through its strong partners in the business. Art Advisory, which covers numerous detailed consultancy services such as the conservation of collections, repair of worn-and-torn works, and the items to be acquired or disposed to render collections more valuable, enables Private Banking customers to have access to the most competent experts in the field.


Furthermore, the Private Banking customers are offered the opportunity to be notified of inter alia art reviews, useful information, literature reviews, culture & art itineraries and to be informed of auctions and their results by Privart, the electronic Art Periodical, which is delivered to them via e-mail in every two months.

Tax Advisory

As a part of the Tax Advisory service, which is offered in cooperation with Ernst&Young, an international consultancy company; nationwide seminars on tax issues are organized annually. Private Banking customers take the opportunity to inquire the experts, who respond any inquiries by reliable knowledge, of any matter they would like to know about tax issues during the seminars. Moreover, the tax issues handbooks drawn up as a part of the Tax Advisory service are available for Private Banking customers at the branches.

Yapı Kredi Private Banking'in
ne farkı var?

Mesela Sanat...



*B*iz size sanatta ilgilenen müşterilerimize verdiğimiz hizmetleri anlatalım, ne farkımız olduğuna siz karar verin.

Yapı Kredi Private Banking müşterileri sanat, sergi, müze, galeri konularında detaylı danışmanlık hizmeti sağlar. Üstelik sahip olmak istedikleri sanat eserleri için, bütün dünyada sadece çok özel müşterilere sunulan Sanat Eserleri Kredisi ve Sigortası kullanma ayrıcalığını da sağlar.

Özel Bankacılık'ın güllü dünyasında Yapı Kredi Private Banking farkını yaşamak için sizleri de Özel Bankacılık Merkezimize bekliyoruz.

PRIVATE BANKING
YapıKredi

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Yapı Kredi Private Banking'in
ne farkı var?

Mesela Farklı Yönetim...



*B*iz size farklı yönetimdeki yaklaşımımızı anlatalım, ne farkımız olduğuna siz karar verin.

Müşterilerimizin bakiyelerini değerlendirirken yaklaşımımız şu yöndedir: Minimum risk, maksimum kazanç. Bunun için de Türkiye'de yalnızca Yapı Kredi Private Banking de bulabileceğiniz Avrupa Finansal Danışman Sertifikası'na sahip Portföy Yönetmenleri ile çalışır.

Yapı Kredi Private Banking ayrıcalıklarını size de yaşatabilmek için sizleri Özel Bankacılık Merkezimize bekliyoruz.

PRIVATE BANKING
YapıKredi

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Customer Satisfaction

The year 2010 was a period of recovery after 2009, which was characterized by the severe worldwide impacts of the global economic crisis. In 2010, when the customer satisfaction rates declined to a certain extent in the entire sector in 2009 resumed their upward trend; Yapı Kredi, too, attached a huge importance to sustainable customer satisfaction. In that regards, Yapı Kredi aims at identifying the factors affecting the customer satisfaction and attaching priority to such fields that are determined to have relatively stronger effect thereon.

Yapı Kredi, which pays attention to the complaints and suggestions of its customers, conducts measurements, researches and surveys and other activities to that end, and employs the outputs of such activities as guiding data in the identification of its strategies. While some of such researches and surveys are addressed to the customers in the market, who make use of the services and products offered, some others are addressed to the intra-bank teams, which are required to receive services from one another in the development of such products and services.

The researches and surveys conducted to measure the customer satisfaction and customers' loyalty to the bank and to determine the competitive advantages are provided as follows:

- * General Customer Satisfaction Surveys
- * Confidential Customer Survey
- * Surveys to Monitor After-Sales Services

The researches and surveys conducted to improve the intra-bank service quality are provided as follows:

- * Internal Customer Satisfaction Survey
- * A Day at the Branch visit

The results of the customer satisfaction surveys have been integrated to the Performance Based Bonus targeting system since 2008 with a view to ensure that each member of Yapı Kredi family interiorizes the very concept of customer satisfaction.

The measurements and the customer satisfaction surveys conducted in all segments allow reaching over 150 thousand customers in total via miscellaneous means. The primary goal of Yapı Kredi is to improve the customer satisfaction results, being the utmost prior target, in addition to the accomplishment financial targets for all employees at branches and the head office.

Customer Satisfaction Surveys

General Segment Based Customer Satisfaction Surveys

Customer Satisfaction is measured on Branch and Segment basis by conducting surveys with nearly 80,000 customers throughout the year.

The surveys are also intended to provide feedbacks regarding the characteristics of branch services and services and products received through other alternative distribution channels.

The Internet Banking Customer Satisfaction survey allows for the measurement of the satisfaction of customers, who use the internet banking, about the internet banking and their competitive assessment. The Internet Banking Customer Satisfaction also reaches to 80,000 persons in a year.

Mystery Customer Survey

The mystery customers, who work for research companies, visit Yapi Kredi branches in accordance with specific scenarios and report their assessments through impartial observations.

During the visits, the mystery customers observe the relationship managers and the banking transaction official as well as the security guard, if any. In addition, a standard counter transaction and product details/ sales performance are examined.

Accordingly, mystery customers pay two visits, one for the counter and one for the customer representative.

Internal Customer Satisfaction


Considering the service process as a chain, it should be noted that each individual involved in the process has his/her own responsibility. Any interruptions and delays throughout the service chain, which eventually leads to the customer, affect the service provided. Moreover, the smooth performance of internal services is of critical importance for employee satisfaction as well.

Yapi Kredi endeavors to ensure the highest level of quality for the services it offers to the customers thereof. On the other hand, the process of provision of services to the customers is involved and contributed both by the branch managements and the head office managements. The branch staff predominantly serves to external customers while the numerous teams at the Head Office rather render internal services to other head office managements and branches than being in direct contact with external customers.

The "Internal Customer Satisfaction" survey, which was first conducted in 2008 on the basis of the aforesaid awareness, has provided fairly worthwhile feedbacks. The outcomes of the "Internal Customer Satisfaction" survey have been communicated in details to all managements, which have, then, taken actions to develop action plans, accordingly.

As a part of the "Internal Customer Satisfaction" survey, the branch staff has assessed the head office managements and regional offices, from which they receive services while the head office staff has assessed the head office managements, which render services thereto. The survey, which was conducted within the last quarter of the year, was conducted by a high turnout ratio as 80 % (nearly 13 thousand respondents).

It is aimed to execute internal service agreements in critical fields and to ensure the reporting of the performance in such field. Yapi Kredi plans to continue measuring its internal service quality and regularly monitoring the improvement thereof in the forthcoming years.



A Day at the Branch

The “A Day at the Branch” activity, which has been performed regularly since 2008 and which was last performed on September 30, 2010, covers the Yapı Kredi managerial staff working at the head office to pay a visit to Yapı Kredi branches. In 2010, over 100 managerial staff members paid visits to 110 branches in more than 20 provinces as a part of the “A Day at the Branch” activity.

The “A Day at the Branch” activity is intended to experience a business day with the managerial staff from the head office. To this end, it is aimed that the head office managerial staff can take the opportunity to observe an ordinary business day with the branch manager and the branch staff not making any changes to their ordinary course of operation.

Once the visits were complete, a survey was conducted on the visiting managerial staff to collect feedback to identify the fields of improvement for the enhancement of the program.

The primary goals of the activity may be listed as follows:

- To ensure that the Head Office managerial staff spend one day practically pay attention to the suggestions and complaints of the branch staff,
- To have a thorough understanding of the needs, the challenges and the priorities of branches,
- To observe the customer experience at the branches and to experience the customer expectations and reactions on site,
- To identify the betterment and improvement opportunities,
- To determine the fields, which require the obtainment of branches’ opinions in decision making processes.

Complaint Management

Yapı Kredi;

1. considers each complaint as a gratuity.
2. is aware that customers are entitled to make/ file complaints just as they are entitled to request information.
3. ensures any and all complaints made/ filed by the customers are properly responded.
4. considers complaints as opportunities for improvement.
5. handles the complaints sensitively, fairly and impartially.
6. keeps all its channels available for customer contact and provides easy access.
7. aims the customer complaints to be sorted out at the very point it is made/ filed, hears and considers the complaints without regards to the subject matters thereof, and, where any complaint cannot be solved immediately, takes the initial step or informs the customer about the anticipated solution process.
8. informs the customers about the estimated period of solution and potential solution scenarios for the complaints made/ filed.

The channels, through which the customers can make/ file complaints to the bank, are open and accessible at all times. There is a customer complaint management system in place to ensure providing feedbacks for and conducting analysis of the complaint and taking the necessary actions in respect thereof.

The complaints are communicated to Yapı Kredi through the branches, telephone banking, the website and consumer organizations. The section "Contact Us" on the website of Yapı Kredi, which has been re-designed through a consumer-friendly approach, has been introduced with the motto "We Are Here For You". The said page contains the procedure to be followed by the customers to communicate their complaints, suggestions and appreciations, the answers to their questions and information about the Customer Complaints Arbitration Committee of the Banks Association of Turkey, where they may apply to file their complaints. Yapı Kredi is represented in the Customer Complaints Arbitration Committee of the Banks Association of Turkey through two executives.

Yapı Kredi Banking Academy offers the "Customer Trainings" through the web site with a view to raise the customers' awareness about the banking transactions.

The customer complaints are properly analyzed and required corrective/ improvement actions are taken, and the complaint and satisfaction data are discussed at senior management level.

The matters of customer satisfaction and complaint management are incorporated to the training schedules with a view to raise the awareness of Yapı Kredi's employees on the said matters.



Yapı Kredi and Environment





Yapı Kredi takes actions to utilize the natural resources of the nation in the most efficient manner and to prevent the generation and ensure the recycling of wastes to the furthest extent possible in all operations carried out thereby. Yapı Kredi, which interiorises and adopts the respective environmental policies of Koç Holding and UniCredit, the principal stockholders, on the matter, aims at becoming a role model for all its financial and social stakeholders in that regards.

- Yapı Kredi, being one of the strongest financial institutions in Turkey, supports the reliable business operations performed to the end of the conservation of environment and the environmentally sensitive investments.
- Yapı Kredi considers the compliance with the national and international environmental standards as an essential part of its social responsibility concept.
- Yapı Kredi carries out projects for raising the environmental awareness of its employees and of the public.

UNEP-FI

UNEP-FI, to which UniCredit, a principal stockholder of Yapı Kredi has participated, is a joint initiative launched by the United Nations Environment Programme (UNEP) and the global financial sector. UNEP-FI, which is also followed by Yapı Kredi, being a subsidiary of UniCredit and Koç Holding, in that regards, considers the climate change as one of the major risks against humanity. Thus, endeavours are made to minimize the impacts of business operations on the climate change with a view to maintain the climate-related risks at minimum level.



2 Supporting Renewable Energy

Yapı Kredi, which enjoys a broad knowledge and experience in project finance, is one of the leading banks in Turkey on the matter. In accordance with the applicable legal regulations, investment have been made in the construction of hydroelectric power plants for the utilization of existing water resources with a view to meet the requirement of energy, being an essential element of the social and economic development in Turkey, since the year 2001. The hydroelectric power plants (HPP) are significant facilities in terms of the prevention of floods, erosion and irregular water flow as well as the preservation of the ecologic balance and stability.

Yapı Kredi believes in the importance of renewable energy resources in the conservation of environment and the minimization of the impacts of the climate change. Yapı Kredi, which has offered some USD 1.97 billion for the funding of 101 energy project by the end of 2010, has provided a substantial portion as 85 % of such funds to renewable energy projects.

The renewable energy projects constitute an essential element of the energy sector. Thus, Yapı Kredi is committed to take part both in such renewable energy projects and in other energy sector projects such as the ongoing privatization projects of power distribution companies.

Loans extended to current renewable energy project as of the end of 2010

Project Type	Number of Projects	Installed Power (MW)	Loan Extended (\$)
Hydroelectric Power Plant – Run-off River	80	1,797	847,051,713
Hydroelectric Power Plant – Dam	8	1,566	636,412,612
Wind Plant	3	141	181,974,049
Geothermal Power Plant	1	10	10,000,000
Methane Power Plant	3	45	10,297,549
Total	95	3,559	1,685,735,923



1. Banking Service and Product Packages

Yapı Kredi initiated an environmental responsibility action by the banking service and product packages, referred to as Çam (Pine), Meşe (Oak), Çınar (Sycamore) Mortgage, Sedir (Cedar) and Ardiç (Juniper), which it offered to its customers in the year 2010. Yapı Kredi, which planted a tree for each customer, who bought one of the said banking service and product packages, created 4 forests of 150,000 plants in Antalya, Tekirdağ, Konya and Şanlıurfa. Hence, Yapı Kredi enabled its customers to contribute to a major social responsibility project through the forests created in four different regions of Turkey.



2. 'Infinite Blue'

Yapı Kredi has been carrying out "Infinite Blue", which is an awareness-raising project targeted at the students at primary and secondary education level since the year 2006. The project, which is conducted jointly with Turkish Marine Environment Protection Association (TURMEPA) and with the support of the Ministry of National Education, is intended to raise the awareness of students about the conservation of natural assets.

"Infinite Blue" ensure the provision of training on "Infinite Blue" to the principal and one teacher of each primary and secondary school in provinces/ districts, who are intended to provide the same to the students attending their respective schools. The content of the training program, which was developed by a committee of professors of Ankara University and Gazi University, was approved by the High Council of Education and Morality of the Ministry of National Education as a set of appropriate educational materials to be implemented at schools. The teachers are provided with a kit of the project leaflets and a CD containing the presentation to be provided thereby to the students for the Infinite Blue training.

The project, which is scheduled to be completed in 2011, is targeted to access some minimum 6 million 600 thousand primary and secondary school students by means of the training courses to be performed with a principal and a teacher from each school in 28 coastal provinces and Van. The number of students, who have been provided with the said training as a part of the project, has attained to 5 million as of the end of 2010. For the first time in 2009, students attending the secondary stage of the primary education (years 6 to 8) and the high school students (years 9 to 12) started to be provided with the Infinite Blue training.

Content of Training:

- Significance of the sea for plants and animals
- Marine and land species
- Interaction between the lands and the sea: Impacts of the land events on the sea and the marine species; impacts of the sea events on the land and the land species
- Actions to be taken to keep the sea clean
- The damages done by human-beings to the marine species, and thus, to themselves, by polluting the sea.

The long term goal of the project is to ensure the inclusion of the "Infinite Blue" training into the formal educational curriculum for primary and secondary schools.

Discussions to the said end with the Ministry of National Education are in progress.

Infinite Blue Volunteer Group

A volunteer group rose for the “Infinite Blue” project in the year 2009. 126 Infinite Blue volunteers consisting of employees of Yapı Kredi and their relatives assembled at the acquaintance meetings, conducted events for raising awareness on the cleanliness of the sea and the shores and provided Infinite Blue training in the training parks and the educational units of Education Volunteers of Turkey (TEGV).

Online Game: Alipot and Environmental Detectives

A didactic and fun online game targeted at children was created as a part of the “Infinite Blue” project. The game, called “Alipot and Environmental Detectives”, which is accessible at www.sinirsizmavi.com and www.turmepea.org.tr, the official website of TURMEPA, offers the children to experience the excitement of saving the detective friends of Alipot, an octopus, while raising their awareness about the importance of the cleanliness of the sea.



3. Resource Saving Activities

Power and water consumption in 2010

Data Captions	Unit (kWh /m3 / Liter)	2010 /(overall)
Head Office total power consumption	kWh	34,907,012
Baglarbasi Koru, Uskudar-Istanbul	kWh	235,122.58
Banking Base, Cayirova Gebze-Kocaeli	kWh	21,286,028.00
Bayramoglu Training Facility, Bayramoglu, Kocaeli	kWh	859,816.00
Camlica Business Center, Camlica – Istanbul	kWh	713,404.32
Darica Archive Premises, Darica-Kocaeli	kWh	525,975.00
Koza, Block C, Besiktas-Istanbul	kWh	976,671.00
Plaza, Block A, Levent-Istanbul*	kWh	2,923,732.00
Plaza, Block D, Levent-Istanbul	kWh	6,801,781.00
Yapı Kredi Kultur Sanat Yayincilik, Beyoglu-Istanbul	kWh	519,681.00
Yenikoy Koru, Yenikoy-Istanbul	kWh	64,800.68
Head Office total potable water consumption	m3	158,217
Koza, Block C, Besiktas-Istanbul	m3	5,856.00
Plaza, Block A, Levent-Istanbul*	m3	5,934.00
Plaza, Block D, Levent-Istanbul	m3	50,027.00
Banking Base, Cayirova Gebze-Kocaeli	m3	64,793.00
Camlica Business Center, Camlica-Istanbul	m3	
Bayramoglu Training Facility, Bayramoglu-Kocaeli	m3	25,446.50
Darica Archive Premises, Darica-Kocaeli	m3	103.00
Baglarbasi Koru, Uskudar-Istanbul	m3	2,164.00
Yapı Kredi Kultur Sanat Yayincilik, Beyoglu-Istanbul	m3	1,216.00
Yeniköy Koru, Yenikoy-Istanbul	m3	2,677.00

* Consumption measured for Yapı Kredi Insurance and Yapı Kredi Pension in Plaza, Block A.
 ** A study is planned for the measurement of the consumption by branches.

Actions are taken to minimize the consumption of resources such as power, water, paper and plastic and to ensure the recycling of consumed materials within the organization of Yapı Kredi.

Paper saving actions:

- Yapi Kredi saved some 2 thousand 149 tons of paper through the introduction of electronic account statement instruction and other paper saving actions, and thereby, saved 36 thousand 525 trees from being lumbered. The numeric outcomes of the paper saving actions taken within the Bank for the last three years are provided as follows.

Year	Paper Saved/ Tons	Number of Trees Saved from Being Lumbered
2008	4,199 tons	71,394 trees
2009	2,699 tons	45,876 trees
2010	2,149 tons	36,525 trees
Total	9,047 tons	153,795 trees

- The novel printer system investment made by Yapi Kredi in 2010 enabled to save some 2.4 million pages of paper per annum in head office premises.
- Furthermore, Yapi Kredi also saved 55,000 trees from being lumbered as it decided not to produce paper-based/ printed promotion materials (calendars, datebooks and etc.) in 2008. Moreover, Yapi Kredi has been sending only electronic greeting cards on New Year's Eves and holidays since 2007.

Water saving actions:

In 2010, some 4,200 tons of water was saved as a consequence of the arrangements (modification of the reservoir and installation of aerator on lavatory combination faucets) made in the Head Office premises.

Power saving actions:

- Yapi Kredi has been replacing the enlightenment fixtures used in the advertisement displays and billboards at its branches with LED fixtures, which consume less energy, for power saving purposes. Within the said framework, the enlightenment systems of 253 advertisement displays and billboards and 60 outdoor ATMs were replaced with LED systems throughout 2010.
- The enlightenment fixtures of all elevator cabins at the Head Office premises were replaced with LED fixtures.
- Yapi Kredi implemented the resolution adopted by the Banks Association of Turkey as a part of the United Nations Climate Change Conference, which was held in Copenhagen, and launched the power saving campaign at the Head Office premises. The resolution requires the banks to be closed by 19.30, except for the spaces required to be kept open for security concerns, with a view to draw the attention of the public, the individuals, the business community and the public sector to low-carbon emission economy and to raise awareness for the mitigation of carbon emissions.

Action Taken	Benefit
Routing of air discharged from air conditioning plants to the inlet ports of the cooling towers	The cooling towers, which remain inadequate under high temperature and humidity conditions, were ensured to operate more efficiently, and energy was saved.
Purchase of new cooling towers, and the supply of waste air from air conditioning plants to the inlet ports of the towers	The tray water temperature of cooling towers was reduced and more efficient operation and energy saving was ensured throughout the summer.
Purchase of new cooling equipment Supply of waste air to the cooling tower	Energy was saved by the use of the new cooling equipment during the winter and the spring.
Cooling of the engines of the cooling equipment by the wastear discharged from the air conditioning plant	Energy was saved by reducing the operation time of the tower's fan. The load on the engines was reduced, whereby they were ensured to operate more efficiently and energy was saved.



Yapı Kredi & Social Investment





1 | Social Investment Policy

Yapı Kredi has been a pioneer contributor of social investment activities in Turkey since its very establishment in 1944. Mr. Kazım Taşkent, the founder of the Bank, best expressed the social investment mission assumed by the bank as he once said, "Large organizations like ourselves should assume two essential groups of missions; those related to their fields of operations and those committed to their communities. We have opted to serve our community in the field of culture and art. Therefore, we must consider our organization as a sponsor of culture and art".

Yapı Kredi has structured its social investment policy in the field of culture & art and education, lately. Yapı Kredi attaches importance to the corporate identity and the suitability for the target audience of the projects in the determination of its social investment projects. Besides, pains are taken to select such projects that pose the potential of long term cooperations with non-governmental organizations and offering lasting benefits to the community. In that regards, the Bank and its subsidiaries not only carry out individual social investment projects but also support Koç Holding and the Vehbi Koç Foundation as well as UniCredit and UniCredit Foundation in the projects initiated thereby.





Culture & Art Projects

1. Yapı Kredi Cultural Activities, Arts and Publishing Inc.

Throughout its 65 – year history, Yapı Kredi introduced Doğan Kardeş, the first children's periodical, the first movie theatre for children to be sponsored by a bank, the first private drama company, the first audio music CD, the first photography contest, the first art gallery powered by a bank and even the first fully color motion picture in Turkey to the people of Turkey. In that regards, Yapı Kredi assembled its activities in the field of culture & art under the umbrella of Yapı Kredi Cultural Activities, Arts and Publishing, established in 1992, within a corporate structure in order to enrich the national cultural & artistic activities at both national and international level, to introduce contemporary and original events of art of superior quality and to present the world of culture & arts to a more widespread audience. Yapı Kredi Cultural Activities, Arts and Publishing., which organizes events and release publications that match up with the principles of bringing the cultural values, which have sunk into oblivion, to light, improving the existing cultural and artistic background and carrying it forward to the next generations and supporting culture and art, offers the cultural & artistic services it so produces to the community through the following channels;

- Yapı Kredi Vedat Nedim Tor Museum
- Yapı Kredi Kazım Taşkent Art Gallery
- Yapı Kredi Sermet Cifter Hall
- Yapı Kredi Sermet Cifter Research Library
- Yapı Kredi Publications

Yapı Kredi Vedat Nedim Tör Museum

The museum, named after Vedat Nedim Tör, a unique and prominent artist and intellectual, who conducted the entire culture and arts activities of Yapı Kredi until 1997, was established in 1992. The museum, which was constituted to meet the international standards, hosts ancient coins, medals, embroidered textiles, manuscripts, tombacs (metal alloys), prayer beads and Karagöz figures. The 55 item coin collection of the museum, which preserves its collections within specially equipped warehouses and periodically exhibits them in Turkey and in the world, is the third largest collection in the world. The section embracing the documents and objects of Mustafa Kemal Atatürk is particularly remarkable for its moral value. The museum, which opens its doors to the community during three different exhibitions each year, has so far hosted unique archaeological exhibitions featuring Hittite, Trojan, Byzantine, Seljuk, Ottoman, Urartian, Çatalhöyük and Phrygian civilizations.

Yapı Kredi Kazım Taşkent Art Gallery

The gallery, which has been maintaining its activities incessantly since 1964 and holds a major position in the field of the art of painting in Turkey, has hosted the exhibitions of the works of numerous internationally reputed artists including Bellini, Andy Warhol, Fausto Zonaro, Bazelit, Joseph Beuys and Otto Dix, İlhan Koman, Cemal Tollu, Ömer Uluç, Mehmet Gülerüz, Sabri Berkel, Peter Hristoff, Pınar Yolacan, Hale Tenger and Özer Kabas. The gallery, which aims at exhibiting the best works of each branch of art and sheds light on the history of art through various exhibitions, is remarked as an indispensable venue for the art-lovers in Istanbul.

Yapı Kredi Sermet Cifter Hall

The Sermet Cifter Hall hosts exhibitions that keep our social memory alive and raise great interest among art lovers. Works of artists such as Ara Güler, Robert Çapa, the famous wartime photographer, and works by universally acclaimed photographers such as Sebastiao Salgado, the legendary documentary photographer, are all exhibited alongside the works of literary masters such as Sevim Burak, Abidin Dino, Sait Faik, Behçet Necatigil, İlhan Berk – under the title, ‘One Master, One World’. Moreover, the exhibition titled “Ending my path before reaching my destination... Nazım and Vera, Moscow to Istanbul”, which brought the personal effects and clothes of Nazım Hikmet to Istanbul for the first time is one of the memorable events hosted by the hall. Sermet Cifter Hall assembles the art-lovers for monthly events, which feature numerous branches of arts and themes that surround the life and address to small groups not any less than they address to large crowds such as cinema, theatre, plastic arts, graphic arts, music and literature, as well.

Sermet Cifter Research Library

The library, which was opened as “Yapı Kredi Bank Library” for the attention of researches in 1978, moved to its current location in Galatasaray as it was named after the first general manager of the bank on July 29, 1992. Sermet Cifter Research Library is remarked as one of the major libraries in Turkey for its 80 thousand volumes of book batch, rare works, manuscripts, periodicals and rich collection as well as its strong capacity to swiftly adapt and interiorize technological advancements and service quality.

Yapı Kredi Publications

Yapı Kredi Publications, being one of the largest and most effective publishing houses in Turkey, is the contemporary representative of a deep-rooted publishing tradition, which started by the publication of Doğan Kardeş, a children’s periodical, in 1945. Yapı Kredi Cultural Activities, Arts and Publishing Inc., which has been releasing publications that match up with the principles of bringing the cultural values, which have sunk into oblivion, to light, improving the existing cultural and artistic background and carrying it forward to the next generations and supporting culture and art since its very establishment, continues to support the cultural life in Turkey.

The peculiar publishing concept, which attaches the equal utmost importance and priority both to Eastern and Western values and primarily aims at broadening the horizon of the people in Turkey, constitutes the fundamental philosophy of Yapı Kredi Publications. This philosophy basically pursues to assemble writers, artists and thinkers with different conceptions of the world at the same line of quality and to create a wide range of various perspectives without discrimination, which is why Yapı Kredi Publications publishes the milestones of Turkish and world literature from Evliya Çelebi to James Joyce, Sabahattin Ali to Nazım Hikmet, Italo Calvino to Orhan Veli and Marcel Proust to Yasar Kemal.

Yapı Kredi Publications,, which mainly focuses on literature, poetry, philosophy, arts, history, crime fiction and city monographies, holds an estimable position in our national publishing society. Yapı Kredi Publications, which fills a major gap in the fields of arts, philosophy, literature and comics by the periodicals Sanat Dünyamız, Cogito, kitap-lik and Doğan Kardeş, delivers the most select books of the children’s literature in appealing editions under the categories pre-school, school age, and teenage.

Yapı Kredi Cultural Activities, Arts and Publishing Inc. in 2010

Yapı Kredi Cultural Activities, Arts and Publishing Inc. continued to make his mark for the books it published, exhibitions it held and the other culture & arts events it organized in 2010. Yapı Kredi Publications, which has been holding the largest share in Turkish publishing market since it was established, maintained its leading position in 2010. In 2010, Yapı Kredi Publications introduced over 1 million copies of books, 210 titles of which were first editions and 317 titles of which were re-editions, to the readers on various fields and in various themes including literature to poetry, arts to history, common knowledge to classics, comics to philosophy. Furthermore, Yapı Kredi Yayınları, which has published its 3235th book, has thus achieved a phenomenal success.

Yapı Kredi Cultural Center hosted 10 exhibitions in total, all of which drew a heavy attention from the audience, in 2010. Kazım Taskent Art Gallery, on the other hand, hosted 6 exhibitions throughout the year. The exhibition, titled Semiha Berksoy – “With Love and Art, Did I Last a Lifetime”, was held to honor the 100th anniversary of the birth of Semiha Berksoy, a prominent artist of the early times of the Republic. The exhibition, titled “Restless Shadow”, by Ali Cabbar assembled the late works of the artist. The exhibition, titled Passengers, by Esra Ersen revealed the lives of the people, who migrated to Istanbul a couple of generations ago but have not seen the sea yet. The exhibition, titled “Contemporary Arts Between Italy and Turkey”, brought together the works of Turkish and Italian artists. The exhibition, titled “An Icon”, by Sarkis introduced an installation produced by Sarkis, a contemporary artist residing in France, exclusively for the exhibition to the art-lovers. Finally, “PastPresentFuture – An Anthology from the UniCredit Collection, the most glamorous exhibition of the season brought the works selected from UniCredit Art Collection, which is one of the largest corporate art collections in Europe, and from Yapı Kredi Art Collection to Istanbul, the European Capital of Culture. The exhibition featured Women in Ferace by Osman Hamdi, selected from Yapı Kredi Art Collection as well as seven other works by artists of different generations.

Vedat Nedim Tör Museum hosted two significant exhibitions in 2010. The exhibition, titled “Lydians and Their World” was held as the next show of the series Exhibitions of Anatolian Civilizations, which brought our national archaeological substantiality forward. The exhibition was advised by Prof. Dr. Nicholas Cahill and Prof. Dr. Crawford H. Greenewalt, who dedicated their lives to Sardes excavations. The exhibition, titled “Tatarlı – Return of the Colors”, featured the exhibition of the burial chamber of Tatarlı Tumulusu, one of the most prominent wood painting artists of the Ancient Age, whose works have been inherited to the contemporary times, for the first time at Yapı Kredi Vedat Nedim Tör Museum by the contributions of Istanbul 2010 European Capital of Culture Agency. The magnificent work of art offers significant information about the lives and the religious beliefs of the people, who lived in Anatolia in the 5th century B.C.

Sermet Cifter Hall hosted two exhibitions. The exhibition, titled “Bruno Barbey’s Istanbul”, by Bruno Barbey, one of the world famous photographers of Magnum Photos, featured the best 60 color photographs of Barbey, who had been hectically photographing Istanbul for the last five years. “A Bouquet-full of Grandeur for Them Eyes”, Yaşar Kemal Photographs by Gunes Karabuda: 1956 – 2010, brought the two masters, Yaşar Kemal and Günes Karabuda, together. The exhibition featured Yaşar Kemal photographs taken by Gunes Karabuda since 1956.



2. Yapi Kredi Historical Archive

In our present time dominated by the strength of information, the difference amongst companies and organizations is determined by the capability to access the right information swiftly at the right time. Likewise, a critical requirement of being an established organization is to have information and documents regarding the historical background and to preserve them under the best conditions. Hence, Yapi Kredi Historical Archive Museum was established with a view both to meet the information demand within the company and to serve as a reliable reference for the projects, which the company may consider appropriate, and to respond to the demands of researches, universities and bank staff. Yapi Kredi Historical Archive, the foundation of which was laid in 1994, enjoys the nature of being the very memory of the bank as an organization for embracing a rich information and document range about the historical background of Yapi Kredi.

Yapi Kredi, which has assumed the responsibility of contributing to the cultural and artistic life in Turkey since its establishment, has been purchasing objects of art either from collectors or from the artists themselves in various periods of time. At that point, Yapi Kredi Historical Archive fulfills the duty of restoring such materials, which the company may have purchased for its own collection, transforming such objects to the digital media, classifying them with respect to their themes, releasing them for public access where deemed necessary and monitoring thereafter, and to translating the documents originally authored in Ottoman script to the modern Turkish alphabet.

The collections held by Yapi Kredi Historical Archive may be briefed as follows:

- The personal effects, photographs and letters of Mustafa Kemal Atatürk, which have been purchased by Yapi Kredi,
- Selahattin Giz's Collection of nearly 35 thousand frames,
- Gramophone Record Collection,
- A video footage archive of works shot via 16 mm and 35 mm cameras [(3129 films) (Commercial advertisement films shot in the past for Yapi Kredi, cultural motion pictures, documentary films, sports films and city views in the 60s)],
- Visual objects (Money boxes from the Bank's establishment to the present time, the first computer and the evolution of computer to the present time, the thonets used in the first branch, Facit branch counters and calculators, telephones, cash desks, lighting fixtures, switchboards, typewriters and film projectors),
- Paintings by the students, who participated to the interscholastic painting contest organized by Yapi Kredi,
- Book collection (nearly 3 thousand 500 items since Dogan Kardes to present time).

3. Afife Theatre Awards

The “Afife Theatre Awards” event, which has been organized annually since 1997 and is considered as one of the most reputable arts awards in Turkey, is devoted to maintain and support Turkish theatre art liberally. The award selection for the plays, which are qualified for selection after being performed for at least 75 times in theatres with capacities more than 75 playgoers, starts as the Selection Committee watches nearly 100 plays staged in Istanbul. The Selection Committee of 7 members determines the nominees in 14 branches and submits them to the Voting Jury, whereupon the Jury elects the award-winners amongst the nominees.

Yapı Kredi Afife Theatre Awards were first given in 1997 as 3 special awards (in the names of Muhsin Ertugrul, Nisa Serezli Askiner and Cevat Fehmi Baskut) and 13 branch awards. The number of award branches decreased to 12 in 1999 as the lighting and special effect designer awards were unified, and increased to 14 by the addition of the best musical or comedy actor and actress of year branches. The number of special award categories, on the other hand, increased up to five as New Generation in Theatre Special Award category was added in the year 2000 and the Special Award category was added in 2004.

The fourteenth Yapı Kredi Afife Theatre Awards were delivered to the winners during a ceremony held at Lutfi Kırdar Convention and Exhibition Center on April 27, 2010, when 19 awards, including 14 branch awards and 5 special category awards, were given to the winners before the prominent members of the artistic society.



4. Çatalhöyük Excavations

One of the most important culture & arts projects, which Yapı Kredi has been supporting for years, is Çatalhöyük Archaeological Excavations Project. 21 meter high Çatalhöyük Hill, located in 10 km distance on southeast to Çumra of Konya, bears the secrets of a time left 9 millennia behind. Catalhöyük, which hosted a population of 3 thousand to 8 thousand people for a period of 1400 years between 7400 BC and 6000 BC, is a prehistoric settlement that sheds light to the history of humanity for the antiques related to the first settlement, the first house architecture and the first sacred structures. Çatalhöyük Excavation Site, which is one of the foremost and most impressive archaeological sites in the world, hosts an excavation team of archaeologists from numerous parts of the world, including the UK, the USA, France, Canada, Serbia, Australia and Poland, which manage to reach different findings every other period of August-September each year. The ruins from Neolithic Age were first found in Catalhoyuk by James Mellaart, the British archaeologist, and the diggings were continued for 4 seasons between 1961 and 1965. The excavations, which were interrupted after 1965, were restarted by British Archaeology Institute through a team directed by Ian Hodder in 1993. Besides, teams from three Turkish universities (Istanbul University, Selcuk University and Trakya University) also take part in the diggings. Yapı Kredi has been supporting Çatalhöyük archaeological excavations as a main sponsor since 1997.

Some of the remains are exhibited at Konya Archeology Museum, while others are preserved in storage.

An extensive exhibition was hosted in Istanbul by Yapı Kredi Vedat Nedim Tör Museum between May 26 and September 30, 2006 within the scope of the project with a view to ensure that the excavation works and the remains are regarded by a broader audience. The exhibition was visited by more than 40,000 people. A 197 pages book/catalogue, incorporating originals, reproductions or drawings of clay, stone or bone remains such as human skeleton, stamp seal, obsidian tool, pottery and clay balls in addition to photographs and illustrations showing and depicting the mound, was prepared exclusively for the exhibition.

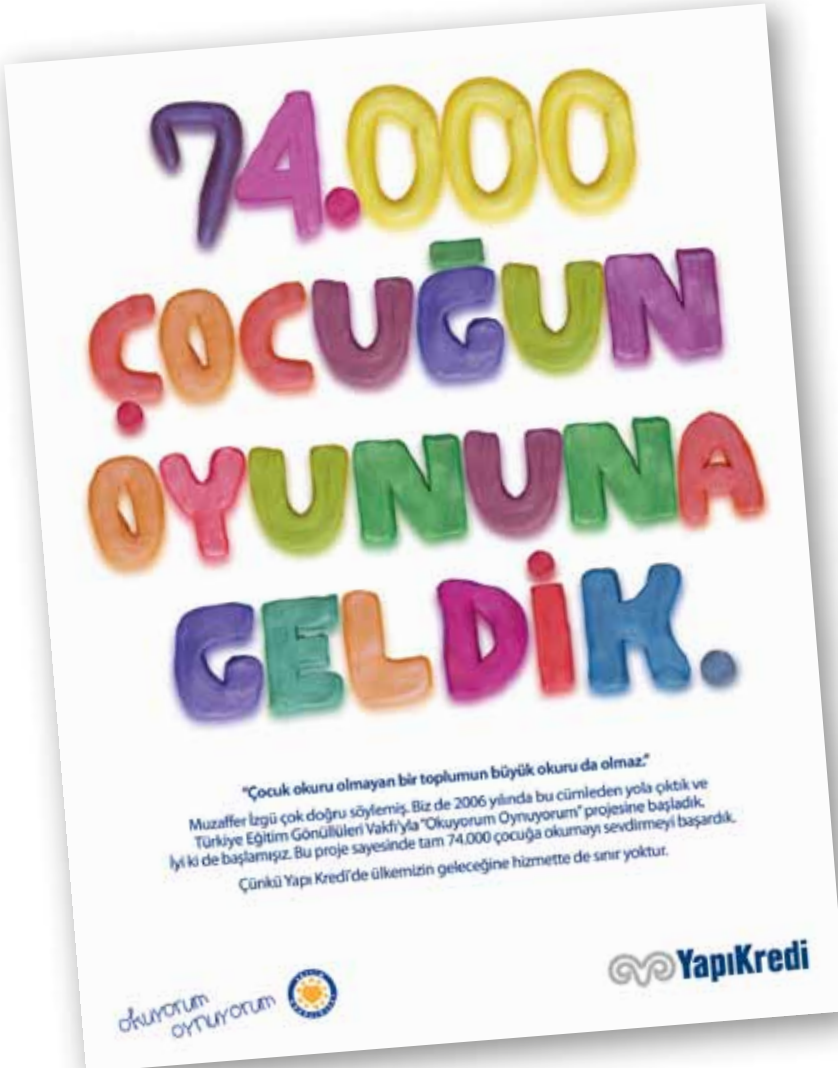


Educational Projects

1. I read, I play

"I read, I play" project, which is carried out by Yapı Kredi jointly with Turkish Educational Volunteers Foundation (TEGV), is intended to serve the mission to ensure that the children at the age of primary school can mobilize their creativity, be capable of freely expressing themselves in writing and verbally, and become mentally sophisticated individuals with extensive vocabulary, who understand and interpret what they read and hear, and who are keen on reading. The key goals of the project, which was launched in 2006, are to ensure that the children take up reading and listening as hobbies, to assist them to learn how to think scientifically and constructively through a critical perspective, to introduce them the books and the library as a culture and to furnish them with the skill of speaking and discussing about a certain issue.

"I read, I play" project is a program, which consists of 8 different stories for each level to the end of developing reading skills of the children at the ages of 7 to 11 and of the activities devoted to the comprehension of such stories and which is implemented in specially designed reading rooms. The program was developed with due consideration to general and specific goals of the Turkish language teaching program of the Ministry of National Education and the goals of the creative reading technique. The trainings for "I read, I play" project are provided by the volunteers from Turkish Educational Volunteers Foundation (TEGV).



Between the years 2006 and 2009, being the initial phase of the project; it was aimed to reach the level of 50 thousand children/ event & activity at 11 Training Parks and 55 Educational Units of Turkish Educational Volunteers Foundation (TEGV) Turkey-wide until the year 2010, whereas the actual project figures outperformed the targets and reached the level of 62 thousand 853 children/ event & activity. Therefore, the project was decided to be extended for another period of 3 years between 2009 and 2010 with a view to reach the level of 100,000 children / event & activity. The level reached as of the end of 2010 was 74,000 children/ event & activity.

Ancillary events and communication activities of the Project:

Launching of the Project by a Press Conference: A press conference was held at Findikzade Training Park of Turkish Educational Volunteers Foundation (TEGV) for the public communication of the project on February 27, 2007. During the launching, when an overview to the project was introduced, the public was also informed of the early activities performed. Furthermore, the events organized for the children at Findikzade Training Park as a part of “I read, I play” project were visited and the members of the press were informed about the activities.

Local Reading Days: In 2008, the “Local Reading Days” event was conducted as a part of the local publicity activities. The activities performed in 10 provinces to ensure that the children, who participate to the activities performed as a part of “I read, I play” project, get acquaintance with and spend time with the authors of the stories they read, were attended by the authors of children’s books. The contents of the events, which were observed to have drawn a heavy attention from the children, were constituted with creative reading activities. Besides, the authors, who participated to the events, provided positive feedbacks.

Street Theatre Plays: Over 500 children participated to the Street Theatre Plays activity, which was commenced on March and April, 2008. The volunteer participation of actors and actresses Halit Ergenç, Güven Kıraç, Bergüzar Korel, Dolunay Soyser, Sinan Tuzcu, Ceyda Düvenci, Ezgi Mola, Serkan Altunorak, Beste Bereket, Feride Cetin, Rıza Kocaoglu and Melisa Sözen to the activity, which Ayla Çınaroglu, Fatma Keçeli, Aytül Akal and Sibel Şanlı supported with their plays, enabled the preparation of theatre plays by 3 individual groups of children at each training park.

The Street Theatres activity was launched by a press conference held to that end. The press conferences held at Findikzade Training Park of Turkish Educational Volunteers Foundation (TEGV) was attended by the senior managements of Yapı Kredi and Turkish Educational Volunteers Foundation (TEGV) as well as the supporting actors and actresses, and was followed by the staging by the children of the theatre plays prepared.

Special Activity for “I read, I play” Project: In 2009, a series of ancillary activities were performed as a part of “Okuyorum Oynuyorum” (I read, I play) Project. Within that framework pianist Tulug Tirpan and actress Fadik Sevin Atasoy dramatized “The Little Prince” on the same stage as the children at the educational units in Diyarbakir, Van and Savur, Mardin of Turkish Educational Volunteers Foundation (TEGV).

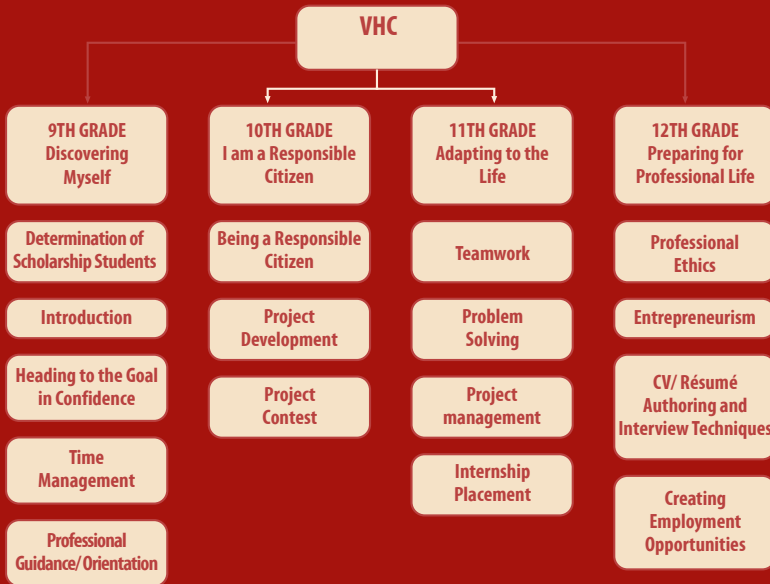
Yapı Kredi Theatre Club, which consists of the employees of Yapı Kredi, provided creative drama courses to 20 students from Turkish Educational Volunteers Foundation (TEGV) in 2009, and staged the play “Kuvay-i Milliye”, the well-known work of Nazım Hikmet, along with the students as a consequence of an 8 week preparatory period. The play, which was staged at Sema-Aydın Doğan Training Park of Turkish Educational Volunteers Foundation (TEGV) under the direction of Tolga Pulat, was viewed by the employees of Yapı Kredi, the children at the training parks of Turkish Educational Volunteers Foundation (TEGV) and their parents.

Turkish Educational Volunteers Foundation (TEGV) was nominated for Astrid Lindgren Memorial Award (ALMA), a grand award given annually in the field of children’s literature since 2003, as a consequence of the activities performed under “Okuyorum Oynuyorum” (I read, I play) Project. The nomination to the award of the “I read, I play” Project indicates that the positive effect of the project on the children was recognized at the international level.

2- Vocational Education: A Crucial Matter for the Nation

Yapı Kredi has been supporting the social project, titled “Vocational Education: A Crucial Matter for the Nation”, which was launched by Koç Holding on the basis of the support of Vehbi Koç Foundation and in cooperation with the Ministry of National Education, through its volunteer employees since the year 2007. According to the project model created by Koç Holding, the scholarship students, attending Vocational High Schools, who are awarded scholars by Vehbi Koç Foundation, are provided with coaching support and assistance on voluntary basis by the employees of Koc Group Companies. In that regards, 78 Vocational High School Coaches (VHC), who have successful careers and the awareness to make contributions to the community, work on voluntary basis for the personal and social development of 1,490 scholarship students attending 43 Vocational High Schools in 38 provinces of Turkey.

The interactive modules developed by Koç Holding and implemented by the Vocational High School Coaches (VHC) are provided as follows:



3- Yapı Kredi Technical and Vocational High School for Girls

A foremost educational activity performed by Yapı Kredi within the year 2009 was the commissioning of Yapı Kredi Technical and Vocational High School for Girls, which was officially opened on February 18, 2009. The school, which was opened for educational activities in Cayirova, Kocaeli in the academic year 2008 – 2009, currently hosts 450 students in total. Furthermore, the school was declared to be included to the scope of “Vocational Education: A Crucial Matter for the Nation” project in the academic year 2009-2010. The curriculum practiced at Yapı Kredi Technical and Vocational High School for Girls includes the education of the students on the ascending branches of business society such as Child Development, Graphics and Photography Education and Catering Services, Garment Production Technology and Information and Communications Technologies. Yapı Kredi sponsored the establishment of an Information Technologies Workshop and a Photography Workshop for the school in 2010.



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Meslek Lisesi öğrencisi

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Biz, bu meselenin mesleki eğitimle çözüleceğine inanıyoruz. "Meslek Lisesi Memleket Meselesi" projesiyle bu yıl da binlerce Meslek Lisesi öğrencisine burs, staj ve kişisel gelişim imkanı sağlayarak destek olmaktan gurur duyuyoruz. Onlar geleceğin iyi yetişmiş çalışanları, ülkemizdeki bütün sektörlerin taze kanı.



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Sözlük

ADC: Alternative Distribution Channels

Afife Jale: The first Muslim drama actress in Turkey.

ATM: Automatic Teller Machine.

Basisen: Trade Union of Banking and Insurance Workers

BRSA: Banking Regulation and Supervision Agency

CEO: Chief Executive Officer

CIO: Chief Information Officer.

Factoring: A financial product, within the framework of which the receivables of businesses due or to be due from the sales of goods and/or services thereof are taken over by the factoring company by means of assignment and the concerned business benefits from at least one of the funding, guarantee and collection services.

ISE (Istanbul Stock Exchange): The institution, which enjoys a legal entity and is authorized to enable the securities and other capital market instruments to be conveniently traded under the conditions of free competition and to fix and announce the emerging prices related thereto. ISE also offers custody and clearance services to the banks and the intermediary institutions (brokerage houses) operating in the capital market.

Subsidiary: A direct or indirect shareholding and management relation between a company and a business, which creates a permanent bond between the concerned entities in terms of participation to the management and identification of the policies of the latter.

Corporate Social Responsibility: The concept, which requires the companies and organizations to grow concerns for social, environmental and economic issues, take voluntary actions to incorporate the solutions to such issues to their operations and relations with their stakeholders, conduct ethically and responsibly toward all their stakeholders and the community and to make and implement decisions within the aforesaid framework.

SME: The economic unit, where the headcount of staff is less than 250 and the annual turnover of which varies between USD 250,000 and USD 5,000,000 and which may be classified as a micro enterprise, a small enterprise or a middle-size enterprise.

Consolidated Budget: The budget, which is intended to consolidate any and all incomes and costs of a company and the subsidiaries thereof within a single budget and to unite the budgets of all divisions in order to ensure budgetary fusion.

Leasing: An effective investment method available for especially growing companies to meet their middle and long term finance requirements with a view to perform their investments.

Deposit: The monies lodged to the banks to be withdrawn at any time or at the end of a specific maturity period or period of notice.

Mortgage: A housing finance system, which is based on the extension of long term loans to the applicants, who are willing to become home-owners, against the security of the mortgage created on the house purchased for the benefit of the extending bank.

MLMM: Meslek Lisesi Memleket Meselesi (Promote Vocational High Schools for Your Nation)

Portfolio Management: The valuation and the management of a specific amount by an institution with portfolio management license through investments in financial instruments/products as a consequence of a process of identification of investment choices, risk profile and expected return by the investor, which may also be participated by the investment consultant.

POS Device (Point of Sale Terminal): An electronic settlement device, which enables the effectuation of payment by the collection of amount payable emerging as a consequence of a sales transaction through plastic cards (credit cards, debit cards and etc.)

Private Banking: The line of business, within the framework of which the customers with assets worth in excess of a certain amount are offered differentiated, customized banking, investment and advisory/ consultancy services.

Social Stakeholder: The persons or groups, who or which affect or are directly or indirectly affected by the operations of companies and organizations.

Sustainability: The capability to render the development sustainable by the satisfaction of daily needs without jeopardizing the capability of the mankind to meet the requirements of the next generations.

Sustainable Development: The method to maintain the efforts for economic growth and enhancement of welfare by conserving the environment and the quality of life of entire humanity.

NGO (Non-Governmental Organization): The organizations, which operate for public weal independently from the governmental authorities and entities, maintain their operations devoted to social, cultural, political, legal and environmental goals thereof through lobbying, convincing and taking actions, admit members and staff on voluntary basis, do not seek profit, and raise its funds by donations and/or membership fees.

World Sharing Program: A social aid platform, which enables Yapı Kredi customers to make donations to the prominent non-governmental organizations in their accumulated World points.

YKBA: Yapı Kredi Banking Academy

YKKS: Yapı Kredi Kültür Sanat Yayıncılık A.Ş. (Yapı Kredi Cultural Activities, Arts and Publishing)

YKY: Yapı Kredi Yayınları (Yapı Kredi Publications)

YKY: Yapı Kredi Yayınları

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