



Celtic-Plus Proposers Day 21st February 2017, Berlin

Smart, Open And Playful (SOAP)

Cengiz Gezer, Rıza Durucasugil cgezer@netas.com.tr, rizad@netas.com.tr

NETAS





Teaser





Smart Citizen







Organisation Profile





Glocal

- Established as Nortel JV in 1967
- 49 years-strong presence in Turkey
- Built Turkey's fixed and wireless voice, data and optical infrastructure
- 1,500+ customers including Turkey's 500
- 'Turkey's fastest growing ICT company' as per 2013 Capital magazine Top 500 survey
- Turkey's #1 converged (carrier and enterprise) Systems Integrator also serving the Region

Innovative

- 43 years of carrier and enterprise; telecoms and IT R&D
- Field proven hardware, software & application development
- Nortel and Genband's R&D Center of Excellence in VoIP and Multimedia applications
- Certified as 'incentivized R&D Center' by Turkish Ministry of Science, Industry & Technology
- Locally developing 4G LTE & Cyber security solutions
- Awarded twice as 'Best R&D Center in Telecoms Business' by Turkish Ministry of Science, Industry & Technology

Financially Solid

- Overall strong top line growth from both organic and inorganic activities
- 20% CAGR in revenue-from \$79m in 2006 to \$339m in Y2014
- Significant growth in total order booked from \$132m in 2009 to \$382m in Y2014
- Sustainable EBITDA growth from \$13m in Y2013 to \$18m in Y2014





Services

- Strategic IT Outsourcing
- Deployment and I&C Support & Maintenance Warranty, repair & return
- Widespread & Reliable



Productization

- Telco hardware firmware
- Repair center

- Complex multi-year multi-million dollar transformation projects delivery in carrier & enterprise domains
- Servicing customers nationwide as per SLA's and high quality standards
- Constant innovation & championship in patent applications applied for c.70 patents in the last 2 years
- Hardware & software development and custom productization in 10K sqm facility



Government & **Public Entities**

Governing people in the cities

- Transformation of courts & penitentiaries
- Disaster & Emergency Mgmt Ops. Centers, .



New

infrastructure

Own 4G LTE

products &



Urban areas are getting

- More populous

- More digital



for digital age Technology partner of countrywide infrastructure transformation



Managing the volume Data Centers SDN & NFV artner for large



'Bank of the Future' Mobile Banking ATMs & Virtual Tollor Machines



Urban life & ICT are in a

positive feedback loop

Connecting all devices Own IoT products & solutions for the







Netas is the reliable & competent

solution provider, chartering the

transformation in the Region





for cyber threats and secure ommunications Own security products & solutions



Smart Life Centers, Buildings, etc.

Managing crowds in buildings & centers

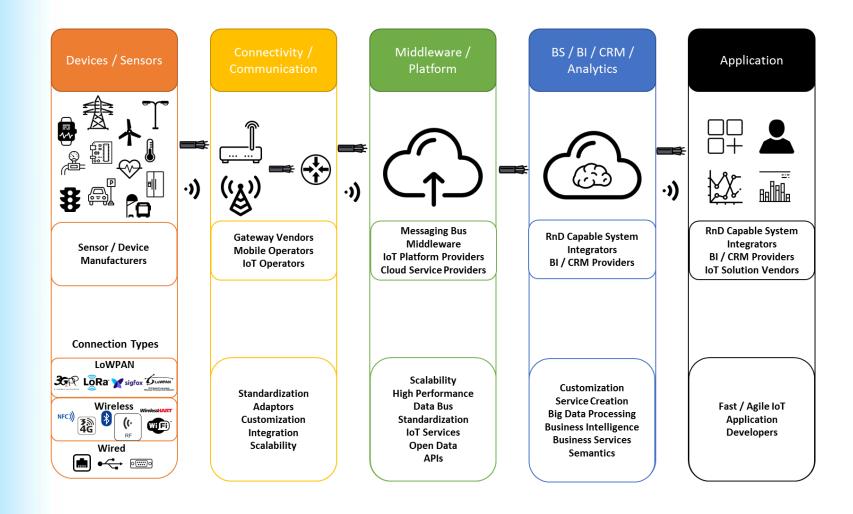
 Solutions from smart homes and offices to large public areas such as stadiums, shopping malls etc

new network



Our IoT Solutions

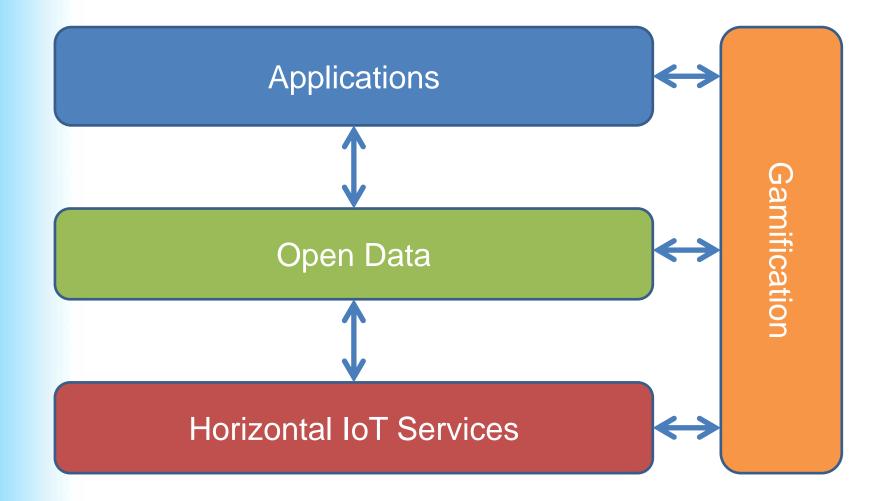






System Overview







Gamification





Smart Citizen



Mobile Application







Green Route



Smart Waste Management



Smart Parking



Partners



| Partner | Expertise | Profile | Country |
|----------------------|-------------------------|---------------|---------|
| NETAŞ | Telecommunications | Company | TR |
| A City in TR | City Infrastructure | Public Body | TR |
| An SME | Electronics Design | SME | TR |
| Research Institution | Open Architectures/Data | Academia | EU |
| Company / SME | Game Design | Company / SME | EU |
| | | | |



Contact Info



For more information and for interest to participate please contact:

Cengiz Gezer cgezer@netas.com.tr

Rıza Durucasugil rizad@netas.com.tr

www.netas.com.tr