

*Rising Value of
Investment!*



borsaistanbul.com



**BORSA
İSTANBUL**

Benchmark for Investment

November 2014

To view this brochure on the web



Borsa İstanbul

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Why Listing in İstanbul?



Listingİstanbul



**BORSA
İSTANBUL**

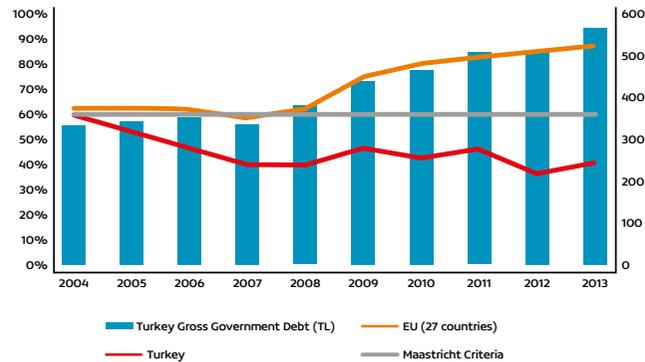
Benchmark for Investment

Largest Economies by GDP (2013, billion USD)

1. USA 16.800	2. China 9.240,27	3. Japan 4.901,53	4. Germany 3.634,82
5. France 2.734,95	6. UK 2.521,38	7. Brazil 2.245,67	8. Russia 2.071,31
9. Italy 2.096,78	10. India 1.876,79	11. Canada 1.826,77	12. Australia 1.560,60
13. Spain 1.358,26	14. South Korea 1.304,55	15. Mexico 1.260,92	16. Indonesia 868,35
17. Turkey 820,21	18. Netherlands 800,17	19. Saudi Arabia 745,27	20. Switzerland 650,38

* World Bank Database, October 2014

Solid Public Finance



** Undersecretariat of Treasury and Eurostat, October 2014

Versatile Capital Market Structure

Over 1 million investors	USD 237 billion total market cap
422 companies traded on Borsa İstanbul	39 asset management companies

*** Central Registry Agency and Borsa İstanbul, October 2014

Liquid Equity Market

Equity Holdings by International Investors:
USD 59 billion*

4th largest share turnover among emerging markets:
USD 419 billion (annually)**

World's 5th largest bond market:
USD 213 billion (annually)**

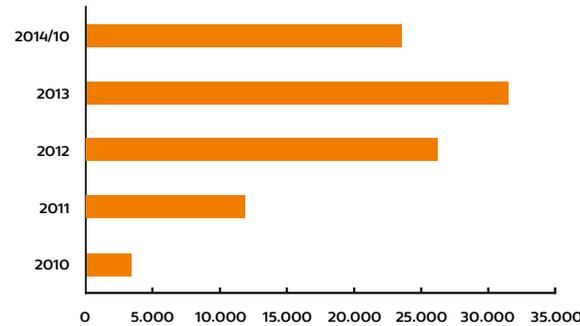
* Borsa İstanbul, October 2014

** World Federation of Exchanges, October 2014

Efficient IPO Market

Strong Demand for Securities Offerings

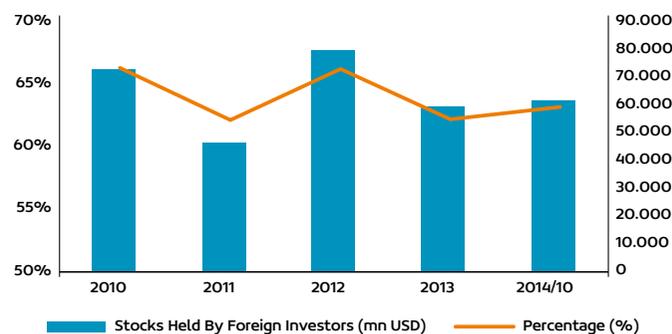
Derived Funds from Equity & Debt Offerings*
(Million USD)



* Borsa İstanbul, October 2014

Sustained Foreign Investors' Interest

Foreign Investor Base*
(%)



* Central Registry Agency, October 2014

Ten Reasons to List on Borsa İstanbul

1. New Capital Markets Law facilitating foreign listings
2. Strategic Partnership Agreement with NASDAQ OMX
3. State-of-the-art technology infrastructure
4. Large foreign Investor base
5. No restrictions on repatriation of capital and income
6. No additional requirements for foreign issuers
7. No tax on capital gains
8. High liquidity to support sizeable global investment
9. Fast and cost efficient listing
10. Wide financial media coverage

Issuer Outlook

“ As the first foreign listing on Borsa İstanbul, our shares started trading on 2010. We are pleased with our decision which provided great opportunities for us.

Attila Doğudan, Chairman of the Board, Do&Co

Do&Co is a Vienna-based service provider and the main catering partner of Turkish Airlines.

“ ...thus we find public offering to be very valuable in terms of transparency and corporate governance.

Haluk Dinçer, President of Retail and Insurance Group, H.Ö. Sabancı Holding A.Ş.

Sabancı Holding is one of the leading conglomerates in Turkey and runs businesses in a broad range of sectors from banking to retail and manufacturing.

For further information please visit:
www.listingistanbul.com