

Unlocking New Pools of Investment

“ Tools and Techniques for Diversifying your Investor Base “

Tuesday, March 15, 2011, Istanbul Stock Exchange, Istinye



8:30am - Registration

9:00am – 9:30am – Welcome Address

- Huseyin Erkan, Chairman, Istanbul Stock Exchange
- Ozge Bulut Marasli, Board Member, TUYID & Head of Investor Relations and Corporate Affairs, Dogan Holding
- Mahmoud Salem, Managing Director and Head of MEA, BNY Mellon ADRs

9:30am – 11:00am - Issuer (IRO) Panel:

“Practitioner experience to diversify investor base and tapping new regions/investor types”

- Moderator: Nadja Schliebener, Team Head, Global IR Advisory Team London, BNY Mellon ADRs
- Orhun Kostem, CFO, Coca-Cola Icecek
- Nihat Narin, Head of IR & Intl Media Relations, Turkcell
- Hakan Atilla, Head of Financial Institutions & IR, Turkiye Halk Bankasi
- Q&A

11:00am – 11:30 - Coffee Break

11:30am – 1:00pm - IR Panel

“Experience from the other side of the table: An approach from macro to micro”

- Moderator: Irem Caliskan Dursun, Dept. Coordinator, Corp. Governance & IR, Yazicilar Holding & Anadolu Group
- Keith Russell, Founder, Split Rock Partners
- Peter Kirkow, Partner, Makinson Cowell
- James Tickner, Global Head, Investor Targeting, Thomson Reuters
- Q&A

Closing Remarks

1:00pm – 1:30pm - Open Buffet Lunch