

# On the Path to Agility

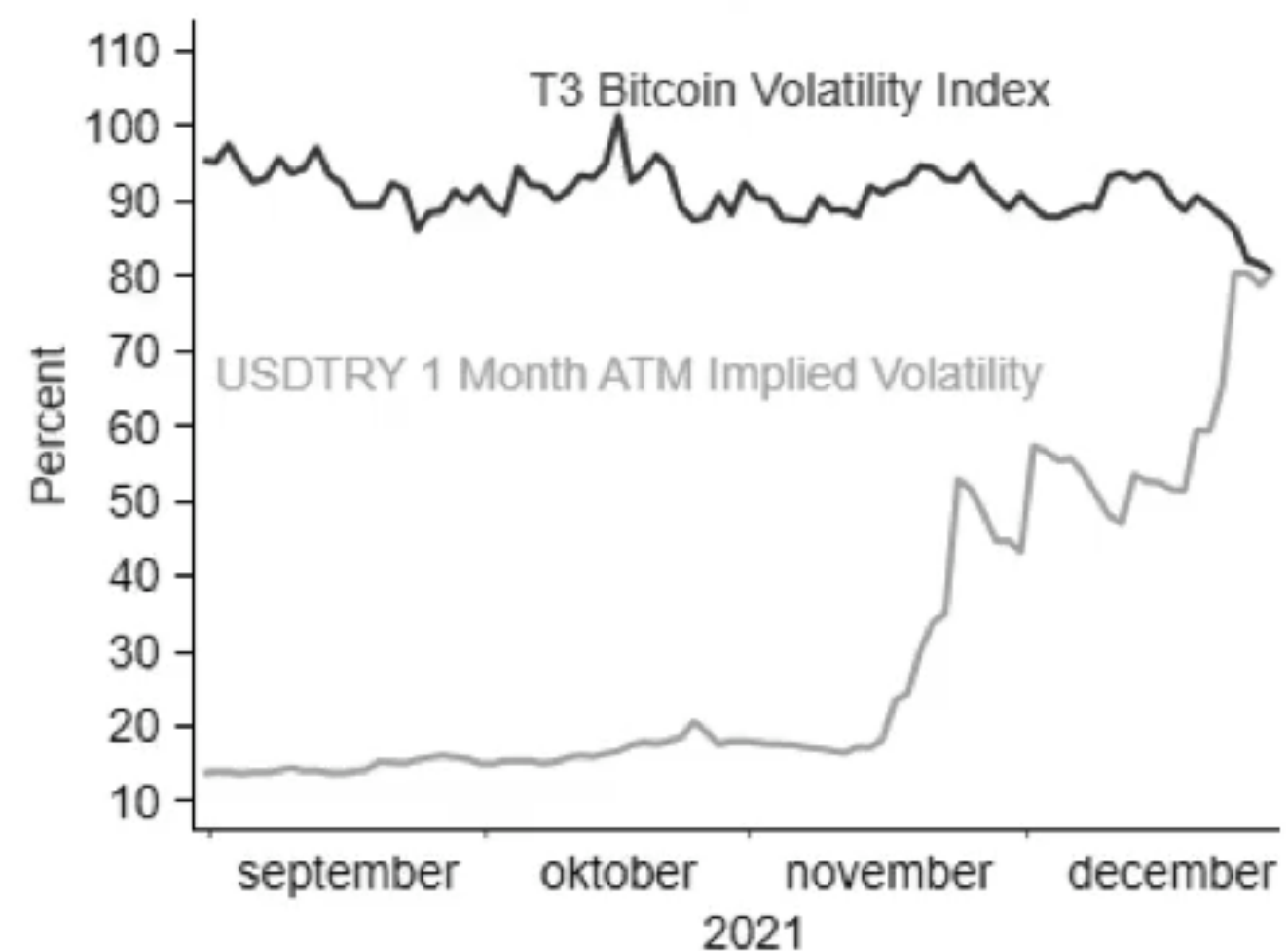
Y. Pinar Kitapci





# TURKEY OUTLOOK

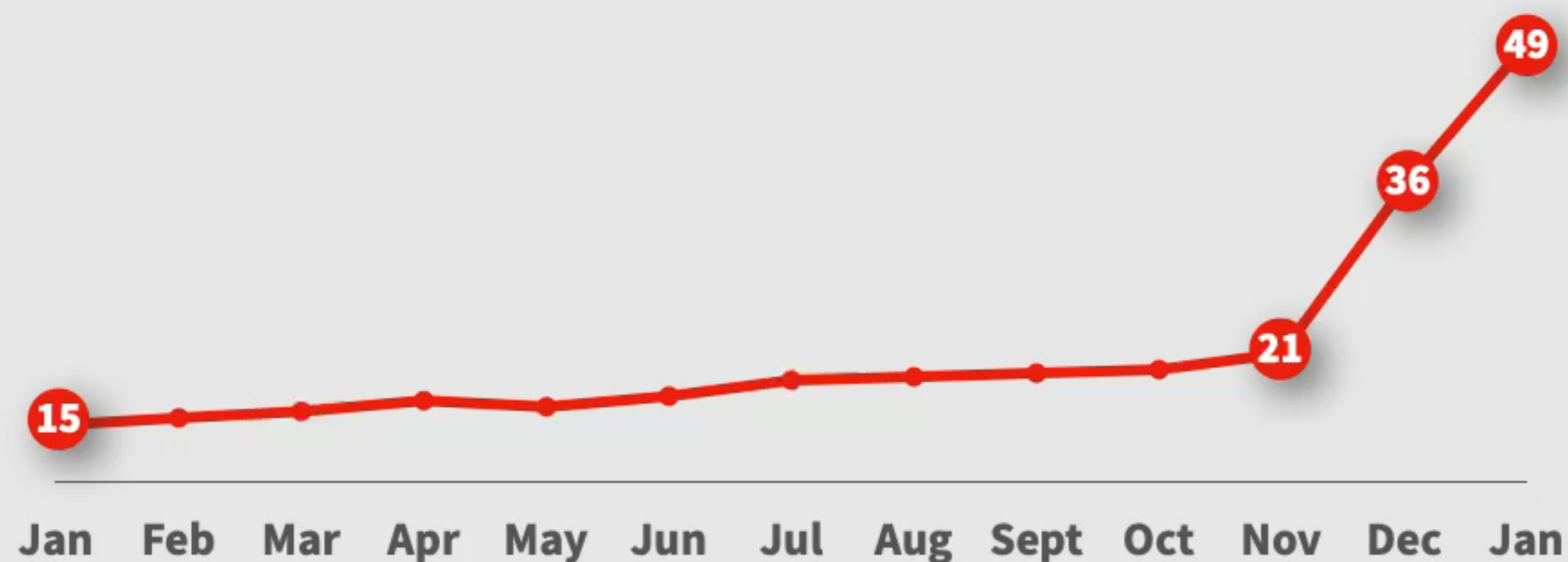
The Turkish lira and Bitcoin Volatility



Source: Bloomberg and Macrobond

## TURKISH CPI

Year to Year % Changes



Source: CBT



## AT A GLANCE

Exports in  
**150+ countries**

**80+**  
Production facilities  
and companies abroad

**~53%**  
Intl. & FX linked rev. / Total rev.

Operations with  
**~40 currencies**

**~22K**  
Employees abroad

- Turkey's **largest** industrial and services group
- **Leading positions** in energy, automotive, consumer durables and finance

**6%**  
Combined  
Revenues /  
GDP\*

**21%**  
Koç Group MCAP/  
Istanbul Stock Exchange 100  
index\*\*

**Fortune 500**  
Only company  
from Turkey\*\*\*





**Financial Services  
Since 1995**


**Loan Portfolio  
\$500 Million**











**“As you start to walk ,  
the way appears ”**

**Rumi**









**“Either act as you are,  
or be as you look.”**  
OR BE AS YOU LOOK,,

Rumi  
BHWJ



**AGILE LEADERS TEAM**

**PITSTOP**





















**“Don’t worry that your life is  
turning upside down!**

**How do you know that the side you are used to  
is better than the one to come?”**

**Rumi**











**“Out beyond ideas of wrongdoing  
and rightdoing, there is a field. „**

**I'll meet you there**

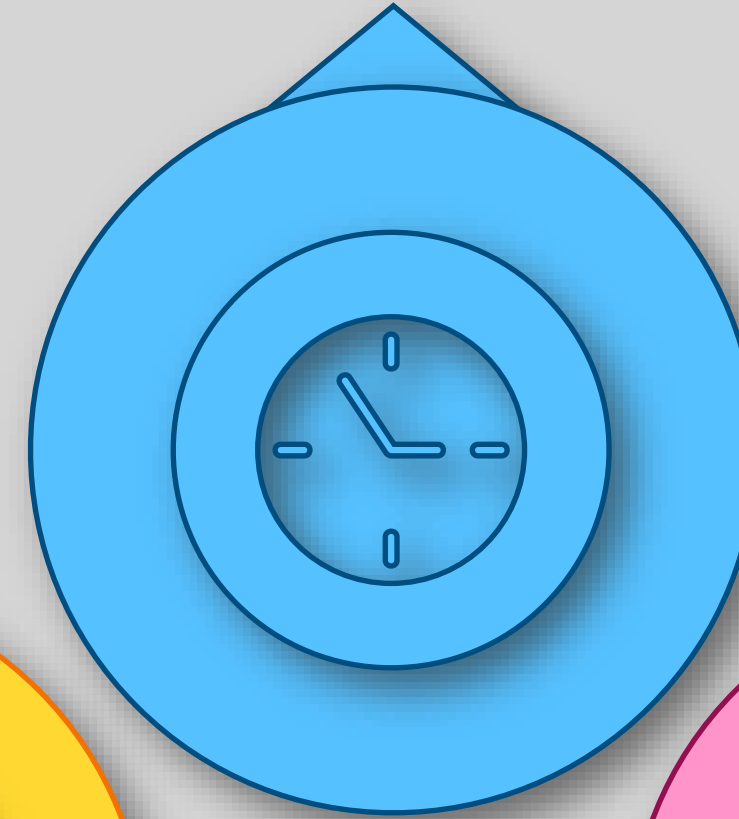
**Rumi**



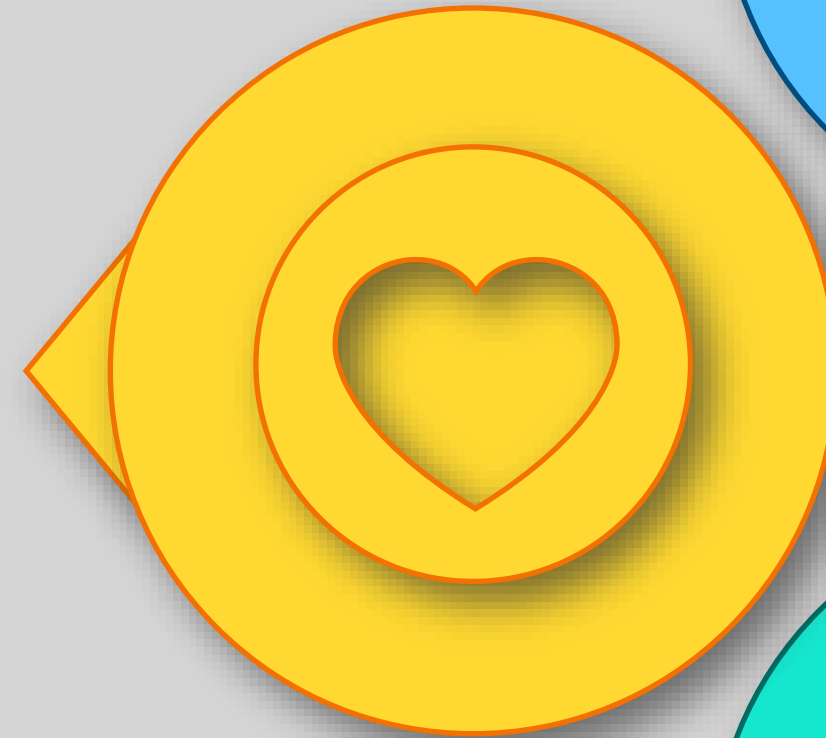




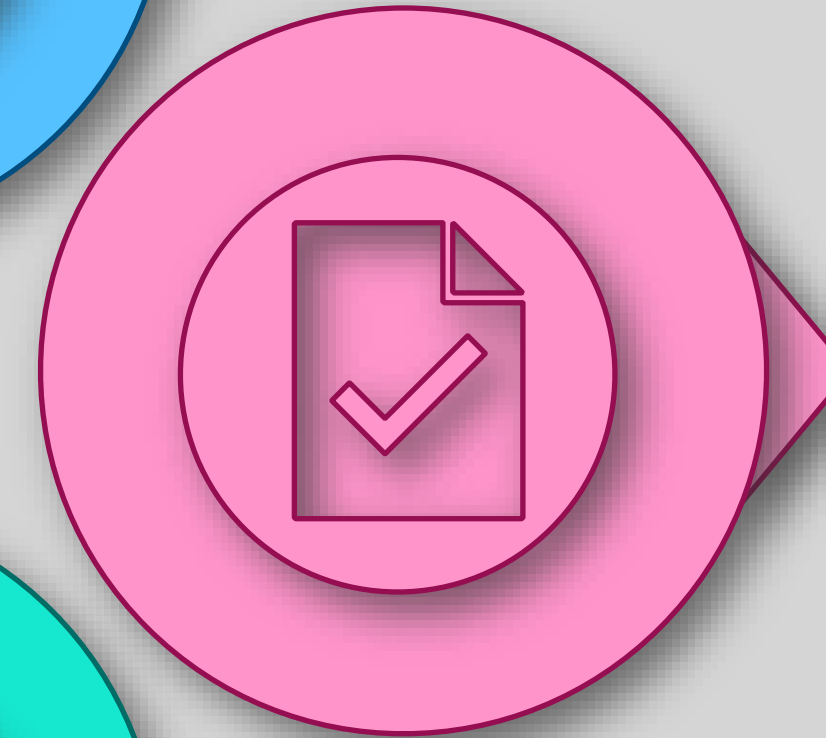
Product Lead time  
**25% faster**



Employee  
Engagement Score  
**81%** from 61%



NPS  
**Customers 60**  
**Dealers 80**



Time-to-Market  
6 months to **1 month**



# LEARNINGS

GO  
LEADERS  
FIRST

HARMONIZE  
(SOUL REACH)

GET  
MANAGERS  
ON BOARD

COHERENCE  
In CHANGE

LEARN  
&  
PIVOT



COMMUNICATE  
COMMUNICATE





**“Open your hands if you want to be held”**

**Rumi**







***Y. PINAR KİTAPÇI***