

A close-up photograph of a tree trunk, showing the intricate, deeply cracked texture of the bark. The bark is a mix of dark brown and grey tones, with prominent vertical fissures and smaller horizontal cracks. The lighting creates strong shadows in the crevices, emphasizing the rough, weathered surface.

TAYBURN®

Istanbul Edinburgh Manchester

- A leading corporate communication agency in the UK and Turkey
- Strong research, design, and editing teams
- Nearly twenty years of national and international market experience
- Skilled in expressing corporate strategies and performance to achieve the greatest possible effect

The Design Week Creative Survey is an annual ranking of design consultancies across all sectors based on the number of the awards they win. According to the 2012 results announced in November, Tayburn Group became the seventh best and ranked in the first ten.

The Power of Knowledge

Tayburn is a specialized supplier of effective, results-focused corporate communication products and services that allow for unobstructed flows of information between its own clients and their stakeholders.

Serving a distinguished portfolio of national and international clients in Turkey since 1994, Tayburn develops and delivers high added-value solutions in areas such as:

- Reporting and investor relations
- Sustainability consultancy and reporting
- Specialized copywriting and editing
- Marketing and advertising
- Branding
- Web-based and electronic products

Tayburn focuses on absolute client satisfaction as it creates effective corporate communication products and services that are simultaneously mindful of both originality and quality. Tayburn's service philosophy is rooted in the principle of entering into long-term solution partnerships based on its having an in-depth, multidimensional understanding of its clients' needs and expectations.

Tayburn's strategy is to pursue growth by nourishing innovation and creating knowledge-based added value.

Tayburn Ltd: An enduring and leading corporate communication services provider in the UK

Founded in 1979 and headquartered in Scotland, Tayburn Ltd is a leading provider of corporate communication products and services with a particular focus on brand packaging, corporate identity, and stakeholder reporting.

Tayburn Ltd has received countless awards in recognition of both the excellence and the creativity of its outstanding performance. It is a rare example of a service provider that numbers among the top contenders in the two separate league tables by which the UK's most effective and creative design agencies are ranked. The company's exceptional reputation is the most convincing evidence of its ability to strengthen its superior performance in design through highly effective communication.

The recipient of eighteen awards in recognition of its creativity and effectiveness in 2011 alone, Tayburn Ltd was also selected "Design Agency of the Year" by Scottish Design Awards.

Reporting and Investor Relations

Cornerstones of the stakeholder communication

An acknowledged trendsetter in the business of corporate reporting in both the UK and Turkey, Tayburn produces and delivers high added-value, bespoke solutions in the areas of:

- Annual and interim reports (printed media and electronic format)
- Investor relations products (websites, presentations, roadshows, custom-made solutions)

Tayburn is a specialist service provider which has a very good understanding of how to read and interpret a client's performance indicators, how to develop the most effective strategic messages, and how to convey all of this to stakeholders in the most meaningful way possible.

In all of the products and services which it develops for its clients, Tayburn seeks to achieve full compliance with the requirements of laws and regulations. To this end it also offers advisory and guidance services to clients who wish them.



Editorial services

Conveying your corporate objectives and strategies effectively

Conveying the right message in the right way, to the right group, and at the right time is very important in corporate communication.

A well-rounded ability to write and edit messages that speak directly to your target audience is what distinguishes Tayburn from all other players in the sector and also gives it its competitive edge. Tayburn's specialized editorial services include everything from the initial development of material based on a client's corporate identity, stakeholders, and targets to message composition, delivery, and follow-up.

Tayburn's specialized editorial services contribute to more effective stakeholder communication by:

- clearly expressing the added value that you create,
- presenting your financial information in the most straight forward and intelligible way,
- relating your business's achievements and progress as elements of its overall corporate story.

Новые перспективы устойчивого роста



pa Group

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03



Branding

The cornerstone of all corporate communication: Powerful solutions that accurately reflect a company

As a symbol of its overall commitment, a company's brand is vitally important to the success of every one of its products and services in today's highly competitive markets. As Tayburn we help clients identify and develop brand strategies that will be the most effective for them. We provide consultancy, design, and monitoring services that allow clients to create and maintain brands that are commercially successful.

Tayburn's own team of specialists together with the solution partners with which it works contribute to clients' brand development efforts at every stage from beginning to end.

Our branding solutions focus on entrenching a client's brands as much in consumers' hearts as in their minds by ensuring that they:

- are compatible with the core values of your products and services,
- appeal to your internal as well as your external customers,
- incorporate emotional elements that go beyond simply being "good",
- can be deployed in many different ways and marketing channels,
- are easy for your own strategic business partners to identify with,
- serve as solid anchorages in constantly evolving markets.

MAKYOL

MAKYOL

MAKYOL

OSMAN KURAL
Pazarlama Müdürü

MAKYOL

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**AWARD
FOR
EXCELLENCE
2011**



taşkesti
doğal mineralli su



Doria Hotel Bodrum

Web-based and electronic products

Highly functional, powerfully communicative, and results-focused solutions for your target audience

The underlying approach of all of Tayburn's web-based and electronic products is to achieve the most cost-effective balance between design creativity and desired results. We supply an extensive lineup of web-based and electronic solutions ranging from corporate portals to investor relations websites, from e-commerce applications to interim and annual reporting, and from advertising and image campaigns to social media channels.

Fully aware of the unique demands and constraints imposed by a presence in the internet environment, Tayburn's competencies embrace all aspects of web design.

Tayburn was responsible for the successful design and implementation of Turkey's first web-based annual report in 2004. Ever since then Tayburn has continued to deliver a steady stream of imaginative products that enable its clients to communicate faster and more economically with increasingly larger audiences. Tayburn's innovative approach is also evident in its ability to transform corporate websites, corporate reporting, and investor relations solutions into Android and Apple apps.

Marketing and advertising

Inventive products for every stage of the production-service-consumption cycle

In today's rather precarious and volatile economic climate, the ability to communicate with target audiences in the right way and at the right time is essential for sustainable commercial success.

The marketing products and services which Tayburn provides for its clients consist of solutions that address their specific media and channel needs at every stage of the production-service-consumption cycle.

Tayburn takes a boutique approach that focuses on a client's specific corporate strategies when developing and offering such marketing-related products and services as:

- Advertising campaigns
- Corporate publicity films
- National and international announcements
- Brochures
- Publicity kits
- Electronic presentations



Değerli olara katılmak bizim işimiz.



Her şeyi yapabiliyoruz ve her şeyi en iyi şekilde yapıyoruz.

Karimurad



Sustainability consultancy and reporting

A responsible approach to creating imaginative differences

In 2009 Tayburn expanded the scope of its sustainability consulting and reporting services, thereby initiating a series of “firsts” in what was then a new discipline in Turkey.

Tayburn today is fully qualified and has the capacity to carry out all Global Reporting Initiative (GRI) certification processes at all implementation levels from report content development to report composition and final approval. At our İstanbul office we employ a team of people whose detailed knowledge of GRI reporting requirements is the result of Tayburn’s successful involvement in many different GRI projects.

Tayburn’s fully-integrated approach to sustainability consulting and reporting services consists of:

- Serving as a project consultant (developing sustainability strategies and goals, internalizing sustainability concepts through customized training programs and workshops)
- Designing and conducting stakeholder engagement processes (including stakeholder surveys)
- Composing and editing reports
- Visually designing reports for effective publication in different media
- Producing reports and encoding them for digital media publication



TSKB 2008-2009 1st Half Year Sustainability
Report

**The first sustainability report
of the Turkish financial industry**

2009 1. Yarıyıl Sürdürülebilirlik Raporu

SÜRDÜRÜLEBİLİRLİK

SÜRDÜRÜLEBİLİRLİK;
BUGÜNÜN İHTİYAÇLARINI,
GELECEK NESİLLERİN
İHTİYAÇLARINI KARŞILAMA
YETKİNLİKLERİ

SÜRDÜRÜLEBİLİRLİK



TSKB

2008-2009 I. YARIYIL SÜRDÜRÜLEBİLİRLİK RAPORU

İnsanlığın ve dünyanın
geleceğine yatırım

INDEN

DİR.

Services provided by Tayburn within the
TSKB 2008-2009 1st Half Year Sustainability
Report project:

- content consultancy
- content development
- Turkish and English editing
- concept design
- coding





ZORLU ENERJİ GRUBU

2009 - 2010 / 1. Yarıyılı Sürdürülebilirlik Raporu

BİZ

PAYDAŞLARIMIZ

PROJELERİMİZ

Zorlu Enerji 2009-2010 1st Half Year Sustainability Report

**The first sustainability report
of the Turkish energy sector**

Her şey
daha iyi bir d



Yönetim

İnsan

Ortam

ÇALIŞANLARIMIZ

TEKNOLOJİ VE İKİ

ÇEVRE

DEĞERLER

dünya için



Projesi

Enerjiye Çıkarma İşin



Çevre, Sağlık ve Güvenlik



İnsan Kaynakları

Yönetim Sistemleri

Çevre ve Güvenlik

İnsan Kaynakları

Yönetim Sistemleri

Services provided by Tayburn within the Zorlu Enerji 2009-2010 1st Half Year Sustainability Report project:

- content consultancy
- content development
- Turkish and English editing
- concept design
- coding



TSKB 2009 2nd Half Year - 2010 Sustainability
Report

**The first B-level sustainability report
of the Turkish finance industry**

**Sürdürülebilir bir dünya için
pedal çevirmeye hazır mısınız?**

TSKB Sürdürülebilirlik Raporu 2009 II. yarıyıl - 2010

TS



Bisikletin gelişiminde
yabancı devletlerin rolü
çok önemlidir. Bu rolü
gösteren rapor CD'inde
bulunmaktadır.

SKB

Services provided by Tayburn within the
TSKB 2009 2nd Half Year - 2010
Sustainability Report project:

- content consultancy
- content development
- stakeholder questionnaire
- Turkish and English editing
- concept design
- coding





- Profit
- Performance
- Transparency
- Cloning
- Standardisation vs Customisation
- Innovation
- Impact
- Responsibility
- Goals: Performance vs. Profitability
- Ethics



Sürdürülebilir bir dünya için pedal çevirmeye hazır mısınız?



TSCB Camps You're Invited To

Electron microscopy of the membrane
"sandwich" and associated proteins
Kosman, D. J. & D. J. Kosman, 1984.

THESE are covered
by a 100% guarantee
on the work.

[illegible]

2012 yılının Ocak ayı için Türkiye'de en çok kullanılan ilaçlar listesi

Kim: Ist es
unmöglich, das
zu tun?

Insular clothing stores
organize and promote the
"Kumquat and Kiwi" sale
between September 15-16.
At the same time, Turkey's
and the United States' textile
industries are

7142 *Antennaria dioica* (L.) Link.
crust. or small herb.
rhizome thick, horizontal;
leaves pinnate, stipules linear-
obovate, or oblanceolate, entire
or serrate; flowers yellow; fruit
small, indehiscent, persistent.

TSKB 2009 2nd Half Year - 2010 Sustainability
Report - Executive Summary

Humans /
pede

Are you ready to cycle
a more sustainable world?

Sustainability Report 2nd Half 2009 to end 2010

TSKB

The bicycle is
Common Empire
initially known
used at the outset
and other non-Mu
adopted and prese
empire's post



Services provided by Tayburn within the Akçansa 2007-2009 Sustainability Report project:

- English editing
- concept design
- printing

**The first sustainability report
of the Turkish cement
industry**



Services provided by Tayburn within the Bilim İlaç
2010 CSR Report project:

- concept design
- coding



bilim
İLAÇ



Kurumsal Profil



Insana Verdigine
Dedini

En Değerli
Varlığımız

Bütün bu "Çarpınlar En Doğru Yolu" olarak kabul edilen bir amaçla gerçekleştirilmeye çalışıldı, gülerim ve vaktim ille çarpma olmasın olur.

Operasyonel ve Finansal Bilgiye

İstikrarlı ve dengeli büyüme

(M) contains the genes for the *gus* and *lacZ* genes. The *gus* gene is a reporter gene that encodes the enzyme β -glucuronidase. The *lacZ* gene is a reporter gene that encodes the enzyme β -galactosidase. The *gus* gene is used to monitor the efficiency of gene transfer. The *lacZ* gene is used to monitor the efficiency of gene expression.

+0%7,4

Doğru Cevap: D

Karbon Ayak İzimiz

[illegible]

-9,7

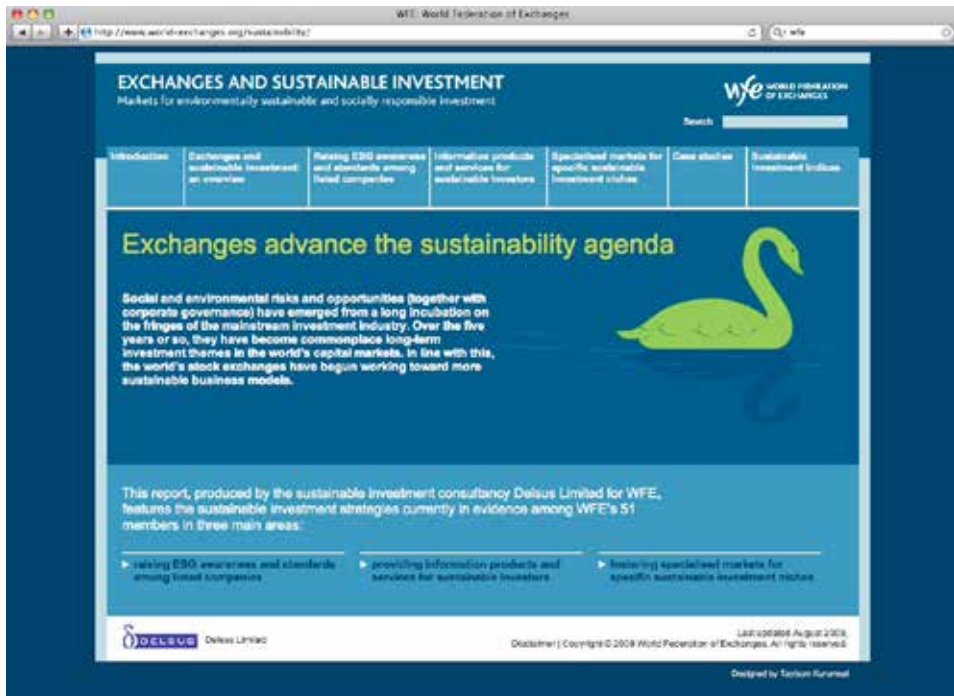
Services provided by Tayburn within the
WFE (World Federation of Exchanges, Paris)
Sustainability Brochure project:

- design application (Concept design: Precedent UK)
- printing



Services provided by Tayburn within the
WFE (World Federation of Exchanges, Paris)
Sustainability Website project:

- design development (Concept design: Precedent UK)
- coding



Services provided by Tayburn within the Yaşar

Holding COP Report projects:

- English editing (2009)
- printing (2009)
- English editing (2010)
- concept design (2010)
- printing (2010)



Services provided by Tayburn within the Yaşar Holding Sustainability Brochure project:

- English editing
- concept design
- printing



Yaşar

daha iyi bir yaşam için

Service provided by Tayburn within the Zorlu
Group 2007-2009 COP Report project:
• concept design





Services provided by Tayburn within the Sabancı Holding 2010 COP Report project:

- content development
 - English editing
-



PRI, a joint initiative of Tayburn, UNEP FI, and Global Compact, voluntarily undertook to translate and publish a Turkish version of Principles for Responsible Investment. On 12 January 2010, these principles were announced at a workshop sponsored by the Federation of Euro-Asian Exchanges that was hosted by the İstanbul Stock Exchange and attended by people involved in all aspects of Turkey's capital markets.

Our shared objective: Effective creativity

Creativity that is effective because it achieves desired results is the constant objective of every project that Tayburn undertakes on behalf of a client.

Hundreds of awards and recognitions bear witness to the knowledge and experience represented by the Tayburn name while underscoring the excellence of our own service attitudes and business processes. The same knowledge and experience are what also enable us to fulfill our commitments to our clients by contributing meaningfully to their business success.

Our ability to correctly understand the strategic priorities and objectives of each and every project and to place them at the heart of the solution process is what enables us to keep coming up with imaginative marketing approaches that cater to our clients' exact needs.

For further information on Tayburn's products and services:

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We are a registered Organizational Stakeholder of the Global Reporting Initiative (GRI) and support the mission of the GRI to develop globally accepted sustainability reporting guidelines through a global, multi-stakeholder process.



tayburnkurumsal.com