

UN Global Compact Report
Communication on Progress 2011

TAYBURN®

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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.

Statement of Support

On behalf of Tayburn Turkey we are proud to reconfirm our Company's commitment to the UN Global Compact.

We first became a signatory in 2009 and did so out of the belief that the Global Compact's ten principles truly reflect Tayburn Turkey's operating philosophies, standards and processes. We furthermore remain fully committed to sustainability in its broadest context and operate day to day on the basis that we have a responsibility to balance short and long-term economic interests, with those of the environment as well as the society in which we operate and serve.

Despite challenging economic times, the call for a more sustainable approach to business continues to grow.

The fundamental drivers – tougher regulation, greater cost pressures, and higher consumer expectations – remain urgent. To stay competitive, businesses must pay attention to the effect on brand and reputation as we hone operational efficiency.

We are truly excited about the challenges posed by this new world – both meeting them ourselves and giving our customers the products and services they need to do the same.

Corporate sustainability also makes financial sense. To be successful, however, sustainability initiatives cannot stand alone – they must transform the enterprise as a whole. Putting the economy on a better footing in terms of sustainability will take effort from many segments: smart regulation utilizing market-based instruments, for example, and consumer pressure creating new business opportunities.

We firmly believe that our creative and efficient products and services will play a role in this transformation, providing organizations with the tools to make targeted stakeholder communication and generate more short and long term added value.

We have come to recognize that best-managed businesses do not simply embrace a sustainability strategy. Instead, they make their corporate strategy sustainable.

This distinction is profound.

At Tayburn Turkey, our journey with customers, partners, employees and suppliers has just begun. We live by our CSR strategy in every part of the business, from our innovative design development process to our focus on leadership and people development. Ultimately, none of this would be possible without the hard work and dedication of our people. Not only is sustainability a force for innovation across the company, it also serves as a unique opportunity to engage and excite our workforce.

This is the beginning of a long term journey. We invite you, our customers, suppliers and employees to stay engaged in the dialog, share your ideas, and take action. Together we can tackle the challenges and capture the opportunities as we pursue our vision of making the world a better place in which to live

To achieve our goals of profitable growth and long-term value creation, we must ensure that all our activities are sustainable. And that means not only developing innovative products and services tailored to customer needs and requirements, but also implementing a culture of integrity.

Ronaldo Manosa
Managing Director

Ediz Usman
Client Relations Director

November 2011, Istanbul

The 5 Pillars of Our CSR Strategy

Ethical Business Practices

Tayburn Turkey's business practices must be consistent with the ethical business practices in the markets in which it operates. Tayburn Turkey's activities are to be based on honesty, integrity, transparency and respect.

People

Tayburn Turkey is committed to providing a workplace free of discrimination where all employees can fulfill their potential based on ability and merit. Tayburn Turkey strives to deal with everyone in a fair and open manner.

Sector-Community

Tayburn Turkey is committed to being a contributor of positive change within its sector and community. The Company encourages its employees' efforts to support the communities in which they live through social investment, business relationships, and participation in charitable endeavors.

Environment

Tayburn Turkey is committed to protecting the environment and health and safety of its employees. The Company is conscious of its responsibility to conserve resources and continuously look for ways to more efficiently use resources to reduce the environmental burden of waste generation.

Data Protection

Unauthorized disclosure of sensitive information can result in Tayburn Turkey and its customers failing to comply with industry best practices, compliance or legislative requirements. These events impact customer retention and result in financial or reputation damage. Tayburn Turkey takes great care and responsibility with customer data.

Tayburn Turkey in Brief – The Power of Knowledge

Celebrating its 18th year in service, Tayburn offers its customers an extensive array of products and services in the fields of

- **reporting and investor relations**
- **web and electronic products**
- **branding**
- **specialized editorial services**
- **marketing**

In every project that it undertakes, Tayburn focuses on delivering original, workable, high added value solutions.

Tayburn Turkey is the Turkish joint venture of Tayburn Ltd. Scotland's leading strategic and creative consultancy that believes in a more holistic and integrated approach to communication. One that builds powerful brands and shapes strong reputations.

For detailed information please see:

www.tayburnkurumsal.com

www.tayburn.co.uk

Human Rights

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2

Businesses should make sure that they are not complicit in human rights abuses.

Implementation

Tayburn Turkey has a published Statement on Human Rights which is aligned with the Universal Declaration of Human Rights, and has been a member of the United Nations Global Compact since 2009. The Company has systems applied internally to manage its approach to human rights. Furthermore, our Ethical Code for Suppliers highlights the ten principles of the UN Global Compact which our suppliers are expected to adhere to throughout their operations.

To ensure the Company operates in a sustainable manner in 2011 we have established a Sustainability Committee to assess sustainability issues and strategies. All departments are represented at the committee which reports into the Managing Board and sets sustainable practices.

To help us evaluate and mitigate risk that may impact upon human rights the Company is currently updating its Ethical, Social and Environmental standards. These updated policies will be implemented throughout 2012 and external statements will also be issued following implementation.

Our employees are the backbone of our business. Their dedication, productivity and experience make it possible for us to remain innovative and competitive. Our continued success is dependent upon its ability to meet the needs of its workforce.

Labor Standards

Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4

Businesses should support the elimination of all forms of forced and compulsory labor.

Principle 5

Businesses should support the effective abolition of child labor.

Principle 6

Businesses should support the elimination of discrimination in respect of employment and occupation.

Implementation

Tayburn Turkey believes that the only way to take advantage of the growth opportunities in the market is through employing competent human resources. We continuously aim to be one of the most desired places to work for by sustaining a secure work environment that awards success and promotes individual initiative taking. As of November 2011, Tayburn Turkey employs 15 full time individuals of different ages, genders, ethnicities, physical and mental abilities and lifestyles and values the unique background of each of its employees.

Forced or involuntary labor is not tolerated by Tayburn Turkey. This includes work on a forced contract, slavery and other forms of work against one's will. Tayburn Turkey respects children's rights. Therefore, the Company does not support child labor and does not use children as part of its work force. Tayburn Turkey contributes education systems, where it can, in providing work placements or internships as part of university or vocational courses of study.

Tayburn Turkey will not discriminate (or tolerate discrimination by its employees) against any applicant or employee based on age, gender, race, color, religion, national origin, ancestry, sexual orientation, disability, marital status.

At Tayburn Turkey all employment decisions related to new hires, transfers, promotions and compensation are based on experience, skills, qualifications and responsibilities. To promote gender equality, in 2011 the recruitment process has been reviewed to ensure that a female is included on all shortlists.

The key to providing high quality corporate communication services for Tayburn Turkey is having professional human resources.

Environment

Principle 7

Businesses should support a precautionary approach to environmental challenges.

Principle 8

Businesses should undertake initiatives to promote greater environmental responsibility.

Principle 9

Businesses should encourage the development and diffusion of environmentally friendly technologies.

Implementation

Tayburn Turkey is committed to managing environmental issues and aims at continuous improvement in its environmental management and performance. Although corporate communication agencies are not clearly identified with environmental management in Turkey, we have a history of promoting environmental responsibility. It represents an important part of our culture and identity as an organization.

Our Sustainability Committee is responsible for monitoring and refining environmental policies and ensuring that these are integrated into Tayburn Turkey's philosophy and practice. At an executive level the Managing Director has overall accountability for the management of environmental and sustainability issues.

Tayburn Turkey conducts its operations in a manner that is committed to recycling, conservation of resources, prevention of pollution, and promotion of environmental responsibility among its employees, its customers and the supply chain.

The Company provides products and services to its customers that promote sustainability, CSR and environmental issues. Tayburn Turkey believes that by supporting actively such projects it contributes to an environmentally sound economy and world.

Tayburn Turkey's Carbon Neutralization Project

2012	2013	2014	2015
Reduce electricity consumption	Start using renewable energy	Calculate carbon footprint	Be carbon neutral by 2015 and thereafter

Tayburn Turkey began quantifying its electricity consumption in 2011. The company has developed a program according to which it will take measures to reduce electricity consumption at its offices in 2012 and 2013.

As part of the same process, the company will also begin (1) measuring the amounts of fuel which its employees use during the course of all their work-related travel and (2) quantifying the amount of natural gas that is used for heating.

Once it has completed target-improvement efforts and measurements, the company plans to change over to the use of renewable energy by the end of 2013. This will have the effect of zeroing out the CO₂ arising from the electricity that the company uses.

Tayburn Turkey expects to begin calculating and publishing its carbon footprint beginning in 2014.

The company's ultimate goals are to become and remain carbon-neutral by 2015 at the latest and to play a pioneering and exemplary role in such matters in the Turkish market.

Anti-Corruption

Principle 10

Businesses should work against corruption in all its forms, including extortion and bribery.

Implementation

Tayburn Turkey is committed to upholding high moral and ethical principles and specifies the basic norms of behavior for its employees.

While Tayburn Turkey's business practices must be consistent with the ethical business practices in the markets in which it operates, the Company believes that honesty is the essential standard of integrity throughout the globe.

Ethical business lies at the heart of the Tayburn Turkey's CSR pillars. We aspire to play a positive part in society, grow value, attract and develop the best kind of people. The Company's reputation and its future success are critically dependent on compliance, not just with the law, but with the highest ethical standards.

Fees, commissions, or any form of payment intended to induce or reward favorable decisions and actions are unacceptable and prohibited. Employees of Tayburn Turkey may not, in violation of any law, pay or offer to pay or give anything of value to induce or reward favorable action in any business transaction. These provisions are not intended to apply to routine, reasonable business entertainment or gifts of minor value, customary in business relationships.

Tayburn Turkey's activities are to be based on honesty, integrity and respect.

Conclusion

Tayburn Turkey views the incorporation of sustainable development in our strategy and business operations as the means to achieve the delicate balance between economic objectives, social development activities and environmental responsibility.

This is exemplified by our commitment to social upliftment, providing access to our products and services on a responsible basis, striving to be a great place to work, minimizing the environmental impact of our business

operations and developing innovative products and partnerships that illustrate the link between social and environmental considerations and, of course, operating a profitable company.

This approach is taken not only because it is the right thing to do, but also in recognition of the financial and reputational benefits of integrating sustainability into sound business practices.

TAYBURN®

Süleyman Seba Cad. Acısu Sok. 1/15 Maçka 34357 İstanbul

Tel (212) 227 0436 / (533) 519 5517 / (542) 829 2924
Faks (212) 227 8857

www.tayburnkurumsal.com