

## VISION, MISSION and CORPORATE VALUES

### Vision;

To be the most preferred leader and reliable investment institution in Turkey and in the region.

### Mission;

- To offer all investment banking services under one entity.
- To produce qualified information, establish information based strategies and create value.
- To be innovative in product and service development.
- To lead the development of capital markets.
- To follow technologic developments and apply them to activities.
- To ensure customer satisfaction.
- To increase the value created for shareholders.

### Corporate Values;

- **Customer Focused:** To be near our customers; to perform correctly the risk-revenue analysis conforming their expectations; to offer services of required and desired quality in order to increase our customers' assets in parallel to this analysis.
- **Market Centered:** To create the highest added value possible for our investors and our corporation basing on the developments by following instantly domestic and international capital markets.
- **Dynamism and Innovation:** To search for the better and the newer through our efficient human resources specialized in their domain, in the most conforming way to market conditions, by respecting our corporate policies and with an endless energy in order to develop continuously our values, services and products.
- **Confidentiality:** To respect confidentiality principles related to the matters of clients' identity, transactions and trade secret which may effect our share value within the context of laws, corporate policies and ethical values.
- **Reputation:** To continue to be the representative of confidence and success atmosphere created by the brand name "İş" that we represent proudly in capital markets.
- **Esteem the Employees:** To ensure continual training and development of our expert staff that we recruit by considering our corporate values with the corporate social responsibility concept; to exert a human resources policy granting equal rights to the ones being under equal conditions by not applying any religious, linguistic and ethical discrimination, within the context of comfortable, secure and specific career plan.
- **Team Work:** To bring the productivity to the highest possible level by creating a synergy combining the division of labor and cooperation, efficient sharing and solidarity.
- **Respect to Laws, Corporate Governance Principles and Ethical Values:** To ensure the best international practice in the domain of corporate governance principles in order to sustain our success in markets and financial performance by respecting the laws and our ethic values through transparent management, efficient risk management and internal mechanism.
- **Perfectionism:** To be conscious that one can be even better if he always endeavors to be the perfect.
- **Objectivity and Impartiality:** To ensure conduction of relations with clients without causing any conflict of interest during the performance of capital market activities, informing our shareholders in correct, complete and timely manner, making objective commentaries on markets.
- **Social Responsibility:** To spend maximum effort in order that primarily our employees, the environment and other internal and external entities get maximum benefit while trying to meet our objectives of growing and making profit.