

Minority stake of Arzum Elektrikli Ev Aletleri Sanayi ve Ticaret A.Ş. was sold to Turkish Household Appliances B.V., controlled by Ashmore Investment Management Limited, through primary and secondary share sales. PDF Corporate Finance acted as the exclusive financial advisor of Arzum.



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INFORMATION NOTICE

Arzum Elektrikli Ev Aletleri Sanayi ve Ticaret A.Ş. ("Arzum" or the "Company"), founded 50 years ago, is one of the leading companies in electrical household appliances industry with its well-known and reputable brand.

Arzum has demonstrated strong growth over the last years and become the fourth largest brand in the household appliances market. The Company targets lower segment of the market with its Felix brand. Arzum markets its 130 products, classified under eight main product categories, across the country through its widespread sales network. The Company has a long standing culture focused on customer satisfaction with its nationwide after-sales service network with 350 service points.

PDF Corporate Finance provided corporate finance advisory services to the Company and the Shareholders during the share sale process.

Established in 1995, PDF is the longest standing Turkish corporate finance boutique specialized in providing a broad range of corporate finance services including mergers and acquisitions (M&A), privatizations and project finance. PDF has completed USD 7.2 billion worth of M&A transactions in the last 5 year period and is the leading company among all Turkish institutions in terms of value of completed M&A transaction.

Subsequent to its acquisition by TAIB Investment Securities on March 25, 2008; PDF has expanded its range of services and geographical coverage. PDF has completed 4 M&A transactions in April 2008.

Please contact **EDİZ URHAN** for further information.