



## **TURKCELL GLOBAL BILGI LAUNCHES MAJOR NEW CUSTOMER SERVICE PROGRAM**

Istanbul, Turkey January 14, 2009 – Global Bilgi A.S. (“Global Bilgi”), a 100% subsidiary of Turkcell İletişim Hizmetleri A.S. (“Turkcell”) (**NYSE: TKC, ISE: TCELL**), announces that it has developed and is launching a program called ‘Customer Check-Up’ to further benefit Turkcell’s 36 million customers<sup>1</sup>. The program aims to address potential customer issues before they become complaints and to establish an infrastructure that provides proactive solutions by analyzing specific issues and customer concerns, so preventing the repetition of any issues.

Turkcell is the first operator in Turkey to offer its customers such a program. With its 45% market share, Turkcell Global Bilgi is Turkey’s leading Customer Relationship Management company and was ranked as the world’s third best call center in the autumn of 2009.

The Customer Check-Up program will ensure that each call made to Turkcell Global Bilgi’s call centers will be monitored and assessed according to specific criteria. These criteria will be (1) the duration of call (2) whether the issue was solved the first time the customer called and (3) the number of calls that the customer placed regarding the same issue. Customers who may not be fully satisfied will receive follow-up calls from an expert in the call center to ensure customer satisfaction and loyalty. In addition, the history of the customer will be recorded to ensure answers are suitably tailored to their questions and that the customer is satisfied with the way the issue was addressed.

Bahadır Pekkan, GM of Turkcell Global Bilgi, said: “We are very excited to be launching our Customer Check-Up program which should greatly benefit our customers and improve customer satisfaction. This is another distinctive initiative by Turkcell to provide the best service to its customers as part of its main value proposition.”

### **ABOUT TURKCELL**

Turkcell is the leading Mobile operator in Turkey with 36.0 million postpaid and prepaid customers as of September 30, 2009 operating in a three player market with a market share of approximately 56% as of September 30, 2009 (Source: operators’ announcements). Turkcell, is the technology leader providing EDGE technology across the country. Turkcell also provides high quality data and voice services to 65% of the population (as at 30 September 2009) through the implementation of its 3G technology. Turkcell provides roaming with 628 operators in 206 countries as of September 18, 2009. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported

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<sup>1</sup> the number of as of Q3 2009

\$1.6 billion net revenue for the quarter ended September 30, 2009 as per IFRS financial statements. Turkcell has interests in international Mobile operations in Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine and together with Turkey had approximately 61.9 million subscribers as of September 30, 2009. Turkcell has been listed on the NYSE (“New York Stock Exchange”) and the ISE (“Istanbul Stock Exchange”) since July 2000 and is the only NYSE listed company in Turkey. 51.00% of Turkcell’s share capital is held by Turkcell Holding, 0.05% by Cukurova Group, 13.07% by Sonera Holding, 2.32% by M.V. Group and 0.08% by others while the remaining 33.48% is free float.

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