

— **WE ARE RAISING**
THE LEADERS WE NEED
Ahmet Doğan

— **AWARD TO POLAT MAKINA**
FROM FOOD & BEVERAGE
TECHNOLOGY REVIEW

— **OLIVE & HUMAN**
HISTORY OF OLIVE AND ITS PLACE IN THE
HISTORY OF HUMANITY
Uğurkan Bozkurt

— **WE REFLECTED THE INSPIRATION** —
WE GET FROM NATURE TO OUR BRAND

— **WE ARE GOING AFTER** —
IDEAS AND SUGGESTIONS
Selçuk Karaata



“DISCOVER THE HARMONY”

In the Flow of Life

PUBLISHED BY

Polat Group Holding Anonim Şirketi

PUBLISHER

İbrahim Polat
Chairman of the Board
Polat Group Holding

CHIEF EDITOR

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding

HEAD OFFICE

Ata Osb Mah. Astim 1. Cad.
No:4 Efeler / AYDIN
T: +90 256 231 19 12 (pbx)
F: +90 256 231 19 17

EDITION TYPE

Local Periodical Free

DESIGN & DESKTOP PUBLISHING

Medyatik Fikir Reklam Ajansı Dan. Org.
Video Prod. ve Promosyon - Gülçe Ülker
Korutürk Mah. Funda Sok.
No:4 Balçova / İZMİR
T: +90 232 277 0 144
www.medyatikfikir.com

PRINTING HOUSE

Printing Date:



www.polatgroup.com.tr

/polat-group-holding

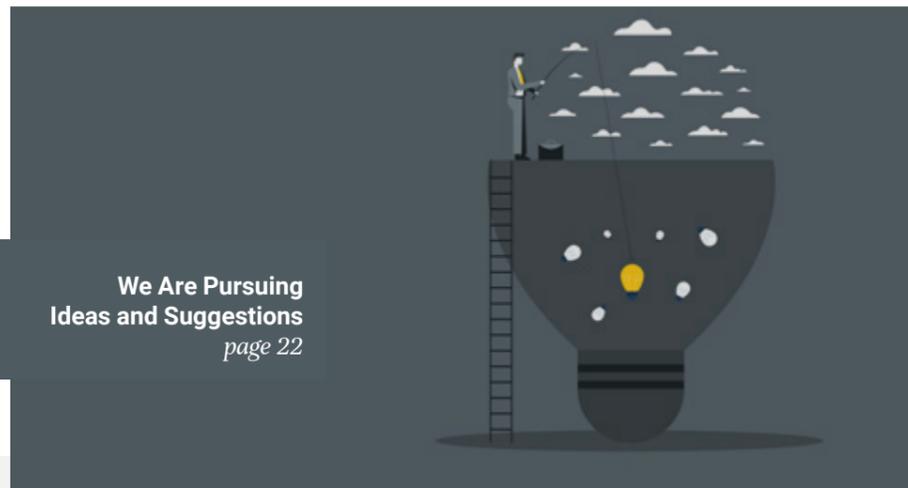
**We Reflected Our Inspiration From
Nature to Our Brand**
page 2



**We Are raising the
Leaders We Need**
page 12



**The War Affected the
Business World in Many Ways**
page 14



**We Are Pursuing
Ideas and Suggestions**
page 22

Index

We Reflected Our Inspiration From Nature to Our Brand	2
Award to Polat Makina from Food & Beverage Technology Review Magazine	6
Aydın Head of Tax Office and Güzelhisar Tax Office Manager Visited Our Company	8
Leadership Development Program	10
We Are raising the Leaders We Need	12
The War Affected the Business World in Many Ways	14
PGR Can Produce Custom Solutions for Us	20
We Are Pursuing Ideas and Suggestions	22
We're not Alone	28
Carbon footprint We can leave beautiful traces for the future	32
Olive and Human: The History of Olive and Its Place in Human History	34
Olive Oil The Essence of Life	36



From Editor

Dear Readers,

I am happy to share the last magazine of the year with you. It's very exciting for us to share the bright works and developments we have made in Polat Group. I would like to share that I am personally proud to be part of a rapidly growing dynamic family and I am excited to witness this growth.

Although the war, energy problems and many negative developments in our world have been very upsetting for us recently, there are also good news in our world. With innovation and technology, rapidly growing companies and start-ups are giving us hope as well as triggering our entrepreneurial spirit, just as our company evolved from 4.5m² to a global company... The companies like us will continue to grow with many dreams achieved by just working and believing. The "Discover the Harmony" launch, which was held recently in Polat Group, formed our theme in this magazine. In this long journey, we have embarked on, we have progressed by making new discoveries every day. We believe that we will realize that there is more and more that we cannot discover every day, and this journey that we have taken by working with passion will continue.

I wish you success in your journey to discover the precious harmony in the flow of your life.

Stay in harmony,

Gülçin Çiçek

Corporate Communications Specialist
Polat Group Holding



► We Reflected The Inspiration We Get From Nature To Our Brand

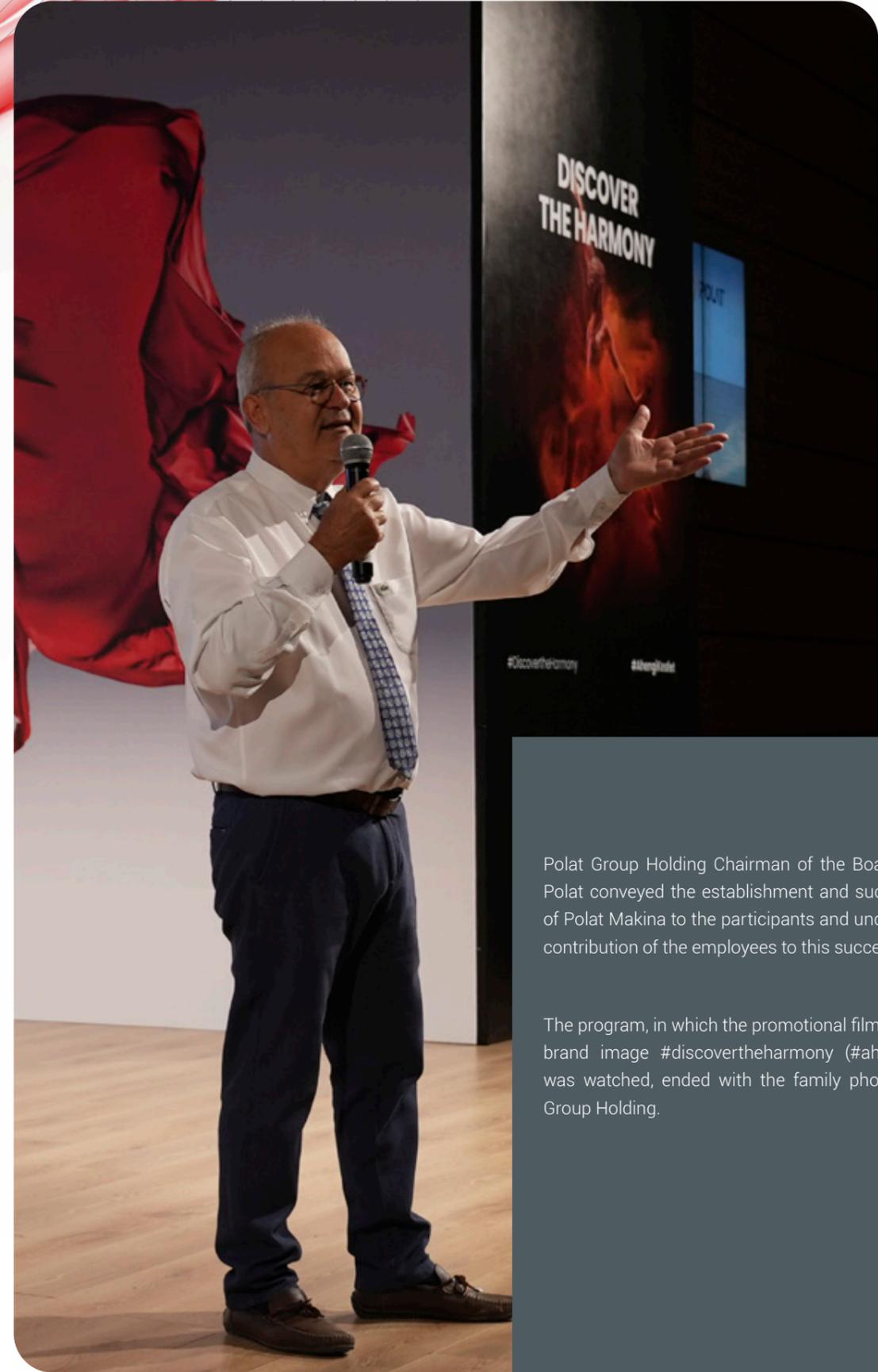
Polat Makina launched its new marketing campaign, which reflects the ability to touch every aspect of life to its brand image, with the slogan "Discover the Harmony".

The transformation of olives from the big olive trees into olive oil, which is a source of healing, the transformation of water that we consider dirty into reusable clean water and dewatered sludge containing valuable components that can be used in bioenergy production, the process that fruits and various foods go through until they get into our plate, and the separation of the essence of beautiful plants whose colours we look at with love... In short, we think that there is a harmony in all these beautiful things that nature has bestowed upon us. We invite our target audience to discover these harmonies together.

As Polat Makina, we provide services to olive oil, food and beverage, milk and dairy products, environment and wastewater, pharmaceuticals, and all other chemical and industrial sectors with the centrifuge and extraction technologies.

Aysu Sağdıç, Polat Makina Brand and Marketing Manager, summarized the new campaign as follows. "In our campaign named 'Discover the Harmony', we explained the inspiration we got from nature using art and a metaphorical language that is a reflection of mother nature. In our brand image video each movement of the ballerina reflects that Polat Makina always goes further. In addition, the separation processes of our machines are also reflected with this art. We believe that our new brand image, which is completely changed, will have an impact."

Volkan Polat, General Manager of Polat Makina, who gave a speech during the program, expressed to the participants that Polat Makina is a world-class company with our centrifuge technologies.



Polat Group Holding Chairman of the Board Ibrahim Polat conveyed the establishment and success story of Polat Makina to the participants and underlined the contribution of the employees to this success.

The program, in which the promotional film of the new brand image #discovertheharmony (#ahengikesfet) was watched, ended with the family photo of Polat Group Holding.





► Award to Polat Makina from Food & Beverage Technology Review Magazine

Polat Makina has been nominated as one of the “Top 10 Wastewater Management Solutions Companies” in Europe by Food & Beverage Technology Review, one of the leading magazines in the sector.

At the stage of identifying the top 10 companies, the main value benchmarked was that they offer innovative and user-friendly waste management solutions.

In an interview with Food and Beverage Technology Review magazine, on the award, PG Solutions General Manager İsa Şanlıtürk said, “As Polat Makina, our main goal is to ensure real customer satisfaction by addressing all the demands and expectations of our customers. For this purpose, all processes from product entry control to product loading are controlled by the company’s quality control teams. In this way, Polat Makina can provide 100 percent product traceability,” and underlined once again that Polat Makina aims at customer satisfaction in every field.

The management of waste generated during the process in the food and beverage industry is very important for both the environment and the business. First of all, a process that produces as little waste as possible should be targeted for high efficiency and an eco-friendly process. After minimizing the amount of waste, solutions should be sought for how the resulting waste can be recycled to nature or process in the most efficient and eco-friendly way. With Polat Makina Centrifugal equipment that you will come across during this search for a solution, you can provide maximum efficiency with minimum energy in your process and manage the small amount of waste in the most accurate way.

**TOP
WASTE
MANAGEMENT
SOLUTIONS
PROVIDER
IN EUROPE
2022**

Polat Makina



► Aydın Tax Office President and Güzelhisar Tax Office Director Visited Our Company

Our Chairman İbrahim Polat welcomed Serdar Şahin, Aydın Tax Office President and Mustafa Atalay, Güzelhisar Tax Office Director in his office. Our visitors who made a short factory trip were accompanied by our General Manager Rıza Korkut Özdemir and our Accounting Manager Mustafa Okul.

News From Us

► Leadership Development Program

As Polat Group Holding, supporting our employees in a way to improve their competencies and leadership, and training the process leaders that will be needed in the future are among our strategic plans for human resources.

Our aim in our development programs is to continue to meet the training and development needs with annual programs for all our employees.

Our Leadership Programs for our colleagues, which we set with the results of Human Resources competence and potential evaluation practices and manager opinions, have been put into effect.





Ahmet Doğan
HR and Corporate Development Director
Polat Group Holding

We Are Raising the Leaders We Need

In addition to the growth of existing business processes, our holding and group companies also oriented to new projects and new business areas.

Supporting this growing organization in a way that will improve the competencies and leadership of our employees and training the process leaders that will be needed in the future are among our strategic plans as human resources.

Our development programs continue primarily as trainings and special programs. Our aim is to continue the training and development needs we identify through competency and potential assessment studies with annual programs for all our employees.

In addition, our Leadership Programs have also been put into effect for our colleagues, who we have determined with the results of human re-

sources competence and potential assessment practices and manager opinions.

For our friends included in the program, the team is basically divided into 2 groups as those who manage and those who do not.

First of all, Evaluation Inventories were made for our colleagues, personal reports were prepared and the process was completed with coaching interviews.

In phase 2, a program covering trainings, workshops and assignments

for the development of leadership skills both for the team and for the individual was created. The program is planned to last until mid-December.

In addition, another program was created for the blue-collar team leaders of Polat Makina.

Improving the motivation and performance of our blue-collar colleagues, who play a critical role in our production processes, depends on improving the leadership skills of our employees who manage these teams.

Considering that the leadership expectations of the generation Y, which became active in production, are different from the other generations, this program is planned to increase the total motivation and performance. The development plan includes self-management, job and team management trainings, assignments, monitoring and assessment practices.

These project-based training and development programs planned for 2022 will continue in the coming years within the needs.



The War Affected the Business World in Many Ways

We talked with Alexander Shelest about the gearbox sector and the position of PGR in the market.



Dear Mr. Alexander, first of all, thank you for your time. We would like to get to know you better, can we find out when you started your work and how you have progressed so far?

Hello. My name is Alexander Shelest. We've been in the gear business since 2009. In 2016, we started our gearbox business and founded two companies. The first one is "Privod Grand" in Minsk, Belarus, the second one is "PGR" (Privod Grand Redüktör) in Smolensk, Russia. Our companies are the official representatives of Polat Drive Technologies in Russia and Belarus.

How do you assess the gearbox market in 2022, how did the war affect the sector?

We are disappointed with the developing situation between Ukraine and Russia. Military actions and subsequent sanctions against the Russian Federation and the Republic of Belarus have significantly affected many aspects of the business world:

1. Import of products. It significantly reduced product imports from countries imposing sanctions on Russia.

Exports of several groups of goods, including gearboxes, geared motors and electric motors, were banned. Some European companies have completely disrupted their cooperation with Russian partners. Companies wishing to cooperate with Russia have restructured deliveries and imports of goods to Russia via third countries (member states of the Eurasian Economic Union "EEAS", Turkey, Georgia).

2. International logistics; a logistics crisis has started in Russia due to sanctions, separation of international companies and problems in maritime container transportation. Deliveries of goods became 2.5-3.5 times more expensive and some products were not available.

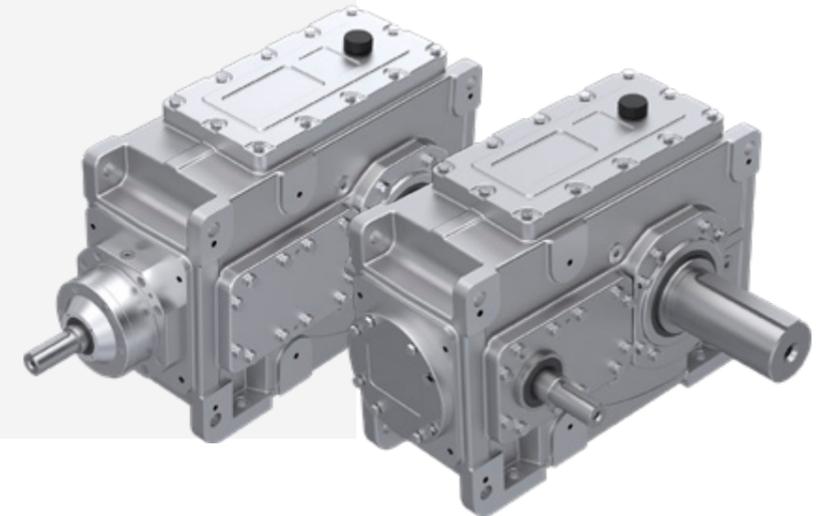
3. Wire Transfers; the strictest banking sanctions blocking transfers were imposed on banks with state capital participation (SDN list). With regard to private banks, banks with foreign capital, the EU controls all payments comprehensively. Transfers in Euros to Turkey could be made between 2 and

4 weeks. Many transfers do not pass through the EU, they are blocked, the money is refunded to the person who paid for a long time, and waiting for months. But we have good news; transfers in US dollars are just being processed within a day.

4. Variability in exchange rate: changes in exchange rate are currently controlled by the national bank's policy. At the beginning of February, Euro was 85 rubles and 130 rubles (150 rubles on the black market) in mid-March. Now the currency is 61 rubles. There is a shortage of cash; you can buy about 70 rubles.

5. Investment imports: investment imports continue to decline and are actually absent in sanctioned countries.

6. Proportion of parties: partners from sanctioning countries have adopted the wait and see attitude to see if Russia can find a common language with Western countries. They don't break ties, but they take a break.



Right now, the Russian market really needs gearboxes. Import substitution of sanctioned goods takes years. Now Russia's industry is being reorganized towards the East, towards the Chinese and Asian markets. In this case, we see a great opportunity to increase the supply of goods from Turkey. The important thing is the timing of production. In this case, PGR needs to increase the number of capacities and have time to take its place in sales in the Russian market.

3. How did you meet Polat Drive Technologies? What is your product range and are you satisfied with using our gearboxes?

We met Polat Drive Technologies and Neclet DEMIR at an exhibition in Hannover, Germany in 2010. Currently, we are completely using PGR gearboxes. We are satisfied with the mutually beneficial cooperation and the quality of PGR products. We have a great, trusting relationship with the PGR team.

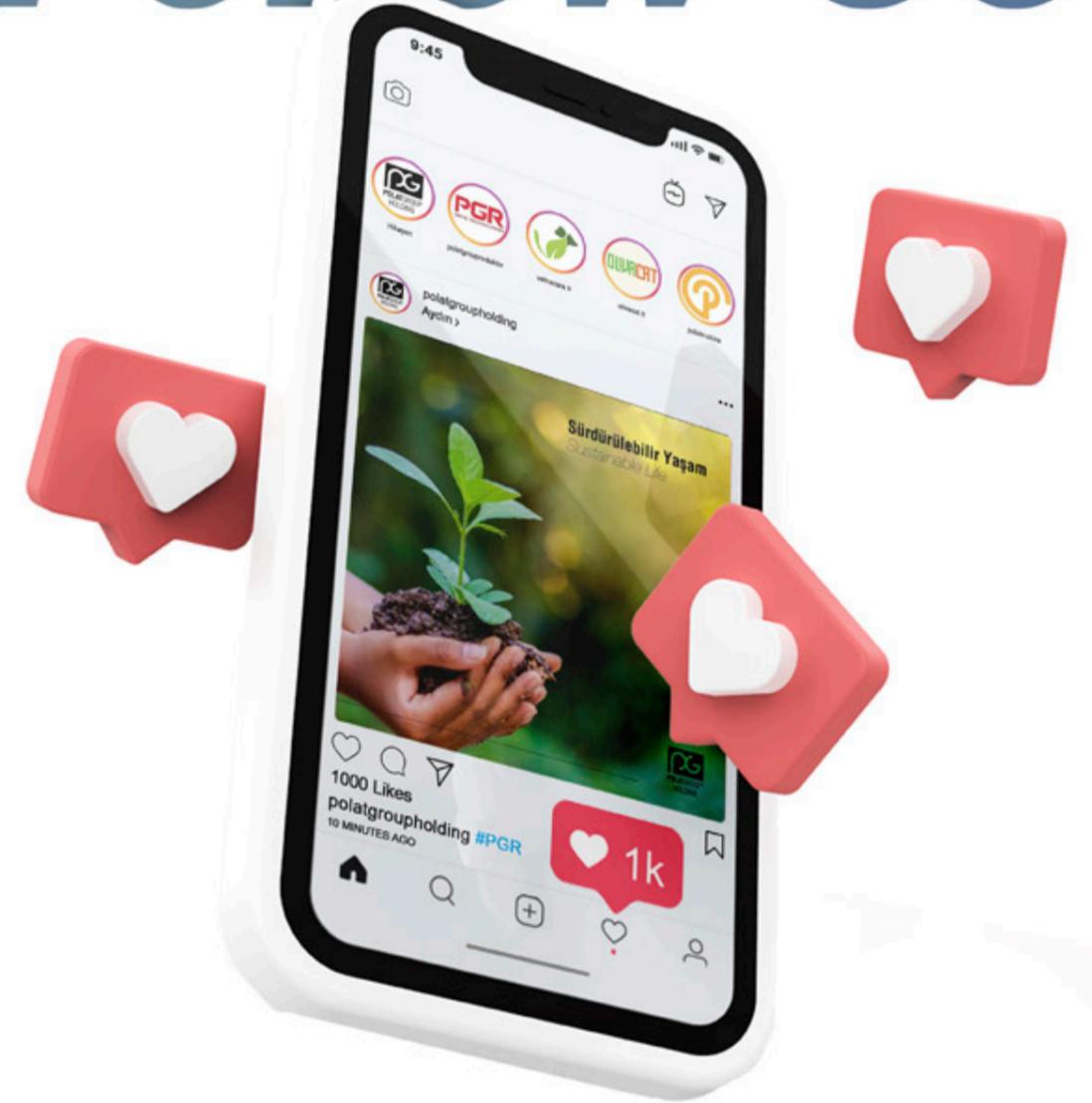
4. How do you find the gearbox sector in the world? Is it a self-improving product?

Promising, Geared motors are used in almost all industries. We are counting on the bright future of Polat Drive Technologies. We observe the continuous development of the gearbox project, which is the collaboration of a tightly committed team and a competent policy of the company management.

5. Is there anything you would like to say to our readers of Polat Life magazine?

Life is good, but it flies by so fast. Live life to the fullest. Love and respect your family and colleagues. Appreciate what you have. Imagine and achieve your goals. I wish you and your loved ones health and peace.

Follow Us



[/polatgroupholding](#)



[/polat-group-holding](#)



We are
designing
the future

*We transform our energy into movement with the
experience of the past and the meticulousness
of a watchmaker.*

PGR Can Produce Custom Solutions for Us

We share our interview with Ole Brun Schnuchel, CEO and Co-Founder of E. Koed Christensen.

1- Dear Ole Brun Schnuchel, first of all, thank you for your time. We would like to get to know you better. May I know when you started this business and how you have progressed so far?

In 2018, we started doing business together with PGR. Actually, I saw PGR at the Hannover Fair and recognized your company there.

After my first visit to Aydın, I was convinced that PGR could be a serious business partner. My impression was that PGR had all the control needed to produce gearboxes, and PGR quality control was impressive, and I was confident that PGR could produce the high-quality gearboxes that we and our customers demanded.

The cooperation between our companies has increased year after year and we have expanded and will continue to expand the range of gearboxes we will receive from PGR in the future.

2- What do you do to meet maximum customer satisfaction?

We are a well-established company in Denmark and we have been selling gearbox and transmission solutions for more than 50 years. All our customers know that we provide high quality, excellent consultancy when choosing

the right gearbox. Also, if this requires a special solution, we are the company that can do it.

Therefore, it is a pleasure to work with PGR, they can produce special solutions.

Our customer demands an affordable price and delivery, and PGR's extensive component stock allows us to deliver faster than most of our competitors.

3- How did you meet Polat Drive Technologies? What is your product range and are you satisfied with using PGR products?

As I mentioned, before I first met PGR at the Hannover Fair, I think it was in 2017 or 2018.

We mainly purchased planetary gearboxes and worm gearboxes. We are very satisfied with the products and our focus is to increase the range of the first planetary gearboxes as well as the range of industrial gearboxes,

4- What is your goal in the gearbox sector? Which products do you want to be specialized in?

Our main customers are OEM's manufacturing cranes, machines for processing solutions, as well as the largest

manufacturers of equipment for the marine and offshore industries.

As mentioned before, our main focus point is planetary redactors. However, industrial redactors are also interesting for our customers.

5. Is there anything you would like to say to our readers of Polat Life magazine?

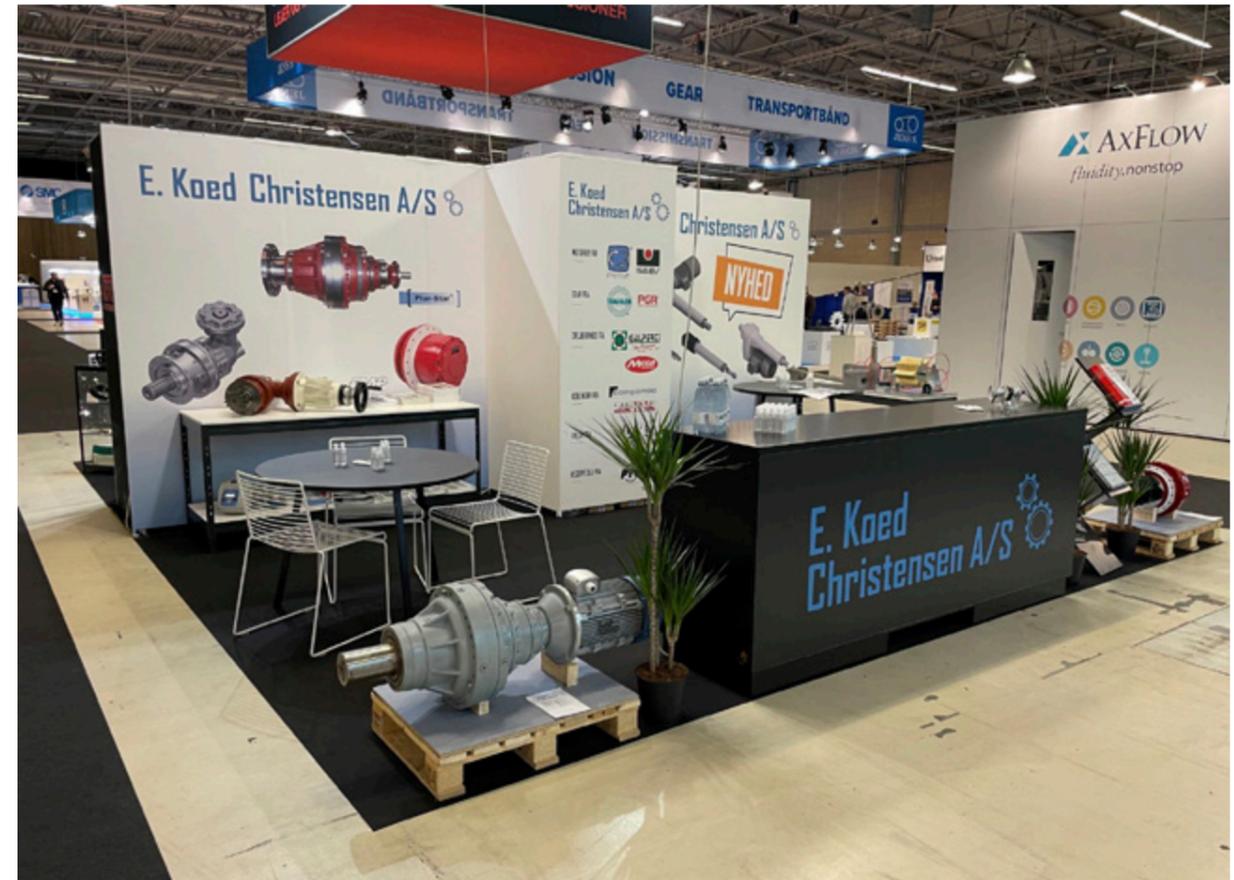
Life is beautiful, but it flies by so fast. Live in joy. Love and respect your family and colleagues. Appreciate what you have. Imagine and achieve your goals, I wish you and your loved ones health and peace.



Ole Brun Schnuchel
CEO ve Kurucu Ortak
E. Koed Christensen A/S

Interview

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding



Interview



We Pursue Ideas and Suggestions

Selçuk Karaata
Strategic Planning Advisor
Polat Group Holding

We pursue innovative ideas, ideas, suggestions to address problems we have faced for some time or to assess a potential that has not been evaluated.

Various creative methods are used to achieve such a goal. One of the most up-to-date and popular approaches is design thinking, which we call "design thinking technique". In our article, we will include an approach based on this technique; "Collective Action Kit". This kit consists of certain stages; we will evaluate the stages from the beginning to the end.

The Collective Action Kit consists of a number of actions and methods that enable groups anywhere to organize, collaborate and come up with solutions to problems that affect their communities.

What's this kit?

The Collective Action Kit was created to help bring groups together to achieve a common goal. It consists

of an action map and six activity areas. These activities offer different ways to produce solutions that are focused on creating change within a community or organization.

Why do people use this kit?

Many groups are looking for a creative process to help them overcome challenges. TEK provides a sketch

to guide you through the time you need. Your team can decide exactly what activities you need on your conditions.

When should I use it?

Regardless of the size of the problem you are trying to solve, the activities here can help you examine and resolve community issues. For ex-

ample, you may want to help people around you access healthier foods, reduce the number of people who are sick from an infectious disease, build a new building, or have a small business. Or you can implement this system to find a solution to an ongoing problem that you encounter in your organization that has not been tried before.

What am I getting?

TEK gives you an accessible process to help your team create change. Whether you use a single activity or all of them, you can develop your skills, gain knowledge and collec-



tively find solutions to problems. TEK can help your team develop a variety of talents: critical thinking, listening to others, asking better questions, generating ideas, creating better stories, and being and sustaining a source of inspiration for social action. By combining what and who you know, you can better support each other in your group and more.

Who else is using it?

A wide range of designers, trainers, non-profit organizations, governments and institutions around the world use this technique. They use TEK to build better teams and learn about people's needs, and in turn to come up with better solutions that will make a difference in their com-

munity and organization.

Let's Get Started

The Collective Action Kit (TEK) uses an action map with activities divided into six areas. All you need to get started is motivation and enthusiasm. From here, you can use the action map to focus your route, help-

ing you balance the time you need to behave and think. You can work alone or with a group, and there's no wrong place to start. Each activity will help you learn something. Below is a schematic description of the six areas.

There are six activity areas that your group can use to achieve their

goal. Depending on your goal, you may need to follow a non-linear route from each activity area. When you do each activity, you will learn something that allows you to better understand your goals and how to reach them.

Goals change over time, depending on how we learn and develop as part

of an organization, as part of a community. Start by setting a common goal and your group will constantly return to the center of the action map, and from the center, you will be able to review what you have accomplished and what still needs to be done.

We'll continue.



We Make Life Colorful.

We Shape Your Garden with
the Most Beautiful Colors of
Nature



We're Not Alone

Living with a pet is best described as a cheerful friend who greets you with a smile when you come home. Living at home with a friend who loves you very much has other benefits as well as being very enjoyable. In this article, you will find both these benefits and our suggestions that will improve the quality of life of your pet, which you take care of, with very simple methods.

Although cats and dogs are the first animals that come to mind when we think of pets, there are

many alternative species. There are also many people who take care of animals such as fish, birds, hamsters, turtles, rabbits.

Basically, it is necessary to have knowledge about drinking water, nutrition, cleaning, sleeping and toilet for pet care.

Each type of pet should be cared for according to its nature. Dogs and cats usually have similar care. In the case of birds, sufficient feed and water in the cage will meet their

nutritional needs. Depending on the type of animal, taking care of a pet will not be that difficult once you have mastered such details.

Little details we should pay attention to for our pet...

First of all, it is necessary to pay attention to its cleanliness. Taking them to the vet at regular intervals and following up on the necessary vaccinations are issues that should not be neglected.

Cats are among the animals that are frequently kept at home. Cats don't need toilet training. Cat litter can be used to satisfy toilet needs. When you find the right type of litter for your cat's toilet requirement, the formation of bad odor will also disappear.

Specially produced for cats, Olivacat is formulated with the perfection of nature and the centuries-old miracle of olives with cat litter produced from olive seeds for the first time in the world, prepared for the health and comfort of your family.

All substances used in the formulation are 100% natural and absolutely harmless to human and animal health. With its dust-free and anti-allergic structure, it does not harm your health and yours.

Olivacat has a minimum carbon footprint due to the simplicity of the production process and the raw material used. In addition, thanks to its biodegradable structure, it does not harm nature, unlike mineral cat litters.

Many happy days with our animal friends...

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding



OLIVACAT®

The First and Only

Cat Litter Made

from **100% NATURAL** Olive Seeds



Carbon Footprint

We can leave beautiful traces for the future

Climate change, one of the most debated issues of recent times, including in our country, is now becoming a focal point for us, with developments related to the destruction we cause to nature, rapidly depleting resources and increasing carbon emissions.

First of all, let's take a look at what carbon emissions and carbon footprint concepts are.

What is Carbon Emission and Why Does It Occur?

The emission of carbon dioxide into the atmosphere caused by the processing, transportation or use of coal, natural gas, oil, etc. of the sources used as fuel is called "carbon emission". The amount of carbon emission is measured by the "carbon footprint".

Carbon dioxide emissions caused directly or indirectly by humans and the damages caused by these emissions to the environment are scaled on the basis of carbon footprint.

Thus, the carbon footprint, which enables the destruction created in nature to emerge clearly, tells us how much we pollute the environment as a result of the industrialization we carry out. So the more we can reduce our carbon footprint, the more positive things we can do for our planet and country.

There are two types of carbon footprint definitions.

The first footprint corresponds to the direct release of carbon as a result of the energy we use in our homes,

workplaces and transportation. The second footprint refers to the indirect carbon emissions that occur during the production, transportation and similar processes of the products we use.

Although it is late in many respects, there are some methods that we can all apply to change both today's world and our future. In order to reduce the individual carbon footprint and live respectfully to natural resources

We can personally contribute by walking, cycling and choosing public transportation as much as possible and traveling with more than one person in individual vehicles.



Olive & Human

The History of Olive and Its Place in Human History

"Olea prima omnium arborum est.."

Olives are the first of all trees

Olive tree is a tree of great importance in the history of humanity, both as one of the first domesticated trees and with the benefits it provides. These characteristics of the olive tree caused it to take place in both the culture of societies and religious texts.

In the first article of this series, which I plan as a series of two articles, I will talk about the unknown properties of olives and their place in human history, and in the second article, I will talk about how olives find a place in the cultures of societies and religious texts.

The History of Olive

The earliest evidence of an olive tree is the leaf of a wild olive tree from 23 million years ago on the Greek island of Evia. Humans are estimated to have been on Earth for five to seven million years. In other words, the presence of the olive tree on Earth dates back much earlier than the presence of humans on Earth. Even this knowledge alone could be evidence of why olives are considered so ancient in human history.

Although olive tree and humanity have existed together for at least 5 million years, the domestication of olives took place only in 4500 BC. It is likely that hunter-gatherer societies made use of wild olives before this date, but it was at this date that olives began to be cultivated by humans.

Although the average life span of the olive tree, which starts producing olive at the age of 5, is 500 years, there are also olive trees that live much longer. The oldest member of the olive tree family today is estimated to be between 4,000 and 5,000 years old. This ancient tree in Bethlehem, Palestine, has stopped producing fruit, but there are relatives who have outlived their life expectancy and continue to produce crops. A 1600-year-old olive tree in Croatia is known as the oldest member of its family that continues to produce crops.

Another feature of the olive tree that reinforces its importance in the eyes of humanity is its ability to withstand harsh conditions. Although there is an increase

in its yield when it is regularly irrigated, it can continue to yield fruit by surviving with very little water even in geographies where drought prevails. Although the ideal temperature range for living is between -7 and 40, it can survive at lower and higher temperatures. Due to the strength of its roots, even if it is affected by any natural phenomenon, it can produce fruit again after a while. For example, many trees were damaged by the frost that hit Tuscany in 1985, but after a while they started to produce fruit again.

Speaking of the olive family, I did not want to skip without sharing with you very surprising information. Close relatives of olives include plants such as jasmine, lilac and ash trees, while distant relatives include peaches.

Uğurkan Bozkurt
Assistant Marketing
Specialist



Essence of Life

Olive Oil



Olive oil, one of the indispensables of the kitchen, not only gives flavor to the dishes, but also does important work to make our lives easier.

It is known to be a good hair nourisher, prevents hair fractures, provides a perfect shiny appearance, and also repairs.

A more comfortable treatment process will be experienced by applying it to the injured areas due to the fact that it is a good anti-bacterial.

It helps remove paint stains on your hands.

It is very successful in polishing furniture; a spoonful of oil added to the wiping water will make your furniture shiny.

It eliminates diaper rash in children in a short time.

It can also be shoe polish, and muffles the sound of creaking doors.

After this brief information, let's see where else we can use it in our daily lives.

When you wake up in the morning, a tablespoon of olive oil is very useful to facilitate digestion before you eat anything.

Applying it to your face will have a moisturizing effect, also making your skin soft.

Caution: If you think you have a serious medical problem, please contact your doctor.



DISCOVER THE HARMONY

in the Flow of Life



We are fed from the nature in all areas of life. What nature has bestowed, **we are separating, transforming and using more efficiently.** With perfect harmony and unique perspective...
Discover the harmony in the flow of life!

Centrifuge & Extraction Technologies

● www.polatas.com.tr

● +90 850 255 1978

