

Sharing happiness...

ADZ CORPORATE PRESENTATION



unaddressed mailing distribution

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ABOUT ADZ



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unaddressed mailing distribution



SERVICES

ADZ offers only one service to it's customers; unaddressed distribution.

- ADZ offers consultancy service on target planning;
 - Best locations suiting customer's campaign are selected from demographic indicators
 - Number of households for selected locations are calculated on ADZ geo-database
- Distribution plan is generated to accomplish target distribution goals
- Unaddressed distribution activity takes place, ADZ teams reports all activity real time
- ADZ continuously runs inspection and quality control teams on field during distribution processes
- ADZ generates detailed distribution reports for its customers



ADZ COVERAGE

ADZ can reach

- 20 big provinces by ADZ's Exclusive agents (mostly active regions)
- 61 other provinces by ADZ and AKTIF agencies



Turkey has app. 22 million households



TECHNOLOGY

- ADZ uses technology on every step
 - Deliverymen carry mobile handsets
 - Deliverymen carry GPS tracking device
 - All handsets are online over GSM-GPRS network
 - Every process in distribution is recorded
 - ADZ tracks all deliverymen geographically via GPS
 - ADZ reports all distribution details real-time/online
- ADZ's inspection teams check physical distribution quality on field; for every distribution day, for every team



Turkey's best unaddressed mailing company

- ADZ offers its
 - Know-how on unaddressed mailing business being first and only company
 - Advanced use of technology in operations
 - Professional planning
 - Market targeting; consultancy
 - Dynamic young teams best suiting clients' needs
 - Fast and quality distribution
 - And tailor-made solutions!

ADZ is associated company of Aktif İleti

Having 16 years of experience Aktif İleti is the very first privately owned postal company in Turkey. Basically its core business is conveying high numbered envelopes originating from one point and being delivered to various addresses.

Its major clients are commercial banks. Delivering credit cards, debit cards and other banking envelopes is Aktif's expertise.

- Aktif knocks almost 2 millions of doors every month
- Over 1500 couriers walk every street of the country; everyday
- Aktif can reach every distant point of Turkey
- 220 agencies operate in 81 provinces of country for only Aktif's business exclusively
- Aktif delivers appr. 3 millions of envelopes every month
 - Credit Cards, Letters, Invitations, Magazines
- Aktif serves almost every commercial bank of Turkey and many other nonbanking companies





ADZ DISTRIBUTION TERMS



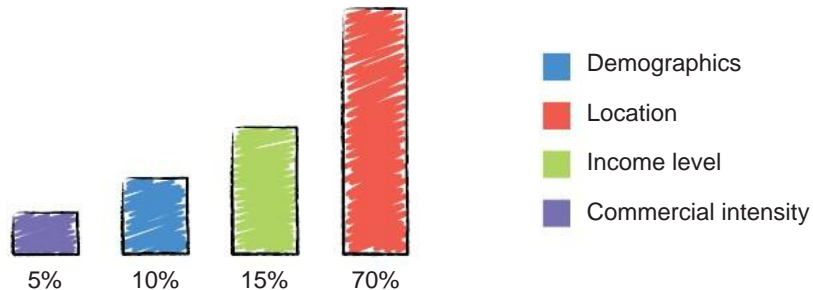
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ADZ DISTRIBUTION TERMS

- %15 of households have actual postboxes
- No stickers on postboxes are allowed
- Average notification time is 5 days (before distribution)
- Average delivery time of stock is 3 days (before distribution)
- Delivery of stock is to ADZ's warehouse (packed of euro-palletes)
- Average volume recommend for test is 30.000-50.000 pcs.
- Transport costs are charged to the customer (max %5 of total price)
- No size restriction but maximum weight is 500 grams for each delivery
- Average response rate of door drop campaigns for retail market is about %0,9
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ADZ'S TARGETING OPTIONS

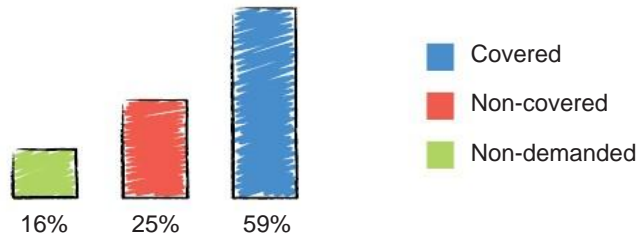
Targeting options for Turkish market





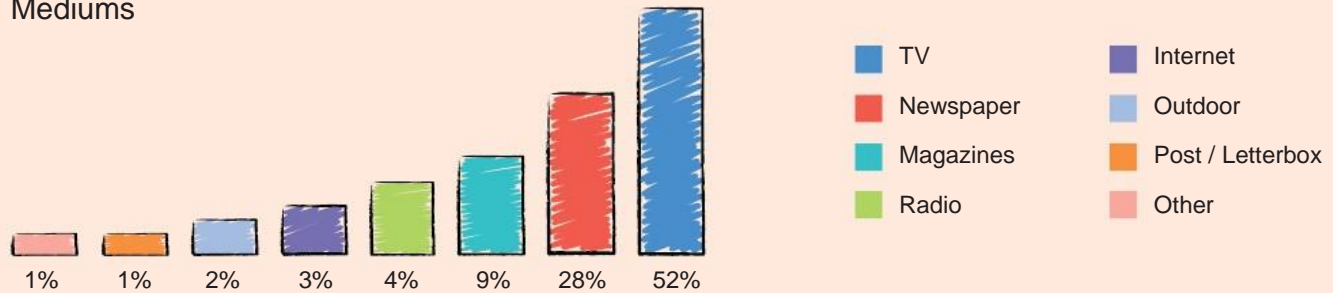
ADZ COVERAGE

Total number of households covered by ADZ (out of total 22 mio)



TURKISH AD MARKET

Mediums



REFERENCES





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