



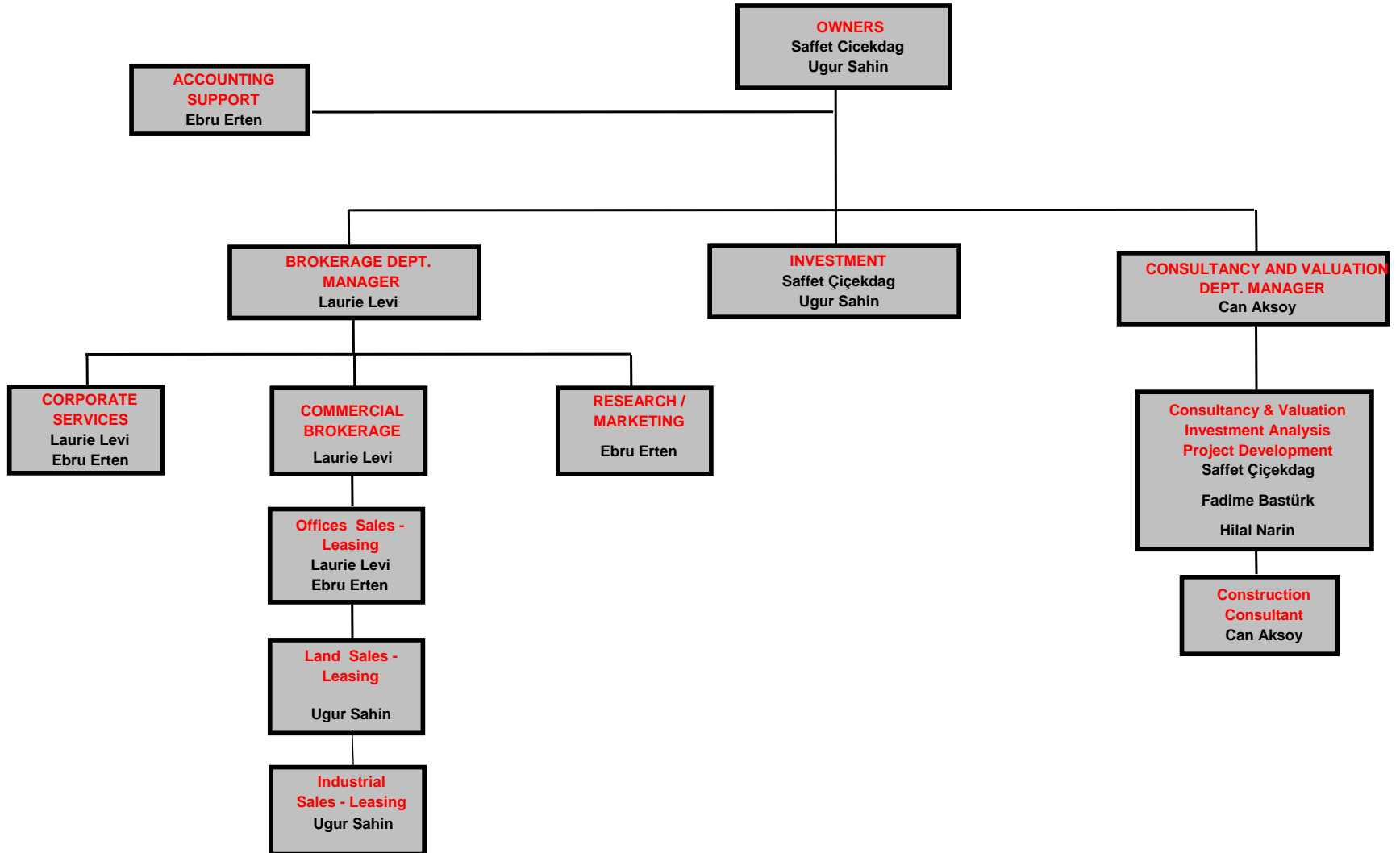
Commercial Real Estate Services

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# PEGA

ASSETS:  
WHO WE ARE...

# PEGA / Organization Chart



## VALUATION / CONSULTANCY

4

## INVESTMENT

2

## BROKERAGE

4

# PEGA / About ...

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- ✓ Pega's team has been present in the Turkish market since 1995.
- ✓ Founding member of Turkey's Real Estate Quality Platform (GKP)
- ✓ Member of GYODER  
(President of valuation committee)
- ✓ Istanbul Trade University,  
course on "Market Research"

# PEGA / Brokerage Department

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- Corporate Services
- Development Consulting
- Commercial Sales & Leasing
- Land Sales & Leasing
- Industrial Sales & Leasing
- Investment Sales & Advisory

# PEGA / Consultancy Department

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- Valuation / Appraisal Reports
- Highest & Best Use Studies
- Feasibility Studies
- Market Analysis

# PEGA



ASSETS:  
WHAT WE DO...



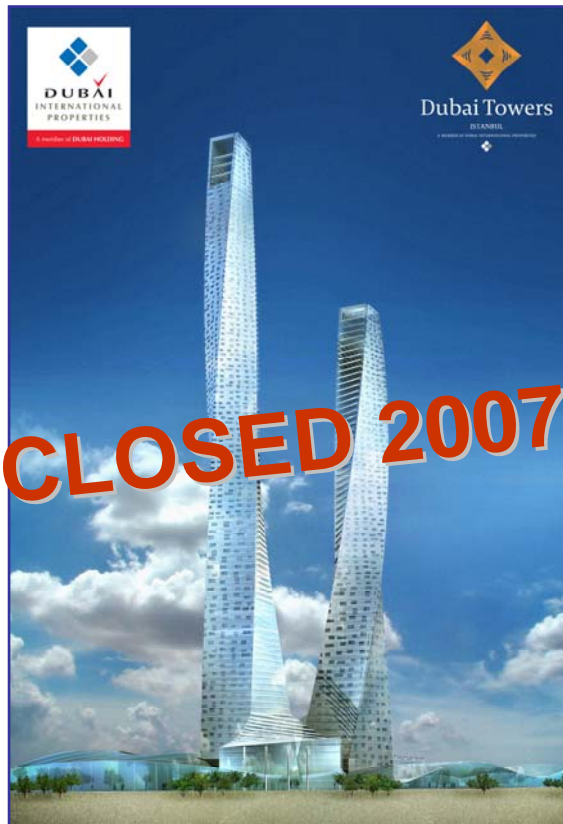
# PEGA / Brokerage Department - Closed

## Cevahir Shopping & Leisure Centre

PEGA and JLL represented  
Cevahir Shopping Center,  
Europe's largest  
shopping center  
to St. Martins and Pradera  
356,000m<sup>2</sup> construction area,  
107,000m<sup>2</sup> GLA



# PEGA / Brokerage Department - Closed



## Sama Dubai

45,000 m<sup>2</sup> prime land zoned for high-rise development.

Owner is Istanbul Municipality.

Pega represents  
Sama Dubai

# PEGA / Brokerage Department - Closed

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## Redevco

Tenant Representation  
17,509 m<sup>2</sup> office building in  
Istanbul

# PEGA / Brokerage Department - Closed

## Delphi

Sale of 30,500 m<sup>2</sup> land in Bursa



# PEGA / Brokerage Department - Closed

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Pega assisted the US State Department to select the most suitable site for the relocation of the US Consulate General in Istanbul.

# PEGA / Brokerage Department - Closed

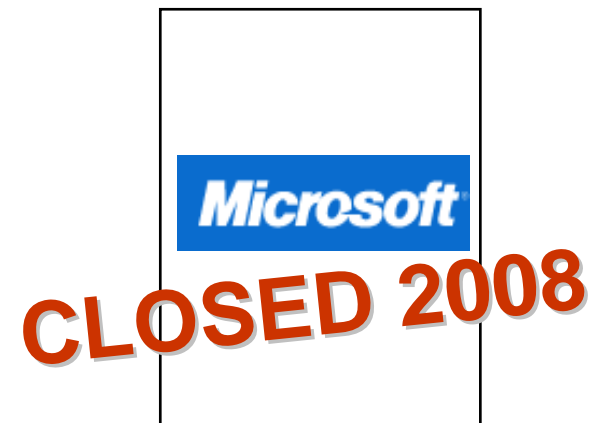
## Redevco

Landlord Representation  
17,509 m<sup>2</sup> office building in  
Istanbul



## Microsoft

Site Search & Lease Review  
18,550 m<sup>2</sup> office building in  
Istanbul for Microsoft



# PEGA / Brokerage Department - Closed

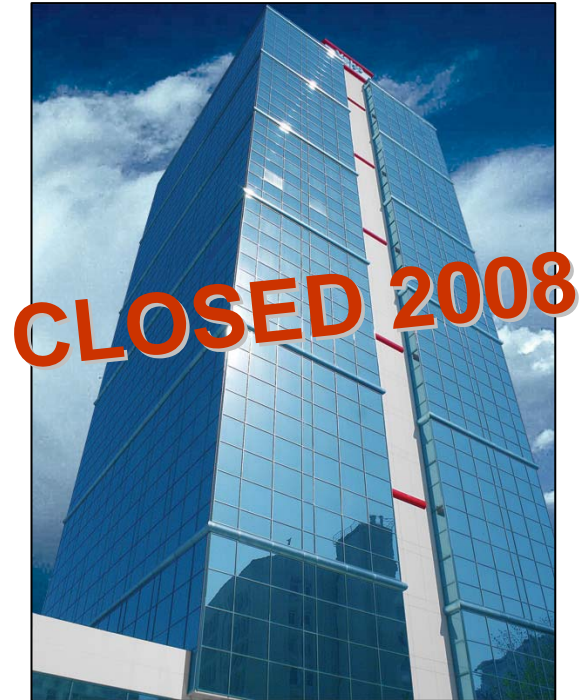
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**BAT**

Site Search & Tenant Rep

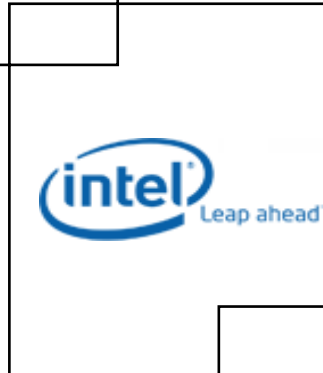
8,800 m<sup>2</sup> A class office space leased  
at Veko Giz Plaza in 2008





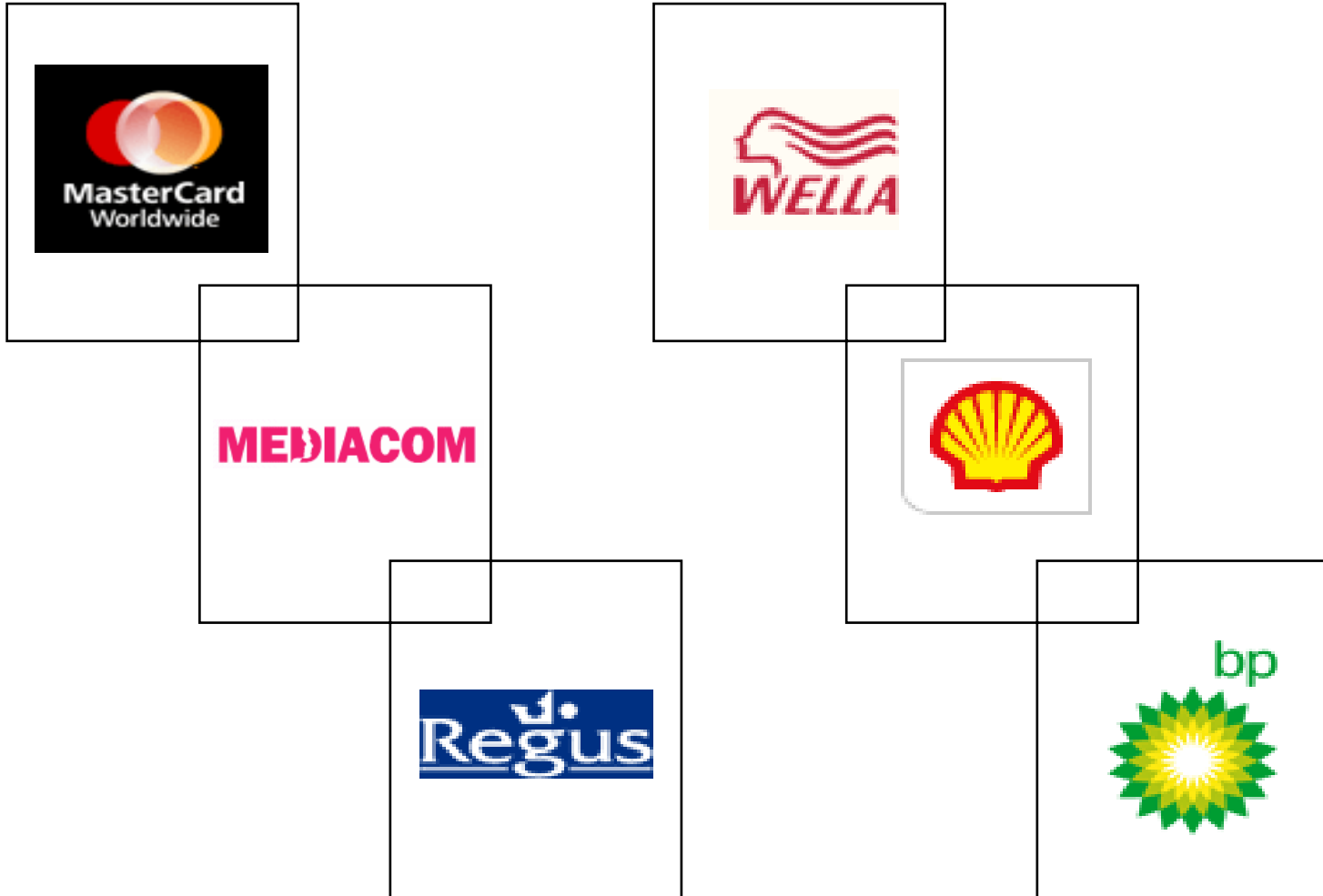
# PEGA / Brokerage Department – Corporate Clients - Closed

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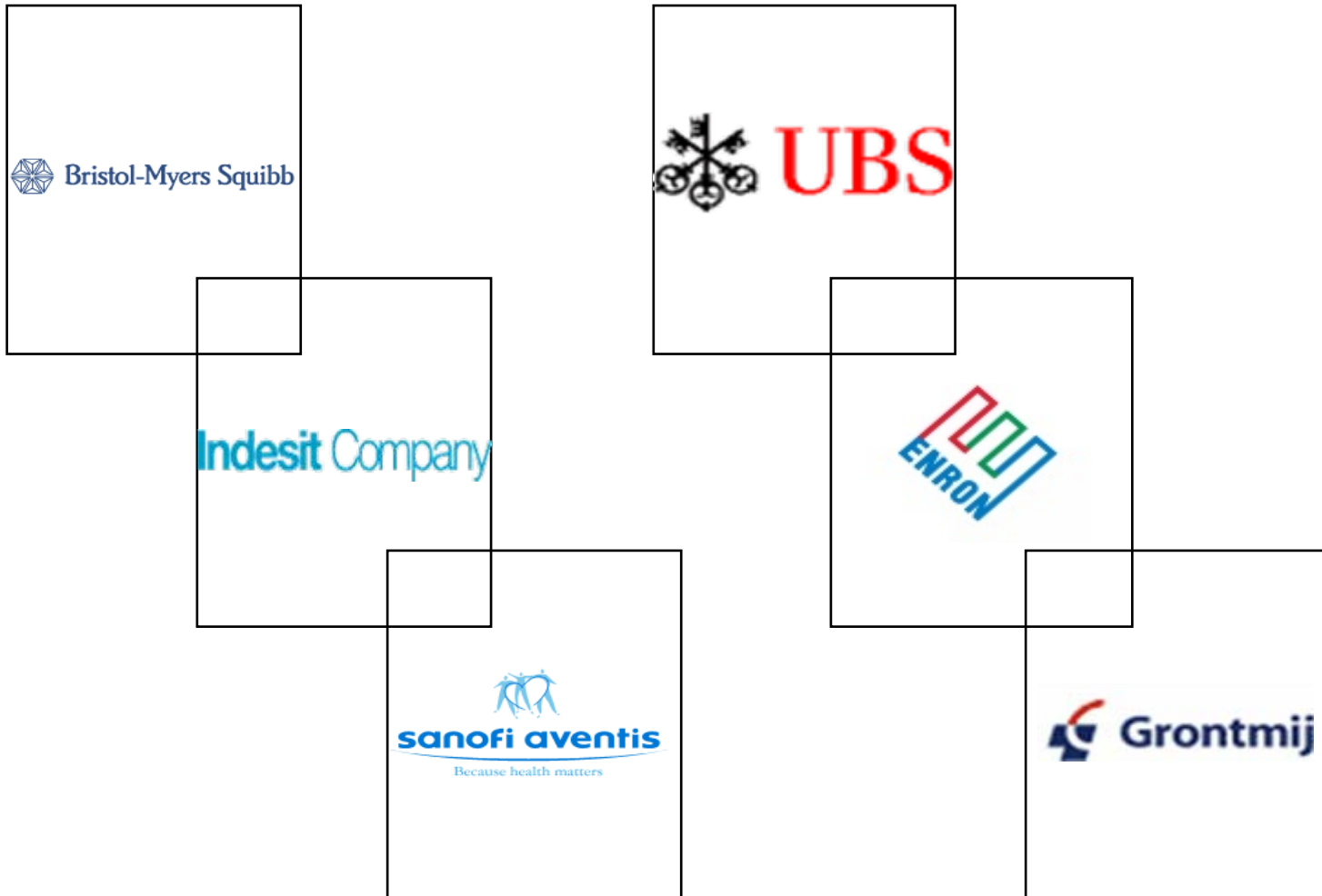




# PEGA / Brokerage Department – Corporate Clients - Closed



# PEGA / Brokerage Department – Corporate Clients - Closed



# PEGA / Brokerage Department – Landlord Representation



## **Gillette's Factory & Land**

In Güneşli, two lots totaling 35,887 m<sup>2</sup>, including modern buildings with 17,200 m<sup>2</sup> closed area.

Pega represented Gillette.

# PEGA / Brokerage Department – Landlord Representation

## TRW's Factory & Land

In Izmir, 27.914 m<sup>2</sup> land,  
including factory and  
management buildings with  
7,592 m<sup>2</sup> closed area.

Pega represented TRW.





## DORUK PLAZA

Ongoing Landlord Representation to Doruk Plaza in Umraniye.

Doruk Plaza is a A+ office building with 12 floors.

Total area; 19.053 m<sup>2</sup>  
GLA; 13.305 m<sup>2</sup>

Pega in this project services as “Development Consultant” and “Landlord Representative”

## Reference 1

### **SOYAK**

Development Consultancy for the  
85,000m<sup>2</sup> development planned on the  
company's Levent site



## Reference 2

### **SAMA DUBAI**

Development Consultancy Report is prepared for Dubai Towers in Levent.



The mixed-use complex will have Class A office space, a luxury hotel, serviced and residential apartments, and a shopping boulevard. The project, which is scheduled to be completed in 2013, is composed of two towers with 290.000 m<sup>2</sup> closed area, 80,000 m<sup>2</sup> office on 46.000 m<sup>2</sup> land.

## Cisco Systems



Ongoing Corporate Services since 1999  
including lease acquisition and renewal in  
Istanbul and Ankara and regular site  
searches

## Intel

Ongoing Corporate Services since 2005  
including lease acquisition in Istanbul  
and Ankara







## Sun Microsystems

Ongoing Corporate Services since 1999 including lease acquisition and renewal in Istanbul and regular site searches

## Honeywell

Ongoing Corporate Services since 2008 including lease acquisition and renewal in Istanbul and regular site searches

**Honeywell**

## Hotel - Shopping Center – Residence Project in Konya

**Land:** 33,982 m<sup>2</sup>

**Project:**

Shopping Center: 89,676 m<sup>2</sup>

Residence 19,147 m<sup>2</sup> + 20,907 m<sup>2</sup>

Hotel: 13,441 m<sup>2</sup>



Pega represents Landlord.

# PEGA / Brokerage Department – Research

Building Name	Location	Year Opened	Name of Developer	Gross Building Area (m²)	Leasable Office Area	Aver. Floorplate Size (m²)	Number of Floors	Gross Leasable Area (m²)	Average Rents (m²)	Common Charges	Rent X Vacancy Area	Average Sale Prices (m²)	Vacancy	Vacancy Area
Süzer Plaza	Beşiktaş	2000		120.000	8.000	3075	42	19.000	\$ 28,00		\$ -		0%	-
İş Blokları	Levent	2000	Tepe	124.725	119.828	1033	68	56.649	\$ 25,00	\$8,00	\$ -		0%	-
Kanyon	Levent	2005	İş GYO - Eczacıbaşı		15.171	1167	25	15.171	\$ 24,00	\$4,50	\$ -		0%	-
Metrocity	Levent	2001	Yüksel	26.688	16.560	720	23	17.437	\$ 27,77			2.500	0%	-
Tekfen Tower	Levent	2003	Tekfen	50.000	33.142	1045	30	33.142	\$ 18,00				0%	-
Sun Plaza	Maslak	2004	Sunjut		51.286	778	37	12.239	\$ 15,00		\$ 5,000		0%	150
Tat Towers	Zincirlikuyu	2000	Yüksel İnşaat	142.000	73.024	1141	64	22.500	\$ 28,00		\$ 785,008		5%	36.512
Kempinski	Esen-tepe	2007			4.840	1005	8	4.840	\$ 50,75		\$ 61,400		2%	1.210
BJK Plaza A Blok	Akaretler	1994	-	10.000	700	100	13	11.700	\$ 19,30		\$ 2,000		1%	150
BJK Plaza B Blok	Akaretler	1994	-	10.000	700	100	11	6.600	\$ 19,30		\$ 2,500		0%	-
Maya Meridyen	Akaretler	1993	Maya İnşaat	11.000	6.000	600	14	4.500	\$ 15,00		\$ -	\$ 1.800	0%	-
Maya Plaza	Akaretler	1993	Maya İnşaat	7.700	6.600	550	11	6.600	\$ 17,50	\$3,50	\$ -		0%	-
Kariton 17	Akaretler	1993	Maya İnşaat	4.640	1.000	1000	7	4.060	\$ 10,00	\$1,40	\$ -		0%	-
Metroport	Bağcılar			15.000	15.000	1000	9	15.000	\$ 26,04		\$ 195,300		50%	7.500
Ata Plaza	Bağcılar	1992		14.385	658	21	14.385	\$ 17,00	\$5,50	\$ -			0%	-
Barbaros Plaza	Bağcılar	1992		24.000	14.454	657	27	12.000	\$ 12,80	\$3,21	\$ -		0%	-
Eski Yurtbank Binası	Bağcılar			6.569	3.720	310	7	3.720	\$ 11,00		\$ -		0%	-
Maya Akaretler	Esen-tepe	1993	-	35.500	29.300	1090	27	29.500	\$ 17,00		\$ 5,000	\$ 1,500	0%	330
Karama Plaza	Esen-tepe			27.400	27.400	846	10	32.000	\$ 10,25		\$ 2,000		25%	8.000
Akmerkez	Etiler		Akkök	30.000	31.000	1000	31	31.000	\$ 15,50		\$ -	\$ 2.000	0%	-
ABN Amro Building	Etiler			8.600	8.600	717	11	8.600	\$ 25,00		\$ 5,00		0%	-
Akşit Plaza	Fulya	2000		9.200	8.000	800	14	6.300	\$ 15,42		\$ -		0%	-
Hamancı GİZ	Levent	2001	Giz İnş.	7.700	8.800	140	21	13.770	\$ 15,00	\$1,80	\$ -		0%	-
Büyükdere Plaza	Levent	1999	Uçok İnş.	7.700	5.222	746	7	5.222	\$ 23,00		\$ -		0%	-
Polat Plaza A	Levent	1999	Polat İnş.	12.000	5.400	600	9	10.000	\$ 17,00		\$ -	\$ 2.500	0%	-
Polat Plaza B	Levent	1999	Polat İnş.	20.000	8.000	1000	11	8.000	\$ 19,58	\$2,90	\$ -	\$ 2.500	0%	-
Yapı Kredi Plaza A	Levent	1990	Koray	58.700	19.440	972	20	19.440	\$ 18,51		\$ -		0%	-
Yapı Kredi Plaza B	Levent	1990	Koray	58.700	19.440	972	20	19.440	\$ 18,51	\$4,57	\$ -	\$ 2.000	0%	-
Yapı Kredi Plaza C	Levent	1990	Koray	58.700	19.440	972	20	19.440	\$ 18,51	\$4,57	\$ -	\$ 2.000	0%	-
Levent Plaza	Levent	1999	Giz İnş.	46.362	12.000	1000	12	11.500	\$ 23,75	\$5,50	\$ 2.500	\$ 2.500	0%	-
Pak Maslak (Oycan Plaza)	Maslak	1999	Tim İnşaat	21.310	7.994	845	10	9.914	\$ 11,83	\$3,45	\$ -		0%	-
GİZ 2000	Maslak	1999	Giz İnş.	25.500	18.000	900	20	18.000	\$ 16,66	\$2,50	\$ 3.749	\$ 933	1%	225
Polaris	Maslak	1999	MİMGUT İnş.	29.500	23.760	990	29	23.000	\$ 15,00	\$3,70	\$ -	\$ 1.500	0%	-
Park Plaza	Maslak	1998	INCO-Gülman Gr	40.000	28.620	1060	27	22.477	\$ 25,00	\$3,50	\$ 3.500		0%	140
USO Center	Maslak	1998	Ceylan İnş	35.000	16.150	950	17	21.850	\$ 9,00	\$4,33	\$ -		0%	-
Beybi Giz	Maslak	1997	Giz İnş.	33.050	32.550	1050	31	33.050	\$ 16,00	\$2,00	\$ -		0%	-
Nurul Plaza	Maslak	1997	Nurul	42.000	14.200	710	20	26.950	\$ 18,00	\$4,50	\$ -		0%	-
Spring GİZ	Maslak	1993	Giz İnş.	21.000	16.560	720	23	14.150	\$ 16,66	\$3,00	\$ 2.999	\$ 1.600	1%	180
Capital Faktoring	Maslak	2002		10.500	6.000	500	11	6.000	\$ 14,00		\$ -		0%	-
İz-Giz Plaza	Maslak	2003	Giz İnş.	25.000	18.900	900	21	18.900	\$ 15,50	\$3,00	\$ 27,900		10%	1.800
Güney Plaza	Maslak	2004		25.107	13.253	750	30	25.107	\$ 12,00		\$ -		0%	-
Ece Plaza	Maslak	2006		29.900	18.760	1026	13	18.760	\$ 17,54		\$ -		0%	-
Veko Giz Plaza	Maslak	2006	Giz İnş.	23.000	18.900	900	21	18.900	\$ 15,00		\$ 283,500		100%	18.900
Medmarin İş Merkezi	Maslak	2006		5.000	2.700	270	15	2.700	\$ 18,51		\$ -		0%	-
Cengiz Plaza	Maslak	2007		18.400	13.200	637	17	13.200	\$ 25,00		\$ -		0%	-
Özsezen Yeni	Zincirlikuyu	2005	Bim İnşaat	15.000	9.900	900	11	12.000	\$ 14,80		\$ -		0%	-
Edin Suner Plaza	Akattlar	1990	Mermerler	6.000	4.480	320	14	5.000	\$ 23,43		\$ -		0%	-
Mermerler Sitesi	Akattlar	1990	Mermerler	16.800	9.600	350	6	8.400	\$ 9,61	\$1,00	\$ -		0%	-

PEGA's property database, that has been continually updated since 1997, now contains 227 plaza buildings, totaling 2,396,551m² of office stock.

# PEGA / Brokerage Department – Research - Closed

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CSC UK

Visa Services

 SOCIETE GENERALE  
Corporate & Investment Banking



 Experian™  
Decision Analytics

Market Studies and Brokerage Consulting



Commercial Real Estate Services

**COMPLETED**

	2006	2007	2008
Valuation	889.871 m <sup>2</sup>	2.213.333 m <sup>2</sup>	3.218.468 m <sup>2</sup>
Feasibility / Highest & Best Use	94.595 m <sup>2</sup>	799.941 m <sup>2</sup>	597.232 m <sup>2</sup>
TOTAL	984.466 m <sup>2</sup>	3.013.274 m <sup>2</sup>	3.815.700 m <sup>2</sup>

## Eurohypo

A Valuation Study of an  
Outlet & Entertainment Center in Ankara  
with a 65,000 m<sup>2</sup> covered area



## Redevco

Valuation Studies for land totaling over  
314,000 m<sup>2</sup> in 8 different cities throughout  
Turkey



# PEGA / Consultancy Department - Closed

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## ExxonMobil

Valuation Study for a  
3,136m<sup>2</sup> land parcel in Izmir

**ExxonMobil**

Taking on the world's toughest energy challenges.™



## Emaar

Highest and Best Use Study &  
Market Research for 96,500m<sup>2</sup> land  
in Levent, Istanbul



## **Galatasaray and Galatasaray Eğitim Vakfı**

Valuation Studies for the real estate portfolio totaling over 1.584.000 m<sup>2</sup> area located in Istanbul, Bursa and Ankara

## **Turgut İlaç A.Ş.**

A mixed-use Highest & Best Use Study on an 20.982 m<sup>2</sup> land area





## “Kartal Sub-Center Urban Regeneration Project”

### Siemens

A mixed-use Highest and Best Use  
Study on an 80,000m<sup>2</sup> land area

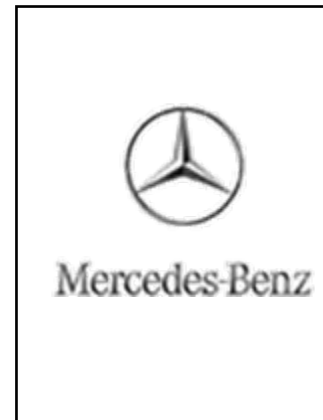
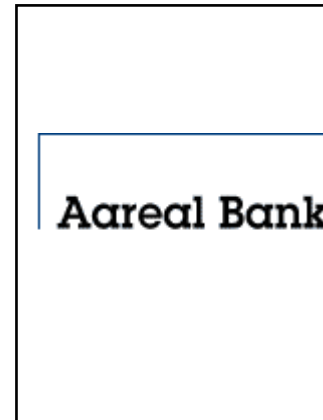
SIEMENS



### Eczacıbaşı

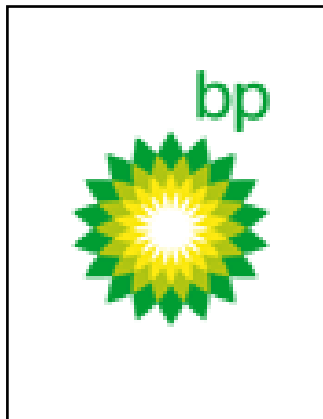
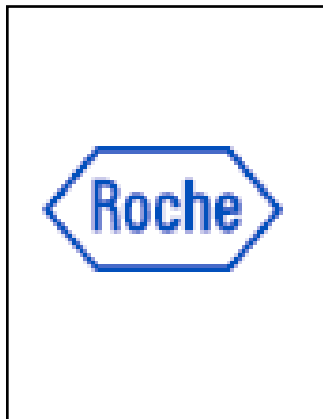
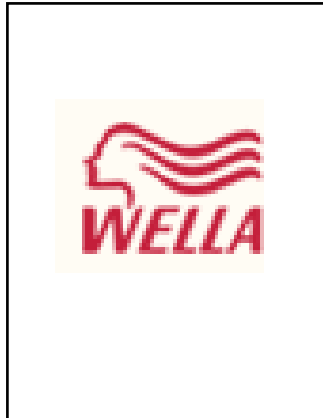
A mixed-use Highest and Best Use  
Study on an 318,000m<sup>2</sup> land area

# PEGA / Consultancy Department



# PEGA / Consultancy Department

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# PEGA / Investment Department - Ongoing

**MOU SIGNED / DD**

## Bodrum:

950,000 m<sup>2</sup> leasehold

100,000 m<sup>2</sup> freehold

3,000,000 m<sup>2</sup> golf land

800,000 m<sup>2</sup> freehold (to be purchased)



# PEGA / Investment Department - Ongoing

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35,355 m<sup>2</sup>

Piyalepaşa Development Project  
Pega to organize JV partner.

