

KITA TIMES

LET YOU KNOW!

2024 • ISSUE 1

We were at Logistech 2024 Fair with our Innovative Solutions!



As KITA Logistics, we participated in Logistech 2024 Fair, one of the most important events of the logistics industry. **This year, we came together with industry professionals and shared our innovative solutions and services with the participants.**



At our stand, we presented a wide range of solutions from our international transportation services to our new destinations. We also had the opportunity to share the latest developments in our digital transformation process and our brand vision with our visitors.

Throughout the fair, we held productive meetings with our business partners and strengthened our connections with the leading names of the industry. The event also featured an impressive concert at our stand by renowned tenor Hakan Aysev. Participants showed great interest in our booth both to discover innovations in the business world and to have pleasant moments.

Significant Contribution to Turkish-Japanese Friendship from Kita Logistics

During the February 6 disaster, we expressed our gratitude to our esteemed Japanese business partner for their support and donation. As the main supporter of the Yol Açık Yola Çık Association, which continues to provide education and rehabilitation support in Hatay, we explained to the Japanese delegation how their donation was utilized in our efforts to support this association, creating social benefits.



We also sent them a certificate of appreciation.

Our gifts, consisting of stones painted by women and children in rehabilitation workshops, were presented as a token of gratitude. We are very pleased with our contribution to fostering Turkish-Japanese friendship.





Visit to Our Japanese Business Partner

Communication and connections are invaluable in our mission to provide our customers with a seamless logistics experience. As our brand approaches 30 years of operation, we continue to generate value thanks to our strong business partners.



With our recent trip to Japan, we aimed to enhance and develop our trade relations in this region on behalf of Kita Logistics for the benefit of both sides.



ERCAN ATAMAN
Chairman Of The Board

Assessments from Ataman on the National and International Logistics Sector

Ercan Ataman, Chairman of the Board of Directors, was a speaker at the conference on logistics perspectives and the current situation from Europe to China, organized by the German-Turkish Chamber of Commerce and Industry. Ataman discussed the current situation, development, and challenges of the transportation and logistics sector, highlighting Turkey's strategic importance and the solutions offered by Kita Logistics within the Turkish logistics industry.

In his speech, Ataman emphasized that Turkey's geographical location plays a critical role in logistics corridors between Europe and Asia. He stated that Kita Logistics makes the best use of this advantage, offering fast, reliable, and cost-effective solutions to its customers. He also informed the participants about the wide service network and areas of expertise of Kita Logistics on the routes extending from Europe to China.

Ataman also discussed the innovative approaches of Kita Logistics in the fields of digitalization and green logistics at the conference, drawing attention to sustainability trends in the sector. He shared his views on how Turkey's role as a bridge between Europe and Asia can be utilized to create more value in international trade. Ataman's presentation attracted great interest from the participants, demonstrating Kita Logistics' pioneering role in the sector once again.

“HAND IN HAND” Since Day One

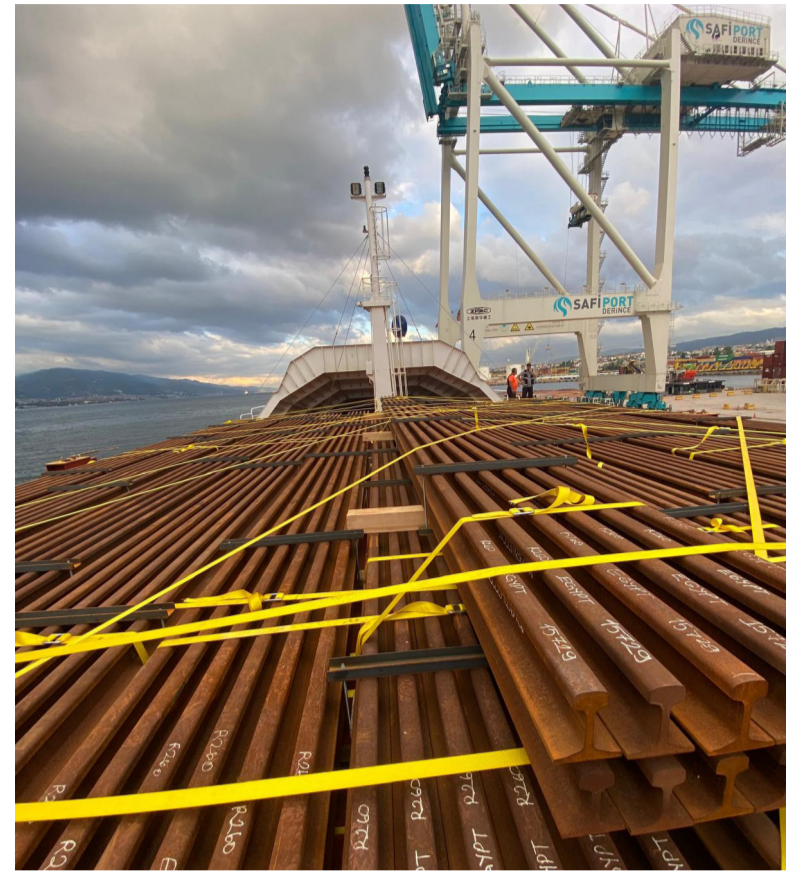
As part of the Mother's Day event, our General Manager, Ms. Sevdil Yıldırım, participated in a T-Shirt Painting workshop with children at an event organized by the 'Yol Açık Yola Çık' Association. We were delighted to be a part of this educational and motivational event for mothers and children in earthquake-affected regions.



We Are the Name Sponsor of Yozgat ASP Sports Club Girls Handball Team



Yozgat ASP Sports Club, which proudly bears our brand name, has become the name sponsor for the girls' handball team. Our young athletes have demonstrated their superiority on the handball courts. Their performance, perseverance, and team spirit continue to reflect the best in what they do. As the title sponsor, we take great pleasure in supporting the success of these young talents and ensuring they can go further in their field. As Kita Logistics, we wish our athletes a successful and enjoyable racing season.



We Celebrated Our 8th Anniversary in Kazakhstan



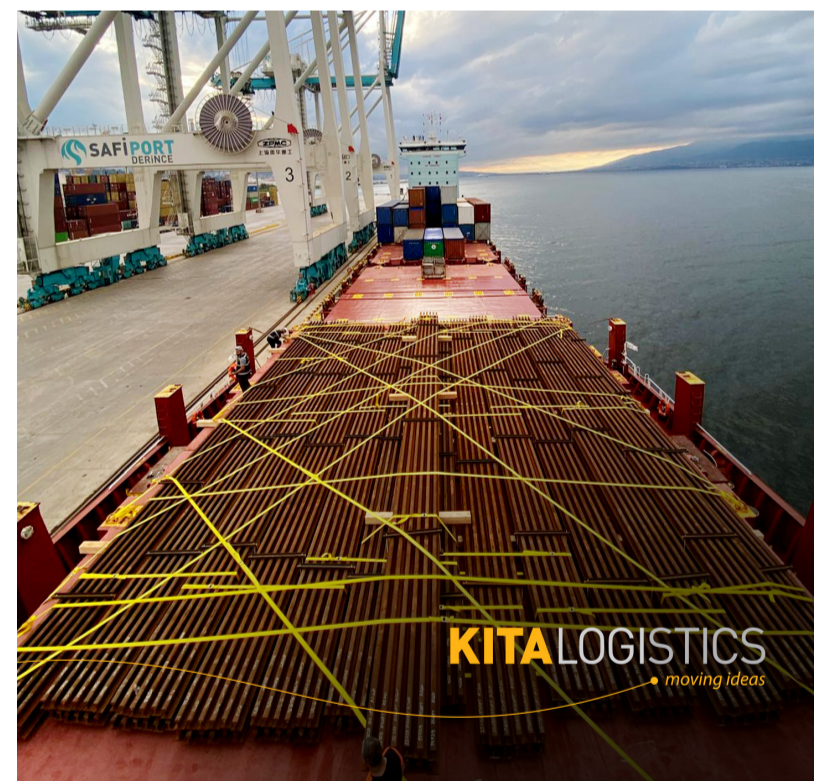
We celebrated our 8th anniversary in Kazakhstan with a simple ceremony. Since our establishment, we have managed to establish a good foothold in Kazakhstan's logistics sector while steadily growing our operations in the region. To mark this special occasion, our Group Chairman, Ercan Ataman, our CEO, Sevdil Yıldırım, and CFO, Can Kadirgan, visited our Continental Kazakhstan General Manager, Makpal Akhmetova, and her team in our Almaty office.

This event gave us the opportunity to review our current position in Kazakhstan and our future goals. As a company, we have built an extensive logistics network both locally and internationally, and our presence in Kazakhstan is an important part of this strategic structure. During the event, we came together with our team to celebrate our achievements to date and plan the steps towards our future growth targets.



Kocaeli to Egypt Rail Shipment

As Kita Logistics, we successfully completed the rail shipment from Kocaeli to the Alexandria port of Egypt as planned. We delivered a total of 136,534 tons of iron to the destination without any problems. We are proud to contribute to the trade volume between Turkey and Egypt, connecting Alexandria with other cities within Egypt.



In Germany Your Business Partner

Located in Germany, with a 3,000 m² closed warehouse and an expert team, we offer value-added logistics solutions to our customers. We combine many services under one roof, such as land, air, and sea transportation, inland transport organizations across Germany and Europe, storage, handling, packaging, short and long-term storage, inventory management, and regular reporting. We also offer comprehensive solutions for import and export customs clearance, meeting all your logistics needs in the most effective way.

Another Step on the Road to Digital Transformation

As Kita Logistics, we are committed to increasing our competitiveness and maximizing our operational efficiency. We are taking an important step in our digital transformation journey. We continue to strengthen our technological infrastructure to adapt to the dynamic and constantly evolving structure of the logistics industry. In this context, we aim to optimize our processes by switching to SAP software.

SAP software provides integrated data management, process automation, and customer relationship management, adding significant value to our brand with the advantages it offers in critical areas. We aim to take our goal of providing faster, more reliable, and transparent service to our customers one step further by integrating the power of digitalization into our operations. In the long term, this transition will not only improve our existing processes but will also allow us to offer more effective solutions to our portfolio.



We Attended the Annual Meeting of the Global Network of Director Institutes



To reinforce our strategic role in the global business world and strengthen our international cooperation, we took part in a valuable event. Our CEO, Sevdil Yıldırım, represented our brand at the annual member meeting of the Global Network of Director Institutes, hosted by the Board Members Association.

During the meeting, critical topics such as Global Passport, Reciprocity, Resource Library, Global Survey, Future Directors, Global Economy, and Sustainability were discussed in detail. Information sharing and discussions around these themes enabled in-depth exchanges of views on sustainable and effective management practices in the global business world. Participants gained important perspectives on the future of the business world with the knowledge and experience they acquired on this platform.

KITA LOGISTICS

ADDING SUCCESS TO ITS SUCCESS



As Kita Logistics, we are proud to be a part of Vadi Istanbul, and we came together in our Giyimkent offices in a special workshop we organized with Markam Company.

Fun analogies from other sectors and workshops will help us understand how we can shape it.

Participants discussed while finding the opportunity to develop our brand's vision in parallel with the developments, contributing to the emergence of creative ideas and new perspectives in line with common goals.





Deputy Chairman of the Board of Directors Emre Eldener was the guest of Bloomberg HT. “I didn’t think it was such a creative industry.”

Emre Eldener, Deputy Chairman of the Board of Directors, spoke about the global geopolitical problems in the logistics industry and the solutions we have developed against these problems in the “60 Minutes” program broadcast on Bloomberg HT. Stating that increasing transportation costs and prolonged delivery times in the post-pandemic period created serious difficulties in the sector, Eldener said, “Especially the crises experienced in the Suez Canal significantly extended the transit times. This situation had negative effects on our exports to critical markets such as the Middle East. However, as Kita Logistics, we are working intensively on alternative routes and transportation methods to provide the best service to our customers.”

Eldener also touched upon the problems experienced in imports from China and said, “Supply times of up to 60 days and increasing costs create a great burden for companies importing from China. At this point, we offer faster and more reliable services to our customers with alternative solutions such as air cargo and road transportation. We also aim to shorten transit times by evaluating alternative routes such as rail and the Middle Corridor,” he added. As Kita Logistics, we quickly adapt to changing geopolitical and economic conditions and continue our efforts to offer the most suitable solutions to our customers.



Authorized Economic Operator Status (AEO) and Customs Transactions: A New Era

As Kita Logistics, we continue our process improvement efforts without slowing down. In this context, we made our application in March 2024 for the AEO (Authorized Economic Operator) Certificate. This certification will open a new field in the sector; thanks to this development, which will contribute to national and global trade, we will offer time and cost savings to our exporters.



Our Audit and Process Management Director, Oktay CİĞER, said the following on the subject: “With this system, Kita eliminates the long time spent in customs procedures, which is one of the biggest problems for exporters. Cargo controls are carried out by Kita Logistics, and the vehicles do not have to visit the Internal Customs Administrations. Thanks to the advantage of being able to pass through the border, exporters are given the opportunity to transition without wasting time. By reducing bureaucratic procedures, the Internal Customs Administrations can carry out this process 24/7 at Kita Logistics facilities without the need to go there and without waiting in line. The time saved accelerates the movement of the voyages. Previously, the average round-trip time of a vehicle to Europe was 12 days. With the common transit application, this period is reduced to 9 days.”

With the advantages of practicality and convenience in the shipment of cargo, Kita Logistics offers great privileges to its customers. The Ministry of Customs and Trade attaches great importance to and supports this practice, which will further accelerate trade and enable economic development. With the AEO Certificate, transportation to Europe is carried out with an electronic declaration instead of a TIR Carnet.



We Sent Our Aid to Hatay We Continue with Determination



The CEO of Kita Logistics and also the Founder of the Yol Açık Yola Çık Association, Sevdil Yıldırım, expressed the importance she attaches to Hatay with the following words: "The most important issue for us was that people, especially young people, should not leave Hatay. That's why we aimed to restore hope, because if there is hope, young people do not leave that soil. From the very first day, we aimed to re-establish an environment that would allow a child to dream again. First of all, we started with psychology, and with the contributions of the Hatay Psychologists Association, we established our Samandağ Therapy Center and then our Defne Children's Home with the trust and cooperation of the 1923 Association. We also have a dream of establishing an Innovation Center for Young People on the horizon. We aim to train the youth of Mersin and Hatay, which are the crossroads of logistics, in this center that will provide employment for young people. The region has significant opportunities and human resources to revitalize agriculture, gene technology, and transportation-logistics. As Kita Logistics, we are committed not only to providing the services required by our business but also to participating in projects that touch all segments of society. We take care to act with awareness."

As Kita Logistics, we have been working to support the people in need in Hatay after the earthquake. We continue our joint efforts with the Yol Açık Yola Çık Association, known for its projects. From the first day of the February 6 disaster, we have been responding to the needs of the earthquake victims. As a sensitive brand, we are committed to facilitating shipments to the region as much as we can. We maintain our contact with the Yol Açık Yola Çık Association, which stands out with its meaningful projects in the region, especially in providing psychological support to the people of Hatay and reintegrating women, youth, and children into society. Kita Logistics made a donation on the first anniversary of the foundation of the association and purchased all the stones painted in the stone painting workshop opened by the association in Hatay to help children and women overcome the traumas they have experienced. These stones, which are exhibited in our office, not only show the traces of the Hatay earthquake but also the great hopes of small hands, keeping alive the deep hopes we have for the future of our country.

Our Rowing Team Started the Season Opening Race Starts in Manavgat



The inaugural race in Manavgat was the first big test of the summer season for our athletes, providing unforgettable moments for participants and spectators alike. While the race showcased the determination and talent of our young athletes, Kita Logistics' commitment to the development of sports and the support of young talents was proven once again. As Kita Logistics, we are happy to witness the success of our athletes and to encourage such activities.

As Kita Logistics, we are a young and dynamic organization that cares about supporting talented athletes and celebrating their achievements. We continue to sponsor our rowing team, kicking off the summer 2024 season with the opening race organized in Antalya's Manavgat. This exciting event was a great opportunity for our athletes to showcase their performance and mark a pleasant start to the new season.

Yuvaloji Love and Will Grow with Labor



After supporting education, sports, and health, we wanted to do something for stray animals and create a sustainable project. We rolled up our sleeves for this! We organized the kick-off meeting of the Yuvaloji project, which aims to feed, treat, and adopt many stray animals. Yuvaloji, which will embrace many stray, unhealthy, and hungry animals, aims to grow with its volunteers and provide a home for these animals. Sevdil Yıldırım and Semra Ataman stated that the details of the project will be shaped very soon. As Kita Logistics, they emphasized their desire to increase the healing power of contributing to the solution of this social issue, which has become critical.



More TRANSPARENT, More RELIABLE



We are constantly improving our digital infrastructure to provide more transparent and reliable service to our customers. As Kita Logistics, we carry our burdens with our self-owned vehicles. You can easily keep track of your online transactions via our website. Kita Logistics' new tracking system allows you to monitor the location of your shipments. In this way, you can track the whereabouts and estimated time of arrival of your shipments, making your logistics management even more efficient.

Ahmet Serhan Turan, the China country manager of the Presidential Investment Office, visited our headquarters.

We realized that this meeting could lead to possible cooperation on projects that are beneficial in terms of China's recent economic situation and its reflections on our sector.

Visit from China Investment Office



Our Izmir Anatolia Team Continues to Grow



As Kita Logistics, with our deep-rooted history and experience in the logistics sector in Turkey, we continue to take valuable steps to strengthen our presence in the Izmir Anatolia region. As always, focusing on customer satisfaction and high-quality standards, we continue to increase our effectiveness in the region. Izmir's strategic location and thriving trade volume are critical for us, so we are building a stronger team structure here. Accordingly, we aim to grow our team in Izmir and strengthen the region. To meet the increasing demands in the area, we are bringing new talents to our team to provide faster solutions to our customers.

We participated in Breakbulk 2024



As Kita Logistics, we participated in the Breakbulk 2024 Fair, one of the most important events in the international logistics world. This fair, attended by our Deputy Chairman of the Board of Directors, Emre Eldener, was an opportunity to share our global logistics strategies and innovative solutions, as well as to promote our products around the world. Breakbulk 2024 is an important platform showcasing the latest developments and trends in heavy loads and large-scale transportation. We stood out at this fair with our Industrial Project Transportation, Maritime Transportation, and other logistics services. Participants had the opportunity to closely observe the global service network of Kita Logistics and the innovative solutions we offer.

We visited Yaşar Holding



Recently, as Kita Logistics, we had the pleasure of visiting Yaşar Holding, one of the leading companies in Turkey. This special visit was organized to strengthen the relations between the two companies and to evaluate future cooperation opportunities. We were warmly welcomed by Yaşar Holding's senior executives. During our visit, we had the opportunity to have a comprehensive exchange of information about the way both parties do business, their strategic goals, and innovative approaches in their sectors. The meetings raised issues of strategic importance for both Kita Logistics and Yaşar Holding and provided a productive environment to evaluate the potential for cooperation.

We Attended Turkish-French Association and ESSEC Business School's Symposium

As Kita Logistics, our Deputy Chairman of the Board of Directors, Emre Eldener, was invited as a speaker to the prestigious symposium organized jointly by the Turkish-French Association and ESSEC Business School.



At the symposium, Emre Eldener discussed the current dynamics of global logistics lines and the trends in transportation from China to Europe. He explained the strategic role of Turkey and Kita Logistics in detail. The increasing importance of Turkey as a logistics hub and the contributions of Kita Logistics in this process were emphasized. Eldener also informed the participants about the challenges faced in global supply chains and the strategic solutions developed for these challenges.

New Road Partial Route for the UK and Ireland



Weekly, regular, and direct groupage to the United Kingdom and Ireland turns your shipments into an experience with our service. This service provides time and cost advantages to our solution partners.

Part and full shipments from Turkey to Ireland and the UK have delivery times that vary between 8-9 days, while our express minivan deliveries are completed within 48-72 hours. In addition, with DDP (Delivery with Customs Duty Paid) and DAP (Delivery on Site) options, you can send your shipments in a flexible and problem-free manner. Kita Logistics has a wide range of services such as general cargo, partial loads, express minivan, and FTL (Full Truck Load) loads, ready to meet your needs.

Sevdil Yıldırım, CEO of Kita Logistics

A Woman's Success is Hidden in Her DNA



As Kita Logistics, we are committed to creating value based on gender equality and merit. We remain dedicated to these issues. Our company's commitment to equal opportunities for women and men aims to contribute to strengthening the social position of women by ensuring their presence.

Sevdil Yıldırım, our General Manager, expressed our goals and projects as follows:

"As Kita Logistics, with our strong position in international trade, we continue to be a reliable and preferred solution partner for our customers. The ratio of men and women in our company is almost equal, 50 percent to 50 percent. Not only at the expert level, but in addition to me as CEO, we have many senior and mid-level women managers; we are proud of them. In the ratio of female employees and managers, we will have new projects to set an example for our country, not only in Turkey but also in comparison to global competitors. Women's meticulousness, inclusiveness, risk and cash management, emotional intelligence, resource efficiency, and creativity are qualities we aim to leverage to make a difference in global trade with the projects we will implement. We will realize these projects as a continent, with the cooperation of men and women."

'Development is Unstoppable!'

Sevdil Yıldırım, in her presentation on the geographical disparities in girls' access to quality education in Turkey, recognized the existence of cultural differences. "I am delighted to see more conscious and aware women joining business life in their career journeys. The presence of women who attach great importance to their professional and personal development and the value they add to society, and who embrace their lives with passion, is a significant step in terms of social development," Yıldırım said, emphasizing that development cannot be stopped despite all the resistance encountered. Stating that women add more value to society as they become stronger in business life, Yıldırım added:

"I commemorate with love and respect all the enlightened individuals who fought against gender discrimination, especially Atatürk, who ensured that Turkish women have an important place on the stage of history. We are grateful to these people who set an example for others to look at life with a bright face."

A New Era in the Logistics Industry with Artificial Intelligence



Today, rapidly developing technologies are forcing all sectors to undergo a radical transformation. One of the most striking examples of this transformation is the increasing impact of artificial intelligence (AI) applications in the business world. As Kita Logistics, we are carefully following this transformation, and we are working on the development of artificial intelligence (AI) applications in the business world. We are looking for ways to make the most of the opportunities offered by shared intelligence. However, this process is not only characterized by positive aspects but also by risks that need to be considered.

The impacts of AI on the logistics industry range from operational efficiency to customer experience. First of all, thanks to AI, big data analysis can be done much faster and more accurately. This allows for the optimization of logistics processes, management agility, cost reduction, and time savings in companies from sales to marketing, human resources, finance, and accounting. Optimizing routes, making inventory management more efficient, and cutting the supply chain are all possible.

Artificial intelligence applications offer great advantages in areas such as uninterrupted operation. As Kita Logistics, we also offer these advantages to our customers. We aim to increase our competitiveness in the sector by providing these benefits to our customers. However, these innovations brought about by artificial intelligence also bring some challenges. Social and economic risks, such as reduced demand for human labor and the threat of some professions disappearing, are important considerations. In order to minimize these challenges, Kita Logistics plans to invest in training programs that will adapt our employees to new technologies, in partnership with Mersin University. With the Logistics R&D Center we plan to establish, we want to offer young people the opportunity to develop themselves in the field of logistics.

Both we aim to bring young minds to Kita Logistics and the sector with this R&D center. As Kita Logistics, as we include artificial intelligence in our business processes, we do not ignore the ethical dimension of artificial intelligence applications. Our top priorities are to apply the highest quality standards on issues such as data privacy and security, and to provide a safe working environment for both our customers and employees. When we examine the impact of this technology, we see that when used correctly, it fosters innovation and growth. However, it should not be forgotten that misuse or unethical use of technology can harm both businesses and society in the long run.

In this context, it is important for companies and managers to see artificial intelligence as a tool and, at the same time, to realize their medium and long-term strategic goals. Centered on developments in this direction, I find it useful to identify the continent. As Kita Logistics, we do not see artificial intelligence technologies only as a trend, but also as a sustainable key to growth. The return on investments in technology will only be possible if this technology is used in line with human-centered and ethical principles. In the near future, we will also be guided by these principles, and we will continue to provide the best service to our customers and to our country.