

— İBRAHİM POLAT
NEW YEAR MESSAGE

— SENIORITY AWARD CEREMONY —
THE SENIORITY AWARDS ANNOUNCED

— A GLIMPSE OF YESTERDAY AND THE
FOOTSTEPS OF THE FUTURE
Rıza Korkut Özdemir

— STRONGER TOGETHER —
PGR DOMESTIC SALES TEAM

— AWARDS FOR CONTINUOUS DEVELOPMENT
AND IMPROVEMENT WERE GIVEN TO THE WINNERS



“HAPPY NEW YEAR”

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The Editor's Note

Dear Readers,

A year passed with both beauty and difficulty. Now it's time for a new year. We are pleased to present our 10th issue under my editorship. In our 19th issue, which is also special for me, we shared the projects and current news we have realized last three months with our valuable readers.

Domestic and international events and activities of Polat Group companies continue apace. New colleagues continue to join us as our companies grow day by day. Similarly, our network of business partners is growing in tandem. The fact that Polat Life is reaching a wider audience with each issue, as well as your feedback, makes us happy and guides our future content.

I'd like to thank our readers for sticking with us. We try to prepare each issue with more interesting content for you, and we don't forget to share current topics such as health, music, cinema, books, and our recommendations for the daily life.

I hope 2023 will be the year when all of your dreams and goals come true.

I wish you will have good news in the coming year. I wish you a happy and healthy new year...

Stay with Love,

Gülçin Çiçek
Corporate Communications Specialist
Polat Group Holding



İbrahim POLAT
Chairman of the Board
Polat Group Holding

Dear Business Partners, Our Valuable Employees, and Polat Life Readers,

By working hard, persevering, and focusing on our goals with our valuable Polat Group employees, we left 2022 behind. Now we are pursuing new goals and new projects. Of course, we will continue to build toward our long-term goals in 2023.

I believe we had a very good period of work in 2022, and the beauty comes from a little bit of

hardship. This year, we managed the difficult processes in a systematic manner with the help of our valuable employees and business partners. In 2022, we also saw the benefits of our innovative approach in the products and projects we worked on. We released our new products and received overwhelmingly positive feedback. It was a year in which our efforts paid off and fueled our desire to work. Most of the time, I believe that my desire to work is mirrored in the employees. When I see the determination to succeed in the eyes of my co-workers,

I am more motivated, and I think that there is no task we cannot accomplish together, no project we cannot overcome.

As Polat Group Holding, we hope to make our work and contributions to the environment more sustainable in the coming year. We are getting ready to welcome you in the new year with new projects and investments. The never-ending adventure

of Polat Group Holding brands will continue with surprises in 2023, thanks to our R&D studies and investment decisions. I'd like to thank all of our employees who have accompanied us on this journey and made significant contributions.

I wish a happy new year to all of our readers.

A Glimpse of Yesterday and Our Goals for 2023

Another massive year has passed by. At the end of a year filled with hardships and difficulties, as well as new battles, I'd like to greet all of our Polat Group employees, stakeholders, and readers and tell you about this challenging and yet enjoyable struggle.

Given the industries in which we operate, I'd like to assess 2022 from three perspectives: goods and services markets, financial markets, labor markets, and R&D activities.

Markets for Goods and Services

Due to the pandemic's impact and supply chain disruptions, Polat Group experienced a period of opportunity creation in both machinery and gearbox manufacturing. There have been changes in the globalization policies of countries. Each country tried to create a system to meet its own needs. There was a production shortage, and we took advantage of the situation. Since most of Europe was unable to purchase from China, Turkey became a popular destination thanks to the businesses producing high-quality goods there. Our expansion was prompted by the creation of value-added goods in Turkey.

Geographically, we are in what we can call the world's center. Turkey has made the necessary investments to capitalize on this situation. The technological investments required for our commercial activities have been made in ports, roads,



Rıza Korkut Özdemir
General Manager
Polat Group Holding



and airports. Being in an advantageous region is useless if you have not made the necessary or potentially necessary investments. Infrastructure investments are also required if we are to be active player. In this regard, the degree to which you are integrated with the rest of the world is critical. In addition to road construction, Turkish Airlines provides strength to our country. As a result, many similar steps have been taken in our country.

During the pandemic, we saw an advantage of our location. We all witnessed the skyrocketing freight rates. We lived through a time when

the freight costs of importing goods from China were equal to the cost of the goods themselves. For us, 2022 was a year of continuing opportunities brought about by a global crisis like the pandemic.

As Polat Group companies, we have never had a goal or a point of view such as piling them high and selling them cheap. Of course, we are seeing the consequences of this policy. The importance we place on product and quality, our goal of achieving maximum customer satisfaction, and the fact that our subsidiaries are also moving forward in accordance with this vision have resulted in the contin-

uation of our business partnerships

Financial Markets

Financial policies have of course had some impact. In 2022, the financial markets were difficult for us. We pursued a growth policy through current account surpluses and labor force growth, but we did not pursue conventional financial policies, but rather a policy aimed at preventing inflation; as a country, we followed a policy of lowering interest rates to reduce domestic purchasing power. Contrary to conventional wisdom, we believed that rather than using interest rates to control inflation, we should try to control the use of money through selective monetary policies. We do



not have a closed economy like Iran; instead, we have a globalized system. We have given up on foreign investors in this framework because they take high risks in exchange for a high return. And the return is interest... Foreign investors are discouraged from entering the country if interest rates are kept low.

Labor Markets, R&D and Innovation Studies

Similar situations, I believe, were encountered in companies with similar fields of activity to ours during this time period. Of course, in order to make the opportunity presented to us and Turkey by the supply chain break sustainable, value-added products should be increased, and efforts should be made to combine the values assigned to R&D and innovation.

The primary goal of us and companies like us should be to make these efforts sustainable. Companies' flexibility is also important here; in order to turn potential crises into opportunities, your policies must be able to be quickly revised, and your products must be able to quickly create the products that the market requires. This depends on many dynamics. Our Chairman has a very broad vision in this sense. Thanks to his innovative approach, Polat Makina, which has been producing separation systems for years, has now launched a new product that performs separation by carbon extraction method. We received Technology-Oriented Industrial Move support from the Ministry of Technology and Industry as a result of this product. This is exactly what I mean by added value. For years, we have been able to use our skilled labor force in this manner.

As a company, we need to work devotedly on innovation, and our innovation strategies must be detailed in our medium and long-term plans. As long as the plans and actions are clear, it is not difficult to move forward. The "Technology-Oriented Industrial Move" projects and supports demonstrate our government's positive attitude toward innovation. In this regard, our state assists investors and ensures that we are not alone on the road. Likewise, within Polat Drive Technologies, we realized a project that we have been planning for 20 years. As a result, for the first time in Turkey, we will be producing "Cycloid Gearbox" on an industrial scale. We have also localized approximately 40% of robot production by localizing this technology. In this regard, our company,

Polat Drive Technologies, received assistance as part of the Move project. Diversifying products also allows us to respond to crises.

We are in a difficult region in terms of finding employment to support our business processes in our human resources activities, given the growth rate of our companies, but there are many different policies we follow for this. One of them is to develop future leaders from our own ranks. To that end, we have Leadership Development Programs for employees discovered through our talent management program, training for future organizational needs, and activities to increase employee loyalty. We maintain close relationships with various universities and educational institutions, we try to reach out to potential employees through activities that promote our corporate image, our human resources tools have been largely digitalized, and we have reduced our reliance on paper in our businesses. We keep up with new technologies and make the necessary investments to provide our employees with this convenience.

2023 Targets

Our targets for 2023 include enhancing the current systems and keeping up our investments in digitalization and human resources.

In our rapidly expanding group, we want to expand by incorporating new and emerging companies and brands into these systems. I believe there is nothing

that cannot be accomplished when we integrate our companies' goals into our departments and turn them into individual goals.

I hope that 2023 will be a very good year for our country, our businesses that enrich our country, our valuable citizens, and the rest of the world. I'd like to take this opportunity to wish you all a Happy New Year.





► Our employees and their families were present at our 2022 Seniority Award Ceremony.

All employees with a tenure of 10 years or more received "Seniority Awards" from our company. We organized a dinner at Mürvet Restaurant in Aydın's Germencik district for our employees and their families. At the Seniority Award Ceremony, which was attended by all of our employees and their families, there were emotional moments.

Our Seniority Award Ceremony began with an opening speech by Polat Group Holding Chairman of the Board of Directors, İbrahim Polat, and continued with awards to our employees who have completed their 32nd year at Polat Group, beginning with the 10th year. Award presentations were made by Members of the Board of Directors and General Managers at our award ceremony, which was attended by all Polat Group employees.



While speaking about his oldest employee, who had worked for Polat Group for 42 years and died two years ago, İbrahim POLAT burst into tears. Throughout the ceremony, Polat reiterated his pride in being a part of this wonderful family.

Our Seniority Award Ceremony began at 9.00 p.m. on Saturday, October 22nd and ended at 22.30 p.m. At the end of the night, our employees and their families were treated to a concert by Efe Dumancı.

TURQUALITY®

► Turquality Award Presentation...

We had an application process for Turquality support last year, which is one of the state supports prepared to popularize Turkish brands abroad, in line with our Polat Drive Technologies company's branding targets abroad. Various preparations and presentations were made, and the audit process was completed in order for our company to receive this support.

We were entitled to Turquality support at the end of our efforts. Since last year, our company has benefited from Turquality support, and our managers gave certificates of appreciation and awards to the team members who successfully completed the project as well as their own work in this process.





Awards for Continuous Development and Improvement were presented.

Our awards, which were created by Polat Makina's OPEX Directorate and given to ensure that workers actively participate in CPI activities, to provide workers with a "how can I improve" perspective, to enhance workers' problem-solving abilities, and to highlight the value of working as a team in this context, have been adopted by their rightful owners.

Kaizen is the gradual but continuous improvement of technical means, production time, and cost. The aim is to improve the process rather than the results. This leads to improved results in the short term and improvements in the long term.

Kaizen approach is a philosophy that argues that people; make the difference and aims to mobilize employees the creativity of all employees within the business. As Polat Makina, we wanted to find creativity and continuous improvement in our employees based on this philosophy.

Kaizen is a continuous improvement-oriented approach that can be applied in all aspects of life, including personal and social life, work and home life. It implies continuous development and improvement.

We want to thank our employees for taking part and wish them continued success.



News From Us

► We continue to Develop Leaders Among Us.

It is extremely difficult to lead a community in business, academia, and social life. Leaders must understand how to properly guide and motivate those around them as well as those with whom they work in close proximity.

The basis of leadership is to inspire trust. Personal characteristics such as personal authority, foresight, various character traits, certainty, courage, truthfulness, and intelligence ensure that leadership exists. But leaders do not have identical personalities. So when we look at the leaders around us, they are neither the same nor completely different. Basically, some features are similar. A leader's success depends on his or her ability to lead the group in pursuit of the individual goals or needs of the members, from the point of view of his or her group.

The goal of this training is to develop leaders who are people-oriented, inspiring, and raise awareness in order to build the future. Our goal is to train leaders who will focus not only on today's needs, but also on future needs. We embarked on this journey to find the "Leaders Within Us" as Polat Group Holding. Our trainings continue with teams of managers, experts and engineers. We wish success to the future leaders of Polat Group companies.



News From Us



► PGR has Begun Digital Marketing Training.

On November 18 and 25, 2022, PGR Marketing Manager Hasan Tahsin GÜRLEK provided 'Marketing Training' to our domestic and international sales and marketing teams in two separate sessions.

Mr. Gürlek focused on different definitions of marketing and explained how this concept has historically become a business function in the first session of the 2-months Digital Marketing training.

He shared current approaches with our employees by giving examples from the sector during the training, which touched on both the organizational and emotional relationship between marketing and sales.

He also mentioned that digital marketing content is planned to include a wide range of areas from mobile channels to communication, e-commerce, social media marketing and advertising to SEO. In the upcoming sessions of

the training; courses will include conceptual issues that are shared in the interaction of all other digital channels of marketing with internet usage trends in Turkey and globally in the transformation of marketing into digital.



► **We Welcomed Young Engineers and Explained our Industry at Our Aydın Central Factory.**

Before beginning their professional work life, Adnan Menderes University (ADU) Mechanical Engineering final year students met with their future colleagues at PGR.

Mechanical engineering, as is well known, is a broad field of study. This is why it is critical to specialize in a specific field. At this point, it is critical to make the right decision because the selection of a branch that is a good fit for the individual's personality and talent will affect his or her entire professional life. Knowing the sectors is the only way to make the right decision.

Ahmet Demir and Osman Akkar, R&D engineers of the Polat Drive Technologies, spoke to ADU students about their knowledge and experiences in both their industry and their career. Following that, they shared their experiences with their young colleagues about the processes in the production area, the details of how the industry works, and the functions of the machines.

Our engineers provided various information to the young engineers, who had received occupational safety training before entering the production area, during the factory tour, including all the details of the production process from beginning to end. Some of this information includes details about machine parks and how they work, the significance of material selection in products, heat treatment and the significance of heat treatment, gearing techniques, grinding techniques, and quality control. They discussed measurement, project and solution techniques, the importance of following and technology in production, meeting customer demands, and the departmental duties of engineers. We wish the young engineers success in their professional work life with the knowledge they gained at Polat Drive Technologies and wish them a prosperous career.





► First Istanbul, Then Italy Discovered the Harmony With Polat's Mother Nature.

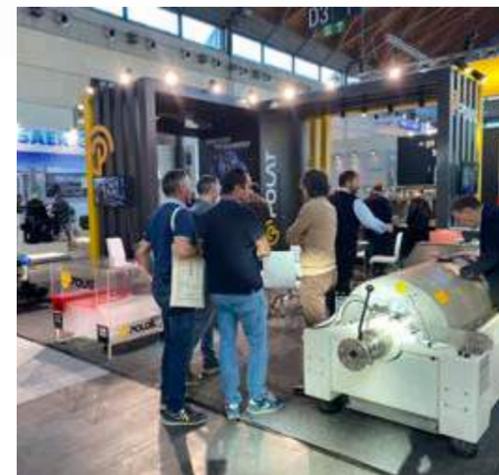
Supportive marketing strategies realized within the framework of Polat Makina's "Discover Harmony" campaign continue with guerrilla marketing activities.

Guerrilla marketing activities were carried out in Istanbul and Italy this time as part of the steps taken to reach a wider audience for Polat Makina's new marketing strategy "Discover Harmony" campaign, which was introduced to employees for the first time which we featured in our previous issue.

In the first leg of the guerrilla marketing efforts, ballet performances were organized under the name "Polat's Mother Nature in Istanbul" at Hagia Sophia, Ortaköy, Beşiktaş-Kadıköy ferry, Bağdat Street and Caddebostan beach. During the demonstrations, which drew a lot of attention from the audience, badges in various colors

representing the application areas where Polat Makina offers solutions were handed out distributed to the audience.

Italy was selected for the second leg of the guerrilla marketing activities, and shows were organized first on the main stage of ECOMOND The Green Technology Fair, which is one of the leading environmental fairs in Europe and was held in Rimini, Italy between November 8-11, and then in the iconic locations of Rome, the capital of Italy, with the goal of increasing awareness of the Polat Makina brand and "Discover the Harmony" campaign abroad.



In terms of guerrilla marketing activities, Aysu Sağdıç, Brand and Marketing Manager at Polat Makina, stated, "We believe that all of these activities will bring a different vision and perspective to B2B marketing with their metaphorical approach and artistic touches, and most importantly, add value to our brand image." and emphasized that efforts to improve the value of the Polat Makina brand image will continue apace both in Turkey and abroad.

CHIARAVALLI[®]
GROUP S.p.A

► **PGR Hosted Our Italian Dealer Chiaravalli in Our Factory.**

We have been cooperating with Chiaravalli Gearbox for about 10 years. It is our authorized dealer in Italy for the past 6 years. We continue to sell motors, gears, and many consumables through this company, which we regard as a reference in the European market and one of our most effective customers.

We would like to thank Andrea Chiaravalli, Michele Tasselli, Federico Batti, Gabriele Batti, and Michele Tasselli for their kind visit and look forward to a long-term business relationship.





Stronger Together

Teamwork is the hidden power that enables employees to achieve extraordinary results.

In general teamwork is made up of independent people working together to achieve common goals. The team's collaboration is analogous to the complementary pieces of a puzzle that complement each other. The bond between individual team members is strengthened and the power is extended to all employees. "None of us is as smart as all of us," is a powerful statement that emphasizes the significance of this issue.

Proper communication, a suitable environment, trust, a vision and mission that are believed in and prepared collaboratively, and motivation provided by managers are all required elements for team members to work in harmony.

When a team works well together, new ideas emerge and problems are easier to solve.

“

We all tend to reduce reality to symbols, but Superman went out a long time ago. The way you accomplish anything significant is with a team.

Steve Jobs

”



STPDRNER

Ali Zafer ASLANTAŞ

Domestic Sales Operations Representative

In 2018, I began working as a Domestic Sales Representative in the Polat Drive Technologies family within Polat Group Holding after completing my education at the University of Wales / London / Business Administration.

Polat Drive Technologies continues to work with many different product ranges to meet customer needs at the highest level by using simultaneous engineering methods. Our design activities, product development programs and computer-aided studies are constantly evolving. Our competitive and strong quality policy expands our customer range.

We support the marketing and sales activities we carry out all over the world with the domestic and international fairs in which we participate with the help of Turquality. From five continents to eighty countries, we aspire to be a global company that creates rather than follows trends and maintains the highest level of customer satisfaction.

Alper ANDIÇ

Domestic Sales Engineer

I received my bachelor's degree in mechanical engineering from Düzce University. I've been a Sales Engineer in the Polat Drive Technologies family since 2020. I am in charge of Ata Redüktör, one of our major Turkish dealers, as well as Giriş İş Makinaları and Arnikon Mühendislik A.Ş. machine manufacturing companies in the Central Anatolia region.

Since the day I joined the PGR family, I have been actively involved in S4/Hana, Turquality and the current BPC projects. With the PGR brand's participation in the Turquality program, I am proud to be a part of the team that achieved firsts in the Turkish gearbox sector.

Our strengths are that we have a wide range of products in the global market, that we sell quality products, that the market for the product we produce is large, that we have an assembly factory and service center in Germany, that our PGR brand stands out with its names and is memorable, that we respond to special customer demands immediately (non-standard), and that we use the SAP/S4HANA ERP system.

We draw strength from our employees who are wholeheartedly committed to the group and who embrace its values in our journey to create sustainable success stories at home and abroad and to stand out from the competition. I am proud to be a part of a team that understands its responsibilities, is determined to fulfill them, is dynamic, is focused on achieving goals together, and believes in continuous development.

Aybüke ARPACI

Domestic Sales Engineer

I received my bachelor's degree in industrial engineering from Aksaray University.

In 2020, I began working as a Domestic Sales Engineer at PGR, which regularly attends domestic and international trade shows and piqued my interest with its projects and market leadership.

I am in charge of our Istanbul Regional Directorate, Üstünkarlı, a forward-thinking machine manufacturer in its field, and our Bursa dealer, Alp Güç Aktarma Teknolojileri, which is active in the feed mixer product group.

I am delighted to be actively involved in the project processes of Polat Redüktör, the Turquality brand's first gearbox manufacturer.

As Polat Drive Technologies, we aim to meet market demand for gearboxes while also producing high-quality products in the process from the past to the present. I am aware that the number of projects and tasks undertaken in order to provide products and services is growing and will continue to grow.

On our journey to becoming a global organization, we will keep striving to offer any assistance we can.

Batuhan MAMURER

Domestic Sales Operations Representative

I was born in 1996 in Aydın.

I began this adventure in 2012, and between 2013 and 2016, I worked on the factory floor on the PGR production line. I have been employed in the Domestic Sales Department of Polat Drive Technologies since 2017 with the righteous pride of using this expression.

My main responsibility is to reach out to our industrialists, farmers, and end users in many parts of our country through our important representatives in the Southeast and Aegean regions, as well as to announce a domestic and national name.

Since 1998, Polat Drive Technologies, which has been looking to the future with curiosity and progressing by producing innovative solutions, has adopted the principle of quality as well as customer satisfaction in more than 80 countries across five continents, with its young and dynamic structure, and with the inspiration of its forefathers, it has been moving forward in a correct, determined, and fast manner. There is an expression we have learned, "We will transform our energy into action with innovative solutions that we will transfer to the future".



Cüneyt TÜRKMEN

Domestic Sales Operations Representative

I was born in 1988 in Aydın. I received my bachelor's degree in business administration from Dumlupınar University.

In 2011, I joined Polat Drive Technologies family. PGR has come a long way in the process of branding in the domestic market since the day I took office, and has become a leading company in the sector. Furthermore, it has grown into a company that exports to over 80 countries across five continents, with a focus on Europe and Russia.

I work as a sales operations representative in the domestic sales unit. I am in charge of our Aegean region dealers, as well as our leading crane OEM companies in the Marmara and Central Anatolia regions.

Using the most advanced manufacturing technologies, we provide solutions to our customers' needs. We manage all sales processes efficiently and with high quality through SAP S4HANA system.

My goal is to increase the current market share of our company, to bring new customers to our portfolio and to increase customer satisfaction.



Doğançan ŞİRİNOĞLU

Domestic Sales Engineer

In 2020, I graduated from Süleyman Demirel University's Department of Mechanical Engineering. I began working as a Sales Engineer at Polat Grup Redüktör in January 2021.

Together with the dealer channel and the field sales team in regional directorates, we meet customer expectations in the domestic market. With our Turquality and Move initiatives, we provide cutting-edge solutions in numerous fields both domestically and internationally in 2022.

We continue to work tirelessly with the PGR family to reach more sectors and customers in the gearbox market, where we are growing year after year.

I'd like to thank the entire PGR Family for their unwavering support since the day I took office.



Mehmet Can KOÇ

Domestic Sales Engineer

I received my bachelor's degree in mechanical engineering from Kocaeli University. I've been a Sales Engineer in the Sales and Marketing Department of Polat Grup Redüktör since 2021.

In addition to my professional life, I am currently pursuing a master's degree in business administration at Adnan Menderes University. I am in charge of the Central Anatolia region, which has a significant presence in the domestic market.

Our goal is to reduce the import-based cycle in our country's demand for gearboxes and contribute to our national wealth by exporting machines that use our domestic brand PGR gearboxes abroad.

As a result, our investments continue, and we are making strides toward becoming Turkey's first domestic Cycloid Gearbox manufacturer with the help of the Ministry of Industry's Move Project.



Gökhan ERAZ

Domestic Sales Operations Representative

Since 2014, I have been working in the Domestic Sales and Marketing Department of PGR.

As the PGR family, we work as a team to respond to the demands of our customers and provide the best, highest quality service.

I strive to provide solutions to our OEM customers and dealers by using our technical knowledge, and to provide sales service by approaching them with a healthy and respectful level of communication.

I think that we have made significant progress in branding in the domestic and international markets by making a name for ourselves.

We are aware that our primary goal is to provide quality products and services.

Since 2014, the PGR transformation has been crowned with numerous projects, including SAP S / 4HANA, the Cycloid Gearbox production project, and Turquality.



Münir KORKAR

Domestic Sales Operations Representative

Born in Aydın in 1989, I graduated from Adnan Menderes University's Department of Business Administration in 2012.

I joined the Polat Group Family in 2015. During my time at PGR, I assist our regional dealer in Istanbul, Ayteknik Engineering, Altınbilek Makina, a pioneer in its field, and a few machine manufacturers from various industries with their sales processes.

Our company has a presence in agriculture, cranes, silos, concrete batching plants, forest products machinery, crushing and screening and conveyor sectors both at home and abroad.

Our goal is to address more sectors all over the world and become one of the world's leading companies both at home and abroad.

Kind regards

NRW[®]
DRIVE TECHNOLOGIES

EVERY SUCCESS CREATES A NEW GOAL

*NRW continues to propel Turkey and Polat Group's
achievements to the top of the European market.*

Olive & Human

The Effects of Olives on the Cultures of Civilizations

Uğurkan Bozkurt
Marketing Assistant
Specialist



My previous article was about the history of olives and their significance in human history. In this article, I will try to concentrate on how olives have influenced culture, the most important aspect of human history.

But first, I would like to invite you to examine the etymology of the word "culture". Cicero, a Roman philosopher, was the first one who used the word "culture" in the modern way in his 5-volume philosophical work "Discussions at Tusculum". In this work, Cicero used the word "culture" as a metaphor based on agriculture, as "cultura animi" which means "cultivation of the soul". The term "culture" is derived from the Latin word "cultura," which means "to cultivate". In our previous article, we mentioned that the olive is one of the first domesticated trees. In view of the fact, a link can be established between a word meaning "to grow" and one of the first trees to be grown, especially if we consider the fact that this tree is given great cultural and religious importance in the geography from which this word is derived.

Without further ado, let us return to the impact of olives on culture. The olive, olive oil, and the olive tree were important in Ancient Greece, one of the greatest empires

in cultural history, because they were one of the most important resources of the geography they ruled. Even, the story of the name of the capital city of Greece is connected to olive tree. To summarize this story briefly:

The Greek gods Poseidon and Athena admired this geography very much and wanted it for themselves. Since they couldn't agree, they took their grievances to Zeus, the King of the Greek Gods. Zeus decides to hold a competition to determine who would receive the city. According to the rules of this contest, both gods would make a gift to the people who live in this region, and the city would be given to whichever one the people choose.

Poseidon was the first to offer a gift in order to gain the people's favour. Poseidon, the God of the Sea, stabbed his trident into the ground and a spring of water emerged from the ground. Although the people initially appreciated this gift, the fact that the water from the spring was salty because it was sea water so they rejected it.

When it is Athena's turn to give gifts, the Goddess of Wisdom and War thrusts her spear into the ground, and a

large and fertile olive tree grows from it. Athena, who explained the benefits of this tree to the people, won the competition by winning the people's appreciation for her gift, and the city was given to her, and her name became "Athens," which means Athena.

The olive tree represented fertility for the people of Ancient Greece, who named their capital city after the Goddess who bestowed this favor upon them, and was often referred to as the "tree of eternity" for its longevity and ability to endure hardship, and newlyweds were treated to an olive feast on their wedding night. Today, in rural Greece, the tradition of planting an olive tree for each child born is still practiced, as it is thought to represent longevity. Speaking of Ancient Greece, it is crucial to include the views of the important people of Ancient Greece; Homer, the author of the Iliad and Odyssey epics, which are agreed by the authorities to form the foundations of Ancient Greek literature, called olive oil "Liquid Gold"; Hippocrates, the ancestor of modern medicine, called it "The Great Healer". One of the civilizations that holds an important place in world history is undoubtedly the Roman Empire, and this empire has a very close relationship with olives. In the epic of the founding of the Roman Empire, it is told that Remus and Romulus, the founders of Rome, were born in the shade of an olive tree. In Roman Mythology, the story of Athena and Poseidon

was also experienced between Minerva and Neptune (unlike Athena, Minerva, unfortunately, could not acquire a city of her own as a result of this competition, but was contented only with the love of the people).

Following Hippocrates' recommendation, Roman physicians used olive oil as an ointment and medicine, and famous Roman baths used soap made entirely of olive oil.

The Turks, like all previous civilizations that lived in this region, recognized the value of olive and accepted it into their culture after settling in Anatolia.

The olive is recognized as a symbol of "fertility" in Turkish culture. It was also seen as the tree of life and a symbol of "wisdom and eternity". Because it is seeded, it also symbolizes fertility.

In addition to being a symbol, the olive has been an integral part of Turkish culture since its arrival in Anatolia, appearing in songs and folk songs, motifs embroidered on handicrafts (pottery, carpets, metalwork, etc.), and proverbs and idioms.

Without a doubt, the trace left by olives in the culture of civilisations is not limited to these three, but I believe it is sufficient for now to give these examples, both because they are located in the main geography of olives and because they are among the civilisations that have made the greatest contributions to the world's cultural heritage.

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► EuroBlech '22 Fair



As part of the PGR international sales team, we attended the EuroBlech '22 Fair in Hanover, Germany, from October 25 to October 28.

The 26th edition of the fair was held this year (2022), with the participation of industry professionals and brands on International Sheet Metal, Metal Processing Technologies. As Polat Drive Technologies, we met with our customers at our PGR Drive Technologies stand.



► EuroTier '22 Exhibition

PGR hosted customers and industry professionals at two separate stands from November 15 to 18, 2022. We introduced our new and innovative products, solicited feedback from our business partners, and shared our future market and sector expectations with them.



PGR
DRIVE TECHNOLOGIES

“I am Convinced that Our Growth in the Market will Continue”.

We talked to Mr. Yunus Yapar, founder of Adel Teknik Makina A.Ş., about the sectoral situation in Turkey and his expectations for 2023.



“We are proud and happy to be a part of a family like the Polat Group, which does its work with love and business ethics.”

Dear Mr. Yunus Yapar, first of all, thank you for taking the time to talk to us. We would like to get to know you a little better. Can you tell us more about Adel Teknik?

Because the sale of industrial equipment is our family business, I have been involved in it since I was a child. After finishing my undergraduate studies, I began working full-time in our family business in 2005. As the first Polat Drive Technologies dealer in Aydın, we began selling gearboxes in 2006. We established Adel Teknik Makina A. in 2012 after relocating our Polat Drive Technologies dealership to İzmir. As Adel Teknik Makina A.Ş., we are PGR gearbox dealer, SKF bearing distributor and ORS bearing dealer.

What is your opinion of the gearbox market in recent years? What kind of feedback do your customers give you?

As a product, the gearbox is still very current and innovative, so it is in high demand among users. When customers are looking for high-quality products, their paths cross with ours. We receive positive feedback from our customers for the quality of PGR brand products.



When and how did you first meet Polat Drive Technologies and how did you decide to work together?

Our commercial relationship with the Polat Group began in 1989, when we began supplying bearings to Polat Makina. Our long-standing business relationship with the Polat family has continued with the Polat Drive Technologies company. We began trading with the Polat family through our Polat Drive Technologies dealership. In addition to providing bearings to Polat Group, we also began marketing PGR gearboxes.

How was the “New Normal” and the related transformation process in your company? Do you believe you have finally accepted this? Has the Pandemic affected your business? Has it changed your consumer behavior?

With the pandemic, the rapid digitalization of our operations in recent years has suddenly reached its apex. Like other facets of life, business has quickly embraced this transformation. Our relations with our suppliers and customers are now mostly carried out through on-line systems.

The machinery sector in our country has realized a significant growth in the last 10 years in all markets. What kind of a trend do you observe, particularly in light of the expansion of both the domestic and international machinery markets?

In recent years, the machinery sector has experienced rapid growth, especially with new technologies constantly evolving. Mechanization, in my opinion, will continue unabatedly because I believe that the global trend of rising population and consumption will continue.

As you know, we are on the eve of a new calendar year. What are your expectations for 2023?

We want to expand our consumer base in the coming year by gaining more brand recognition. We will continue to inform new customers about our products and services while also improving the service we provide to existing customers. I believe we will continue to grow in the market, as we have in previous years.

Finally, do you have anything to say to the readers of Polat Life magazine?

We are proud and happy to be a part of a family like the Polat Group, which does its work with love and ethics. I recommend that they read Polat Life magazine in order to stay up to date on Polat Group developments, industry innovations, and the latest trends.

Röportaj
Gülçin Çiçek
Corporate Communication
Specialist
Polat Group Holding

► Our Article Written with the Collaboration of University and Industry

The article “Vibration Analysis in a Decanter Centrifuge Machine” was published in the Third National University Industry Cooperation R&D and Innovation Congress.

The article “Vibration Analysis in a Decanter Centrifuge Machine” was published within the scope of Manisa Celal Bayar University III. National University Industry Cooperation, R&D and Innovation Congress by the delegation including Engin Aydınöglü, Polat Makina Technical Assistant General Manager.

High velocity amplitudes in decanters are observed in vibration spectra due to manufacturing, assembly, and asymmetric geometry.

In this publication, vibration measurements were taken from the bearings of a decanter centrifuge used for the separation of olive oil from olive paste. The vibration spectrum graphs were analyzed, and unbalance, misalignment, and mechanical looseness issues were discovered.



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Gül Sultan Güldal
Quality Management
Systems Manager

► Going Live of our Management Systems Studies

At Polat Drive Technologies, we continued to develop our management systems studies as the quality department in 2022. As PGR, we are aware of e-transformation in order to increase our competitiveness and ensure sustainability in our developing and ever-changing world. We continue our work toward e-transformation with the working power of this awareness. 2021

We switched to QDMS in 2022 to strengthen our management systems. We added the audit module to our work in 2022. We started to conduct internal audits, which are a requirement for continuous improvement of all management systems, through the audit module. With this study, we defined our internal auditors and questionnaires to ODMS.

We've prepared our inspection plan. And we carried out all our examinations in an integrated manner via QDMS. This study contributed to our sustainability journey. We have ensured that information about our audits is accessible to all of our employees, that previous year audit information is easily accessible, and that the corporate memory is kept complete and up to date.

We continue to work on continuous development and process improvement within the framework of our sustainability approach.



PGH Collective Action Kit Series - II

Clarify Your Objective

Selçuk Karaata
Strategic Planning Consultant
Polat Group Holding

We continue to provide information about the Collective Action Kit for implementing a people-oriented, empathetic and creative problem-solving approach known as Design Thinking or designer thinking. The next step is to clarify your objective. We share the details below.

Clarify Your Objective

Agree on the problem you want to solve and the objectives you want to achieve. This activity area is critical to the success of your group, as your goals may change depending on what you learn here

Recognize your shared values

Discuss openly with your group what is important to you and how you prefer to work so that there are no surprises when big challenges arise.

Define what you have learned

Completing a Learning Card can assist your group in reviewing what they have learned or determining the next steps after each activity or section of the action plan.

Make sure you have fun

Completing a Learning Card can assist your group in reviewing what they have learned or determining the next steps after each activity or section of the action plan.

Netting Activities

Wave Effect

Decide what kind of impact you want your group to have, from improving the lives of people in your community to changing your country or the world.

Define Your Problem

Define the problem your group will tackle and identify the key questions you will answer.

Find North

Agree on the goals your group wants to achieve and when you want to achieve them.

Check Your Objective

See if anything has changed about your group's objectives and make adjustments..

Clarify Your Objectives/Wave Effect

1. Split up into teams.

Give each team a piece of paper and instruct them to write the problem they are attempting to solve at the top of the page. Then draw a circle in the center of the paper with the names of the group members.

2. Write about the effects on individuals

Ask each team to imagine what would happen if their problem were solved. Then, around the first circle, write about the impact this will have on those closest to you (family, colleagues or friends). Create a larger circle and label it "individuals" around these names.



3. Write down the impacts on the community

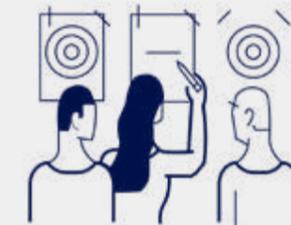
Add another circle and title it "community". Again, imagine that our problem is solved and write down the impact on the community. Draw as many circles as needed to write about the impact on your city, country or the world

4. Share the wave effects over time

Ask the teams to show their papers to each other and discuss their similarities and differences. Choose a circle to focus on and the effects you want to see. Make a timeline of when you want to see them on a blank piece of paper. Stick this paper on the wall so that your team can use it later.

DURATION MATERIALS ROLES

DURATION	MATERIALS	ROLES
30 minutes for a three-person add 5 minutes for each extra person.	Paper and Pen optional: camera marker	Participants 1 Recorder 1 Manager



The next stage is problem identification.

Define the problem your group will tackle and identify the key questions you will answer. The steps can be designed as follows.

Act out the scene for the group

Ask each team to act out the scene. After each performance, ask the audience to guess the problem they are trying to describe. Ask each team to read their problems and questionnaires aloud and hang them up.

Split the group

Split up into teams of three. Give each team a sheet of paper and ask them to write down the most important problem their group is trying to solve and one to three key questions they need to answer to solve it.

Draw a star over the most important problems

After each team has finished, ask everyone to draw a star next to the question they feel is most important. Discuss the issues with the most stars. Then agree on the issues and key questions that the project should address.

Plan a short scene

Give each team 10 minutes to create a scene that will allow them to tell their problems to the other teams. Teams can use any item in the environment to help their scene.



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Nutrition for Health



Ayçıl Özturan Şirin
Aydın Adnan Menderes University
Department of Nutrition and Dietetics
Faculty Member

Nutrition should not be limited to suppressing hunger, eating filling foods, or eating and drinking whatever you want when you want. Nutrition is defined as the body's adequate and balanced intake of nutrients required to protect and improve health and quality of life.

In addition to consuming "sufficient" amounts of nutrients in accordance with the body's requirements, it is critical to consume "balanced" foods throughout the day, both in terms of timing and in a manner that includes different nutrients. Excessive or insufficient intake, as well as unbalanced consumption, can have a negative impact on growth and development and lead to the development of certain diseases. The most visible example is "obesity," which has become a global health issue. Obesity and many associated diseases begin in childhood due to inadequate and unbalanced nutrition and an increase in fast food consumption.

So what are the simple steps that can be applied in healthy nutrition to lead a healthy life?

1. Breakfast is always the first meal of the day for us. Breakfast should not only include low-nutritional-value foods like sweet snacks. A slice of whole grain or whole wheat bread, cheese, eggs, and seasonal vegetables/greens should all be included.

2. We increase our movement. Unfortunately, with the intensity of working life and the development of technology, we no longer move. But taking advantage of the fresh air and going for short

walks, will be one of the best investments we can make in our bodies.

3. We increase our fluid consumption. According to research, we consume far too little water. However, water is a critical requirement for all of our body's systems to function properly!

4. We eat on a regular basis. We began the day with breakfast. Then we eat our other main meals, lunch and dinner, on a regular basis. We also try to eat snacks at times that are convenient for our daily routine.

5. We eat fruits and vegetables every day. In working life, fruit consumption becomes quite limited, especially on working days. We even forget to eat fruit. However, we can solve this problem by eating dried fruits that are easy to transport and consume. In addition, we do not forget to consume at least 1 vegetable dish and salad every day.

6. We are introducing whole grains into our lives. We are all familiar with the terms "whole grain" or "whole wheat flour". It is also true that these products are of great importance for health. Therefore, it would be an important step to choose bread prepared with these products instead of white bread.

7. We prefer fibrous foods. Whole grain products, legumes and many fruits and vegetables are important sources of fiber. Fiber intake is very important for our body, especially intestinal health, which is now known as the second brain.

8. Cut back on sugar and salt. Sugar consumption, which is an empty source of energy, should be reduced for all of us, especially those on a weight loss diet. Unfortunately, salt consumption in our country is also quite high. We consume 2-3 times the daily recommended amount of salt. The biggest mistake we make is adding salt before

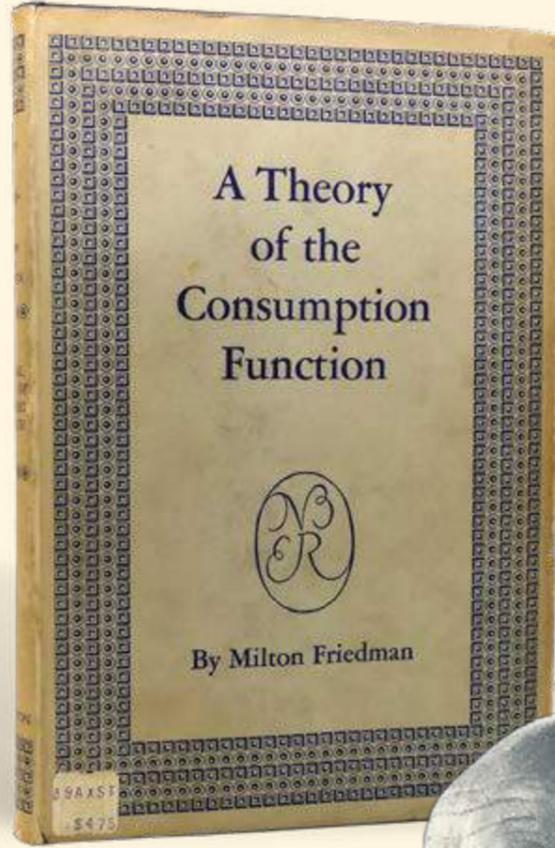
even tasting the food! Giving up such habits gradually will be one of the most beneficial things we can do for our entire body, particularly our kidneys.

9. Stop looking for miracle foods! When you start researching a healthy eating or diet plan, you will come across many "miracle food" suggestions, detox programs, and so on. Instead of succumbing to them, eating enough of each food group will keep you from feeling stressed and will help you achieve your health goals. Saying that a food or nutrient is completely forbidden unless we have a chronic or special disease/disability, or stating that we must consume "... food at each and every meal of the day will result in a uniform diet and will do nothing but prevent us from providing nutritional diversity.

The bottom line is that eating healthy is actually not difficult at all. "Eat everything, but in moderation and balance," should be the golden rule.



Prof Dr. Serdal Ögüt
Head of Community Nutrition,
Department of Nutrition and Dietetics,
Faculty of Health Sciences

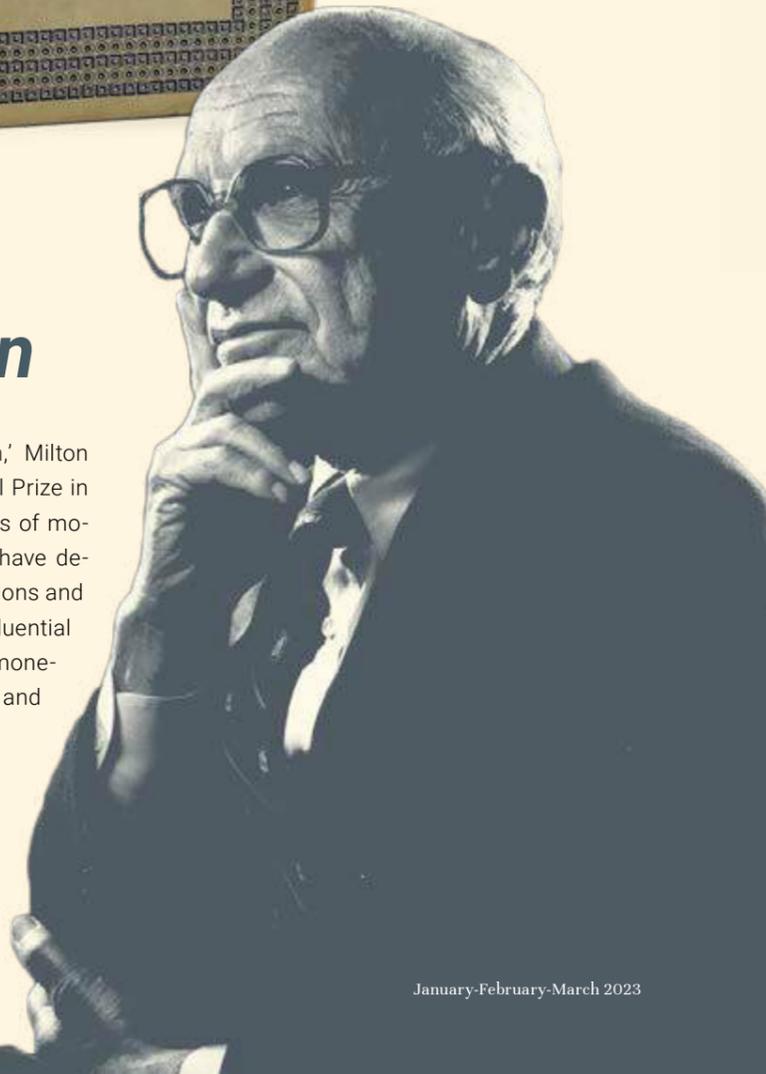


Milton Friedman

A Theory of the Consumption Function

In his book 'A Theory of the Consumption Function,' Milton Friedman, an American economist who won the Nobel Prize in Economics in 1976, laid out the fundamental principles of monetarism. Friedman and fellow Monetarist Schwartz have demonstrated that monetary policy works in both expansions and contractions. Friedman, one of the world's most influential economists in recent years, has primarily worked on monetary theory, monetary history, consumption analysis, and stabilization policies.

It is one of the books that anyone interested in economics and curious about the subject should read.



İlber Ortaylı

How Should You Live Your Life?

Here comes İlber Ortaylı with a work that will benefit both young and old alike, consisting of advice filtered through his wise personality and life experience.

Mr. Ortaylı uses examples in this book to explain how a person can find solutions in almost every aspect of life, beginning with childhood. He reminds us that "everyone is the architect of his own destiny," and he comments on what it means to carve your own path, complete with all of its pitfalls.

What does it take to live a full life and enjoy every moment?

How many periods comprise a human life, and what experiences are available in each?

What can one learn from whom? How does self-education work?

What factors should a person consider when deciding on a career?

What does it take to become an expert and work with that expertise?

When and how should a language be learned?

How to work to achieve the best results?

Which educational model should a responsible person seek for themselves or their children?

Everyone should read this book, in which Mr. Ortaylı takes us far away from our own inner world with questions like these. Because thoughts are like trees. They are always waiting for their season to blossom. The season of thoughts is books. The more books you read, the more your thoughts reach the sky

Anatolian Rock

Arts & Culture

During WWII, the so-called Generation 68 musicians completely dominated the music world in 1960-70, particularly in the United Kingdom and the United States. The Beatles, Rolling Stones, Led Zeppelin, Yes, King Crimson, and Pink Floyd were the first rock musicians.

This type of music, which developed in the world, was combined with Turkish folk music, that is, our folk songs, and a new type of music was created and this music was called "Anatolian Rock".

After ten years, Turkish equivalents of the 'rock' music genre that emerged in Western countries began to appear in our country. Musicians making this type of music in those years were similar in terms of lifestyle and appearance, but they differed in terms of lifestyle and political stances.

While the musicians of this style of music were opposed to the established order in both their lyrics and their behavior, their representatives in our country were more moderate. This is why Anatolian Rock music has been defined as "the interpretation of folk songs in Western style".

The pioneers of this music genre called Anatolian Rock in our country are known as Barış Manço, Cem Karaca, Erkin Koray and Fikret Kızılok. These musicians were paying close attention to what was going on in Europe and around the world, while also reinterpreting their songs by harmonizing them with the polyphony of music in our own country.

While rock musicians in the West were studying the mystical structure of the East and incorporating it into their own music, Turkish musicians found it much easier because it was an environment in which they were already born and raised. They were in the best position to capture the East-West synthesis.

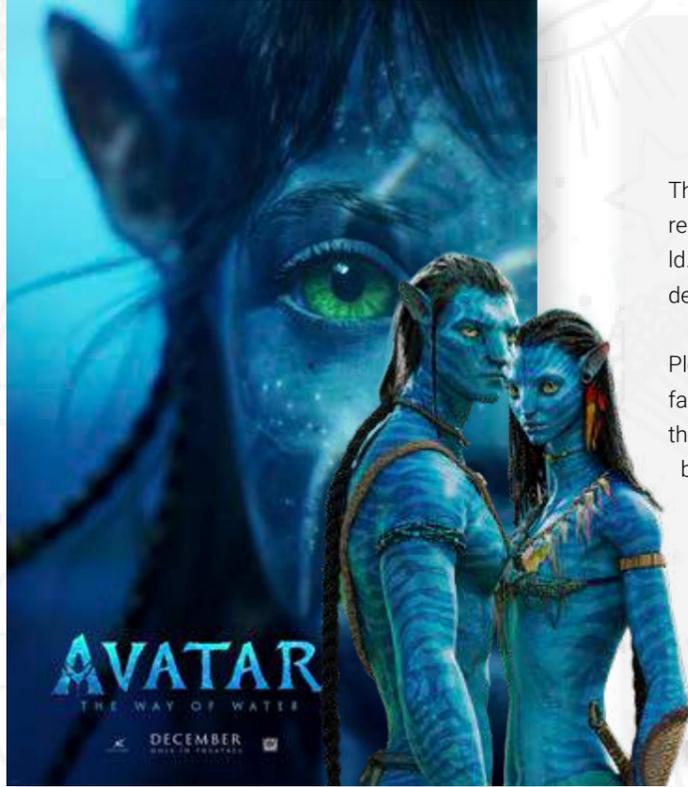
The "Golden Microphone" song contest in 1965 was one of the most important events in the development of Anatolian Rock music. The rules of this competition are to write a Turkish song in western style, arrange the music in western style according to the folk melody, and use

only western instruments. it was. All of the winners of this competition organized concerts across the country, ensuring that this genre of music reached even the most remote parts of Anatolia. Seeing the popularity of this genre, producers released records that formed the foundation of Anatolian Rock music, which defined a period.

Anatolian Rock is a new life form created by the Anatolian people's pace of life in folk songs.



Cinema Diaries - Upcoming Films



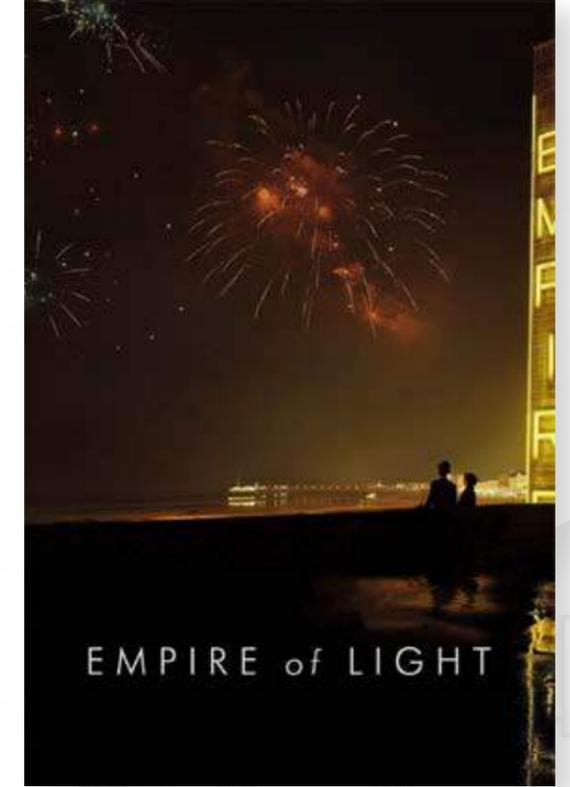
Avatar 2 The Way Of Water

The anticipated second Avatar movie. The first film was released in 2009 and caused quite a stir around the world. Fans of the film expected James Cameron's story to go deep into the universe while also expanding its boundaries.

Plot summary of Avatar 2 Jake and Neytiri started their own family on Pandora a few years after the events of Avatar, but they had to leave their home. Our heroes, Jake and Neytiri, begin to explore the world beyond Pandora, including above and below the water's surface.

Empire of Light

The Empire of Light is one of those rare, all-encompassing experiences in which people encounter something magical to brighten their lives in a cynical and fragmented world. The story takes place in the early 1980s and promises to be a powerful and moving tale about the magic of cinema while also telling a beautiful love story.



M3GAN

The movie "M3GAN" is about an engineer working in a toy company. The engineer creates a toy to accompany his nephew, who has recently lost both parents. As a result of the program's over-processing, the toy programmed to befriend, the little girl becomes overprotective of her new friend. Too much attachment poses numerous risks



John Wick Chapter 4

We recommend that you watch the previous parts of the movie first if you haven't already. Those who have seen the previous episodes will not need to be told much about the fourth film in the series. Highly successful action scenes, excellent acting, and a never-ending story. It's a movie that ends in a breath, with a story that flows on its own; we don't know how it ends. The movie's fast pace and thoughtful length allow viewers to catch up on the fourth series of what was originally intended to be a "revenge drama."



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