



The most valuable brand, once again, of 2011 is Türk Telekom

Türk Telekom, Turkey's leading communications and convergence technologies group, has been determined to be the most valuable brand of Turkey for the third consecutive year, in the research of the Most Valuable Brands of Turkey conducted by the leading brand valuation consultancy company Brand Finance.

Türk Telekom was the first in the research of the Most Valuable Brands of Turkey, with its brand value of 1,592 billion US Dollars, in the year 2009 when it participated in for the first time. In 2010, it kept its successful position as "the Most Valuable Brand" of Turkey, once again, in the research with its brand value of 1,692 billion US Dollars. In 2011's study, Türk Telekom was again selected the most valuable brand of Turkey with its brand value of 2,289 billion US Dollars. In the existing success of Türk Telekom, value added products and services in the fields of voice, data, video and contents, as well continuous brand investments has taken significant roles.

Türk Telekom has been a symbol of change and innovation in Turkey, as a result of investments and strategies realized during the recent years. Technologies it developed in the fields of convergence and communications, regional steps taken aiming to be an active player in international data market, sustainable social responsibility projects have been headstones of the process strengthening Türk Telekom brand. Türk Telekom keeps on developing value added products and services aiming to keep on this success in being the most valuable brand during next years.