

**PRESS RELEASE**  
**Istanbul – September 5, 2016**

**JCR Eurasia Rating**

has reviewed and revised the Long Term National credit ratings of **Say Reklamcılık Yapı Dek. Proje Taah. San. ve Tic A.Ş.** and the **Cash Flows of its Issued Bonds** to **'BBB+ (Trk)/Stable'** and the Long Term International Foreign Currency rating to **'BB+/Stable'**.

JCR Eurasia Rating has revised and downgraded the Long Term National credit rating of **Say Reklamcılık Yapı Dek. Proje Taah. San. ve Tic A.Ş.** and the **Cash Flows on Bond Issues** to **'BBB+/Stable'** from **'A-(Trk)/Stable'** and the Long Term International Foreign and Local Currency rating to **"BB+/Stable"** from **'BBB-/Stable'**. Details of the ratings are given in the table below.

Long Term International Foreign Currency	:	BB+/ (Stable Outlook)
Long Term International Local Currency	:	BB+/ (Stable Outlook)
Long Term National Local Rating	:	BBB+ (Trk) / Stable Outlook)
Long Term National Issue Rating	:	BBB+ (Trk)
Short Term International Foreign Currency	:	B / (Stable Outlook)
Short Term International Local Currency	:	B / (Stable Outlook)
Short Term National Local Rating	:	A-2 (Trk) / (Stable Outlook)
Short Term National Issue Rating	:	A-2 (Trk)
Sponsor Support	:	2
Stand Alone	:	B

Established by the Güldoğan Family in 1989 and operating under the title "Say Reklamcılık Yapı Dekorasyon Proje Taahhüt Sanayi ve Ticaret A.Ş." (Say Reklam) starting in 2004, the Company and its subsidiaries provide outdoor advertising services, interior and exterior building decorations, and corporate identity conversion services to national and international companies along with production of automotive interior equipment. Shares of the Company have been traded on the Second National Market of Borsa Istanbul A.Ş. since December 2014.

In order to increase its presence and enhance its penetration in regional markets, Say Reklam acquired "Imm Network GmbH", a German project management company founded in 1999 specializing in corporate visual designs and took over 49.9% shares of another long-established German company "Borsi GmbH & Co. KG.", which has extensive expertise in producing brand symbols and petroleum-based automotive interior equipment products. Through these acquisitions Say Reklam diversified its product range and gained extensive know how and competitive strength. The Company sold its shares in Ateş Çelik İnşaat Proje Taah. San. ve Tic. A.Ş. in 2016.

Say Reklam has managed to achieve a satisfactory asset and sales growth performance and underpinned its internal revenue generation capacity in 2015 thanks to its recent acquisitions which enhanced its reach to the EU market. The issuance of a 2-year bond improved the maturity structure of the Company relieving its liquidity management. On the other hand, the cancellation of the agreement between Imm Network and Daimler AG regarding the Mercedes Black corporate identity renovation project due to installation-related problems and failure in meeting conditions of the technical specifications of the project is expected to affect Say Reklam's financial results. The Company's gross profit margin narrowed in the first half of 2016 due to the challenges in translating project related costs to sales revenue. Say Reklam's first half positive bottom-line was solely due to non-recurrent revenues from subsidiary sales and the expected write down of the inventory exclusively bought for the project will have downward effect on the Company's profitability, liquidity, and efficiency figures. Consequently, taking into account the expected updates on the Company's sales and cash flow projections, Say Reklam's Long Term National Rating has been downgraded to BBB+(Trk) from A-(Trk). The overall results of the mentioned incident on the Company's upcoming financial statements, its business volume, and its reach to the domestic and regional business opportunities along with its cash flow streams and internal revenue generation capacity will be closely monitored.

No separate rating report has been compiled for the bond issuances as the resources obtained from the bond issue will be carried in the Company's balance sheet and are subject to analysis in the corporate credit rating report. The planned bond issue carries no difference in comparison to the Company's other liabilities with respect to its legal standing and collateralization. As such, the notations outlined in the corporate credit rating report also reflect the issue rating.

It is considered that the Company's qualified shareholder, the **Güldoğan Family**, maintains the willingness to supply long-term liquidity and efficient operational support to the Company should such a need arise. In this regard, the Company's Sponsor Support grade has been determined as **(2)** in JCR Eurasia Rating's notation scale. On the other hand, taking into consideration the Company's foreign investments which expanded its presence on an international scale, reputable and wide customer base, and organizational development, JCR Eurasia Rating has reached the opinion that the Company has attained a level of infrastructure to manage its obligations regardless of any assistance that may be provided by the shareholders. Within this context, the Company's Stand Alone grade has been determined as **(B)** in JCR Eurasia Rating's notation scale.

For more information, you may visit our internet site <http://www.jcrer.com.tr> or contact our analyst **Mr. Abdurrahman TUTĞAÇ**.

**JCR EURASIA RATING**  
**Administrative Board**