



# INDUSTRY & TRADE GROUP





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Formed an equal-share partnership with Carrier in 1998, a subsidiary of United Technology Corporation-USA.

United Technology Corporation trades in the New York Stock Exchange (Symbol: UTX). Business units under United Technology Corporation are; Carrier, Pratt&Whitney, Otis, Sikorsky, UTC Fire&Security and Hamilton Sunstrand.

Has approximately 300 dealers and 300 technical after-sale services.



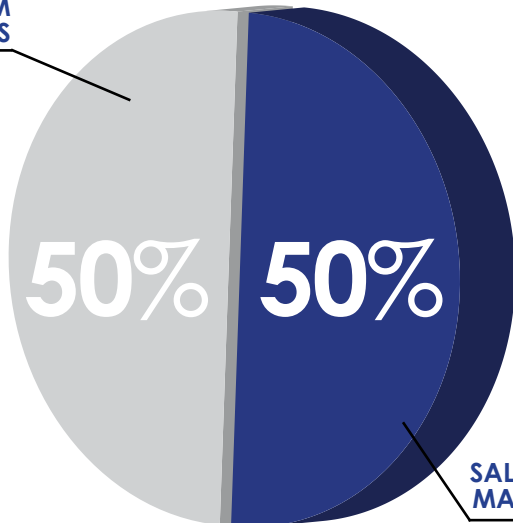
Is a major heating & cooling products manufacturer, with two production plants in Istanbul.

Alarko Carrier is a solid HVAC company with stable revenue generation ability.

Has Marketing & Sales offices in 5 major cities; Istanbul, Ankara, Izmir, Adana and Antalya.

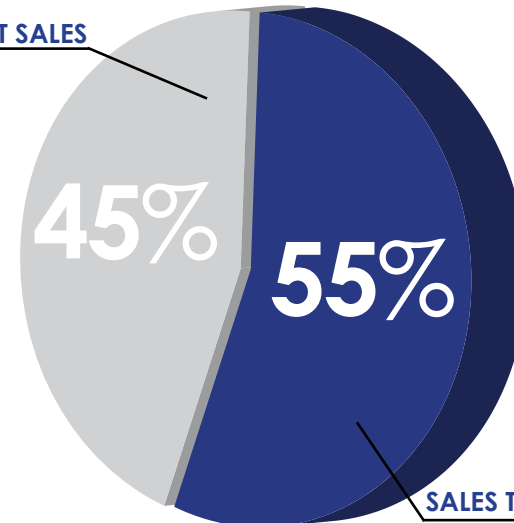
## SALES BREAKDOWN CHARTS

SALES FROM IMPORTED PRODUCTS



SALES FROM DOMESTICALLY MANUFACTURED PRODUCTS

DIRECT SALES



SALES THROUGH DEALERS



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## MAJOR PRODUCTS

Centralized Heating and Cooling Systems  
Panel Radiators  
Gas and Oil Burners  
Boilers & Circulation Pumps  
Split AC Units  
Air Handling Units  
Roof Top AC Units  
Submersible Pumps and Motors  
Water Boosters

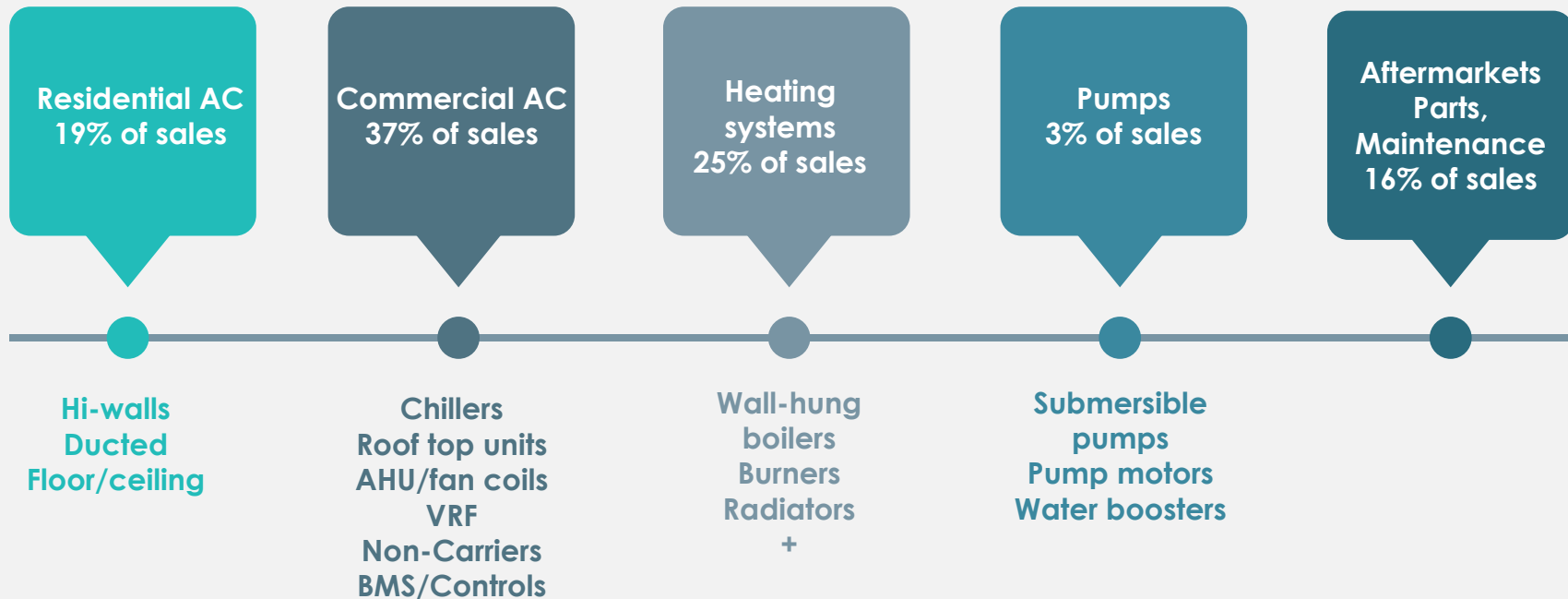
## MAJOR EXPORT PRODUCTS

Panel Radiators, Air Handling Units,  
Gas and Oil Burners, Roof Top AC Units

## MAJOR EXPORT MARKETS

UK, Germany, Greece, The Netherlands,  
Russia, Azerbaijan, Romania, UAE, France,  
Italy, Spain, Australia, Belgium, Kazakhstan  
(TOTAL 51 COUNTRIES)

## SALES BREAKDOWN BY PRODUCT CATEGORIES





## MAIN COMPETITORS

HEATING

Baymak / BDR (Holland)  
ECA  
Türk Demir Döküm  
(subsidiary of Vaillant)  
Vaillant (Germany)

AIR  
CONDITIONING

Arçelik  
Vestel  
Daikin (Japan)  
Johnson Controls /  
York Trane (USA)

PUMPS

Grundfoss (Danmark)  
Wilo (Germany)

ALARKO



## MARKET SHARES IN TURKEY

