

The Leading Asset Management Company*

Total Assets Under Our Management

6.3
USD billion

Is Asset Management is the sector leader with its market share of

23.7%

* As of 30.06.2010

Our Activities

- Discretionary asset management services
 - Non-discretionary asset management services
- to national and international institutional investors.

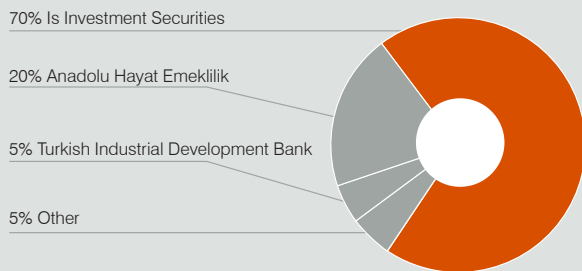
Our Client Profile

- Mutual funds
- Pension funds
- Foreign funds
- Retirement funds
- Investment trusts
- Insurance and reinsurance companies
- Foundations
- Other international institutional investors



Is Asset Management is a member of European Fund and Asset Management Association (EFAMA).

Is Asset Management Shareholder Structure (%)



Is Investment Securities Shareholder Structure
Türkiye İş Bankası (Isbank) 65.65%
Free float 27.87%
Other Isbank Group companies 6.48%

Is Asset Management - A Member of Isbank Group

About Isbank as of 30.06.2010

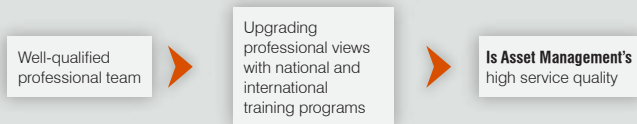
Total assets: ~ USD 78.4 billion
Shareholders' equity: ~ USD 9.1 billion

Isbank is one of the pioneer institutions in Turkish banking sector and one of the top banks in the world.

- Isbank,
- covers all city centers in Turkey.
 - offers innovative products to its clients.
 - is one of the Turkish companies ranking among the top 500 in Forbes magazine's list.
 - ranked 103rd in July 2010 issue of The Banker magazine's list of "Top 1000 World Banks" according to its consolidated financial statements and owner's equity.

Our Experienced Team

Is Asset Management firmly believes in the value of knowledge and experience.



Our Investment Philosophy

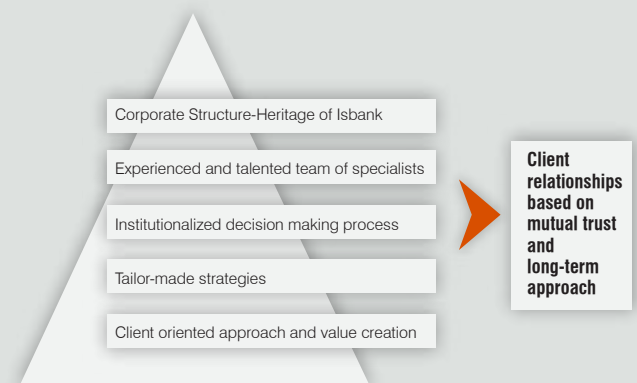
- To protect the customer's assets and increase them in a reliable manner.
- Performance levels should exceed the benchmark criteria specified by the customer.
- Risk levels should remain within the constraints specified by the customer.

The Advantages of Using Local Expertise

They are one step ahead of;

- having more insight on the effects of global parameters on their own country and their effects on the country's money and capital markets.
- retaining a better understanding of their country's economic and political formations resulting in taking the right positions at the right time.
- forming correct investment structures in line with the rules and regulations of their own country.
- acknowledging capital market investors' needs and return/risk preferences.
- maintaining a clear communication with the related local agencies in order to get their views across.

Why Is Asset Management?



Türk fund

The easiest way of investing in Turkey's capital markets

The Advantages of Investing in Turkisfund*

Investors benefit from the advantages of Turkish capital markets while complying with UCITS III Directives

Solely managed by Is Asset Management- Turkey's leading asset management company
www.isasset.com

Diversifies investors' market risks

Attains remarkable performance by taking advantage of Turkey's capital markets

Unique 13-year track record

Easily trackable performance www.turkisfund.com

* Established in Luxembourg, Turkisfund is distributed by Isbank GmbH Germany, Isbank London and Isbank GmbH Holland.



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Turkisfund - Investment Strategies

Turkisfund (SICAV) Fund
Turkisfund is composed of three sub-funds: Bonds, Equities and Eurobonds.

Contact Zeynep Aslan for detailed information.

Turkisfund Equities

Invests primarily in the shares of companies which are registered on the Istanbul Stock Exchange.

Turkisfund Bonds

Invests primarily in fixed-income instruments issued by the Turkish Treasury, other public authorities, and Turkish companies.

Turkisfund Eurobonds

Invests primarily in EUR denominated Eurobonds issued by the Republic of Turkey.

About Is Asset Management's Management Team

Name	Title
Dr. Gürman Tevfik	Chief Executive Officer
Tevfik Eraslan	Executive Vice President
Elif Cengiz	Manager, Mutual Funds
Aylin Erdem	Manager, Institutional Clients
Neslihan Öksüz	Manager, Marketing and Business Development
Erkan Ünal	Manager, Pension Funds
Mehmet Horasanlı	Assistant Manager, Alternative Investment Products
Alper Gökpinar	Vice President, Research

To Contact Is Asset Management

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