



moving forward with every step...

Message from the Board

The entity founded in 1962 by late Hasan Adalı has evolved into a Holding Company, employing around 3000 people operating in four major sectors, construction, services, energy and tourism. Born out of a modest Anatolian city, Adana, some 50 years ago, our presence has now reached to ten countries in four continents. Merely within the last decade we have accomplished 1,5 billion USD worth of contracts.

We would like to express our sincere gratitude to our distinguished clients who have encouraged us with their continuous confidence and to our employees who dedicated themselves wholeheartedly to their commitments adhering to the highest quality standards. Together as a team we are targeting new heights without any concession from our core values.

We will move forward with every step we take...

Hünkar Şevki Adalı - Serdal Adalı

global presence



- | | |
|----------------|-----------------|
| 1) Afghanistan | 6) Niger |
| 2) Azerbaijan | 7) Sierra Leone |
| 3) Germany | 8) Turkey |
| 4) Iraq | 9) USA |
| 5) Kyrgyzstan | |





1962

Hasan Adali
started business...



1963

...his first major contract was a road construction project connecting
Malatya, Diyarbakır and Adıyaman.

1964



Construction of Radar Facilities and
Social Facilities at Diyarbakır and
Malatya bases.

1965-69



Award of first NATO contract, perimeter security installations
and service road construction in Malatya Radar Base.

1971-82



- Award of logistics contract for US Air Forces at Incirlik Airbase.
- Construction of Life Support facilities at Incirlik Airbase.
- Construction of residential and recreational units for Army Personnel in Incirlik Airbase.
- Miscellaneous renovation works and life support services in Incirlik Airbase.

1985

Commissioning of first aggregate and
sand quarry at Ceyhan region in Adana.



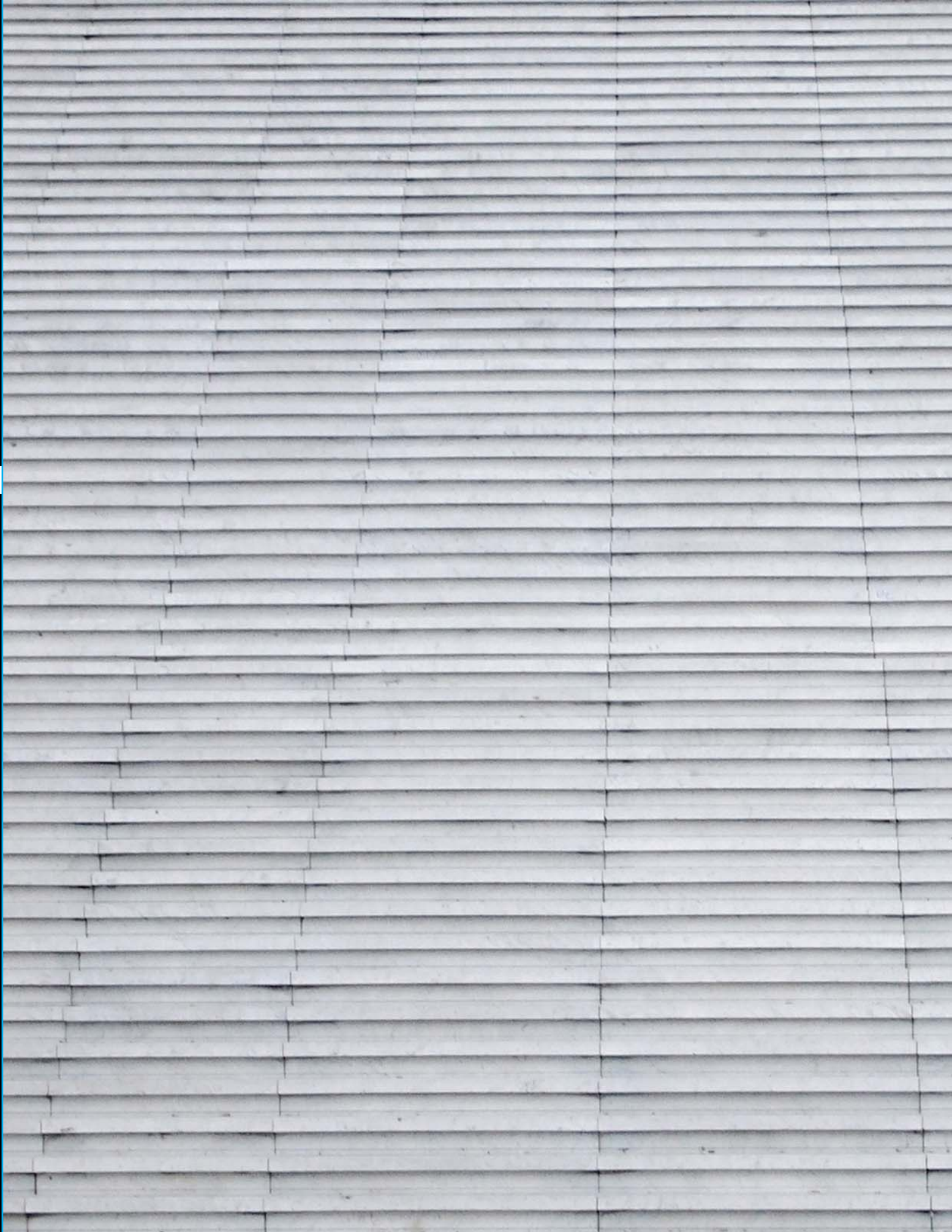
1988



Team up with Tekfen as a major subcontractor of
TAG Motorway for earthworks, aggregate and
concrete works.



timeline



group overview





Adalı Holding is one of the top-tier Turkish conglomerates with a track record of 50 years in business. The group diversifies in EPC Construction, Life Support Services and Facility Management, Energy and Tourism. Adalı Holding is recognized for upstanding business ethics and timely delivery of high quality work to its customers.

Adalı orchestrates its worldwide operations from its global headquarters situated in İstanbul and the operational main offices located in Ankara and USA. Our site operations are performed throughout the satellite and regional offices in Turkey, Iraq, Afghanistan, Kyrgyzstan, Azerbaijan, Niger, Sierra Leone, Germany and USA.



Our Group capitalizes on construction and services as the core business segment and has been providing full contingency support to US Military and Coalition forces in austere and hostile environments for design-build construction, life support and facility management services.

Our uninterrupted, decades long working relationship with US Government Agencies make us one of the top sought US Government Contractors.

We are investing heavily in the energy infrastructure of Turkey by blending a mix of renewable sources such as hydro, wind and geothermal energy. We are aiming to attain a capacity of 300 MW established power by the end of 2016.



Another leg of our investment is **tourism and hospitality**. Recently, we have opened a 5 star hotel in Adana, which is built by our construction group with state of the art architecture. This landmark hotel is being operated by our Group under Sheraton brand. Another 5 star brand hotel located in a unique spot in the heart of Istanbul is under construction stage.

Adalı Holding has a **robust financial structure** and recognized credibility among local and global financial houses including banks, investment banks and surety institutions. Our group has 250 million US\$ in revenue with its assets reaching to half a billion US\$. We have sufficient bonding capacity for future development projects.



Adalı leadership is totally committed to extending best value services in a timely manner to its customers as a **uniquely positioned global partner** in every field.

We believe in our people; we believe that talented minds, capable hands and dedicated hearts elevate an organization. Therefore we will grow with our people. Keeping principles, ethics and code of business conduct on top of everything, we will strive harder to expand our territories, enlarge our work volume and enhance our position in the present locations.

**We will move forward
with every step
we take...**



construction

Since its inception, construction has been the core field of activity for Adalı Holding. The group company Serka Contracting carries out all the construction and civil engineering projects. We have completed vast amount of construction and civil engineering projects including but not limited to Buildings, Hotels, Airports, Housing and Embassy Buildings, POL Facilities Fuel Distribution Systems, Pipelines, Dams, Hydropower Plants, Water / Wastewater Treatment Plants, Water Storage and Transmission Systems, Protected and Hardened Structures, Special Military Constructions and Security Upgrades.



Today we are operational in 4 continents, 10 countries with prestigious and significant projects all of which possess the highest level of precision and world-class construction quality. We take on full project management for complex and fast track projects and deliver design-build turnkey facilities. Our services range from the planning and feasibility study stage through site preparation, civil works, installation, erection, fit-out and commissioning to hand-over process.

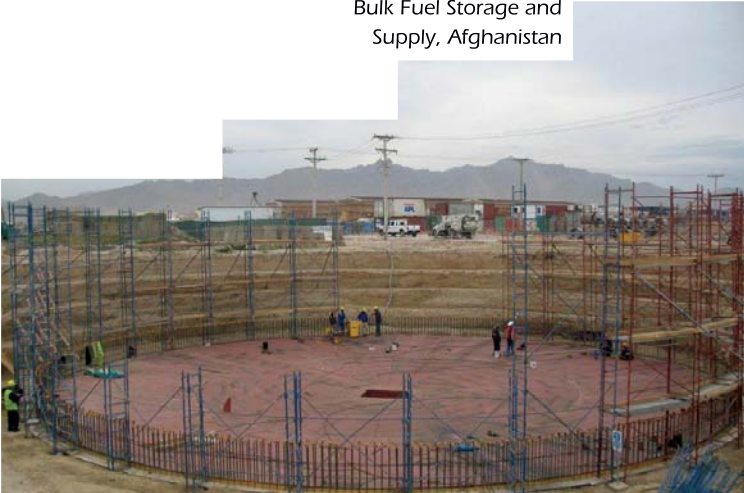
Strategic Airlift Ramp and
Renewal of Aprons,
Manas Airport, Kyrgyzstan



Sheraton Adana Hotel, Turkey



Bulk Fuel Storage and Supply, Afghanistan



Al Asad Air Base Infrastructure Works, Iraq

Eagle Housing Project,
Adana, Turkey

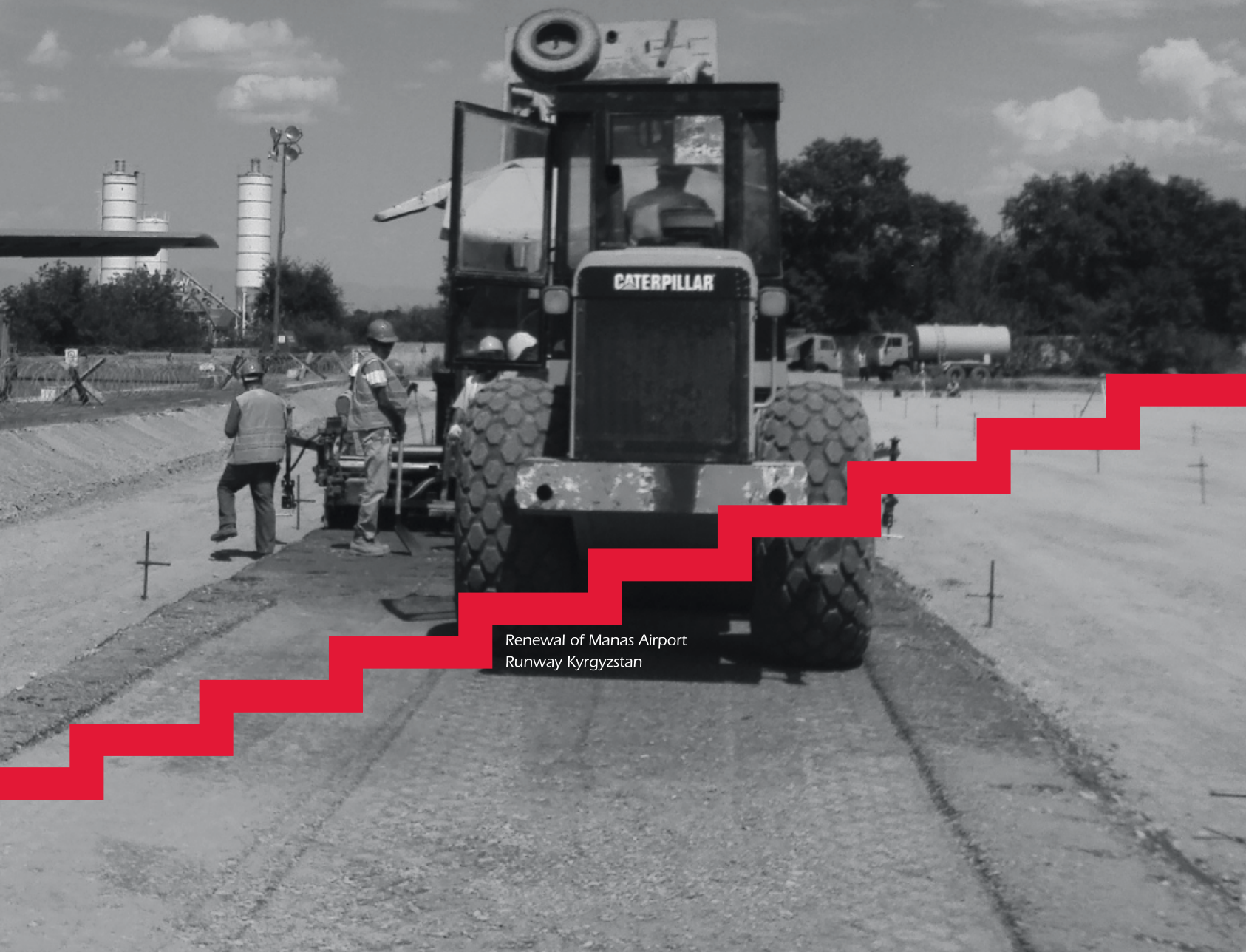




SERKA Contracting became a top-notch US Government contractor thanks to its continuous working relationship with several US Government Agencies. Most complex construction projects in distant regions and war zones have been timely delivered within their stipulated budgets.

Merely in the last decade SERKA has completed construction, services and facility management contracts worth of 1,5 billion US Dollars.

Having been qualified for non-permanent US Embassy and US Military funding programs with a merged value of 16 billion US dollars, SERKA has been able to build a strong backlog over the next 5 years.



Renewal of Manas Airport
Runway Kyrgyzstan



Bagram Airbase Eastside Utilities, Afghanistan



Q-west Logistics Center TTM Facility, Iraq



Bagram Airbase
Tunnel Works, Afghanistan



US Embassy, Miscellaneous Works
Niger, Sierra Leone



Bagram Airport Runway and
Parallel Taxiways, Afghanistan

We believe that our people are the most valuable assets that will help us excel and grow in our industry. We work with qualified people, who give us outstanding self-perform capabilities as well as the means to manage a wide network of sub-contractors.

We have a total workforce of 3000 multinational people working globally. Due to the diversified disciplines of construction projects and the nature of the challenging environments that we work, we have a proven record of deploying our staff and subcontractors to most distant and hostile environments rapidly.



İncirli HEPP, Turkey



İncirli HEPP, Turkey



Saray HEPP, Turkey



Gemciler HEPP, Turkey



Manas Airport
New Air Traffic Control Tower, Kyrgyzstan



JSS Shield, Containerized Units, Baghdad



Sather Diplomatic
Support Center Project, Baghdad



Bagram Bulk Fuel Storage and
Supply, Afghanistan



Serka Concrete Operations



Truck Fleet



Machinery Park





Serka's inventory comprises a wide array of heavy machinery and equipment including asphalt finishers, graders, rollers, loaders, towers and mobile cranes, excavators and vast number of trucks.

Excess of 500 pieces of self-owned heavy equipment are currently deployed or in the main machinery yard. Serka is also well known with its ready mix concrete operations that are still enduring in the south provinces of Turkey.

Serka is a major concrete supplier in the regional market. SERKA operates fully equipped ready-mix concrete plants also in Afghanistan, Kyrgyzstan and Iraq, and produces 2,5 million m³ concrete annually.



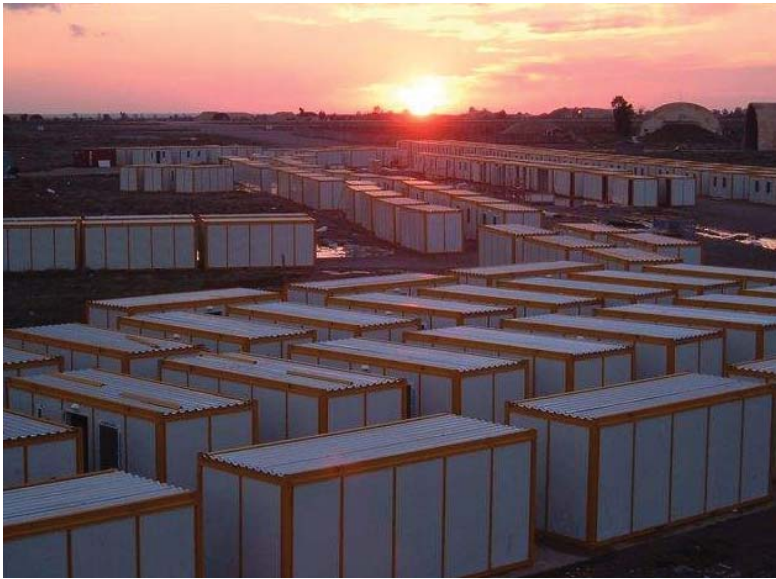
services



Serka has an award winning performance history of providing full range of operational and life support services to remote locations worldwide. We feed thousands of US troops daily in Iraq and provide life support services to our government and private sector clients. We are well equipped and self secured to meet the unique demands of challenging environments.

Through its long lasting relationship with American and Nato forces, the accolades and the accomplishments achieved in the field of construction paved the way for Adali Holding to be selected as the Service Contractor for their ongoing operations. We have contributed to US Government operations in man-camp operation and maintenance, facility management, dining facility operations, catering, equipment rental, labor supply and waste management services.









We provided daily
catering services to
one-third of US Army in Iraq

Catering Services,
Various US Bases, North Iraq



Serka was able to offer full-fledged solutions to its clients with a blend of construction and services at once by handling even the toughest challenges such as security and logistics. This helped us gain a unique capability and recognition in logistics, procurement and manpower supply for contingency operations. Serka has delivered some 100-service contracts in the last 10 years, which made us the top non-American service provider to US Military.

Logistics Operation in
Q-West TTM Facility, North Iraq





Facility Management, Waste Management,
Laundry Services, Heavy Equipment Rental,
Various US Bases, North Iraq



energy

Adalı Holding is well aware of the essence of renewable energy in sustainable development of Turkey. Therefore being not only a feasible investment, but also a part of our responsibility to Turkey, we opted for investing in the energy infrastructure of Turkey with a portfolio of various renewable energy resources. We have set the target of 300 MW installed power by the end of 2016 from hydropower and wind resources.

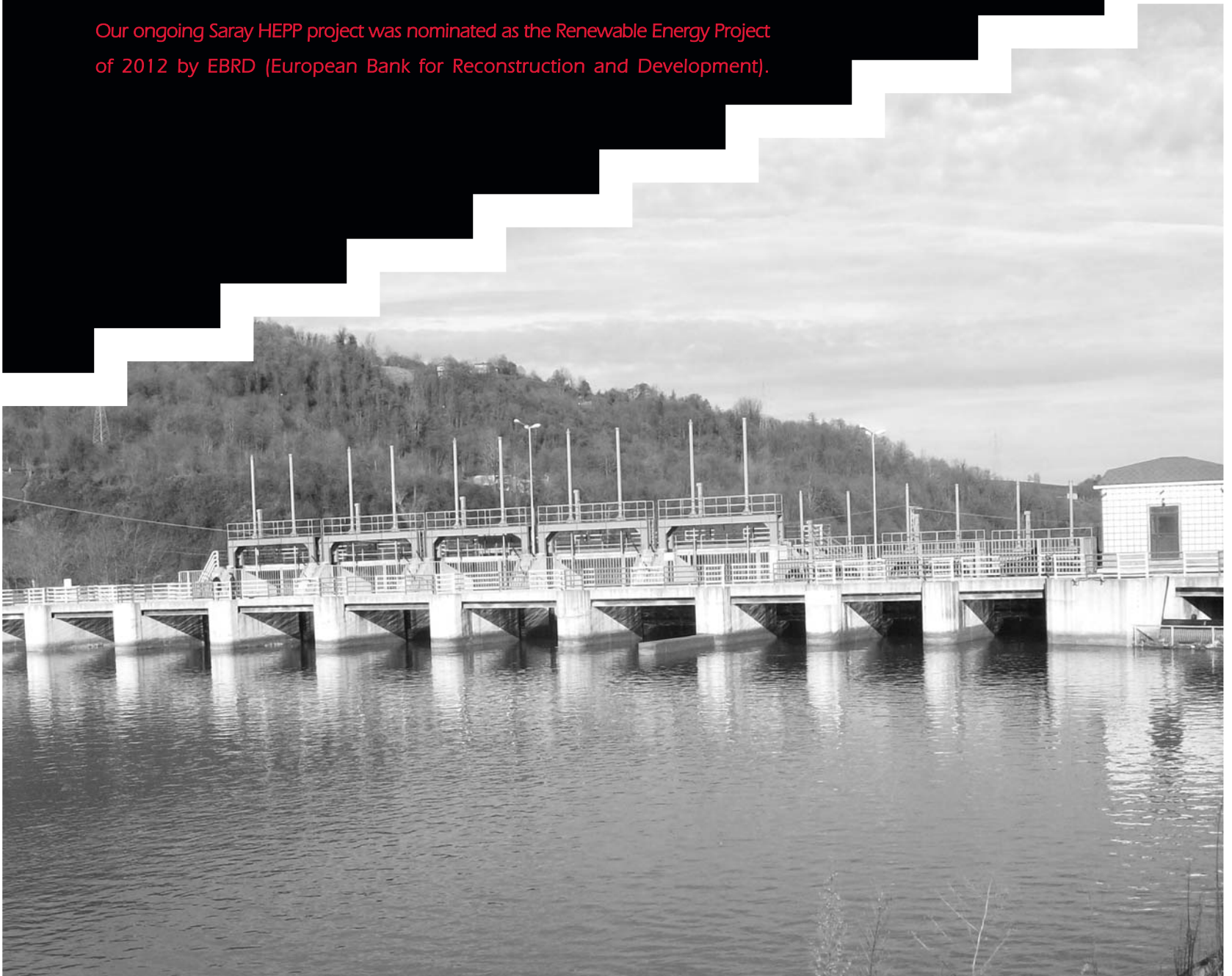




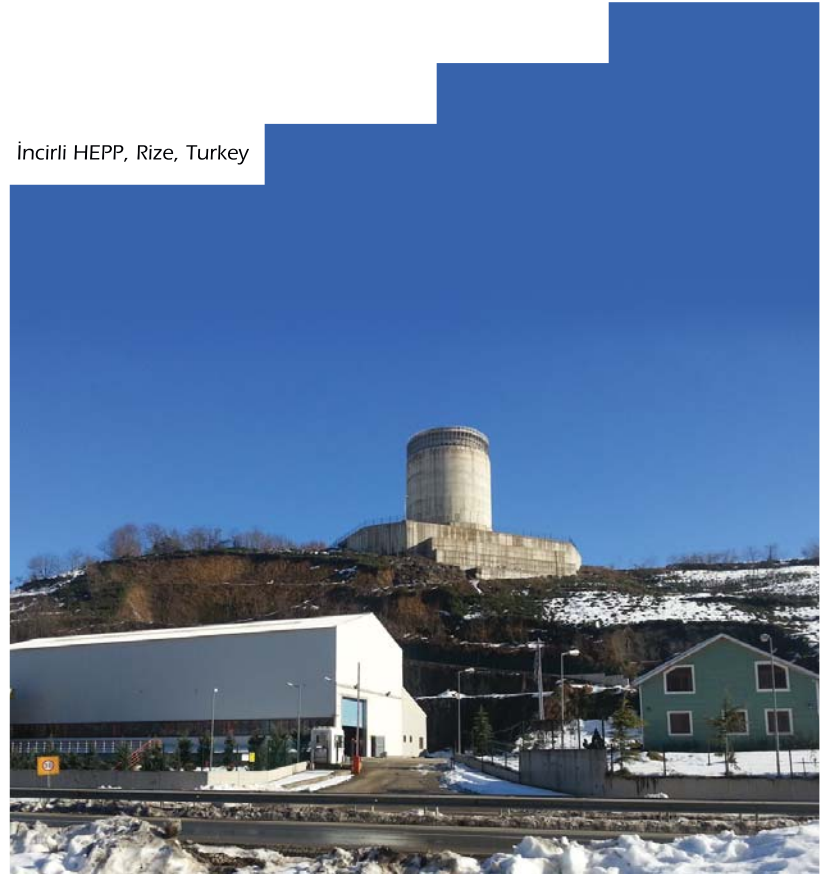
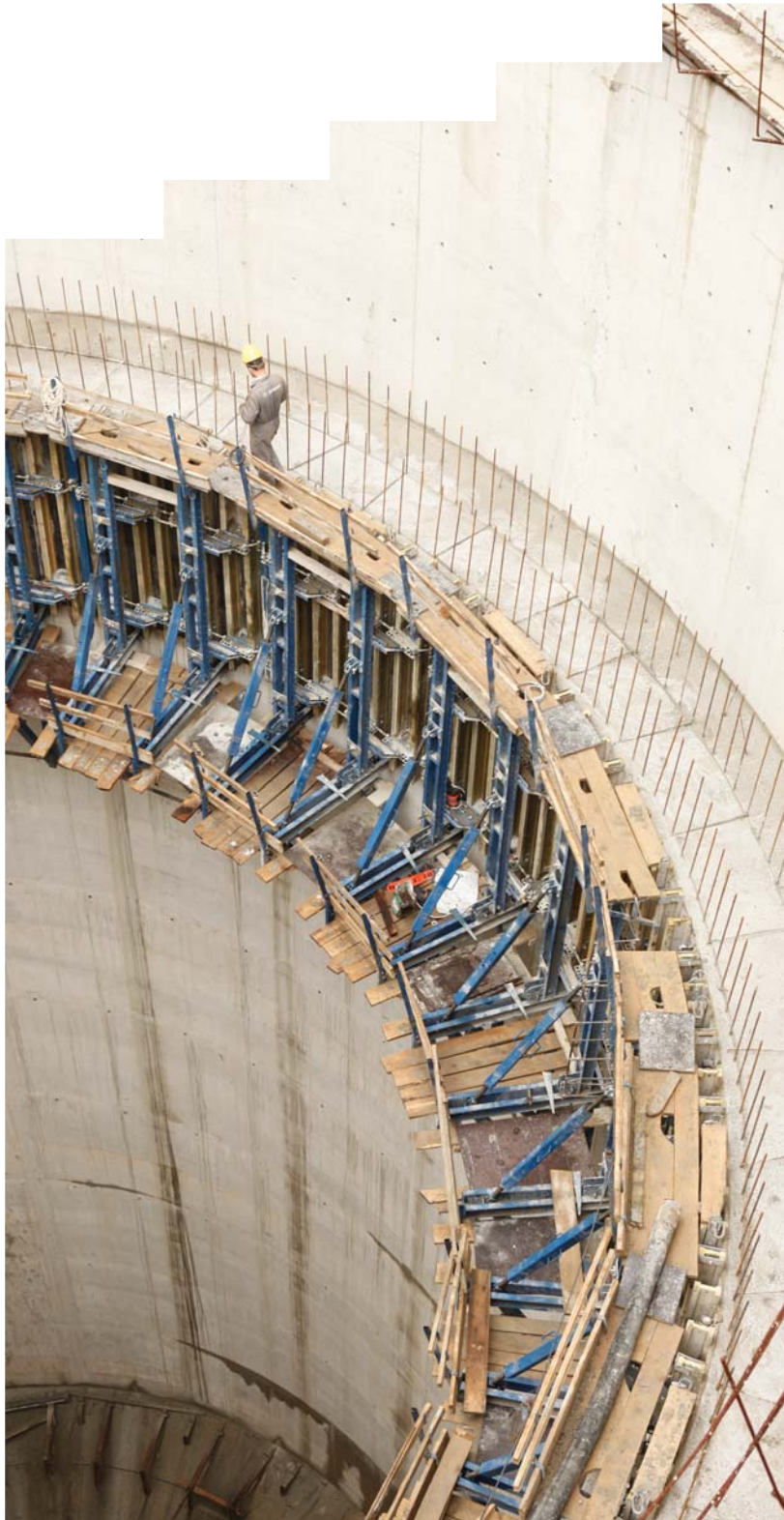
With this awareness, we produce energy without any detrimental effect to the surrounding natural life, as well as contribute to the development of the communities by creating new employment opportunities.

Two of our projects are currently in production and connected to the national grid, generating 200-million kWhr energy annually. Another four hydropower plants are under planning and construction whereas two plants are under the process of licensing.

Our ongoing Saray HEPP project was nominated as the Renewable Energy Project of 2012 by EBRD (European Bank for Reconstruction and Development).



İncirli HEPP, Rize, Turkey




Gemciler HEPP,
Adıyaman, Turkey





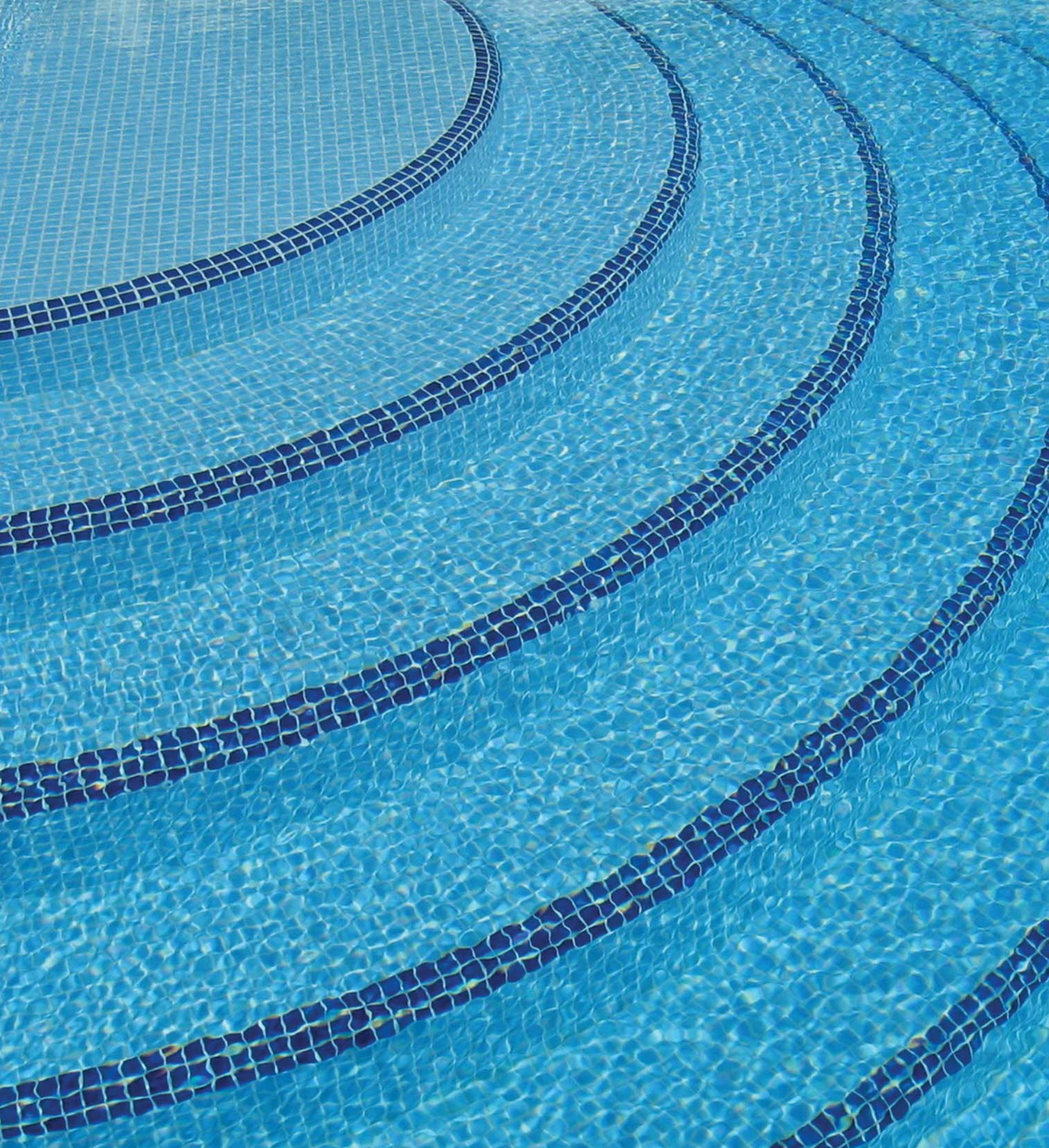
Saray HEPP,
Trabzon, Turkey



Another abundant renewable energy source in Turkey is wind. We have recently commenced with the construction of 44 MW wind power plant in Tekirdağ and another one in Adana with a capacity of 150 MW is under design stage, which will be one of the biggest of its kind in Turkey when completed.

Adalı Holding is determined to grow in the field of renewable energy and become one of the major players in the energy market over the next 5 years.








hospitality and tourism investments

Tourism has been another major business segment that Adalı Holding has entered in. Our initiative in this field had been spectacular, which was a five star hotel in Adana the fourth biggest city of Turkey also the hometown of Adalı family. The hotel has a unique architecture and was built with the ultimate construction quality.







The hotel offers the most luxurious accommodation in the region with its 247 rooms / 500 beds capacity. Bearing several convention halls, ballrooms, restaurants, indoor and outdoor swimming pools, it is the biggest 5 star hotel in Adana.

Adana Sheraton Hotel, Turkey




Adana Sheraton Hotel, Turkey



Another 5 star hotel is going to be constructed situated in a perfect spot in Esentepe, İstanbul.

awarded
quality





Serka has recorded more than 6,000,000 safe man-hours with no lost time incidents. Our dedication to health and safety practices are highly recognized by the US Agencies and duly certified.

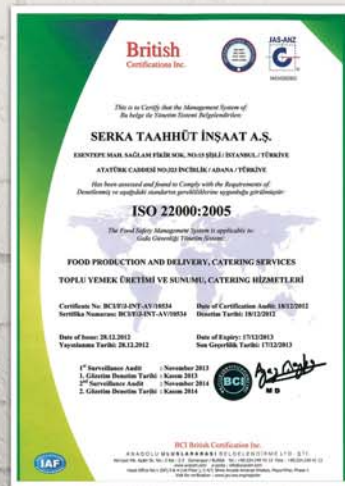
Our environmental approach is justified by European Bank for Reconstruction and Development for Saray HEPP project as the Renewable Energy Project of the Year.



total quality approach

All the group companies and the holding have an effective quality approach to ensure that the product or the work meets the standards in Quality Control Plan. Its efficiency is monitored by regular internal audits and our staff improves the quality control plan by incorporating lessons learned and client feedback. We have a fully integrated HSE (Health, Safety and Environment) program in accordance with OHSAS 18000. Our staff is equipped with the latest training programs with the full awareness of our commitment to “Zero Lost Time Incidents”.

We care for the environment. We take it as our responsibility to our community. Setting the contractual standards as minimum, we apply our standards with our own comprehension of how we can preserve the environment and look after it for the next generations.





CERTIFICATE OF APPRECIATION
Bagram Airfield Resident Office, Bagram Area Office

Presented To:
SERNA Construction & Trade Inc.
Safety Man-Hour Certificate

This certificate, presented on 31 May 2011, is in appreciation for your efforts on the MELCON Bulk Fuel Storage and Supply, Phases 2 & 3 Project on Bagram AF, Afghanistan. Your commitment to safety, through 750,000 accident free man-hours, provided the US Army Corps of Engineers, US Army, and the US Air Force personnel with food, fuel, and fuel distribution system projects which will make a lasting impression on the Global War on Terrorism and Operation Enduring Freedom.

A JOB WELL DONE!!!

Daniel B. Borne
Project Engineer
US Army Corps of Engineers
Bagram Airfield, Afghanistan

Dennis C. Latta
Resident Engineer
Bagram Airfield Resident Office of Engineers
Bagram Airfield, Afghanistan

US Army Corps of Engineers

US Army Corps of Engineers



social responsibility

We owe to the societies and communities where we live and operate. We create employment and utilize local manpower as much as we can as a part of our social responsibility. As a solid demonstration of our responsibility to our community, we built a high school in Adana, the hometown of Adali Family. Similarly, another high school was built in Van province, following the dramatic earthquake occurred in 2011. Both of the projects were completed in the shortest possible time and donated to the Ministry of Education.





ADALI HOLDING A.Ş.
SERKA TAAHHÜT İNŞAAT A.Ş.

İstanbul
Gazeteciler Mahallesi Sağlam Fikir Sokak No:15
Esentepe
Phone: +90 212 340 05 00 Fax: +90 212 340 05 01
info@adaliholding.com

Turkey

Ankara
Mustafa Kemal Mahallesi 2143. Sokak No:12 Çankaya
Phone: +90 312 266 6200 Fax:+90 312 219 68 01

Adana
Atatürk Caddesi No:323 İncirlik
Phone:+90 322 332 86 17 Fax: +90 322 332 92 24

SERKA TAAHHÜT İNŞAAT A.Ş.

Iraq Branch and Logistics Center
Halil Ibrahim Road, 6th Km, Zaho, Dobuk Province

Iraq

North Iraq Branch
FOB Marez Military Base, Mosul

Central Iraq Branch
Al Asad Military Air Base, Al Anbar

Afghanistan

Kabul Branch
Serka Compound, Bagram Air Field

Kyrgyzstan

Bishkek Branch
Moras Transit Center 376th AEW (Manas AB)
Bishkek 720062

Niger

Niger Branch
Quartier Koura Kano Rue: KK-30 CN-1
BP:13223 Niamey/NIGER

ICS SERKA LLC

USA

8230 Leesburg Pike, Suite 650
Vienna, Virginia 22182
Phone: 703 288 1555 Fax: 703 288 1522
info@icsserka.com www.icsserka.com

SERKA-PERNIX JV

Sierra Leone

Sierra Leone Branch
Lamrana Sow Estate
No 1 Eacon Rd - Off Lester Peak Rd (next to US Embassy)
Hill Station Freetown, Sierra Leone

Azerbaijan

Azerbaijan Branch
83 Azadlig Avenue, AZ1007 Baku Azerbaijan
Phone: +99(0) 412 – 498-03-35

ICS SERKA GMBH

Germany

Gustav-Stresemann-Ring 1D- 65189 Wiesbaden
Phone : +49(0) 611- 97774- 420,
Fax : +49(0) 611- 97774-111

SERKA GAYRİMENKUL A.Ş. ,
SERKA TURİZM A.Ş., 5A ATÇILIK A.Ş.

İstanbul
Gazeteciler Mahallesi Sağlam Fikir Sokak No:15
Esentepe
Phone: +90 212 340 05 00 Fax: +90 212 340 05 01

Turkey

ADALI ENERJİ, LASKAR ENERJİ, BOZTEPE
ENERJİ, MERTLER ENERJİ, BEŞİKTEPE RES

Ankara
Mustafa Kemal Mahallesi 2143. Sokak No:12
Çankaya
Phone: +90 312 266 6200 Fax:+90 312 219 68 01

FOR INTERNATIONAL INQUIRIES:

Phone: +90 212 340 05 00
web: www.adaliholding.com; email: info@adaliholding.com





www.adaliholding.com