



Corporate Presentation



2015

Continue as Perlego Research...

A new excitement with changing management staff, changing infrastructure and technology...

2002

Starting as Mayak Research...

The industry experience which started in 1987
Entry into the sector by integrating with Mayak Research

2020

Perlego Research →

And more than 30 years of great experience...



EXPERIENCE

More than 30 years of industry experience since 2002



ISO 20252:2019

Social and Economic Research and Consultancy Services Quality Certificate



ETHICAL VALUES

Loyalty to the basic principles and rules defined by ESOMAR (European Society for Opinion and Marketing Research) and ICC (International Chamber of Commerce)



EXPERTISE

Expertise and technological strength, especially quantitative research



INFRASTRUCTURE AND SPEED

High capacity, fast researches...

Quantitative Research

Market, public opinion, customer satisfaction and loyalty, brand and image research, municipal service measures and political research...

MENA Studies

Research and profiling studies for the Middle East, North Africa, UAE and many other countries

RSVP and Event Studies

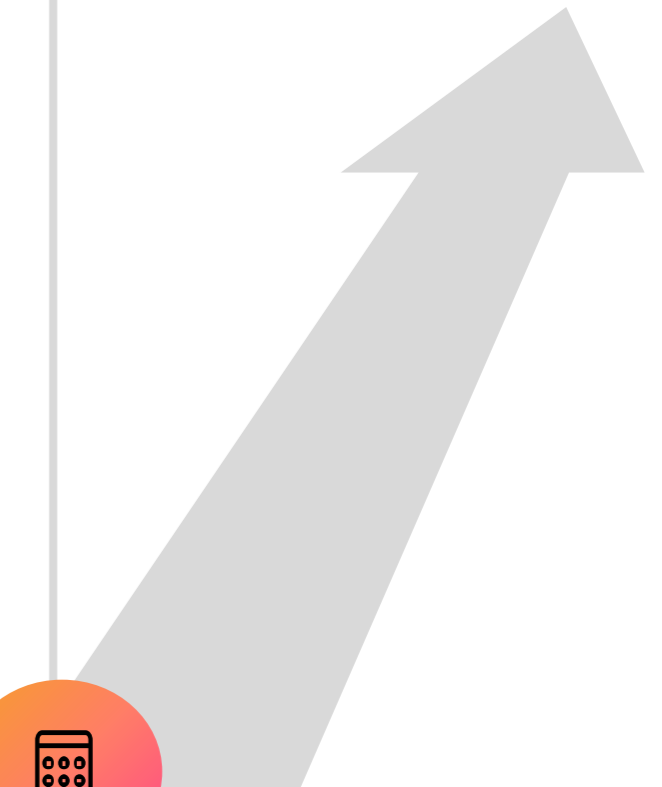
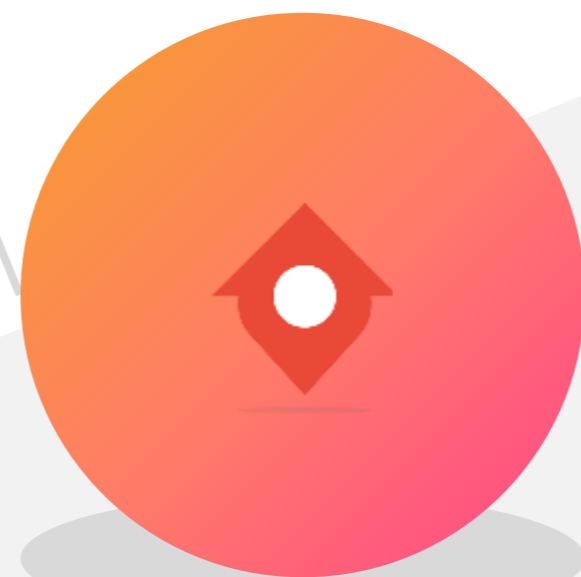
Event, organization invitation studies, event participation confirmations and event measurements

Data Update and Database Studies

Updating the data of your organization or from different sources, creating and profiling new databases, permitted data work, etc.

ASES (Address Based Socio Economic Status Index)

Turkey all neighborhoods have been classified with either development or 'SES' value index points as A, B, C1, C2, D, E in terms of socio-economic status.



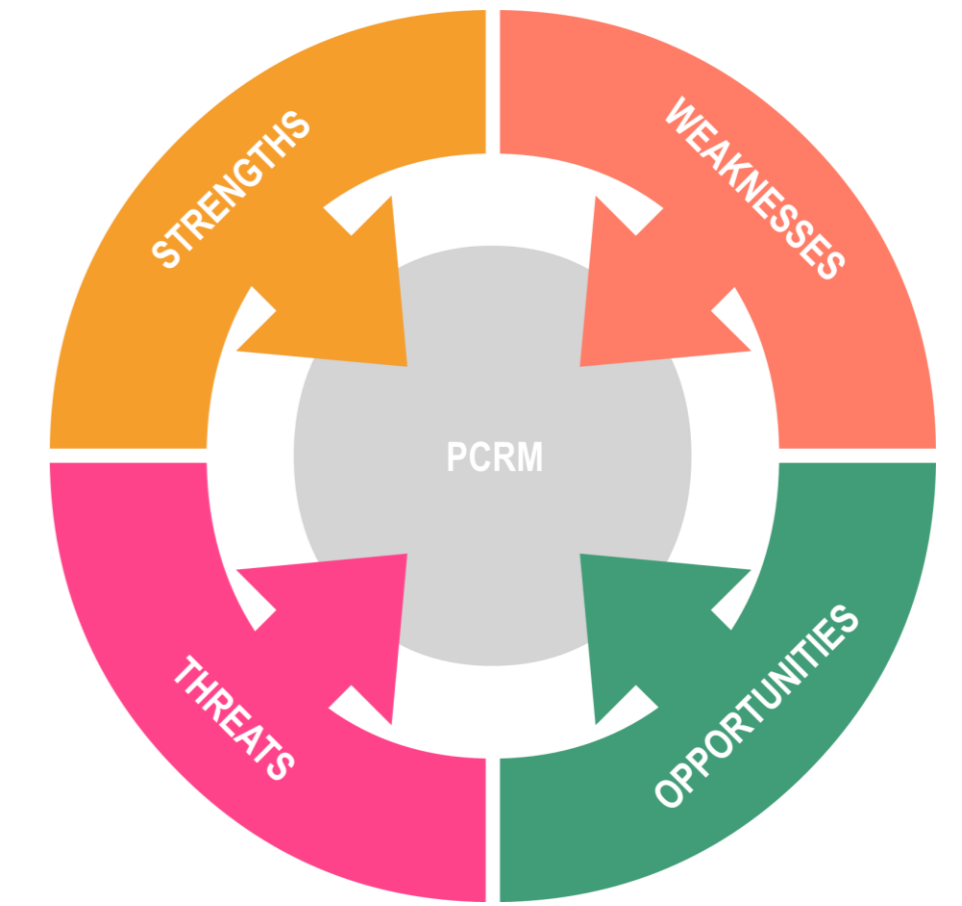


1 CATI / CALL CENTER

Office capacity of **60 people**

500+ people telecommuting capacity

3 PCR Customer Retention Model



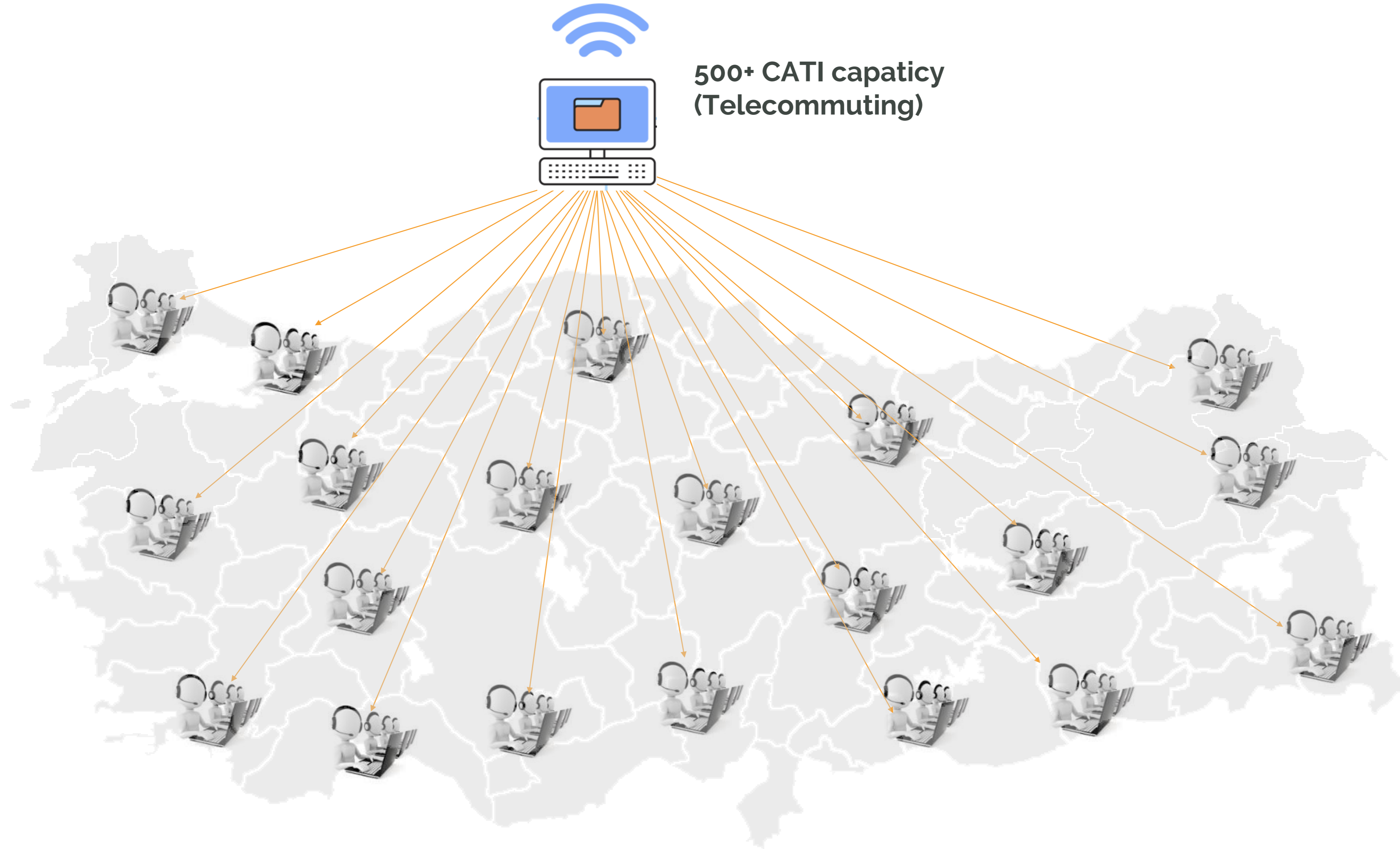
2 ISO 20252:2019

Social and Economic Research and
Consultancy Services Quality
Certificate

4 ASES

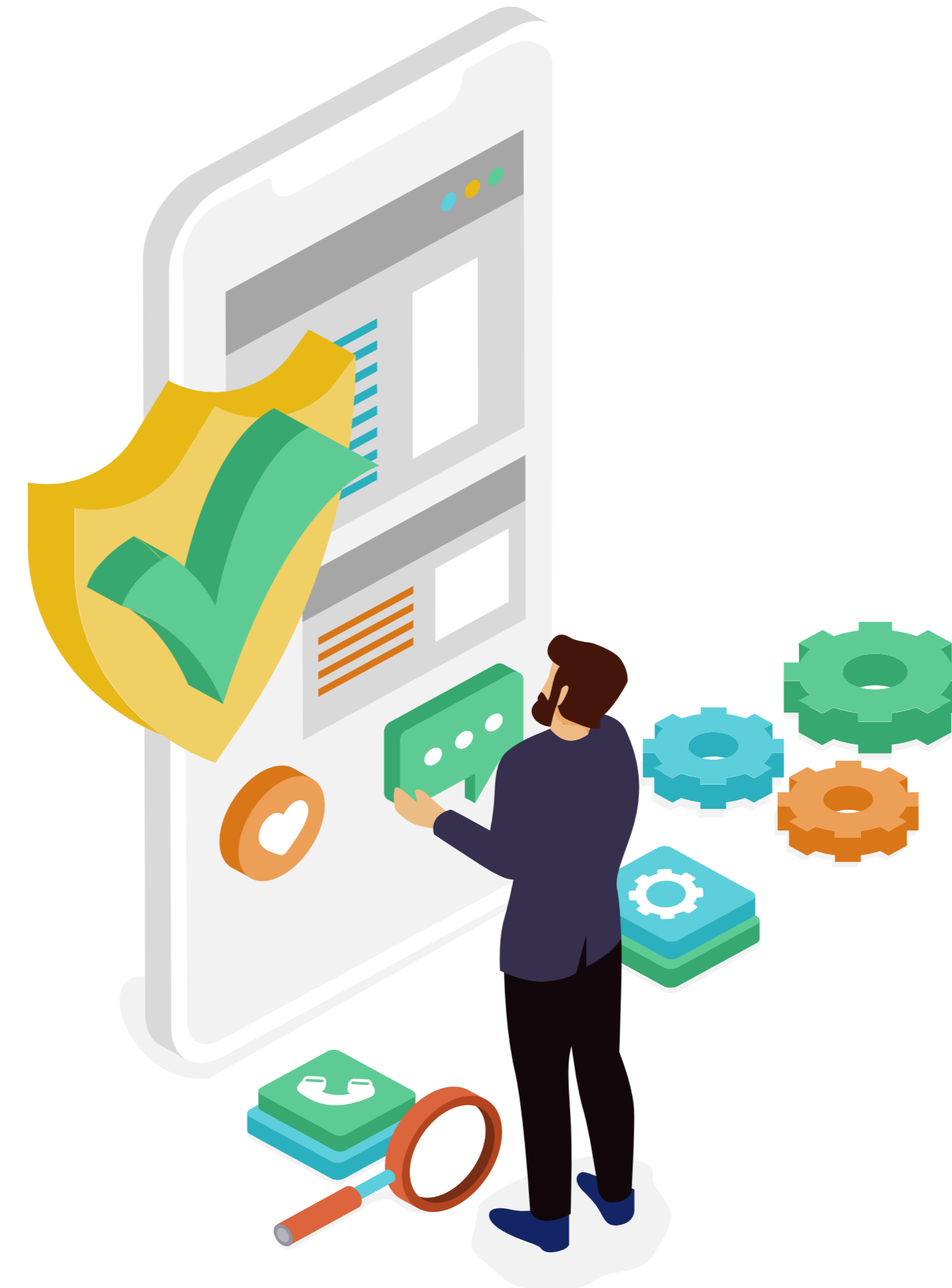


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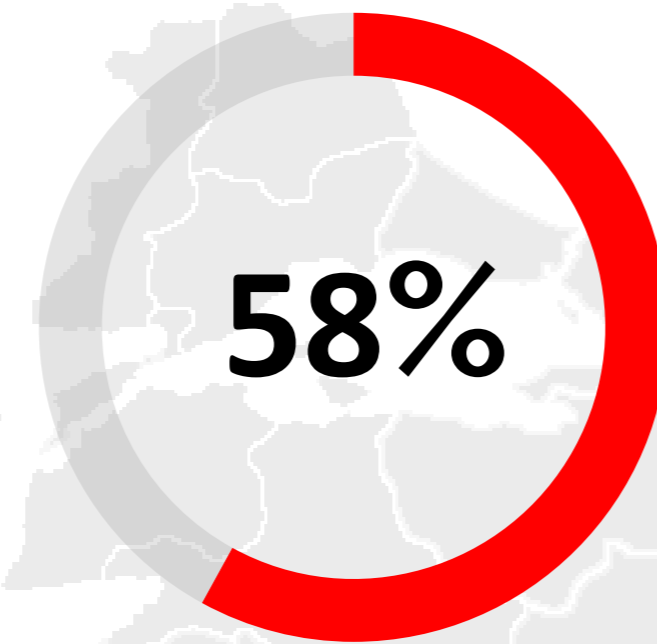


- ✓ Privacy policy with companies we provide service Privacy policy with staff of the Perlego Co.
- ✓ Trend Micro™ Titanium™ Internet Security
- ✓ 2 EMC Iomega data storage and back up technology
- ✓ Acronis data back up system
- ✓ Firewall
- ✓ Secturk Hotspot
- ✓ Vodafone DDoS Mitigation Service
- ✓ 2 Vodafone Metro Ethernet Infrastrucure
- ✓ 2 Physical Powerful Server (HP & DELL)
- ✓ Log monitoring and management system
- ✓ Windows group policy management system
- ✓ IT service under contract
- ✓ Safety testing in the 3-6-12 monthly period
- ✓ CATI specific software
- ✓ Call Center Software



28.965 Neighborhood

58% of 50 thousand
neighborhoods were
covered

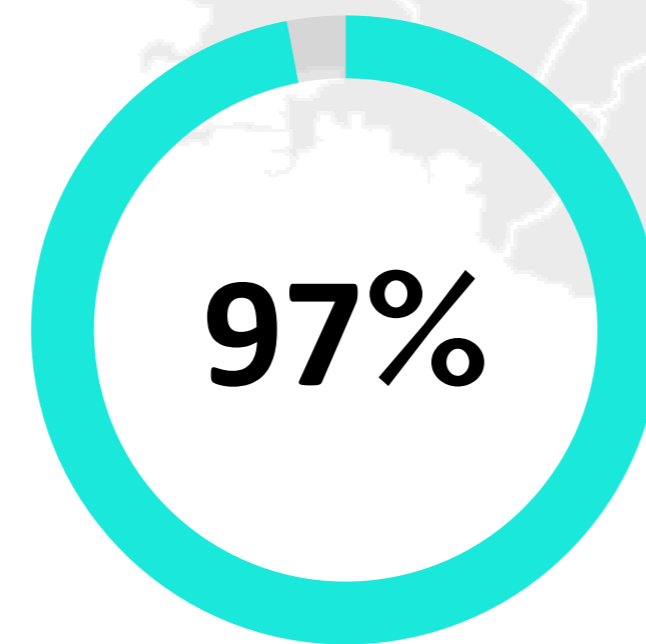



THE COVERED SCOPE

Nearly 30 thousand of approximately 50 thousand neighborhoods are covered. The places not covered are small neighborhoods, hamlets and villages with a population of less than 250 people.

78 Million Population

The population living in the covered
neighborhoods is 97% of the total
population.

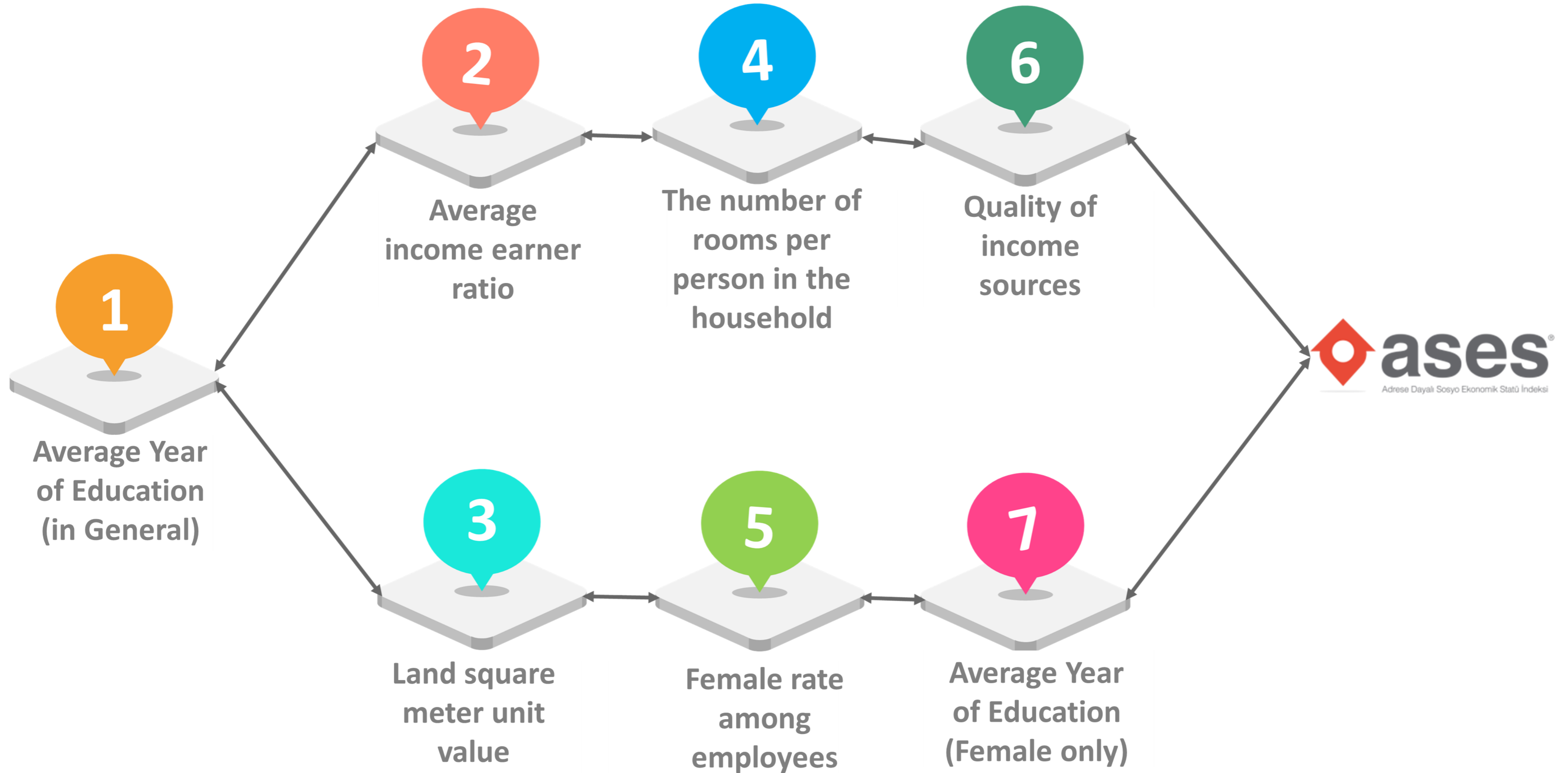


THE POPULATION COVERED

97% of the population lives in about 30 thousand neighborhoods covered



**ASES IS A
GEOGRAPHICAL
SEGMENTATION
ANALYSIS**





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