



## UNIT PLAZA I.F.C. PROJECT

### Information Memorandum



Istanbul, May 2014

**Strictly Private & Confidential**



Awa Investment, is a London - based investment manager that utilizes a value-orientated special situation investment strategy focusing on small private companies.

Our primary investment objective is to identify and create unique investment opportunities with asymmetric risk/reward profiles. Alongside capital, we invest time, experience and intelligence to understand and arbitrage non-apparent investment opportunities through the skillful application of operational expertise and deal structuring rather than financial engineering.

Awa investment was founded in 2012 with backing from a Metropolitan Foundation, Since 2008, Awa investment has been providing outsourced private equity services to a select group of high net worth individuals and family office investors on a call-fund basis. In early 2013 Awa investment Fund II to cornerstone the firm's 2013 growth debt investments.

Awa investment team of professionals have led investments in over 30 companies over the course of our careers in addition to holding multiple operating roles in private companies undergoing special situations.



1.

Istanbul International Finance Center Initiative

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2.

Unit Plaza I.F.C. Project Brief

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**1.**

**Istanbul International Finance Center Initiative**

**2.**

Unit Plaza I.F.C. Project Brief



## Istanbul International Finance Center Initiative

### Government Support



Our project “Istanbul International Financial Center (IFC-Istanbul)” is included in the Ninth Development Plan covering 2007-2013, and accorded top priority and importance by our Government. In the framework of the Medium Term Programme of 2009-2011 and the 2009 Annual Programme, works were initiated to formulate a strategy for the IFC-Istanbul project, and the Strategy and Action Plan was prepared in a participative manner. Pursuant to the Medium Term Programme of 2010-2012, the IFC-Istanbul Project will be implemented in accordance with the Strategy and Action Plan.

When the period of crisis, during which international investments dip, is over, I believe Istanbul will be taken as a significant option and make rapid progress towards becoming a regional and global financial center.

Besides the support we have given as the government, the success of the project hinges on the support and follow-up from all stakeholders. Thus, representatives from more than 80 public and private sector agencies, civil society organizations and universities offered contribution and support for the Strategy and Action Plan studies.

The project to make Istanbul a regional and global financial center is surely a long-term project. The successful outcome of this project will offer significant benefits to Istanbul and Turkey; however, such outcome is possible by continuous support and follow-up from private sector agencies and civil society organizations.

As I reiterate my wish that this project, which will boost importance and richness of Istanbul, would have solid outcomes soon.

**Recep Tayyip Erdoğan**  
**Prime Minister**

**From : STRATEGY AND ACTION PLAN FOR ISTANBUL INTERNATIONAL FINANCIAL CENTER, October 2009**



## Istanbul International Finance Center Initiative

### Government Support



Turkey's State Minister and Deputy Prime Minister Ali Babacan said that the vision of the government was to make Istanbul first a region and finally a global finance center.

"A report of the Banks Association of Turkey indicated that Istanbul was relatively better than its rivals in factors required to become an international finance center," Babacan told a press conference on the **Strategy and Action Plan to Make Istanbul an International Finance Center**.

Babacan also enumerated the factors required to make Istanbul an international finance center as "laying the legal groundwork operating in international standards", "offering various financial products", "solving physical and communicative infrastructure problems", "simplifying tax system and making it more efficient", "developing the regulatory and supervisory system in line with international standards", "laying the groundwork to educate qualified labor force", and "ensuring world-wide promotion".

The minister said nine working groups had been set up to set strategies in above mentioned areas, and the groups prepared and handed out their reports to the State Planning Organization as of end of May 2010.

**ISTANBUL, Oct 2, 2009**

# Istanbul International Finance Center Initiative

## Government Support



The Turkish government has completed preparations for the Istanbul Finance Center to be constructed soon, said Turkish Environment and Urban Planning Minister Erdogan Bayraktar yesterday, noting that the new finance center would be bigger than the world's largest finance centers in New York, London and Dubai.

“The project will be composed of four main areas and the center will have Grand Bazaar and Topkapi Palace style Ottoman architecture,” said Bayraktar at a Feb. 8 meeting in Ankara.

Previously, the Turkish government had announced the financial institutions currently situated in the capital Ankara would move to Istanbul in the framework of the Istanbul Finance Center project, which aims to turn the city of 15 million into a regional financial hub.

“We were inspired by the functionality of the Grand Bazaar – constructed in 1455, still one of the world's largest covered markets with over 4,000 shops – and the silhouette of Topkapi Palace, the primary residence of the Ottoman sultans for nearly 400 years,” said Bayraktar.

The minister said major financial institutions such as Turkey's Banking Regulation and Supervision Agency (BRSA), Capital Markets Board (SPK) and the Central Bank would move to the four main quarters to be built on the 2.5-million-square-meter lot in Atasehir.

“We will start the construction process soon,” added Bayraktar.

**Hurriyet Daily News**  
**February/10/2012**

# Istanbul International Finance Center Initiative

International Support



## British support for Istanbul Finance Center

20.03.2013

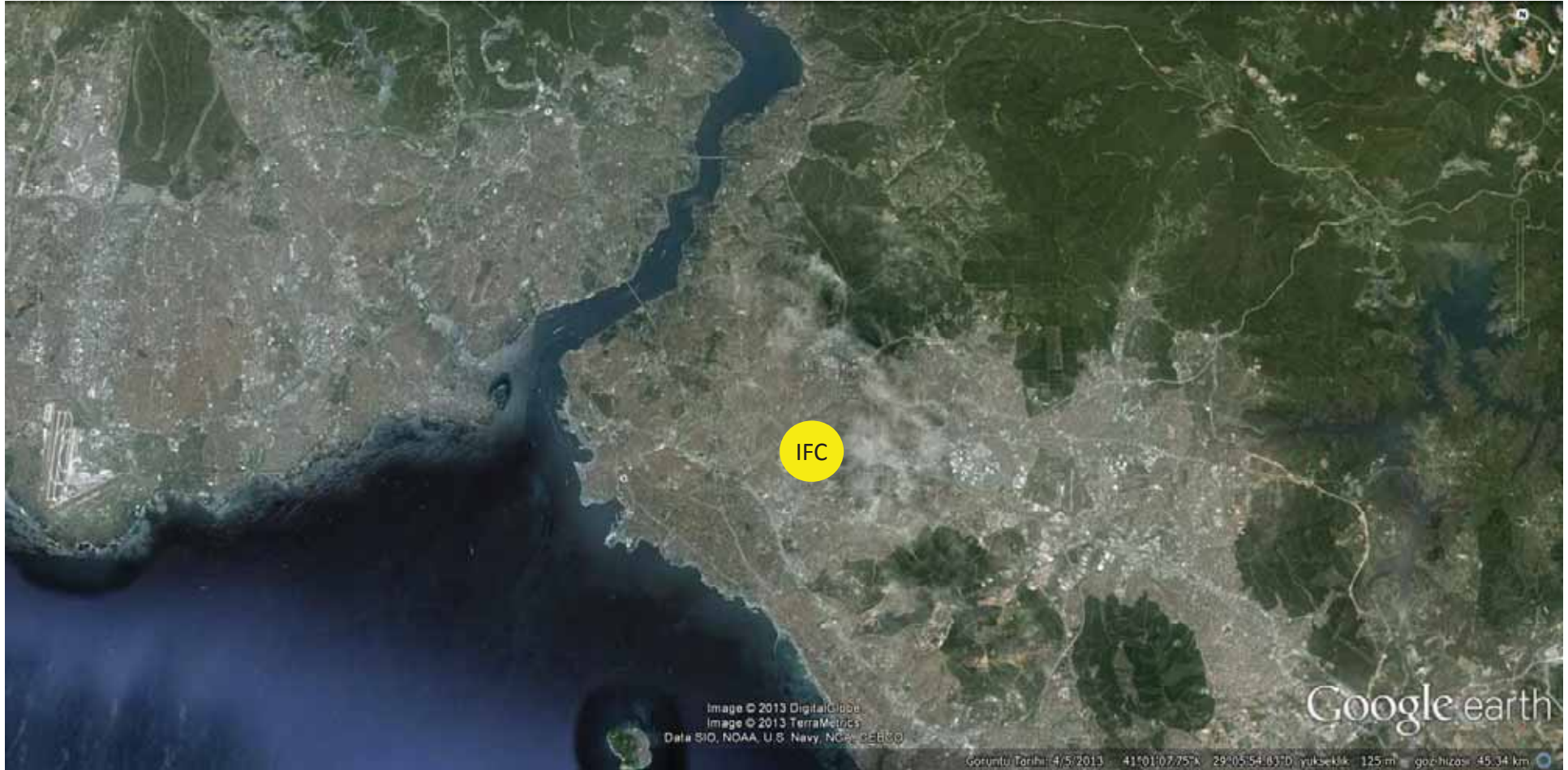
The evolution of Turkey’s financial capital into an international finance center wins British backing. Stating his readiness to share London’s experience as a financial hub, the Lord Mayor of the City of London, Alderman Roger Gifford said that the UK was ready to be Turkey’s partner in Istanbul’s development as a regional and global financial center.

Visiting Turkey, accompanied by a large trade delegation, the Lord Mayor of London attended an event entitled “UK and Turkey: Great Partners!” held at the British Consulate in Istanbul and which explored ways to deepen trade and business links between the two countries. Noting that Turkey has become the center of attention in its region, the Lord Mayor said that cooperation between London and Istanbul was very important and that London would throw all its support and expertise into backing Istanbul as an international financial center.



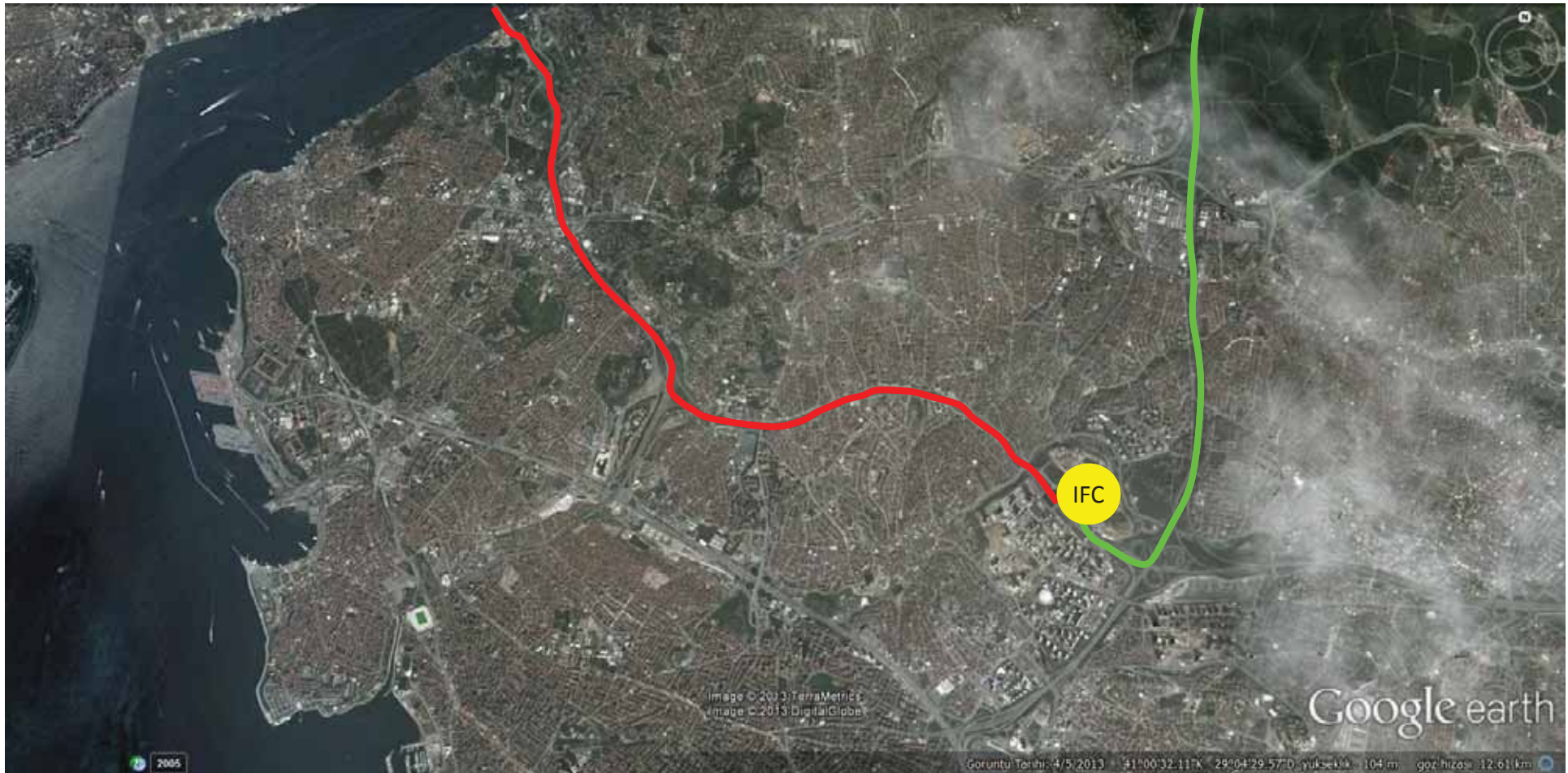
# Istanbul International Finance Center Initiative

Location



# Istanbul International Finance Center Initiative

Location



-  First Bridge
-  Second Bridge

# Istanbul International Finance Center Initiative

Location



# Istanbul International Finance Center Initiative

Masterplan Designer



**HOK developed the master plan for the Istanbul International Financial Center (IIFC), a US\$2.6 billion project that is integral to Turkey’s plan to make its economy one of the world’s 10 largest.**

The Turkish government’s goal for the landmark project is to establish Istanbul as a global center for finance. The IIFC will house the head offices of the country’s financial market governing bodies, state-owned and private banks, and related businesses. It will include 45 million square feet of office, residential, retail, conference, hotel and park space.

HOK’s master plan provides a framework for developing a sustainable financial center in a way that blends human need, environmental stewardship and economic viability into a new global model of urbanism rooted in Turkish culture.

The plan creates four distinct districts focusing on culture, commerce, civic functions and governance. Strategically located between the Ataşehir and Ümraniye districts, the site offers easy accessibility and views to the historic center of Istanbul.

Major infrastructure improvements include a transportation system featuring a new subway line and station as well as new infrastructure for sustainable power, water, data and security. These systems are integrated into a podium that provides a surface for a new urban park.

In addition to creating the master plan, architectural and landscape design standards, and sustainability guidelines, HOK is designing two of the IIFC’s high-rise office towers.

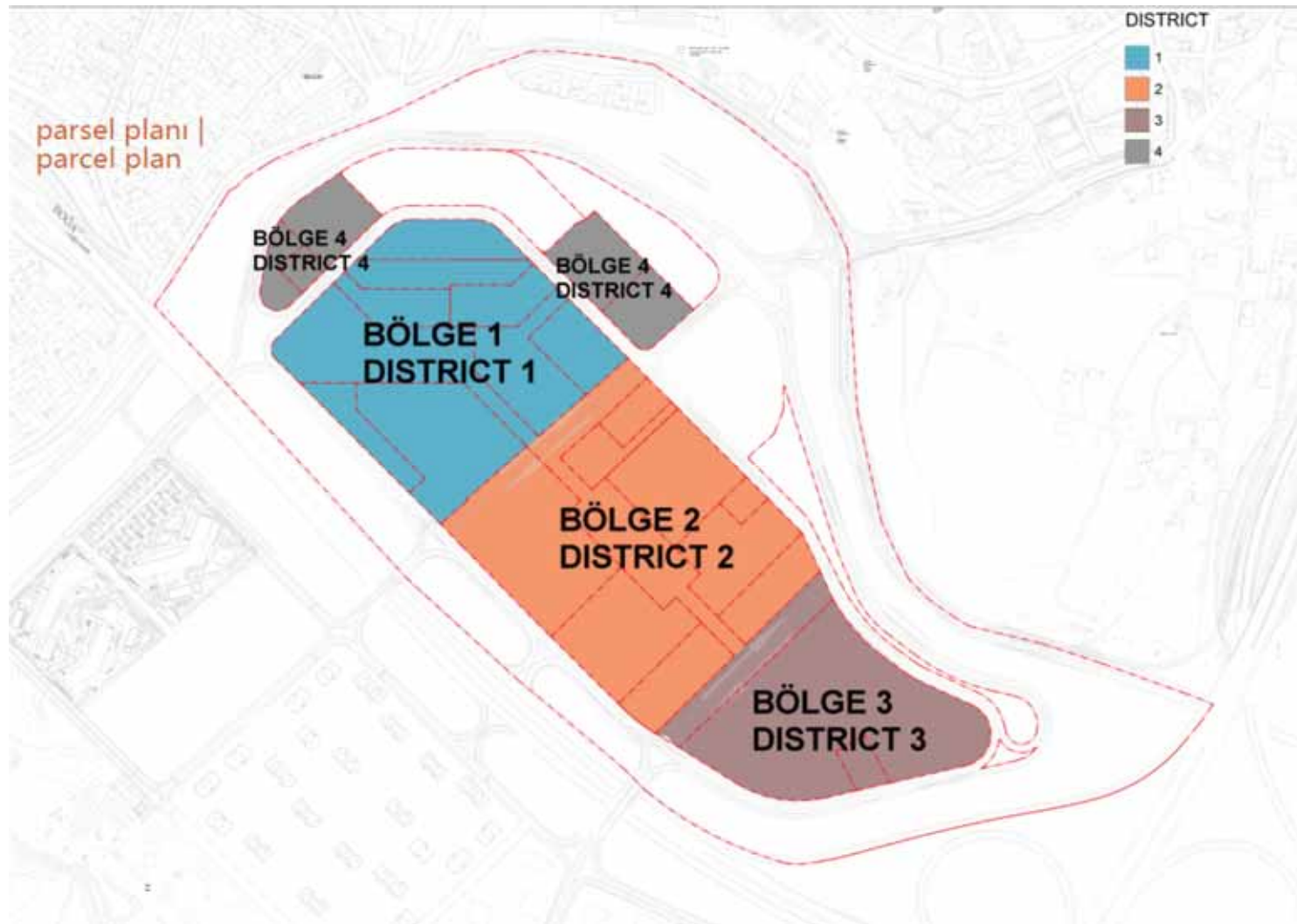
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IFC Master Plan



# Istanbul International Finance Center Initiative

IFC Master Plan



# Istanbul International Finance Center Initiative

IFC Master Plan



# Istanbul International Finance Center Initiative

IFC Master Plan





# Istanbul International Finance Center Initiative

Project Renderings



# Istanbul International Finance Center Initiative

Project Renderings



# Istanbul International Finance Center Initiative

## Transportation



### » Access to the Area

Istanbul Finance Center is located on the junction point of two access arter, TEM on east and E-5 slip road on South. The link with these roads is 2 2x2 bridges of E-5 and accesing Atasehir, and at-grade junction on Senol Gunes Boulevard. A link from TEM to Senol Gunes Boulevard is planned in order to disburden two bridges on South and to ease the access of those coming from the North. Owing to this link, vehicles will reach to Finance Center from the junction on Senol Gunes Boulevard. After Senol Gunes Boulevard, access is possible with the second junction and the 2x2 assistant road planned on the North. Northwest and East slip roads planned after this junction- before entering Finance Center- allows the direct access to the other regions. Main principle of Access to Finance Center is to lead vehicles to the 4-lane road(18m) and one-way ring road. In order to prevent traffic, they will not pass in directly and will be leded to the next entrance. Thereby it is planned to get the least affect from the ring road traffic. On the sections of aforesaid slip roads which have profile elevations differences between the land and 18 km ring roads, a reinforced earth wall is planned to be built.

### » Cycle in Area

Access to Finance Center will link to the 18 km ring road and will be provided with 2 coridors working in opposite direction not to disrupt the one-way flow of ring road. Via these coridors access to carpark floors and internal roads under podium will be possible. Additionally, for services carrying those who work in center Waiting and embarking spots will be constituted.

# Istanbul International Finance Center Initiative

## Transportation



### » Car parks

It is thought that every car park in Finance Center will work separately and these car parks will have independent accesses. On car park entrance and exit, the barriers and barrier locations are planned to enable the entrance and evacuation of high traffic capacity. And additionally, regarding the safety and security criterias, one or more entrances and exits for each car park were taken in consideration.

### » Public transportation

Transportation to Finance Center is possible with buses now. But when new metro lines linking Kadikoy-Kartal and Uskudar-Umraniye metro start working, it will be easy to reach Istanbul Finance Center with public transportation.

## Istanbul International Finance Center Initiative

### Sustainability

The sustainability is one of the leading subjects for Istanbul Financial Center Project. The aim of the project is following the green building LEED (Leadership in Energal and Environmental Design) system which is known internationally and at least, gaining a Leed Silver Certificate.

Some of the headlights which are to consider in LEED green building evaluation system are below;

- Energy
- Water
- Area planning
- Material usage

Within the headlights above, energy, water and area planning subjects are evaluated during the masterplan position of the project, by considering the whole area and the planned LEED certificate substructure.



# Istanbul International Finance Center Initiative

## Sustainability



Obtaining and delivering the energy is highly important in terms of the fertility and environmental factors. As in the mechanical and electrical parts of the report of this subject mentioned, an energy center which will be serving to whole area is planned. With such technic, it is aimed that, energy fertility will be raised, carbon emmision will be minimized and by this way, there will be less harmful effects to the environment. In additon to the natural gas which will be used as fuel for this complex, soon we will be able to use renewable resources (bio-fuels).

In terms of using water, it is one of the targets of the project to use the sources efficiently and providing a recycle. Accordingly, we will be providing the efficiently usage of the water sources by such touches like gaining back grey water and collecting rain water.

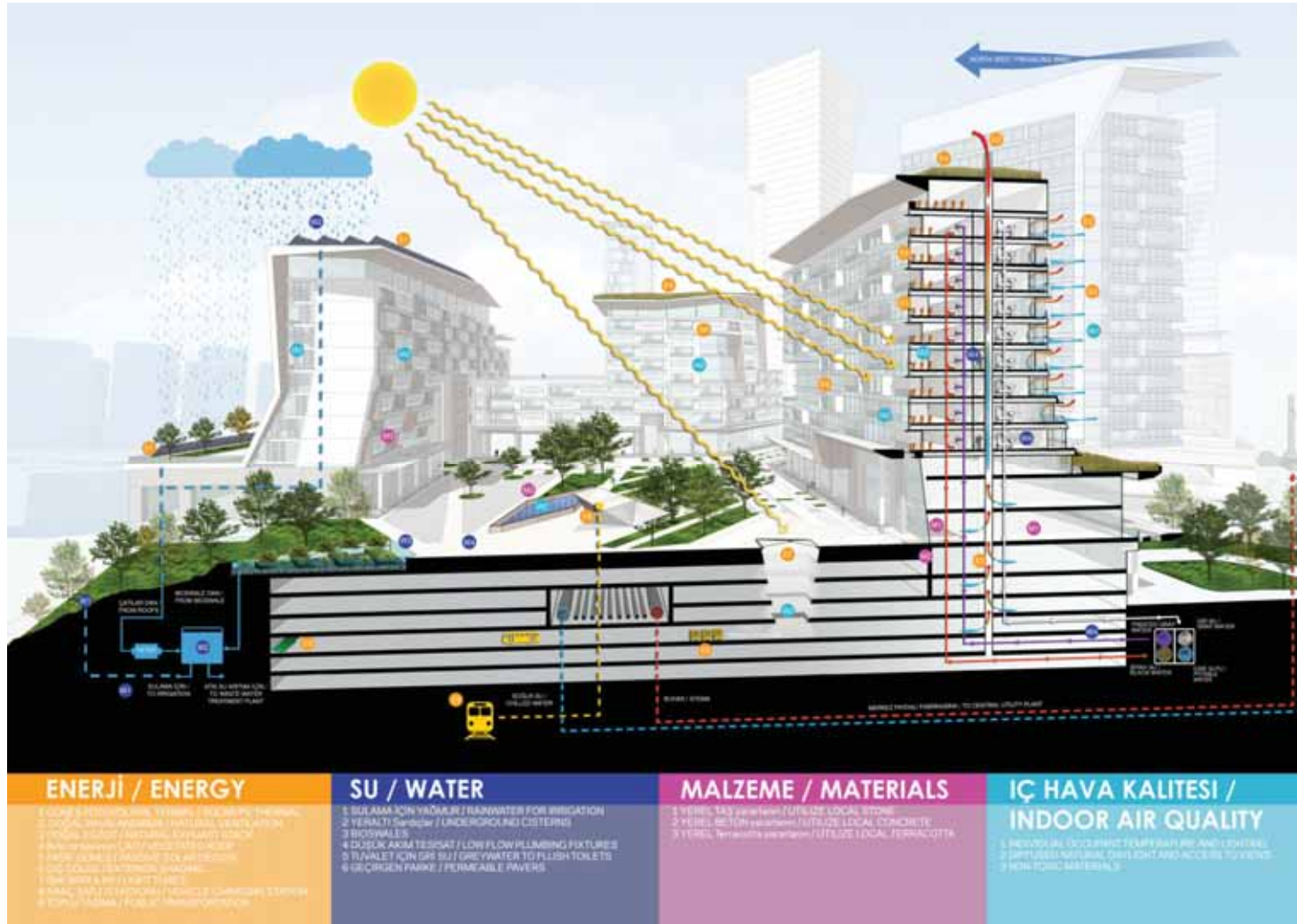
There must be plan about public transportation strategy according to the planned LEED certificate. So, some subjects will be coming up like, planned subway line and the other public transportation alternatives. The subway stations which are planned to be built are also see in the report.

Some restrictions about consuming the energy and water sources are generally defined and all detached buildings can develop its own strategy on the basis of parcel for detached designs providing to obey the restrictions. For the mentioned restrictions, in addition to the report, LEED requirements will be determinative.

With the targeted and internationally known LEED certificate, the Project will be more desirable, in terms of investors and consumers.

# Istanbul International Finance Center Initiative

## Sustainability





## Istanbul International Finance Center Initiative

### Security

The center's approach is to provide a secure and safe environments for all users. In order to respond to the ultimate changes in security strategy, will provide security systems. And similar security designs following this strategy will be "controllable" corresponding each other. This strategy is of critical importance since it is surrounded by main roads and accessed easily.

Regarding the threats to IFC and its structures, the biggest effect will be because of a terrorist attack. Since such attacks to finance centers have effects throughout the country and worldwide, they are first plans for the activists. Although these are the least possible threats, when achieved, catastrophes are inevitable. But threat diversity is wider than terrorism and additional precautions should be taken in security designs of Finance Center for the threats listed below.

- Access control and access privilege management – at Interfaces between Semi-public and private areas and public places, to make identity control automatically, role based access control solution for personnel and authorized visitors.
- Monitoring-All area will be monitored for safety and security with CCTV cameras. These videos will be kept for 30 days and when necessary they are going to be investigated by the Emergency Forces. To achieve this, an extensive camera network and other possible sensor and Automatic Number Plate Recognition and on some custom control areas/activities face or other body biometric recognition systems are required. The cost of such systems has reduced constantly with the developing technology.
- Intrusion detection systems- Strengthening CCTV with intrusion detection systems will be required on critical locations.
- Alarms, speaker system, dynamic images and other information broadcast systems- Fire and other alarms should be placed densely and area security operators should be educated on this subject. For example; Alarms like partial or complete area evacuation should be clear, distinctive and under control of security.
- Command, control, communications and intelligence- to integrate different security and communication systems and to make them worthy; all information flow should be controlled by a single application which will provide information flow, communication and messaging when required, via an advanced physical security information control interface.





# Istanbul International Finance Center Initiative

## Electricity

Based on the unit electricity consumption figures categorized according to building functions –W//m<sup>2</sup> estimated demand power is predicted and thereby locations and size of energy centers are determined.

In order to meet the energy needs of energy centers in IFC, three alternative methods were determined.

**Alternative 1-** This method will be chosen if energy is met by high tension(380kV or 154kV) and the building construction is started at the same time. High-Tension will be installed with gas isolated switching plant and energy is going to be transmitted to the center of building from this situation.

**Alternative 2:** This method will be chosen if energy is met by high tension(380kV or 154kV) and the building construction is started in a different time. High-Tension will be installed with gas isolated switching plant and energy is going to be transmitted to the center of building from this situation. Energy is going to be transmitted with 11 mid-voltage rings from this situation to energy centers.

Difference between the 1. and 2. Alternative is the number of the energy feed lines of installation.

**Alternative 3-** It is going to be chosen if high-tension gas isolated switching may not be installed. Energy of the complex is going to be provided by mid-voltage. With this Alternative, Energy is going to be provided by means of mid-voltage cables installation from Küçükbakkalköy and Ümraniye electrical switching plants to energy centers of the buildings.

In every three Alternative a central tri/generation units will be installed. Owing to this center, electrical energy will be produced from natural gas, carbon emission will be reduced and and low-cost energy will be supplied compared to electric grid.

Electrical systems explanations are defined according to international regulations for energy safety/stabilization supply and sustainability.



## Istanbul International Finance Center Initiative

### Information Technologies

Within IFC, several systems and data transfer, telecommunications, cable and wireless internet, mobile telephony and wireless communications services will be required for different user groups and shareholders on the area. In accordance with business, legislative and commercial requirements, for those services each user group will have different requirements.

Aforesaid user group requirements are those below listed:

- Telecommunications - data transfer between the systems on the area
- Internet / WWW Connection-; A high capacity and fast internet infrastructure which will provide seamless communication with other international finance centers compared to another normal commercial center.
- Institutional Data Systems- Data Network Infrastructure may be in the structure of physically separated but logically combining a data network. This system will be used for the property management systems like internet, storage, monitoring, building management and television of all owners and tenants. Terrestrial / Satellite TV Receiver- system having 8 satellites and 2 digital terrestrial antennas. Within the administrative building, a Satellite System with HD access to many important worldwide channels will be set up door-to-door for all the users on the area.
- Area Information Systems – Data Base system of all IT and security systems set up on the area, which enables shared and additional management and control will be in the Administrative Building.
- Area Support Systems- Seamless and broadband emissioned Mobile telephone, terrestrial telephone, wired and wireless internet services on the area.



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Istanbul International Finance Center Initiative

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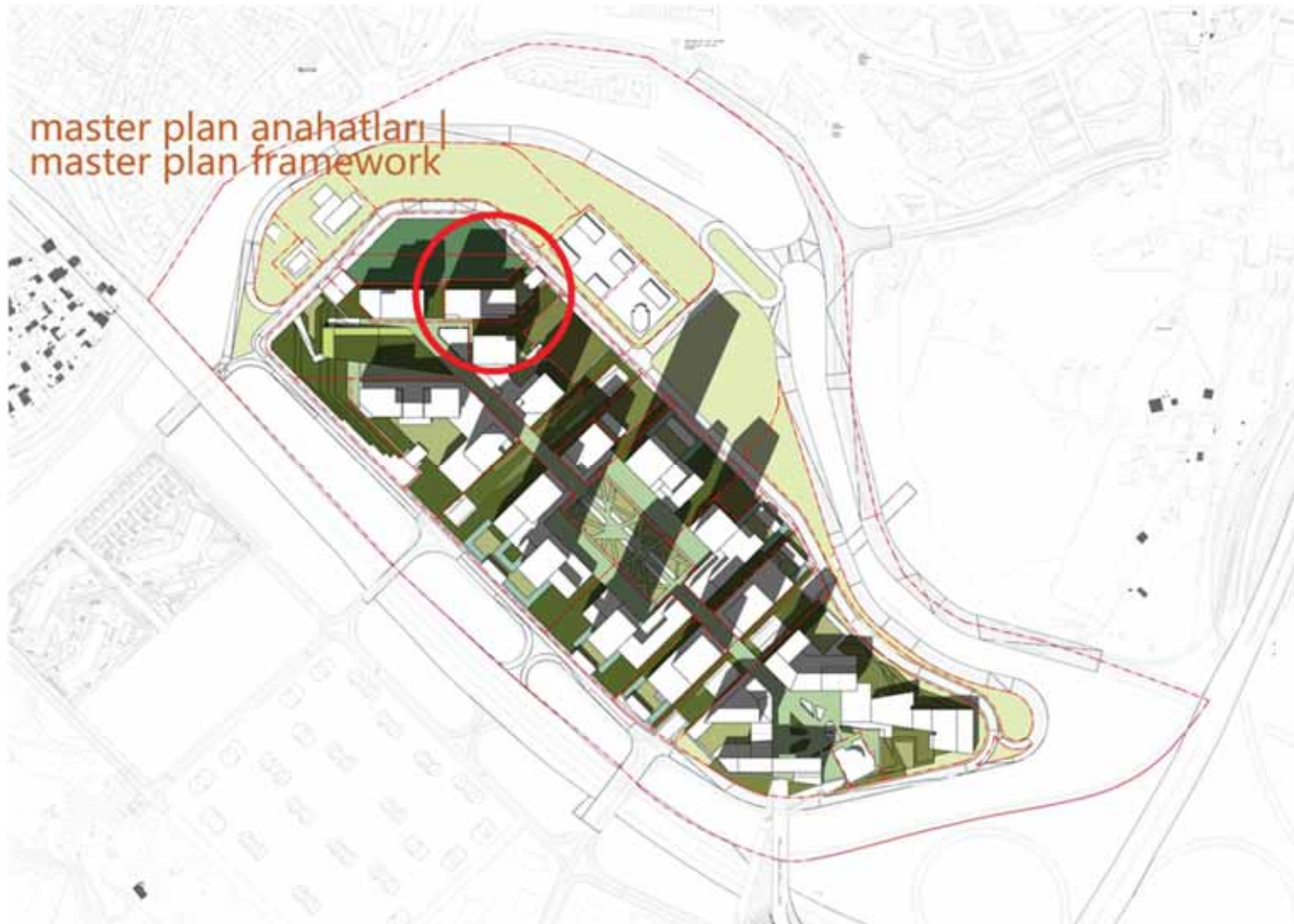
# UNIT PLAZA I.F.C. Project Brief

Site Context



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Parcel Location



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Excavation Works



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Excavation Works

March 2014



# UNIT PLAZA I.F.C. Project Brief

View from Northwest





## UNIT PLAZA I.F.C. Project Brief

View from Northwest



## UNIT PLAZA I.F.C. Project Brief

View from Northwest



## UNIT PLAZA I.F.C. Project Brief

View from Northeast



# UNIT PLAZA I.F.C. Project Brief

View from Northeast



## UNIT PLAZA I.F.C. Project Brief

View from Northeast



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## Site Analysis



Site Access +77

Vehicular Entry point / VIP

# UNIT PLAZA I.F.C. Project Brief

## Site Analysis



Site Access +83

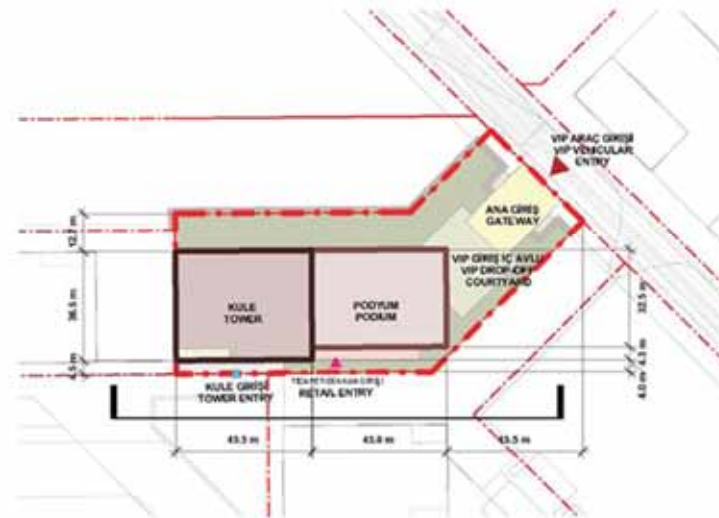
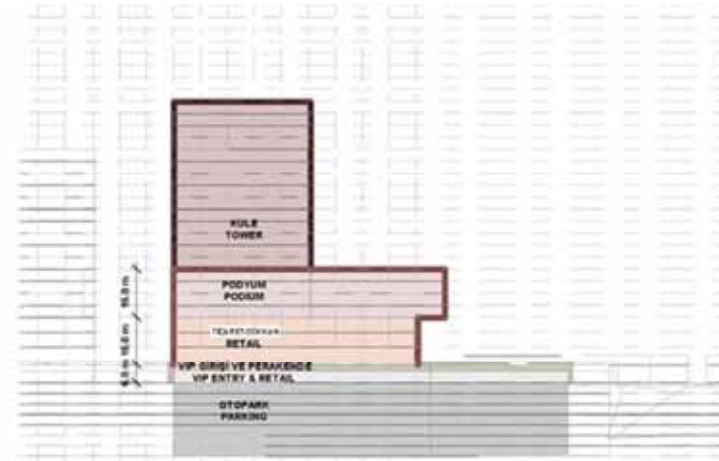
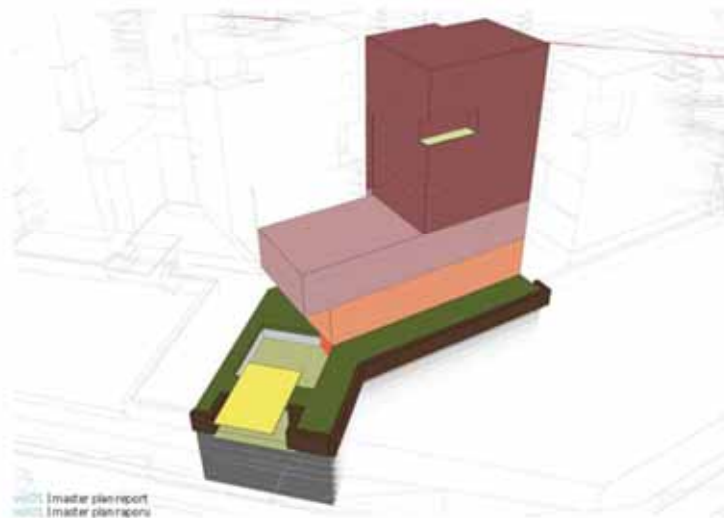
Pedestrian Access / Lobby

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## Legal Permission



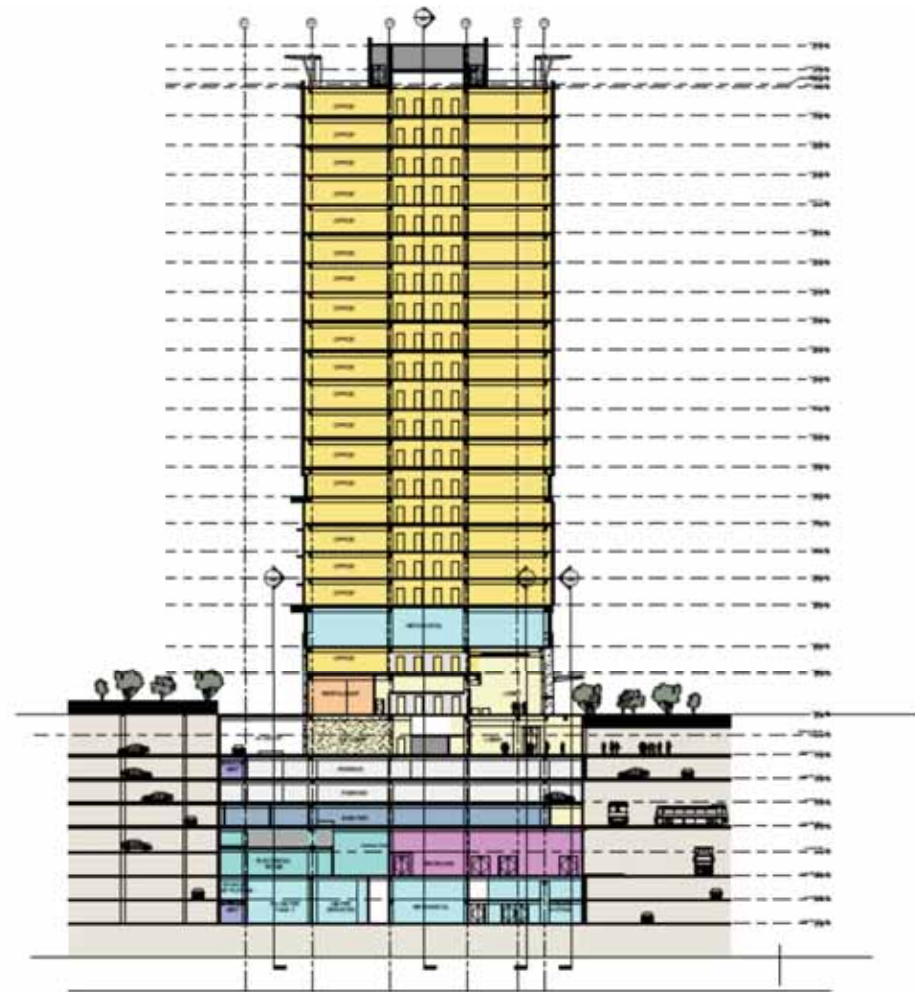
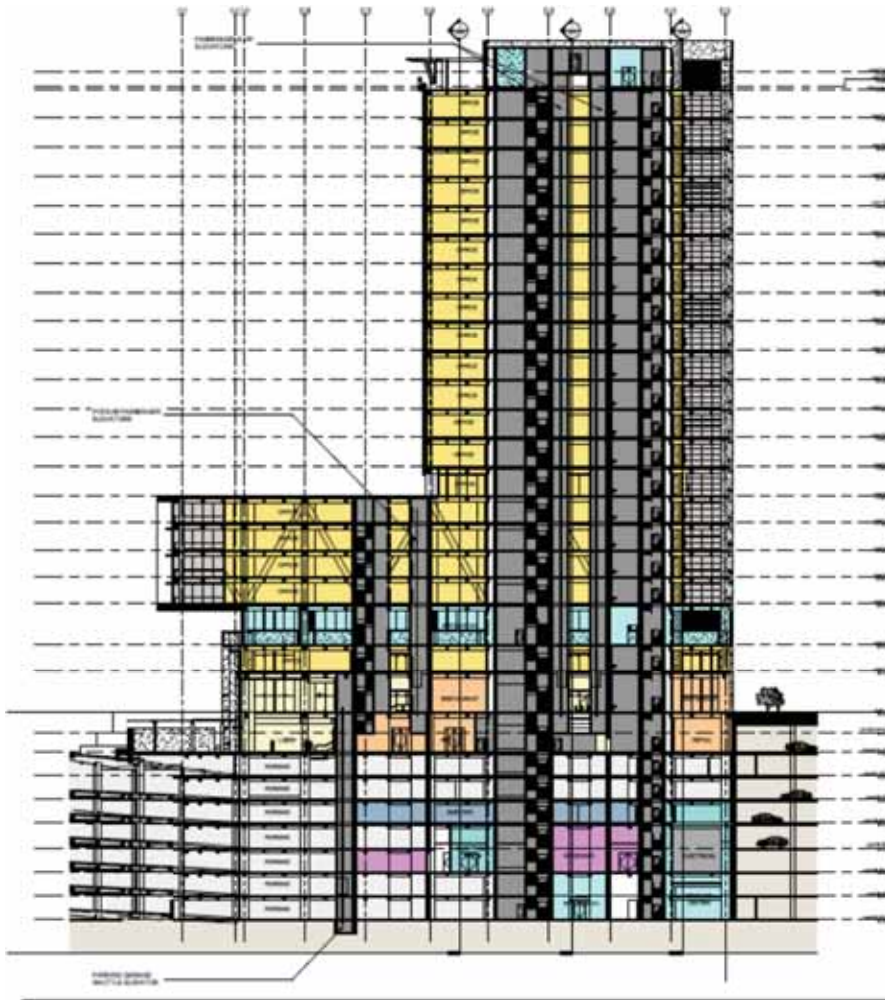
- parsel alanı: **6.741 M<sup>2</sup>**
  - podium üstü kat sayısı: **22**
  - emsal alanı: **33.707,50 M<sup>2</sup>**
  - bina programı: **OFİS, TİCARET**
  - zemin kat inşaat alanı: **3.633 M<sup>2</sup>**
  - 1. kat inşaat alanı: **2.981 M<sup>2</sup>**
  - 9 ve üzeri katlar inşaat alanı: **1.588 M<sup>2</sup>**
- parcel area: **6.741 M<sup>2</sup>**
  - Number of floors above the podium: **22**
  - net area: **33.707,50 M<sup>2</sup>**
  - building program: **OFFICE, RETAIL**
  - ground floor GFA: **3.633 M<sup>2</sup>**
  - 1st floor GFA: **2.981 M<sup>2</sup>**
  - Above 9th floor gross building area : **1.588 M<sup>2</sup>**





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## Building Sections



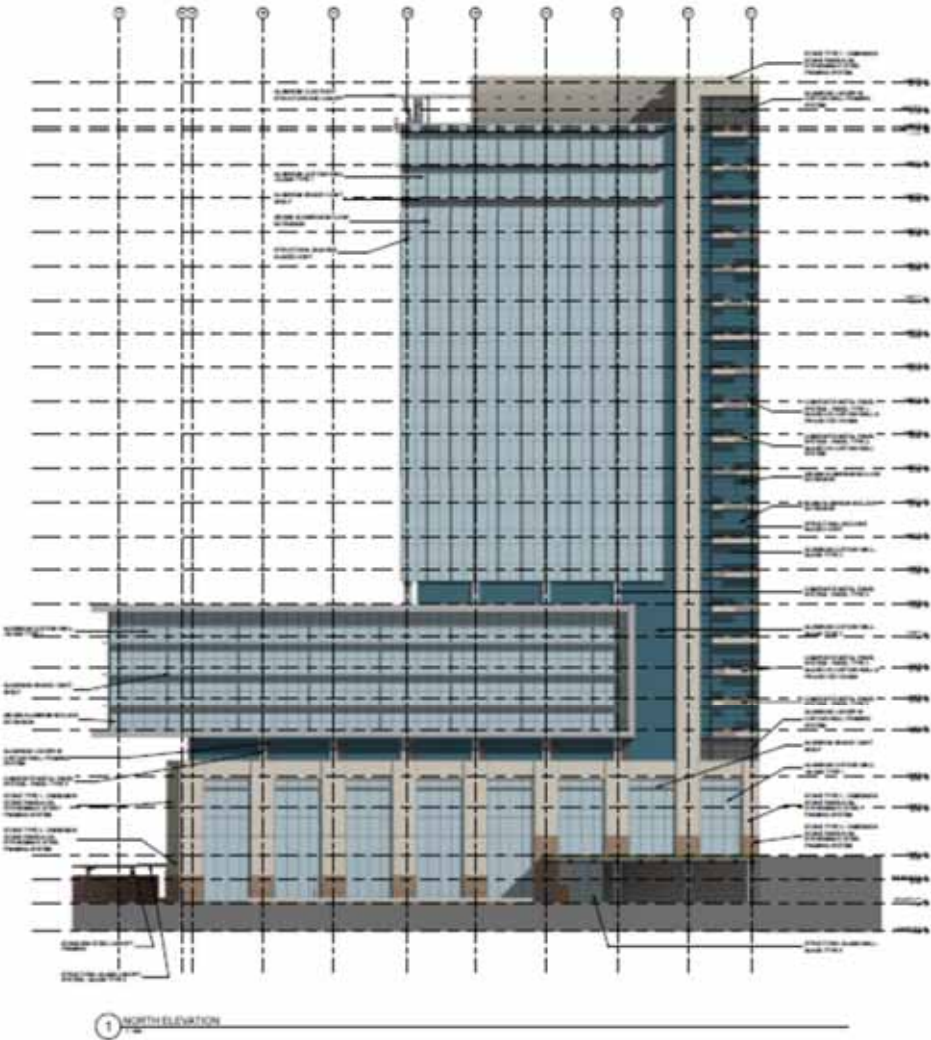
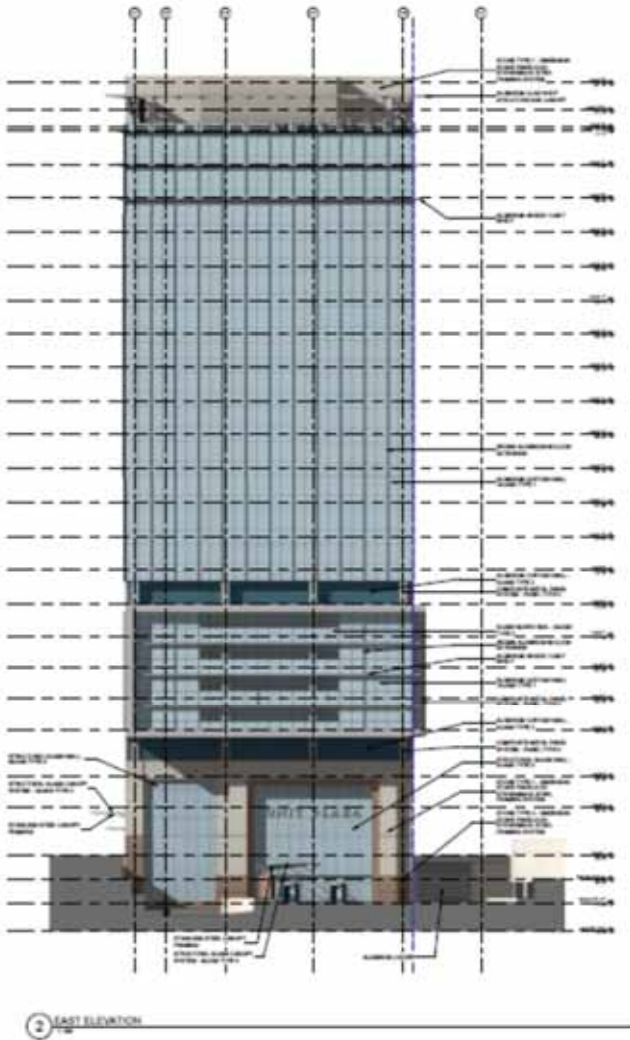
# UNIT PLAZA I.F.C. Project Brief

## Exterior Elevations



# UNIT PLAZA I.F.C. Project Brief

## Exterior Elevations



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Exterior Rendering



# UNIT PLAZA I.F.C. Project Brief

Exterior Rendering



# UNIT PLAZA I.F.C. Project Brief

Exterior Rendering



# UNIT PLAZA I.F.C. Project Brief

Lobby Rendering



# UNIT PLAZA I.F.C. Project Brief

Lobby Rendering







Thank you...

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