Investor Presentation

Disclaimer

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Logo at a Glance

Leading Software Company in Turkey

- Founded in 1984, Logo is one of the largest Enterprise Application Software ("EAS") companies in Turkey, serving as a one-stop shop for SMEs
- One of the fastest-growing companies with 1,000+ employees and 800+ business partners, serving close to 90k active customers
- Logo products are sector agnostic and present in 11 languages across 45 countries
- Highest number of customers in Turkey with the next largest competitor 1/5th of Logo's market share by revenue[1]
- Recorded 44% IFRS revenue CAGR in 2011-2016
- 48% of total invoices were recurring in 2016

… With an Extensive Product Suite

Solutions

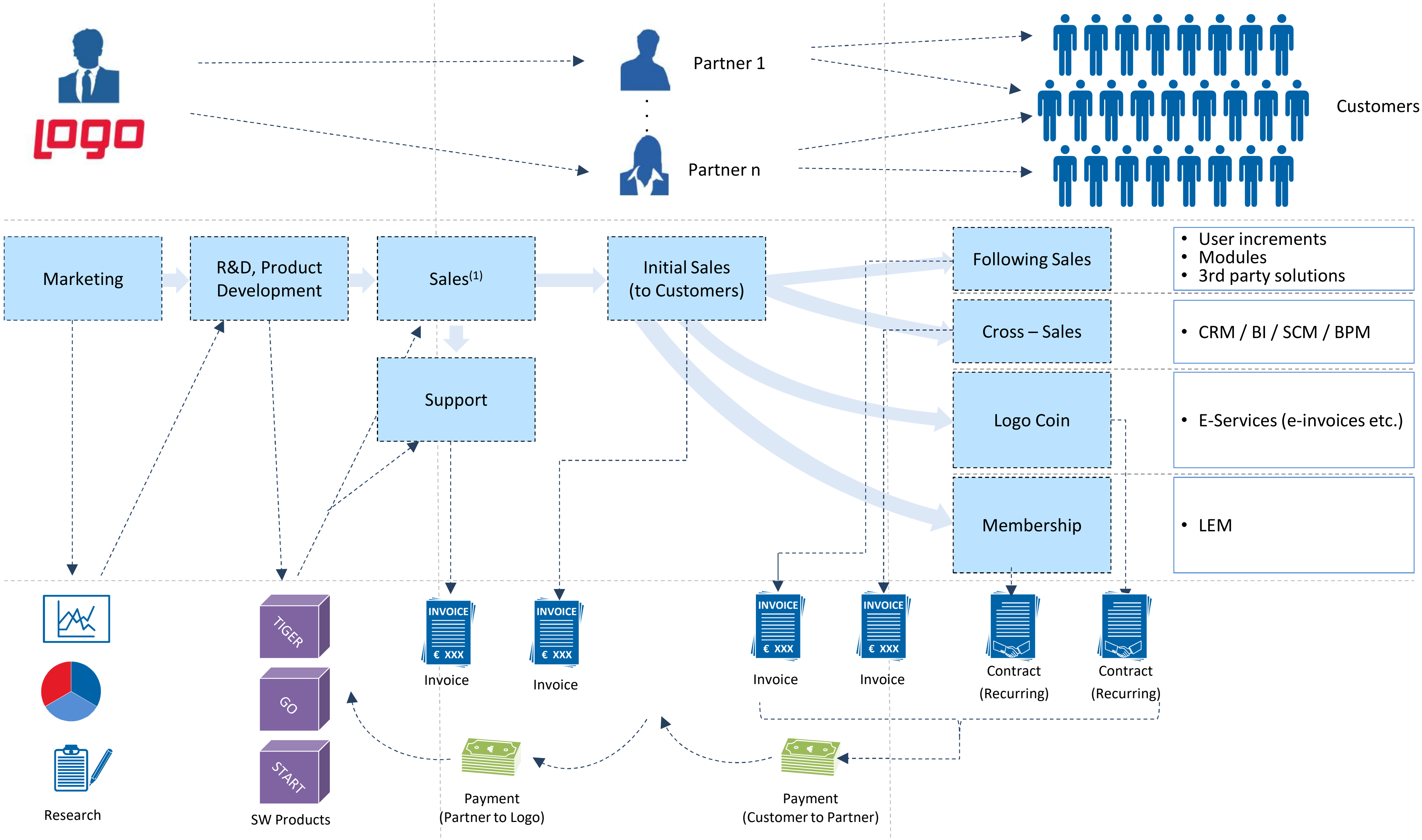
- ERP Solutions
- HR Solutions
- CRM Solutions
- Supply Chain Solutions
- Business Analytics Solutions
- Project Solutions
- Mobile & Individual Solutions
- Retail Cloud Solutions
- Integrated Products

Services

- e-Archive
- e-Reconciliation
- e-Ledger
- e-Invoice

Note: (1) Based on IDC.

Logo Sales Cycle



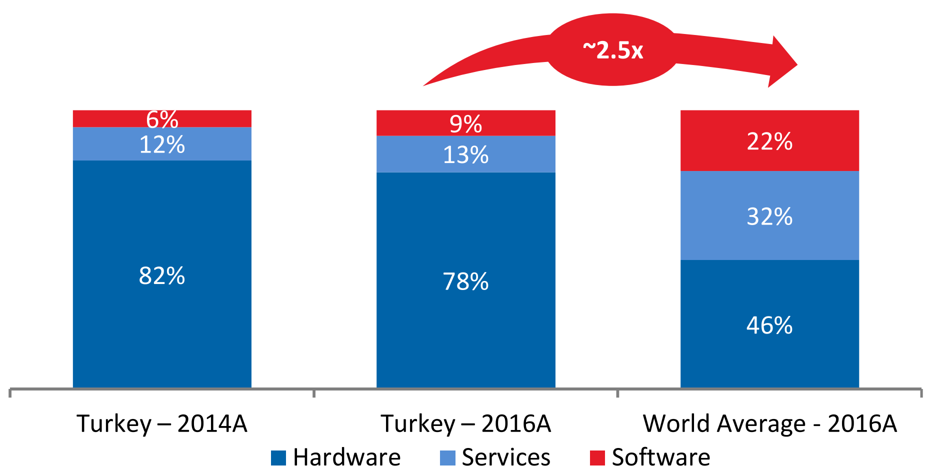
Note: (1) Illustration does not take into account SaaS and project sales since these are direct sales.

Key Investment Highlights

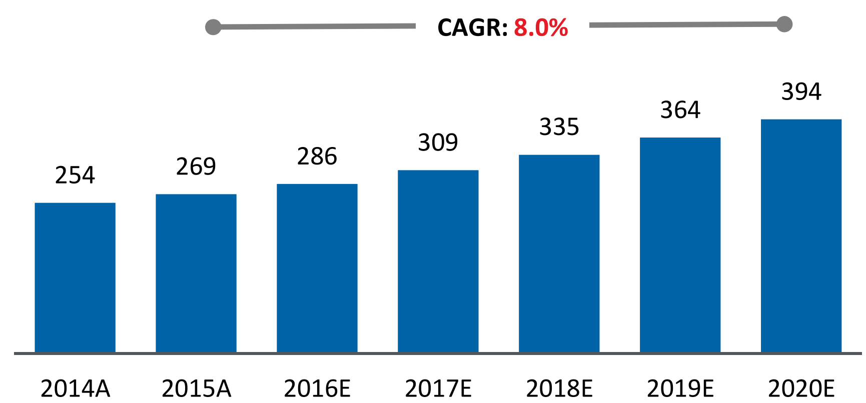
1 Attractive Turkish Software Market Trends

With a focus on Turkey SMEs, Logo is well positioned for robust growth driven by increasing spend expected in the Turkish software industry. Turkey's ERP penetration[(1)] was roughly half of EU28's penetration, implying significant growth potential.

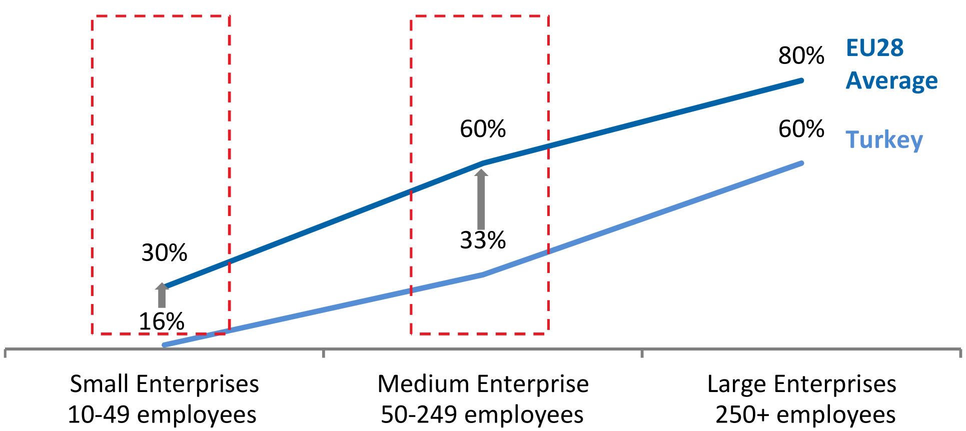
Share of Software Spend Underpenetrated in Turkey



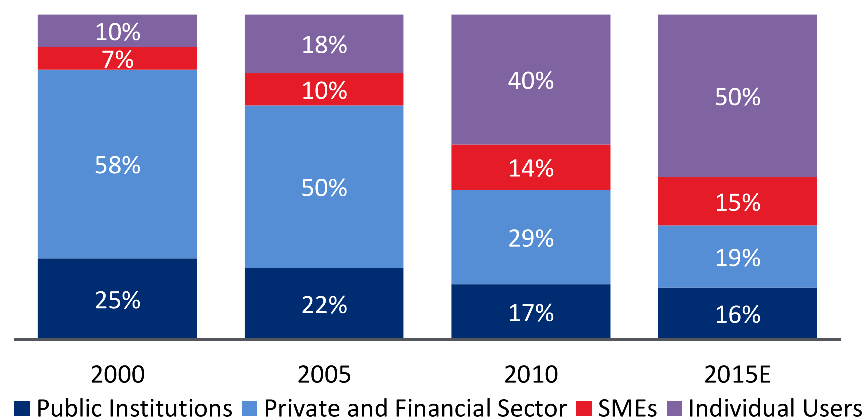
Turkish EAS Market is Expected to Have Robust Growth ($mn)



Low ERP Penetration Amongst SMEs (2015) – % of Total Businesses



Turkish SMEs' Share of IT Users Has Been Increasing



Source: IDC, IMF, Turkstat and Eurostat.
Note: (1) As a % of total businesses in 2015, excluding SOHO.

1 Logo to Capitalise on Software Trends in Turkey

Top 4 Software Market Growth Opportunities	Logo Already Addresses Key Trends		Positioning
SMEs will lead software market growth	✓	• The real turnover of Turkish companies with 20-99 employees grew by c. 12%[1], significantly faster than GDP growth of c. 5% ('10-'13 CAGR)[2] • SME software penetration is increasing	
Potential pricing upside	✓	• Pricing power due to market leader position • Logo's total cost of ownership is roughly half of the global competitors' prices[3]	
Government push	✓	• Significant growth due to new services and product expansion • e-Invoicing market share of c. 25% by number of customers and no. 1 integrator amongst 61 private service integrators	
Enterprise cloud adoption will be on the rise and big data will be one of the fastest growing fields	✓	• SaaS/PaaS strategy in place • Growing business analytics product line (enabling big data integration and analysis requirements of SMEs) • Recent JV with FIT Solutions to provide trade information platform	

Source: Turksat, EIU and Revenue Administration of Turkey.
Note: (1) 2010-2013 CAGR from Turkstat, based on revenue adj. for inflation. (2) In real GDP terms from EIU. (3) Bain (2013).

2 Competitive Advantages of Logo

1 Robust Product Suite

- a. Best suited to local market legislations and business practices
- b. Lower total cost of ownership
- c. Attractive price point, simple maintenance and easy implementation
- d. Best-in-class technology and adaptive to trends

2 Extensive Distribution Network

- a. Large network of 800+ BPs and c. 5,000 sales and implementation team members
- b. All BPs exclusively sell Logo software products creating high barriers of entry
- c. 50% of BPs have tenure longer than 10 years
- d. No BP with over 1-2% of sales

3 Strong Brand

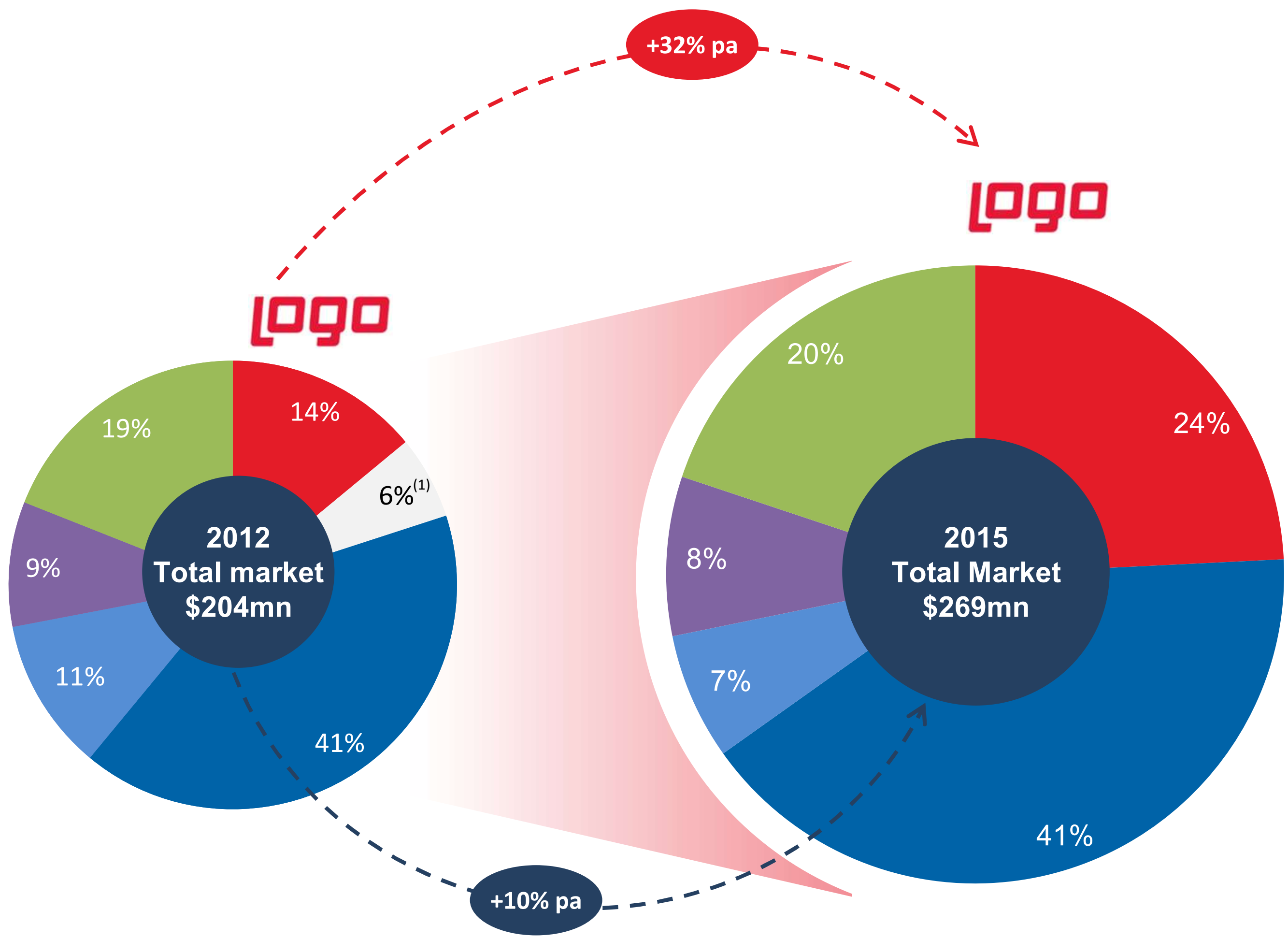
- a. Trusted brand with >30yrs of presence
- b. Positive perception of Logo products across the board
- c. Upsell opportunities to large passive customer base of c. 100k
- d. Strong advocates of Logo products

Appeals to Customer Base

- Rapid Growth in Total & Recurring Revenues
- Increased Opportunity to Cross-sell
- Low Churn
- Economies of Scale

2 Capturing Market Share From Global Incumbents

Logo has increased its share in the Turkish EAS market from c. 20% to over 24% between 2012 and 2016



SAP · Oracle · Microsoft · Others

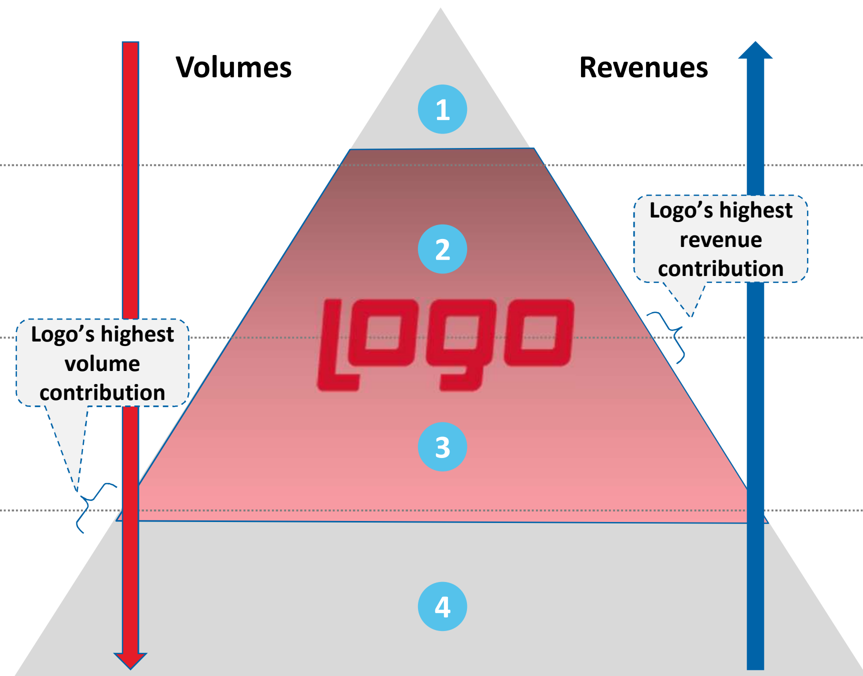
Source: IDC, Turkey EAS Forecast
Note: (1) Represents Netsis market share prior to acquisition by Logo.

2 Logo's Product Portfolio From Micro to Large Corporates

Logo is trusted partner of its clients providing a product portfolio from micro to large corporates.

Employees	# Firms	Competitors
Large (500+)	1.5k	SAP, Oracle, Microsoft, IFS
Medium (100–499)	12.3k	IFS, Workcube, Microsoft, Nebim, ias
Small (10–99)	300k	Mikro, Likom Yazılım, ias, Nebim, ETA
Micro (<10)	2.4m	Mikro, ETA, Vega, Akınsoft
Total	2.7m	

Positioning



1
- Higher presence of large incumbents that do not have SME tailored products
- Low volume, high penetration region

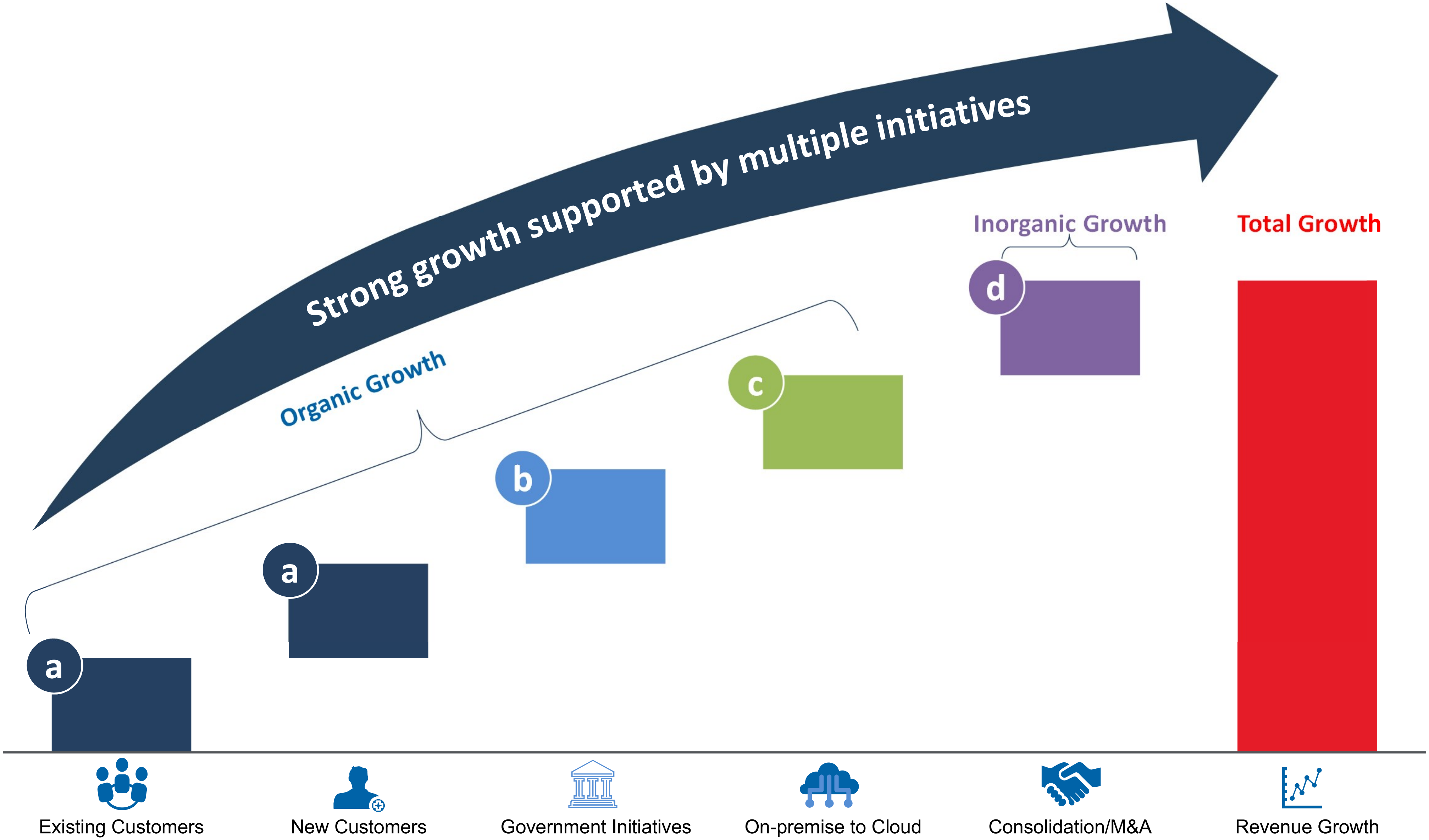
2 / 3
- Market leadership with highest number of customers in Turkey
- Tailored SME products with local know-how

4
- High growth potential area
- Next largest competitor is a local Turkish player with c. 1/5th of Logo's market share by revenue

Source: Turkstat, IDC, OC&C, Logo Estimates.

3 Logo’s Technology Strategy Components

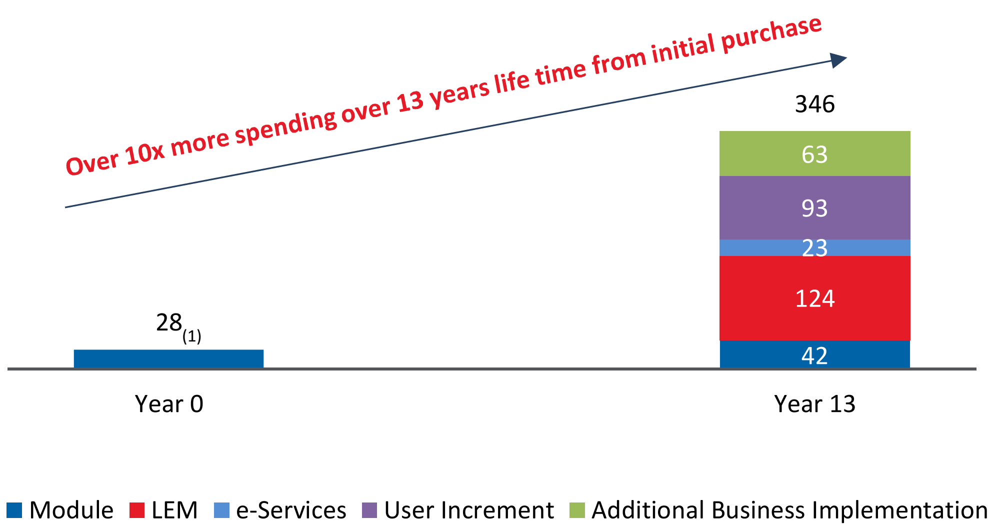
4 Building Blocks of Logo's Growth



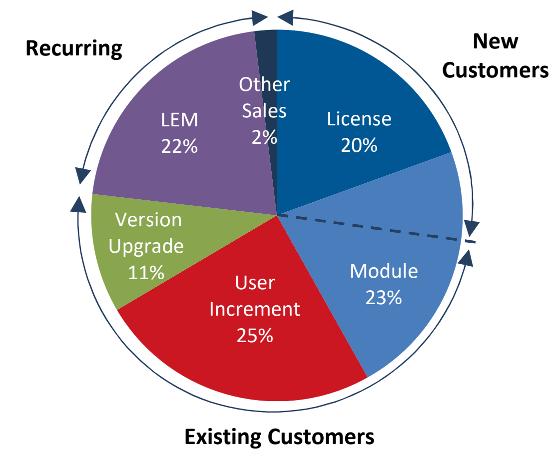
4a Increasing Revenue From New & Existing Clients

In addition to sizable revenues from initial license sales, Logo typically generates revenues from user increments, module upgrades, and cross-sales as clients' needs expand. Furthermore, Logo has consistently attracted new customers while upselling existing, generating an increasing share of LEM sales, growing from 1% in 2011 to 28% in 2016.

Illustrative Client – One of Turkey's Top 200 Industrial Enterprises



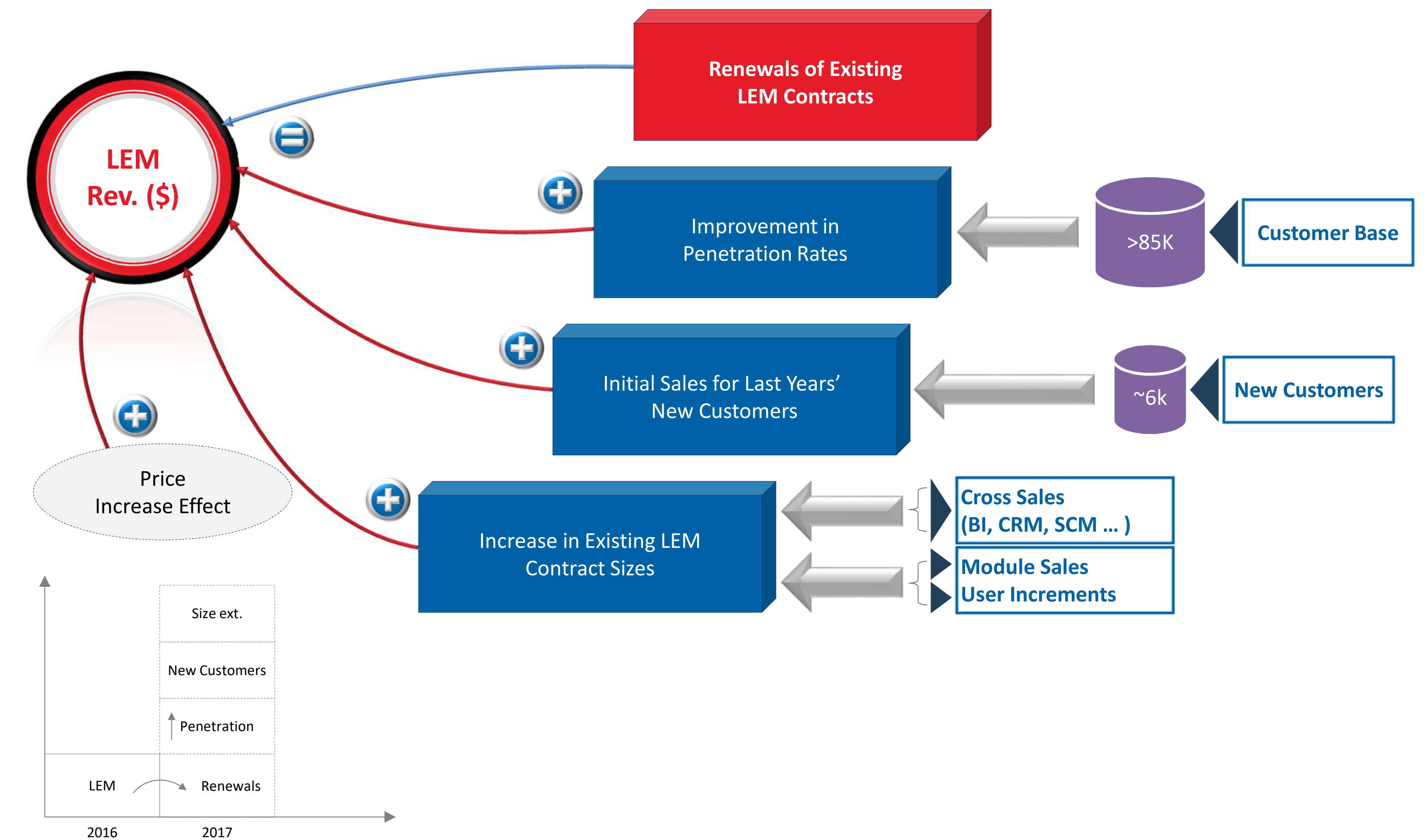
Existing and New Clients Contribute to Growing and Recurring Sales (Software Sales Breakdown – Average of 2012-2015(2))



- ✓ In addition to sizable revenues from initial license sales, Logo typically generates revenues from user increments, module upgrades, and cross-sales as clients' needs expand.
- ✓ The vast majority of businesses surveyed have recently increased their spend on software, primarily driven by business growth / inflation, but also uptake of new modules / licenses
- ✓ There is growing opportunity for cross-sell as revenues and Logo partners have had success in selling additional modules (eg. CRM, e-coins) and growing membership uptake
- ✓ There is further upside by revitalizing the passive customer base of c.100k

Source: Turkstat.
Note: (1) Module revenue in the initial year. (2) Totals exclude Logo coin sales and include discount / interest of (1%), (1%), (2%) and (2%) for 2012, 2013, 2014 and 2015, respectively.

Growth Drivers of LEM Revenues

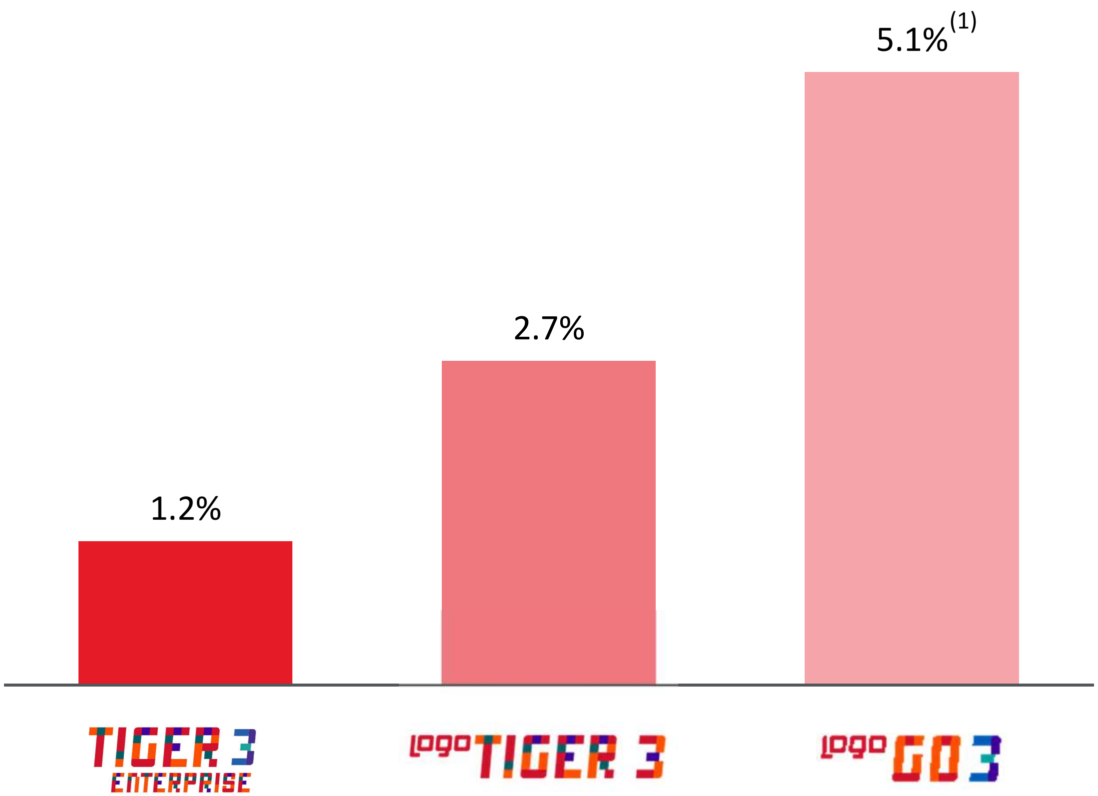


Note: Illustrative purposes only. Box sizes are not indicative of relative amounts.

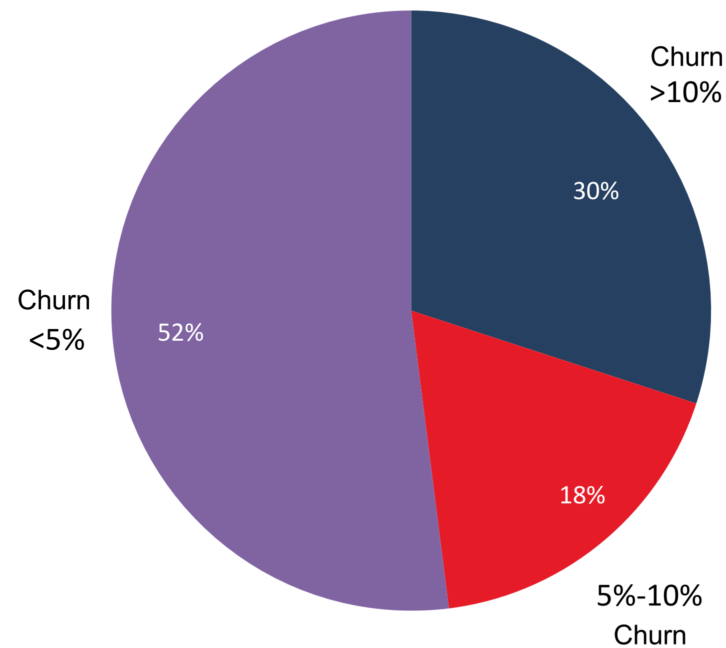
4a Low Customer Churn

Churn rates across Logo's key products are lower than the typical churn rate across the global software industry.

Logo

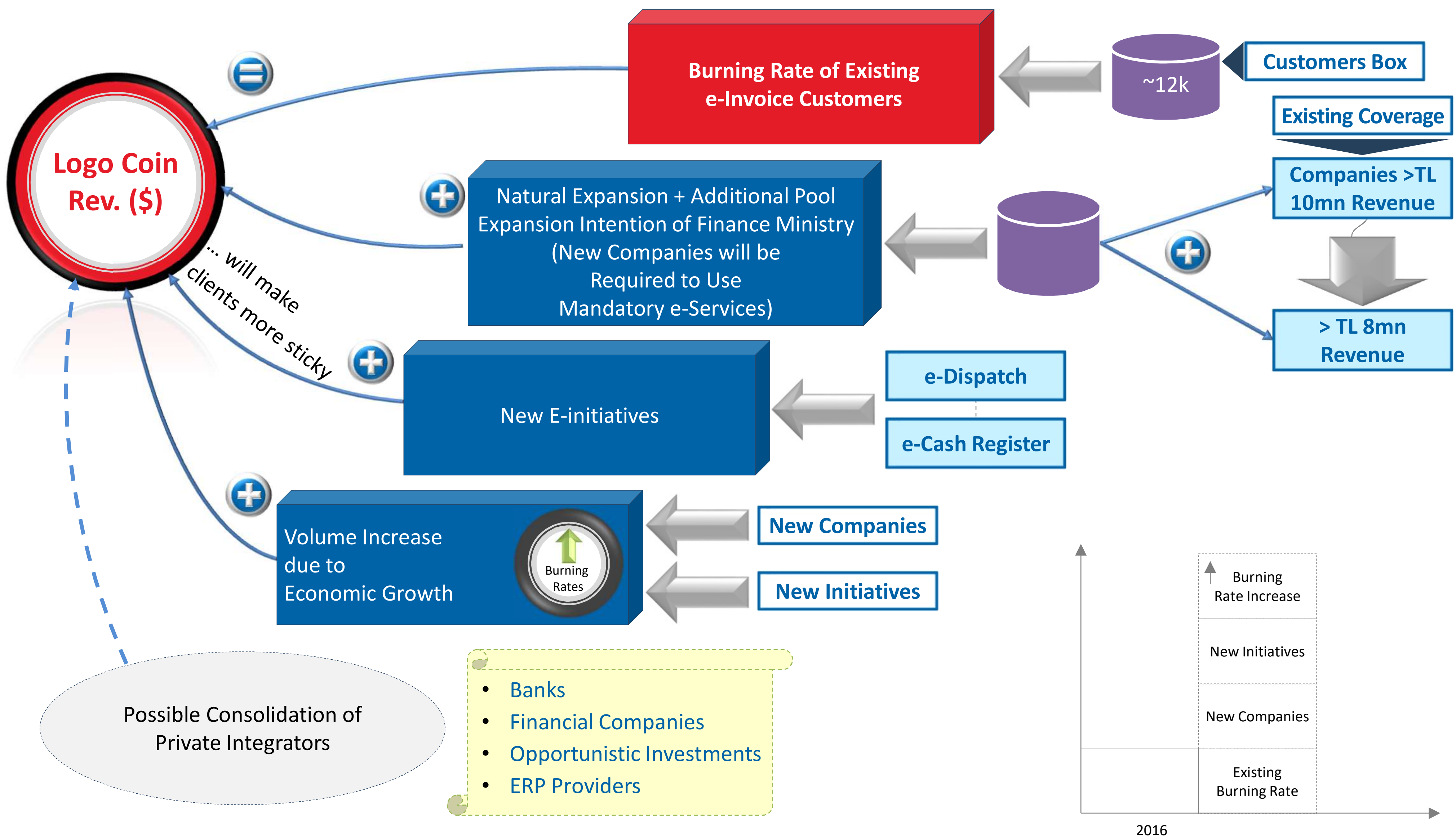


Global



Source: KeyBanc Capital Markets.
Note: (1) Includes natural churn of SMEs going out of business.

e-Government Initiatives Will Generate Exponential Growth



Note: Illustrative purposes only. Box sizes are not indicative of relative amounts.

4c Logo Continues to Pursue Inorganic Domestic Expansion

Acquisition of new capabilities via successful integration through bolt-on acquisitions.

Proven M&A Track-Record

- ✓ Highly accretive transactions
- ✓ Talent acquisition
- ✓ Successful integration
- ✓ Ability to generate significant operational synergies

2011

- CORETECH SOLUTIONS – *Leading SaaS Retail After Sales Service*
- WorldBi – *Business Analytics*

2013

- NETSiS – *2nd Largest ERP Provider*

2014

- logo e-Logo 2014 – *e-Invoice Software & Services*

2015

- intermat CRM
- SEMPA business solutions – *Warehouse & Logistics*
- *Business Process Management (Vardar)*

2016

- JV with FIT SOLUTIONS – *Trade Information Platform Operator*

2017

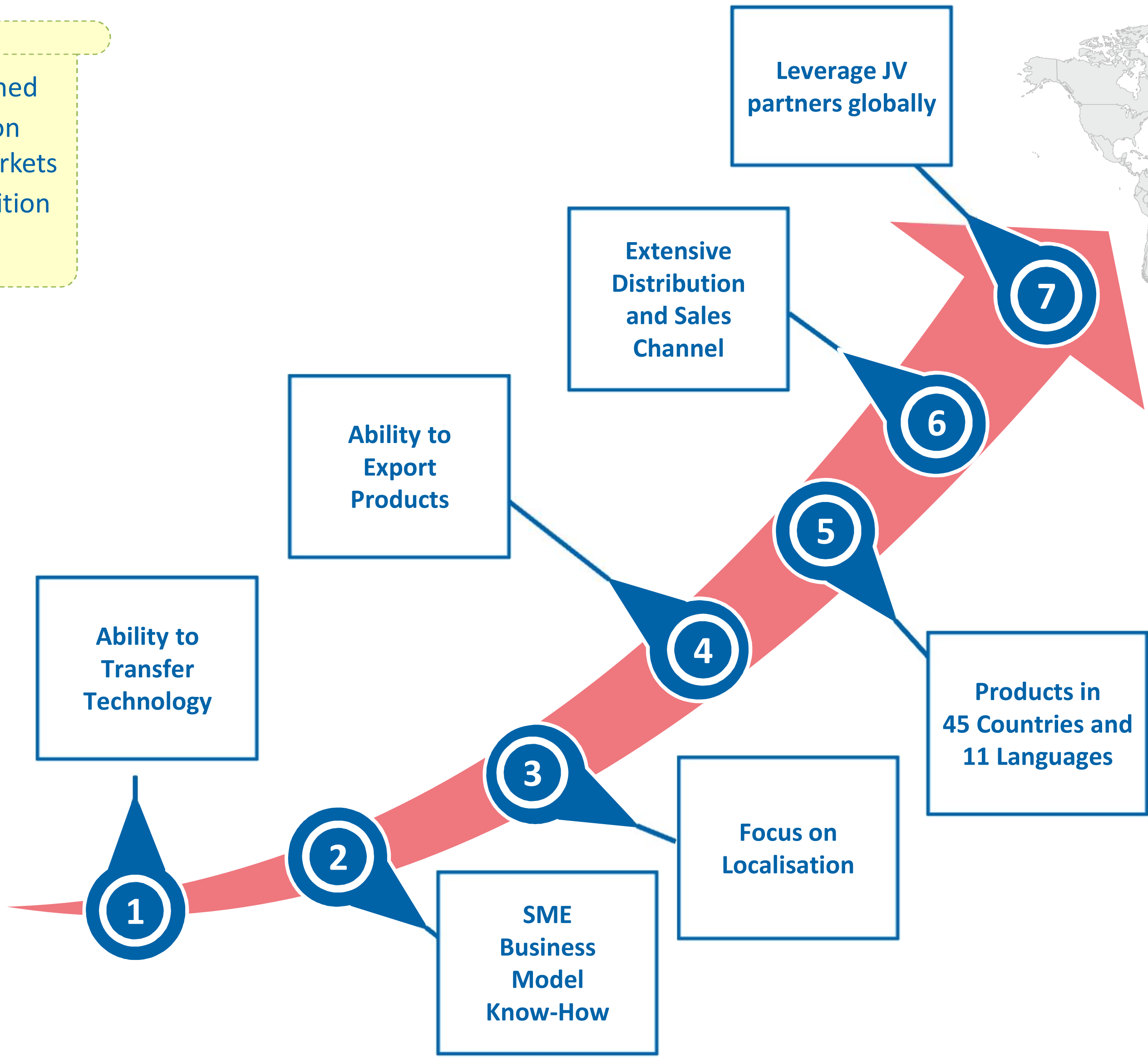
Further Inorganic Growth Initiatives

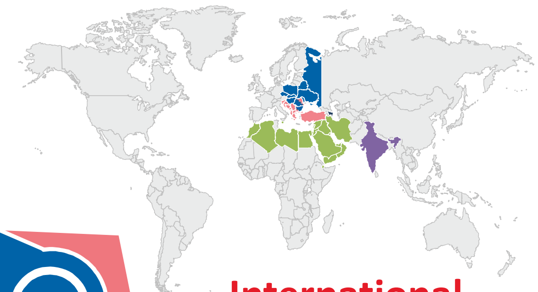
- Additional verticals solutions
- SOHO market

For Product Technology · For Market Share and Geographic Presence · For e-Services (e-Govt. and Value-added Services)

5 Logo's Journey to International Markets

- Critical size reached
- Proactive focus on international markets
- Total Soft acquisition completed





International Expansion

- Eastern Europe
- Balkan Region
- MENA
- India
- Azerbaijan

Core Market: Turkey

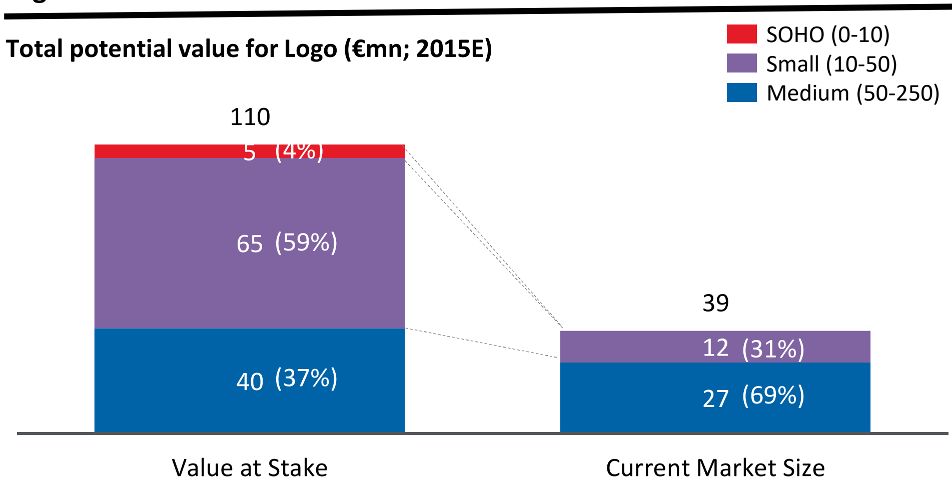
Logo's Recent Int'l Expansion: Acquisition of Total Soft

Overview and Strategic Rationale of Total Soft Acquisition

- A leading EAS provider for medium and large companies in Europe
- Key gateway to continental European market with c. 25% of sales from international client base in Europe
- 9%+ CAGR is expected in the Romanian EAS market over the next 5 years
- Ability to enhance Logo's international sales strategy at a sizable level and add implementation capabilities
  - Annual revenues in excess of €20mn
- SME Initiatives of the European Commission and EIB Group to boost the competitiveness of Romania's SMEs.
- Ability to generate significant cross-synergies from introducing Logo's SME know-how and technology leadership to an underpenetrated Romanian SME market
- Further cost and operating synergies in order to generate margin improvements
- Transaction accretive on day 1
- The acquisition was financed through 57% cash and 43% bank financing

Logo's Potential in Romanian EAS Market

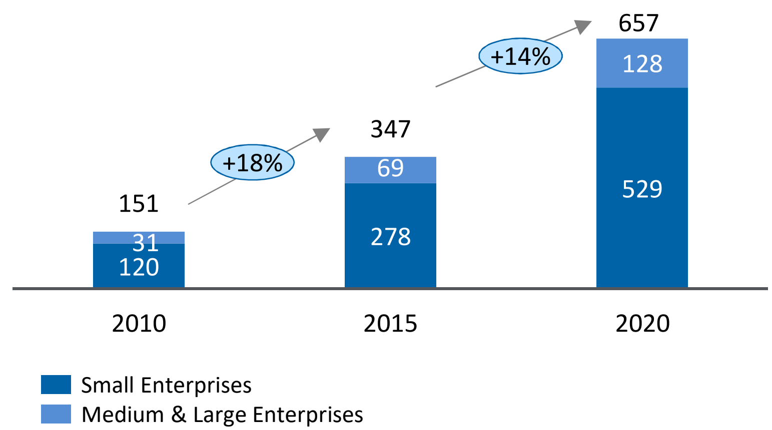
Total potential value for Logo (€mn; 2015E)



Source: IDC and OC&C.

Vertical Expansion in the Turkish Leasing and Healthcare Industries

Leasing ERP market in Turkey
(# of companies; CAGR '10–'20E)



Healthcare Industry
(Medical institutions in Turkey)

c. 1,500 Hospitals

c. 2,555 Hospitals / Clinics

c. 20 Medical Labs

c. 150 Private Practice Houses

5 Logo's Recent International Expansion in India

In October 2016 Logo signed a JV agreement with GSF Software Labs and the JV was established in India's state of Maharashtra in December 2016. Logo and GSF Software Labs hold respective stakes of 66.6% and 33.4% in the new entity, namely Logo Infosoft.

Large size of the opportunity

- India is c.3x Turkey's nominal 2015 GDP, i.e. Turkey's GDP is c. $719bn vs c. $2,149bn for India
- Western Indian state Maharashtra which includes Mumbai is the financial capital of India contributing c. 15% of Indian GDP which is almost half of the size of Turkey

Robust growth of Indian Software and SME market

- India's software market is expected to record a 10.6% CAGR in the 2015-2019 period
- IT spend by Indian SMEs was at $8.7bn in 2013 and is expected to surpass $18.5bn by 2018 with a CAGR of 15%
- Cloud model is one of the key requirements for SME penetration
- SaaS adoption by SMEs in India is growing at a CAGR of >25% and is expected to reach ~$370mn by 2018

Major Drivers of Growth

- Major transformational projects by the government including Digital India and Make in India
- GST (Goods and Services Tax) bill has been cleared and government is aiming to simplify commerce, supported by digital infrastructure for tax filings in 2017
- SME is the growth engine of Indian economy
  - Highly unorganized and fragmented market with supply chain inefficiencies, scalability and funding issues
  - Facing stiff competition both in the domestic and global markets
  - Several monetary and non-monetary challenges have traditionally deterred SMEs from technology adoption

Competitive Landscape

- India is a technology outsourcing destination but local commerce is primitive (largely serviced by Tally)
- Logo specializes in improving operational business automation using variety of technologies including ERP, CRM mobile solutions. It is liked by the customers for simplicity and speed of implementation.
- Focus will be to educate customers and partners in our customer experience lab and training center
- The JV will partner with local companies to reach customers

Sources: EIU, NASSCOM, Frost & Sullivan and IDC.

5 International Expansion – Recent Developments

- **Total Soft, Romania**
  - The company was re-organized as two main business units: ERP Division for local SMEs and large enterprises and Financial Solution Division targeting the Leasing Sector internationally.
  - ERP Division's goal will be to maximize profitability with controlled growth and efficient project management. The ERP product is to be "packaged" and sold to SMEs in Romania through a BP channel.
  - Financial Solution Division is geared to high growth and profitability with a solid int'l customer base.

- **Logo Infosoft, India**
  - We are ahead of our plans in India, thanks to our product customization experience. India case is a clear indication that our product experience is readily applicable to emerging markets.
  - Product's customization with respect to local legislation is completed and will be hosted by Amazon.
  - Technical team is hired, the training center will be operative this year.
  - First customer and first BP have been acquired.
  - Prevalent opportunity in e-government services in India that could be tapped.

Corporate Governance & Sustainability

Logo embeds corporate governance and sustainability into its business practices to remain a sustainable growth company

- Strategy
- Growth
- Financial Performance

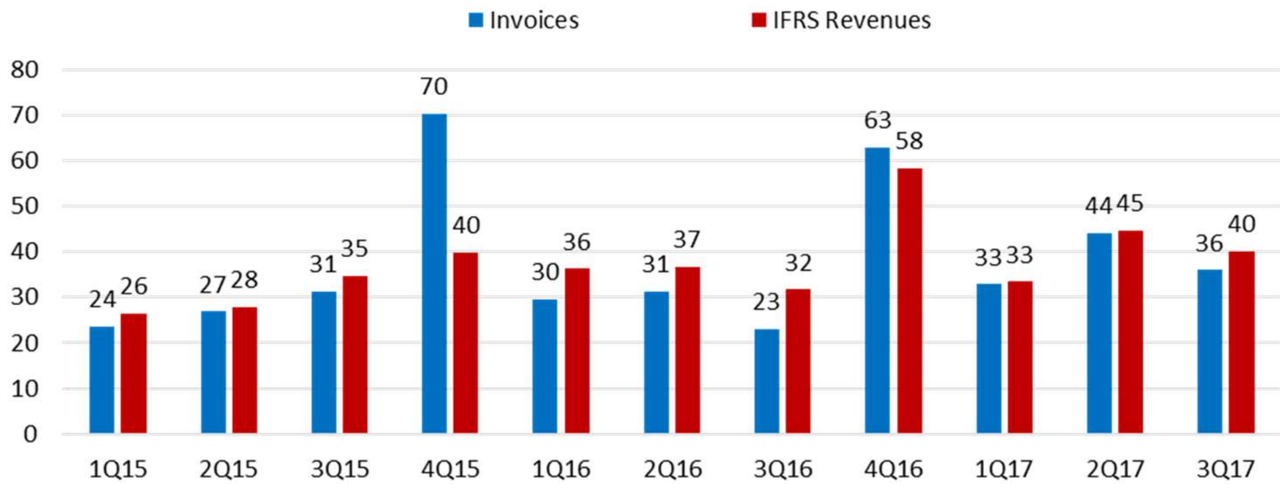
BORSA ISTANBUL CORPORATE GOVERNANCE INDEX MEMBER

BORSA ISTANBUL SUSTAINABILITY INDEX MEMBER

9M2017 RESULTS

Revenue Recognition

Invoices & IFRS Revenues* (TLmn)



**Logo Turkey figures only.*

- e-government regulation requiring companies to issue e-invoices first became effective as of 1.4.2014, the scope of the regulation was then broadened effective as of 1.1.2016. Therefore, e-invoice and e-ledger module sales along with e-coin sales surged in 4Q15 prior to this date.
- e-coin sales revenues are recognized when used by the end-user. Therefore coin sales in the last quarter of 2015 were to a large extent deferred. (e-coin sales: TL 10.1mn, deferral: TL 9.8 mn in 4Q15)
- LEM sales in 4Q15 grew by 24% (from 4Q14). These are annual contracts and are deferred on a usage basis. (LEM sales: TL 16.4 mn, deferral: TL 14.9 mn in 4Q15)
- Deferral of e-government sales in 2015 to 2016 created a higher base, resulting in a lower growth in IFRS sales and profitability in 2017. **Financial performance of Logo Turkey's operations can be better assessed bearing this one time impact.**

Financial Summary

IFRS (mn TL)	9M						3Q						YE Guidance	
	9M 16	9M 17	y/y Δ	LfL* 9M16	LfL* 9M17	y/y Δ	3Q 16	3Q17	y/y Δ	LfL* 3Q16	LfL* 3Q17	y/y Δ	2017G	y/y Δ
Revenue	110.4	173.6	57%	104.7	118.1	13%	37.5	56.6	51%	31.7	40.1	26%	278.3	46%
EBITDA	58.4	62.4	7%	57.7	62.6	9%	19.8	21.2	7%	19.0	22.0	16%	91.5	6%
EBITDA Margin	53%	36%	-32%	55%	53%	-4%	53%	37%	-29%	60%	55%	-8%	33%	
EBT	49.7	40.4	-19%	49.4	47.3	-4%	15.8	14.9	-6%	15.5	17.3	12%	61.8	21%
EBT Margin	45%	23%	-48%	47%	40%	-15%	42%	26%	-38%	49%	43%	-12%	22%	
Net Income	45.0	38.1	-15%	44.8	45.0	1%	14.3	14.6	2%	14.1	16.8	19%		
Net Income Margin	41%	22%	-46%	43%	38%	-11%	38%	26%	-33%	44%	42%	-6%		

**LfL figures exclude Total Soft, Logo Infosoft (India) and Figo.*

9M17:

- IFRS revenues grew by a strong 57% y/y to TL173,6 mn in line with our budget.
  - Sales excluding TotalSoft (LfL) were up by 13% y/y and TotalSoft contributed 55,4TLmn in 9M17.
  - Adjusted for the deferral impact of e-government sales, LfL sales growth would be 22% y/y.
- EBITDA grew by 7%. TotalSoft made a TL1,4mn contribution and together with India's expenses (TL 1.7 mn) diluted the margin to 36%.
  - LfL EBITDA grew by 9%, yielding 53%. Adjusted for the deferral impact of 9M16, EBITDA growth would be around 56%.
- Net income dropped by 15% y/y to TL38,1mn, mostly due to deferral impact and TS. LfL net income increased by 1%. Adjusted for deferral impact, LfL net income growth would be around 66%.

Financial Summary

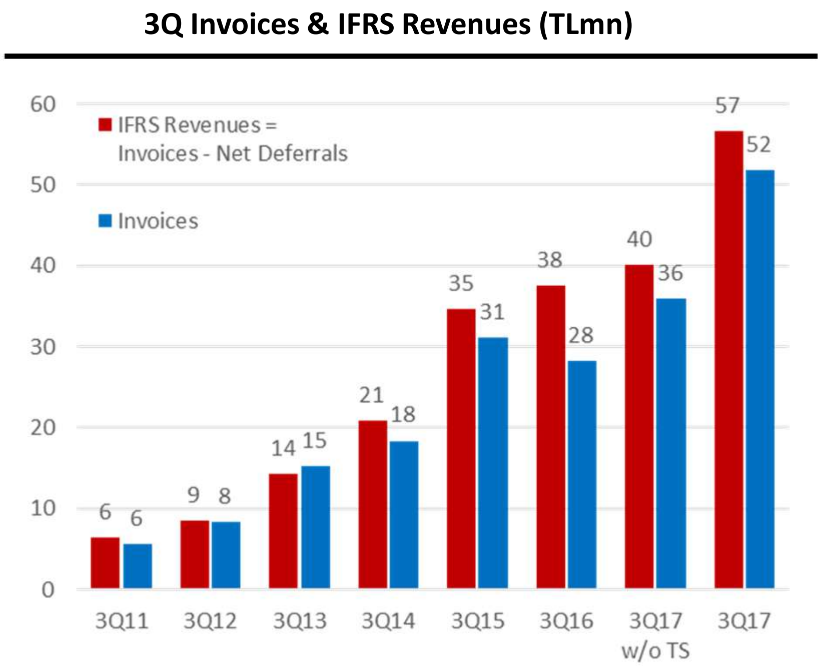
IFRS (mn TL)	9M						3Q						YE Guidance	
	9M 16	9M 17	y/y Δ	LfL* 9M16	LfL* 9M17	y/y Δ	3Q 16	3Q17	y/y Δ	LfL* 3Q16	LfL* 3Q17	y/y Δ	2017G	y/y Δ
Revenue	110.4	173.6	57%	104.7	118.1	13%	37.5	56.6	51%	31.7	40.1	26%	278.3	46%
EBITDA	58.4	62.4	7%	57.7	62.6	9%	19.8	21.2	7%	19.0	22.0	16%	91.5	6%
EBITDA Margin	53%	36%	-32%	55%	53%	-4%	53%	37%	-29%	60%	55%	-8%	33%	
EBT	49.7	40.4	-19%	49.4	47.3	-4%	15.8	14.9	-6%	15.5	17.3	12%	61.8	21%
EBT Margin	45%	23%	-48%	47%	40%	-15%	42%	26%	-38%	49%	43%	-12%	22%	
Net Income	45.0	38.1	-15%	44.8	45.0	1%	14.3	14.6	2%	14.1	16.8	19%		
Net Income Margin	41%	22%	-46%	43%	38%	-11%	38%	26%	-33%	44%	42%	-6%		

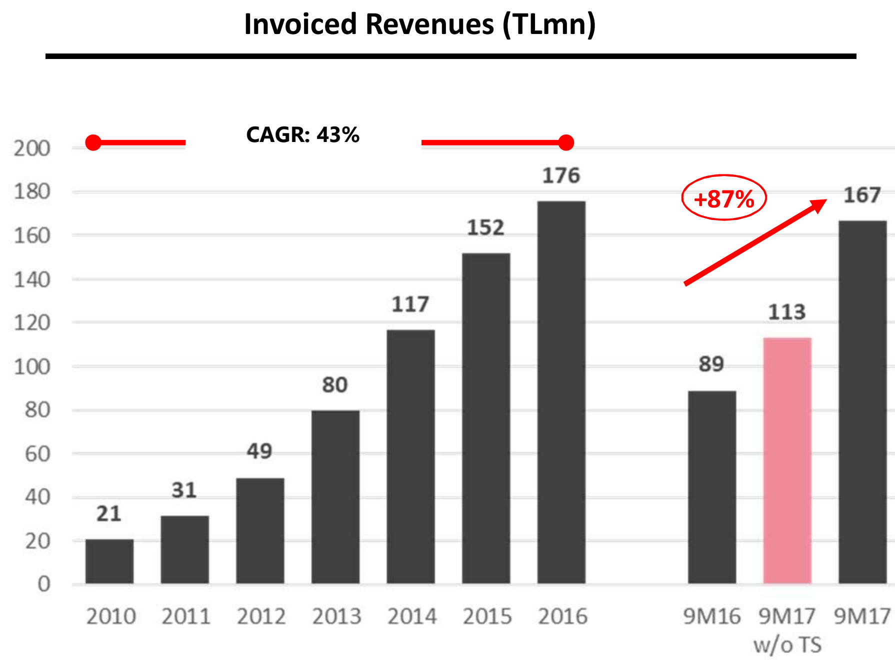
**LfL figures exclude Total Soft, Logo Infosoft (India) and Figo.*

3Q17:

- IFRS revenues grew by a strong 51% y/y to TL56,6 mn in line with our budget.
  - Sales excluding TotalSoft (LfL) were up by 26% y/y and TotalSoft contributed 16,6TLmn in 3Q17.
  - Adjusted for the deferral impact of e-government sales, LfL sales growth would be 33% y/y.
- EBITDA grew by 7%. TotalSoft made a -0,46TLmn contribution and together with India's expenses (-0,42TLmn) diluted the margin to 37%.
  - LfL EBITDA grew by 16%, yielding 55%. Adjusted for the deferral impact of 3Q16, EBITDA growth would be around 74%.
- Net income increased by 2% y/y to TL14,6mn. LfL net income increased by 19%. Adjusted for deferral impact, LfL net income growth would be around 135%.

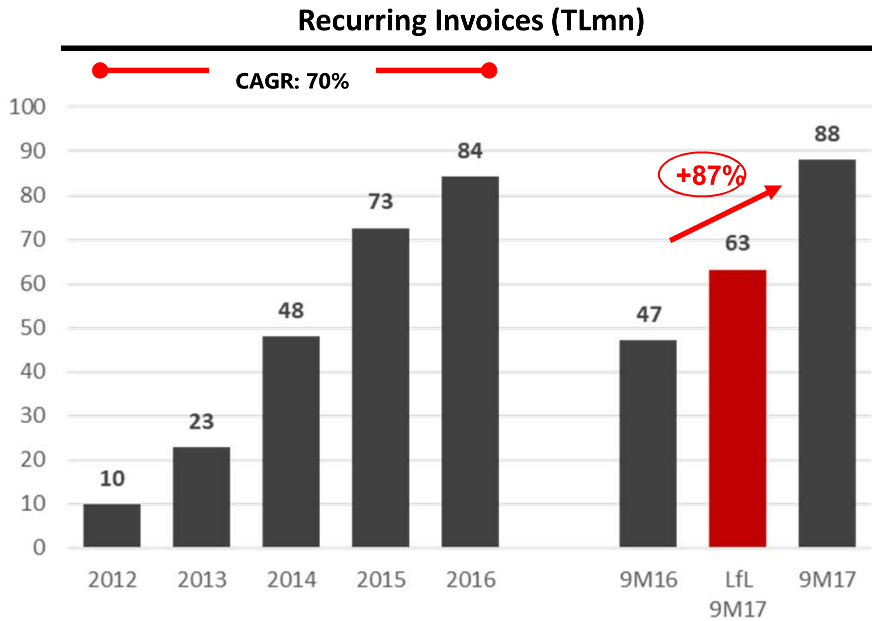
Invoiced Revenue vs IFRS

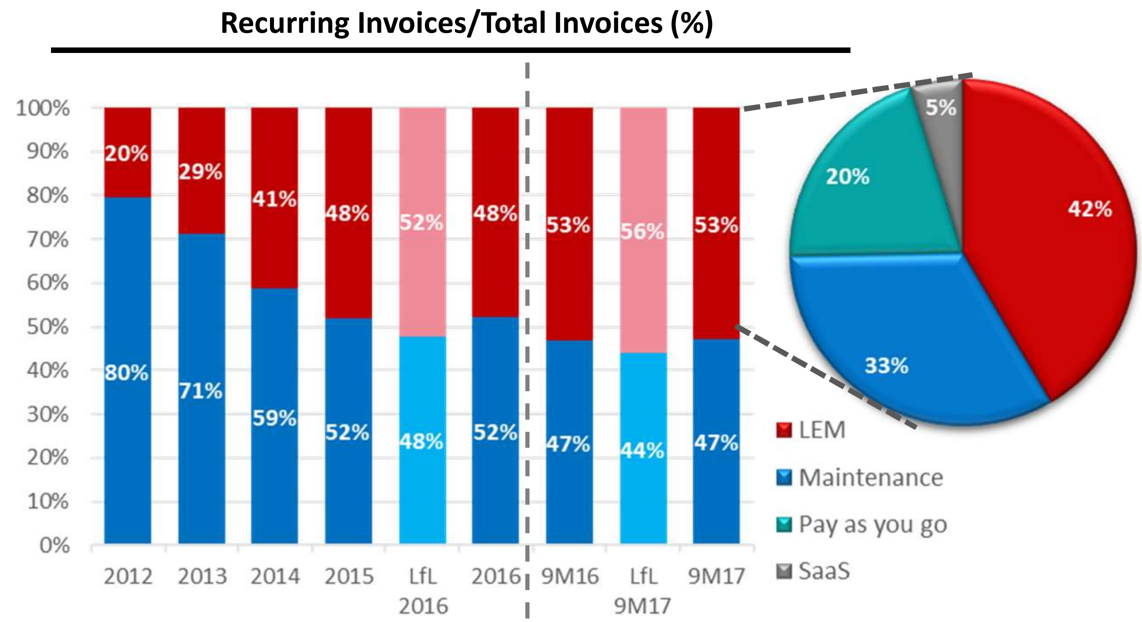




- 3Q invoiced revenues were up by 83% y/y to TL52mn; w/o TotalSoft growth was 56% y/y reaching TL36mn.
- 9M invoiced revenues were up by 87% y/y to TL167mn; w/o TotalSoft growth was 35% y/y reaching TL113mn. This marks a significant success in continued new customer additions, product and user upgrades and successful efforts to increase revenues from complementary businesses.
- IFRS revenue recognition throughout 2016 (w/o TotalSoft) was higher due the regulatory boost of 2015, accordingly, IFRS revenue grew by 13% y/y in 9M17.

Recurring Revenues

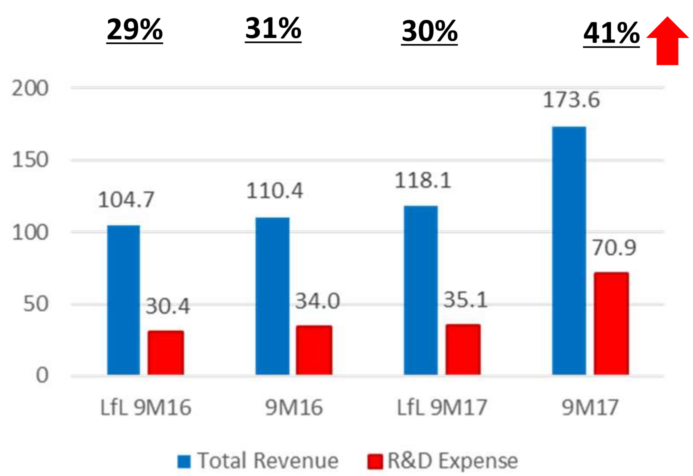




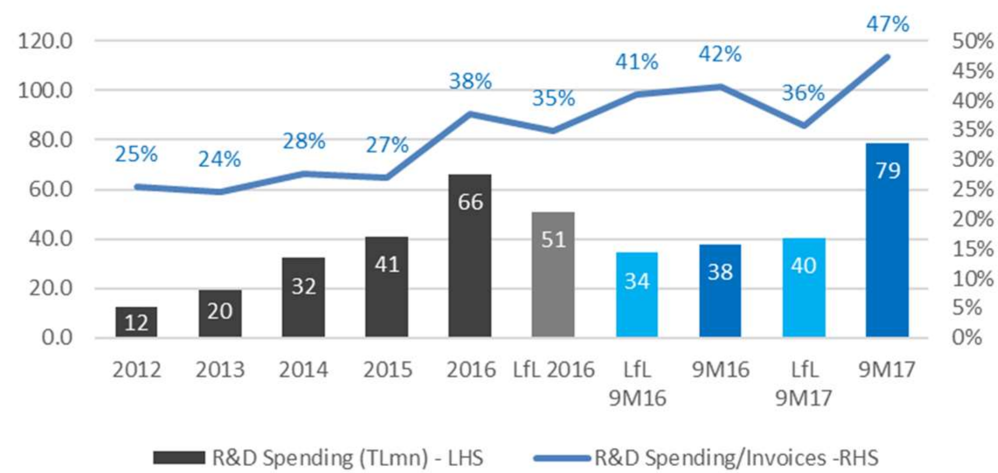
- Strong growth in recurring invoices continued in 9M and yielded a 87% y/y growth, making up 53% of total invoices. Recurring part of invoices excluding TotalSoft increased to 56%.
- LEM contract sales grew by an impressive 38% y/y and represented 42% of the total.
- Pay as you go revenues grew by 43% y/y, constituting 20% of the total.
- Maintenance revenues with TotalSoft's contribution represented 33% of total.
- Recurring SaaS sales represented 5% of total.

Operational Expenses

R&D Expenses(TLmn) - As % of IFRS Revenue

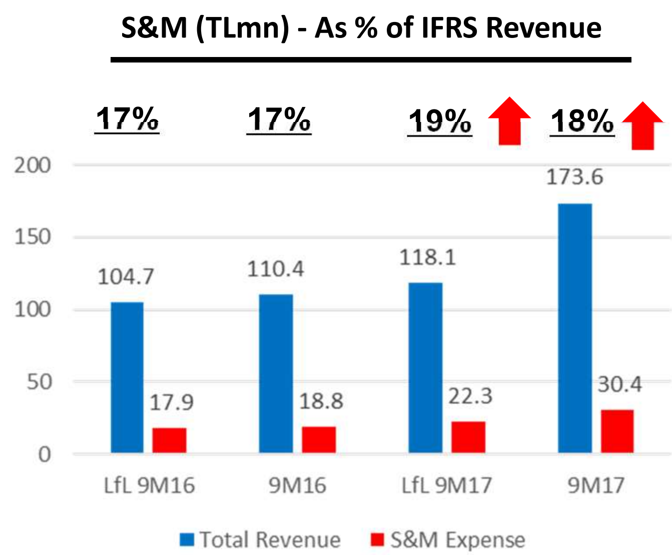


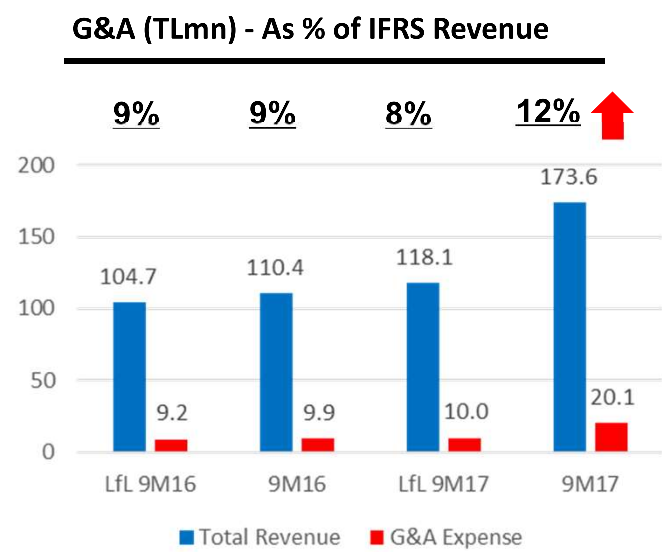
R&D Spending(TLmn) - As % of Invoices



- Overall operating expenses increased by 94% y/y, as a result of the first time consolidation of TotalSoft with opex/IFRS revenue ratio rising from 57% in 9M16 to 70% in 9M17. LfL the increase was 17%, where LfL opex/IFRS revenue ratio increased marginally to 57% (9M16: %55).
- R&D expenses increased by 108 %y/y. The first time inclusion in 9M17 is the main reason for the major increase. TS' R&D and implementation team joined Logo's forces with 400 personnel. Thus, on a LfL basis, the increase is 15%.
- R&D spending grew by 108% and its ratio to invoiced revenue was up from 42% to 47%. LfL R&D spend was up by 18% and its ratio to invoiced revenue went down from 41% to 36%.

Operational Expenses





- S&M expenses in 9M increased by 61% y/y, and S&M expenses/IFRS revenue ratio is 18% . TS' sales and marketing team joined Logo's forces with 33, and TS' S&M expenses include mostly personnel costs.
- On a LfL basis, the increase in S&M expenses is 24%. In efforts to even-out the seasonality effect on sales and selling expenses in Q4, quarterly sales target achievements were incentivized in Q2 and Q3. Therefore, as in June 2017, S&M expenses/sales ratio as of September 2017 is higher compared to the same period of 2016.
- G&A expenses in 9M increased by 104% y/y. On a LfL basis, increase was 9%.

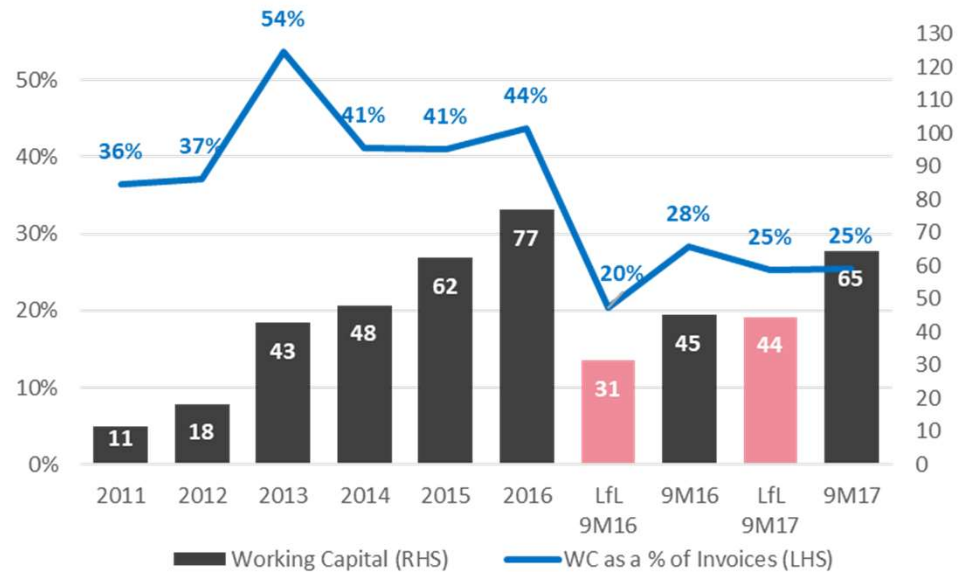
Key Financials

Balance Sheet Highlights (TLmn)

	2016	9M17	Δ
Cash & Cash Eq.	43.8	49.9	14%
Trade Receivables	92.9	73.7	-21%
Tangible Assets	19.0	20.3	7%
Intangible Assets*	161.7	179.8	11%
Other Assets	10.1	13.5	33%
Total Assets	**327.5**	**337.2**	**3%**
Total Liabilities	163.4	139.8	-14%
Total Shareholders' Equity	164.2	197.4	20%
Total Liabilities and Equity	**327.5**	**337.2**	**3%**
Shareholders Equity Ratio	0.50	0.59	17%
Current Ratio	0.94	1.57	68%
EPS**	1.87	1.58	n.m.

* Includes goodwill
** Adjusted by the 2.77% Treasury shares

Working Capital (TLmn)



Working capital: Trade receivables +Inventories – Trade payables
WC/Invoices figures are based on 12-mnth trailing invoices

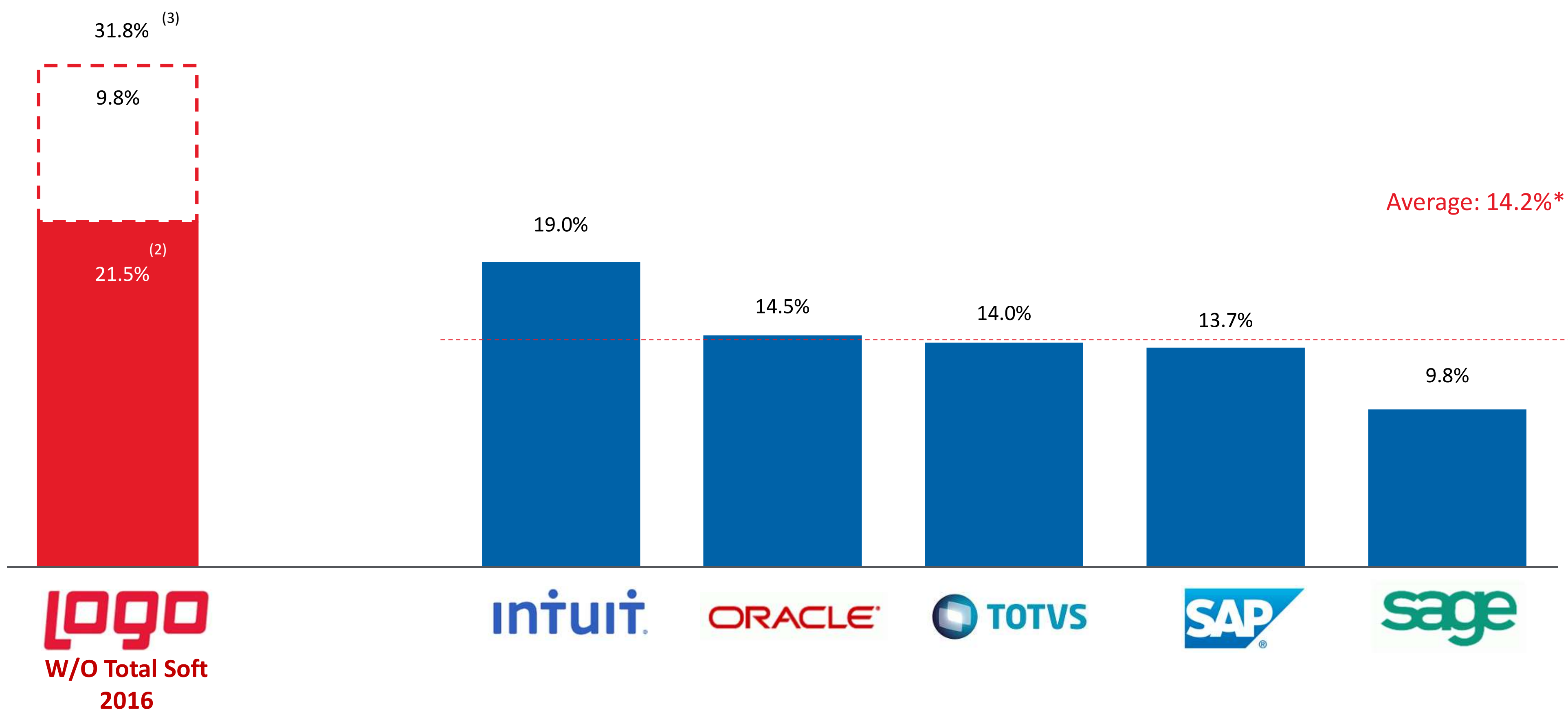
- Asset size grew by 20% from end-9M16 to end-9M17. Liquidity improved with higher cash generation and conversion of short-term debt to long-term. Net debt position of TL23mn at end-2016 is TL19mn as of 9M17 (TL19mn net cash together with 2.77% Treasury shares @Mcap).
- Excluding TotalSoft, working capital/invoices increased from 20% at end-9M16 to 25% at end-9M17. Including TotalSoft, working capital stands at 25% of invoices as of end-9M17.

Appendix

Logo's R&D Spend is in Line with Peers

Over the past 5 years, Logo has spent a total of TRY156mn on R&D[1]. Logo's relentless focus on technology development has resulted in an overall R&D spend[1] as a % of revenue reaching 31.3% in 2016, up from 26.1% in 2012.

R&D[1] as a % of Sales (%, FY)



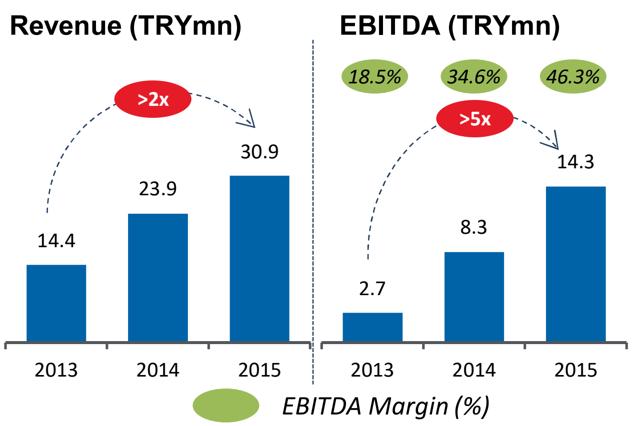
Source: Company filings and FactSet.
Note: (1) Includes capitalised portion of R&D and related amortization. (2) Development expenses. (3) Support personnel.
* Peer figures are based on 2015 financials

Case Studies: Domestic Acquisitions

Strategic Rationale of Netsis Acquisition

- Reinforced Logo's position and accelerated geographical expansion in Turkey
- **Strategic rationale:**
  - **Strong dealer network** of 76 main and 145 sub-dealers
  - **Talent acquisition:** 120 personnel
  - **Increased market share** from c. 14% in 2012 to c. 23% in 2013
- Post-transaction, **increased efficiency** through:
  - **Effective collection and improved business partners management**
  - **Accelerated revenue and profitability**
  - Reduced receivable days from **235 to 206 days**

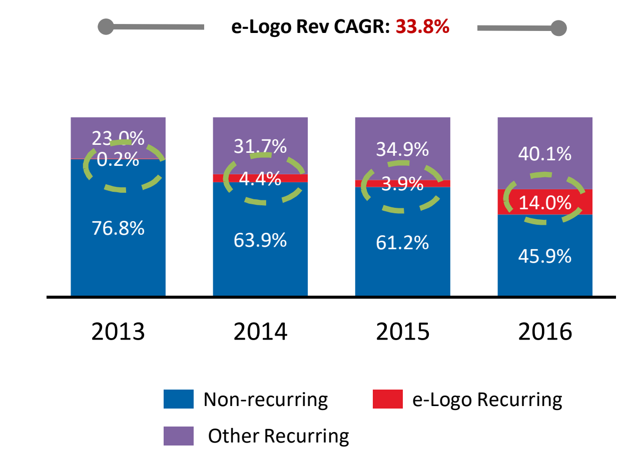
Significant Revenue and EBITDA Growth(1)



Strategic Rationale of e-Logo Acquisition

- Completion of the e-Government product portfolio
- Significant margin contribution (c. 10%) due to the absence of IP right payments
- Significant contribution to recurring revenues
- e-Government business created cross-sale opportunities for all Logo products
- Inspired by best practice of telecom: Transformational move by introducing Logo Coin (Logo's Pay-As-You-Go revenue) – new e-initiatives will trigger a high usage for Coin

Proportion of Recurring Revenue Rapidly Increasing



Strategic Rationale of JV of Logo & FIT

Rating Companies

- **Allow corporates to rate and assess their potential customers**

Receivables Insurance

- **Helps companies insure their receivables**

Invoice Mapping & Offsetting

- **Provides automatic reconciliation with no money flow**

Receivables Collection

- **If receivables are overdue or considered delinquent**

The culmination of all these services will enable corporates to benefit from the full-circle of services related to trade and sales activities. The JV is expected to have c. 45% market share based on number of corporates

Source: Turkstat.
Note: (1) Figures refer to full year 2013. (2) Market size in 2015 according to BDDK.

Logo's Technology Improvements: Past and Present

Managed Technical Debt

Challenges in Products and Technologies

- Three aging code stacks
- Incoming code stacks from M&A
  - 3mn LOC Delphi –> Netsis
  - Various code coming from Intermat, Sempa and Vardar
  - Lack of strategic product management
  - Different, disconnected UX approaches
  - Multiple locations and multiple cultures
- No mobile or SaaS background and strategy

Progress in 2014-2016

- Merged the .NET teams and products of Coretech and Netsis under DIVA
- Imposed process improvement system unconditionally
- Created the same look and feel in all products
  - New UX approach, Role Based App in App Design
  - UX technology for presentation layer of all products
  - Standardisation of design rules
- Developed web and mobile strategy for existing product lines

Developed 3 Series Product

- Development of role based usage
- Development of monolithic applications
- Creation of REST interfaces
- New user interface design rules
- Plug-in technology to create new modules
- Visual studio template
- Standardised interface
- An AppStore development

Development of SaaS / PaaS

- Logo acquired retail SaaS company Coretech in 2011
- Coretech DIVA product was developed before the SaaS technologies matured
- DIVA code stack was refactored and enhanced with expertise as well as technology and new modules and features acquired from Netsis
- PaaS initiative was started with TUBITAK R&D support to serve all the existing and future SaaS products
- SOHO ERP product on SaaS in 2017

Technology Strategy Going Forward

Product Transformation

- Renewal of Product Technology (Mobility, Web, Web Connectivity and UX)
- Development of New Complementary / Value-added Services (e-Invoice, e-Ledger and e-Archive)
- Development of New Products (CRM, BPM Suite, BA and SCM)

Going to Service Model

Increasing Recurring Revenue Through Membership and Logo Coin Usage

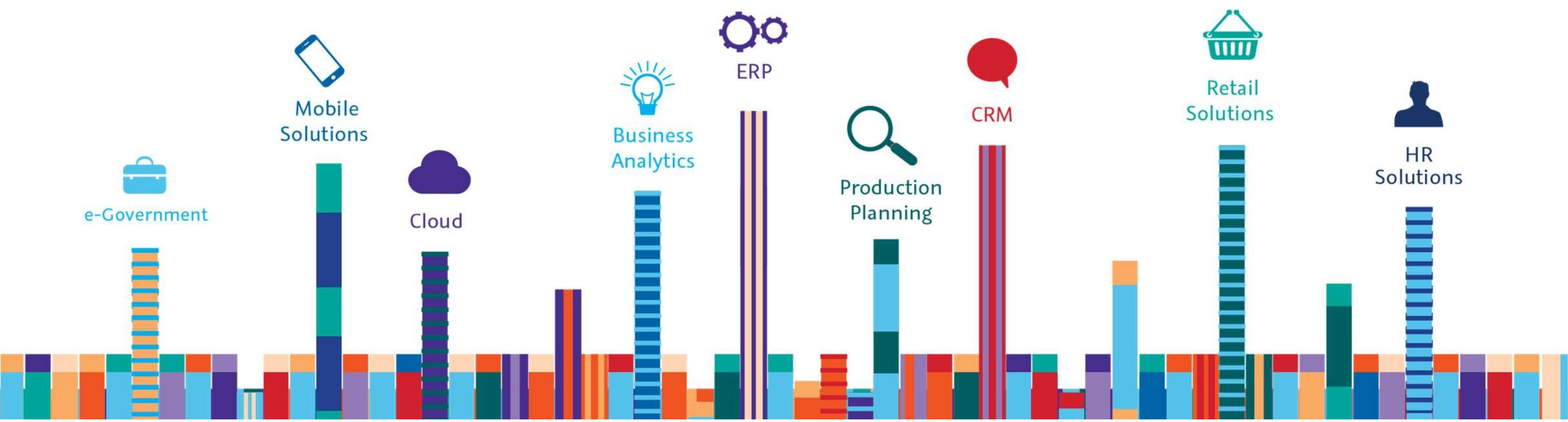
Technology Transformation

- Ensuring Technical Preparation of Existing Products
- Private & Public Hosting (Java & Retail Products)
- Lay Technical Groundwork to Move Ecosystem to Cloud (Paas)

Business Model Transformation

Creating Cloud Model to be Developed and Sold Over Ecosystem

Thank you


e-Government
Mobile
Solutions
Cloud
Business
Analytics
ERP
Production
Planning
CRM
Retail
Solutions
HR
Solutions