

The background features a white space with several light blue icons: a magnifying glass, a lightbulb, a shopping basket, a smartphone, a speech bubble, a person silhouette, a briefcase, a cloud, and two gears. The entire scene is framed by a large, irregular, multi-colored line shape in shades of red, teal, and purple. At the bottom, there is a horizontal bar composed of many small, colorful rectangular segments in various colors like blue, orange, purple, and green.

LOGO

Investor Presentation

This presentation contains information and analysis on financial statements as well as forward-looking statements that reflect Logo management's current views with respect to certain future events. Although it is believed that the information and analysis are correct and expectations reflected in these statements are reasonable, they may be affected by a variety of variables and changes in underlying assumptions that could cause actual results to differ materially. Neither Logo nor any of its managers or employees nor any other person shall have any liability whatsoever for any loss arising from the use of this presentation.

Leading Software Company in Turkey

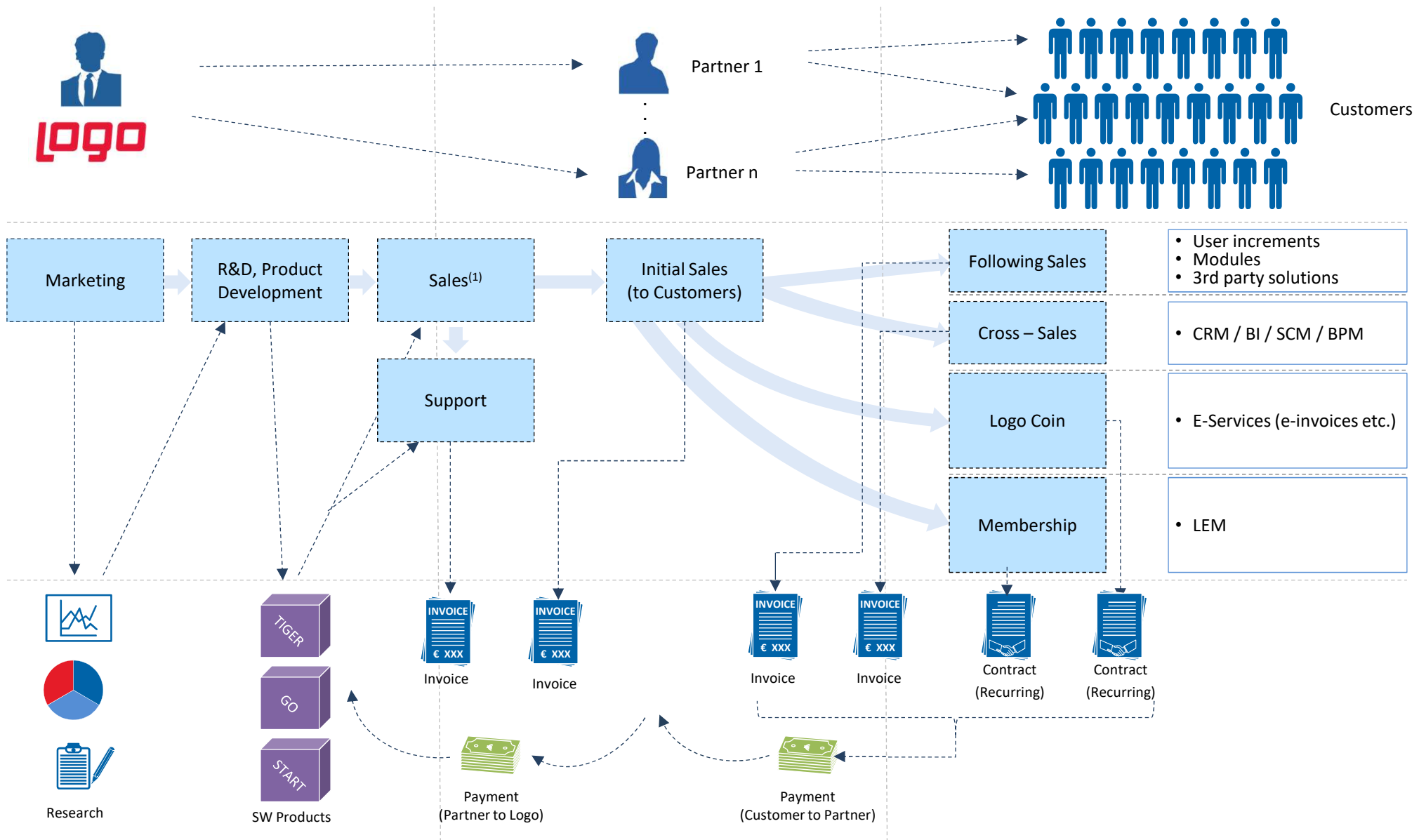
- Founded in 1984, Logo is one of the largest Enterprise Application Software (“EAS”) companies in Turkey, serving as a one-stop shop for SMEs
- One of the fastest-growing companies with 1,000+ employees and 800+ business partners, serving close to 90k active customers
- Logo products are sector agnostic 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

Note: (1) Based on IDC.

... With an Extensive Product Suite



Logo Sales Cycle



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

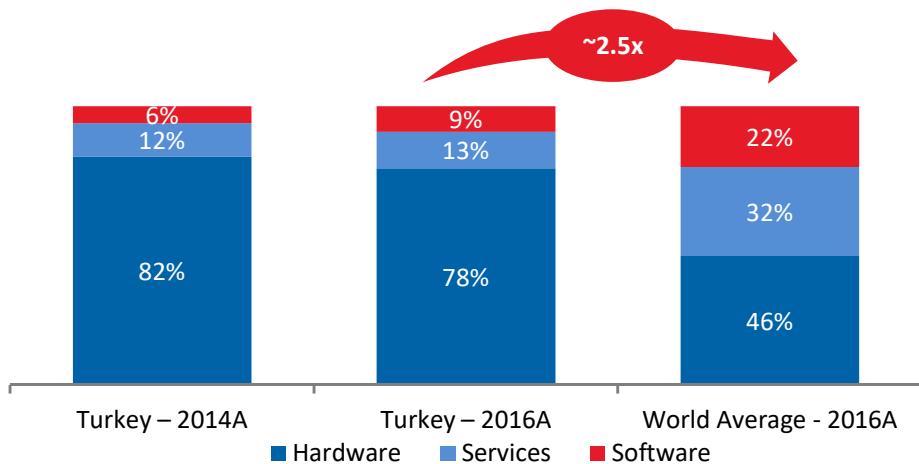


Attractive Turkish Software Market Trends

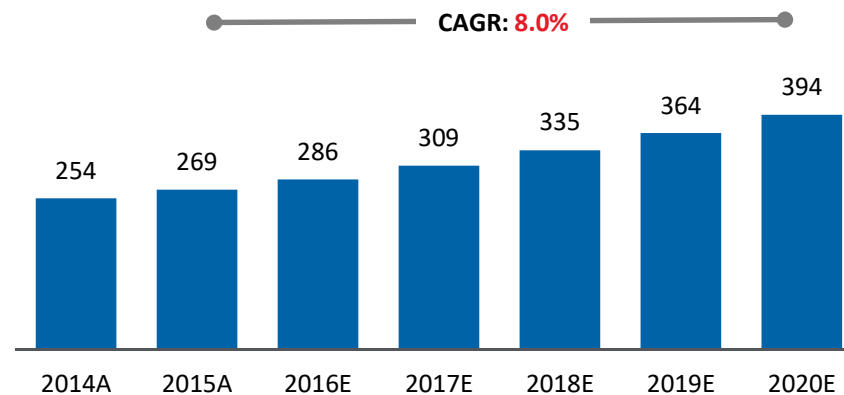


With a focus on Turkey SMEs, Logo is well positioned for robust growth driven by increasing spend expected in the Turkish software industry. Turkey's ERP penetration⁽¹⁾ was roughly half of EU28's penetration, implying significant growth potential.

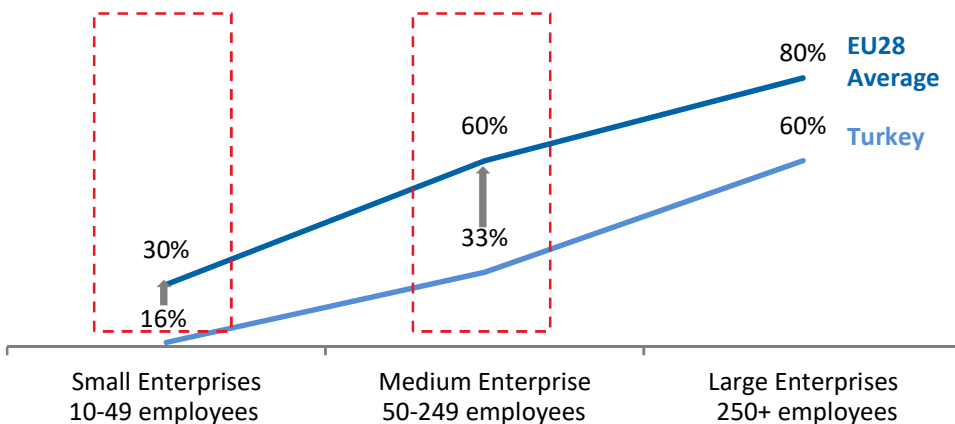
Share of Software Spend Underpenetrated in Turkey



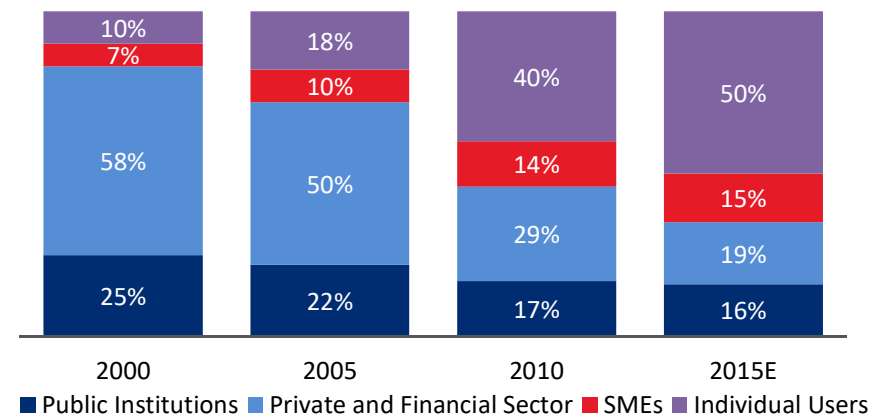
Turkish EAS Market is Expected to Have Robust Growth (\$mn)



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.

Top 4 Software Market Growth Opportunities



SMEs will lead software market growth



Already Addresses Key Trends



- 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

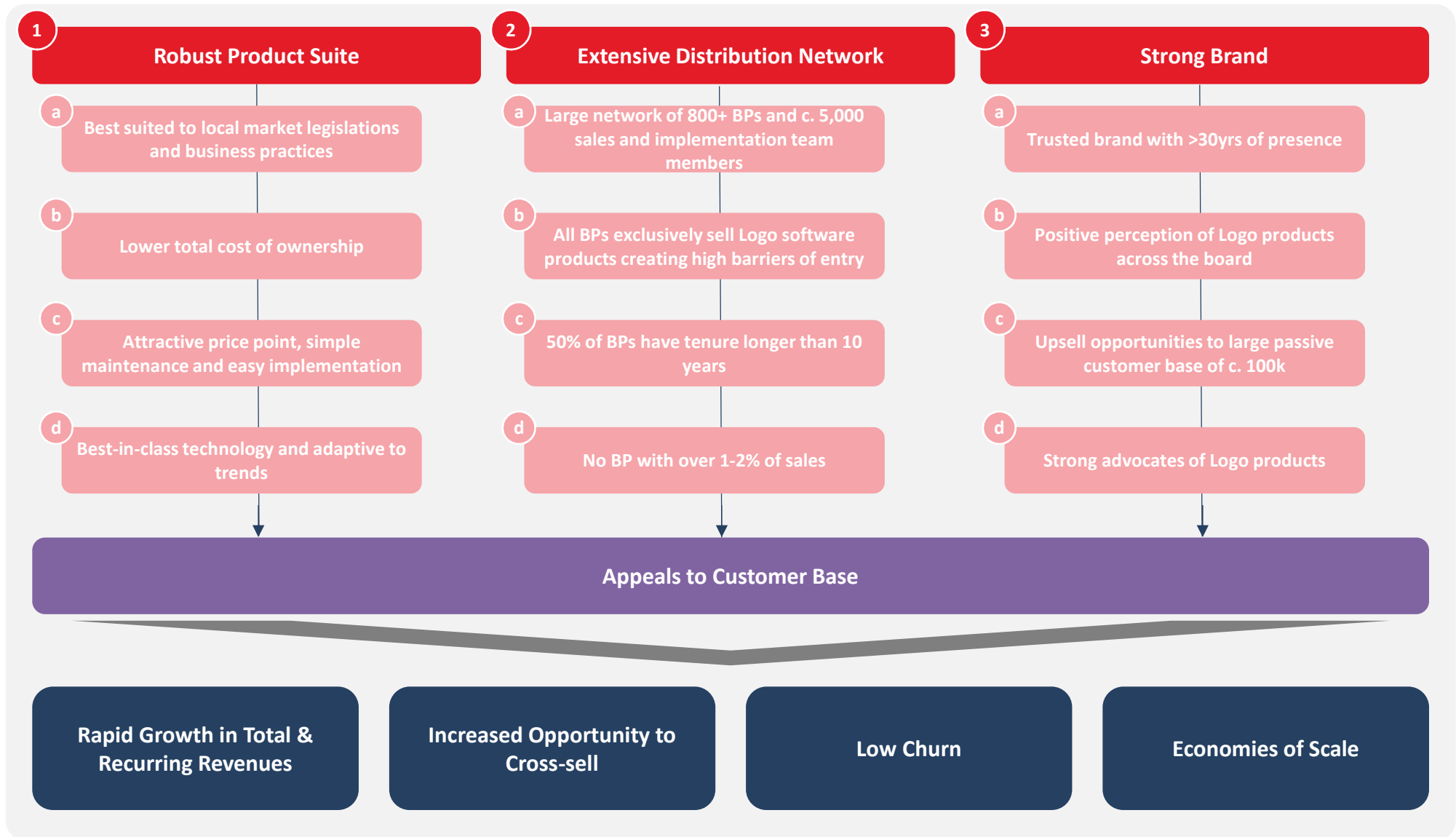


- SaaS/PaaS strategy in place
- Growing business analytics product line (enabling big data integration and analysis requirements of SMEs)
- Recent JV with FIT Solutions to provide trade information platform

Positioning



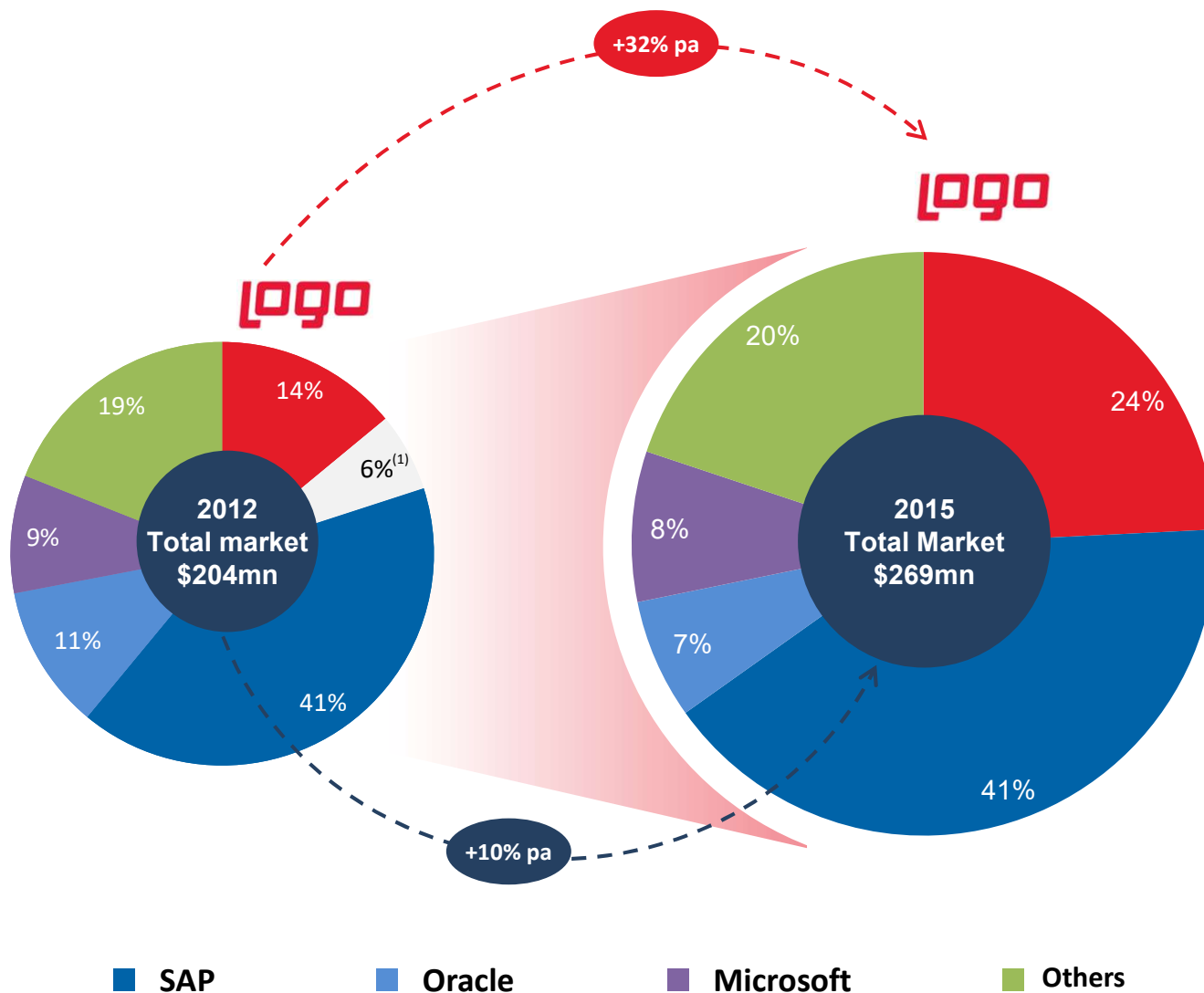
2 Competitive Advantages of Logo



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



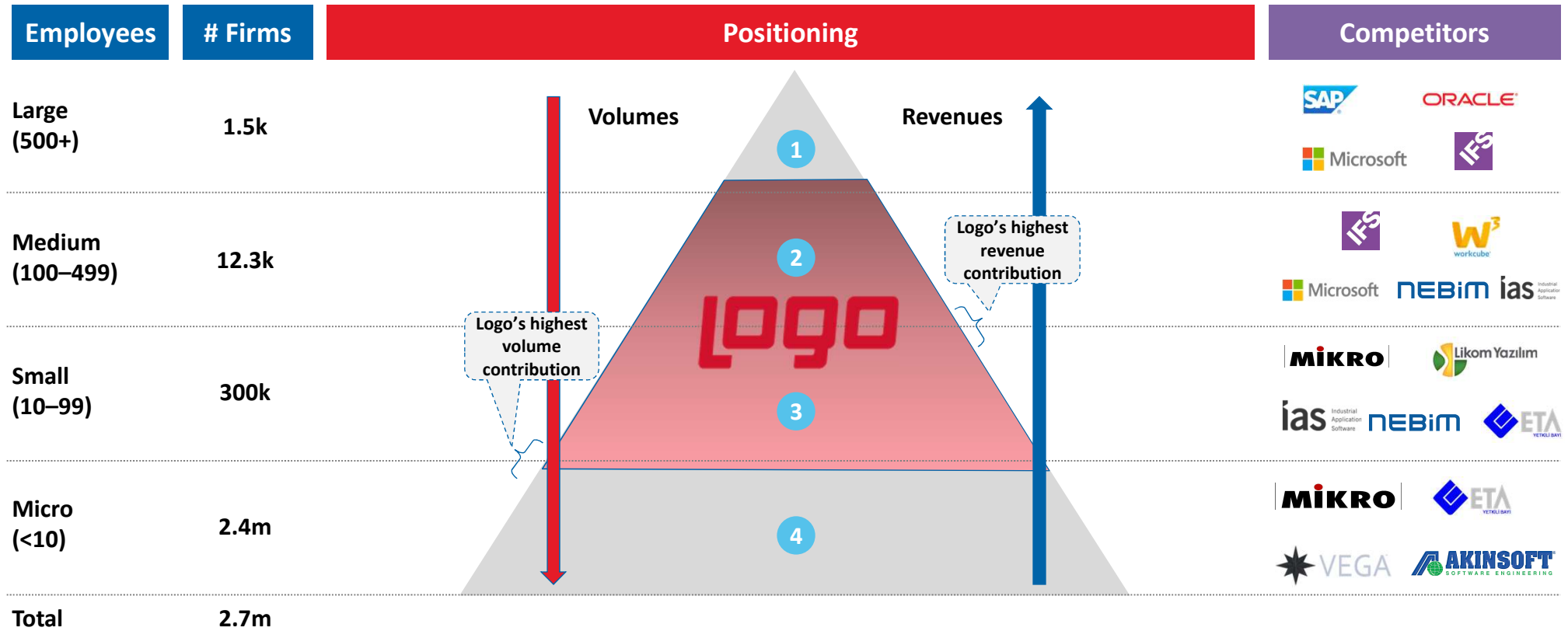
Source: IDC, Turkey EAS Forecast

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.

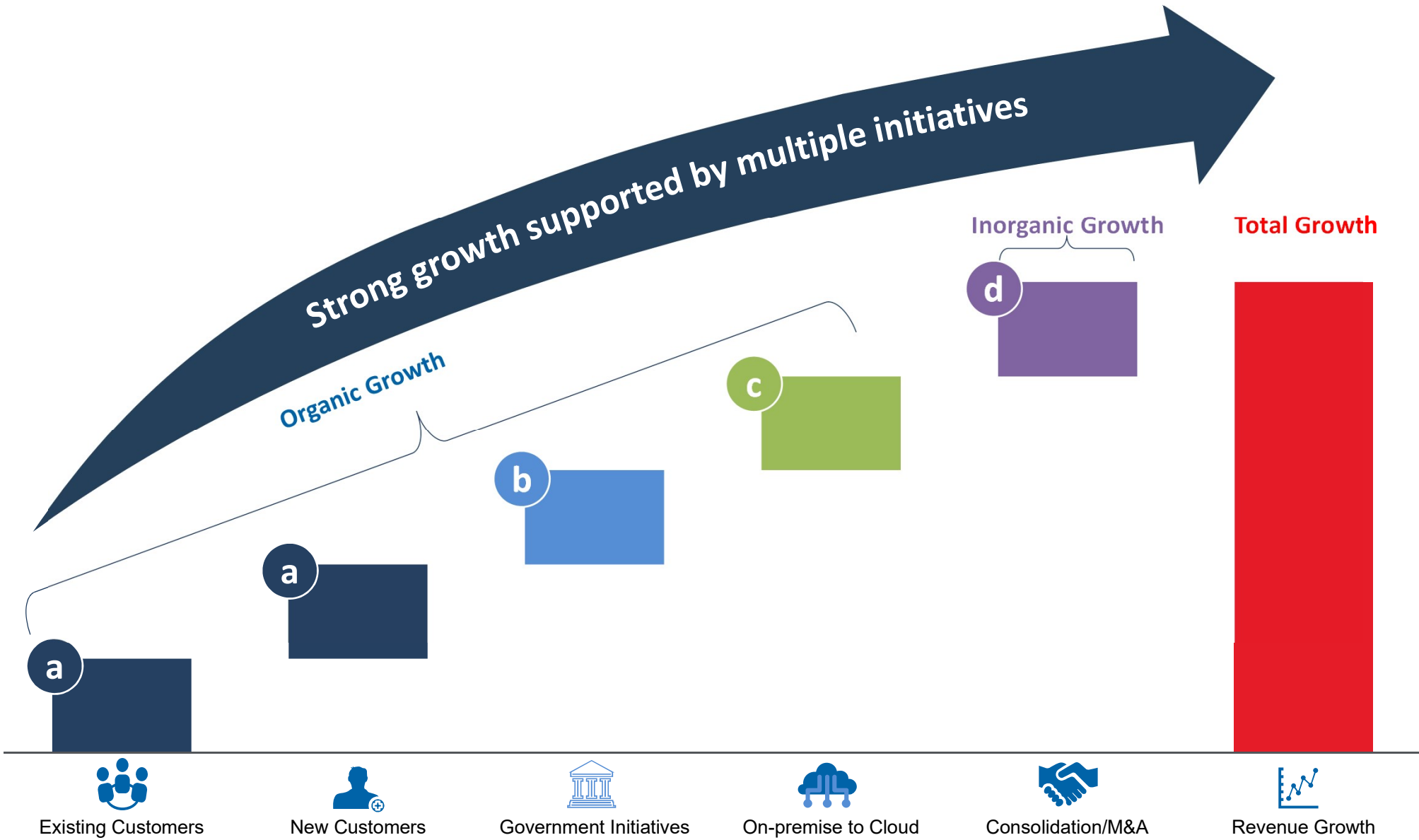


- 1 • Higher presence of large incumbents that do not have SME tailored products
- 1 • Low volume, high penetration region
- 2/3 • Market leadership with highest number of customers in Turkey
- 2/3 • Tailored SME products with local know-how
- 4 • High growth potential area
- 4 • Next largest competitor is a local Turkish player with c. 1/5th of Logo's market share by revenue

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



4 Building Blocks of Logo's Growth

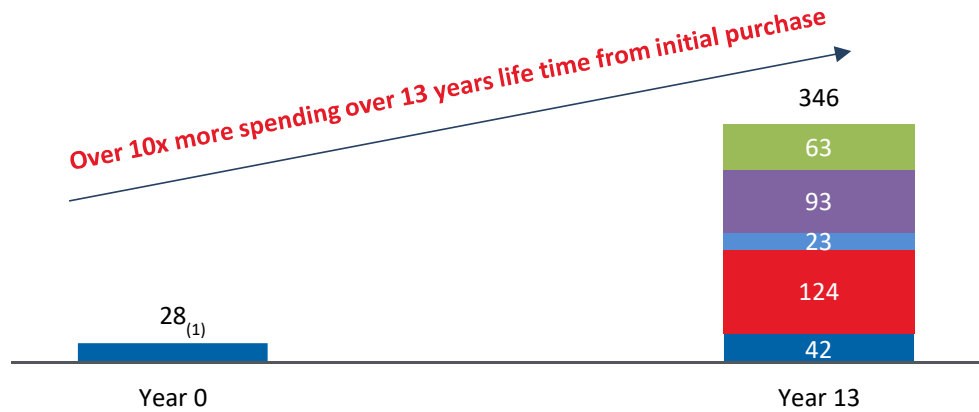


4a Increasing Revenue From New & Existing Clients



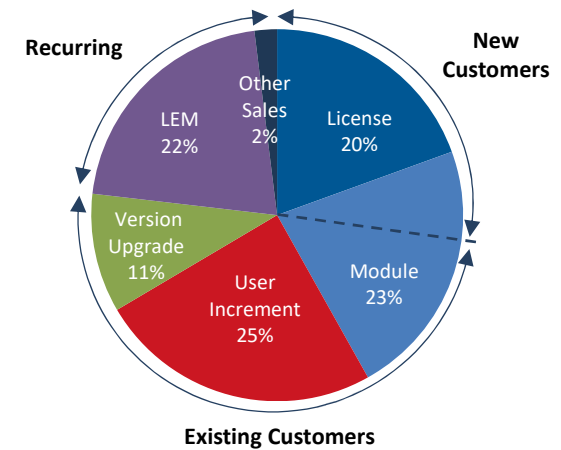
In addition to sizable revenues from initial license sales, Logo typically generates revenues from user increments, module upgrades, and cross-sales as clients' needs expand. Furthermore, Logo has consistently attracted new customers while upselling existing, generating an increasing share of LEM sales,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

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



■ Module ■ LEM ■ e-Services ■ User Increment ■ Additional Business Implementation

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

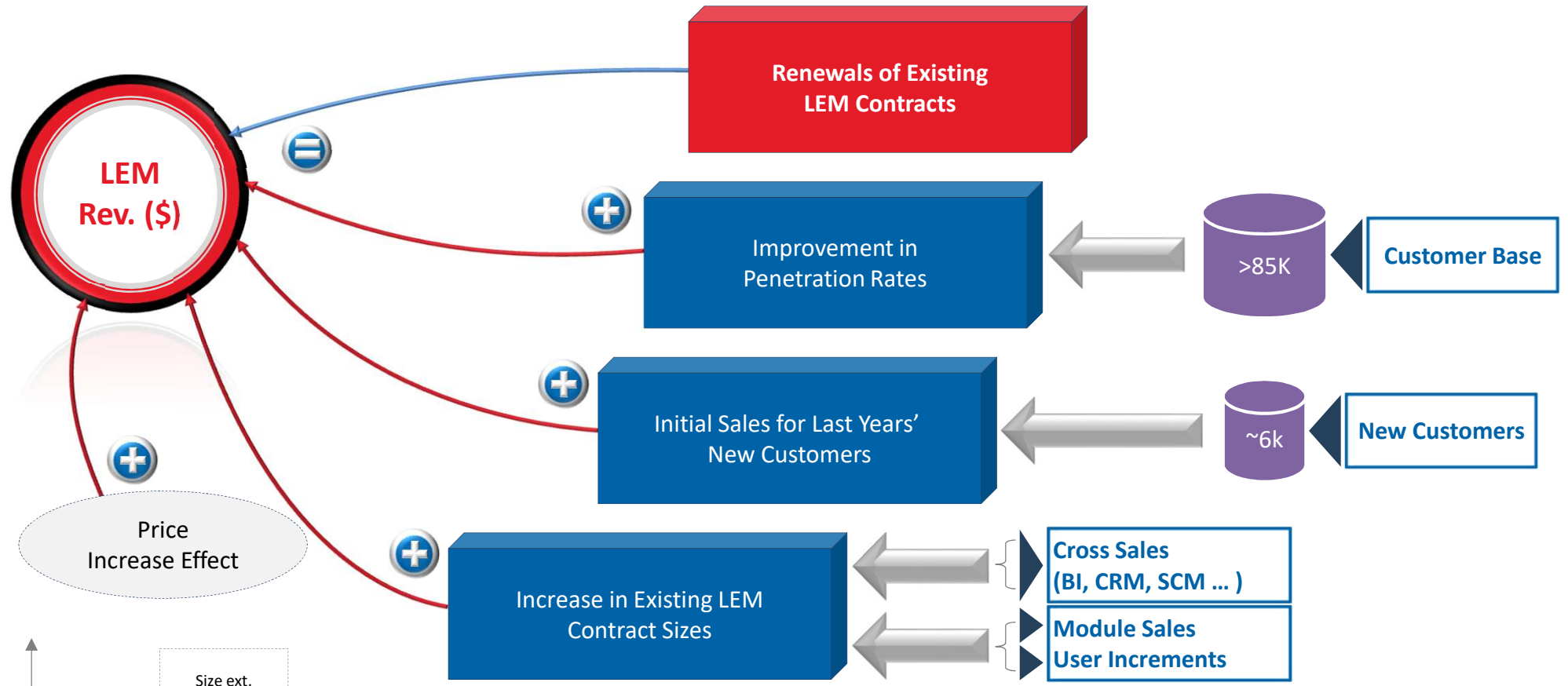


- ✓ In addition to sizable revenues from initial license sales, Logo typically generates revenues from user increments, module upgrades, and cross-sales as clients' needs expand.
- ✓ The vast majority of businesses surveyed have recently increased their spend on software, primarily driven by business 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

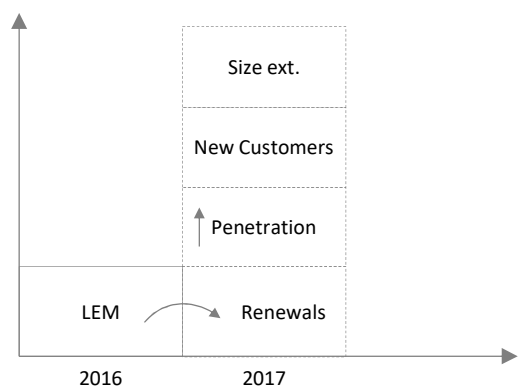
Source: Turkstat.

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.

4a Growth Drivers of LEM Revenues



Price Increase Effect

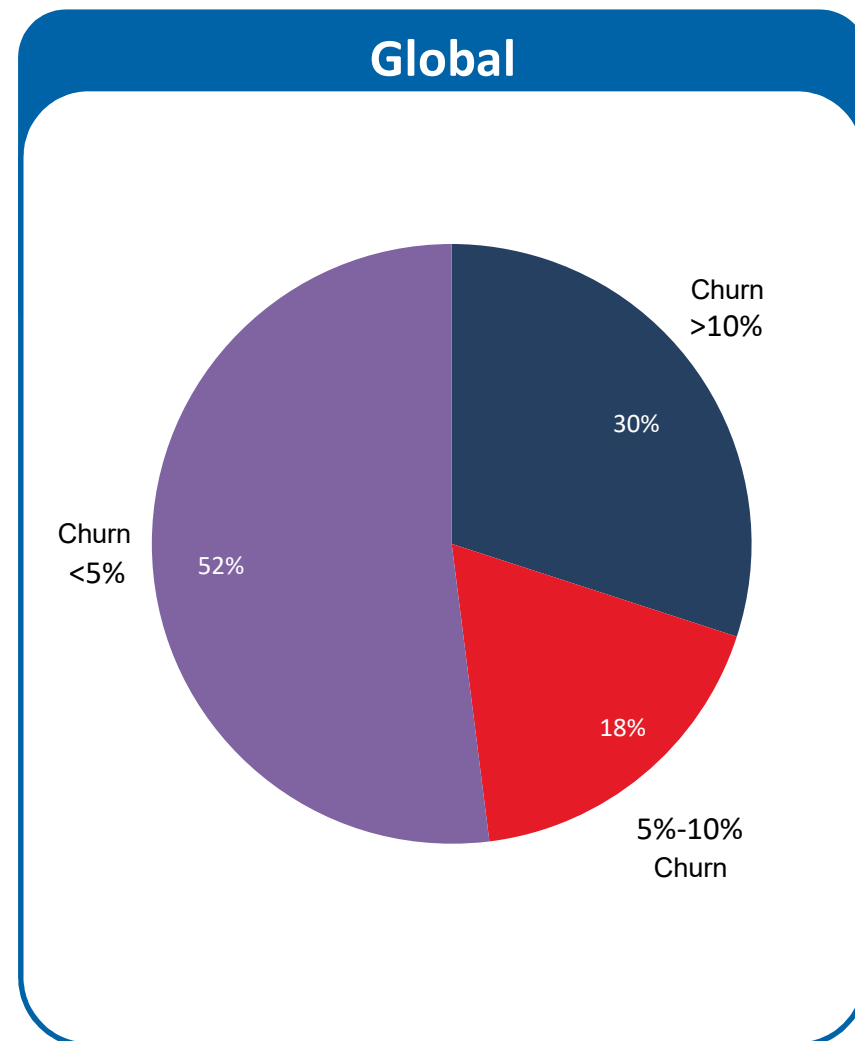
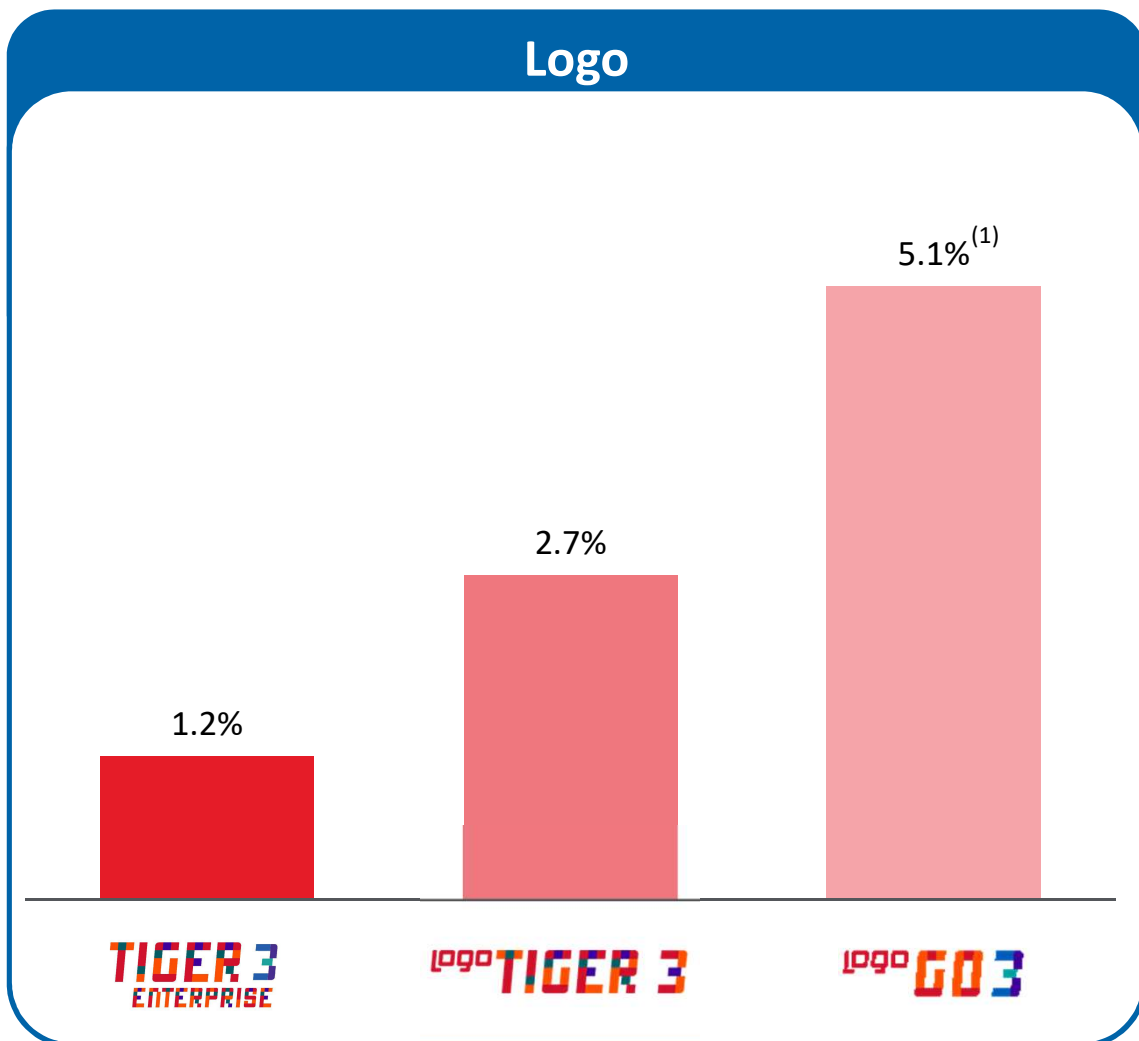


Note: Illustrative purposes only. Box sizes are not indicative of relative amounts.

4a Low Customer Churn

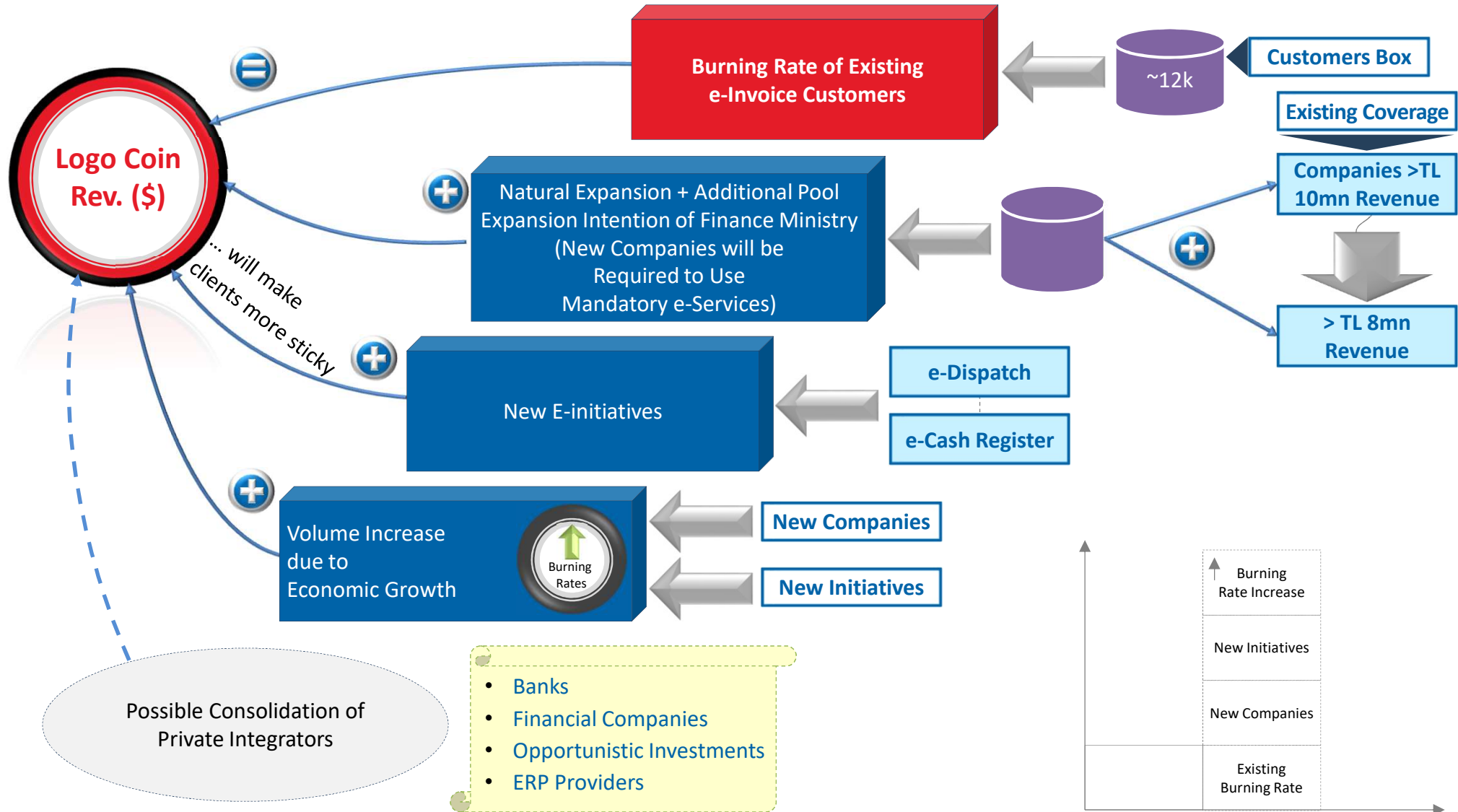


Churn rates across Logo's key products are lower than the typical churn rate across the global software industry.



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

4b e-Government Initiatives Will Generate Exponential Growth



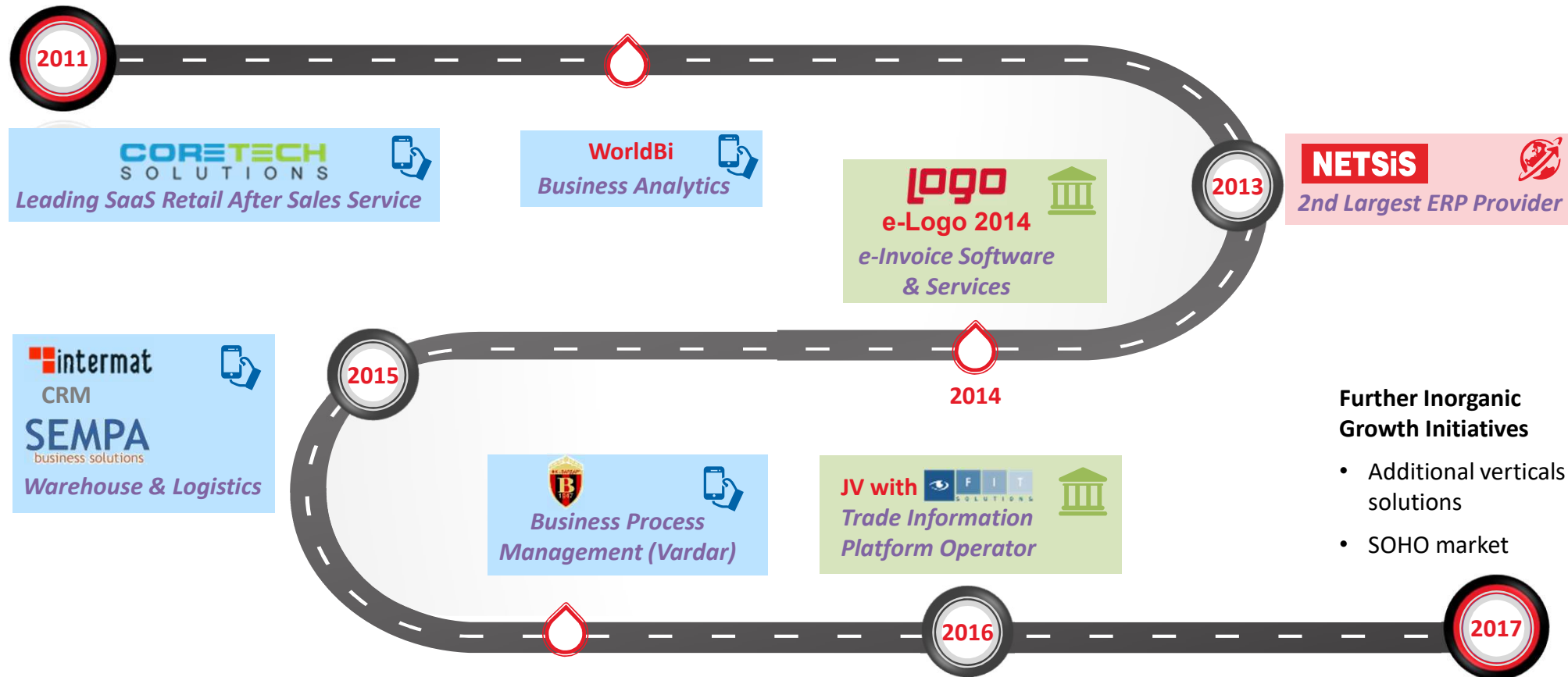
Note: Illustrative purposes only. Box sizes are not indicative of relative amounts.

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



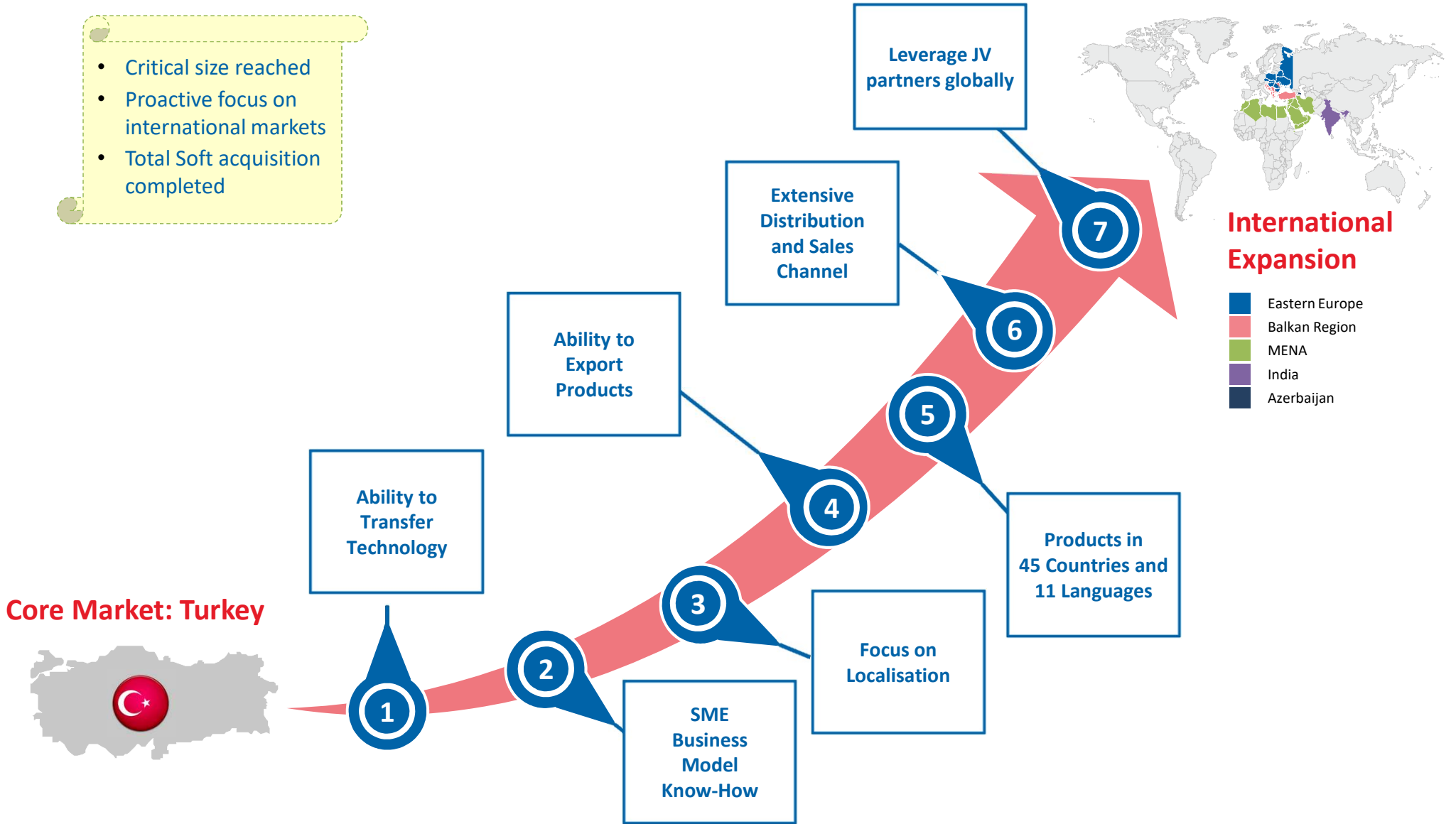
- Further Inorganic Growth Initiatives**
- Additional verticals solutions
 - SOHO market

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



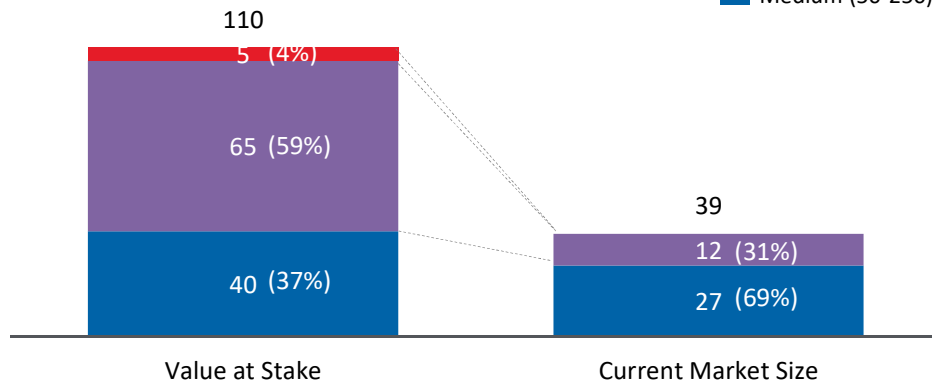
Overview and Strategic Rationale of Total Soft Acquisition

- 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)

■ SOHO (0-10)
 ■ Small (10-50)
 ■ Medium (50-250)

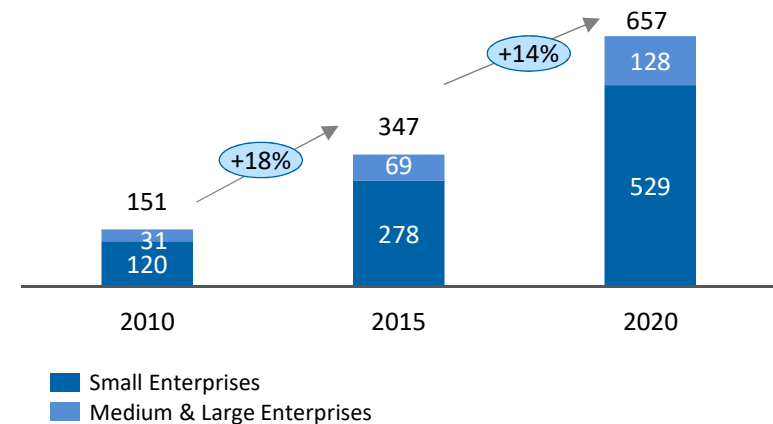


Source: IDC and OC&C.

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)





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

- **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.

Appendix

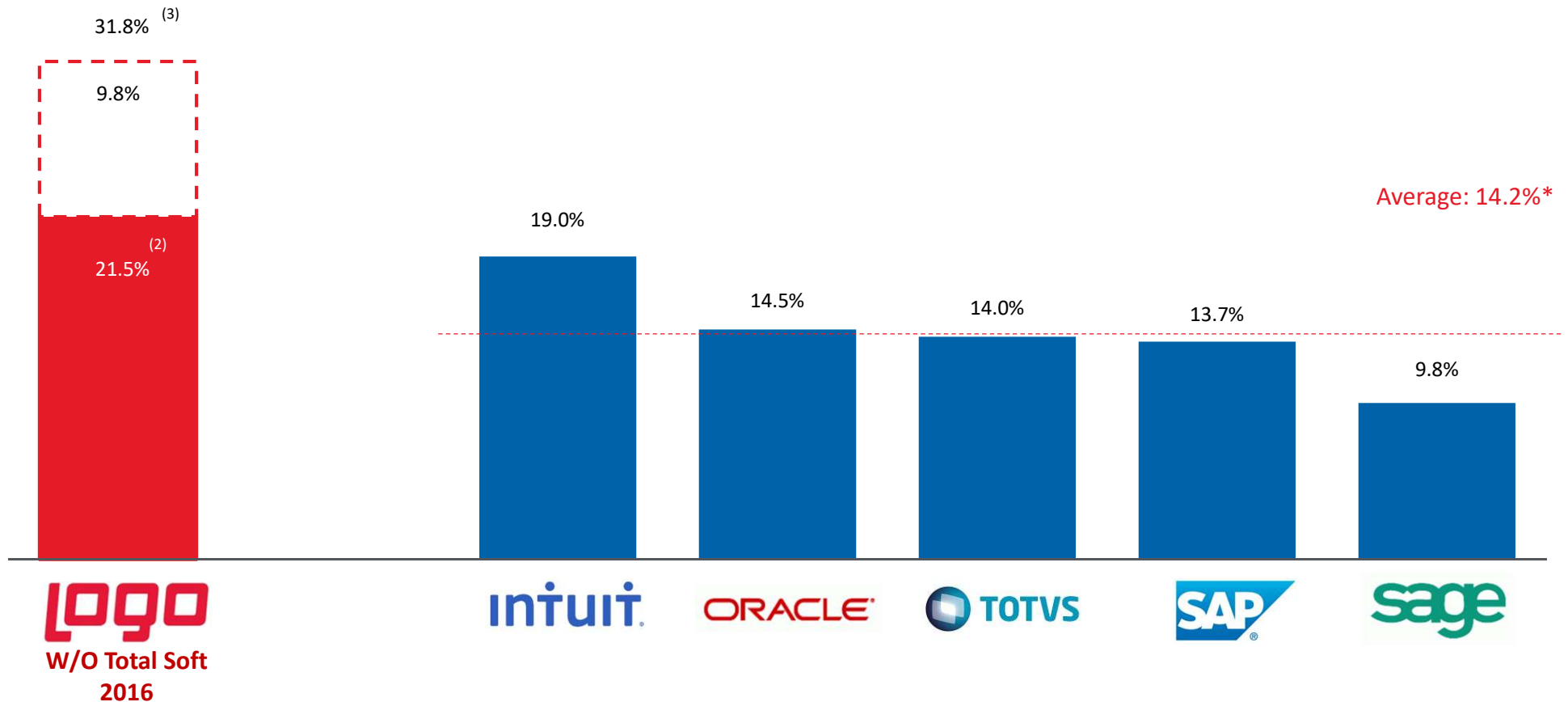


Logo's R&D Spend is in Line with Peers



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.

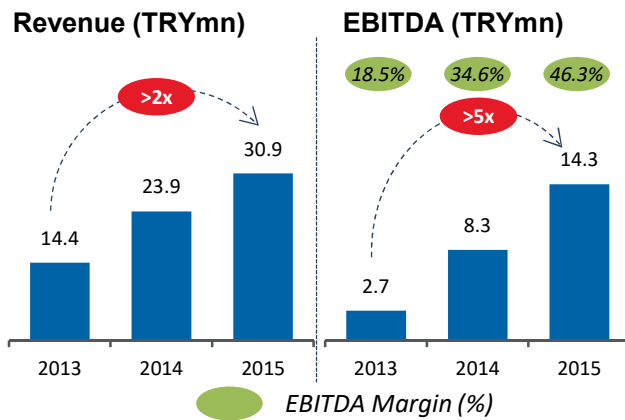
Note: (1) Includes capitalised portion of R&D and related amortization. (2) Development expenses. (3) Support personnel.

* Peer figures are based on 2015 financials

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**

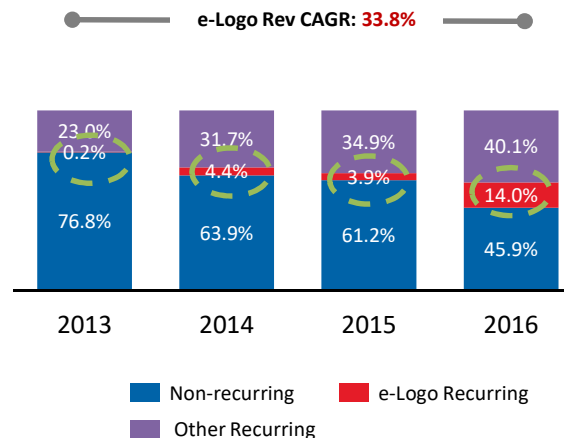
Significant Revenue and EBITDA Growth⁽¹⁾



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.

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

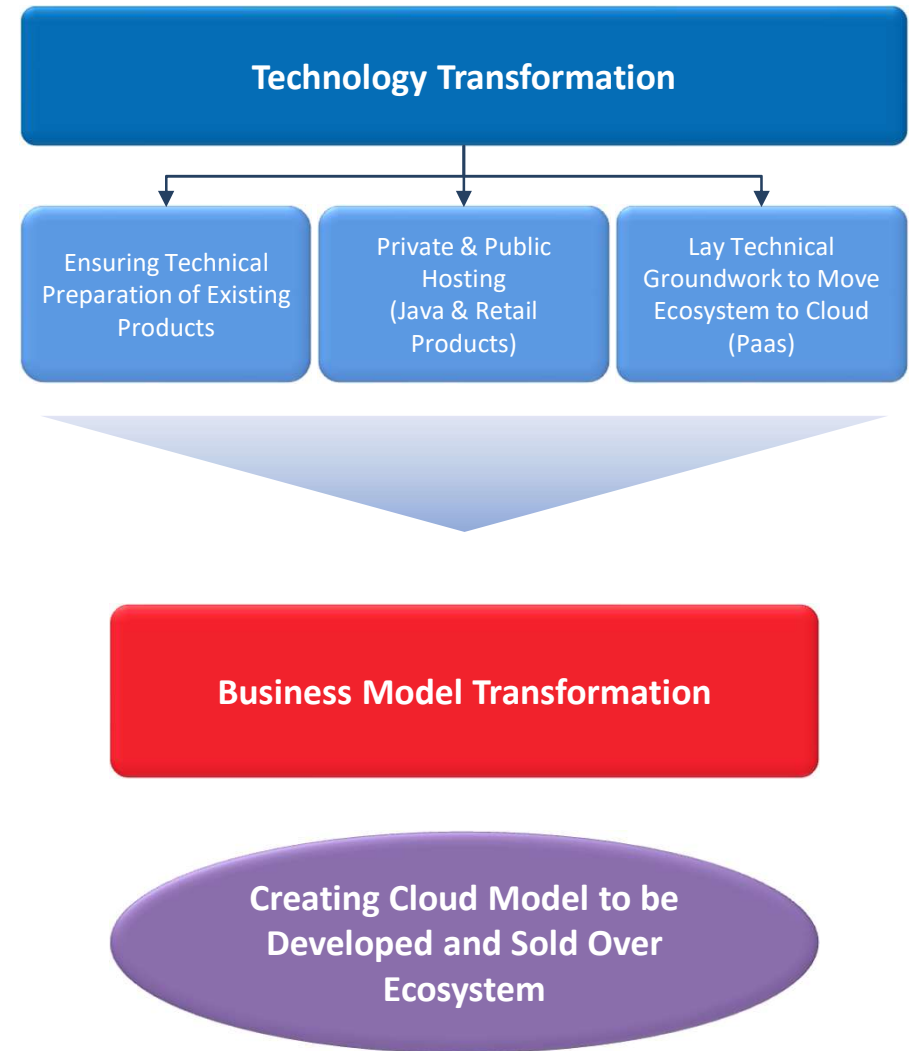
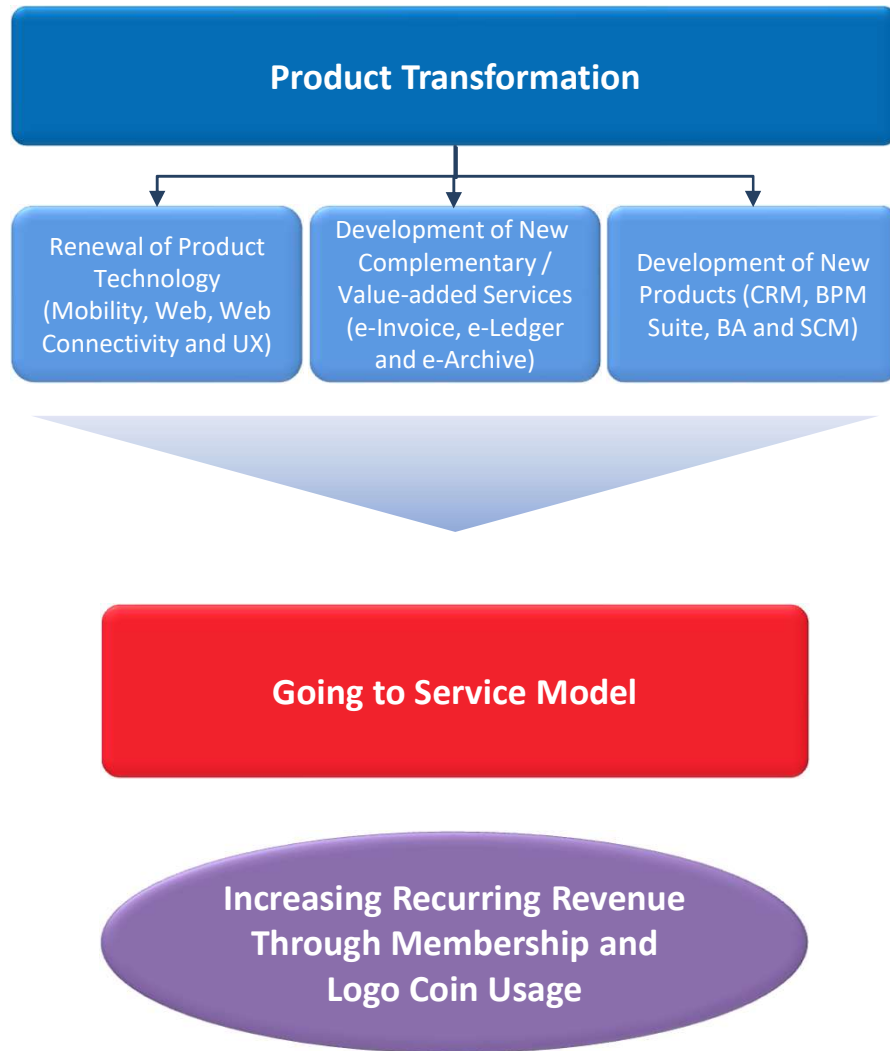
- Logo acquired retail SaaS company Coretech in 2011

- 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



Thank you

