

## Halkbank Becomes a Silver Sponsor of EXPO 2012

Supervised by the Paris-based International Exhibitions Bureau (Bureau International des Expositions or BIE), World Expos are large public exhibitions that take place every five years and that are organized around different themes. Expos are visited by millions of people and play an important role in contributing to the development of humanity and the cultivation of a culture of tolerance between all social, political, ethnic, and religious groups.

The main theme of the latest World Expo, Expo 2012 — which will be held in Yeosu, South Korea from May 12, 2012 through August 12, 2012 — is "The Living Ocean and Coast: Diversity of Resources and Sustainable Activities." **Halkbank** is contributing to "Expo 2012: Yeosu, South Korea" by becoming a "**Silver Sponsor**" of the event.



The events to be organized for the promotion of Turkey at Expo 2012: Yeosu of the Turkish pavilion at the Expo site in Yeosu were promoted at receptions hosted by Culture and Tourism Minister Ertuğrul Günay in Istanbul and Seoul on April 13, 2012 and April 25, 2012, respectively. Present at the spectacular reception organized on April 25, 2012 were Ambassador Mustafa Naci Sarıbaş, Turkey's Ambassador to Korea; Ambassador Burak Gürsel, High Commissioner of the 2012 Yeosu Expo; ambassadors from the 107 countries to be represented at Expo 2012; Turkey's Deputy Transport, Maritime Affairs, and Communications Minister; the Deputy Mayor of Seoul; Senior Executives representing Korea's largest corporations; and approximately 100 members of the press. At the event, Halkbank was represented by Mr. Mehmet Hakan Atilla, Deputy General Manager of International Banking, and Ms. Selin Alakuştekin, Director of Financial Institutions and Investor Relations.