



Istanbul, April 2016

RE: Recommendation for LinkUS

To Whom It May Concern,

As being one of the leading insurance companies in Turkey with the power of ERGO Group in Germany and in the global market we started to work with Yurdanur Semerci 6 years ago during a very crucial period of time for ERGO Turkey. The new period was the transition of ERGO brand from ERGOİsviçre to ERGO and we were the first country which will launch the new brand/ logo and communicate this brand transition. In this special project, we worked together and we made the strategical communication plan and the output of this cooperation and the results were quite successful. Therefore we asked and firmly wanted to work with her yearly basis as our external communication partner and since then, each year, our cooperation is strengthening more and more. We built strong relationships with local, sectoral and national media under favor of her strong reputation and ties with the media members. We prepared annually strategic communication plans for the top management (CEO and CSMO), held quite successful press conferences, roundtables and we initiated Local Press Meetings which we presented to ERGO International Media Relations teams and won appreciation as a case study. Between Competitors in the Insurance market, we are always one step ahead with having successful media coverage and special projects.

Trust and closeness are the main values for our company and Yurdanur Semerci and her team always reflects these values by being always close to us and working as being one of us. There are not only working for ERGO, they are like working in ERGO, doing their job by heart.

We are so glad working with her and we strongly refer LinkUS partnership, highly reputable communication company, without any hesitation.

Respectfully,

Banu Sürüel
Corporate Communications Unit Head
ERGO Turkey