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Istanbul, April 2016

RE: Recommendation for LinkUS

To Whom It May Concern:

As the Turkey affiliate of the top-tier American Leadership Advisory company, Heidrick & Struggles, we have had the opportunity and privilege to work with Yurdanur Semerci and the LinkUS team since its establishment in year 2009.

Throughout these consecutive seven years, we have been enjoying the solid partnership of Semerci and her team as our right arm in external communication initiatives on a monthly basis across various stakeholders from media to governmental authorities. They have developed and enhanced our communication and corporate relations strategies and plans in delicacy and have always ensured smooth execution and sound impact analysis.

With the close partnership of LinkUS, we have co-organized and co-led the Turkey leg of our global events including The CEO Report launch in collaboration with Oxford University, Corporate Governance Forum, Top Team Effectiveness Roundtables, Young Guns Events in coordination with Young Global Leaders (YGL) initiative of World Economic Forum (WEF), and similar. We have attained highest media coverage and corporate communication impact compared to the initiatives of majority of our counterparts.

Yurdanur and her team's demeanor is always sincere, thoughtful, attentive and proactive, calm and friendly, even under the most stressful circumstances where we have to address demanding audience of senior CEOs, Board Members, Chairmen and Chairwomen, and reputable columnists and journalists, et cetera. Since we do not utilize any TV commercials as a mass media tool, we fully and comfortably rely on LinkUS' capabilities, immense network and deep know-how in corporate communications and reputation management.

We do not hesitate but always refer LinkUS partnership to our core Clients.

Similarly, I hereby highly recommend Semerci's and LinkUS team's expertise, broad network, and solid and trusted partnership.

Respectfully,

Aysegul Dicle Aydin

Managing Partner

Heidrick & Struggles International, Turkey & CIS