

# PARDUS

PORTFÖY YÖNETİMİ A.Ş.

A1 Portföy

## Sustainability, Corporate Governance and Investor Services

TURKISH CULTURE EFFECTS TO INVESTOR SERVICES, ITS SUSTAINABILITY and SIBER SECURITY

Mustafa  
Keskintürk

SEPTEMBER 2024



**AECSD AMEDA**  
**İSTANBUL SUMMIT 2024**  
2 - 4 OCTOBER 2024

**AECSD**  
Association  
of Eurasian Central  
Securities Depositories

**MERKEZİ KAYIT**  
**İSTANBUL**  
Central Securities Depository  
& Trade Repository of Türkiye

**AMEDA**  
Africa & Middle East  
Depositories Association



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## Pardus Portfolio Management:

Pardus Portföy Yönetimi A.Ş. It started its activities in 2021 with the aim of providing value-added financial services with an expert and financial services integration, a structure independent from banks, and a performance-oriented portfolio marketing perspective. Pardus Portföy Yönetimi A.Ş. It evaluates the needs in the financial world as a whole, taking into account the risk and performance expectations in the market. Investors' expectations and solutions provide special analyzes and solutions. We always see our portfolio management, investment investment solutions, loyalty and care obligations as a part of our corporate culture. In the developing and growing Turkish capital markets, our biggest goal as a company is to make a difference with the performance and sustainable service quality created for its classification.

Mustafa  
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## Who is Mustafa Keskindürk

- Married – Father of 9 yo son.
- Bilgi Universitesi – Graduated from International Finance
- Candidate: Chartered Market Technician (CMT) - (member)
- PARDUS PORTFOY – 4 months
- A1 Portföy – Fund Manager– 20 months
- A1 Capital Menkul D. – Investment strategies & Algorithmic Trading 6 years
- Deniz Investment – Investment Strategies , Director - 2 years
- Deniz Investment – Foreign Institutional Sales and Trading - 15 years
- Beşiktaş J.K. Basketball & Various Teams - 16 yıl
- University and Denizbank Basketball Teams - Founder



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## TURKISH CULTURE

- Very , too much Hospitable. Too much Friendly
- Like to share, very open hearted.
- We like to host guests and like to be hosted
- We like to be spoiled
- We are kind of impetuopus people
- We like to serve and to be served
- Read less, mouth to mouth information more reliable



## TURKISH CULTURE

- We like to eat
- We like to talk about food , new tastes restaurants etc... while eating.
- Wide range of kitchen: Ottoman, Mediterrian, Anatolian, Blacksea kitchen etc...
- We call our breakfast SERPME – mixed breakfast
- We like to drink tea and served everywhere
- We are insistent people. You have to eat and drink.



## TURKISH SERVICE CULTURE

- Bread , milk, cheese to our home for maybe more than 30 years from our neighbourhood market.
- Electrician, plumber, infrastructure, wall painting, installation at your home as soon as possible. Not more than a week upon needed.
- After small markets , Super and Hypermarkets also serve at home. Online order - Same day, selective hour option. (vegetables, fruit)
- Online Dry cleaning and tailor picks from home and returns it back.
- Restaurants Online 7/24 what ever you desire...
- Online order Clothing, shoes, try at home buy if you like.
- Health, fitness etc..





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## TURKISH SERVICE CULTURE – Takes it Further

- Gocek, Fethiye a small charming village in the district of Fethiye, Seacost of Muğla Province, southwestern Turkey
- Mostly known at its boat tourism
- Its official population 4,987 at 2022.



## TURKISH SERVICE CULTURE – Takes it Further

- Lets say you are at the open sea anchored at any bay...
- Needed Technical assistance as engine, maintainence, aircondition... Boat service available...
- Fresh bread, eggs, milk...
- Cleaning agents, celaning tools
- Run out of Groceries
- Disposal waste water  
Sponsored by Tupas





## TURKISH SERVICE CULTURE – Takes it Further

- Lets say you need : Cleaning agents, celaning tools, Run out of Groceries and need a bigger shopping day...





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## REFLECTION OF SERVICE SECTOR INTO FINTECH BASED INVESTOR SERVICES

- **BANKS:**
  - Limited due to regulations, which is a must...
  - ATM usage, all banks to all ATM,s.. Any bank can use others ATM,s – including cash withdrawal 7/274
  - Money transfer to a cell phone by SMS or Facebook account.
  - Pay any bill from cell...
  - Manage all banks accounts from any bank online platform
  - Promotions, discounts and gifts...
- **INTERMEDIARY INSTITUTIONS:**
  - Open Online Accounts in 15 minutes from facetime conversation. ID recognition from cell phones.
  - Online signature for opening account sets.
  - Wide range of Instant reserach materials, Fundemental or Technical calls.
  - Investor sentiment: Red or Blue Pills
  - Zero Commision Trading
  - Buy any Fund from any bank online
  - Goverment Incentives to personal Pention Funds %25





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## PORTFOLIO MANAGEMENT INDUSTRY WILL CONTINUE TO GROW...

- Need for Professional Assistance helps funds to grow
- Less reading habits, low financial literacy
- Heartbroken investors tend to choose Portfolio Management Companies as more trustworthy alternative.
- High house and car prices as a result of High inflation rates makes small investors to save Money through Funds...

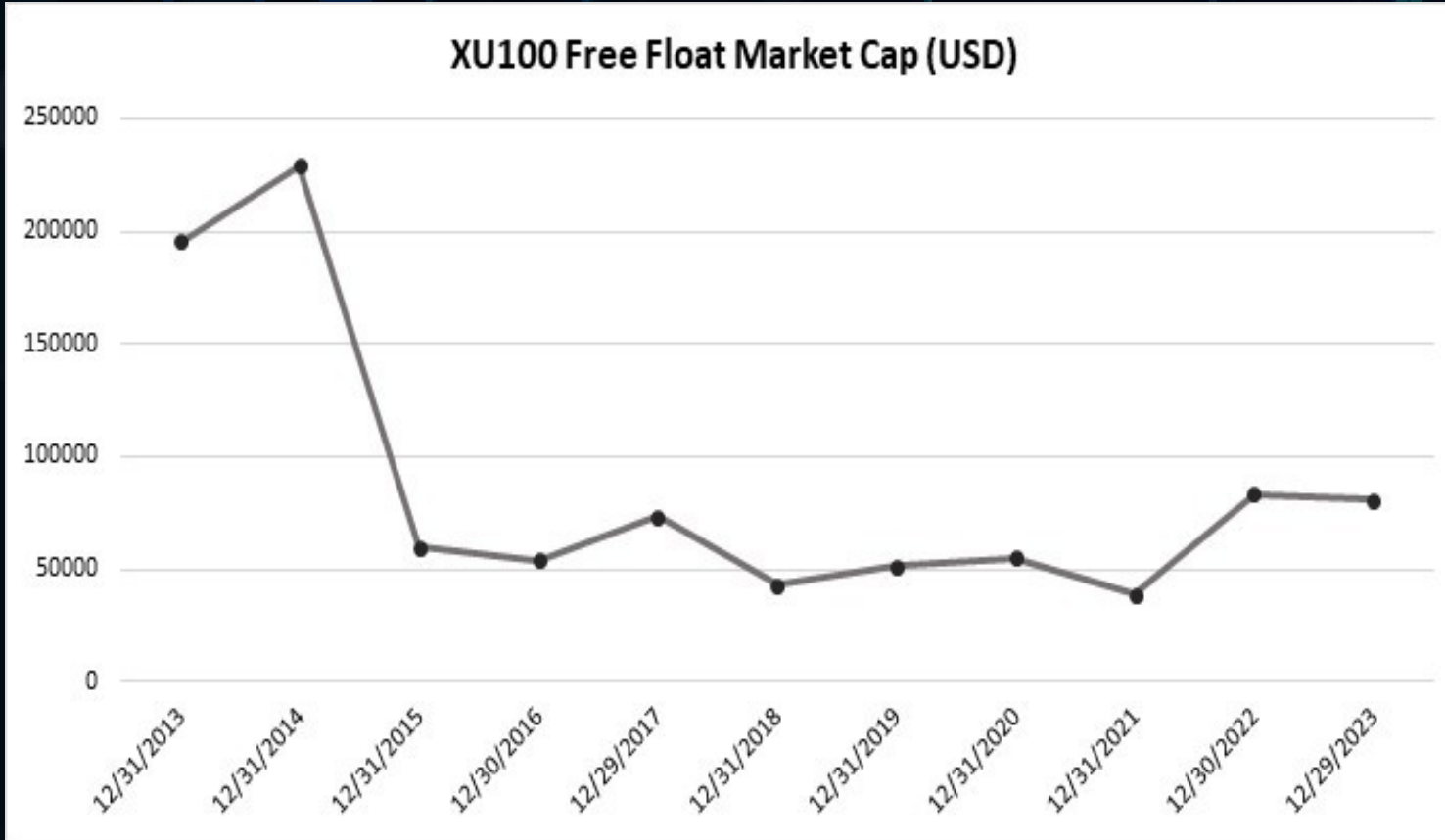


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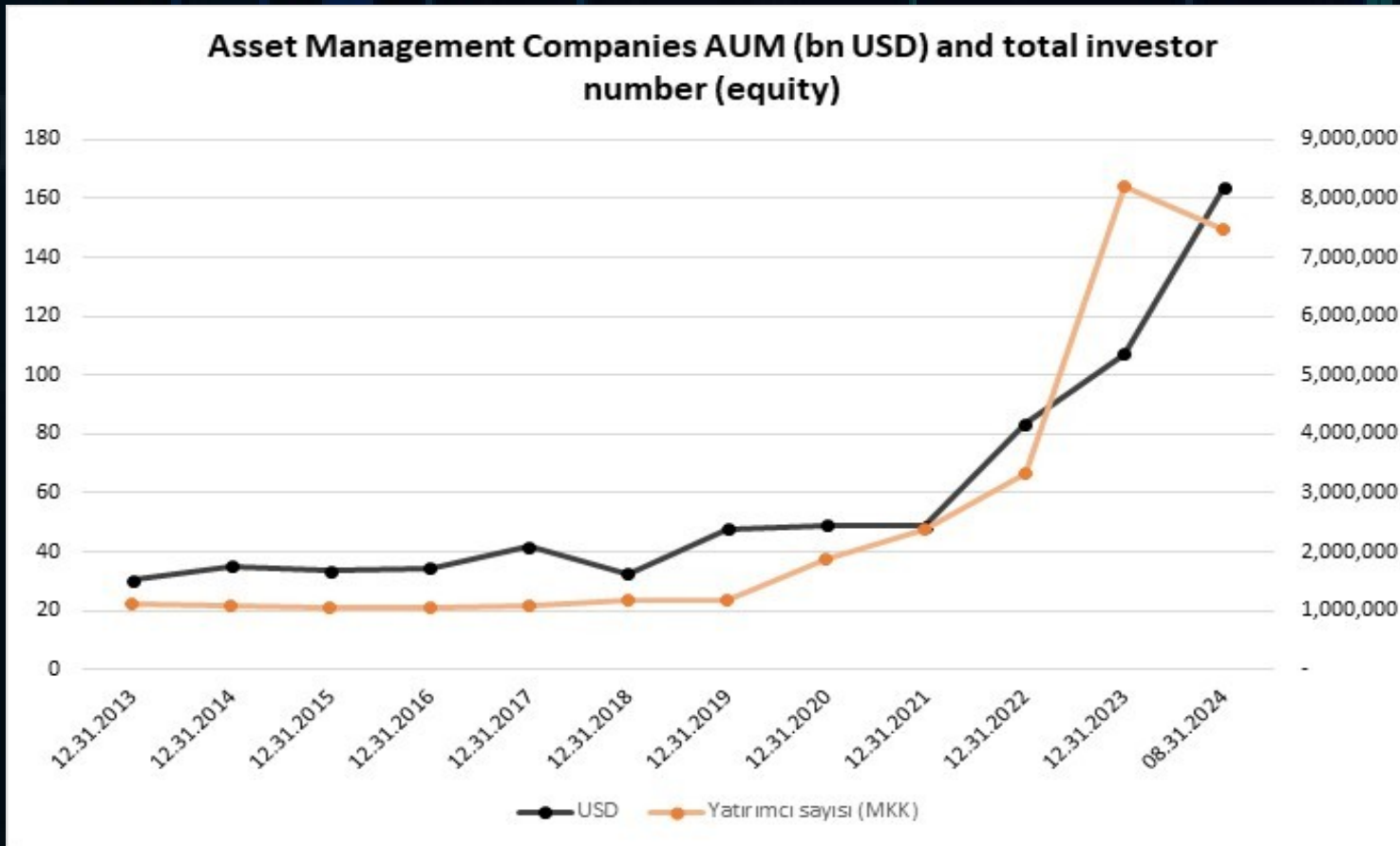


## İSTANBUL STOCK EXCHANGE FREE FLOAT M CAP (USD)



	BIST100		
	Free Float MCap (USD)	Index MCap (USD)	Total MCap (USD)
12/31/2013	195.885,49	133.152,81	195.885,49
12/31/2014	229.037,67	166.298,32	228.796,46
12/31/2015	59.758,95	151.292,01	155.284,25
12/30/2016	53.749,48	165.837,47	141.674,46
12/29/2017	73.507,29	249.606,01	189.343,06
12/31/2018	43.090,34	206.945,13	111.097,10
12/31/2019	51.126,59	265.538,82	131.853,71
12/31/2020	54.967,49	362.067,33	147.205,69
12/31/2021	38.727,17	474.059,97	113.654,36
12/30/2022	83.245,30	1.388.687,15	239.616,33
12/29/2023	80.774,16	2.008.549,68	215.731,49

## ASSET MANAGEMENT COMPANIES AUM (USDbn) and TOTAL INVESTOR NUMBER



	USD	# of INVESTOR
08.31.2024	163.478.482.149,95	7.458.127
12.31.2023	107.079.094.728	8.205.976
12.31.2022	83.509.486.954	3.327.307
12.31.2021	48.835.104.173	2.384.775
12.31.2020	48.979.558.958	1.885.293
12.31.2019	47.667.455.477	1.186.788
12.31.2018	32.662.147.361	1.180.234
12.31.2017	41.841.277.522	1.085.643
12.31.2016	34.603.519.342	1.043.329
12.31.2015	33.609.901.242	1.059.405
12.31.2014	35.067.007.220	1.075.795
12.31.2013	30.371.630.079	1.111.751



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## SUSTAINABILITY EFFORDS FOR INVESTOR SERVICES

- Building trust among investors as Capital Markets laws and regulations are clear and transparent
- Intermediary Institutions have a big duty for the Industry:
  - Protect investors with clear and fare communication tools
  - Provide sufficient Education Programs for its representatives.
  - Provide Sufficient Educational programs for investors (Investor meeting days):
    - Holy battle for Financial Literacy



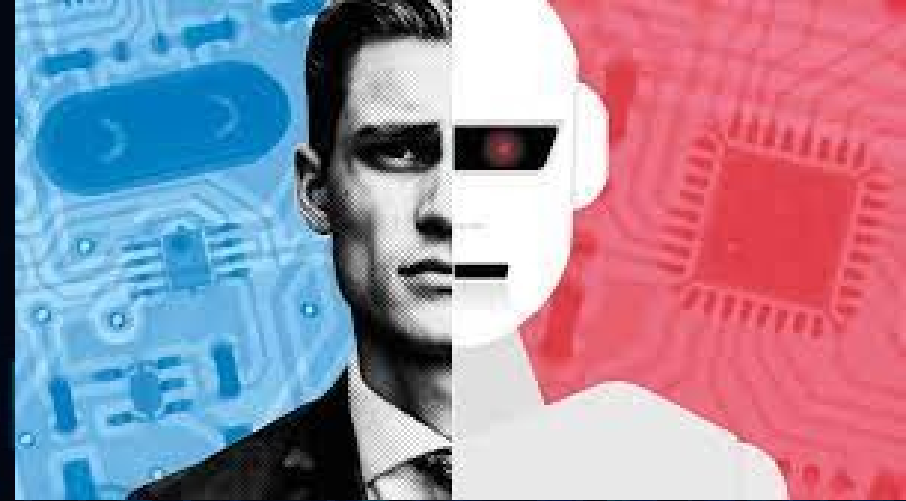
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## SIBER SECURITY FOR FINANCE WORLD

- NEW THREAD: AI TOOLS
  - GENERATES YOUR VOICE
  - GENERATES YOUR VIDEO VISUAL (007 JB)



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## THANK YOU...



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