

Press Release December 3rd, Monday

Significant Acquisition by Optimum

Optimum, a leading company that offers technology, outsource business process services, and market place solutions for operational and daily fleet rental companies as well as insurance companies, has announced to have acquired two companies, namely CD Motive Bilgi Teknolojileri Ltd. and Digilera Bilgi Teknolojileri A.Ş.

Having provided value added solutions for the management of 650.000 different cases in 2018 in connection with technology, outsource business process and market place solutions, Optimum has now acquired the companies named CD Motive Bilgi Teknolojileri Ltd. and Digilera Bilgi Teknolojileri A.Ş.

CD Motive Bilgi Teknolojileri Ltd. has broken new grounds with its communication platforms and software that have achieved significant breakthrough.

Digilera Bilgi Teknolojileri A.Ş. is a company that develops value added software solutions and technologies for operational and daily fleet rental companies as well as insurance companies.

Both of these companies are going to play a supplementary role regarding the smart, modular, end-to-end, and integrated solutions provided by Optimum for the operational and daily fleet rental sector. Besides, the acquisition of the two companies will contribute also to outsourcing service activities with which Optimum has been achieving rapid growth in the insurance sector.

Objective: Reduce the costs of our customers while helping them focus on their areas of expertise.

Vice General Manager of Optimum, Salih Zeki Bekiryazıcı, evaluated the acquisition process with the following statement: "The solutions we have been providing in Automotive Aftersales, which we are experts of, make our customers gain significant competitive advantage beyond their activities that relate to the core competencies of our customers. Our objective is to make our solutions even more attractive by combining our existing advantages like scale, expertise, and experience with the competencies of the companies we have recently acquired. Thus, our customers will gain significant advantages regarding their costs, by getting their desirable activities done by suppliers instead of bearing additional costs resulting from new investments."

Aim: Provide cost advantage to our customers and shorten their repair processes.

Managing Partner of Optimum, Eyal Tarablus, made following statement to express his appreciation about the acquisition process "The mission we have adopted as Optimum is to make the Automotive Aftersales Service Process of our customers more efficient by means of our products and activities. We have been endeavouring to change our customers' aftersales service processes positively by making these processes work more efficiently by means of the companies which we have recently incorporated. Besides, we are very excited to spread our mission to larger masses by introducing our solutions to the international arena in 2019."

Optimum Otomotiv Satış Sonrası Çözümleri Ticaret A.Ş.

Founded in 2012 to provide innovative, reliable, customer-oriented automotive aftersales solutions, Optimum is a leading company that has been providing modular, end-to-end solutions to the majority of operational fleet rental and daily vehicle rental companies as well as major insurance companies by means of solutions which the company has provided to 650.000 transactions during the course of 2018. With its workforce of 96 employees and its Technology Centre in GOSB Tekokent, the company is the provider of 10 different technologies, outsource business process services, and market pace products developed according to customer needs.