

PRESS RELEASE

Istanbul, 22nd January 2014

The future of aviation has been examined in Istanbul.

Turkish Airlines' global event, *Social Trippin'*, was held in Istanbul with the participation of experts in the field of global aviation.

Social Trippin', which was previously held in Berlin and London, is series of events including discussions and workshops. The aim has been to explore the latest trends in aviation by collecting many different viewpoints followed by an exchange of ideas regarding aviation's future direction. The third installment of this event was held in Istanbul last weekend and the topic was "The Future of Aviation."

The event started with a tour of the Turkish Flight Academy and ended with a workshop on Sunday, January 19th. The theme of the workshop was "Global trends: New and innovative ways to improve in-flight services to enrich the flight experience." During the workshop, participants were divided into groups and they worked together to generate new ideas on this subject.

The workshop participants included aviation bloggers, analysts, researchers, aviation experts, aviation reporters, and professionals who had expertise in various fields. Among them, were some prominent figures:

- Shashank Nigam – CEO of Simpliflying.com
- Raymond Kollau- Owner and founder of airlinetrends.com
- David Parker Brown – blogger, owner and founder of airlinereporter.com
- Will Horton – blogger and analyst in CAPA
- Cagatay Firat – CEO of CF Aviation and partner of Gokjet aviation schools

Neset Dereli, manager of the interactive marketing department of Turkish Airlines said about the event, "Our guests from all over the world have joined us at this event and made great contributions that will enhance the flight experience of our customers and widen their world. We were pleased to explore different opinions and broaden our vision."

With *Social Trippin'*, Turkish Airlines aims to further consolidate its position as a global and innovative airline brand. This event was particularly organized to harvest new ideas to enrich the flight experience and maximize customer satisfaction. With technological connectivity widespread, the passenger is at the center of the

PRESS RELEASE

airline business, and the innovative ideas generated will certainly keep Turkish Airlines at the forefront of that trend. After the success of these events, the *Social Trippin'* series will continue in following months, making further contributions to the global aviation business.

For more information please visit www.socialtrippinistanbul.com

Turkish Airlines, Inc. Media Relations

About Turkish Airlines:

Founded in 1933 with a fleet of 5 planes, Turkish Airlines is a member of Star Alliance and today it has a fleet of 234 planes (both passenger and cargo) and operates scheduled flights to a total of 243 destinations - 201 international and 42 domestic. Skytrax named Turkish Airlines, a 4-star airline company, as the "Best Airline in Europe" in 2013 for the 3rd year running, and the "Best Airline in Southern Europe" for the 5th year running. Turkish Airlines, which received the title "Best Food in Economy Class" award on a global scale in 2010, also earned Skytrax' "Best Food in Business Class" award this year. For more information about Turkish Airlines, please visit www.turkishairlines.com.

About Star Alliance:

Turkish Airlines is a member of the global Star Alliance network established in 1997. Star Alliance offers more than 21,900 daily flights to 1,328 airports in 195 countries. Star Alliance received numerous awards, including the "Market Leadership Award" Award from both Business Traveller Magazine and Skytrax Air Transport World and the "Best Airline Alliance" award from both Business Traveller Magazine and Skytrax. Among the member airlines of Star Alliance are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, TACA Airlines, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United and US Airways.