

MLP SAĞLIK HİZMETLERİ A.Ş. Material Event Disclosure (General)

Summary

Announcement Regarding Turquality Support Program

Material Event Disclosure General

Related Companies []

Related Funds []

Material Event Disclosure General	
Update Notification Flag	Hayır (No)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	-
Postponed Notification Flag	Hayır (No)
Announcement Content	
Explanations	

As of December 30th, 2019, MLP Care's Medical Park and Liv Hospital brands were accepted to the Turquality Support Program, which is mentioned in the 12th article of the Communiqué No. 2015/9 "Decree on Branding Supports for Foreign Exchange Earning Service Sectors". Thus, MLP Care has become the first company in the service sector to be admitted to this program with two different brands.

TURQUALITY® Support Program is the first and only state-sponsored branding program which supports Turkish brands to become a global player in international markets. Unlike traditional export supports, the focus of the program is to contribute to the branding objectives of companies, rather than simply increasing exports.

MLP Care increased its Foreign Medical Tourism ("FMT") revenue by a CAGR of 71% between 2016 and 2018. In the same period, the share of FMT in total revenue increased from 5% to 11%. With the TURQUALITY® Program, we aim to increase the share of our company's foreign currency revenues in the total revenue by focusing on the effective marketing activities of our Medical Park and Liv Hospital brands in the target international markets.

For detailed information about TURQUALITY® Program, please visit <http://www.turquality.com/home-page>

We proclaim that our above disclosure is in conformity with the principles set down in “Material Events Communiqué” of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we’re personally liable for the disclosures.