

LOGO



Logo was established in 1984 as a software house to develop business and engineering solutions. Today, Logo is the leading provider of Enterprise Application Software for SMEs and enterprise level companies in Turkey, as well as a major player in the international market.

With its solutions, services and innovations, Logo is the fastest growing company in the industry with more than 800 value added resellers and extensive network of distribution channels. Logo currently provides services for more than 85,000 active customers in Turkey and the region. Logo's solutions are sold in 45 countries and are available in 11 languages and several business practices and legislations to meet the users' needs, through authorized business and distributors.

Since its foundation, Logo has been an engrossing and innovative leader of Turkish Software Sector due to the innovations it introduced through its products, services, and business processes in this sector.

Investing in different businesses and technologies, Logo has realized major breakthroughs and income growth subject to organic and inorganic growth in the recent years.

Logo offers a wide range of products and aims to provide solutions for companies to increase their efficiency and profitability by managing processes in line with international standards.

Logo is the first publicly traded IT company in Turkey. Through a fully marketed offering to qualified investors in October 2016, the Company's free float of 25,3% increased to 61,3%. Logo's majority owner is Logo Teknoloji ve Yatırım A.Ş.

Our Mission

Logo serves the country and humanity by working for the success of entrepreneurs and SMEs in global markets to help increase the production, employment and welfare.

Our Vision

Logo envisions an economic model in global free markets, where SMEs sustain a major role with their entrepreneurial culture, creativity, innovativeness, high added value and employment potential.



Business Solutions for Today and The Future

Logo, as a “company of productivity”, adopts organizing companies within the scope of contemporary management rules and developing solutions to increase efficiency and profitability by executing business processes in line with international standards as its main principle. Our products are affordable, ultra-flexible, rapidly adaptable and quickly customized solutions in line with the size of the company or industrial requirements. Compared to the global brands, main differences of Logo brands are to come in different sizes for different segments. We offer a wide range of solutions at different price ranges to all customers from single user businesses to enterprise segment companies. Logo solutions offer; Open platform, High performance, Lowest cost of ownership, and Common solutions and platforms. Furthermore, Logo increases competitive power by enriching technological products and services.

Today Logo’s solutions are customized in several languages, business practices and legislations of numerous countries in Europe, the Middle East, Africa and Asia, and are delivered to users through value added resellers or value added distributors in the relevant market.

SOLUTIONS

ERP Solutions

Human Resources Solutions

Mobile Solutions

SME Solutions

Project Management Solutions

Business Process Management Solutions

Business Analytics Solutions

Supply Chain Management Solutions

Retail Cloud Solutions

CRM Solutions

Integration Solutions

Industries

Logo has a wide distribution and service network with 85,000 active customers in several vertical sectors including Production, Retail, Sales and Distribution, Tourism, Food and Confection, Marine, Machine and Automotive Spare Parts, Packaging, Cement-Glass-Steel, Furniture, Telecom, and Textile. It also develops solutions that meet requirements of corporations engaging in these sectors, therefore providing competitive advantage in global markets.

Value Added Resellers (VAR)

One of the strongest advantages of Logo is its distribution network. Logo has the largest distribution network in Turkey and it provides products and services for customers through this channel. Our value added resellers, training centers, and solution partners are spread over 20 countries around the globe.

As a market leader, our policy is not just to open up new offices in international markets, it is rather developing of an essential working culture within Logo of 'working with Business Partners' and the 'strategic development of business collaborations'. As a result of this strategy, Logo has initiated out a number of partnerships in the countries where it is active.

Logo undertakes partnerships with regional experts and quality IT firms. Currently software exports are made to 45 countries. Products and services are available to end-users only through value added resellers.

While authorizing value added resellers in each product group, great attention is given to training in the platform on which the product operates and ensuring that the necessary exams are administered and satisfactorily passed.

Keeping a close watch on changes occurring in the IT industry, Logo, in step with changes in the dimensions of the competition, is always working to develop new business models for new channels.

Advantages for Business Partners

Logo Business Partners included in Logo distribution channel as value added resellers, Solution Partners and Training Centers will benefit from the following rights and opportunities:

- Free License
- Technical Support Guarantee
- Vertical Solution Partnership
- Marketing and Sales Support
- Improving Business Connections and Training
- Opportunity to take place in high value projects



Achievements & Awards

Logo has had a good innings and won many awards locally and internationally. The relevant services for the products customized to the business practices, legal legislations and languages for several countries in Europe, Middle East, Africa and Asia are provided by fully-authorized distributors or private companies in those countries.

Logo, considering investments in technology and R&D as the basis of long-term growth, adopts investing in perfection in software and presenting solutions of highest quality as a principle. Logo is among the leader firms of Turkey in R&D investments due to its “continuous innovation” principle.

Logo has invested in different business models and technologies in IT sector with over a quarter of a century of experience. In 2011, Logo made breakthrough change in Turkish IT sector by purchasing Coretech, then one of the leading technology companies in the field of software-as-a-service (SaaS) applications in Turkey. The Diva online business management system developed by Coretech was the first SaaS application available in Turkey. Diva is now the centerpiece of Logo’s SaaS offerings.

Logo JAVA Solutions received Innovative Open Architecture Solution Award from IBM, as well as the 8th Technology award.

Logo was listed in “**Deloitte Technology Fast 50 Turkey**” that features the fastest growing companies, and now has the right to attend “**Technology Fast 500**” and “**Fast 500 EMEA**” programs.

Thanks to its activities in the field of SaaS, Logo succeeded to be in the top 3 of the “**Best Business Impact Achieved by Cloud Services**” category of the EuroCloud Awards 2013.

Logo puts its mark on electronic record keeping, integrating the e-Invoice helps creating modern, efficient and transparent business life. Logo’s responsibility is not limited to developing the right tools but also includes

informing the customers about e-Transformation. The transition to the e-Invoice and e-Ledger has ensured a significant paper saving, which brings environmental benefits in addition to cost advantages. According to Revenue Administration’s statistics, the e-Invoice solution provides 57 % cost saving for the issuer and 62 % cost saving for the recipient.

In the first quarter of 2014, the e-Logo was purchased from Logo Teknoloji ve Yatırım A.Ş.

In 2015 Logo has made 3 significant acquisition; **Sempa** company that provides solutions such as logistics, barcode readers, mobile sales and production management. **Vardar Yazılım** which manufactures business process management software. **Intermat** company which has an important market share with Customer Relations Management (CRM) solutions.

In 2016, Logo made its first cross-border transactions, acquiring 100% shareholding in Total Soft SA, a leading ERP services provider in Romania, as well as establishing a JV in India as part of its strategy to become a regional player.

According to the IDC data, Logo became the local leader of the Turkish software market with a market share of 24%. The company achieved 44% CAGR between 2011 and 2016. With a growth of 48% in 2016, Logo has achieved the highest sales revenue since its establishment.

Logo’s EBITDA increased by 60% to 86 million TL, and net profit reached to 45 million TL with an increase of 14%. So that the total share of recurrent incomes is reached to 48% in 2016. This ratio goes up to 52% if **Total Soft** acquisition was excluded.

In 2016 e-Logo and FIT Solutions became 50-50% equal partners and founded FIGO, a trade information platform. FIGO aims at providing companies with access to added value services such as risk valuation, insurance, financing, and collections with the ultimate goal of expediting their business operations in Turkey.

