Murat Dogan Erden, EVP and CFO delivers key note at The Talent Show

**FOR IMMEDIATE PUBLICATION**

Released 10 Mar 2016 by Treasury Peer AB, Sweden

Murat Erden also joins the Advisory Board that supports the **Corporate Financial Supply Chain Innovations Event** in Greater Copenhagen April 26-27, 2016.

**Magnus Lind, founder of Treasury Peer and co-founder of The Talent Show**: “For the second year in a row, Murat Erden has been named among the top 50 globally in telecoms. It’s no surprise when you listen to what he has done and continues to do at Turkcell. Murat’s key note at The Talent Show, April 26-27, in Greater Copenhagen, describes how his CFO office grows the business on the back of the huge transformation in financial services. I’ve had the opportunity to follow his career and work since he was Turkcell’s treasurer in our Treasury Peer meetings. I’m very glad to have him on-board.”

[The Talent Show](http://www.supply-chain-finance.rocks/) is a corporate driven event, focusing on “supply chain finance” in a corporate context (as opposed to a bank perspective). The Show focuses on the whole ”Corporate Financial Supply Chain” (CFSC) and how it links to the physical chain. The CFSC must become much more efficient and learn from lean six sigma etc. The Talent Show has an audience that consists of CFO and CPO offices, supply chain, treasurers, IT and similar roles in the largest companies. When we learn to master the CSFC we will be able to build our business, add revenue streams and competitiveness.

**Murat Dogan Erden adds:** “At Turkcell, We embrace game changers and see them asopportunities to continuously grow our customer offerings and become even more competitive. An especially interesting area to focus on is financing. We can complement the financial markets and provide very cost efficient distribution and control with new technology. Both the telecommunications landscape and consumer needs change constantly, and finance divisions need to be involved and innovative to meet the challenge. This is exactly what Turkcell is doing - we develop our business from that position.”

**About Murat Dogan Erden**

Murat Dogan Erden joined Turkcell as the Director of Treasury in 2001. He has assumed the duties of CFO as of February 2012, and since then, has been in charge of the financial management of the Turkcell Group which operates in 9 countries. Turkcell is one of the 5 companies with the highest market cap in its home country and is one of the top 500 companies listed on NYSE. He has been recognized internationally, including being named among “50 CFOs to Watch” by the Global Telecoms Business in 2015 and 2016. He has been also named among the 50 most influential CFOs in Turkey across all industries by the Fortune Magazine in 2016.

**About Turkcell**

Turkcell is a converged communication and technology services player in Turkey. Turkcell Group has approximately 68.8 million mobile, fixed and IPTV subscribers as of December 31, 2015. Turkcell was one of the first among the global operators to have implemented HSPA+. It has announced two new HSPA+ Technologies on its 3G network to meet rising data usage. Having successfully integrated 3C-HSDPA and DC-HSUPA Technologies, it became the first mobile operator in the world to enable peak speed of 63.3 Mbps downlink while also enabled an 11.5 Mbps uplink on a 3G network. Turkcell is the first telecom operator to offer households fiber broadband connection at speeds of up to 1,000 Mbps in Turkey. As of December 2015, Turkcell’s population coverage is at 99.85% in 2G and 95.03% in 3G. Turkcell Group reported a TRY12.8 billion (US$4.7 billion) revenue with total assets of TRY26.2 billion (US$9.0 billion) as of December 31, 2015. It has been listed on the NYSE and the BIST since July 2000, and is the only NYSE-listed company in Turkey.

Contact:

Hande Asik, Turkcell Corporate Communications – International Media
hande.asik@turkcell.com.tr
+90-532-210 6471

**About Treasury Peer and The Talent Show**

Treasury Peer is organizing The Talent Show from input from our large, global network of corporate treasurers, CFOs, and CPOs and supply chain executives. Treasury Peer has huge ambitions in the area of the corporate financial supply chain. For 2016 we have set up the objective to push for assisting financial supply chain disruption big time. We know this will support the businesses and the economy to grow faster and stronger. The Talent Show is one of the tools Treasury Peer uses to bring together the most assertive and progressive vendors and banks with the corporate executives having responsibilities along the whole supply chain. The Talent Show takes place in Greater Copenhagen 26-27 April 2016 at Nordic Choice, Quality Hotel View, Hyllie Stationstorg, SE-215 32 Malmö. For more information please visit at [www.Supply-Chain-Finance.rocks](http://www.supply-chain-finance.rocks/).

Contact:

Magnus Lind, founder Treasury Peer and co-founder The Talent Show
magnus.lind@treasurypeer.com
+46 704 809-900

Susanna Bondéus, managing director Treasury Peer and co-founder The Talent Show
susanna.bondeus@treasurypeer.com
+46 705 206-124