



INTERVIEW WITH Mr. CHARLES ROSS

CEO

Acclaro



Q. Can you please tell us about yourself?

My name is Charles Ross and I'm the CEO of Acclaro. I've spent my life helping corporates communicate their identity and intentions better so they reach their goals faster.

Q. Can you please introduce Acclaro to us?

For some years, Acclaro has brought Turkish listed companies to the attention and greater understanding of more and more international and domestic investors. We have offices in Istanbul and London. We seek to drive the agenda of business in Turkey, the centrepiece of which is our Turkish Investor Relations Awards, the first of which will take place at the end of May this year. It is a landmark development in Turkish corporate history and will change the face of Istanbul business forever.

Q. What type of services do you provide? What is your customer profile?

First and foremost, we enable transparent communication to support and increase company value. Unlike competitors, we are a business consultancy with a corporate finance approach. For example, we provide communications and investor relations advisory and implementation services but we also advise and supply options for growth and increased profitability. Increased company value and performance are usually the goals and that require ingenuity to deliver. Acclaro strives to think outside the box. We think...and do...the unexpected.

Q. You mentioned that you have a tailored-made approach in the areas of Raising Capital, Investor Relations and Corporate Governance, particularly focusing on emerging markets. Can you expand on that?

The Acclaro team has been drawn together by a mutual interest in such markets. We have chosen to avoid BRIC countries and instead we target growth regions where our starkly different offering stands out very clearly indeed. As a result, we have considerable strength across MENA, the Balkans, Central Asia and South America. We know our investor contacts in these markets very well. As a result we know what they do and do not want. We can produce investment with less waste and often, with greater speed than alternative sources.

Q. Which services distinguishes you as apart from similar service providers?

It is more helpful to answer this question in terms of approach and our combined experience. Acclaro seeks to break convention to achieve a result. We innovate to drive the financial agenda in Turkey and elsewhere. What separates us from competitors is our willingness to rip each issue apart to produce a way forward that does it differently,

faster and cheaper. The IR awards in Istanbul is evidence of our ability to spot opportunities and deliver progress in a short timeframe.

Q. Can you please talk about the Excellence Awards programme for Investor Relations in Turkey?

The First Investor Relations Awards of Turkey will take place in May in front of the greatest talent in Turkish commerce and industry. These awards represent an acknowledgement of the great work done in Turkey by investor relations, corporate governance and capital markets people. It's a defining moment in Turkish corporate life. The many different awards will be decided by as impartial a process as possible. Based on votes and on the opinion of eminent global business people who understand Turkey well.



For more information on The First Investor Relations Awards of Turkey, click on the banner above.

Q. Can you please explain your company's global capability?

We have offices in Istanbul and London from where we access investors all over the Americas, Europe, Asia, MENA and Australasia. We can incorporate BRIC countries easily should it be necessary.

Q. What are the main challenges in your sector?

Well-intentioned but misguided secrecy, the shortage of capital, the changing channels of media, inadequately resourced head offices and maybe low free floats although investors are getting used to it more and Turkish companies are more comfortable now with a less iron-like grip on the shareholder structure.

Q. What do you see as the role of Chambers of Commerce?

To reach out and gather together high growth businesses to help trade but more importantly to show managers how those who have gone before them have dealt with and solved the challenges of growth.

Q. Do you have a message to TBCCI members and newsletter readers?

It is a false economy to provide only basic financial information on your company's performance and assets. To grow quickly but sustainably in the future will require access to responsible levels of capital. Sound, detailed and open financial recording and prediction will deliver you the investment you need at the price you want. The era of handshakes in private rooms is coming to an end.

Thank you Mr. Charles Ross