

CORPORATE PROFILE









OVERVIEW TO CUNO TEXTILE

A member of Cuno Group -one of the leading companies of the industry-, Cuno Textile was established in 1993 based on a principal of "Quality Manufacturing". Cuno Textile has soon become a powerful and corporate company of the garment industry and arisen the symbol of power and reliability in the industry, putting on the market quality certified products at international level. Cuno Textile is based on a management mentality, which can form the industry, with its business model, process approach, knowledge-based decisions, and goes far beyond the role of a seller, aiming at delivering service to customers on the right time, with the right product and right price by analyzing customer needs.

Cuno Textile has an annual capacity to manufacture 800.000 denim and non-denim jeans at its state-of-the-art manufacturing plant built on a close area of 8000 m2. Cuno Textile also supplies a product line including suits, jackets, coats, bags, shoes and accessories and renders a service for world brands with a wide network of suppliers.

Cuno Textile implements standards of ISO 9001 Quality Management System, OHSAS 18001 Occupational Health and Safety System and EFQM Excellence Model in accordance with Total Quality Management System. Cuno Textile continues to invest in the industry and develop itself, adding value to its products and services with over 250 experienced staff, a wide range of products references and a wide network of suppliers.



A DYNAMIC, FLEXIBLE AND EFFECTIVE MANAGEMENT MENTALITY

Companies are forced to make substantial changes as the manufacturing and sales instruments develop and become widespread. An attention paid to details give products excellence. The management mentality is focused on customers. International standards for quality are generated. Establishments that seek for a share of competition are in search of solutions to enhance the level of consumer's welfare. Universal rules for design, quality, price and service apply to the globalized world.

It is necessary to be aware towards changes and constantly renew yourself in order to achieve success. Individuals therefore become more important. Cuno Textile believes that each step to take needs to be redesigned in line with the set objectives and aims at analyzing conditions, searching for developments, using success-proven methods, considering marketing elements in planning activities, and assessing each stage for achieving future outcomes.

Cuno Textile has adopted a transparent and fair management mentality that places emphasis on the business ethic and pays attention to social values. Cuno Textile also takes it as its duty to maintain corporate philosophy and principles, to ensure productivity, and to create a corporate culture.



OUR VISION

Our vision is to be the company climbing to the peak in ready to wear clothing sector.

OUR MISSION

Our mission is to offer quality products to people which fitting the sense of dress, let them feel comfortable and free.



WE SHAPE OUR FUTURE ON OUR STRONG VALUES

We as Cuno Textile have some key values that we consider in all of our operations, functions and decisions. We believe that our key values enhanced by our necessary management decisions based on years of experience until the establishment of our enterprise as a family company has played a very important role on our success. Consequently, we, as a corporation, want to share these guiding key values in our communications and interactions with our shareholders, employees, foreign and domestic partners, suppliers and public opinion.

We expect all of our employees to adopt and internalize these key values which we have formulated as "5S". These key values are: LOVE, RESPECT, LOYALTY, ENDURANCE AND PATIENCE



WE MANAGE THE PROCESSES WITH OUR PRINCIPLES

Customer Focused

Fairness, Transparency

Loyalty

Leadership

Reliability

Team Work

Innovativeness, Openness for Change

Continuous Improvement

Sharing Information

System Focused

Superior Ethic Awareness

High Appreciation of Employees

Sincerity and Good Humor



THE FIRST CORPORATION TO JOIN THE NATIONAL QUALITY MOVEMENT IN THE INDUSTRY

Cuno Textile implements standards of EFQM Excellence Model, ISO 9001 Quality Management System and OHSAS 18001 Occupational Health and Safety System in accordance with Total Quality Management System.

Displaying its leading role in the industry, Cuno Textile is the first corporation to join the National Quality Movement of Turkish ready-to-wear industry and to be entitled to receive "Committed to Excellence" certificate in 2007 and "Recognized for Excellence" certificate in 2010 from KalDer "Turkish Quality Association", the cooperation partner of European Foundation for Quality Management (EFQM).

We are aware of that our works does not end with being awarded certificates; we are in a journey consistently going forward. We do not consider quality only as the quality of products. We address it in a broad perspective including system quality, human resources quality, manufacturing quality, supply quality, service quality, and customer quality. As Cuno Textile, we aim at increase further the quality of our products and all the activities in line with Total Quality activities.



OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT SYSTEM

We implement standards of OHSAS 18001 Occupational Health and Safety Management System. All employees of Cuno Textile assume responsibility for health and safety in accordance with our Occupational Health and Safety Policy.

Cuno Textile does not consider Occupational Health and Safety as a number of activities detached from general management and manufacturing systems such as merely providing employees with personal protective equipment, or taking several remedial measures in the environment. We carry out planned and systematic activities regarding occupational health and safety for our employees to have a healthier and safer work environment. Our main approach in this regard is that "Performing a task properly should also involve performing it safely."

We aim at protecting physical, mental, social and communal health of employees at work place; identifying possible hazards in advance that may result in damages; taking necessary measures; and ensuring that employees feel pleased with working for a company caring for occupational health and safety of its employees.

Occupational Health and Safety Management System is a live process. It requires continuous improvement and full involvement of employees of any position and other stakeholders. Employees of any position consider occupational health and safety as the part of their daily routine and support it with their behavior.



UNCONDITIONAL CUSTOMER SATISFACTION

Aiming for unconditional customer satisfaction, continuous improvement in effectiveness and productivity of manufacturing and supply quality constitutes the basis of our manufacturing and quality assurance organization.

It is our principle to deliver any orders with required quality and quantity, and in the required deadline. Each stage of manufacturing is planned and implemented meticulously in order to deliver the order to the customer in the required deadline. The complete process of orders is entered in the ERP system to ensure traceability.

Manufacturing and quality assurance activities are carried out to generate quality at each stage, including controls before, during and after manufacturing. At Cuno Textile, the quality control is performed by units in charge of manufacturing and the quality inspection is performed by the Quality Assurance department.



IN THE SAME PARALLELS WITH THE WORLD FASHION

Cuno Textile updates its sense of design in the same parallel with the world fashion at each season and with a new interpretation.

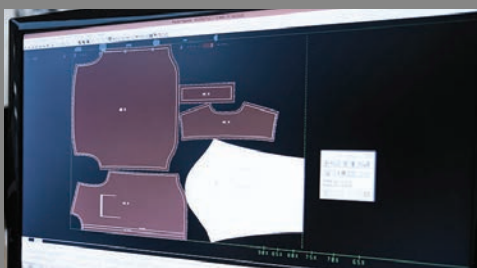
Cuno Textile creates two large collections per year, "Spring – Summer" and "Fall – Winter", in accordance with current fashion trends. The collections are presented each season by enriching with more innovative and braver designs than the previous season.





MANUFACTURES AND DELIVERS THE COLLECTION PERFECTLY

Our Model Shop Department offers customers the most quality, efficient and fast service with experienced staff and competent stylist and qualified instructors, the state-of-the-art CAD-CAM systems, and robust machine park.





FABRIC QUALITY CONTROL; GUARANTEE OF THE PRODUCT QUALITY

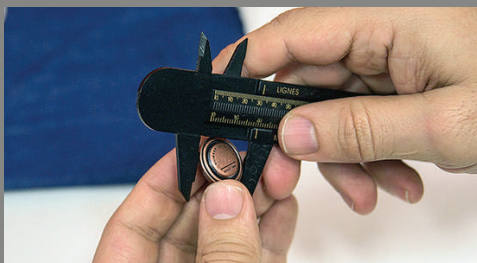
Any fabric used for manufacturing is inspected by a cloth looking machine for weaving faults, width, length (in meters) and color differences in accordance with quality standards. In addition, the shrinkage test, blanket test, etc. are performed by the Quality Assurance department in accordance with type of fabric. If the results of fabric inspection and testing meet the acceptance criteria, the fabric will be accepted. No fabric will be processed if it fails to meet acceptance criteria.





THE MOST IMPORTANT COMPLEMENTARY OF PRODUCT

Any accessories used for manufacturing are inspected by the Quality Assurance department in accordance with quality standards for accessories. If results of accessory inspection and testing meet the acceptance criteria, accessories will be accepted. No accessories will be processed if it fails to meet acceptance criteria.





PRECISION AND SPEED

Automated cloth spreading and cutting systems are used for cutting that requires precision and speed, and state-of-the-art automated systems are used to perform all processes from spreading the fabric to cutting the fabric.

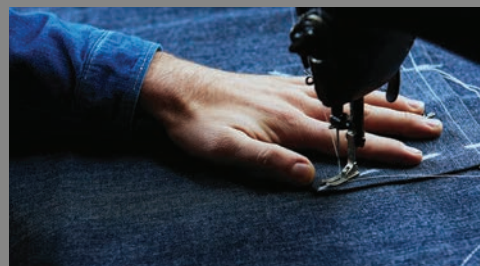




MANUFACTURING EXPERIENCE OF OVER TWENTY YEARS

Cuno Textile meticulously addresses to and meets any requests of customers based on its manufacturing experience of over twenty years in the industry and high awareness of quality. Our sewing workshop is a clothing plant that is shown as a model with its robust machine park, state-of-the-art manufacturing plant in compliance with health and safety conditions, periodic personnel training, and standardized high manufacturing quality.

The quality assurance activities are carried out to generate quality at each stage throughout the entire Sewing Process. The manufacturing quality is assured by interlude controls and inspections performed by the Quality Assurance department with reference to work orders throughout manufacturing process and in accordance with AQL standards.





WASHING IN ACCORDANCE WITH FASHION TRENDS

Cuno Textile renders a service in line with customer requests and fashion trends and follow high quality standards at each stage of manufacturing.

Washing process is carried out in cooperation with our partners that are Turkish leading washing companies. To protect human and environmental health, no hazardous and restricted dyes or chemicals are used in our products as required by European Union Regulations.





SPECIAL APPLICATIONS BY CUSTOMER REQUESTS

Our Ironing–Packaging department packages and prepares for transport customer orders to different countries in a way to easily place on shelves with eliminating the need for any additional operation, meeting any requests for specific labeling.



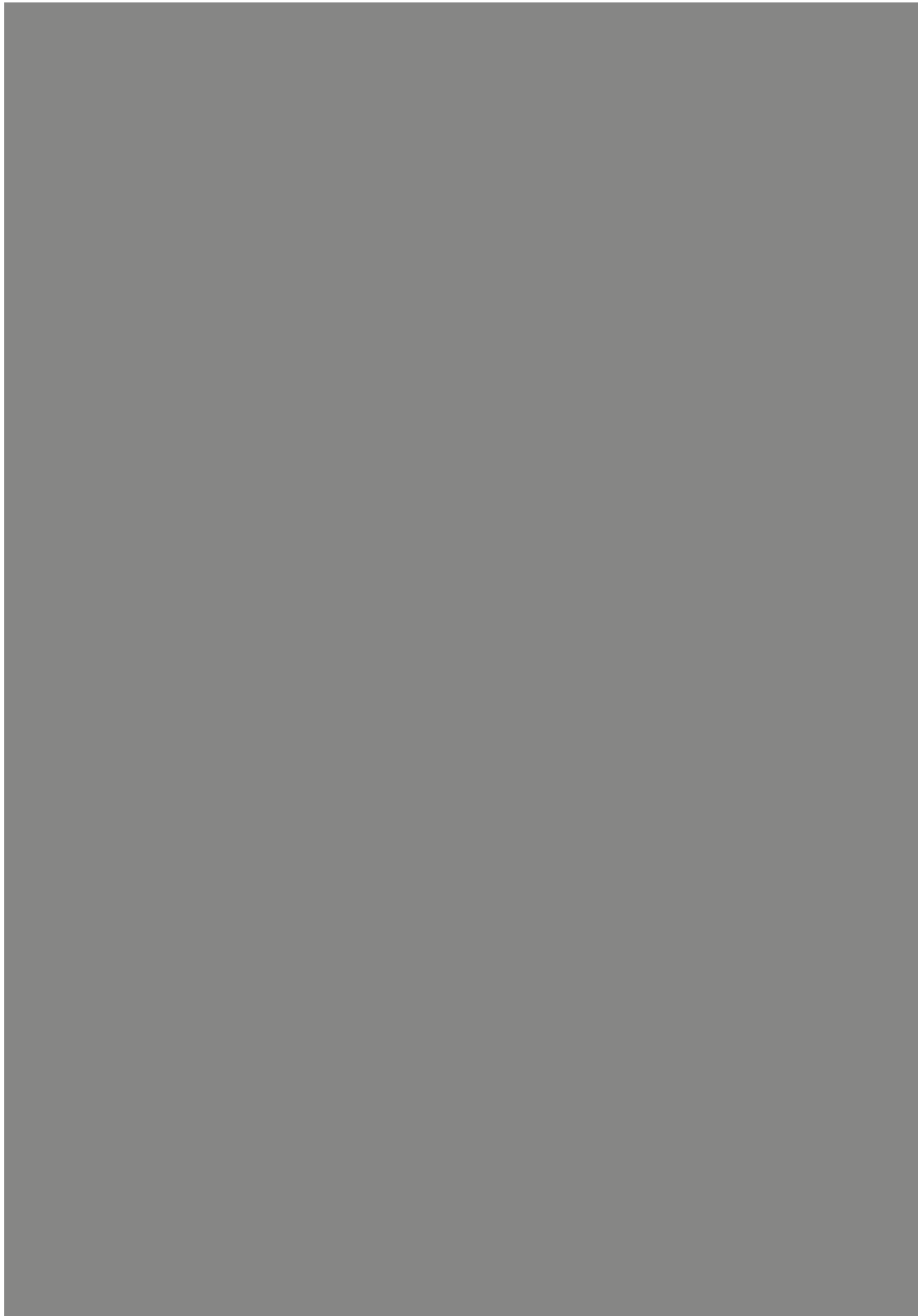


JUST-IN-TIME DELIVERY

The relevant standards are followed to identify, package, label, transport and distribute manufactured products.

A maximum care is paid to follow rules established at order stage of transport in order to deliver customers the products in timely manner that are ready to transport after manufacturing and quality control are completed. Products can be transported in parcels or on hangers depending on the customer request. Information on parcels, packing lists and transport papers are issued down to the last detail, conformance of orders is subject to a final check for products to be transported according to deadline along with transport papers.







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