

Turkcell partners with Metrological to deliver an Integrated TV App Store

Rotterdam, Netherlands and Istanbul, Turkey – December 12, 2018 – [Turkcell](#) (NYSE:TKC) (BIST:TCELL), the world's first digital operator, has chosen [Metrological](#) to deliver the integrated Turkcell TV App Store, available to all Turkcell TV+ subscribers.

Turkcell will have a unique TV App Store personalized for their TV+ subscribers across Turkey. Leveraging [Metrological's Application Platform](#) Turkcell is able to source localized and international content from Metrological's App library of more than 300 TV apps. Turkcell will have the ability to anticipate on rapidly changing content needs from its subscribers using Metrological's back-office for real-time onboarding, monetizing and optimizing the app lifecycle.

"We are excited about the integrated content options that Turkcell TV+ subscribers will experience supported by Metrological's fully integrated TV App Store," said Baris Zavaroglu, Director of Digital Media Services of Turkcell. "Our personalized TV App Store will bring together the best in regionalized and niche content. Besides that, it's crucial for Turkcell to have the tools to customize the app offering in real-time to respond to our TV+ customers' evolving content needs."

"We are proud to team with Turkcell to give its TV+ subscribers a robust and fully Turkcell-branded TV App Store made up of all the latest OTT content," said Thijs Bijleveld, Senior Vice President of Sales and Marketing of Metrological. "The Metrological Application Platform makes onboarding and day-to-day content management seamless and ensures Turkcell TV+ customers can enjoy their live TV international apps and even regional favorites without leaving the main TV screen."

The Metrological product suite consists of an Application Platform that provides the content for operators to build their own localized TV App Store. It also includes a back-office product suite for onboarding, monetizing and optimizing the life cycle of web and native apps across set-top boxes. The Metrological Application Platform provides APIs to support features such as unified search, contextuality, second screen and voice control. The open SDK enables quick app development for content service providers, app developers and operators.

About Turkcell:

Turkcell is a digital operator headquartered in Turkey, serving its customers with its unique portfolio of digital services along with voice, messaging, data and IPTV services on its mobile and fixed networks. Turkcell Group companies operate in 8 countries – Turkey, Ukraine, Belarus, Northern Cyprus, Germany, Azerbaijan, Kazakhstan, Moldova. Turkcell launched LTE services in its home country on April 1st, 2016, employing LTE-Advanced and 3 carrier aggregation technologies in 81 cities. In 2G and 3G, Turkcell's population coverage in Turkey is at 99.68% and 98.23%, respectively, as of September 2018. Turkcell offers up to 10 Gbps fiber internet speed with its FTTH services. Turkcell Group reported TRY5.8 billion revenue in Q318 with total assets of TRY45.4 billion as of September 30, 2018. It has been listed on the NYSE and the BIST since July 2000, and is the only NYSE-listed company in Turkey. Read more at www.turkcell.com.tr.

About Metrological

Metrological enables operators to seamlessly integrate premium OTT Services and niche content into a single TV viewer experience. The Metrological Application Platform delivers a product suite for monetization, onboarding and managing the lifecycle of web and native apps across set-top boxes. Content providers are able to reach over 40 million households across operator networks by uploading a single app onto the Metrological App Library. Metrological is hardware agnostic and software independent, and works with cable and telecommunications companies such as KPN, Liberty Global, NOS, beIN, Tele Columbus and Ooredoo. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S. and Europe. For more information, visit: www.metrological.com.

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