

The image features a large, modern industrial building with a prominent white overhang and a red roofline. In the foreground, there is a paved area with a white barrier gate and some greenery. The sky is blue with some clouds. Overlaid on the image is a large white circle containing the Vestel logo and the text 'HOME APPLIANCES'. To the right of the circle are three red circles of increasing size.

VESTEL

HOME APPLIANCES

OUR PRODUCTS

2/44



Air Conditioner



Cooking Appliances



Water Heater



1999



Refrigerator

2000



2003



Washing Machine

2005



2007



Dishwasher

2010



2018




Tumble Dryer




Total: 19.200m²
Production: 14.200 m²
Warehouse: 5.000 m²

Air Conditioner



Total: 44.500 m²
Production: 34.500 m²
Warehouse: 10.000 m²

Cooking Appliances




Total: 43.500 m²
Production: 31.000 m²
Warehouse: 12.500 m²

Washing Machine



Total: 28.600 m²
Production: 20.000 m²
Warehouse: 8.600 m²

Dishwasher



Total: 62.000 m²
Production: 33.000 m²
Warehouse: 30.000 m²

Tumble Dryer Factory



Total: 90.100 m²
Production: 54.500 m²
Warehouse: 35.600 m²

Refrigerator 2



Total: 66.900 m²
Production: 58.400 m²
Warehouse: 8.500 m²

Refrigerator 1

VHA Total:
355.800 m²

PRODUCTION CAPACITY

4/44



Daily 1.500



Daily 15.000



Daily 1.000



Daily 6.000



Daily 11.400



Daily 2.850



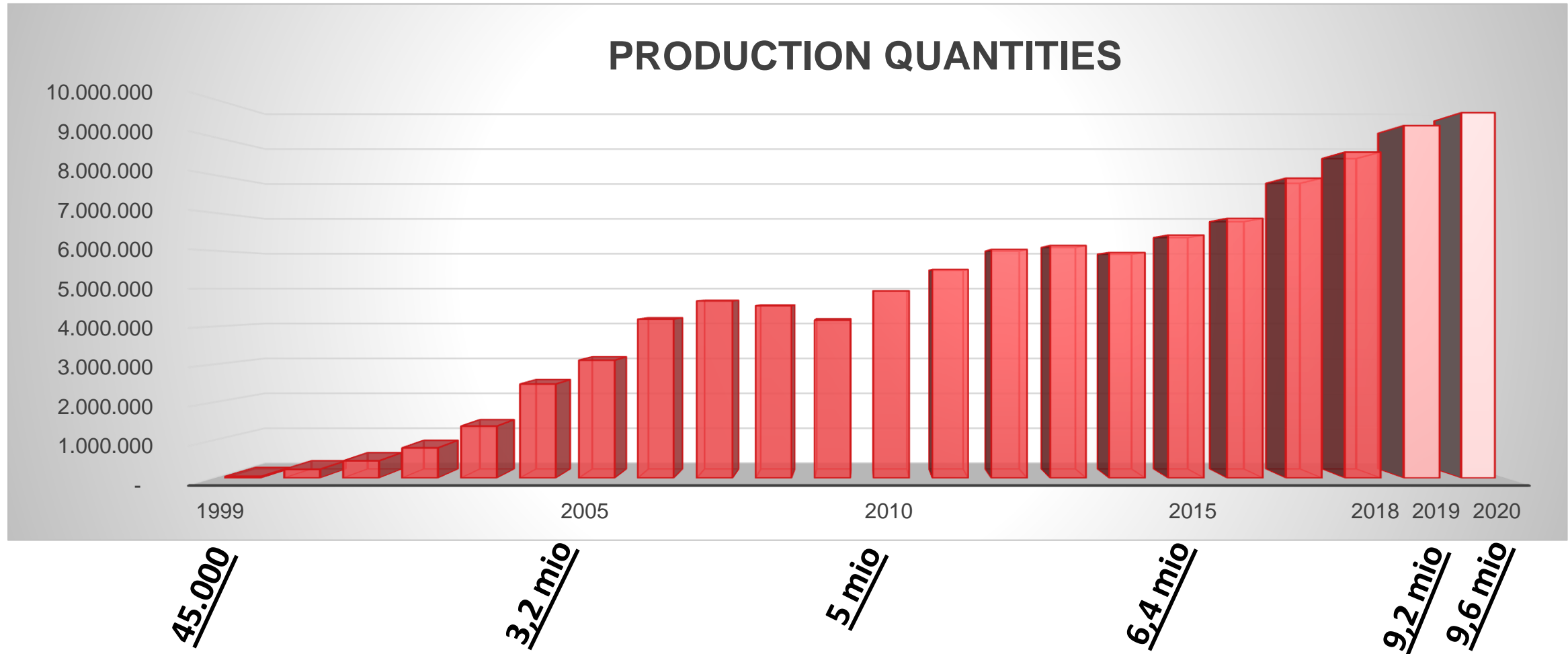
Daily 8.000

PRODUCTION QUANTITIES

5/44



From 2010 to 2020 % 92 growth



Exporting to **157** countries



Total
Customers
500 +

Appliance
Production Speed
1,88 S / Pc

56.000 models in
550 MDA platforms

SALES TURNOVER

7/44



1.3 BILLION USD SALES



* BASED ON SALES QUANTITY

MAJOR CLIENTS

8/44



SAMSUNG

TOSHIBA
Leading Innovation >>>

 **LG**
Life's Good

SHARP

Panasonic

HITACHI
Inspire the Next


HYUNDAI

 **Electrolux**

SANYO

Godrej

FRANKE

 **Condor**

ATAG


Whirlpool
Home Appliances

 **Hotpoint**

gorenje

 **Elektroskandia**

A M I C A

vestfrost



B/S/H/
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH

Haier
Inspired living

 **smeg**

teka

CANDYGROUP

FAGOR 

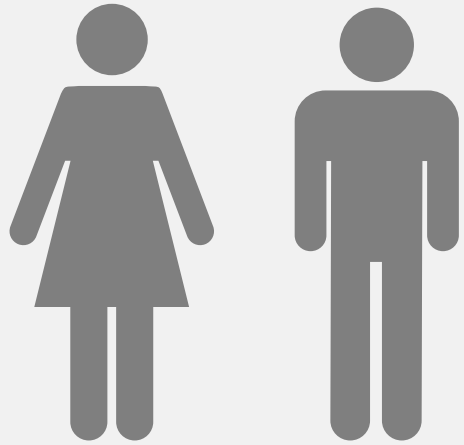
500+
Major

EMPLOYEES

9/44



Employee



9.726

White Collar



733

Engineer



538

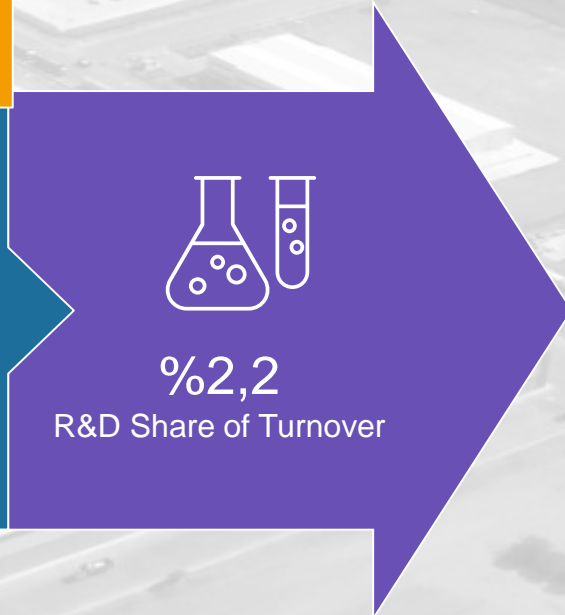
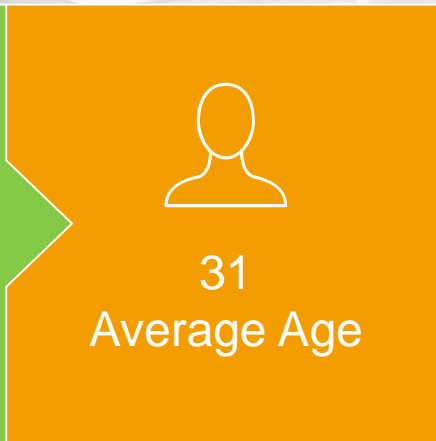
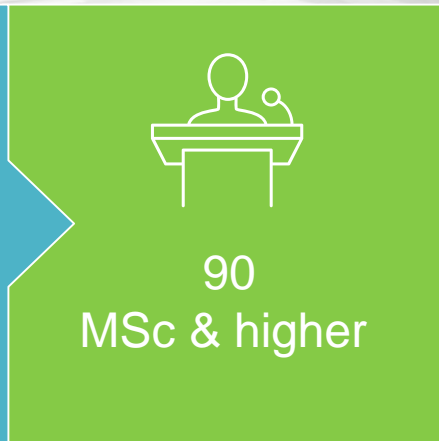
Msc and Above



137

RESEARCH & DEVELOPMENT

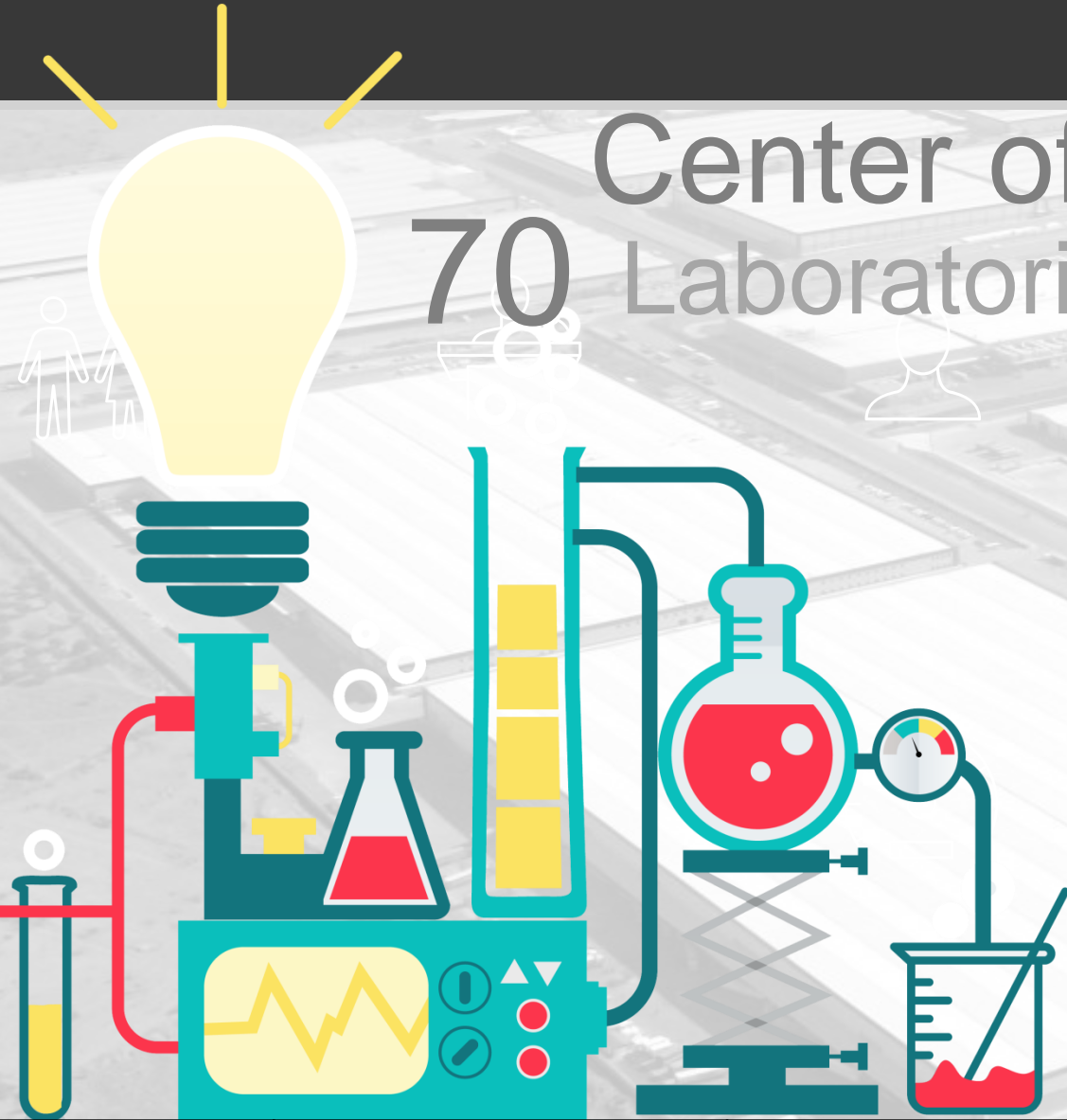
10/44



RESEARCH & DEVELOPMENT



Center of Research
70 Laboratories and Test Rooms



VDE
INSTITUTE



Akreditasyon Alanı
Standard No
Akreditasyon No

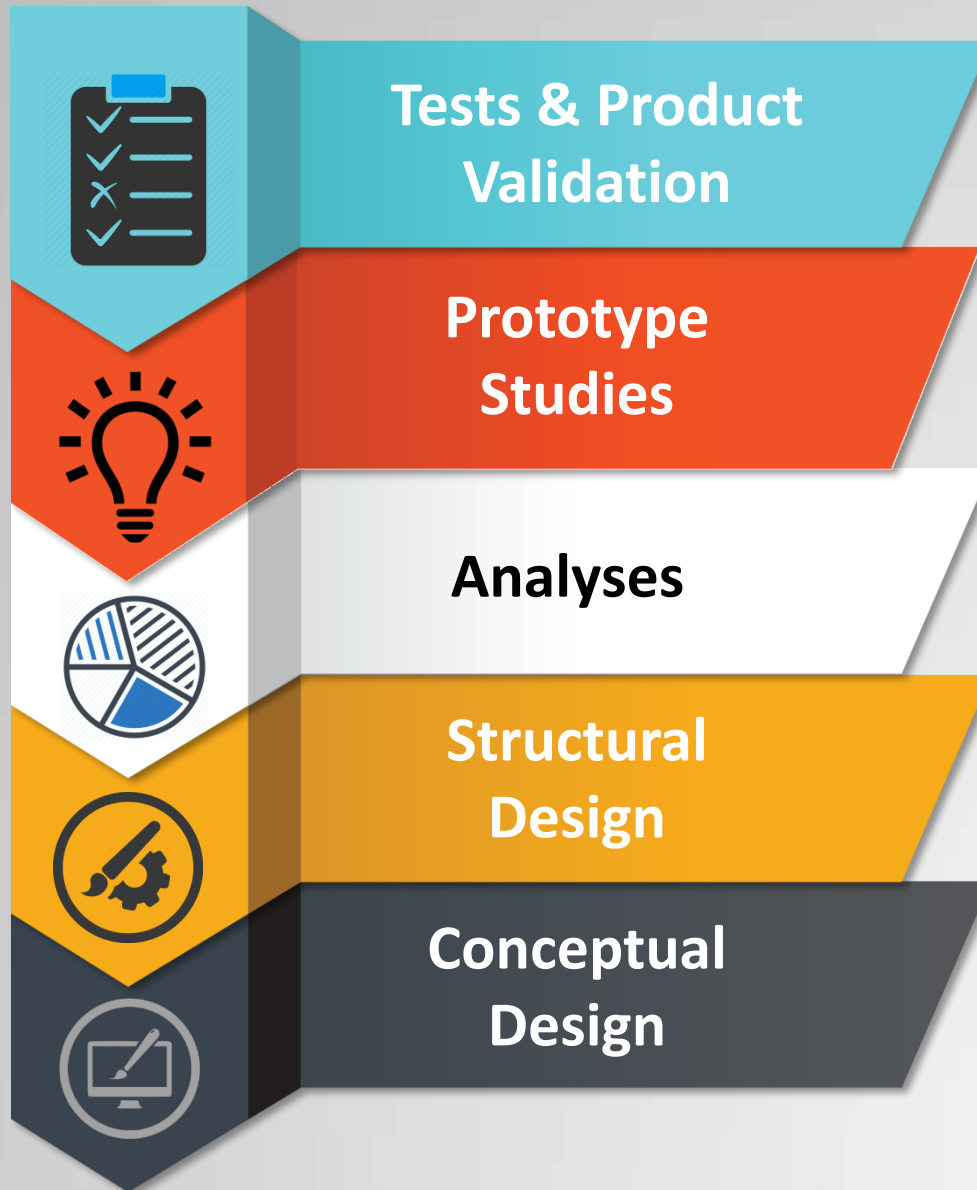
IS 17025
ACCREDITED LABORATORY

DEKRA Akademie GmbH



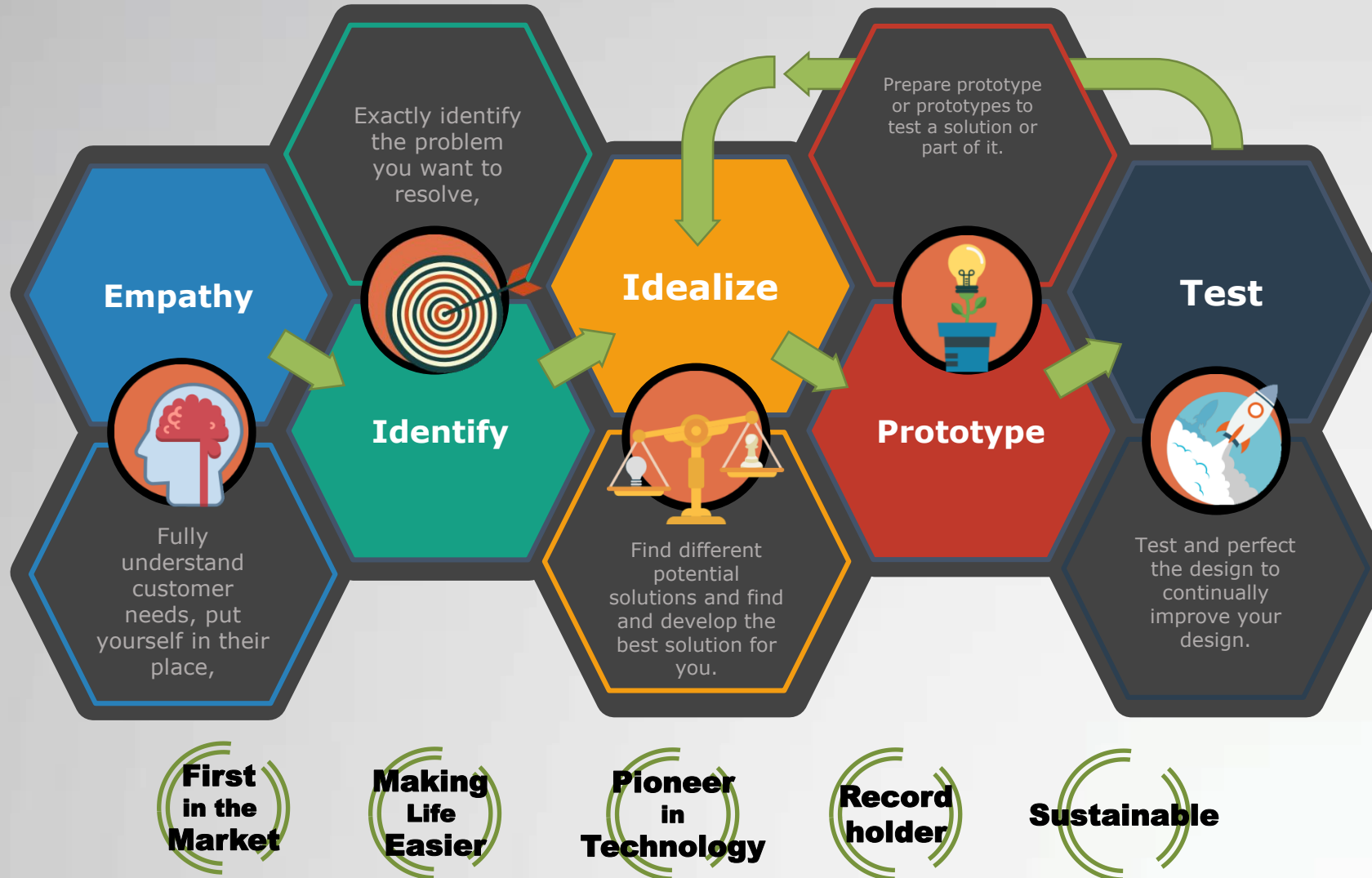
PERFORMANCE	SAFETY	DQA	RELIABILITY	CALIBRATION
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How We Design?



Innovation Journey

New Product Development Journey



Innovation Ecosystem

Innovation Stakeholders

Internal Stakeholders

- 1 Central R&D Team**
Cross-functional, expert in different disciplines, mastering all product groups for company-wide knowledge sharing and R & D partnership, Central R&D Group.
- 2 In-house Open Innovation**
Instead of relying on external innovation resources, providing a platform for innovation and ideas for internal employees and rewarding.
- 3 Product Focused R&D Teams**
Full-time employees who work to develop innovation strategies, manage and activate innovation projects of the product group in which they work, and who are experts in their field and product group.
- 4 Internal Innovation Resources**
Innovation resources including Vestel Home Appliances quality, production, planning, purchasing, and product management departments as well as Vestel Ticaret A.Ş. internal and external sales departments and marketing department.
- 5 Product Management & Sales and Marketing Teams**
Products management and sales teams gathers innovation ideas from our customers and determines and transmits the markets needs to innovation departments



External Stakeholders

- 6 University Collaborations**
To keep research resources open with university projects initiated by university cooperation projects, continuous cooperation with University Technology Transfer Offices.
- 7 R&D Observers**
Whose job is to understand what is happening in a market, to connect with local initiatives, to follow the regional R&D trends, to follow the trends in foreign Technology and Market with R&D Offices.
- 8 Market and Technology Reports**
To follow the pulse of the technology and the market with Mega, Macro and micro trend reports, market reports received from research companies in certain periods.
- 9 Open Innovation**
R&D and Innovation are provided from external sources through support and angel investments for new venture companies.
- 10 R&D Partnerships**
Establishing R&D partnerships with sub-industry companies, R&D offices startup companies on a specific project basis, or, in certain cases, acquiring and joining small companies specialized in a particular subject or region.

RESEARCH & DEVELOPEMENT

Intellectual Property

15/44



226

Number of Pending Patents

250

Total Number of Granted Patents

161

Number of Patented Solutions Used in Products (Granted+Pending)

%67

Rate Of Products Which Use Patented VestelTechnologies (2020)

ACE
M.I.C.E.

T3

CES

Consumer
Technology
Association

reddot

GOOD
DESIGN

PLUS X AWARD

IDA
DESIGN
AWARDS

if
communication
design
award

DESIGN
TURKEY

Haus & Garten Test
Die Testzeitschrift

VESTEL BEYAZ EŞYA

Vestel White Goods won **77** awards in the world's most prestigious design and innovation competitions in last two year.



Vestel
Slim Led Touch



Sharp
2K20 Dishwasher



Sharp
2K20 Tumble Dryer



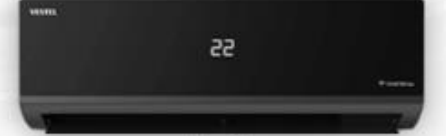
Vestel
Vacuum Bag Refrigerator



Vestel
T40 Washing Machine



Vestel
Brillart Dishwasher



Vestel
Nova Air Conditioning

VESTEL TECHNOLOGIES

Least Energy Consumption-World Records

17/44



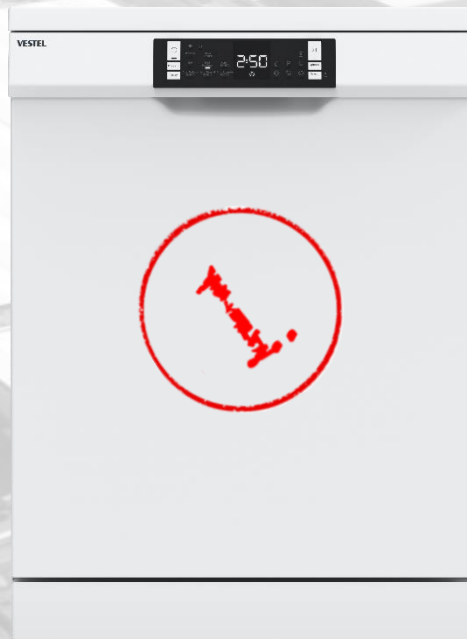
Pyrojet
Technology



A+++ -%75
8kg Pyrojet

 **Water
Box**

 **Auto
Door**



B Energy Class
60 cm, 14 PS

**ready
cook**



A++
65 l. Built-In

PRO-DRIVE



A+++ -%35
60 cm Prodrive BF
Refrigerator

VESTEL TECHNOLOGIES

Least Water Consumption-World Records

18/44



Pyrojet
Technology



35 Liter/Cycle
8kg Pyrojet

 **Water
Box**



5,4 Liter/Cycle
60 cm 14 PS

VESTEL TECHNOLOGIES

Most Silent-World Records

19/44



38dBA Noise Level
Most Silent Washing machine



36dBA Noise Level
Vestel's Quietest Dishwasher



58dBA Noise Level
Most Silent Tumble Dryer



35dBA Noise Level
Most Silent Built-in Oven



33dBA Noise Level
Most Silent Combi Refrigerator



VESTEL TECHNOLOGIES

Fastest-World Records

20/44



Twinjet®
Washing Machine



12 min Washing
8kg Pyrojet

JetWash®
Dishwasher



14 min Washing
60 cm 14 PS

PowerDry®
Drying & Washing Machine



29 min Washing + Drying
9/6 kg Washer&Dryer

Condenser
type Tumble Dryer



12 min Drying
7/8/9 kg Tumble Dryer

VESTEL TECHNOLOGIES

IOT – Connected Appliances

21/44



WIFI – FRENCH DOOR
REFRIGERATOR



WI-FI INVERTER SERIES AIR CONDITIONER
WITH R32 GAS



WI-FI SMART
DISHWASHER



WI-FI SMART
WASHING MACHINE



WI-FI BUILT-IN
OVEN WITH
TFT DISPLAY



VESTEL TECHNOLOGIES

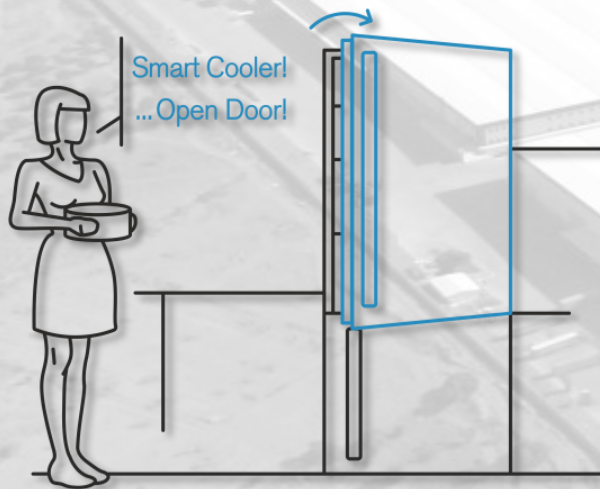
Refrigerator-Innovation

22/44



Voice controlled **Smart Refrigerator**

You can open the refrigerator door with Voice Control technology.
Just Say "Smart Cooler... Open the Door"



Easy Access to Everyone



VESTEL TECHNOLOGIES

Refrigerator - Innovation

23/44



PureBeam Technology

Purebeam technology contains UV LED and air filter coated with TiO2 photocatalyst by producing hydroxyl radicals. These radicals breaks airborne microorganisms down into harmless molecules, eliminate odor, bad smell by air circulation.

Purebeam is highly-effective, true GREEN Technology:

Chemical-free, Toxic residue-free, 100% Green

Purebeam Technology is a brand new, innovative air purification technology with VOC removal capability far superior to existing, alternative technologies

Advanced purification technology covering virtually all pollutants/odor

Purebeam technology without short-lasting filter or toxic chemicals

Highly effective in removal of unpleasant odors.



VESTEL TECHNOLOGIES

Refrigerator - Innovation



PureBeam Plus Technology

- Purebeam Plus technology with UV-C LED will be enabled to act on microorganisms in a shorter time.
- Purebeam Plus Technology removes 99.999% of bacteria and fungicides on the filter surface at the end of 30 minutes; 99.99% of viruses on the filter surface after 40 minutes.



VESTEL TECHNOLOGIES

Refrigerator - Innovation

25/44



MAXIFRESH PLUS Technology



MaxiFresh Plus Zone offers optimum storage conditions for fruits and vegetables. A fiber membrane is used to maintain humidity until 90%, the ideal relative humidity for the majority of fruits and vegetables. This ensures the shelf life of fresh foods is extended.



Vegetables



Fruit & Vegetables



Fruit

VESTEL TECHNOLOGIES

Refrigerator - Innovation

26/44



Vacuum BAG Technology KEEP FRESH UPTO THE LAST PART:



Generally foods like sausage, cheese and steak are not fully consumed in a single use and their life begin to go down once their package is opened. Bacteria and harmful microorganisms grow fast in the aerobic environment which is inappropriate for foods. However, vacuum method could prevent oxygen to touch the food providing longer freshness.

You can easily vacuum your residue foods and so keep them fresh and healthy. This feature is easy to use and also easily accessible.

VESTEL TECHNOLOGIES

Refrigerator - Innovation

27/44



Fermentstore Technology

Turn your refrigerator to food factory

A whole new level for home-made foods. 7 different (yogurt, kefir, bread dough, wine, beer, vinegar, pickle) food fermentation function.

All in one technology

After the fermentation, your food will be chilled and stored at just right conditions.

Improve your skills

Try different functions and different time sets. Optimize the conditions according to your needs.

Multi-functional

FermentStore zone also has cooling and freezing functions.

Healty-eaters best friend

Fermented food rich in probiotics which help restore balance in the gut and aid digestion and immune health.

VESTEL TECHNOLOGIES

Refrigerator - Innovation

28/44



Vakuum Jar Technology



Thanks to the jar vacuuming technology, the shelf life of the foods is extended by removing the air in the jar.

VESTEL TECHNOLOGIES

Refrigerator - Innovation

29/44



Alkaline Water Dispenser Technology



Benefits of Alkaline Water

- Antioxidant
- High Blood Pressure
- Ulcer - Gastritis
- Bowel Irregularities
- Allergy - Eczema
- Pre - Eclamptic Toxemia
- Heart Diseases
- Digestive Problems
- Diabetes
- Obesity
- Neurology
- Alzheimer's Disease
- Calcification of Knee
- Asthma
- Chronic Fatigue

Vestel refrigerator alkaline water dispenser may prepare different level of alkaline water with anti-oxidation properties for you. Hydrogen-Rich alkaline water neutralizes free radicals in the body and protects cells from oxidation, contributing to the regeneration of damaged cells.

VESTEL TECHNOLOGIES

Refrigerator - Innovation

30/44



Convertzone Technology



By this technology, freezer unit can be turned off or used as a cooler . So, when freezer unit is not needed, cooler units volume can be increased or energy is saved when it is turned off.

VESTEL TECHNOLOGIES

Refrigerator - Innovation

31/44



Metal Cooling Technology

Metal cooling increases heat conduction and provides a more effective cooling. At the same time, it makes the temperature distribution between the shelves more uniform and helps the food to be stored with a homogeneous temperature distribution.



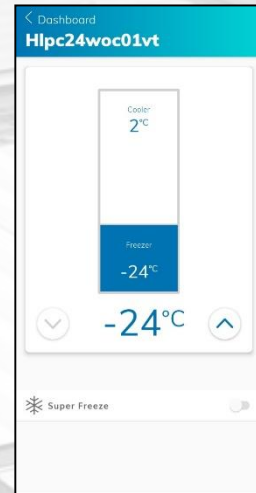
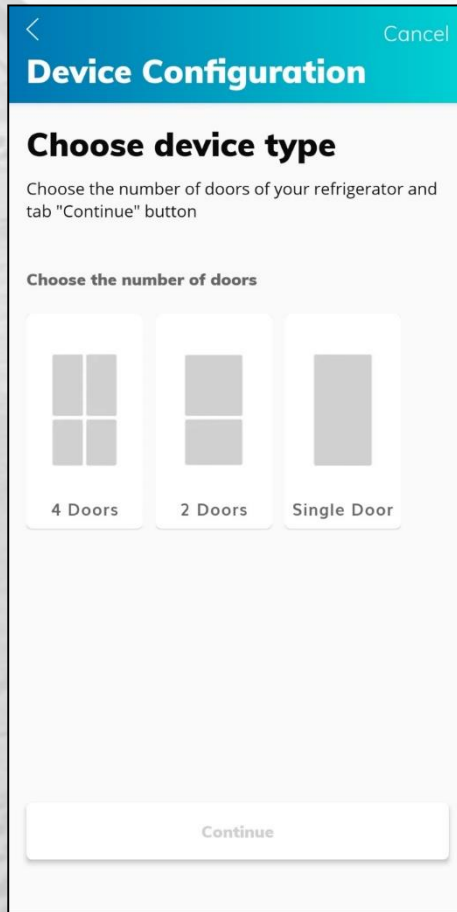
VESTEL TECHNOLOGIES

Refrigerator - Innovation

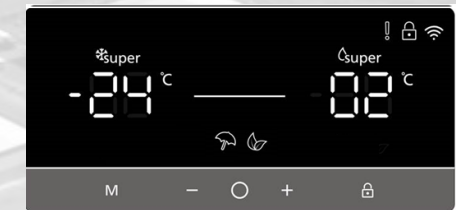
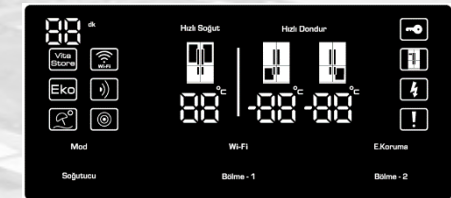
32/44



SmartTechnology



- Remote Access
- Control by Android and IOS App
- Big Data Collection
- Monitoring



VESTEL TECHNOLOGIES

Dishwasher -Innovation

33/44



One Touch PRO DishWasher can check all parameters and performs best suitable washing cycle automatically only with one touch control.

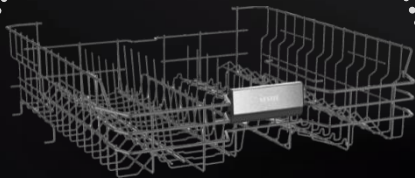
 **Slide2
Open**



**Sliding Detergent
Dispenser**



**New X-Large
Inner Door**



**New X-Large
Top Basket**



Ready for mass production



Slide2Open

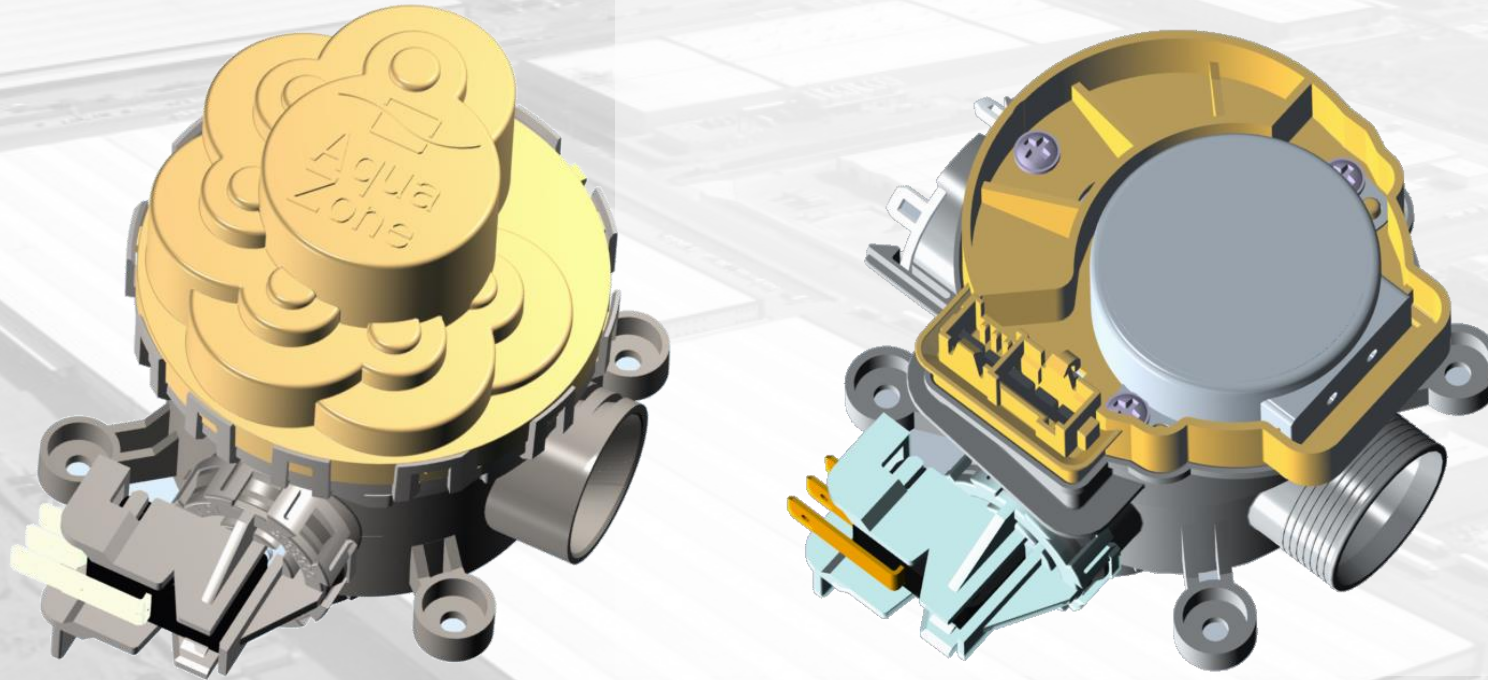
VESTEL TECHNOLOGIES

Dishwasher - Innovation

34/44



AQUA ZONE TECHNOLOGY



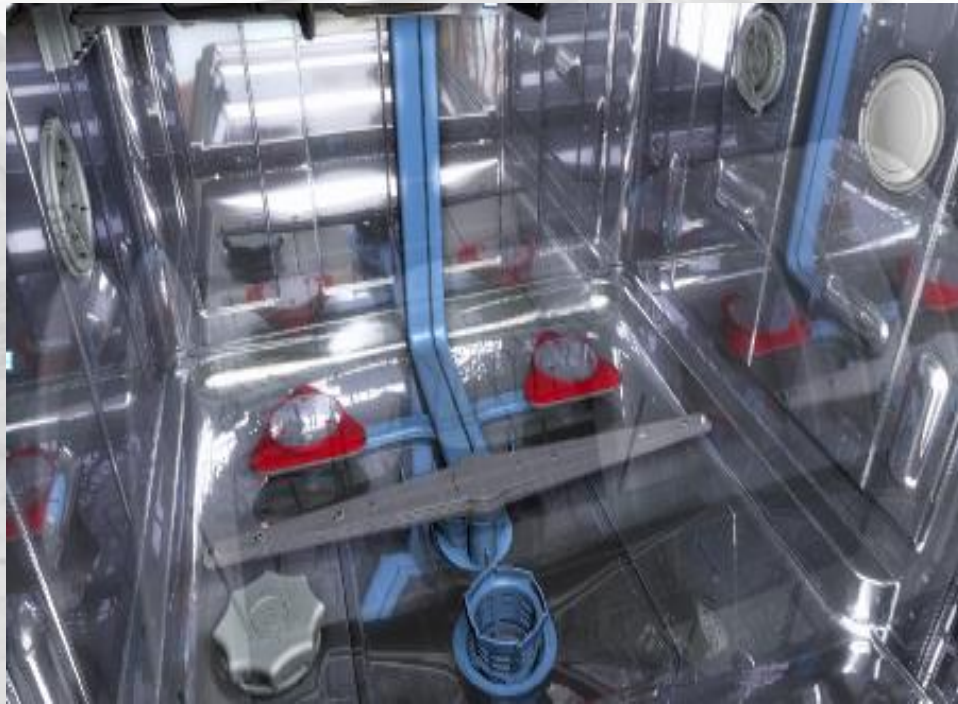
Aquazone enables spray arms to work in sequence without any electrical components just with the help of water. With this new technology, even the entry level dishwashers can consume %25 less water. Aquazone is one of the our biggest inventions for a greener future.

Water Consumption improvement from 12 to 9 lt for Low Segment Products

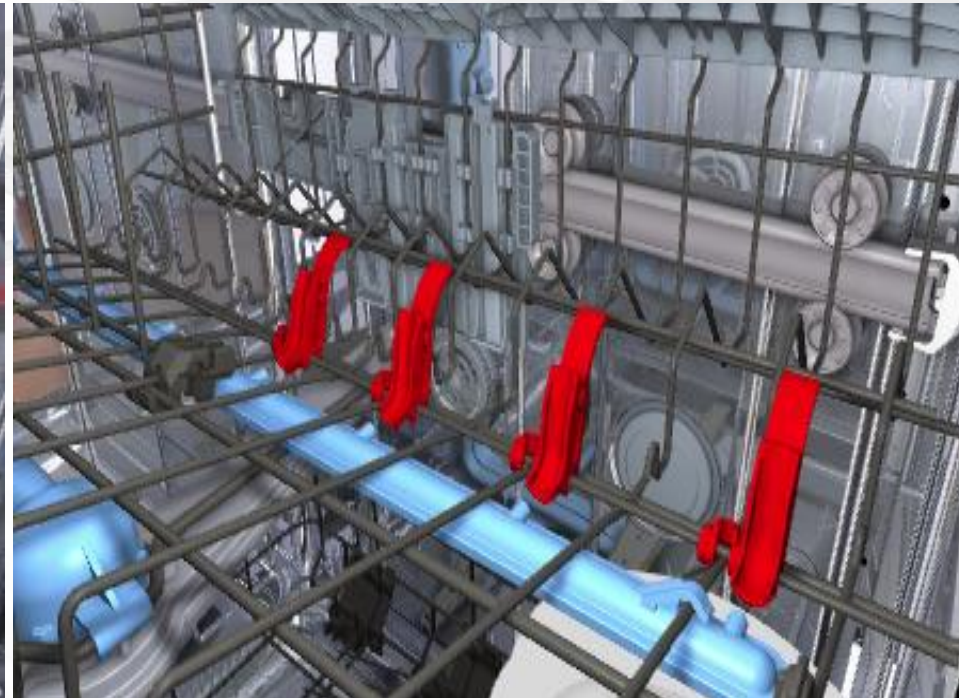


TRIPLE & DIRECT WASH

EFFICIENCY OF TRIPLE WASH & DIRECT WASH TECHNOLOGIES



Triple wash technology offers more effective washing performance for heavily soiled pans and cookers with extra sprays (Extra sprays are positioned under the lower spray arm.)

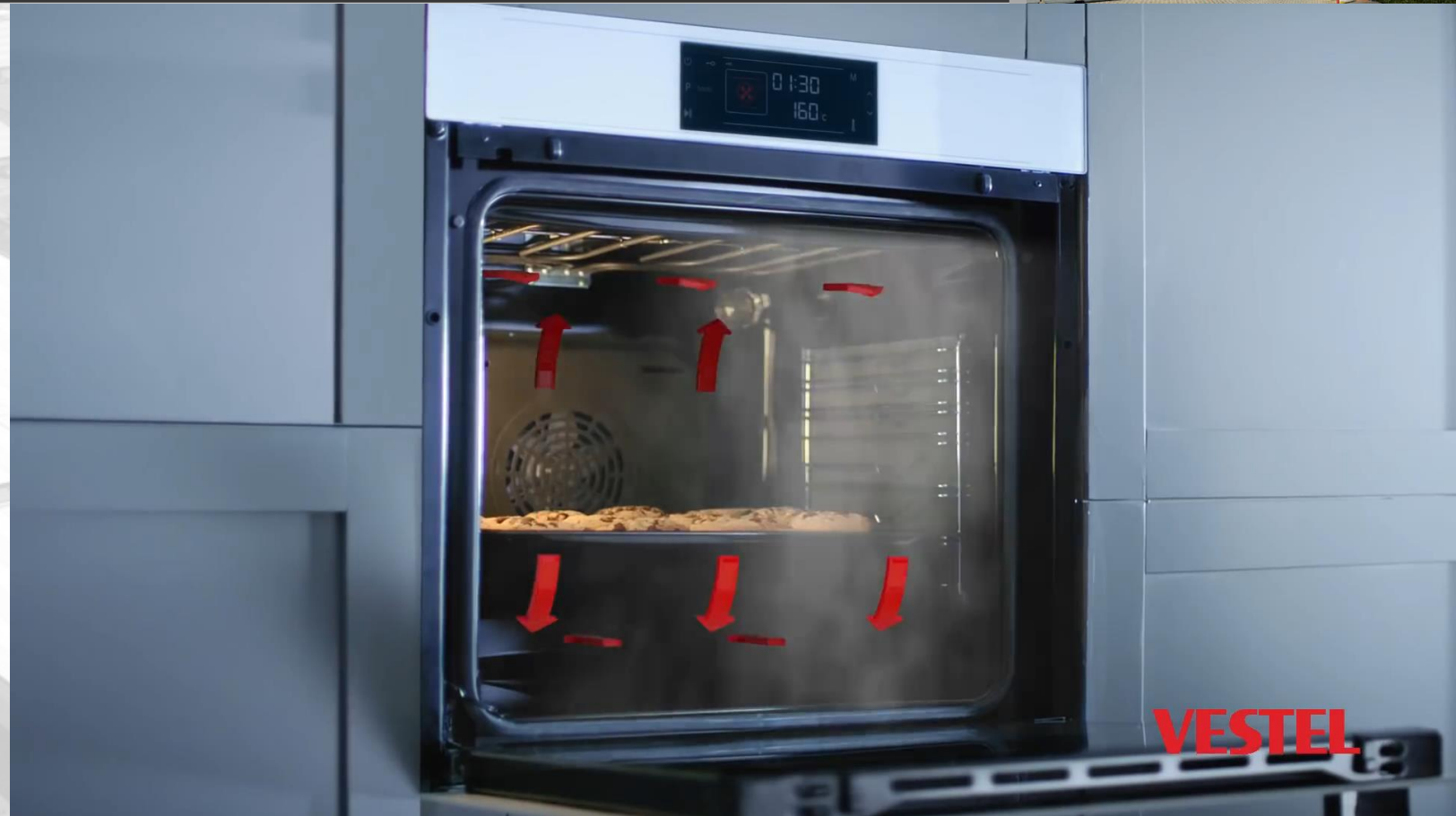


Direct wash technology provides washing directly with extra items and ensures better cleaning performance for glasses and baby bottles

VESTEL TECHNOLOGIES

Cooking Appliances - Innovation

36/44



- When oven door is opened during cooking, it creates an air stream between control panel and oven bottom panel. Hence, it prevents the hot and wet air coming out of the oven to reach the end user.



VESTEL TECHNOLOGIES

Cooking Appliances -Innovation

37/44



100 cupcakes at a time

Cooks 4 different kind of dishes at the same time without any odor mix



- Cooking evenly at 5 levels simultaneously with the new hot air system.
- Up to 4 layers of cooking, no odor mixture for different kind of dishes (such as fish, cake, pizza, desert) cooked at the same time,
- Cooking level selection won't be a problem any more.
- First at the market for household cooking appliances.



VESTEL TECHNOLOGIES

Cooking Appliances-Smart Appliances

38/44



Innit Cooperation

VESTEL TECHNOLOGIES

Washing Machines-Innovation – World Record

39/44



Hydro Boost Technology



- Mixture of the water and detergent is sprayed onto laundry from 14 different points in the drum. As a result of powerful sprays from multiple locations water/detergent mixture penetrates to the fabric in a much more efficient way.
- Shortest program duration among 10 kg models is achieved without compromising washing performance. Hydro Boost Technology also reduces program duration of many different programs.



**WORLD
RECORD**



VESTEL TECHNOLOGIES

Washing Machines – Smart Appliances

40/44



INTELLI-CARE



ONE TOUCH, PERFECT WASH !

Machine can detects Automatically

- Laundry weight
 - Textile type
 - Stain level

According to the detected data machine can sets itself

- Water amount
 - Temperature
 - Spin speed
- Detergent and softener amount

Best in Market

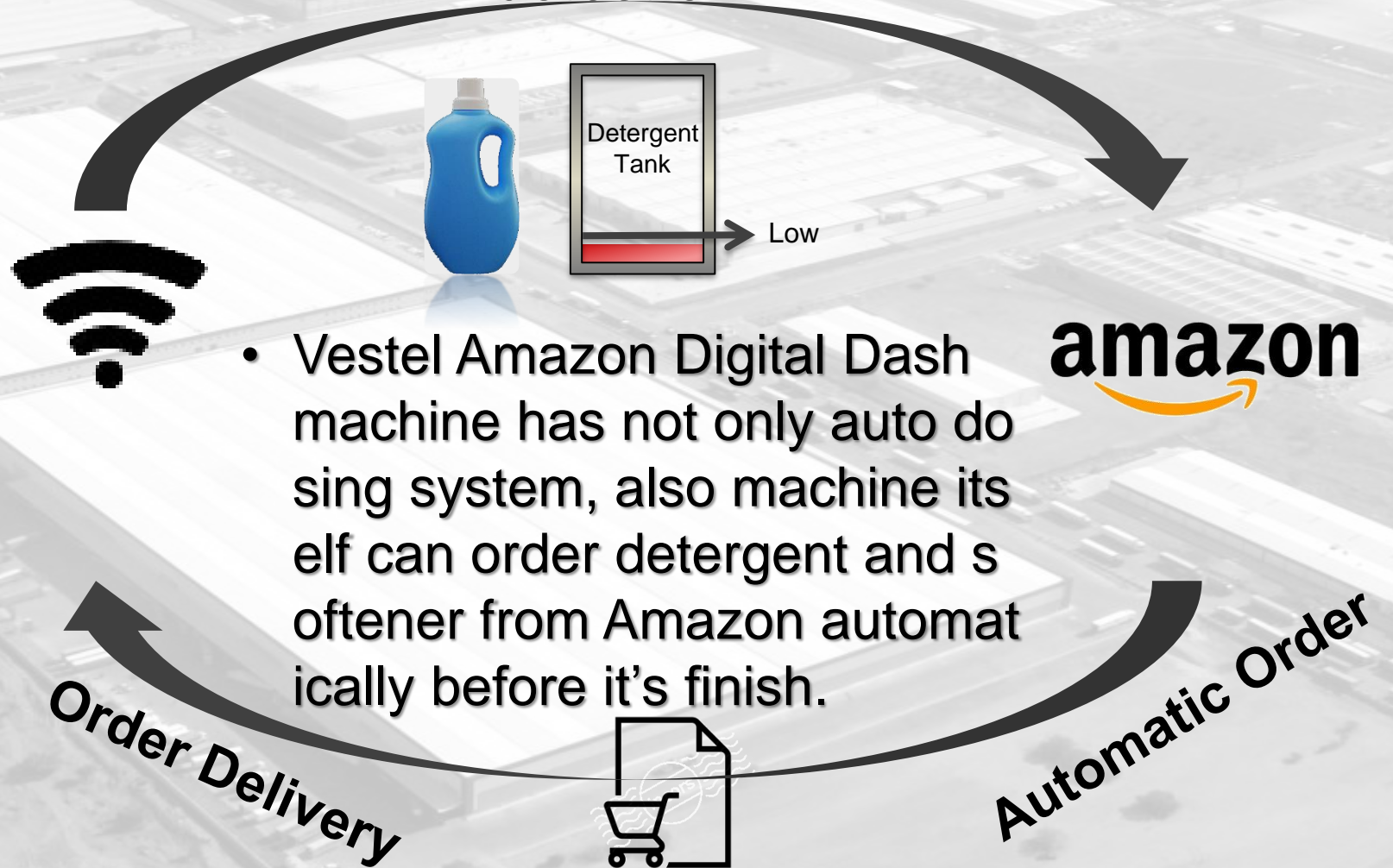
VESTEL TECHNOLOGIES

Washing Machines— Smart Appliances

41/44



Low detergent / fabric softener detection



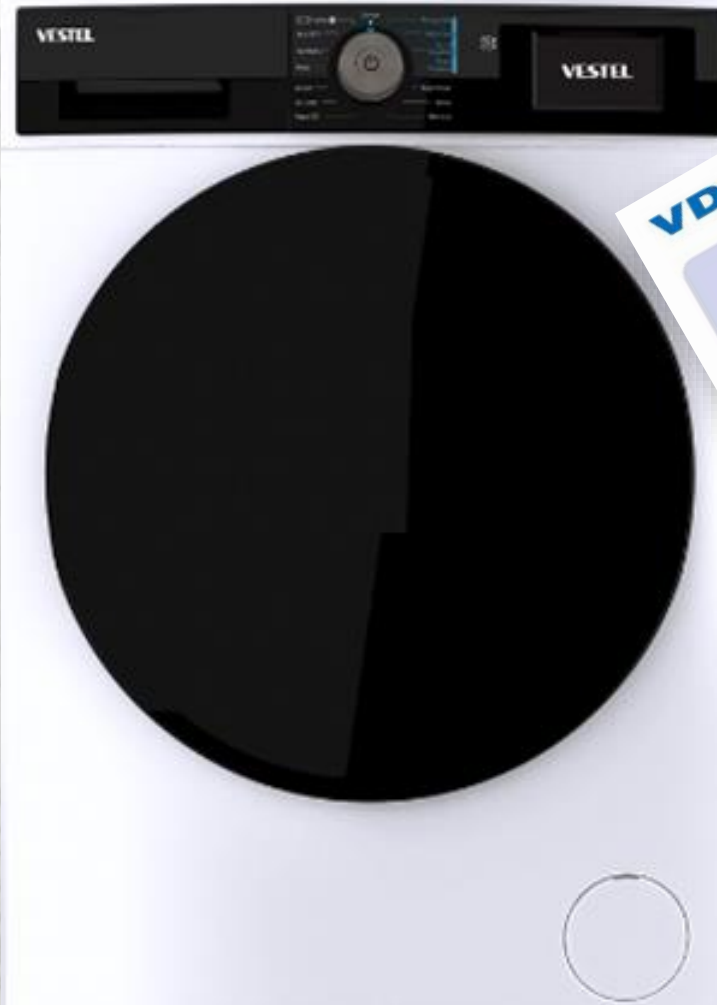
VESTEL TECHNOLOGIES

Washing Machines— Innovation

42/44



99.99999% bacteria reduction



VESTEL TECHNOLOGIES

Tumble Dryers – Eco Friendly

43/44



Heat Pump Tumble Dryer With The Most Eco Friendly Refrigerant!



R290 / 3 GWP

R134a

1430 GWP

R407C

1774 GWP

500 TIMES
ECO FRIENDLY

GWP : Global warming potential (GWP of CO₂ : 1)

VESTEL TECHNOLOGIES

Tumble Dryers – Eco Friendly

44/44



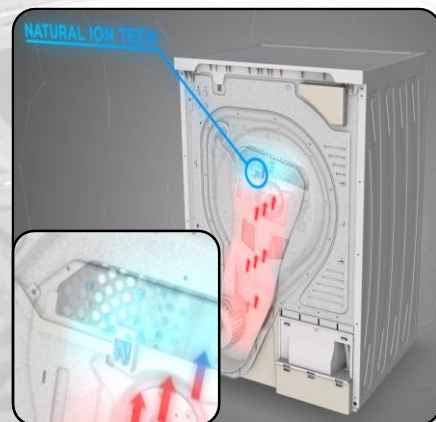
VESTEL Natural Ion Tech Tumble Dryers

Natural Ion Tech Tumble Dryers has ion & ozone technology integrated into the drying system.

The negative ions created by the Natural Ion Technology interact with the particles in the air and neutralize them.

Along with the optimum air temperature maintained during the drying process, by sending the negatively charged ions to the drying air, an environment free from most allergens and pollen residues is provided.

Hygienic Drying
Highly effective in removal of unpleasant odors



VESTEL TECHNOLOGIES

Tumble Dryers – Best Product according to the Germany's leading test magazines

45/44



VESTEL Tumble Dryer "Best Product" in Germany

SHARP branded Tumble Dryer
manufactured by **VESTEL**,
was evaluated by "Haus & Garten Test" and "testbereiche.de",
Germany's leading test magazines,
and ranked as "BEST PRODUCT" among 763 models.

Low energy consumption with A+++ energy class, extensive program selection,
sensor-controlled drying and LED-lightning drum features are shown as strengths.

VESTEL TECHNOLOGIES

Air Conditioners - Innovation

46/44



UV-C Inverter AC



Product Range:

VENTUM panel.

3rd Party Approval:

Guangzhou Institute of Microbiology

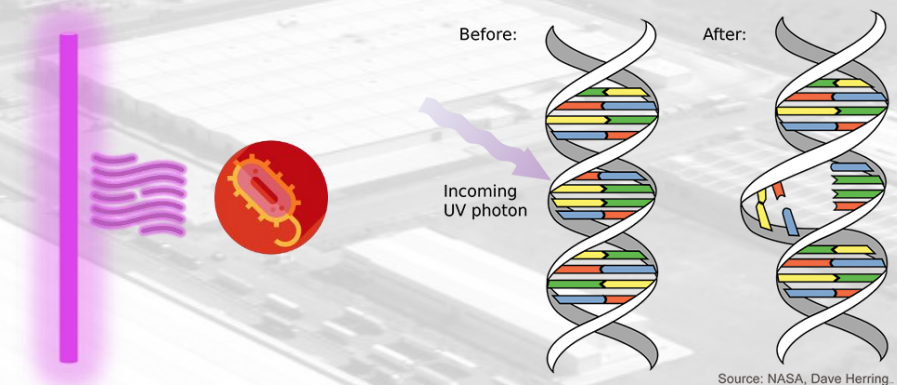
Claims to be highlighted for International Markets:

Inactivates airborne microorganisms such as bacteria and viruses can be eliminated by UV-C lighting technology.

Virus removal rate: %99,99

Bacteria removal rate : %99,99

How it Works:



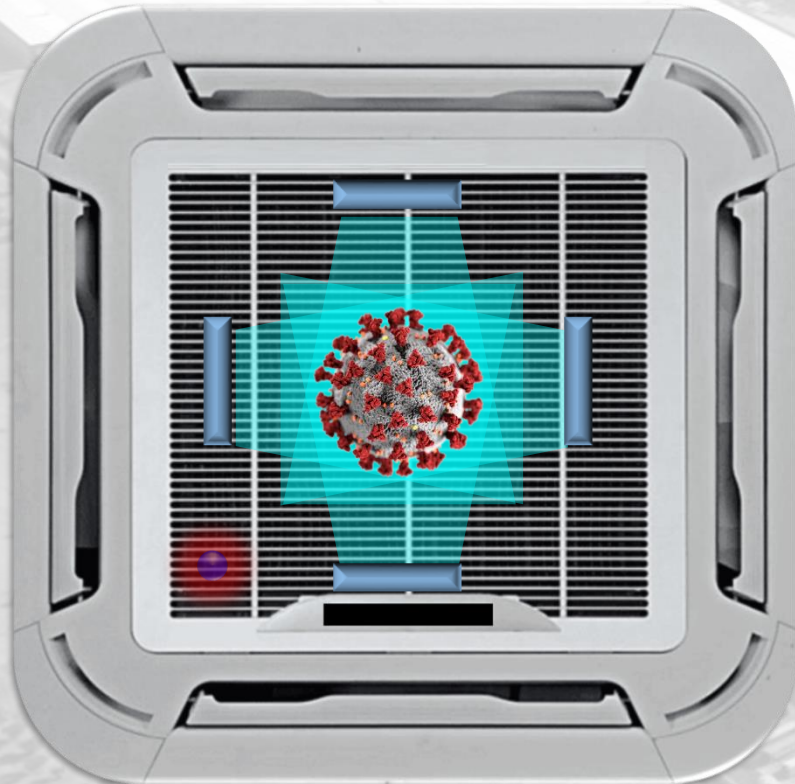
UV light provides effective inactivation of microorganisms such as bacteria, viruses, molds and pathogens without the use of chemicals. UV light works by causing permanent damage to the DNA or RNA found in all living species. Once DNA becomes damaged, or dimerized, the organism, such as Cryptosporidium, is unable to carry out the routine cell functions of the respiration, the assimilation of food and replication. Once the cell is rendered non-viable, the organism cannot cause infection.

Lifetime: 30.000 hours



UV-C Cassette Type Disinfection Kit

COVID-19
Effectiveness
Approved



- Our Cassette Type patented UV Disinfection System has been tested in Ministry of Health approved Laboratories and proven to be able to kill Polio Virus Type-1, Murine Norovirus, Sars CoV-2 (Covid-19) viruses and Staphylococcus Aureus bacteria at a rate of 99.99%.
- Approved by the Ministry of Health (Biocidal Product without Active Substance).
- The system is equipped with an automatic circuit breaker to ensure user safety by preventing UV exposure during cleaning and maintenance.
- Our UV Disinfection System does not cause ozone release.
- Life meter and fault indicator
- It has an easy installation structure (10 minutes) that does not affect negatively the aesthetics and air flow of the air conditioner, does not create pressure loss.



uvc

VESTEL



UV-C Duct Type Disinfection Kit

COVID-19
Effectiveness
Approved



UVC

VESTEL

- Our Duct type patented UV Disinfection System has been tested in Ministry of Health approved Laboratories and proven to be able to kill Polio Virus Type-1, Murine Norovirus, Sars CoV-2 (Covid-19) viruses and Staphylococcus Aureus bacteria at a rate of 99.99%.
- Approved by the Ministry of Health (Biocidal Product without Active Substance).
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- Life meter and fault indicator
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VESTEL TECHNOLOGIES

Air Conditioners - Innovation

49/44



V-FRESH HYGIENE AC

COVID-19
Effectiveness
Approved



- Room air quality index tracking with RGB air quality indicator
- Daylight Pro Technology that can kill 99.99% of Covid-19 virus
- Catechin filter made from plant extracts in green tea leaves, which purifies the air from particles and increases indoor air quality.
- Expose the air to cigarette smoke, pet odors, etc. deodorizing filter that purifies from odors.

VESTEL TECHNOLOGIES

Air Conditioners - Innovation

50/44



Easy Bill Smart Air Conditioner

NO Surprise the bill!

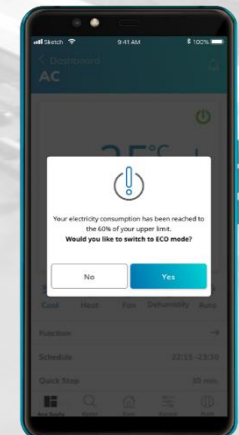
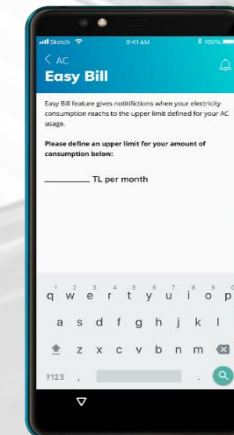


➤ Easy Bill feature aims to prevent users from unexpected excessive electricity consumption

➤ The user defines an upper limit for electricity consumption.

➤ When consumption reaches to the 80% of upper limit, mobile app starts to notify user.

➤ Notifications will be repeated in every minute until AC is switched to ECO mode.



VESTEL TECHNOLOGIES

Water Heater

51/44

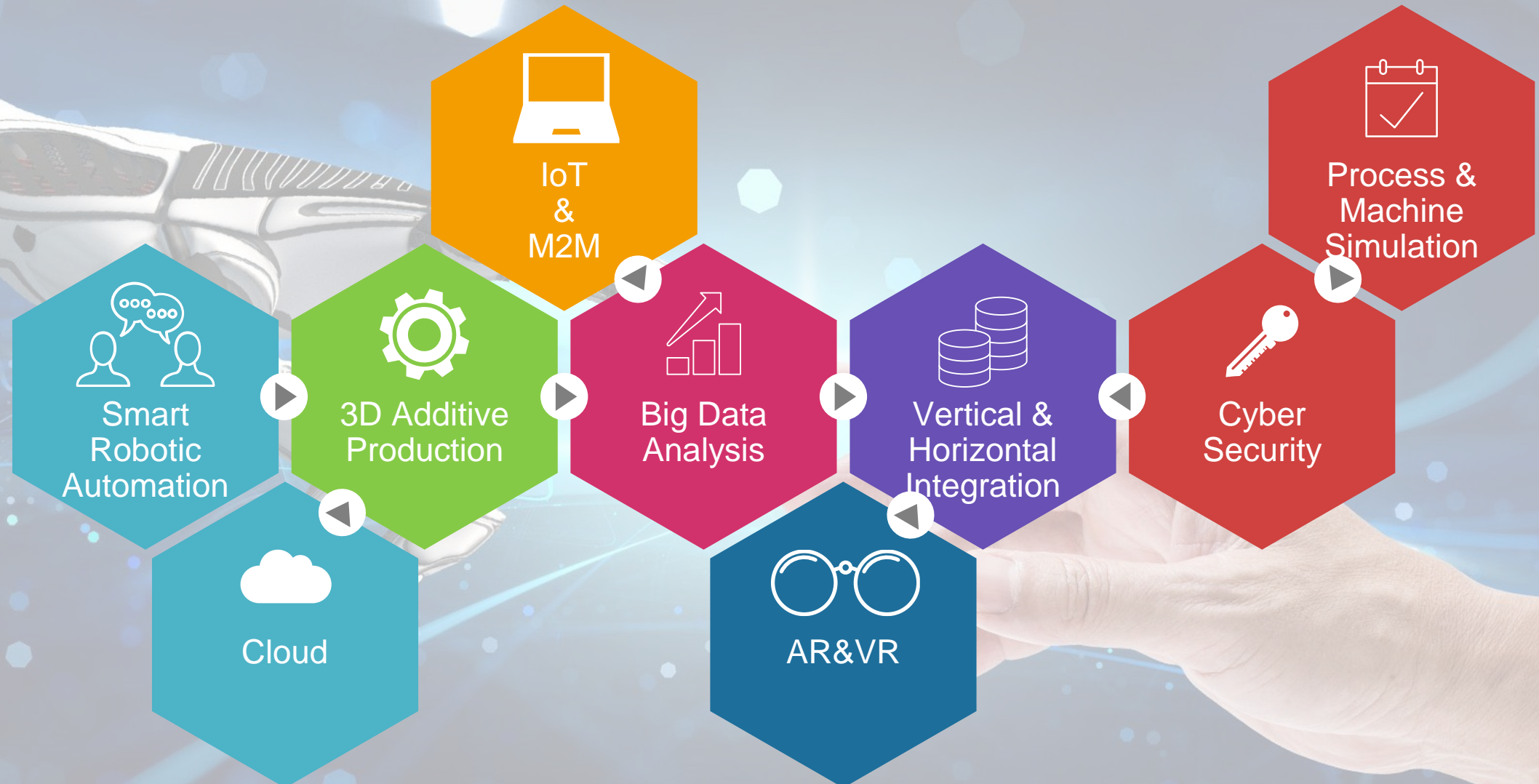


Low Cost Bottom Controlled Square&Cylindrical Water Heater Platforms



VESTEL INDUSTRY 4.0

52/44



VESTEL INDUSTRY 4.0

Applications



VESTEL INDUSTRY 4.0

Applications

54/44

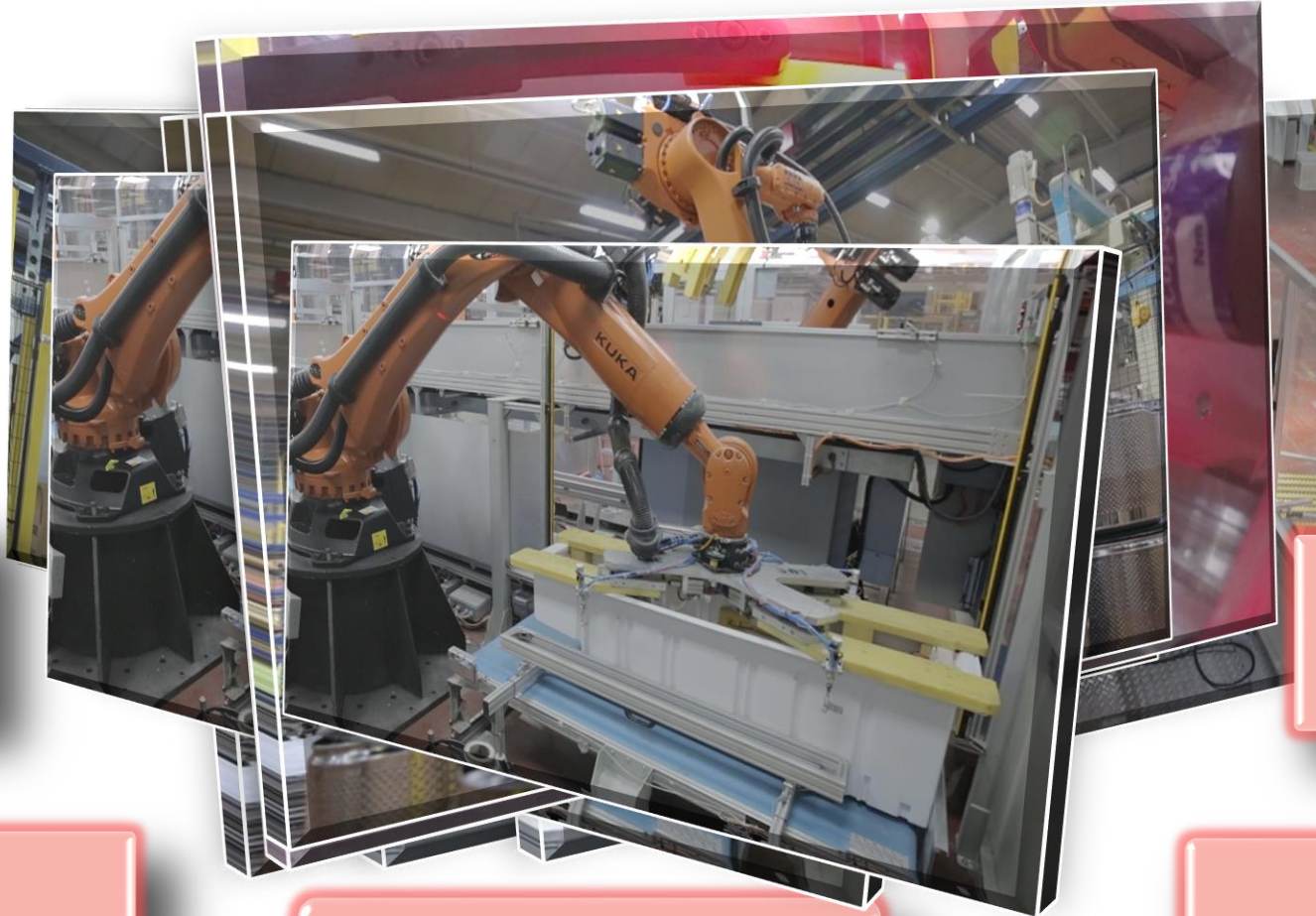


7 Projects

**STACKING
&
FEEDING**

**PACKAGING
&
LABELING**

7 AXIS APPLICATIONS



>115 Projects

CAMERA & SCREWING

LASER TECHNOLOGY

VESTEL INDUSTRY 4.0

Applications

55/44

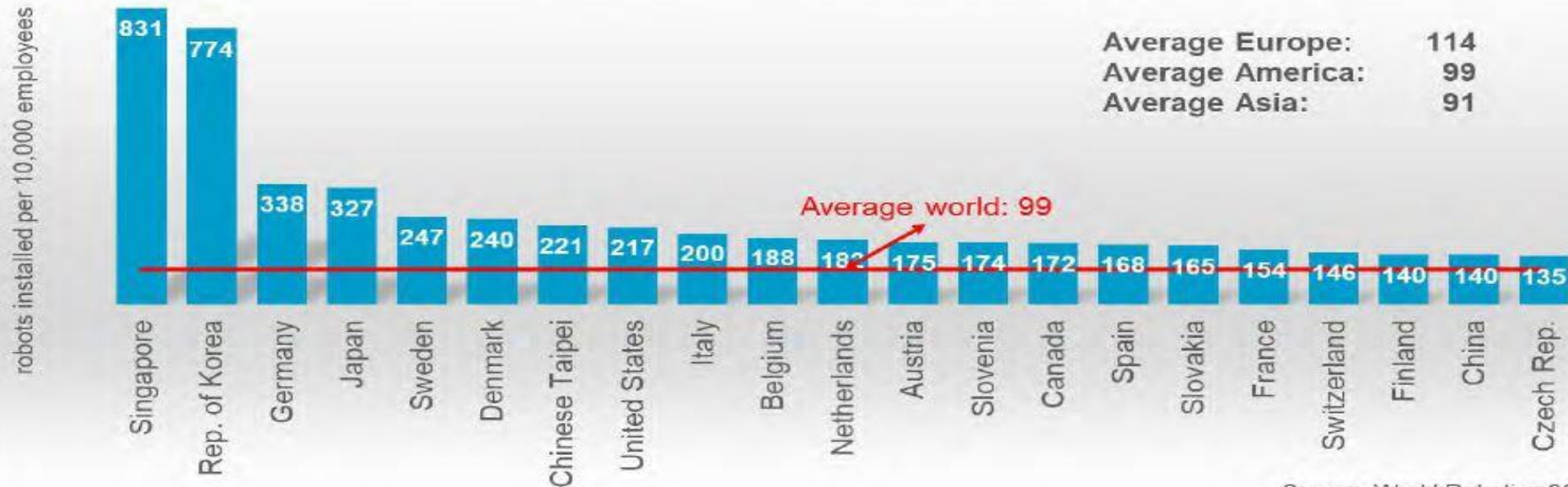


Highest Robot Density in Singapore - lowest Average in Asia

~ 30 

★ **VESTEL** ~160 HOME APPLIANCES

Robot density in the manufacturing industry 2018



Source: World Robotics 2019

VESTEL INDUSTRY 4.0

Applications

56/44



AG **V**



- Inductive Orientation
- Metal Strip Tracking
- Single Work

5 Pcs



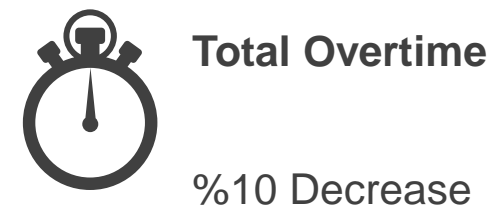
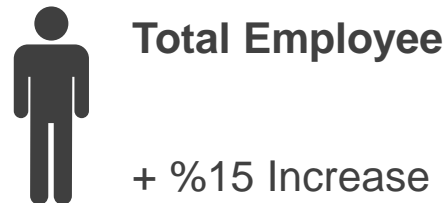
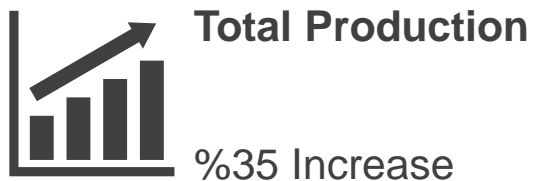
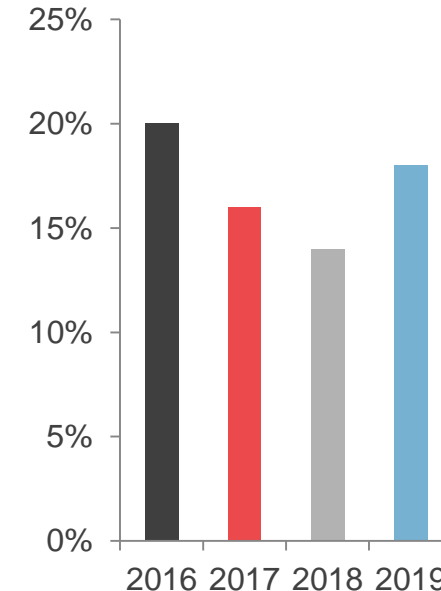
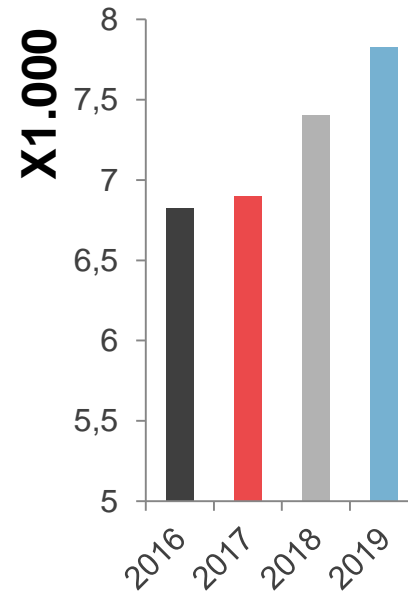
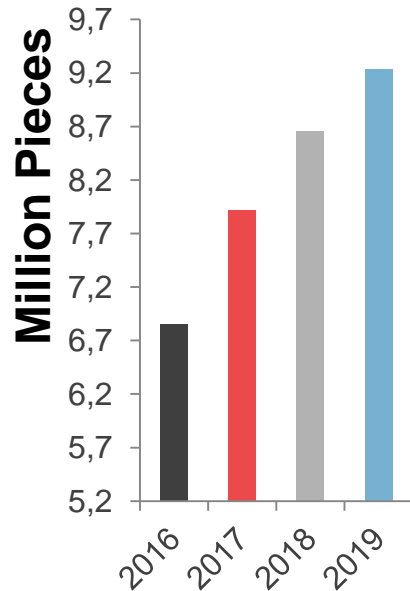
- Laser Orientation
- Virtual Routing
- Priority Traffic Control (Multi Tasking)
- Single Control Software for all 7 Factories

> 75 Pcs & Projects





Vestel Home Appliances Improvement



The image features a large, modern building with a prominent white overhang and a red roofline. In the foreground, there is a paved area with a white barrier gate and orange traffic cones. The background shows a clear sky with some clouds and a row of tall, thin trees. Overlaid on the image is a large, semi-transparent white circle. Inside this circle, the word 'VESTEL' is written in a large, bold, red, sans-serif font. Below it, the words 'THANK YOU' are written in a smaller, bold, black, sans-serif font. To the right of the circle, there are three red circles of varying sizes, arranged in a cluster.

VESTEL
THANK YOU