



News Release

Intel Capital Makes Its First Investment in Turkey

Announcing Funding for Online Media Company Noktacom Medya Internet Hizmetleri Sanayi ve Ticaret A.S. ("Nokta")

NEWS HIGHLIGHTS

- Intel Capital announces its first investment in Turkey
- Intel Capital is the sole investor
- Nokta is a leading local online media company
- Intel Capital demonstrates its strong ongoing commitment to Turkey and the Middle East through the investment in Nokta

ISTANBUL, TURKEY, March 25, 2011 – Intel Capital, Intel's global investment organization, today announced that it has invested in Nokta, a leading online media company in Turkey. Intel Capital is the sole investor and is investing from the US\$50 million Intel Capital Turkey and Middle East Fund. This fund invests in companies developing innovative hardware, software, local content and services throughout the region. This investment demonstrates Intel Capital's commitment to the future of the company and to Turkey.

Currently Nokta's large portfolio of web properties reach 81.1% of all Turkish Internet users according to February 2011 ComScore reports. Intel Capital's investment will help Nokta's growth, allowing it to extend its reach even further by acquisitions and further dedication of resources to creating innovative digital media properties. Arvind Sodhani, president of Intel Capital and Intel executive vice president, said: "This is a clear indication of Intel Capital's strategy to invest in Turkey. It demonstrates our unwavering commitment to fostering technology innovation globally and stimulating economic activity in the region by supporting these online initiatives."

Tumay Asena, CEO of Nokta, commented: "We believe that aligning ourselves with Intel Capital will further accelerate our growth while enabling us to acquire leading social media start-ups and that will help us diversify into new internet business models that will benefit from our media reach's synergies."
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Nokta's diverse portfolio includes leading video and blogging platforms in Turkey, namely Izlesene.com and Blogcu.com - both of which serve more than 1.5 million unique visitors every day.

In addition Nokta's digital investments within the past three years have created category leaders including movie review site Sinemalar.com and professional photography portal Fotokritik.com. Nokta's strength in technology driven innovative advertising models has helped leading brands of Turkey run over 800 social media advertising campaigns on Nokta properties.

Christian Morales, General Manager, Europe, Middle East, Africa of Intel Corporation, stated: "In a fast pace changing world, consumers will benefit from increased access to online and social media initiatives such as the ones Nokta is offering. Intel Capital's investment in Nokta is critical to bringing more people online and connecting them better to one another."

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About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.8 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com

About Nokta

Nokta is an online media company that connects millions of users everyday through social media properties. Nokta's innovation driven brand advertising methods enable the engagement of Turkey's leading brands with consumers by providing them measurable and value-added solutions. Nokta's web properties are izlesene.com, blogcu.com, sinemalar.com, doviz.com, fotokritik.com, yemektarifleri.com, pasaj.com which in aggregate visited by 18 million unique visitors each month. Founded in 2008, Nokta is headquartered in Ankara with offices in Istanbul and a total team of 60. For more information about Nokta, visit www.noktamedya.com.

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