

2019-2023 Strategic Plan Summary

aselsan



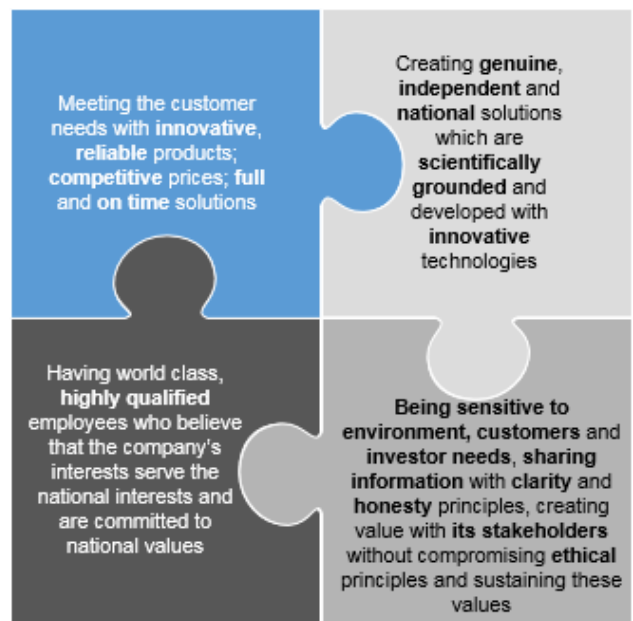


As a trusted innovative solution partner, ASELSAN, without ever distancing itself from innovative technologies, know-how gained via scientific studies, and ethical values, continues to meet all the defense electronics needs of Turkey, primarily the Turkish Armed Forces, and organizes its activities in order to be a highly competitive technology company in the global market.

As the importance of high technology in the field of war is well recognized, defense companies' efforts for advanced technology solutions increase. Nowadays a change is occurring where critical civil and military technologies merge together and it becomes a necessity for companies providing advanced technologies to have activities in the related civil sectors.

ASELSAN, with its planned operations and investments, will continue to work on reducing Turkey's foreign dependence on defense technologies as well as primary civil technologies.

Values:



“AS THE IMPORTANCE OF HIGH TECHNOLOGY IN THE WAR FIELD IS WELL RECOGNIZED, DEFENSE COMPANIES’ EFFORTS FOR ADVANCED TECHNOLOGY SOLUTIONS INCREASE.”

OUR VISION

TO BE A RELIABLE, COMPETITIVELY PREFERRED, ENVIRONMENT-FRIENDLY AND HUMAN CONSCIOUS TECHNOLOGY FIRM WHICH PRESERVES ITS SUSTAINABLE GROWTH IN THE GLOBAL MARKET VIA THE VALUES CREATED FOR STAKEHOLDERS, AS WELL AS SERVING ITS ESTABLISHMENT PURPOSES.



Strategic Goals depict the road map of ASELSAN. ASELSAN's strategic plan contains four main strategic goals planned for the 2019-2023 term.

STRATEGIC GOAL 1

Reducing foreign dependency of Turkish defense industry, and meeting related defense & security demands with highly technological, innovative and genuine solutions

In light with our mission, services and products offered to the Turkish defense industry, primarily to the Turkish Armed Forces, will be improved, new services and products will be added and feedback will be used as an input for the design phase. New technologies will be gained in accordance with the ASELSAN Technology Road

Map, technological investments will be made in order to reduce foreign dependency. Customer satisfaction will be improved and effectiveness of integrated logistic support will be enhanced.

STRATEGIC GOAL 2

Increasing Effectiveness in Foreign Markets and Exports

In order to ensure sustainable growth and to support the current standing in the future, ASELSAN will focus on foreign markets. ASELSAN will develop regional, country and product specific strategies and continue its business and marketing activities effectively. Activities of our foreign subsidiaries will be coordinated to support our business and marketing activities.

STRATEGIC GOAL 3

Establishing a presence in civil sectors with innovative products

While supporting sustainable growth by using reliable ASELSAN technologies in civil sectors, Turkey's foreign dependency on important related technologies

OUR MISSION

BY FOCUSING PRIMARILY ON THE NEEDS OF THE TURKISH ARMED FORCES; TO PROVIDE HIGH-VALUE-ADDED, INNOVATIVE AND RELIABLE PRODUCTS AND SOLUTIONS TO BOTH LOCAL AND FOREIGN CUSTOMERS IN THE FIELDS OF ELECTRONIC TECHNOLOGIES AND SYSTEM INTEGRATION; CONTINUING ACTIVITIES IN LINE WITH GLOBAL TARGETS AS WELL AS INCREASING BRAND AWARENESS AND CONTRIBUTING TO THE TECHNOLOGICAL INDEPENDENCE OF TURKEY.



will be reduced. In order to establish a presence in civil sectors, ASELSAN will continuously update its technology and offer new products to the market. It is critical to be competitive in these non-defense sectors and it is necessary to possess a technological infrastructure that can generate not only high performance but also low-cost solutions. Accordingly, new products and solutions will be developed and new technologies will be gained.

With this scope, innovative products will be offered in the following sectors to establish a presence:

- Railway Transportation & Electric Vehicles
- Traffic and Automation Systems
- Energy Systems
- Health Technologies
- Civil Telecommunication / Communication Technologies
- Civil Avionics

STRATEGIC GOAL 4

Increasing competitiveness

In order to be a preferable technology company in line with our vision and to make customers prefer our services and solutions, we are going to increase our competitiveness in our fields of activity. We will improve our company structure and management systems continuously to accommodate ourselves to this competitive environment.

In order to be a part of the global market, especially the defense industry, it is a must to possess highly competitive products. While our product range is being expanded, it will also allow creation of maximum technological depth. As a result, competitive products will be obtained, foreign dependency will be decreased, and the import-export balance will be held at a favorable level. With this scope, to increase competitiveness, all activities will be conducted in a cost-effective manner; Human Resources, Corporate Identity, Technology and Innovation Management will be improved; ASELSAN Academy Graduate Programs and Digital Transformation will be supported; the effectiveness of Corporate Governance, facilitates and infrastructure will be enhanced.

TURKEY IS GOING THROUGH A TIME PERIOD WHERE HIGH-TECHNOLOGY INTEGRATED DEFENSE EXPENDITURES ARE EXPECTED TO INCREASE, INNOVATIVE PRODUCTS ARE EXPECTED TO BE SUPPORTED AND COMPETITION BETWEEN FIRMS WITH COMMON ACTIVITIES IS EXPECTED TO BE MORE SEVERE.

FIELDS OF ACTIVITY:



ASELSAN continues a wide range of activities from the undersea to space platforms as stated below:

- Communication and Information Systems/Products
- Weapon Systems
- Security Systems
- Unmanned Systems
- Command and Control & Information Systems (C4I)
- Fire Support Systems
- Electronic Warfare Systems
- Naval Warfare Systems
- RADAR Systems
- Avionic (Air Electronics) Systems
- E/O Exploration and Observation Systems
- E/O Self Defense Systems
- Air and Missile Defense Systems
- System Integration Projects on Platforms
- Navigation and Guidance Systems
- Missile Seeker Warhead and Guidance Systems
- Traffic Systems
- New Civil Fields