

# TOBB Yedi Mavi Project Presentation

Investor Version, April 2024





Land Owner:

TOBB

- \* TOBB stands for the Union of Chambers and Commodity Exchanges of Turkiye.
- \* TOBB is a 1.5 million member organization represented by countless industries.
- \* Umbrella organization that represents the Turkish Private Sector.
- \* TOBB acts as a significant bridge between the business community and the government, advocating for policies that promote economic growth and development

# Why is TOBB important in Turkiye?

TOBB (The Union of Chambers and Commodity Exchanges of Turkey) is important for several reasons, particularly within the context of Turkey's economic and business landscape:



Economic  
Advocacy



Networking  
Opportunities



International  
Representation

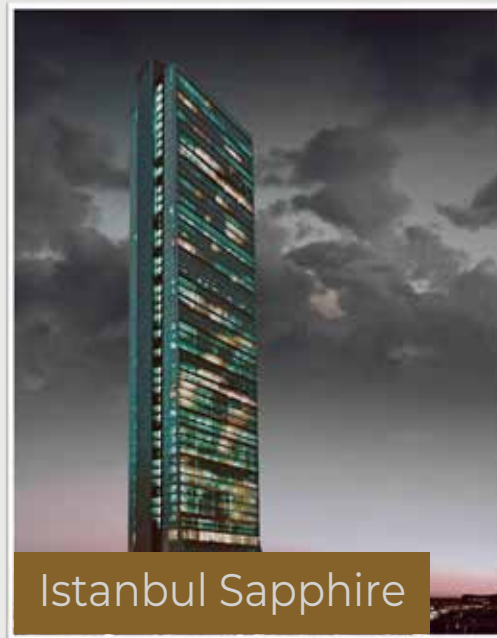
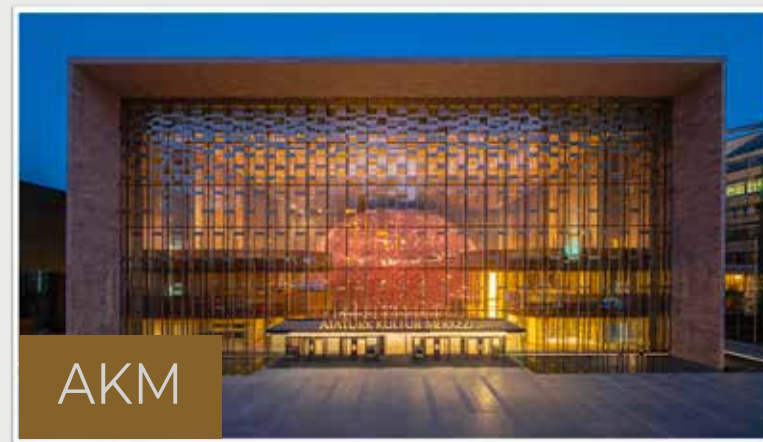


Economic Data  
and Research



Regulatory  
Influence

# Award-Winning Architecture, A New Masterpiece



The architect of Yedi Mavi, Murat Tabanlıoğlu, designed the project with a unique architectural approach inspired by the sea, combining the values of the past with today's. Yedi Mavi, predominantly featuring sea-view apartments with expansive terraces, reflects a marine-themed lifestyle model.

Murat Tabanlıoğlu, a graduate of the Vienna University of Technology's Department of Architecture and one of Turkey's leading architects, cofounded Tabanlıoğlu Architects in 1990. He is the architect behind significant projects like Zorlu Center, AKM, Istanbul Sapphire and Levent Loft





# Beautiful both inside and out, and award-winning

Gonye Design is an Istanbul-based interior architecture and design office founded by Architect Yelin Evcen and Interior Architect Gönül Ardalin 2010. Gonye Design has integrated sliding doors for closets, restrooms, and utility rooms in Yedi Mavi to create a seamless wall effect. The kitchen features a sliding door with reflective glass for an open layout option, using custom bronze-brass detailed cabinets. Beige and mink-toned marbles in bathrooms enhance the warm and chic ambiance, with sustainable materials used throughout. Design for bedrooms and living areas is customized to each space's function, maintaining a coherent style from concept to accessories. Gonye Design has been awarded in Los Angeles based "IDA International Design Awards" with the interior design of Yedi Mavi show flat.





# Project Location



## Nearby Hospitals

- |                               |      |
|-------------------------------|------|
| 01 Acibadem Bakirkoy Hospital | 2 km |
| 02 Memorial Hospital          | 4 km |
| 03 Medical Park               | 4 km |



## Nearby Attraction Centers

- |                     |        |
|---------------------|--------|
| 04 Olivium Mall     | 2 km   |
| 05 Galeria Mall     | 2 km   |
| 06 Capacity Mall    | 2 km   |
| 07 A Plus AVM       | 2,5 km |
| 08 Marmara Forum    | 2,5 km |
| 09 Aqua Floria      | 7 km   |
| 10 İstinye Park     | 10 km  |
| 11 Nişantaşı City's | 12 km  |
| 12 Zorlu Center     | 15 km  |
| 13 Kanyon           | 17 km  |



## Transport

- |                               |       |
|-------------------------------|-------|
| 14 Marmaray Zeytinburnu       | 100 m |
| 15 Atakoy Marina              | 2 km  |
| 16 Eurasia Tunnel             | 2 km  |
| 17 Metrobüs                   | 3 km  |
| 18 Bakırköy İDO               | 3 km  |
| 19 İDO Yenikapı               | 4 km  |
| 20 15 Temmuz Şehitler Bridge  | 16 km |
| 21 Fatih Sultan Mehmet Bridge | 20 km |



## Nearby Schools

- |                                  |      |
|----------------------------------|------|
| 22 Cerrapasa Faculty of Medicine | 4 km |
| 23 Capa Faculty of Medicine      | 5 km |
| 24 Yıldız Teknik University      | 5 km |



## Another Places

- |                           |       |
|---------------------------|-------|
| 25 CNR Expo               | 8 km  |
| 26 İstanbul Kongre Center | 10 km |
| 27 Tuyap Fair Center      | 27 km |
| 28 İstanbul Airport       | 42 km |
| 29 Sabiha Gökçen          | 45 km |



## Cultural

- |                                    |        |
|------------------------------------|--------|
| 30 Bakirkoy                        | 2 km   |
| 31 Yedikule Dungeons Museum        | 2 km   |
| 32 Veli Efendi Hipodromu           | 2 km   |
| 33 Bakirkoy Botanic Park           | 3 km   |
| 34 Çırpıcı Park                    | 3 km   |
| 35 Sinan Erdem Sports Salon        | 4 km   |
| 36 Yenikapı                        | 4 km   |
| 37 Historical Peninsula            | 7 km   |
| 38 Grand Bazaar                    | 7 km   |
| 39 Sultanahmet Mosque              | 7 km   |
| 40 Ayasofya                        | 7 km   |
| 41 Eminönü                         | 7 km   |
| 42 Topkapı Palace                  | 7 km   |
| 43 Spice Bazaar                    | 7,5 km |
| 44 Sirkeci Train Station           | 8 km   |
| 45 Galata Tower                    | 9 km   |
| 46 Taksim                          | 10 km  |
| 47 Princes' Islands (Kabataş Pier) | 17 km  |





# Zeytinburnu



- \* Located on the European Side of Istanbul along the Sea of Marmara and neighbors with the historic Fatih Neighborhood of Istanbul.
- \* Zeytinburnu has a population of just under 300K citizens, making it one of the least populated districts in the heart of Istanbul.
- \* District blends its historic heritage with modern living spaces, housing various cultural heritages and landmarks.
- \* Offers stunning waterfront, extensive bike paths, large parks, and shopping centers. Offering visitors and locals delightful opportunities for leisure and enjoyment.



# Kazlıçeşme



- \* Kazlıcesme is the name of the neighborhood for which Yedi Mavi is located and is named after a historic fountain dating back to 1537.
- \* Located directly by the sea with numerous transportation options making it one of the most well connected areas in all of Istanbul.
- \* Kazlıcesme also is host to a variety of cultural and social events that are hosted both publicly and privately due to the historic charm and connection options.
- \* Historically significant by being a hub of Ottoman major industrial activities after the conquest of Istanbul in 1453.





# Fact Sheet

Project Name:  
Yedi Mavi

Social Facility Area:  
4,000 m<sup>2</sup>

Land Owner:  
TOBB

Indepented Units:  
1005

Location:  
Kazlıçeşme,  
Zeytinburnu, Istanbul

Number of Residential Units:  
684 with Varied configurations,  
including garden duplexes and penthouses

Land Area:  
63,500 m<sup>2</sup>

Service Apartments:  
241

Landscape:  
52.000 m<sup>2</sup>

Commercial Units:  
80

Stock from TOBB:  
300+ Units available

Number of vehicles per flat:  
3 indoor car parks for 4.5+1 and  
4+1 apartments

Types of Units Available:  
1+1 2+1 3+1 3.5+1 4+1 4.5+1  
with views ranging from sea view,  
landscape, and city views

1 indoor car park for 1+1 apartments  
2 indoor car parks for others.

Maintenance Cost:  
44 TL per sqm.

**What's included?**  
Security, facilities,  
periodic exterior window cleaning,  
cleaning of project grounds, maintenance





**A**

**C**

**E**

**I**

**H**

**G**



# Project Facilities



Indoor & Outdoor  
Swimming Pool



Table Tennis



Billiards Table



Indoor & Outdoor  
Parking



Basketball Court



Fitness Center



Sauna



Ping pong  
Table



Turkish Bath



Sauna &  
Massage Room



Playstation  
Room



Children's  
Playground



Cafe



Children's Club



Tennis Court





# Why Invest in Yedi Mavi



**YEDI  
MAVi**

Below Market  
Prices

High - Rental  
Income Potential

Capital  
Appreciation

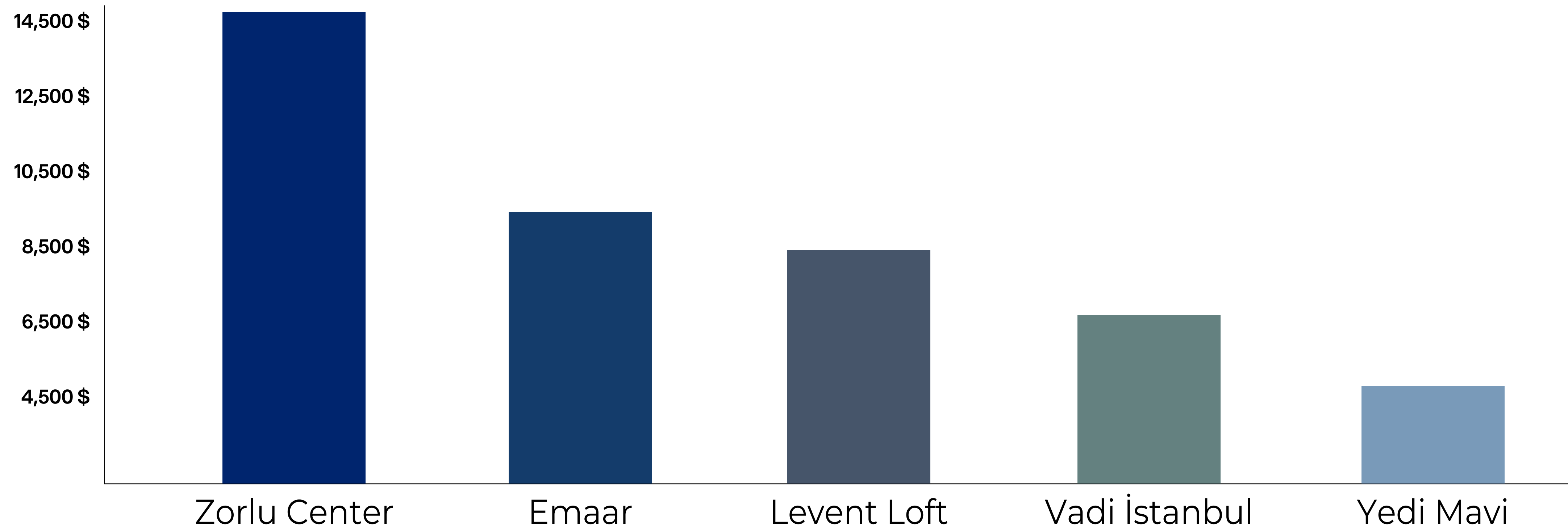
Secure  
Exit Strategy





# Below Market Prices

source: sahibinden.com

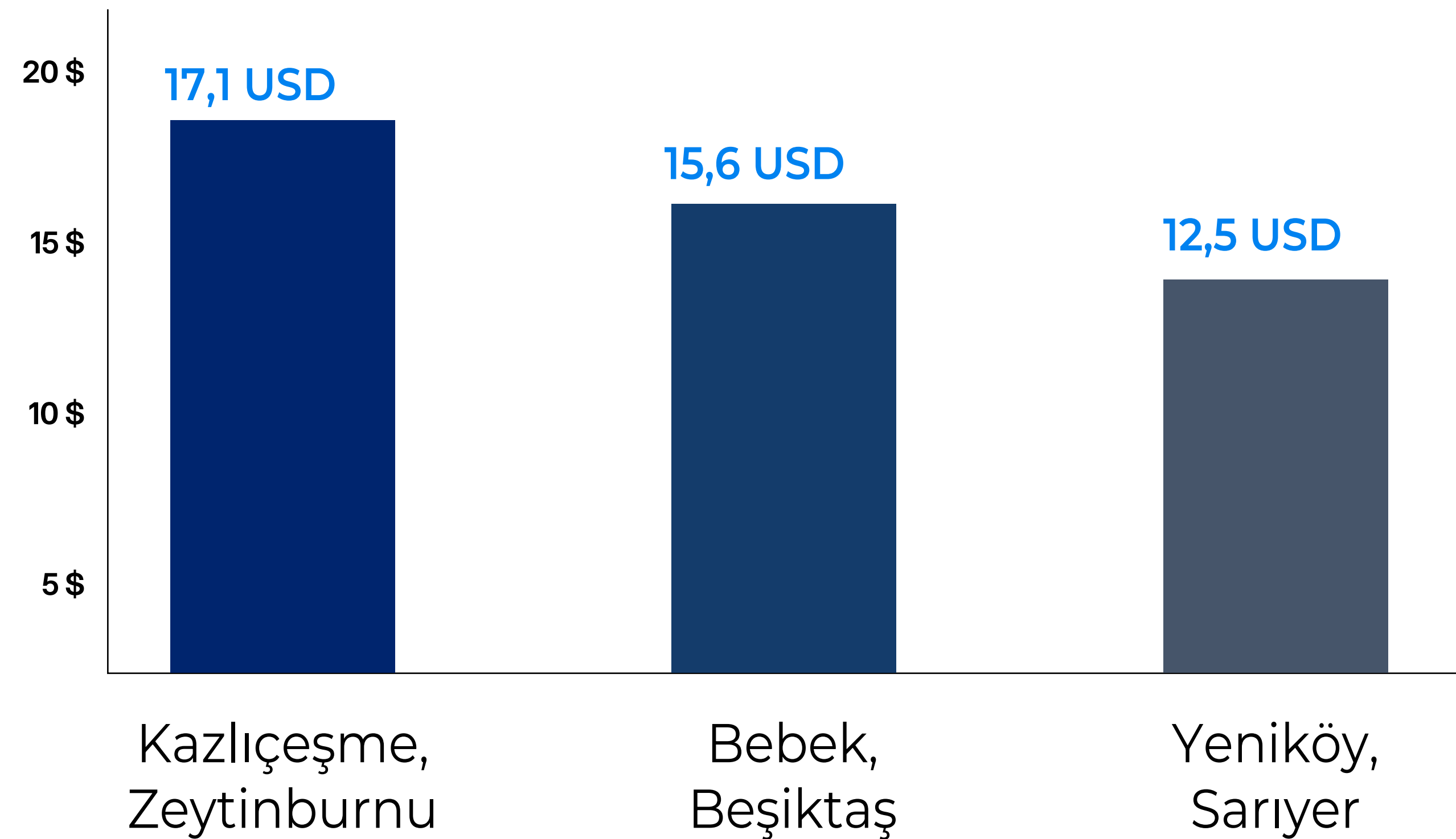


➤ Through the release of 300+ new units from TOBB, Yedi Mavi can offer prices starting from \$4,500 USD, which is significantly lower than other comparable projects in this segment. This offers investors an opportunity to earn substantial capital growth gains immediately following purchase. Realistic expectations for capital growth are 15% during the first 18 months after investment.



# High - Rental Income Potential

source: sahibinden.com



Rents in Kazlıcesme have now exceeded Istanbul's historically expensive locations in just a few years time. Combined with purchase prices below comparable neighborhoods, rental returns (ROI) can be expected to exceed 6% in the initial stages of investment with significant growth expected after 5 years.



# Yedi Mavi Price Per SQM Expectation in USD



The price expectation of Yedi Mavi is predicted to grow from \$5,500 USD to \$9,000 USD in 36 months time based on current competition pricing, rental values, and demand for the area.

**Note:** based on data from nearby projects and current market trend indicators





## One Turkey's First Socially Responsible Projects

Yedi Mavi benefits from being a joint development with the developers and the Union of Chambers and Commodity Exchanges of Turkiye (TOBB) as owners of the project. Since the project's delivery date in 2020, stock from TOBB has been unavailable for release until this time. TOBB has chosen to hold their units until a time that they envisioned the release could have the largest social and economic impact in Turkiye. TOBB has a profit-free pledge to use funds from units sold to build schools across rural and urban economically disadvantaged areas in Turkiye and has been a major supporter in relief and reconstruction efforts in southern areas impacted by the devastating earthquake in 2023. With these units now available, Yedi Mavi has been deemed one of Turkiye's first socially responsible projects. It is important to note that this just isn't an investment, but an investment that has a positive effect on every segment of the Turkish population.

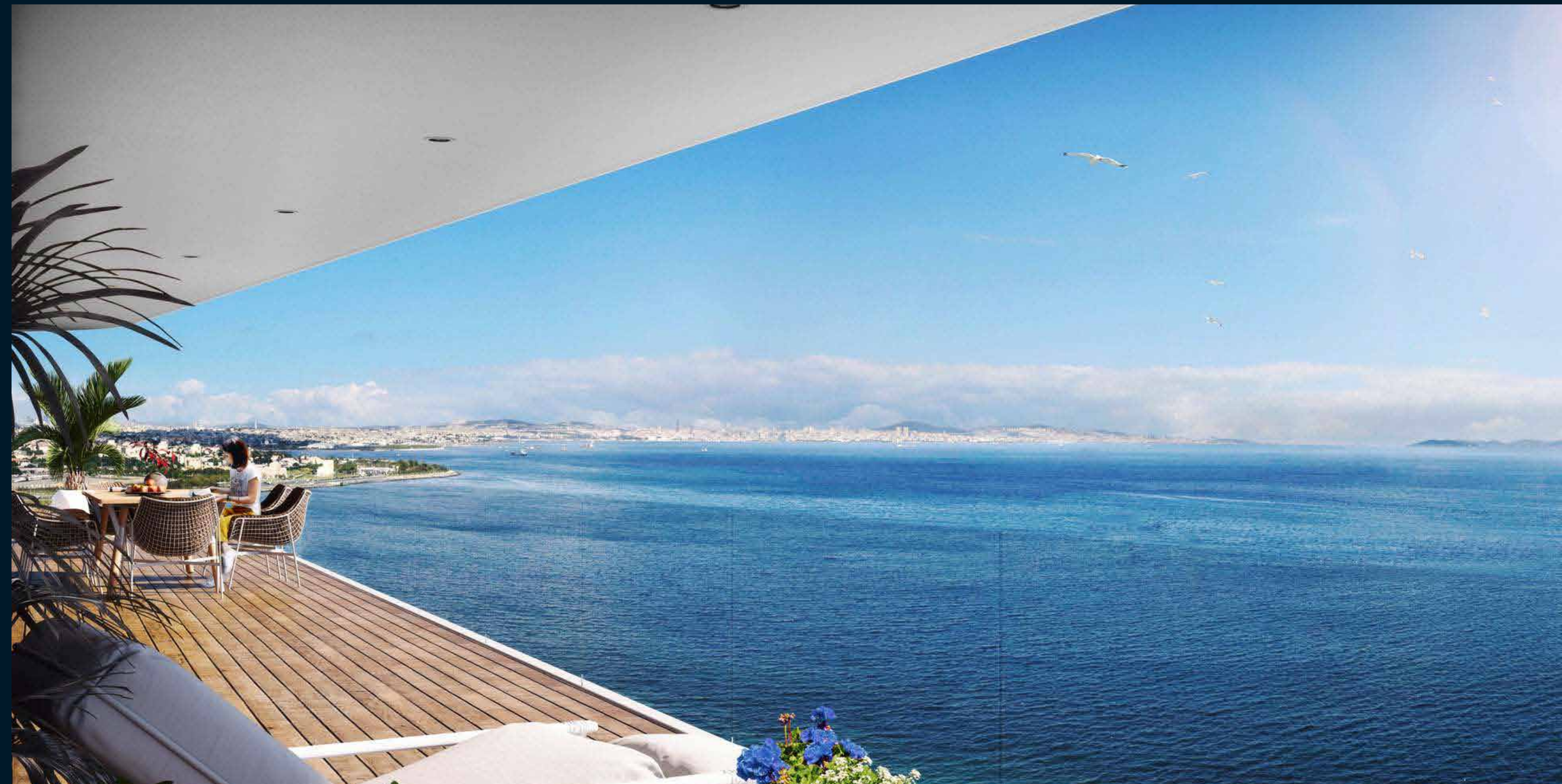


# Exit Strategy



Yedi Mavi offers below market prices, tremendous Rental ROI opportunity, significant expected growth and a product and quality that is unmatched. For these reasons, Yedi Mavi is primed to offer clients a competitive exit strategy both short-term (3 years) and long-term.

With the expected price growth and constant demand for properties in this location, Yedi Mavi offers a unique opportunity for both lifestyle and investment purposes, making it the top-choice of buyers looking for luxury sea front properties in Istanbul.







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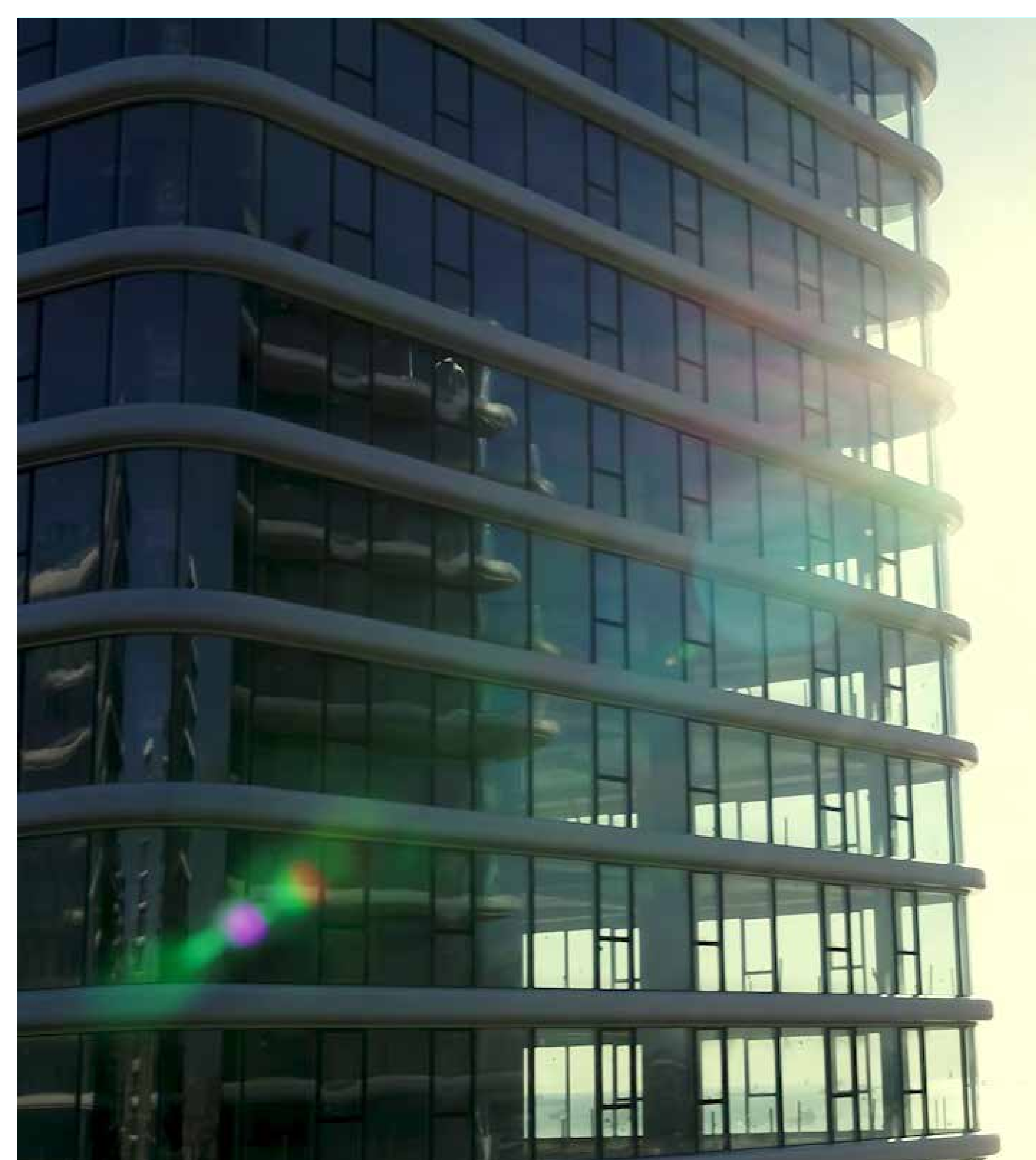
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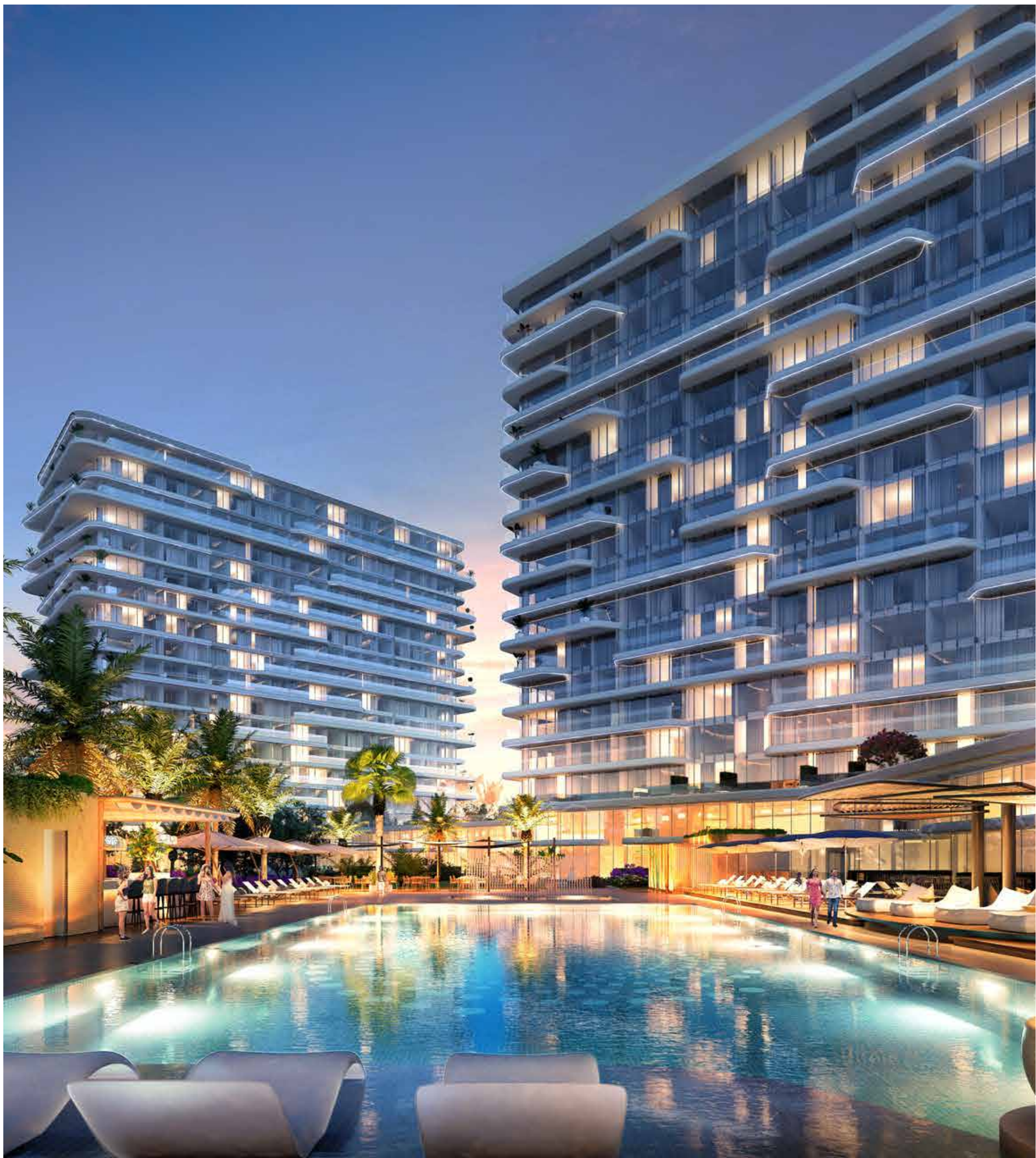
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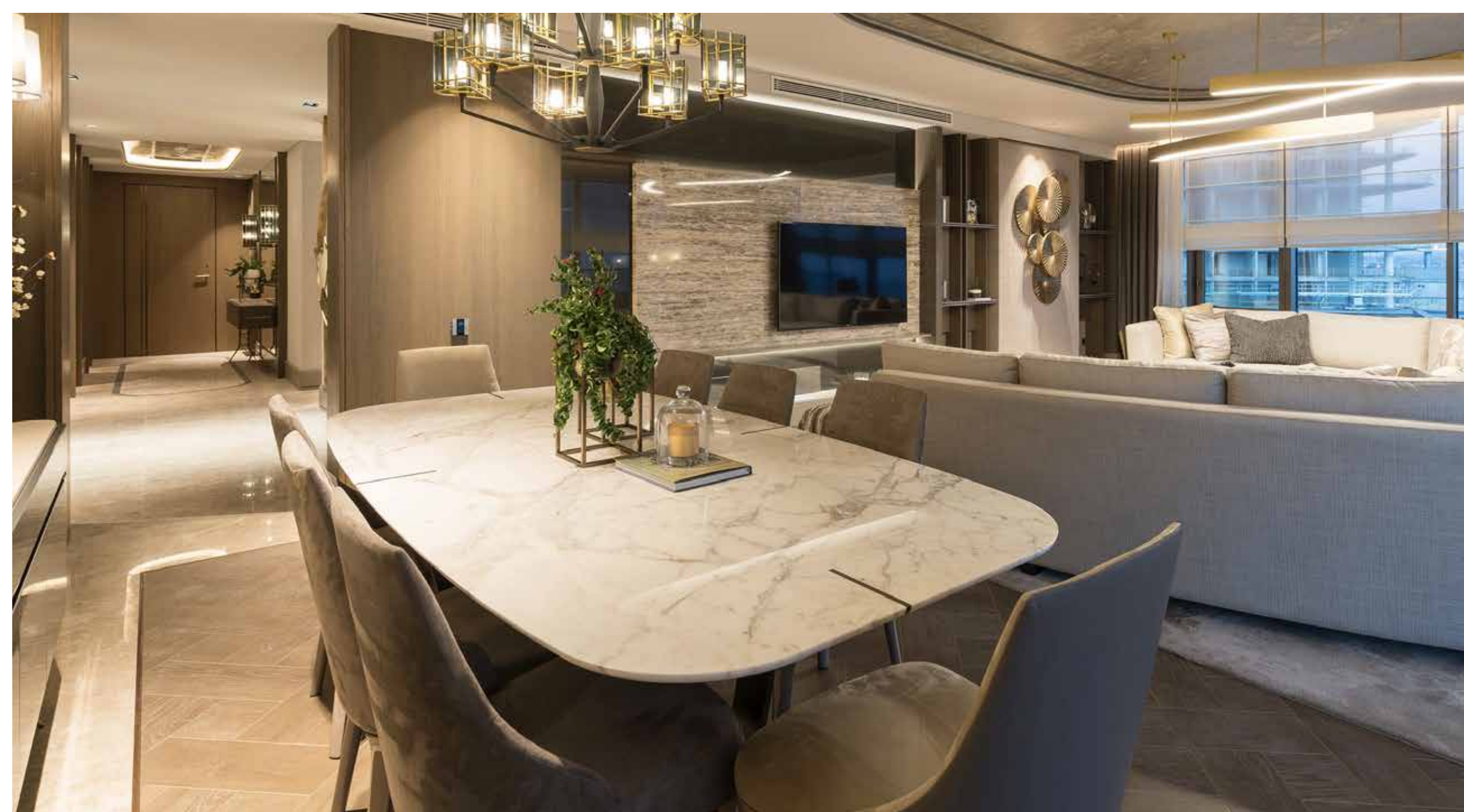
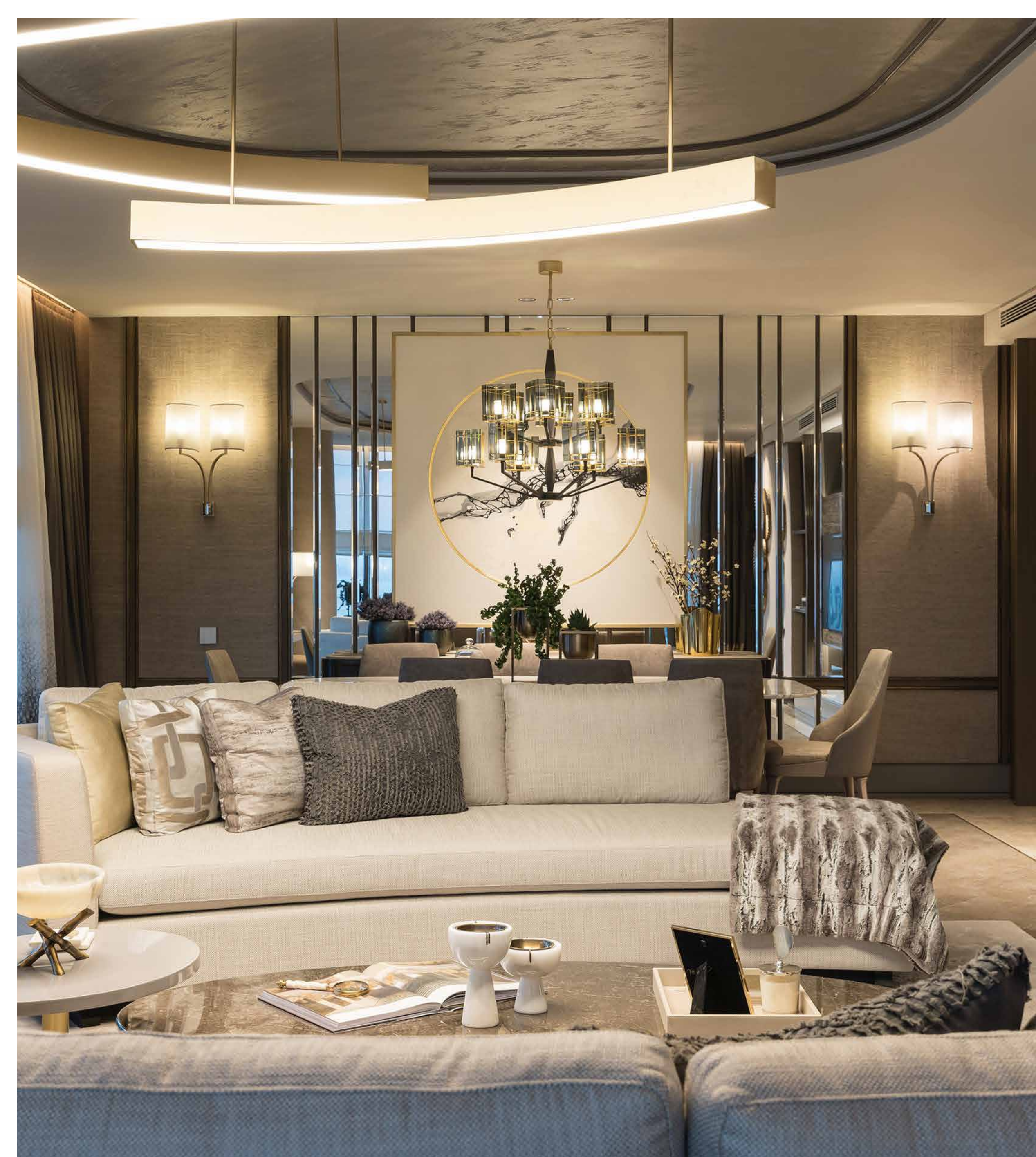












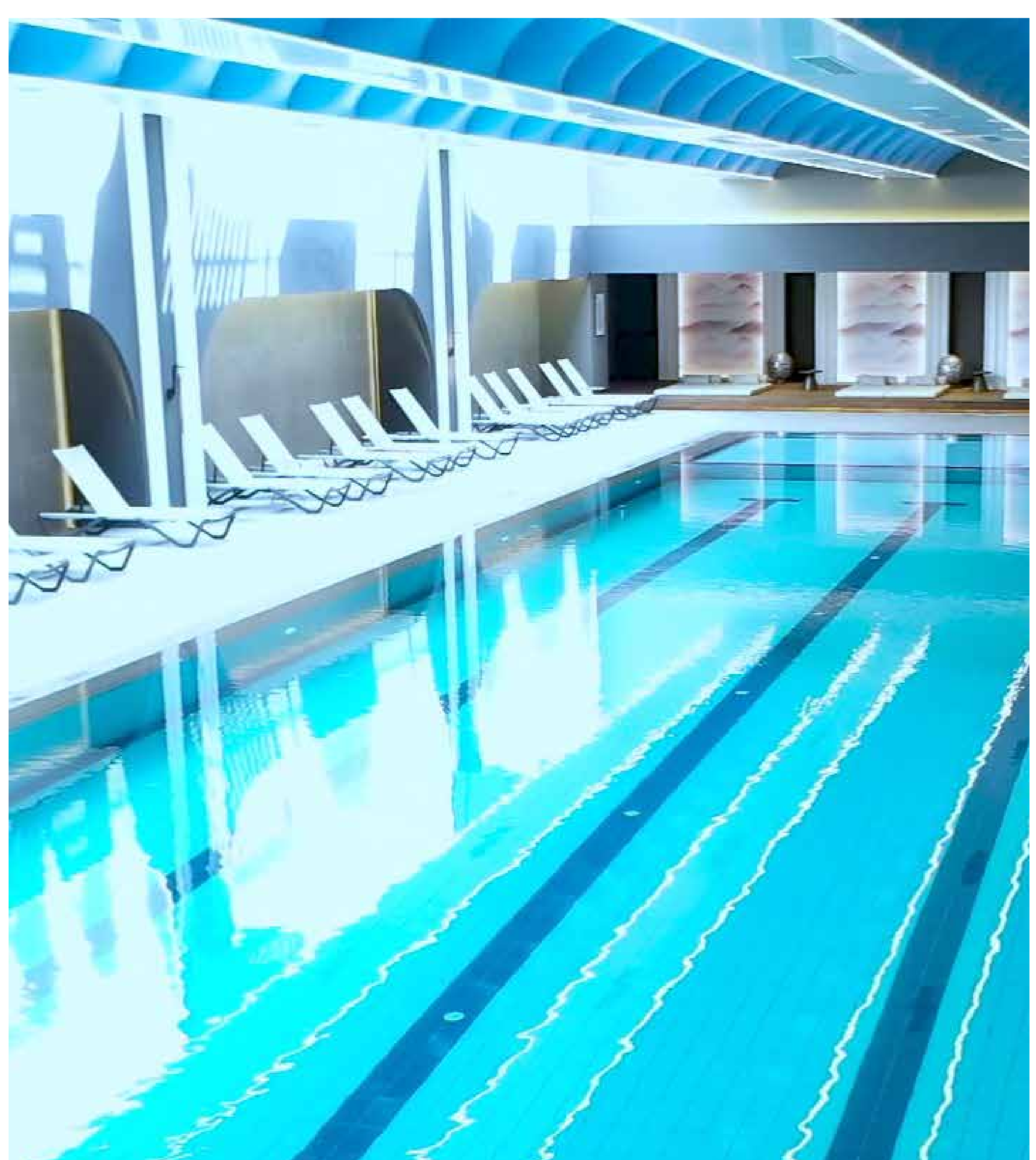
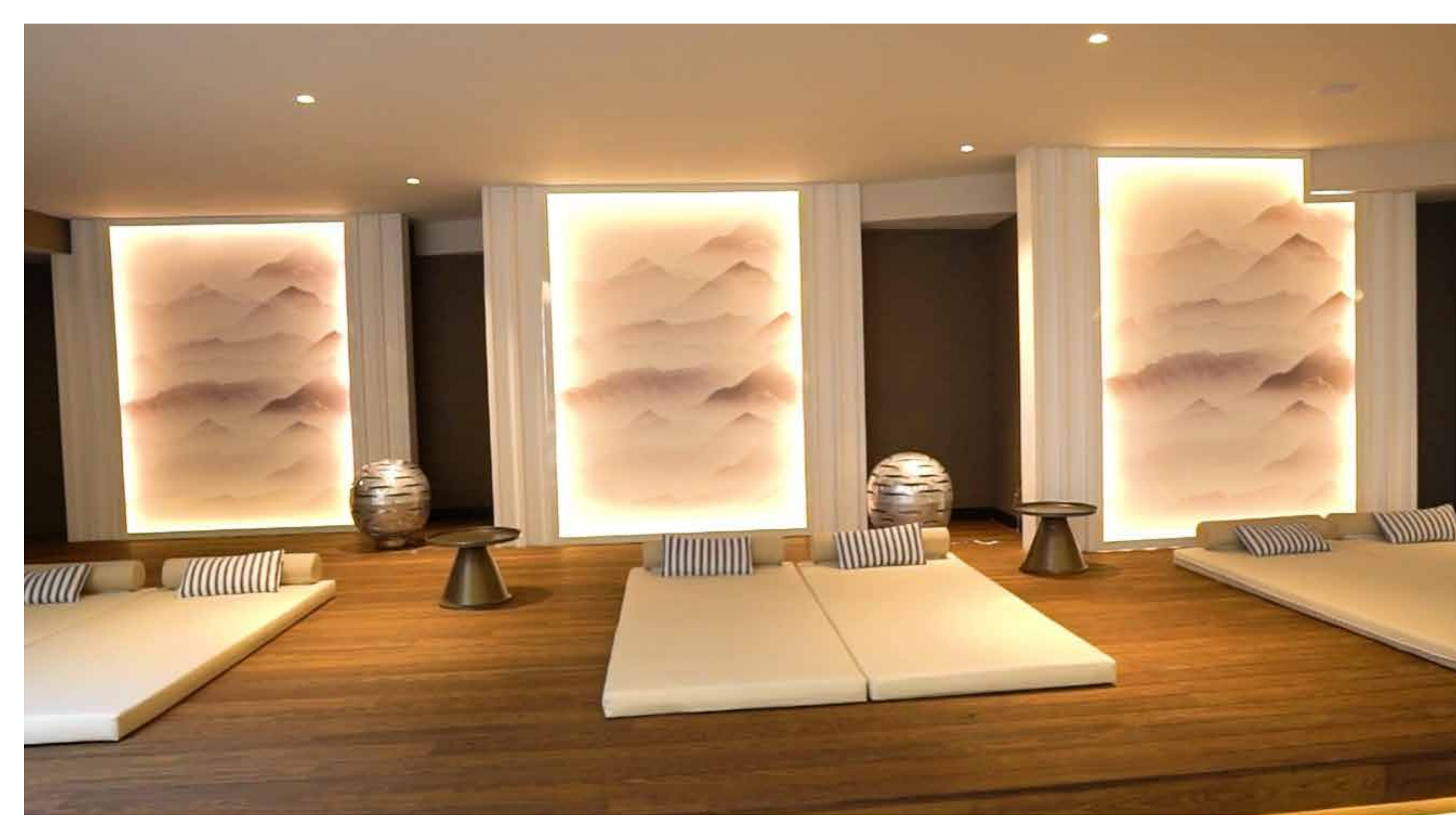




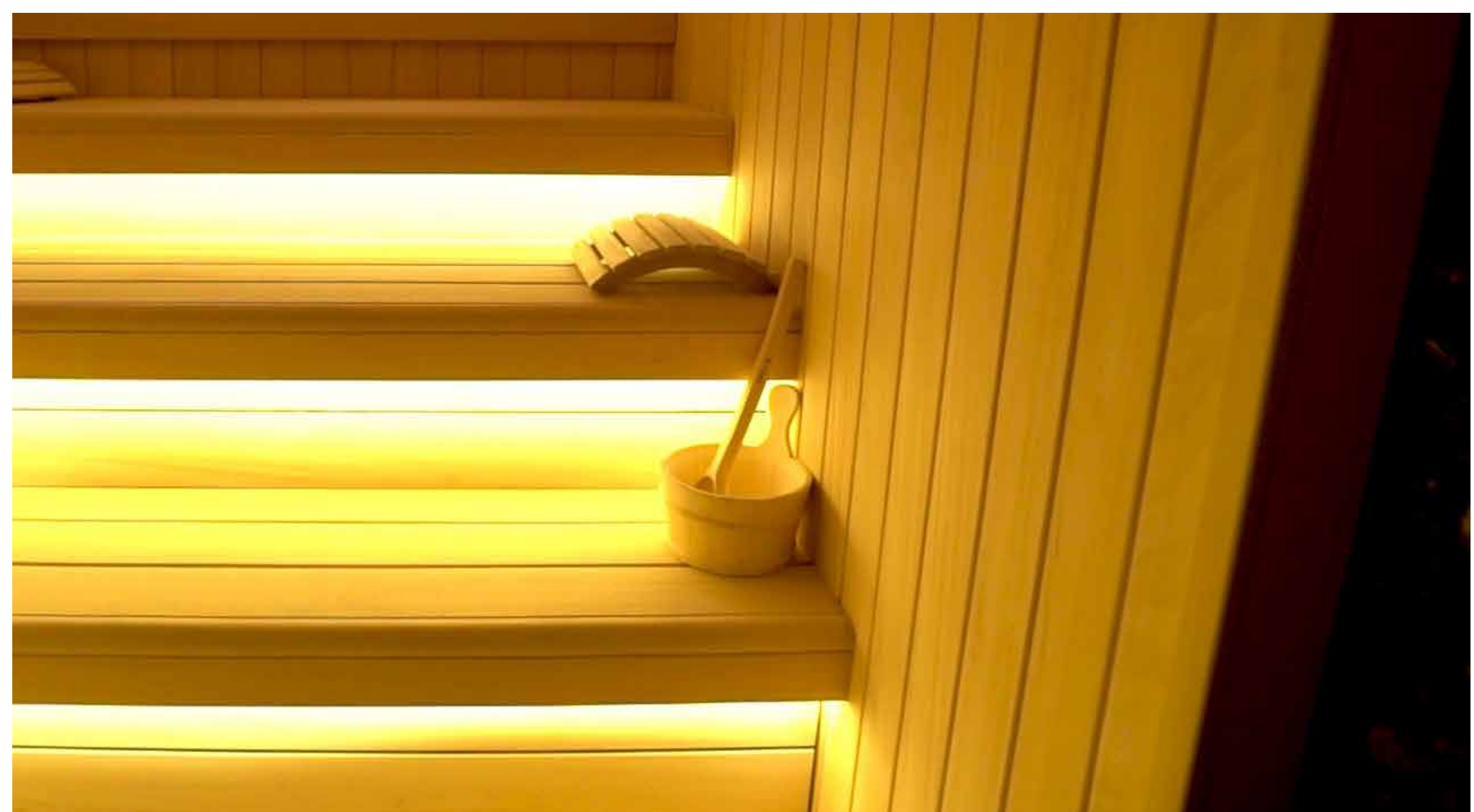
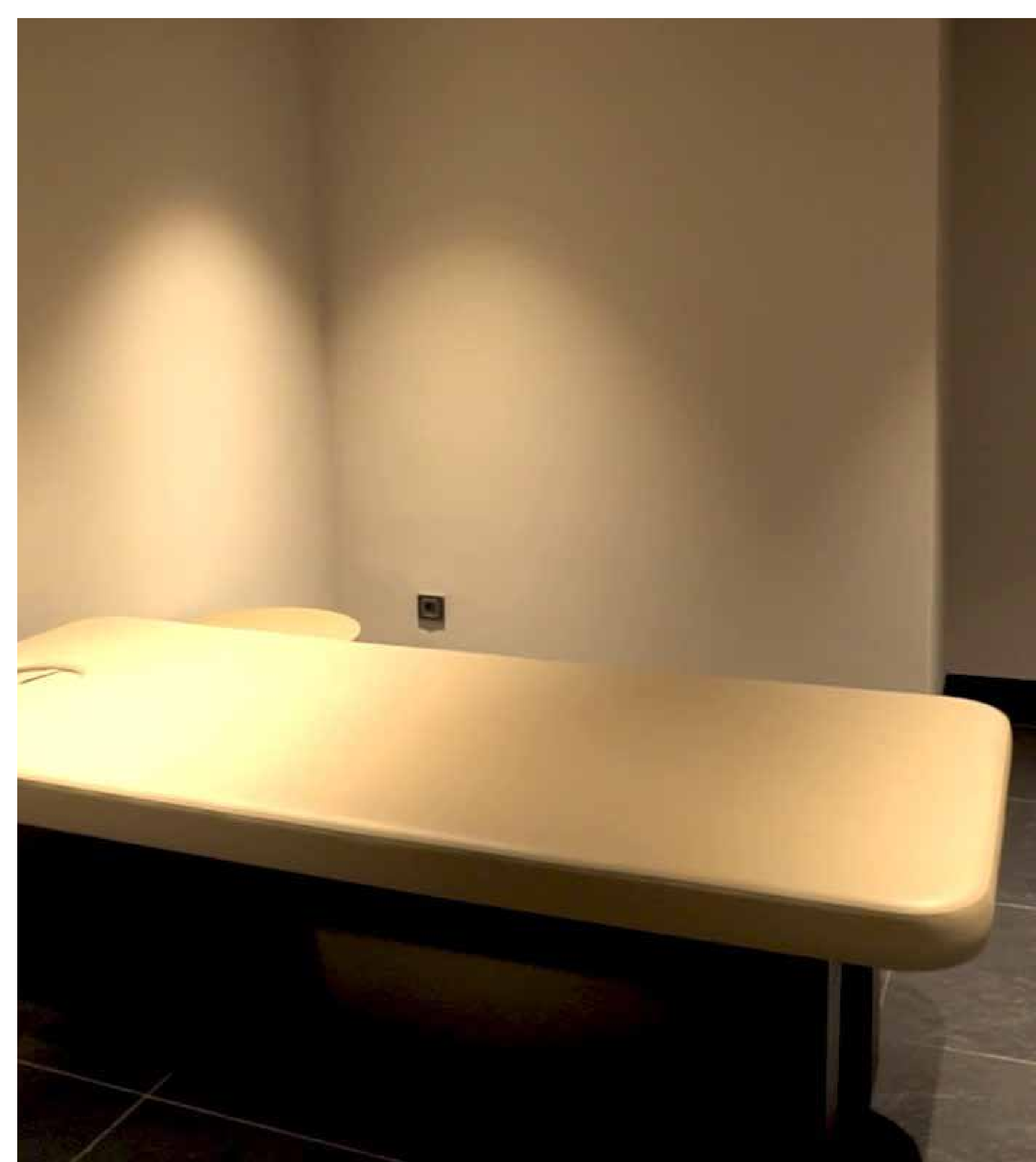








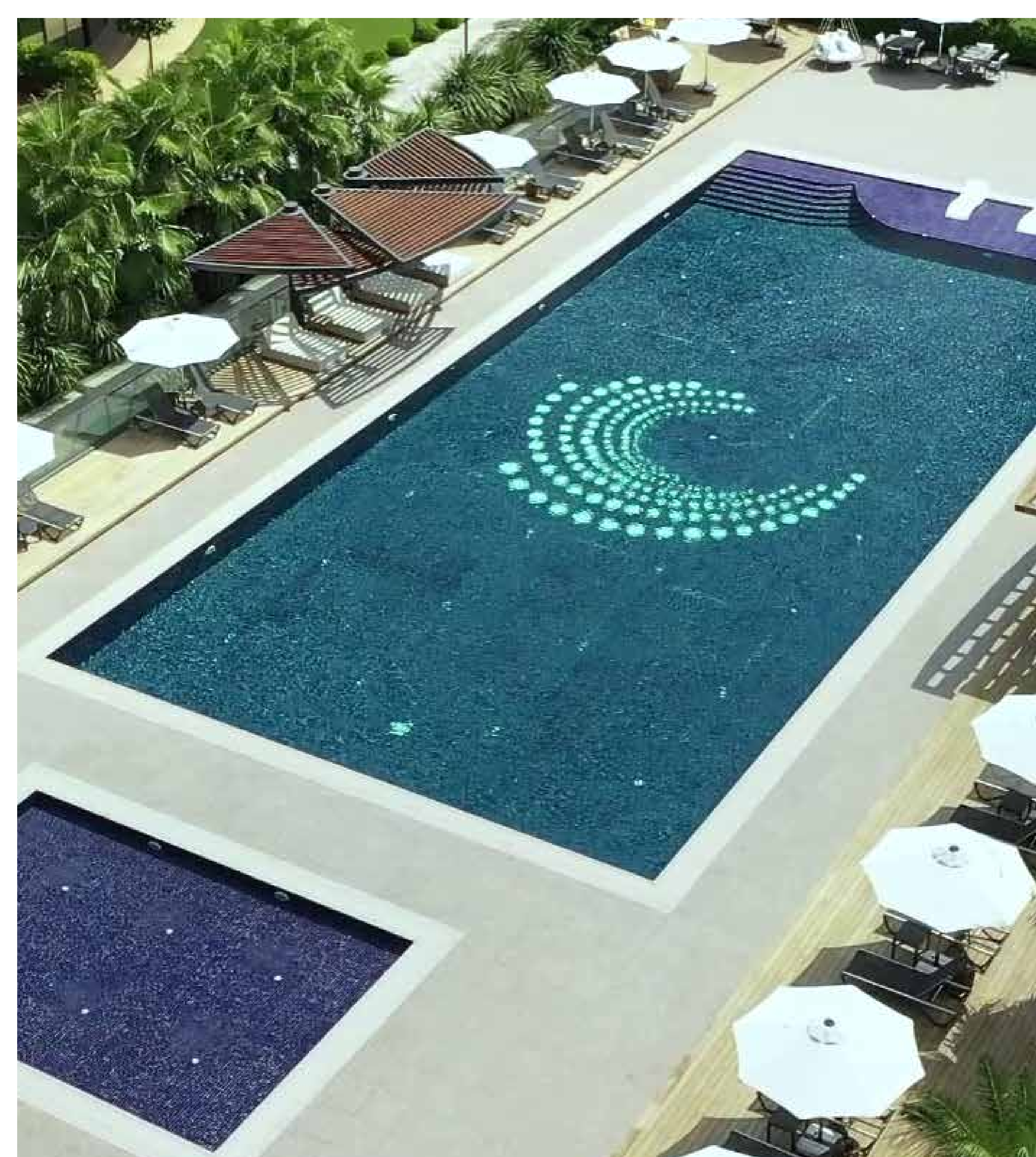






















# Project Introduction Video



Watch

