

## **“Reverse brain drain : AirTies brought 18 managers from the Silicon Valley”**

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ISTANBUL. – Ms. Evrim Onk, Manager of International Channel Sales at AirTies, the company that develops and markets Internet access products said that the number of managers who came to join AirTies from the Silicon Valley, USA, has reached 18. This, continued Ms. Onk, was AirTies' contribution to the “brain drain”, although in reverse (from the US to Turkey). The company is selling the products in Greece and Ukraine, that are designed to address the specifics of these countries and aren't available in Turkey, and is proud of its business model based on having in-house research & development. “Among 155 of our employees 60 represent the R&D team”, says Ms. Onk.

When it comes to sales and marketing, AirTies monitors end-user retail prices; valuing products' affordability for consumers and performing so called “price police control”. “Despite the effects of the economic crisis, we are one of the few vendors who did not reduce marketing incentives for the sales channel”, notes Ms.Onk, and continues: “After AirTies signed a deal to market its products through Multirama stores – the biggest IT retail chain in Greece, we have become the bestselling brand in access points and switches, and the second bestseller in gateways on the Greek market”.

### **We connect your home electronic devices to each other**

AirTies Chairman Mr. Bulent Celebi says that the company expects to see 10-20% growth in revenue this year, with roughly \$10 mln to come from the international sales. The company's revenue for 2008 was \$49 mln. “The past year saw 1.3 mln of new ADSL subscribers in Turkey compared to the projected 800,000 new additions in 2009, which corresponds to a 40% drop in ADSL growth”, said Mr. Celebi. Despite these statistics, AirTies still counts on growth in 2009 setting the target at 10-20%. “But our real goal is to enable all home electronic devices to be connected with each other via AirTies technology. Our modems will manage home networks”, adds Mr. Celebi.