

Q2, 2025

Seven Pearl

RESIDENCE BUDAPEST

Adnan Polat, Chairman of Polat Holding,
Delivered the Opening Speech at the
Launch Event of the Seven Pearl Project in
Budapest

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A prestigious project brought to life in the heart of Budapest by Polat Real Estate, combining modern living with historical texture. Our exclusive launch event in June attracted significant international attention..

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As part of Yıldız Technical University's RECODE event, we hosted students from the Construction Club at our Piyalepaşa İstanbul Premium construction site, where our team introduced the project and answered their questions.

04 ONGOING PROJECT

With large-scale mixed-use projects both in Turkey and abroad, we are redefining urban fabric and creating sustainable investment opportunities and modern living spaces.

05 OUR PROJECT

We continue to offer exclusive opportunities to investors through periodic campaigns in our City Pearl, Polat Levent Exclusive, and Piyalepaşa Premium projects.

06 POLAT PİYALEPAŞA ÇARŞI

We compiled highlights from events, collaborations, and communication activities held throughout the second quarter at Polat Piyalepaşa Çarşı. From weekly events to partnerships with KAFA Radio and Super FM, we've continued to transform the shopping center into a vibrant and interactive hub.

SEVEN PEARL

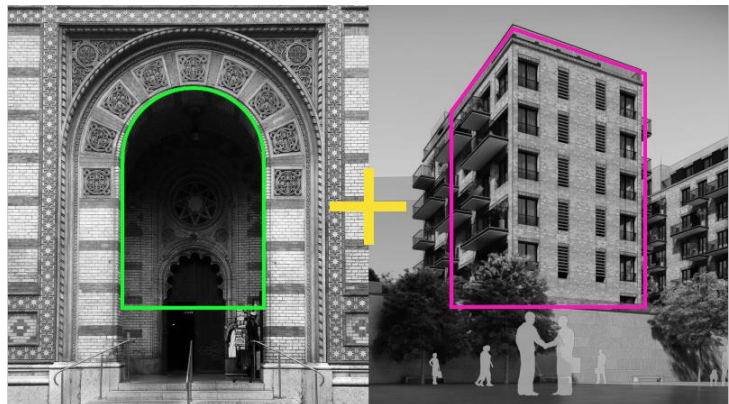


The **Seven Pearl** project is located right next to the **Dohány Street Synagogue** in Budapest, which is on the **UNESCO World Heritage** list. For this reason, the project's logo is inspired by the stained-glass patterns of the synagogue and also pays tribute to the world-renowned stained-glass artist Miksa Róth, who opened his first studio in the building.

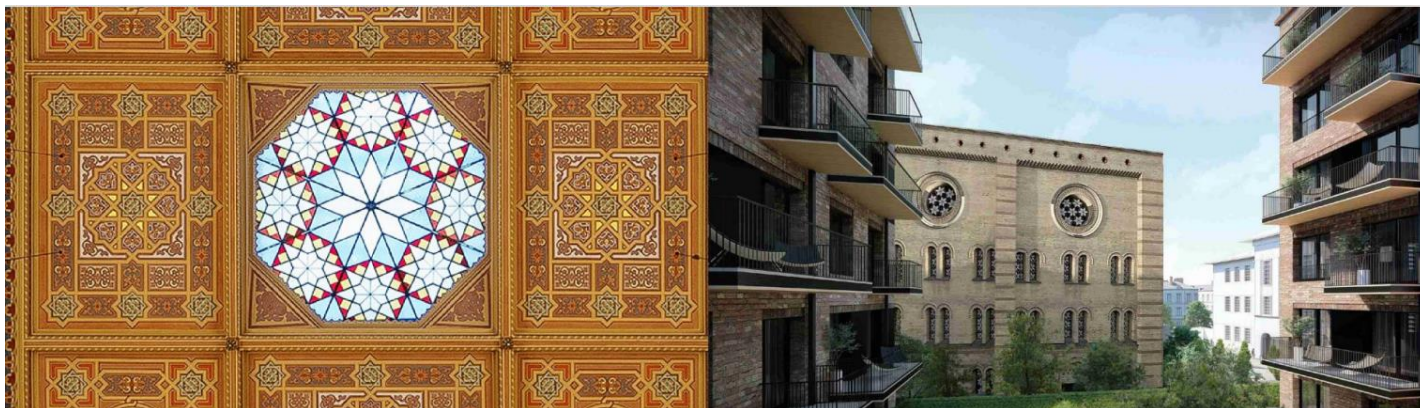
The name "**Seven**" refers both to **Budapest's 7th district** and the ancient and universal meanings of the number seven. **Seven** symbolizes both physical and spiritual completeness and perfection; it is based on the idea that **God created the universe in seven days**.

Since ancient times, this symbolism has been supported by concepts such as **the seven planets**, **seven metals**, and the seven days of the week. Likewise, the number seven is reflected in the **seven continents**, **seven oceans**, and **the seven wonders of the world**, making it a universal part of nature and culture. It also holds a significant place in religious traditions: the seven-day creation in the Old Testament, the seven heavens in the Quran, seven circumambulations around the **Kaaba in Mecca**, and the concept of seven steps or worlds in **Hinduism and Buddhism**.

Inspired by this deeply symbolic number, **Seven Pearl** aspires to be more than just an architectural project—it aims to **become a symbol rich in historical and cultural meaning**.



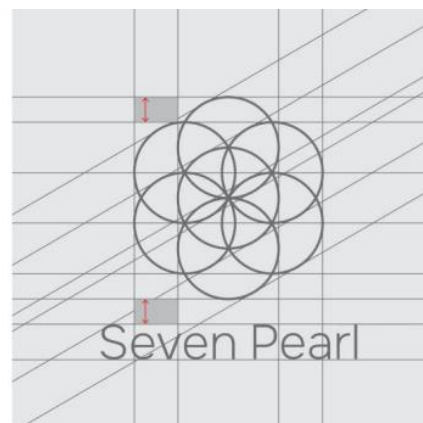
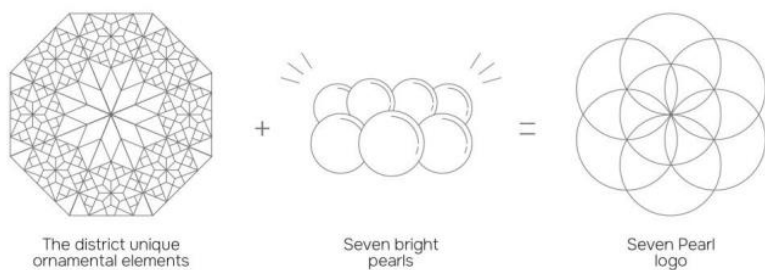
SEVEN PEARL



To manage the marketing communication efforts of the **Seven Pearl project**, a competitive pitch process was held with the participation of three leading global advertising agencies.

At the end of this process, a partnership was established with **Publicis Hungary**, the leading Hungarian agency of Publicis Groupe, one of the largest communication groups in the world.

The name “**Seven Pearl**” and its logo design, proposed by the agency, were adopted and approved as the first strategic step for the project.



SEVEN PEARL WAS INTRODUCED TO BUDAPEST WITH A MAGNIFICENT GRAND OPENING

The launch event held in early April at Parisi Udvar, one of Budapest's historical landmarks, elevated interest in the **Seven Pearl** project to its highest level. The project models displayed during the event received great acclaim from attendees for their design and details that harmonized with the architectural fabric of the city.

With the launch, the www.sevenpearl.hu website was activated, along with the sales office decorated in line with the brand identity, the catalogs, and all marketing materials—all of which were highly appreciated by customers.



SEVEN PEARL

The launch of **Seven Pearl**, our new project rising in the heart of Budapest, took place with a magnificent event held in one of the city's most prestigious locations. The event brought together distinguished guests from the business and social circles, investors, and members of the media.

The evening began with an opening speech by **Mr. Adnan Polat, Chairman of the Board of Polat Holding**. During the event, the project's vision and details were shared with the attendees by **Mr. Kaan Yücel, Executive Board Member of Polat Real Estate** responsible for operations. Our Spanish business partner **Mr. Ibon Naberan, CFO of All Iron REI Socimi**, also attended the event and delivered a speech highlighting the significance of this important collaboration. Following the event, **Mr. Naberan** shared the following message:

"Seven Pearl is being brought to life as an innovative residential complex consisting of 163 apartments and 11 commercial units in one of Budapest's most distinguished districts. We are proud to collaborate with Polat Real Estate. This project is both a tribute to Budapest's rich cultural heritage and a strong investment in the city's future."

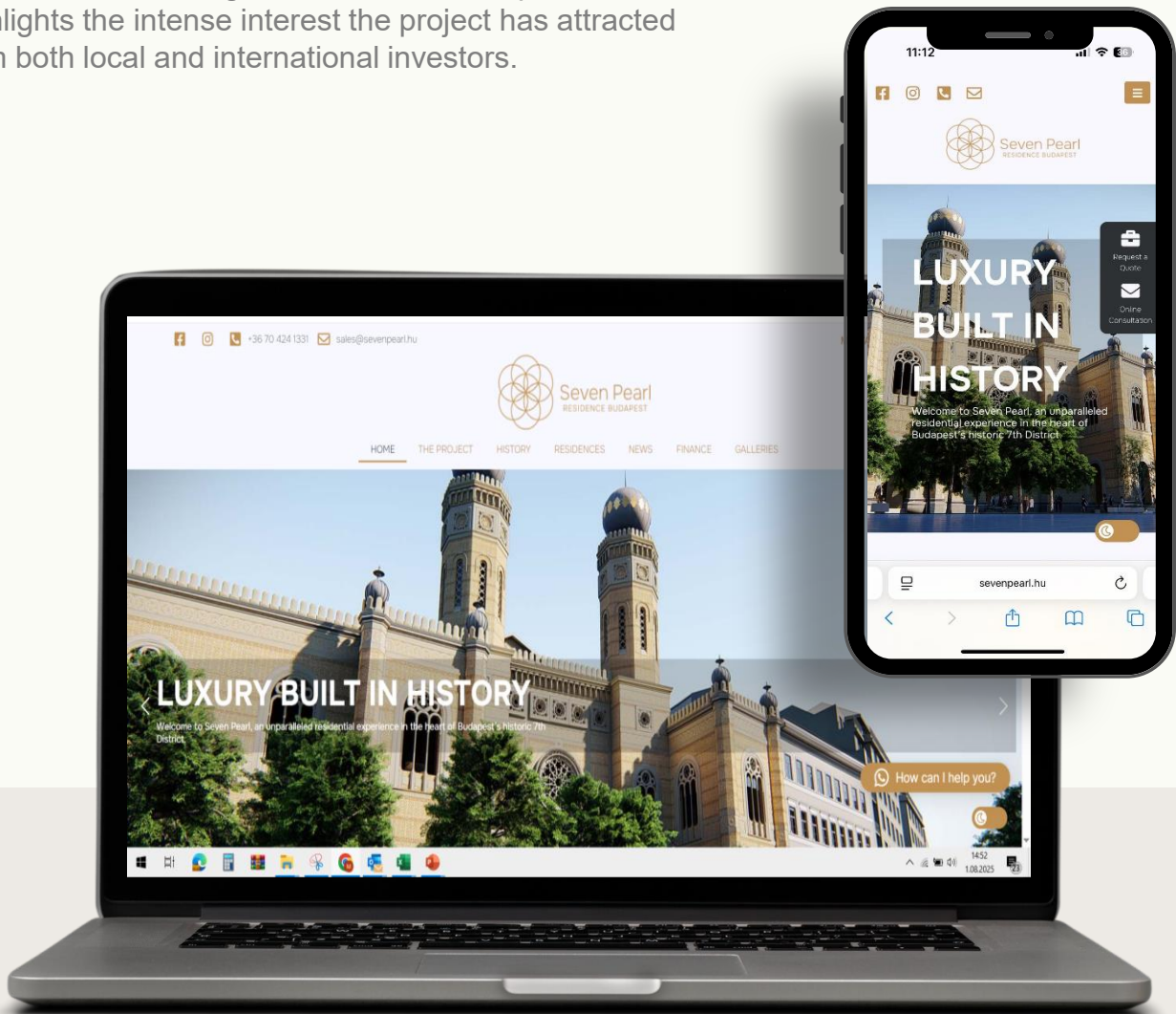
Seven Pearl, with an investment of approximately 100 million euros, is planned to be completed by the end of 2027. It is preparing to become one of Budapest's iconic projects, blending modern urban living with cultural heritage.



SEVEN PEARL

Launched alongside the opening, the website www.sevenpearl.hu, the sales office specially decorated for the brand, carefully prepared catalogs, and all marketing materials received high praise from visitors, showcasing the project's strong communication strategy.

Seven Pearl achieved remarkable success by selling and reserving nearly half of its housing stock within the first three months of being on the market. This performance highlights the intense interest the project has attracted from both local and international investors.



Kaan Yücel, Executive Board Member in Charge of Execution at Polat Gayrimenkul, achieved significant international recognition by being the only Turkish professional selected for the “Top 50 Most Influential Real Estate Leaders in Hungary” list, compiled by one of Central Europe’s leading economic publications, the Budapest Business Journal.



Kaan Yücel

Hungary’s 50
most influential
real estate
leaders

Macaristan'ın en büyük kentsel dönüşüm projesine Polat Gayrimenkul imzası

"Yerli alıcılara tanınan yasal olanaklar sayesinde Macarlar ve yatırım fırsatını değerlendiren yabancı yatırımcılar pazarda büyük bir talep yaratıyorlar. Budapeşte'de artan kentsel dönüşüm ihtiyacı, talep ve olumlu koşullar konut pazarını büyük bir hızla büyümeye devam ediyor"

BUDAPEŞTE'NİN kalbi olarak nitelendirilebilecek bölgelerde stratejik konut projelerini hayata geçiren Polat Gayrimenkul, yatırımlarındaki en önemli itici güç olarak ülkedeki ekonomik istikrarı gösteriyor. Ülkenin en büyük kentsel dönüşüm projesinde de imzası bulunan şirketin büyük ölçekli projelerine, yerli ve yabancı çok sayıda yatırımcı ilgi gösteriyor.

Budapeşte'deki ilk projelerinin, 123 milyon Euro yatırım değeriyle konut, otel ve mağazalardan oluşan, LEED Sertifikalı Duna Pearl olduğunu belirten Polat Gayrimenkul İcra dan Sorumlu Yönetim Kurulu Üyesi Kaan Yücel, proje bünyesinde 193 konut, 105 odalı Four Points By Sheraton Otel ve 12 ticari alan yer aldığını bildirdi.

Macaristan'ın en büyük kentsel dönüşüm projesi olan City Pearl'ü ise 400 milyon Euro yatırım ve Özaltın Holding, Nurol Holding ortaklığı ile hayata geçirdiklerini ifade eden Yücel, tamamlanan ilk etabının teslimlerine başladığını söyledi.

Budapeşte'nin sosyal yaşamının kalbinde, Dohány bölgesinin tarihi atmosferinde, 85 milyon Euro yatırım değeriyle yeni bir projeye daha başladıklarını dile getiren Yücel, Orta Avrupa'nın güçlü ekonomilerinden birine sahip olan Macaristan'ın, AB üyeliği ve coğrafi konumu, güçlü üretim kapasitesi ve dışa açık ekonomik yapısı ile büyümeye devam ettiğini anlattı.

"YABANCI YATIRIMCILAR PAZARDA BÜYÜK TALEP YARATIYOR"

Macaristan'ın büyüyen inşaat ve gayrimenkul sektörü sayesinde yurt içi ve yurt dışından gelen yatırımcıların ilgisini çeken dinamik bir pazar haline



KAAN YÜCEL
Polat Gayrimenkul İcra dan Sorumlu
Yönetim Kurulu Üyesi

geldiğini söyleyen Kaan Yücel, "Yerli alıcılara tanınan yasal olanaklar sayesinde Macarlar ve yatırım fırsatını değerlendiren yabancı yatırımcılar pazarda büyük bir talep yaratıyorlar. Budapeşte'de artan kentsel dönüşüm ihtiyacı, talep ve olumlu koşullar konut pazarını büyük bir hızla büyümeye devam ediyor" diye konuştu.

"MACARİSTAN'DAKİ İSTİKRAR GÜVENLE YATIRIM YAPMAMIZI SAĞLIYOR"

Macaristan'da özellikle inşaat ve gayrimenkul sektörünün büyümeye devam ettiğinin altını çizen Yücel, büyük ölçekli projelere olan ilginin artışı sürdürdüğünü, ülkedeki

ekonomik istikrarın ise güvenle yatırım yapmalarını sağladığını dile getirdi. Avrupa'nın en güzel şehirlerinden olan Budapeşte'ye yönelmelerinin ilk sebebinin iki ülke arasındaki tarihi ve kültürel bağlar olduğunu söyleyen Kaan Yücel, "Diğer yandan gelişmiş teknik altyapısı, yatırımcılar için cazip teşvik sistemi, nitelikli insan kaynağı ve AB içerisinde %9 ile en düşük kurumlar vergisi oranına sahip olması Macaristan'ı bizim için son derece cazip bir ülke haline getiriyor" dedi.

"DİNAMİK ŞEHİR YAŞAMININ KALBİNDE BİR PROJE"

Toplam 7 etaptan oluşan City Pearl projesinin geçtiğimiz yıl yeni sakinlerine teslim edildiğini kaydeden Yücel, diğer bloklar ve ticari alanların inşasının sürdüğünü belirtti.

Budapeşte'nin sosyal yaşamının kalbinde yer alan Dohány bölgesinde yeni proje çalışmalarına devam ettiklerini söyleyen Kaan Yücel, "Bu projemiz ile yeşilliklerle çevrili, modern, konforlu ve lüks bir karma yaşam alanı sunmayı hedefliyoruz. Projemiz dinamik şehir yaşamının tam kalbinde saklı bir cennet arayanlar için cazip seçenekler sunacak. Çevre dostu olan projemiz, AA+ enerji sertifikalı konutlardan oluşacak ve ferah yüksek tavanlı, geniş pencerelerle modern bir yaşam alanı sunacak" değerlendirmesinde bulundu.



Polat Gayrimenkul's signature on Hungary's largest urban transformation project

Kaan Yücel
Polat Real Estate Executive Board Member

Polat Real Estate, which has implemented strategic housing projects in regions that can be described as the heart of Budapest, shows the economic stability of the country as the most important driving force in its investments. The company, which has also signed the country's largest urban transformation project, has a lot of interest in its large-scale projects from many local and foreign investors.

Stating that their first project in Budapest is the LEED Certified Duna Pearl, consisting of residences, hotels and stores with an investment value of 123 million Euros, Polat Real Estate Executive Board Member Kaan Yücel, reported that the project includes 193 residences, the 105-room Four Points By Sheraton Hotel and 12 commercial areas.

Yücel, who stated that they implemented City Pearl, the largest urban transformation project in Hungary, with an investment of 400 million Euros and with the partnership of Özaltın Holding and Nurol Holding, said that the deliveries of the completed first phase have started.

Yücel, who stated that they started a new project with an investment value of 85 million Euros in the heart of Budapest's social life, in the historical atmosphere of the Dohány district, explained that Hungary, which has one of the strong economies of Central Europe, continues to grow with its EU membership and geographical location, strong production capacity and open economic structure to the outside world.

Stating that Hungary has become a dynamic market that attracts the attention of domestic and foreign investors thanks to its growing construction and real estate sector, Kaan Yücel said,

"Hungarians and foreign investors who evaluate the investment opportunity create a great demand in the market thanks to the legal opportunities granted to domestic buyers. The increasing need for urban transformation in Budapest, demand and positive conditions continue to grow the housing market at a great pace."

"On the other hand, its advanced technical infrastructure, attractive incentive system for investors, qualified human resources and the fact that it has the lowest corporate tax rate of 9% in the EU make Hungary an extremely attractive country for us."

Yücel noted that the City Pearl project, which consists of a total of 7 stages, was delivered to its new residents last year, and that the construction of other blocks and commercial areas is continuing.

let your savings work for you.

Established by Atlas Portfolio Management Inc. and backed by the assurance of Polat Holding, our BRE-coded Polat First Project Real Estate Investment Fund **will soon** meet with investors.



Piyalepaşa
ESTATE
PREMIUM



YILDIZ TECHNICAL UNIVERSITY

ENGINEERS OF THE FUTURE

As part of the RECODE events organized in collaboration with Yıldız Technical University, we spent a wonderful day at our Piyalepaşa İstanbul Premium construction site with students from the Departments of Architecture, Civil Engineering, and Urban Planning, accompanied by the YTU Construction Club. Our site chief, occupational safety experts, and technical team representatives provided the students with valuable insights and answered their questions throughout the visit.

www.polatgayrimenkul.com



04 ONGOING PROJECTS



Total Construction Area: 163.404,00 m²
Total Investment: \$321,000,000



Total Construction Area: 25.295,00 m²
Total Investment: \$59,000,000



Total Construction Area: 243.840,00 m²
Total Investment: €683,000,000



Total Construction Area: 25.902,00 m²
Total Investment: €90,000,000

While adding prestige to the city with our **Piyalepaşa İstanbul Premium** and **Polat Levent Exclusive** projects located in the heart of Istanbul, we are strengthening our international presence with our **City Pearl** and **Seven Pearl** developments rising in Budapest. Distinguished by their architecture, location, and investment value, each of these projects is a tangible reflection of Polat's vision and expertise.

POLAT
LEVENT EXCLUSIVE

HOME ABOUT GALLERY APP

LUXURY RESIDENTIAL LIFESTYLE

In Istanbul, where life
never sleeps, immerse yourself in the
allure of the new generation,
that does not compromise on luxury.



LEASING

STORES OPENED IN THE SECOND QUARTER

Etiler Marmaris (April 22, 2025)

Kompedan (April 23, 2025)

Toyzz Shop (April 29, 2025)

OCCUPANCY RATE OF THE MARKETPLACE

95,35%

UPCOMING STORE OPENINGS

Siemens - Gürbüz Group (July 14, 2025)

İdaş - Gürbüz Group (July 14, 2025)

Toprak Home (August 1, 2025)

Burger King (September 1, 2025)

Subway (September 1, 2025)

Pure Lab (August 1, 2025)

18.5K organic followers!



polatpiyalepasacarsi@

EVENTS SCHEDULE

NİSAN AYI ETKİNLİK TAKVİMİ

5 NİSAN CUMARTESİ Maşa İle Koca Ayı 17.00-18.00	6 NİSAN PAZAR Jonglör Gösterisi Ve Atölyesi 17.00-18.00
12 NİSAN CUMARTESİ Bilim Partisi 17.00-18.00	13 NİSAN PAZAR Bubble Show 17.00-18.00
19 NİSAN CUMARTESİ Turuncu Show Müzikali 17.00-18.00	20 NİSAN PAZAR Şiirbazlık Ve Illüzyon Gösterisi 17.00-18.00
23 NİSAN ÇARŞAMBA 23 Nisan Sirk Korteji Ve Bandonu 15.00-15.30, 16.00-16.30, 17.00-17.30	26 NİSAN CUMARTESİ Bir Mavi Düş Müzikali 17.00-18.00
27 NİSAN PAZAR Sirk Sanatları Gösterisi Ve Atölyesi 17.00-18.00	

MAYIS 2025 ETKİNLİK TAKVİMİ

9 MAYIS CUMARTESİ KRAL ŞAKIR MİNİ ŞÖLEN 17.00-18.00	10 MAYIS PAZAR PANDOMİN GÖSTERİSİ VE ATÖLYESİ 17.00-18.00
4 MAYIS PAZAR BUBBLE SHOW 17.00-18.00	19 MAYIS CUMARTESİ 19 MAYIS GENÇLİK VE SPOR BAYRAMI KORTEJİ VE BANDO 15.00-16.30, 16.00-16.30, 17.00-17.30
10 MAYIS CUMARTESİ DÜNYA ÇİÇEĞİ MÜZİKALİ 17.00-18.00	24 MAYIS CUMARTESİ "VR BALON TURU" KAPADOKYA 14.00-18.00
11 MAYIS PAZAR DOĞAN CANLI YAYINDA SÜPER FM RADYO YAYINI 16.00-18.00	25 MAYIS PAZAR "VR BALON TURU" KAPADOKYA 14.00-18.00
11 MAYIS PAZAR DÜŞLERE SOBE MÜZİKALİ 17.00-18.00	31 MAYIS CUMARTESİ BİR MAVİ DÜŞ MÜZİKALİ 17.00-18.00
17 MAYIS CUMARTESİ BİLİM PARTİSİ 17.00-18.00	

ETKİNLİKLERİMİZ ÜCRETSİZDİR.

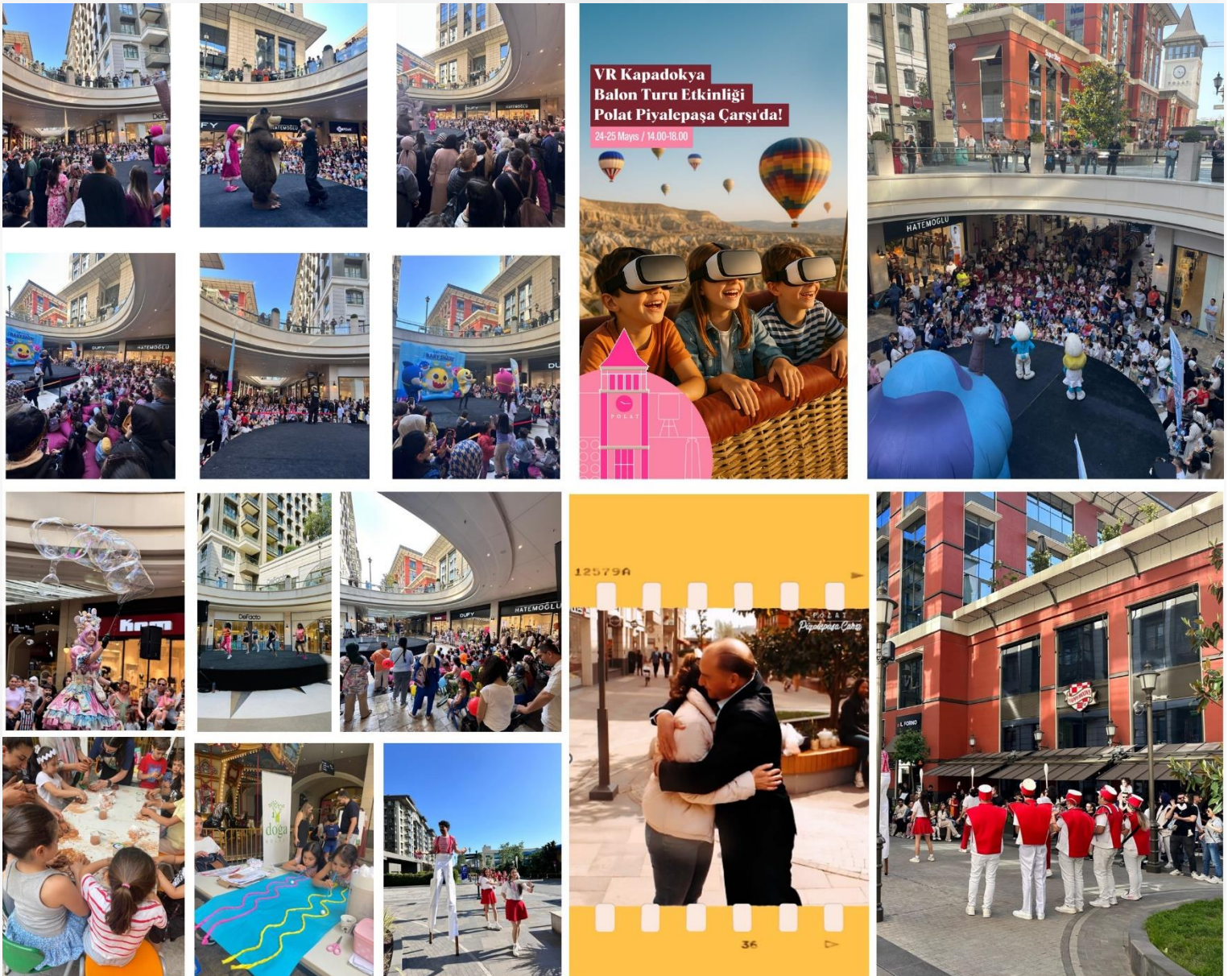
HAZİRAN 2025 ETKİNLİK TAKVİMİ

1 HAZİRAN PAZAR ŞİİRBAZLIK GÖSTERİSİ 17.00-18.00	12 HAZİRAN PERŞEMBE ZEKİRDEK - KAFKA RADYO CANLI YAYINI 18.00-19.00
14 HAZİRAN CUMARTESİ EMPATİ MÜZİKALİ 17.00-18.00	16 HAZİRAN PAZAR ŞİİRİNLER 17.00-18.00
21 HAZİRAN CUMARTESİ BİLİM PARTİSİ 17.00-18.00	22 HAZİRAN PAZAR BUBBLE SHOW 17.00-18.00
28 HAZİRAN CUMARTESİ İLLÜZYON GÖSTERİSİ 17.00-18.00	29 HAZİRAN PAZAR MİNİ DİSKO 17.00-18.00

ETKİNLİKLERİMİZ ÜCRETSİZDİR.

30 DAYS, 30 EVENTS

**WE HAVE SUCCESSFULLY COMPLETED THE SECOND QUARTER
WITH A FULL SCHEDULE**



OUR RADIO BROADCASTS



THE BROADCASTS WE CONDUCTED IN COLLABORATION WITH Kafa RADIO AND SUPER FM ACHIEVED STRONG ENGAGEMENT WITH A WIDE AUDIENCE BASE.

**Doğan Canlı Yayında
Polat Piyalepaşa Çarşı'da!**

📅 Bugün ⌚ 16:00

10 Şanslı kişiye
çeyrek altın
hediye



super fm

**Anneler Günü'ne Özel
Doğan Canlı Yayında
Polat Piyalepaşa Çarşı'da!**

Mağazalara özel hediye çeklerinin sahibi olmak için sizleri
Polat Piyalepaşa Çarşı'ya davet ediyoruz.

📅 11 Mayıs Pazar
⌚ 16:00



super fm

**Babalar Günü'ne Özel
Zekirdek Canlı Yayında
Polat Piyalepaşa Çarşı'da!**

📅 12 Haziran Perşembe
⌚ 16.00 – 18.00'da

10 Şanslı kişiye
çeyrek altın
hediye!



**Kafa
Radyo**





Contact Us



Polat Office, İstiklal
Neighborhood, Piyalepaşa
Boulevard, 34440 Beyoğlu,
İstanbul, Turkey



[+90 212 211 12 33](tel:+902122111233)



info@polatgayrimenkul.com