

ATMACA GROUP
CORPORATE PRESENTATION

From 1979 to the future...

Our founder, Hayrettin Atmaca, came to Istanbul from his homeland in 1979 and laid the foundations of Atmaca Elektronik with a small shop he established.



The Story of Atmaca Group

Hayrettin Atmaca, who managed to create his own brand thanks to his future goals and desire to grow, expanded his vision day by day by visiting many countries and factories and brought this vision to his own country.

Hayrettin Atmaca, who was introduced to Walkman, one of the most technological products of the period, during a business trip abroad in 1988, decided to bring Walkman to Türkiye. This important decision laid the foundations of the Sunny brand, which is now one of the leading electronic brands in Türkiye.

In this story that started with Walkman, the product range expanded over time. The SUNNY brand, which is growing day by day with a wide range of products such as stereos, radios, satellite receivers, car stereos, small home appliances and TVs, has begun to be used all over Türkiye.

In 2004, a 110.000 square meter modern production facility belonging to Atmaca Holding was established in Istanbul. Atmaca Holding, which contributes to the Turkish economy today with approximately 2 thousand employees and 100% domestic production, has managed to become one of the largest electronic companies in both Türkiye and Europe in the past 45 years.



From 1979 to the future

Sunny Elektronik has adapted to technological developments since 1979 and has managed to reflect them on its products.



LCD

SATELLITE LED

SMART
ANDROID

GOOGLE TV

TIZEN TV

WEBOS TV

OUR HISTORY

Chronology (Part 1)

1979



It started its operations as a personal initiative by Hayrettin Atmaca.

First stereos, walkman and radio tape production.



1988

First TV production.



1990

First SMD insertion production.



1998

Moving to a 110,000 square meter closed area facility



2004

2007



Became 3rd largest manufacturer and exporter of Türkiye in consumer electronics

First LED production



2010

2012



Establishment of Opencell panel production facility

Jumbo's acquisition and our inclusion within the scope of Turquality support








2014

2018



Registration of our R&D Center

Chronology (Part 2)

2019		Best selling TV brand in Italy
Company award for adopting consumer satisfaction as a principle		2020
2021		Television brand of the year award
LG / webOS partnership		2022 / 23
2022 / 23		Samsung / Tizen partnership



to the future

OUR VALUES

WHO ARE WE?



1700+

Our Colleagues



9

Brands



%50+

Female Employees



110.000m²

Production Facility



3rd

Producer in Consumer
Electronics in Türkiye



220

Authorized Service
Network After Sales



82+

Export Countries



3rd

Biggest Exporter in Türkiye



MISSION

To produce quality, reliable products for your convenience that make you feel good, to make them accessible being always with you with our superior service approach.



VISION

To be one of the most reliable, most trusted, most loved and best-selling consumer electronics brands in Türkiye and all over the world

OUR BRANDS

ATMACA

SUNNY

EXEN

Jumbo

womood
Ahşap Mutfak Ürünleri



EXPORT TO ALL OVER THE WORLD

Export to 3 Continents and 82 Countries.



We have the largest sales and distribution network in Türkiye with nearly 30 thousand sales points.

- Dealers
- Electronics Stores
- Traditional Dealers
- Discount Stores
- Dowry Stores
- Chain Stores

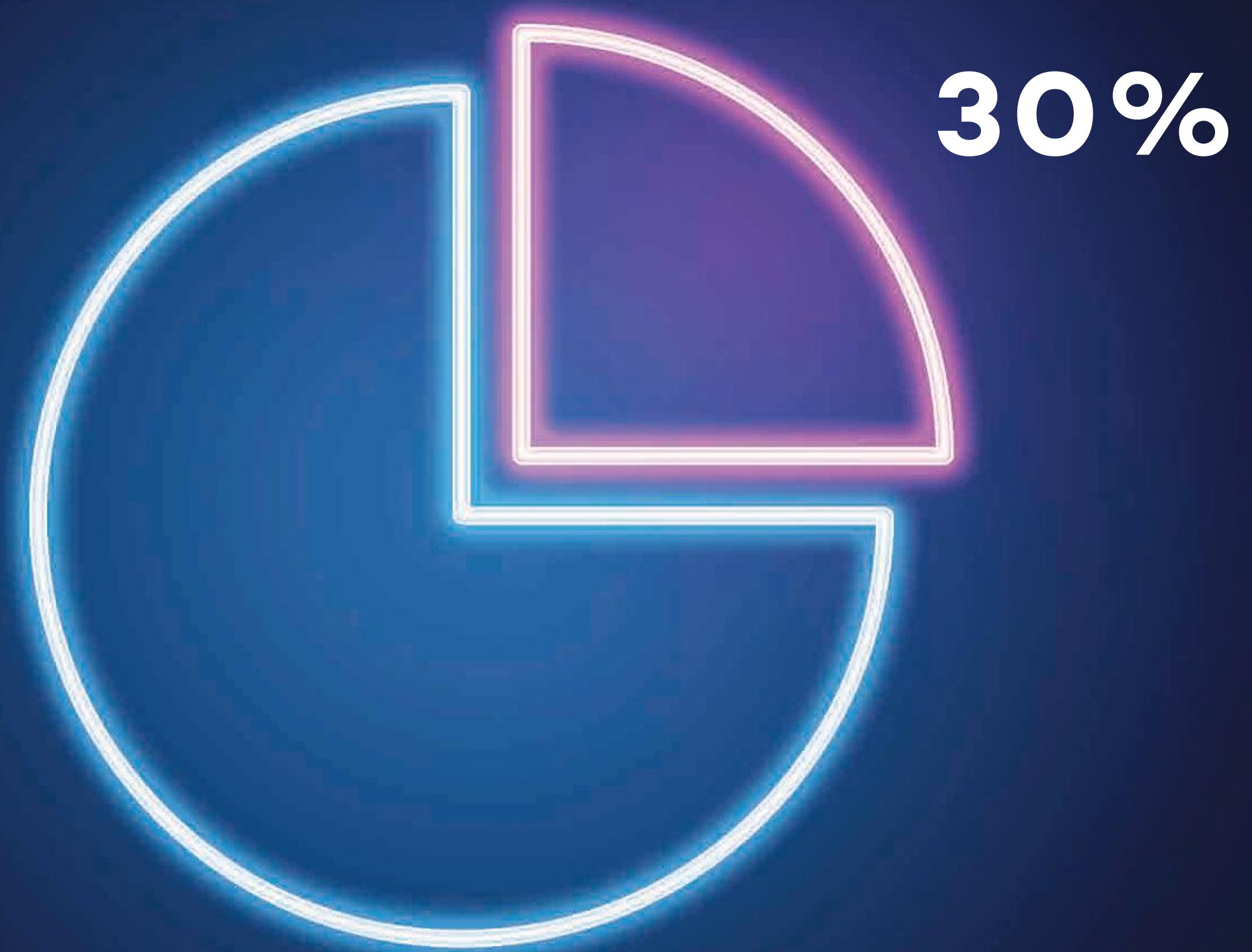


**220 FULLY EQUIPPED
AUTHORIZED AND
TECHNICAL SERVICES**



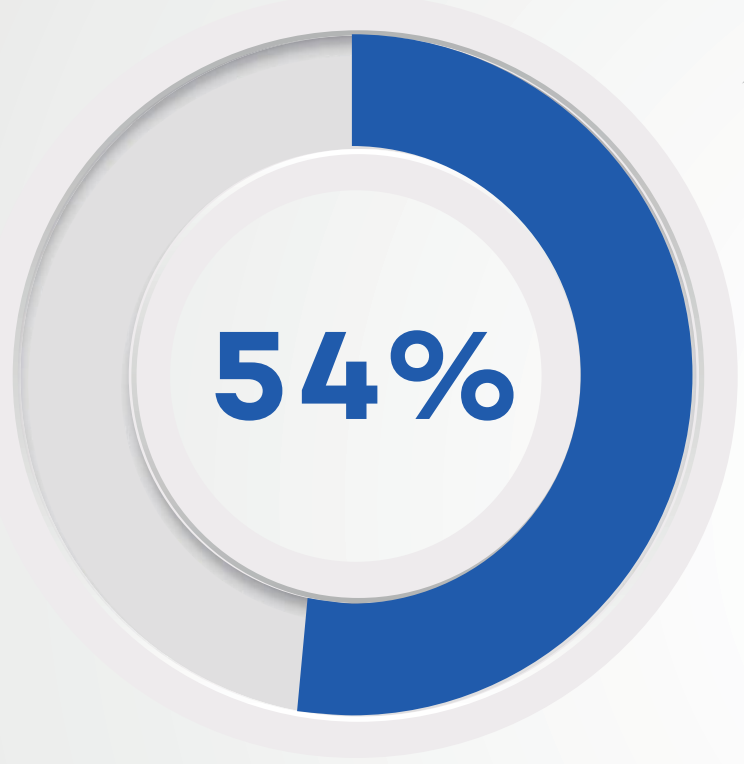
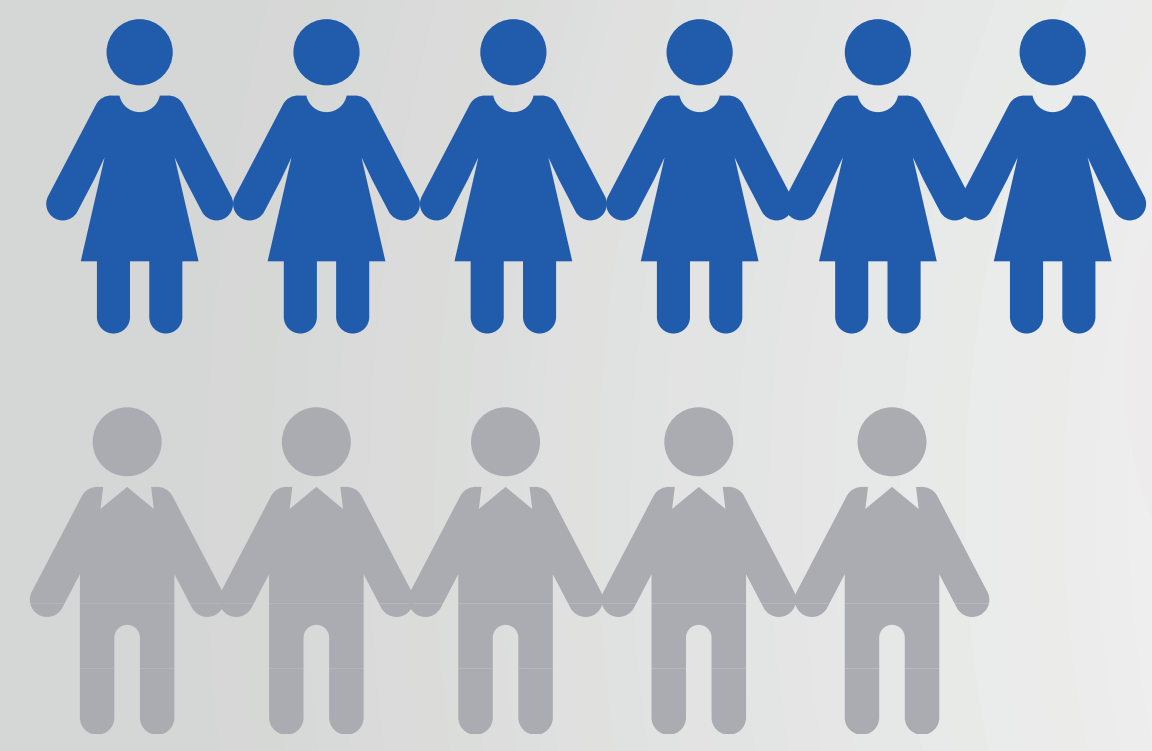
OUR MARKET SHARE IN TÜRKİYE

3 out of every 10 houses have a television produced by Atmaca Elektronik.



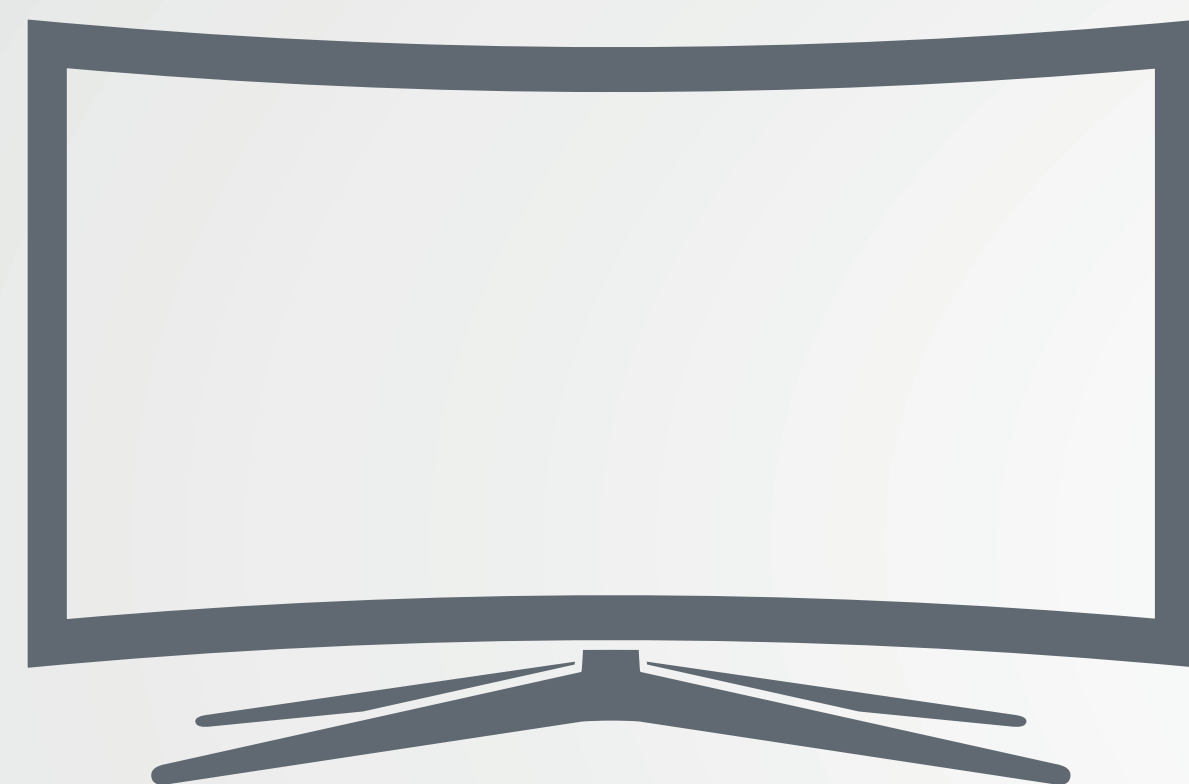
54% FEMALE EMPLOYMENT

We care about women's participation in business life and in labor force. We are proud to have 54% female employees within Atmaca Group.

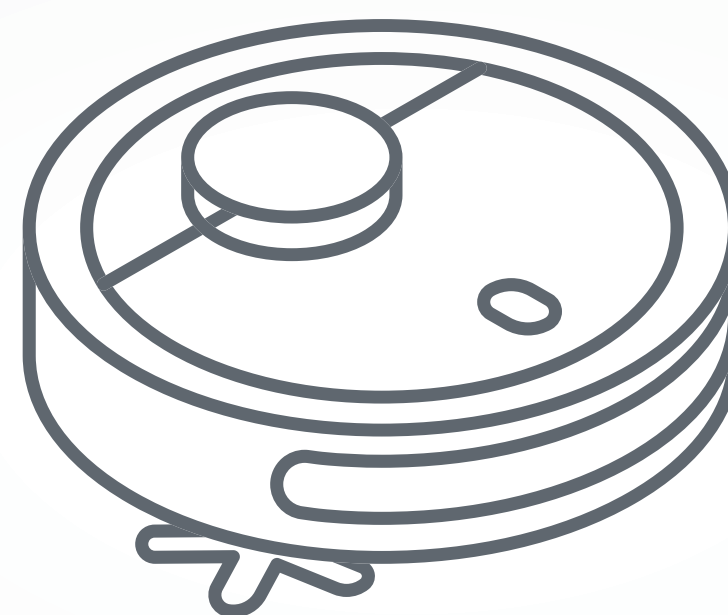


PRODUCTION

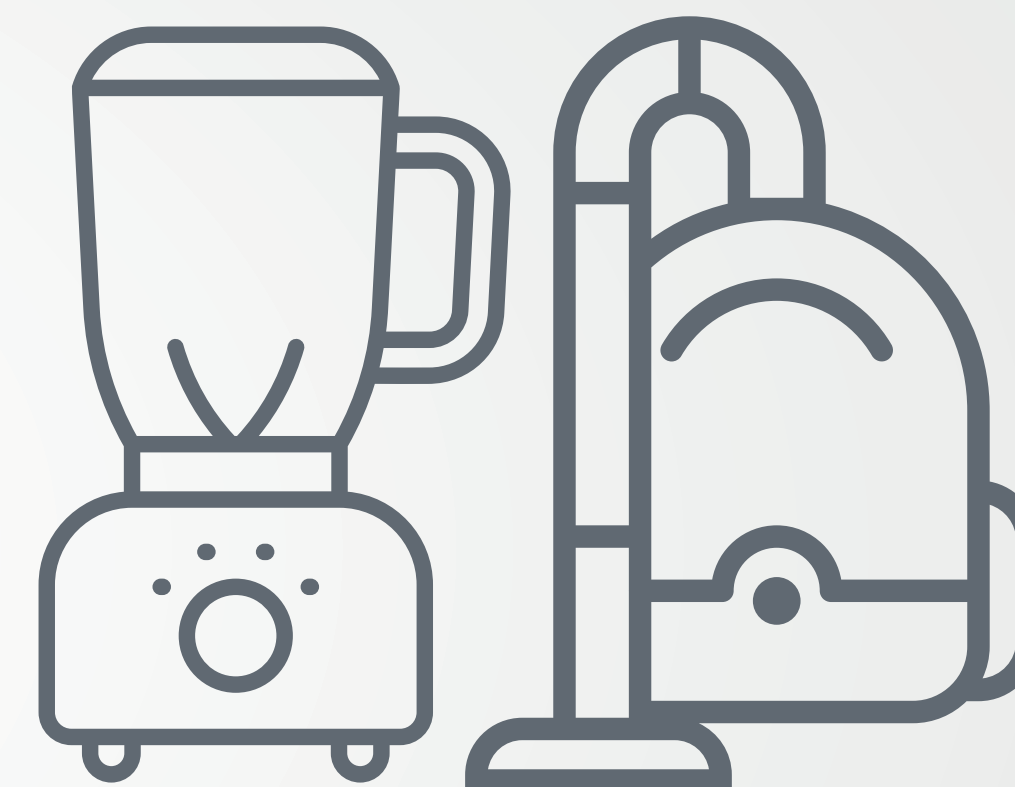
ANNUAL PRODUCTION CAPACITY



3 MILLION pcs
TV Production



350K pcs
Robot Vacuum Cleaners



1 MILLION pcs
Home Appliances Production

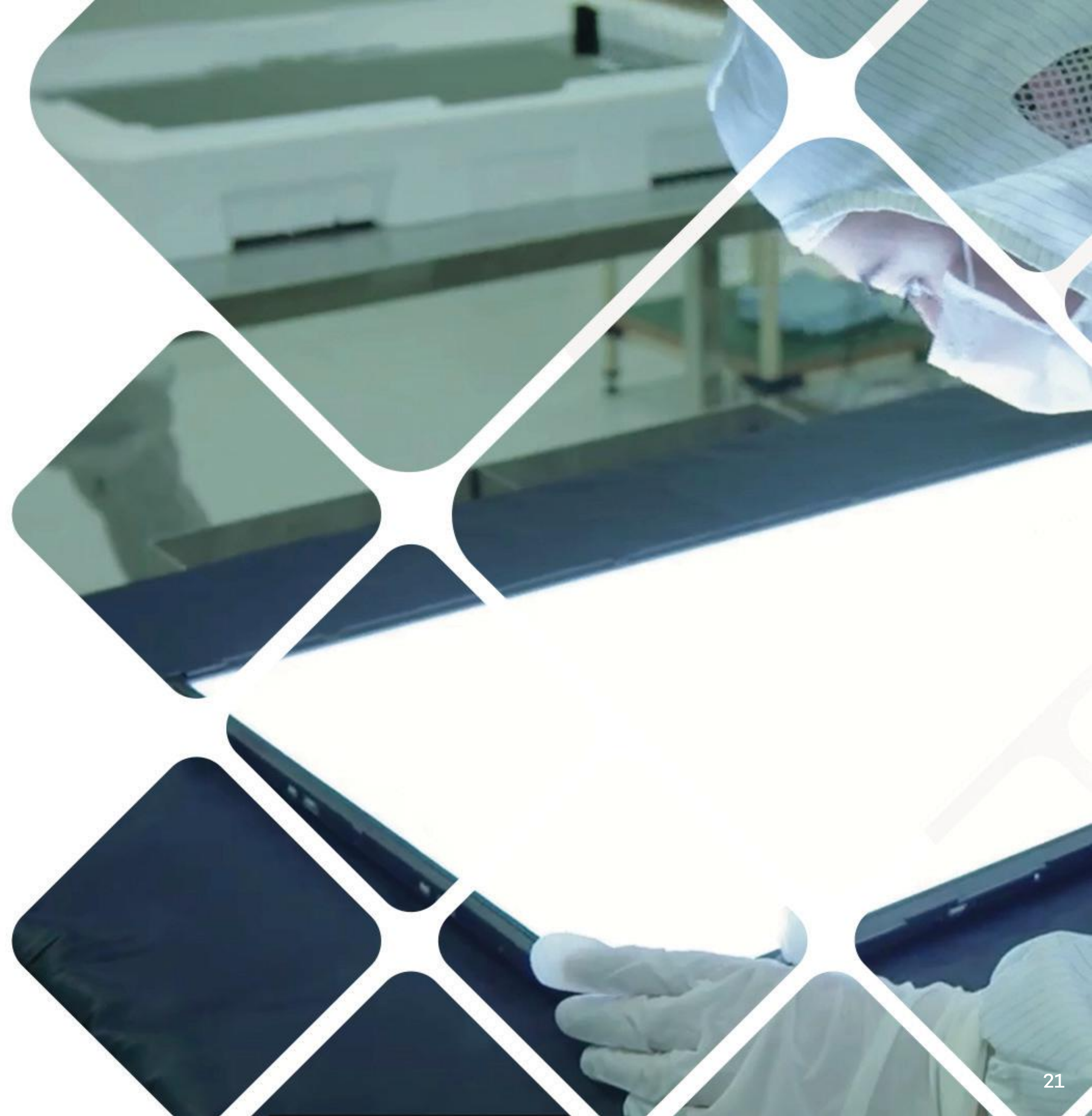
PRODUCTION TECHNOLOGIES

- SMD Lines
- Fully automatic SMD lines
- Radial/Axial insertion lines
- Manual insertion lines
- Silk-screen printing & pad printing
& laser writing



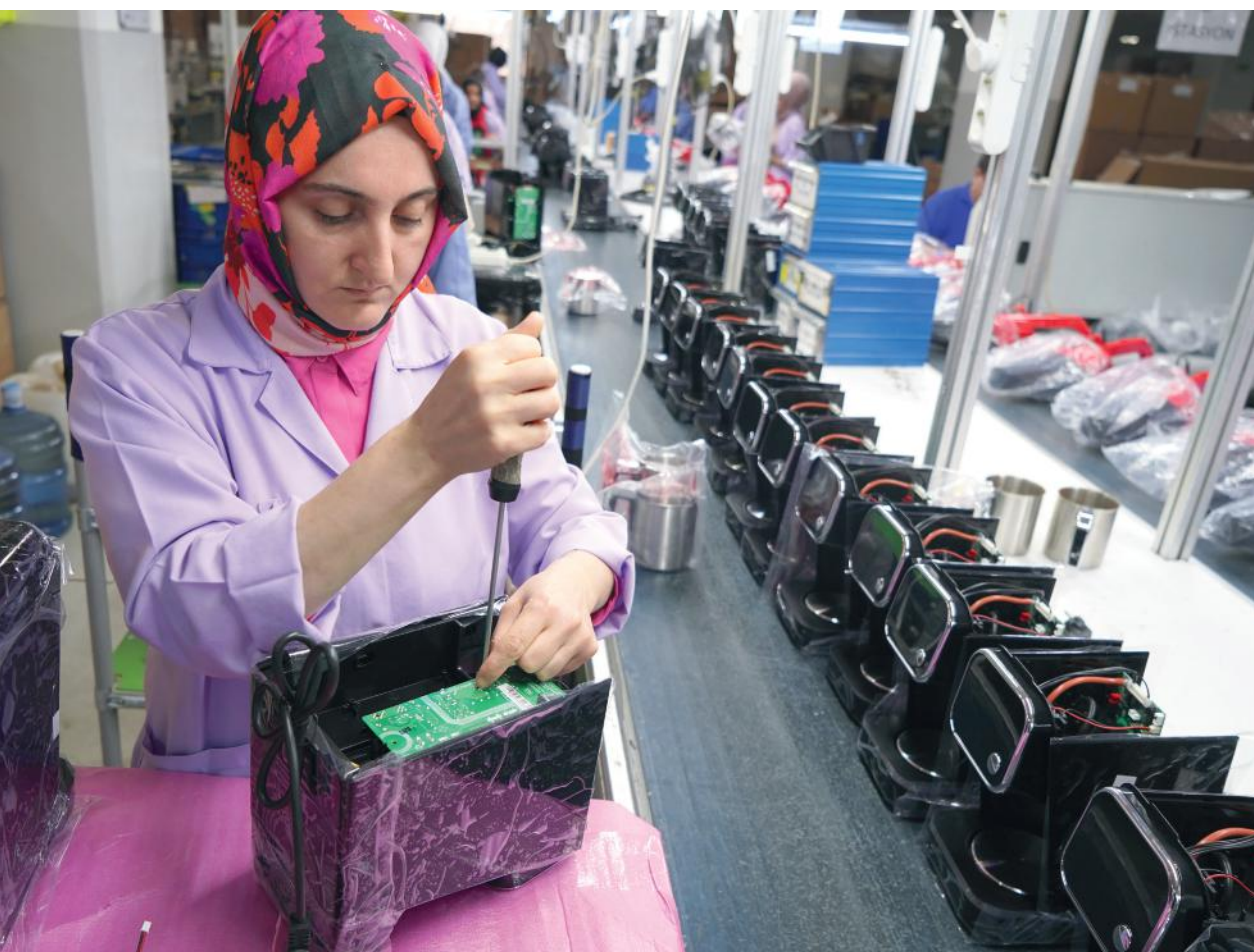
OPENCELL TV ASSEMBLY LINES

- Dust free room (clean room)
- Aging room
- LCM Line + FA Line





Final Assembly and Packaging Lines



PRODUCT CATEGORIES

TELEVISION

We have a wide range of TVs thanks to our lean production techniques and modern technologies.

- From 24" to 75"
- Non-smart with satellite receiver, webOS, Tizen, Google Android
- HD Ready (1366x768p)
Full HD (1920x1080p)
UHD (3840x2160p)

24"

32"

43"

55"

65"

75"



powered by
webOS Hub

Powered by **Tizen**[®]

androidtv  Hey Google

LICENCES

- DOLBY
- AAC
- GOOGLE
- DVB-T2
- HDMI
- webOS
- Tizen
- VP9

SMART ROBOT VACUUM CLEANERS AND VACUUM CLEANERS



SMALL HOME APPLIANCES



ELECTRICAL WHITE GOODS

INVERTER AIR CONDITIONER

SN9KLM12000I (12000 Btu/h)
SN9KLM18000I (18000 Btu/h)
SN9KLM24000I (24000 Btu/h)



UNDER COUNTER REFRIGERATOR

SNY 90
(90 liter)

SNY 42
(42 liter)



FREEZER

SNY 1605
(169 liter)
(5 drawers)

SNY 9003
(90 liter)
(3 drawers)



OUR PARTNERS

PHILIPS

SAMSUNG



Google

Digiturk



SISVEL

AUO



HKC



SKYWORTH
Lead the future

Dolby



VIOMI



SILVER STAR



Haier



beko

THANK YOU