



PlusOneMinusOne Draws the Interest of Foreign Investors

Offering significant savings solutions to the banks by reducing the amount of cash at the ATMs and branches of the banks, P1M1 draws the interest of foreign investors to Turkey.

Starting with cash optimization software at the ATMs and branches, PlusOneMinusOne has developed several decision support systems in the banking field, and has drawn the attention of international investors.

Frankfurt based ESOR Investments GmbH, investing in the IT field, has decided to invest for P1M1. ESOR is one of the well-known and few investors succeeded in establishing a billion dollar global software company from the scratch in Europe. By providing management support as well as market and industry know-how to the companies it invests in, ESOR aims making them global companies. This investment of ESOR to P1M1 gives a clue about the success of the company at such a critical period where the foreign capital investments are pretty low in the IT industry.

In the companies it invests in, ESOR looks out for a technology and product that would compete in developed markets. While moving these solutions to the developed markets, it expects that the company's staff is well equipped to support this process.

And another target of ESOR is to increase the value of the company, which it invests in, to a figure more than 150 million USD within 5 to 7 years. Foreign capital investment in the IT industry decreased to 26 million dollars during the first half of 2016 while it was 78 million dollars during first half of 2015.

Setting off with the aim of showing a start-up company coming out from a university in Turkey, as in the USA, can export technology to the entire world, PlusOneMinusOne plans increasing its operations already available in Turkey and Canada to 30 countries within the next 5 years. USA and China are among the most important markets, which P1M1 wants to enter in. While the annual cost of cash operations is 7 billion dollars for the USA, it is around 3 billion dollars for China. Particularly China arouses interest with its significant growth in this field. While there were 100 thousand ATMs 5 years ago, today there are 880 thousand ATMs in China. China's importance in the market becomes clearer compared with 3,2 million ATMs worldwide. Company's targets for the year 2021 also include achieving a turnover figure of 100 million TL.