



# La Bianca

FEEL THE PRIVILEGE & ENJOY THE AMBIANCE

INTERNATIONAL TOURISM AND EVENT AGENCY JSC

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# ABOUT US

**LaBiance** is a Turkey-based joint stock company that owes all legal rights from the respective Turkish state authorities in the field of organization of any type of travel and event for its domestic and foreign clients, both in the territory of the Republic of Turkiye and in third countries in which it has a licensed local affiliate network.

**LaBiance Tourism JSC** was established in 2018 by a group of Turkish highly qualified entrepreneurs who have been engaged in various activities in business fields at the international level for more than 20 years. In a short time, **LaBiance** has earned a very strong reputation as a reliable, creative and honest partner in the eyes of its clients and has become one of the most prestigious tourism and events companies in the Turkish market.

As a prestigious tourism brand **LaBiance** is a combination of harmony and comfort with a high level of service in the field of organizing personal and corporate events and luxury vacations. Our proven international experience and exclusive partnership network allow us to specialize in exceptional experiences that exceed our customers' expectations.

**LaBiance's** mission is to create an atmosphere of unforgettable memories, with dedication and passion, to provide the highest standard of service to meet the needs and fulfill the desires of its privileged Customers. Vacations and events that are organized by us always take place in incredibly beautiful locations to preserve the aesthetics and uniqueness of the moments. We guarantee a personalized approach and high respect for work ethics in VIP standards.



# CHAIRMAN'S MESSAGE

To All Our Valued Customers,

The founding story of our company started with the desire to provide you and your loved ones with the feeling of privilege and the care you deserve, with a professional, devoted and creative team that have a high understanding of service in the tourism and event industry.

For the **LaBiance** Family, you have always been the main character that has the driving force for our brand success, which is shaped on the basis of this professional passion and love of high service of our employees. Because you are the one who knows best what choosing us means; your needs will be met with a exclusive service concept designed specially for you based on the concept of "immortalizing the moment" in carefully selected, glamorous and uniquely beautiful places.

In this regard, we are also the ones who know best that when our valued customers, who are the main subject of our story, are satisfied with every aspect of our services, the trust in the **LaBiance** will be strenghtened, and this will reinforce our respected position among the pioneers of the industry while increasing our recognition. As a matter of fact, we believe that the charm that brings us together with you is this quest for "receiving the best quality service" and "being the best in the industry".

The equivalent of this understanding that forms the basis of our company doctrine, for each member of the **LaBiance** Family is "your presence, our existence".

Therefore, we thank you for making us meaningful with your presence, and reiterate our corporate commitment that we will always strive to be worthy of our reason for existence.

**MR. FERİT TEMUR**

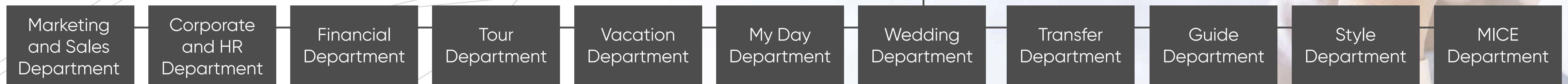
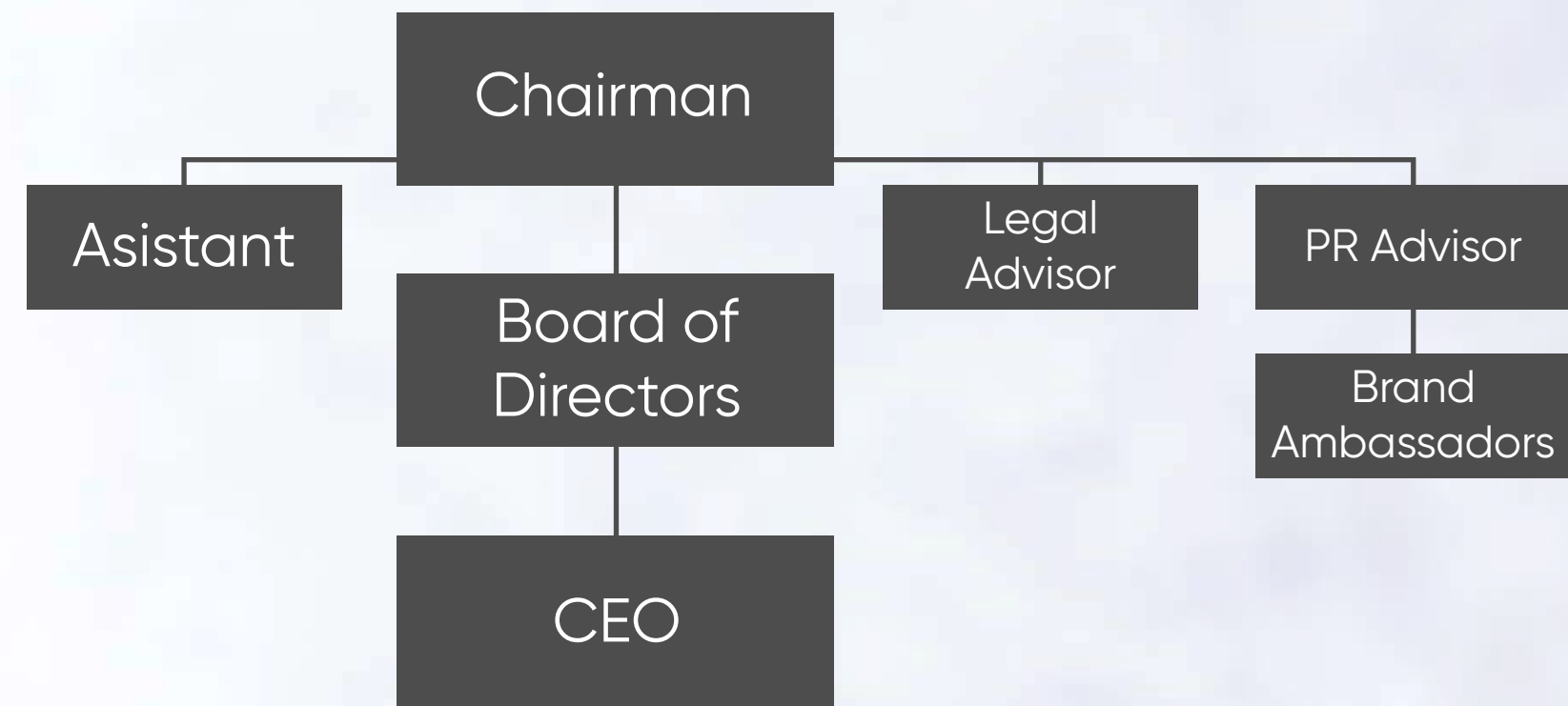
CHAIRMAN OF BOARD OF DIRECTORS



# COMPANY INFO

| LABIANCE INTERNATIONAL TOURISM AND ORGANIZATION JSC |  |   |   |  |   |  |
|---|--|---|---|--|---|--|
| Date of Establishment                               | Type   | Official Name                                     | Tax Administration  | Tax Number   | Primary State Registration No   | Paid-in Capital (Turkish Lira)   |
| 19.09.2018  | Joint Stock Company  | Labiance Uluslararası Turizm Ve Organizasyon A.Ş. | Çankaya Vergi Dairesi   | 6070726228   | 425553  | 7.500.000,00<br>(Seven Million Five Hundred Thousand)  |
| Project Management Statistics                       | Main Commercial Activity Fields  | Stuff Number                                      | Main Currencies for Payment   | Membership Statistics  | Brands  | Legal Address  |
| 224 projects with more than 1800 privileged guests  | <ul style="list-style-type: none"> <li>• Tour</li> <li>• VIP Vacation</li> <li>• Wedding</li> <li>• Special Day Event</li> <li>• Photo &amp; Video Shooting</li> <li>• Workshop</li> <li>• VIP Transfer</li> <li>• MICE</li> </ul> | 11 persons  | <ul style="list-style-type: none"> <li>• TRY (₺)</li> <li>• USD (\$)</li> <li>• EUR (€)</li> <li>• GBP (£)</li> <li>• RUB (₽)</li> <li>• CNY (¥)</li> <li>• AED (د.ا)</li> <li>• BHD (ب.د)</li> <li>• QAR (درهم)</li> <li>• BNY (Br)</li> </ul> | <ul style="list-style-type: none"> <li>• 6 tourism &amp; event sectoral organization membership on a national level</li> <li>• 5 tourism &amp; event sectoral organization membership on a national level</li> </ul> | <ul style="list-style-type: none"> <li>• LaBiance</li> <li>• Wedding Awards Turkey</li> </ul> | Kızılırmak Mahallesi, Dumlupınar Bulvarı, No:3C1-160, Next Level Plaza, Çankaya, Ankara, TÜRKİYE |

# ORGANIZATIONAL CHART OF THE COMPANY



# OUR PRINCIPLES

# PRINCIPLES

Customer-oriented approach

Professionalism

Extraordinariness

Uniqueness

Excellence

Creativeness

Thinking Forward

Trustworthiness

Punctuality

Privacy



# BUSINESS ACTIVITIES OF THE COMPANY

01

LaBiance Tour



02

LaBiance Vacation



03

LaBiance Wedding



04

LaBiance MyDay



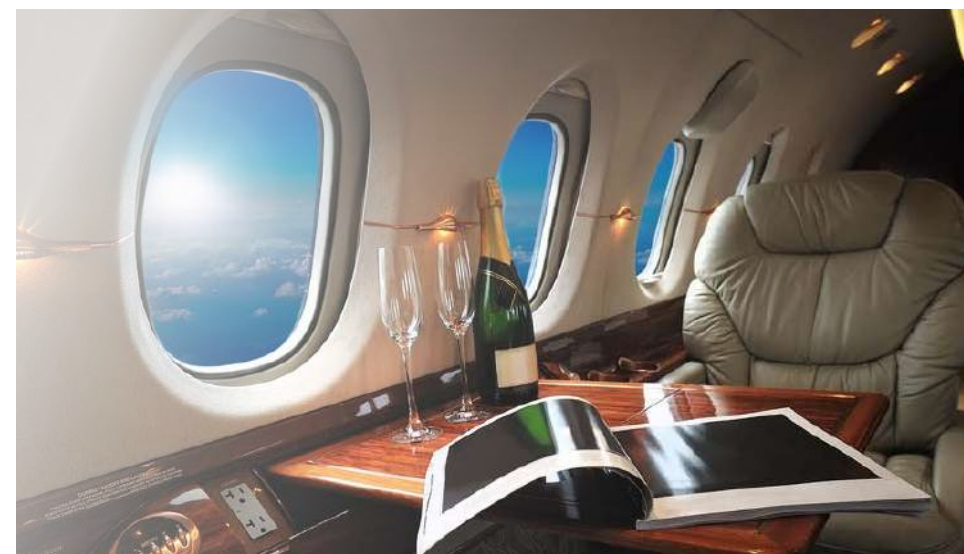
05

LaBiance Style



06

LaBiance Transfer



07

LaBiance Guide



08

LaBiance MICE





# LABIANCE TOUR

LaBiance Tour is a step into the harmony of comfort and to the feeling of privilege.



**LaBiance Tour** is an organization of VIP, individual and thematic tours for pairs or mini groups in the following categories:

## VIP Tour

Yacht Tour

Diving Tour

Wine Tour

Gastronomic Tour

Insta Tour

Love Tour

Pilgrimage Tour

Cultural Tour

Relax Tour

Casino Tour

01

As a boutique private journey format,

# *the LaBiance Tour generally includes*

the following core program contents developed  
by our travel experts:

- Comfortable or VIP Accommodation**
- Private Transfer**
- Accompaniment**
- Unique Excursions**
- Food / Drinks**
- Wine Tastings**
- Horse Rides**
- Hot Air Balloon Flight**
- Yoga at Dawn**
- Photo and Video Sessions**

And other necessary options according to the concept  
of the tour requested by the Customer.

## *Our Main Services*



# LA BIANCE VACATION

We promise you a life-giving force for being mentally recharged.



**LaBiance Vacation** is a carefully prepared organization of mental and physical recreation based on the anti-stress and relaxing holiday concept such as:

Beach Holiday

Outdoor Recreation

Ski Holiday

VIP Vacation

Wellness

New Year Holiday

And Many Others

02

As a boutique private holiday format,

# *the LaBiance Vacation generally includes*

the following core program contents developed  
by our holiday experts:

**VIP Accommodation**

**Private Transfer**

**Accompaniment**

**Unique Excursions**

**Food / Drinks**

**Yacht Tour**

**Scuba Diving**

**Horse Rides**

**Jeep Safari**

**Hot Air Balloon Flight**

**Yoga at Dawn**

**Photo and Video Sessions**

**Family Activities**

## *Our Main Services*



Consultation



Accommodation



Transfer



Coordination



Photography



Video Recording



Excursion Program



Licensed Guide



Yacht Rental



Instructor



Food / Drinks



Wine Tasting



Hammam



Massage



Stylist/Makeup Artist  
/Beauty Salon



Bouquet and Other  
Decorative Materials



Entertainment



Tour Organization

And other necessary options according to the concept  
of the holiday requested by the Customer.

# LA BIANCE WEDDING

We are passionate to make your wedding day magical and unforgettable.

**LaBiance Wedding** is a set of organizational and coordination services that symbolizes the happiest moments, surrounded with everlasting love, sheer joy and commitment in the following categories:

Destination Wedding

Intimate Wedding

Marriage Registration

Wedding Elopement

Wedding Anniversary

Wedding Photography & Videography

03

As a luxury wedding organization format,

# *the LaBiance Wedding generally includes*

the following core program items developed by our wedding specialists:

- Initial Consultation
- Budget Management
- VIP Accommodation
- Private Transfer
- Accompaniment
- Wedding Design and Decor
- Wedding Style and Choreography
- Catering Service
- Sound and Light Service
- Photo and Video Sessions

- Timeline and Checklist
- Wedding Day Coordination
- Guest Management
- Wedding Rehearsal
- Entertainment
- Post-Wedding Follow-up

And other necessary options according to the concept of the wedding requested by the Customer.

## *Our Main Services*



# LA BIANCE MYDAY

Let 'LaBiance MyDay' turn your event into a lifelong memory.



**LaBiance MyDay** is an event organization dedicated to making you feel special by organizing of such significant and non-standard moments as honeymoon, marriage proposal, birthday, St Valentine's Day, happy new year party, bachelorette/bachelor party, events such as staff employee of the year, etc. and other type of celebrations.

## Honeymoon

Marriage Proposal

Happy New Year Party

Birthday

Bachelorette/Bachelor Party

St Valentine's Day

Staff Employee of the Year

04

As a private event format,

# *the LaBiance MyDay generally includes*

the following core program content developed by our event specialists:

**Comfortable or VIP accommodation**

**Private transfer**

**Accompaniment**

**Unique excursions**

**Food / drinks**

**Yacht tour**

**Horse rides**

**Jeep safari**

**Hot air balloon flight**

**Photo and video sessions**

**Event scenario development**

**Entertainment**

**Show program**

**Event management**

And other necessary options according to the concept of the event requested by the Customer.

## *Our Main Services*





# LA BIANCE STYLE

Make your own fashion history  
with LaBiance Style!



**LaBiance Style** is an event organization emphasizing the passion and artistic sensitivity created with team spirit. With an understanding of creativity for professional organization of individual and corporate photo and video sessions, we design even the smallest details with an aesthetic perspective in the following categories:

Individual photo and video shooting based on the "My Style" concept.

Professional photo and video shooting for couples based on the "Love Story" concept,

Professional photo and video shooting for the family based on the "Family Happiness" concept.

Professional photo and video shooting for a group of friends based on the "Friendly Moments" concept.

Catalog photography for brands based on the "My Brand" concept.

05

As a private fashion event,

# *the LaBiance Style generally includes*

the following core program content developed by our event specialists:

## **Comfortable or VIP accommodation**

**Private transfer**

**Accompaniment**

**Unique excursions**

**Food / drinks**

**Yacht tour**

**Horse rides**

**Jeep safari**

**Hot air balloon flight**

**Photo and video sessions**

**Complete photo and video library  
access with full usage rights**

**Style and choreography**

**Shooting script creation**

**Makeup service**

**Haircare service**

**Professional model service**

**Clothes rental**

**Shooting props**

## *Our Main Services*



Consultation



Accommodation



Transfer



Coordination



Location Rental



Decor



Clothes Rental



Professional  
Lighting Setup



Photography



Video Recording



Professional Model



Stylist / Makeup Artist  
/ Beauty salon



Shooting Script  
Creation



Project Organization

And other necessary options according to the concept of the project requested by the Customer.

# LA BIANCE TRANSFER

Privilege is not a privilege without a luxury transfer.



**LaBiance Transfer** is a service of rental luxury vehicles such as private jets, helicopters and cars with a personal pilot/driver and a companion.

We're committed to your privacy, so we offer you the allure of luxury vehicles for transferring.



Your pilot is ready to transport you in a luxurious private jet with magnificent interior design and comfort.



Don't waste time dealing with traffic to get anywhere, just book a private helicopter by LaBiance Transfer for enjoying a comfortable flight.



Your driver will be waiting at your arrival gate to pick you up in private luxury car and transfer you to the destination safely and on time.

06

Your driver will be waiting at your arrival gate to pick you up in private luxury car and transfer you to the destination safely and on time.

With massaging chairs, heated leather seats, built-in entertainment systems, wood paneling and so on, we want you to let your mind be infused by an aura of refined sophistication into interior aesthetics of our vehicles.

Because you and your companion/s deserve this privilege.

## *As LaBiance Transfer we guarantee you:*

- High level of service
- Advanced navigation systems
- Top class crews and flight attendants
- Specially trained drivers
- Individual route planning
- Privacy
- And much more



# LA BIANCE GUIDE

We visually and intellectually pave the path to enlightenment.

07



**LaBiance Guide** is a high-class service provided with carefully prepared travel programs accompanied by our professional guides with intellectual knowledge and professional experience for individual and group excursions/accompaniment.



# LABIANCE MICE

It's time to make new connections, grow your audience, promote your brand and improve your business with LaBiance MICE.



**LaBiance MICE** is the provision of comprehensive services for organizing and coordinating leisure, business and entertainment events for individuals and legal entities at an international level such as:

- ✓ Meetings, which cover negotiations, presentations and business meetings in B2B format
- ✓ Incentives and team building, which cover act of partaking in a collective activity with the aim of optimizing teamwork and individual skills, strengthening team cohesion, identifying, and improving weaknesses etc. and a group of methods used to motivate employees/ business partners,
- ✓ Conferences as well as seminars, conventions and congresses, where a number of people who have a common interest and come together to discuss a particular subject or share information.
- ✓ Exhibitions as well as press tours, brand/image building events, which are the public exhibition of objects arranged with the objective of communicating a concept, an interpretation of reality, a product or a company/organization.
- ✓ Workshop is an organization of thematic sessions for specialists of various professions.

08

As a corporate event with a specific strategic goal,

# *LaBiance MICE* *generally includes*

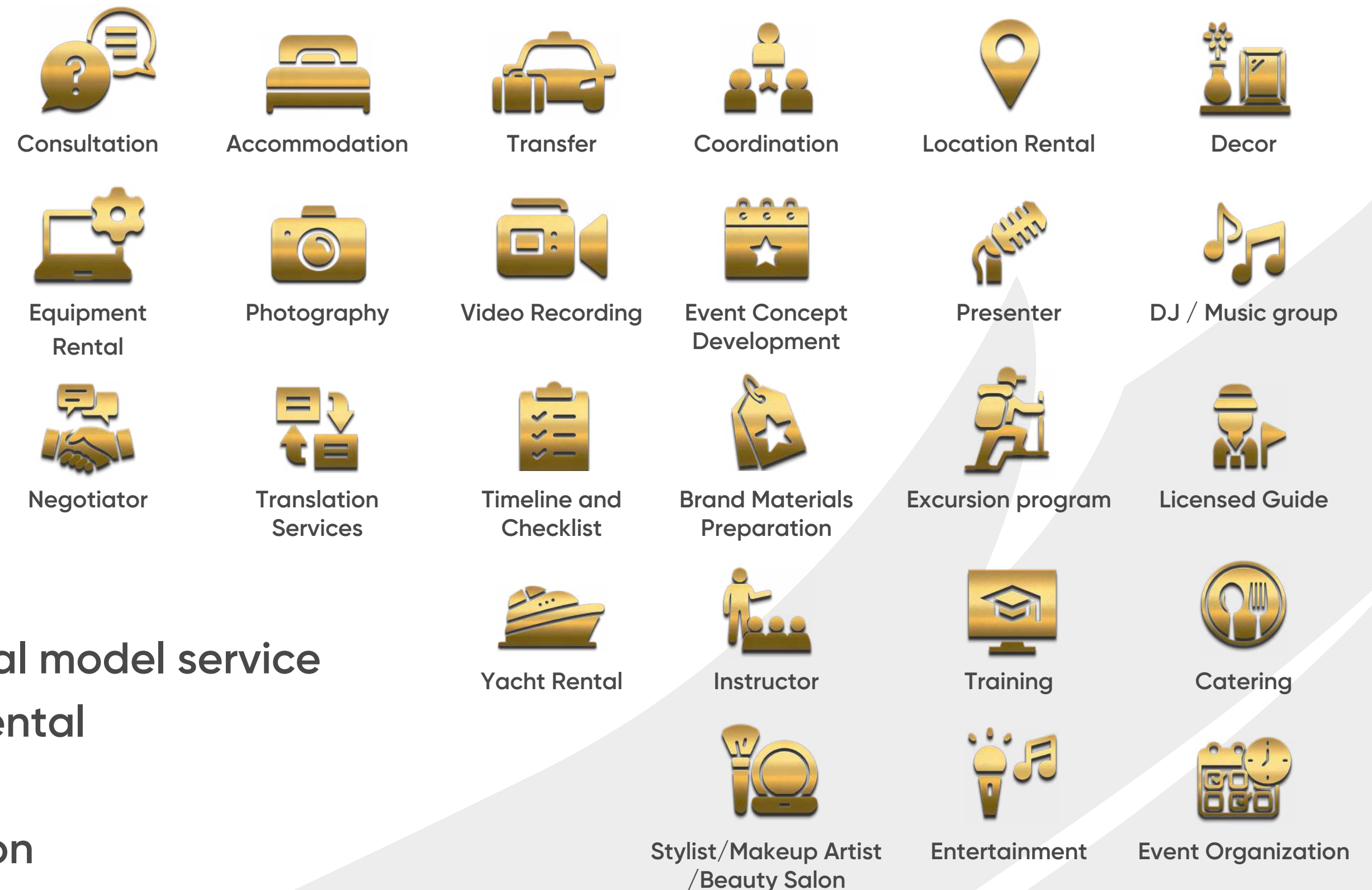
the following core program items developed by our MICE specialists:

- Comfortable or VIP accommodation
- VIP or group transfer
- Accompaniment
- Team building activities
- Media support for target market/s
- Stands
- Rollup banners
- Shooting script creation
- Makeup service
- Haircare service

- Professional model service
- Clothing rental
- Training
- Certification
- Unique excursions

And other necessary options according to the concept of the event requested by the Customer.

## *Our Main Services*



# WEDDING AWARDS TURKEY

As one of the prestigious companies in the tourism and event industry, we are also investing in the development of the wedding sector in Türkiye with long-term strategic business plans.

For this purpose, as an investment project our company founded the platform **"Wedding Awards Turkey"** (<https://www.weddingawardsturkey.com/>), which is the unique project of its kind in the Turkish wedding industry.

**"Wedding Awards Turkey" (WAT)** is a Turkey-based professional platform that allows various professional experts and legal entities operating in our country's wedding industry to be evaluated and ranked by presenting their work in their fields to an internationally respected selection committee consisting of members with high experience and knowledge in the industry.

The main founding purpose of the **WAT** platform is to encourage all individuals and legal entities operating in the wedding industry of our country to creative and original works, to inspire the professional development of each of them in their own fields, to increase their recognition at the national level and to enable them to reach an internationally competitive level.





# HOW WE WORK

## 13 STEPS FOR AN OUTSTANDING AND UNFORGETTABLE EXPERIENCE

- **Step 1: Fill Out The Questionnaire**  
The Customer fills out an online form for the category of services he/she is interested on our website and presses the "send" button.
- **Step 2: Acceptance Of An Application And Formation Of An Offer**  
After receiving the application as a completed questionnaire on our website, we will prepare a suitable commercial offer (hereinafter referred to as CO) within a maximum of 2 days.
- **Step 3: Conclusion Of Memorandum Of Understanding (MoU)**  
In case of preliminary agreement on the CO sent by us, we sign a MoU with the Customer for further dialogue regarding clarification/discussion of the details of the CO.
- **Step 4: Advance Payment**  
After the conclusion of the MoU, the Customer transfers the advance payment, which is indicated in the CO sent by us.
- **Step 5: Online Consultation**  
After the advance payment done by the Customer, we organize an online consultation with him/her to clarify/discuss the details of the CO.
- **Step 6: Revising The CO**  
After discussing the details, we will revise and form the new CO within maximum 5 days.
- **Step 7: Termination Of MoU Or Conclusion Of The Sales Contract**  
After the Customer receives the new CO, we will either enter into an agreement for the sale of services or we will terminate the MoU, which means the completion of the first 6 steps and requires starting a dialogue with the Customer from scratch.
- **Step 8: Payment**  
After concluding an agreement for the sale of services, payment is made directly to the company's bank account. We send an invoice as confirmation of the payment.
- **Step 9: Preparation For the Project**  
After we receive payment, we prepare a program for the tour/project ordered by the Customer. We select and agree on the options that will be included in the package purchased by the Customer. We also book all contractors, hotels, locations etc.
- **Step 10: Meeting**  
Upon arrival at the airport, we will meet you, take you to the hotel and check you into a room pre-booked for your name.
- **Step 11: Implementation**  
We implement the tour/project ordered by the Customer.
- **Step 12: Farewell**  
At the end of the Customer's stay, we help with check out from the hotel and accompany you to the airport. Having made sure that you boarded in time, we leave the airport.
- **Step 13: The Assessment Of Service Quality**  
Upon client's departure, we will ask you to evaluate the quality and level of services we provide by filling out a short questionnaire on our website. Any Customer feedback encourages us to strive for excellence in everything we do!

# WHY LABIANCE

1

## **Corporate Guarantee**

Each service you select as part of your purchased package is covered by our corporate brand guarantee in accordance with our obligations specified in our sales contract.

We are proud to state that **LaBiance** is one of the top touristic companies with the strongest financial infrastructure in terms of macro-financial indicators in the Turkish market.

2

## **Uniqueness**

The details of each of our projects are developed and carried out by us specifically just for you.

An individual approach based on professional enthusiasm provides the opportunity to create a unique concept for an inimitable and unforgettable experience within the framework of each project.

3

## **A Family Of Perfectionists**

Every member of the **LaBiance** family carries the perfectionist gene. Thanks to this gene, every project is thought out, developed, and implemented down to the smallest detail literally at the highest level of professionalism.

We value a personalized service that ensures everything is delivered to our proven high standards. Our team of dedicated professionals brings passion and creativity to every event, turning even modest events into unforgettable moments.

*La*  *Biance*

FEEL THE PRIVILEGE & ENJOY THE AMBIANCE

## 4 **Impeccable Planning And Efficiency**

Time is the most valuable resource that is always in our focus. Therefore, considering of the worth of your time, we pay attention to details and anticipate your needs as quickly as possible from the first moment of your contact with us.

We use our website, which we have designed to make the best use of modern technology, and other communication tools to speed up and facilitate the communication process to best understand your needs within your order.

## 5 **Easy Payment**

Thanks to our experience and infrastructure in the field of international trade and money transactions, we provide payment options in various national currencies through banks, international money transfer systems and/or licensed cryptocurrency platforms.

In addition, we also do not refrain from providing the option of installment payment for the total amount of your package.

## 6 **Updated Quality of Service**

We work hard to find hotels and locations that are unique and authentic to the regions you visit, choosing places that have style, sophistication, and flair. Every place you stay has been vetted by a member of our discerning team, and the relationships we have with hoteliers mean you always receive special privileges.

We regularly carry out inspections at hotels, restaurants, lounges, villas, yachts and other properties that we recommend as part of your package. We also closely monitor new international trends in the tourism and event industry and provide on-the-job training for our employees on a regular basis.

## 7 **Price Advantage**

Thanks to the exclusive partnership agreements renewed every year with our solution partners, we provide our Customers with the opportunity to benefit from the discounted prices presented to our Company.

We offer the most competitive price advantage in the market conditions for each upper segment service purchased from our Company.

## 8 **Loyalty Check**

Thanks to the unique "Loyalty Check" program, developed and implemented only by our company in the field of tourism and event industry, you will have special discounts that you can use not only for yourself, but also as gifts to your loved ones or friends.

## 9 **Privacy**

In accordance with current national and international legislation on the protection and exchange of personal data, all information and images, if any, belonging to you and the people included in your package are under our corporate legal guarantee and will not be published or shared with other third parties without your written permission.

## 10 **Continious Support**

Our staff is always at your service. During the preparation of your holiday or in the process of your events, our team will be available 24/7 to be with you to find solutions and provide support.

# CUSTOMER REVIEWS

It's a great honor to share here some kind words of our customers' reviews which motivate and encourage us to continue delivering excellent and exceptional service to all our privileged Customers.

## **Category: LaBiance Vacation**

*Anfisa CHEKHOVA / TV Presenter And Artist / Russia*

*"Hello my dear friends!*

*For organization of our vacation, we chose a professional tourism agency **LaBiance**, which organizes VIP tours, as well as various events and activities in Turkey. They accompanied us throughout our Cappadocia VIP vacation program, which lasted for 4 nights and 5 days. My stunning experience began from the moment I checked into the hotel. For the first time in my life, I lived in a real cave hotel. Can you imagine it? In an authentic cave with a jacuzzi and stunning views of a completely different planet. You know, the unusualness of this unique place is simply off the charts! I have seen quite a lot of beautiful, stunning and unusual places in my life, but Cappadocia simply broke all records and is definitely beyond competition. Thank you, my dears, for organizing such an enjoyable, interesting and comfortable VIP vacation. I have never seen a more fabulous place. **LaBiance** - you are real professionals!!!*



## Category: LaBiance Vacation

Britney and Leo / Medical Specialist / USA

*"We sincerely thank you for organizing our wedding in Cappadocia. Preparation, waiting moments - everything was joyful and easy with you! Absolutely all wishes have been realized - the bride's bouquet, hairstyle, ceremony and, of course, the magic of hot air balloons - our photoshoot took place in the most beautiful places!! The wedding morning was magical in early morning. And the ceremony was unexpectedly heartwarming. Thank yo! We will return to Turkey again!"*



## Category: LaBiance MyDay

David GOLDSTEIN / Company Manager / Israel

*"Once again, I would like to express my gratitude to the **LaBiance** team that was with us throughout the entire period of organizing the event and directly during our stay in Cappadocia. These unforgettable moments will stay with us for a long time. AND ALL THIS IS THANKS TO YOU. Impeccable organization, everything is at a high level. We are very glad that we chose your company! We will definitely recommend you to our friends and acquaintances. Once again, THANK YOU SO MUCH TO EVERYONE."*



## Category: LaBiance MyDay

Anna FILINA / Cosmetologist / Russia

*"Cappadocia with its so-called "Martian landscapes" always seemed like some kind of pipe dream to me. For many millennia, water and wind carved wondrous pillars, towers and pyramids from volcanic tuff. And all this is very unusual.*

*When my friends invited me to celebrate my birthday in this fantastic place, I didn't doubt it for a minute. The entire organization was taken over by LaBiance. And they did it with truly Turkish hospitality! There was everything: Turkish breakfasts, a walk through the underground city, a visit to a pottery workshop, wine tasting and wonderful photography against the backdrop of rising balls.*

*The human factor is very important to me, and here I found not just organizers, but new friends. Friends who try to bring joy, who are generous and kind. This is probably my most important birthday present. Thanks **LaBiance** :)"*



## Category: LaBiance MICE

A. V. Troitsky / Vice-Rector / The State University of Management / Russia

"Mr Ferit TEMUR

Chairman of Board of Directors

### **LaBiance Uluslararası Turizm Ve Organizasyon A.Ş.**

On behalf of the Federal State Budgetary Educational Institution of Higher Education "State University of Management" we would like to express our gratitude to you and the **LaBiance Uluslararası Turizm Ve Organizasyon A.Ş.** under your leadership for the professional support and services you provided in organizing the visit to Turkey, which took place from October 24 to 31, 2022, with a business delegation from various regions and economic sectors of our country with the aim of promoting the expansion of commercial cooperation between Turkey and Russia.

We hope to work together on new projects that will lead to new opportunities for cooperation between our countries."



## Category: LaBiance MICE

Marat Tansykkuzhin / Representative of the Republic of Bashkortostan, Russian Federation in Türkiye

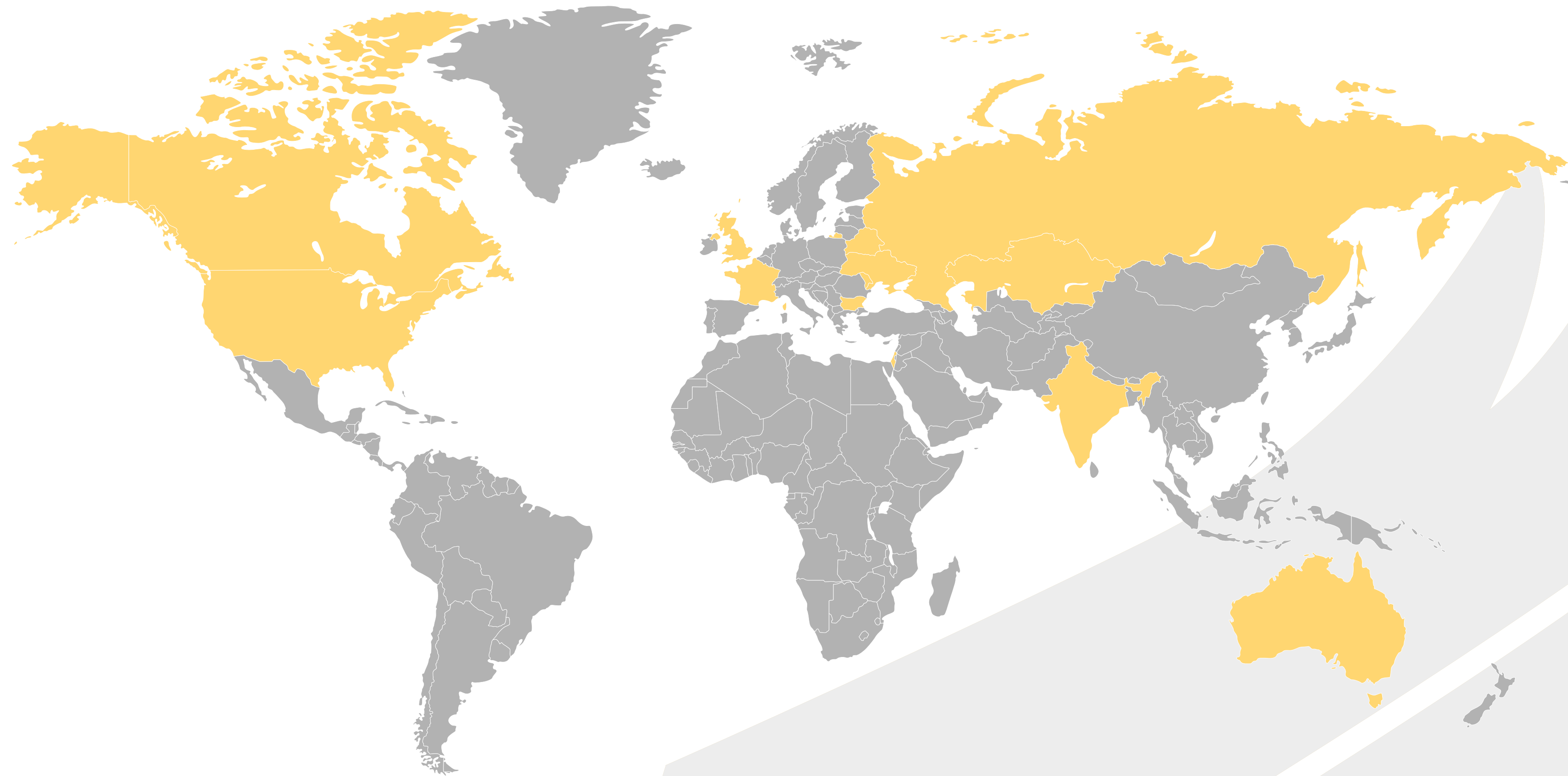
"The company "**LaBiance**" in June 2023 acted as a partner in organizing a business mission of top management of Russian companies to Turkey. At the same time, the situation developed in such a way that the previously fixed contractor abandoned the project. The partners from **LaBiance** not only agreed to take on the project, but also fulfilled all their obligations in the shortest possible time. Issues of transfer, accommodation and meals for participants in Istanbul and Ankara were resolved promptly, which is an absolute indication of the company's reliable reputation in the eyes of local partners and subcontractors. It was also important how the partners approached the selection of Turkish enterprises for the business mission participants to visit. All meetings were of an applied nature, each contact yielded a specific result. We need such reliable partners and are grateful for their responsible cooperation."

*Please visit our corporate website  
for more Customer Reviews*





# GEOGRAPHICAL DISTRIBUTION OF OUR CUSTOMERS



Australia, Belarus, Bulgaria, Canada, England, France, India, Israel, Kazakhstan, Moldova, Russia, Ukraine, USA.

# La Bianca

FEEL THE PRIVILEGE & ENJOY THE AMBIANCE

LABIANCE INTERNATIONAL  
TOURISM AND EVENT AGENCY JOINT STOCK COMPANY

 [www.LaBiance.com](http://www.LaBiance.com)

 [info@LaBiance.com](mailto:info@LaBiance.com)

 **Contact**

Customer Relation Service  
WhatsApp Telegram Signal

+90 552 304 34 00

Headquarter Office

+90 312 939 86 04

 **Address**

Kızılırmak Mah. Dumlupınar Bulvarı  
No:3 C1-160 Next Level Plaza  
Çankaya, Ankara, TÜRKİYE

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