



ANADOLU GROUP

PRESS RELEASE

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Anatolian ground squirrel biodiversity project from Anadolu Group

Anadolu Group conducts a project that will contribute to the conservation of Anatolian ground squirrels within the scope of biodiversity protection goals.

Anadolu Group pays special attention to protection of natural habitats through its group companies' studies in the field of biodiversity, which has a significant place in the vision of sustainability and the scope of environmental policies. In this context, Anadolu Group, acting in accordance with the necessities of the United Nations Convention on Biological Diversity in its biodiversity studies, is conducting a biodiversity project in cooperation with Hatay Natural Conservation Association to contribute to the conservation and development of the Anatolian ground squirrel. Anatolian ground squirrel, as a prominent species in terms of biodiversity and ecological balance, whose population is gradually decreasing, is classified as "Near Threatened" in the red list of the International Union for Conservation of Nature (IUCN). The project, in which 350 individual Anatolian ground squirrels are identified in ecological researches conducted in Konya Karapınar, is carried out not only to protect biodiversity but also soil, water and other natural resources.

'Biodiversity is a life support system for our planet'

Hurşit Zorlu, Anadolu Group CEO, states that sustainability and biodiversity protection are directly related and they act with this awareness in the primary fields of their activity: beer, soft drinks, retail and agriculture sectors. Zorlu declares they are working with international organizations and non-governmental organizations in the field of biodiversity to develop local ecosystems and says: "Biodiversity is a life support system for our planet. The world's population is continuously growing, and our lives depend on the conservation of the biodiversity of our planet. There is no doubt that ecosystems, species and genes are disappearing or getting damaged further than before. These losses threaten the natural wealth of our planet and the sustainability of life. We believe the most important investment in nature is to preserve biodiversity, protecting rare and threatened species, living creatures and natural areas. As the business world, we can play a vital and positive role in protecting biodiversity. As Anadolu Group, we strive to fulfill our responsibility in this field and implement biodiversity studies related to the sectors in which our companies operate."

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A significant species for ecological balance

This species, named as Anatolian ground squirrel because it has a very limited living space and spreads from Anatolia, is a rodent species that live under the ground, particularly in the steppes of Central Anatolia. Explaining that the degradation of the Anatolian ground squirrel habitat is a prominent threat to the species, Zorlu continued his words as follows: "In the ecological research studies in Konya Karapınar, approximately 350 Anatolian ground squirrels were identified in 15 different areas in flat steppes and hills. The survival of Anatolian ground squirrels is in danger as a result of the destruction, degradation and fragmentation of their habitats due to human-induced reasons. Anatolian ground squirrels are one of the flag species that demonstrate the naturalness, maturity, wealth and healthy functioning of the ecosystem in their area. They stabilize the plant population and provide aeration for the soil. They enrich the plant diversity of the region with the shelled foods they buried and thus, they provide a better soil structure. Conservation of this species, which has a very significant role in ensuring ecological balance with these aspects, is a vital issue. Karapınar is one of the few regions in the world where Anatolian ground squirrels are heavily populated. With our project, we aim to raise awareness of the people living in the region to realize the importance of the existence of the Anatolian ground squirrels. Thus, we want to ensure the species is considered a natural asset of the country that should be protected. We develop suggestions for various construction works, road works, afforestation and agricultural activities in a way that pays regard to the existence of the species. Also, we are conducting awareness-raising activities to prevent other threats to the species."

Group companies strive to protect biodiversity

Anadolu Group companies are also working intensively to protect and enrich biodiversity in their fields of activity and to develop living spaces. **Migros** played an active role in the implementation and dissemination of Good Agricultural Practices with the Ministry of Agriculture and Forestry to spread restorative, sustainable and traceable agricultural practices. Furthermore, it carries out the Tastes of Anatolia project and supports the Our Heritage Local Seeds project to preserve the Anatolian seeds on the verge of extinction, deliver them to posterity and to increase the product variety. Migros is also one of 21 companies that are members to One Planet Business for Biodiversity (OP2B) coalition, aiming to transform the value chain for the protection and enrichment of sustainable agriculture-oriented biodiversity and participates in the studies as the only representative from Turkey. Working with entrepreneurship ecosystem, universities, NGOs and suppliers on issues such as sustainable agriculture practices, environmentally friendly service delivery materials and packaging, **Anadolu Efes** also contributes to the protection of biodiversity with its "Save the Nature" project. Within the scope of the study, steppe eagles, which are the symbol of Kazakhstan nature, were raised in cooperation with the Sunkar Center. After raising 25 steppe eagles, the number of eagles quadrupled in the region. Based on the



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success, the project is planned to be expanded to the national level. **Anadolu Etap** protects the plane trees and Trojan oaks around its farms, as well as contributing to the natural life with more than one hundred bird nests and more than four thousand beehives. Moreover, some Anadolu Group companies are carrying out afforestation activities that contribute significantly to the protection of biodiversity.

[Click on this link to view the From Anadolu to the Future Anatolian Ground Squirrels Monitoring and Evaluation Report for Biodiversity](#)

[Click on this link to watch the video about From Anadolu to the Future Anatolian Ground Squirrel Biodiversity Project](#)

About Anadolu Group

Anadolu Group operates with the vision of being “The star that links Anatolia to the world and the world to Anatolia” and maintains its activities in 9 sectors (beer, soft drink, retail, agriculture, automotive, stationery, quick service restaurant, real estate and energy) and in 19 countries with approximately 80 companies, 66 production facilities and approximately 80,000 employees. The Group, which was founded by Yazıcı and Özilhan families in 1950, is a driving force of Turkish economy with its financial assets, its strong production capacity and the projects it is involved with. It acts in accordance with its mission of being a multinational and entrepreneurial group through its partnerships with leading brands and companies of the world such as ABInBev, The Coca-Cola Company, Faber-Castell, Isuzu, KIA, McDonald’s, Honda, Honda Marine, Köhler, Johns Hopkins Medicine. With assets worth TRL 62,1 billion in value in 2020, the Group booked a total turnover of TRL 73.3 billion on its operations.

Within the context of its social responsibility, the Group is involved in several areas like agriculture, education, health, sports, culture, arts and tourism and also contributes to the society through its social organizations; Anadolu Foundation, Anadolu Medical Center and Anadolu Efes Sports Club. Under its brand “From Anadolu to the Future”, launched in 2019, the Group executes projects and practices that reveals its sustainability-oriented future vision.

Anadolu Group strives to produce value in sustainable manner and consistently achieves a rapid and healthy growth through its commitment to a culture of partnership with global brands and international companies, its expertise in branded consumer products, its experience and strength as regional player in a broad geography and its understanding of strong corporate governance.

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