



Anadolu Group employees have created a value of TL 500 million with BiFikir in 3 years

For BiFikir, Anadolu Group's innovation program, we have selected the best projects of 2017. Anadolu Group employees have developed projects that have generated a total value of TL 500 million in the last 3 years with their effort.

BiFikir, an innovation program through which Anadolu Group employees share their ideas, has created a value of **TL 500 million** with the projects realized at the end of its third year. Adel was first in the first year and in the second year Anadolu Motor was first in this program whereby the ideas of the group employees were translated into projects and many innovative products and services were developed. This year, for the first time, "Inventors" and "Explorers" compete in two categories in the final day of the program and the Anadolu Group companies; **Anadolu Etap** in "Inventors" category and **Anadolu Efes Turkey** in "Explorers" category were selected first.

While the Explorers of the Anadolu Group have worked on projects that would enhance the quality of life, improve the satisfaction and commitment of all stakeholders and fulfill the company's social responsibilities, the inventors have used technology to create projects that would increase product and service quality and business efficiency and would reduce costs

Anadolu Group Chairman, Tuncay Özilhan, stated in an event that final project presentations were made for **BiFikir** program that they were content with the value created which is worth TL 500 million and added "Anadolu Group is now writing a success story through your bright ideas that will last for generations and will continue to do so in the future as well. The contribution realized through your ideas and commitment to your business, your company and your Group makes us very happy.". **Anadolu Group CEO Hurşit Zorlu** underlined the difficulties in determining the best projects of 2017, expressed happiness about the large number of projects developed this year, and stated that the value created by Anadolu Group employees is highly precious.

Anadolu Group aims to introduce BiFikir program next year to the universities around the country for new ideas and to put into practice the ideas developed outside Anadolu Group under Anadolu Group roof.

BiFikir by the numbers

- Between 2014-2017, over 12,500 ideas were created.
- Number of ideas that were swiftly implemented between 2014-2017: 2,300.

ANADOLU ENDÜSTRİ HOLDİNG A.Ş.

Fatih Sultan Mehmet Mahallesi, Balkan Caddesi No. 58

Buyaka E Blok Tepeüstü, Ümraniye 34771 İstanbul

T: (0 216) 578 85 00

F: (0 216) 573 74 68

www.anadolugrubu.com.tr



ANADOLU GRUBU

- Between 2014-2017, 1,292 projects were developed.
- A total of TL 500 million was generated in 3 years.

About BiFikir

BiFikir is an innovation program by which Anadolu Group employees can freely share their ideas.

Through BiFikir, Anadolu Group employees share their ideas and quickly transform them into implementations and projects. The employees ensure that the Group effectively uses innovation and creativity, which is corporate's cultural competence.

Anadolu Group employees can submit their ideas in the fields of Product and Service, Motivation and Communication, Productivity, Cost Reduction, Occupational Health and Safety, Social Responsibility, Shareholder Satisfaction (Suppliers, Dealers, Society), Sustainability and E-transformation and Technology. Projects that are deemed successful are put into practice through Swift Implementations or Projects.

About Anadolu Group

Yazıcı and Özilhan families founded Anadolu Group in 1950. The Group, carrying its existence into the future with its vision of being "The star that links Anatolia to the world, and the world to Anatolia", operates in 19 countries, with approximately 80 companies, 61 production facilities, and more than 50 thousand employees. While the Group generated revenues of TL 25.6 billion as of 2016 end, the sum of taxes paid to the government by Anadolu Group companies in 2016 constitutes 1,4% of central government budget revenues of 2016.

Anadolu Group, acting in accordance with its mission to cooperate with the world's leading global brands and to develop branded consumer products, continues its healthy and fast growth by adding a value for Turkey as a global player in the world.

Focusing strategic investments in beer, beverages, agriculture sectors, Anadolu Group operates on a large scale including the sectors of automotive, stationery, fast-food restaurant, real estate, and energy.

The Group contributes to the society in the areas of education, health, and sports through Anadolu Foundation, Anadolu Medical Center and Anadolu Efes Sports Club.

www.anadolugrubu.com.tr

For Further Information: Yağız Yücel – yagiz.yucel@anadolugrubu.com.tr / 0216 578 8583

ANADOLU ENDÜSTRİ HOLDİNG A.Ş.

Fatih Sultan Mehmet Mahallesi, Balkan Caddesi No. 58

Buyaka E Blok Tepeüstü, Ümraniye 34771 İstanbul

T: (0 216) 578 85 00

F: (0 216) 573 74 68

www.anadolugrubu.com.tr