



ANADOLU GRUBU

PRESS RELEASE

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Anadolu Group employees created a total value of 575 million TL with Bi-Fikir

Bi-Fikir, Anadolu Group's innovation program selected the best ideas of 2018. Anadolu Group Chairman, Tuncay Özilhan made a speech during Bi-Fikir Festival, where the best projects of the year were presented and stated that: "As Anadolu Group, we believe in the importance of investing in human for production with high added value, offering freedom with necessary platforms for economic growth and the significance of collective work culture in the process." Within the scope of Bi-Fikir, which created an added value of 575 million TL in the last 4 years with the projects put into practice by Anadolu Group employees, it is expected that the total value created will be 750 million TL with the ongoing projects.

The best ideas of 2018 were selected within the scope of Bi-Fikir, the innovation platform that allows Anadolu Group employees to present their creative ideas and add value to the companies of Anadolu Group. With Bi-Fikir, that was organized for the fourth time this year, a total value of 575 million TL was created. "Infrared Car Heater" project of Anadolu Isuzu in the category of "Inventors" and "Paint Manufacturing without Nitro" project of Adel Kalemçilik in the category of "Explorers" were ranked first in the program, where the ideas of group employees were put into practice and many innovative products and services were developed. On November 9, Anadolu Group companies presented their projects that made the final at the Bi-Fikir Festival held at Hilton Bomonti.

Tuncay Özilhan, Anadolu Group Chairman made a speech at the festival and stated: "As Anadolu Group, we believe in the importance of investing in human for production with high added value, offering freedom with necessary platforms for economic growth and the significance of collective work culture in the process. We will never lose our determination to make our business better every day. I congratulate everyone who participated in our competition with this determination."

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Innovation is a part of our corporate culture

While stating that innovation is a significant part of the corporate culture of Anadolu Group, **Hurşit Zorlu, the CEO of Anadolu Group** said: "For all the success we achieve, we take power from our employees and our ability to produce together. With our faith in the power of our collective mind, we do not lose our confidence in ourselves even in challenging times, and we focus on our future goals. With the entrepreneurial spirit that we have taken over from our founders and with our competent human resources, we can take advantage of the opportunities brought by change. While contributing to the economy with the ideas that we develop, we have the capacity to produce sustainable projects that will make a difference in the environmental and social fields."

Hurşit Zorlu said it is realized by time that the desire to place Bi-Fikir as a sustainable innovation center is not a dream. Indicating the increasing number of attending employees, ideas participating to the program and the increasing number of projects that are put into practice through the program, **Zorlu** stated, "This allows us to be confident about the future. When the outputs of our projects are combined with the scale of our group, a significant value that makes a difference for the whole world is created. The products we produce, the technologies we develop and the results we have achieved in the social field have an impact on all the locations where our Group operates and offers its products and services. The total value we created with the projects realized in Bi-Fikir has reached 575 million TL. We foresee that this figure will reach 750 million TL when we put the ongoing projects into practice".

"Ideas Are Everywhere, Design the Future "

Starting from 2015, 20,000 ideas, 3800 rapid applications and 1300 projects were developed through Bi-Fikir. With the evaluations and studies in the program, 1 of every 4 ideas was put into practice. 23 projects competed in the semi-final this year. In the semi-final held on 26 October, "Explorers" presented their projects on sustainability, occupational health and safety, satisfaction of the stakeholders, social responsibility, employee motivation and communication while "Inventors" presented their projects on product and service, efficiency and cost. 3 Explorers and 3 Inventors selected among these projects competed on the stage, while 17 other projects were presented in the foyer.

This year, two more projects were developed in line with Bi-Fikir motto of 2018, "Ideas are Everywhere, Design the Future" in order to enrich the innovative works. It is targeted to develop a modern and efficient perspective on innovation within the Group by increasing the context and number of the ideas that the employees share with "Design Thinking

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Program" implemented with Management Center Turkey. 40 new project ideas developed within the context of "Design Thinking Program", which was attended by 326 employees from 15 companies. Successful digital transformation examples of Anadolu Group, which carry out important projects in all group companies within the scope of "Digital Transformation", were also presented at Bi-Fikir Festival. Among the projects that advanced to the semi-final, Çelik Motor's "Moov by Garenta" project was selected as the "Most Digital Project" and was awarded with the achievement award.

The ideas of university students will be put into practice

Bi-Fikir Program was opened to university students this year. By uniting the program with KAP (Plan your career at Anadolu Group), campus brand of Anadolu Group, the innovative and creative ideas of the university students were included in the evaluation. The owners of the 10 ideas that qualified for the final will be included in trainings and mentoring program organized by Anadolu Group. In the final that will be held in May 2019; the first project selected from among 10 projects, will be awarded with 20 thousand TL, the second project with 15 thousand TL and the third project with 10 thousand TL. The projects that are selected for implementation, will be put into practice with the support of Anadolu Group.

About Anadolu Group

Anadolu Group has been founded by Yazıcı and Özilhan families in 1950. Carrying its existence into the future with its vision of being 'the star that links Anatolia to the world and the world to Anatolia', the Group operates in 19 countries with approximately 80 companies, 66 production facilities and more than 80 thousand employees. While the Group generated revenues of TL 32.2 billion in 2017, the sum of taxes paid to the government by Anadolu Group companies in 2017 constituted 1.2% of 2017 central government budget revenues.

Anadolu Group, acting in accordance with its mission to cooperate with the world's leading global brands through its commitment to partnership culture and to develop branded consumer products, continues its healthy and fast growth by creating added value for Turkey in line with its target of globalization as a regional player abroad.

Anadolu Group maintains its activities in a wide area with operations in industries of beer, soft drink, retail, agriculture, automotive, stationery, quick service restaurant, real estate and energy.

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With an understanding of social responsibility, the Group contributes to the society in areas of education, health and sports by Anadolu Foundation, Anadolu Health Center and Anadolu Efes Sports Club.

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