



ANADOLU GRUBU

PRESS RELEASE

2.11.2019

Anadolu Group employees continue to create value with Bi-Fikir

The value created by Anadolu Group employees in five years with Bi-Fikir reached 600 million TL

Within the scope of Bi-Fikir, Anadolu Group's innovation program, the best projects of 2019 were selected. Speaking at the Bi-Fikir Festival, where the best projects of the year were presented, Anadolu Group Chairman Tuncay Özilhan said: "Bi-Fikir is the reflection of Anadolu Group's innovative and future-oriented perspective on business processes. The reflection of our group vision on the projects we have developed shows that we are on the right track." The total value created within Bi-Fikir in the last 5 years, with the projects implemented by Anadolu Group employees, is approaching 600 million TL and a total of 30,000 ideas, 4,500 rapid applications and 1,500 projects were produced since 2015. One out of every five ideas was implemented.

The best projects of 2019 were selected within the scope of Bi-Fikir, Anadolu Group innovation that allows the employees to present their creative ideas to add value to Group companies. The total value created so far with Bi-Fikir, which was held for the fifth time this year, approached 600 million TL. In Bi-Fikir program that is realized with the following motto: "The idea starts with you, be our pioneer" this year based on Anadolu Group's common values such as people-oriented approach, entrepreneurship and innovation; the ideas of the Group companies were realized and many innovative products and services were developed. This year, "Pubinno-Smart Beer Tap" project of Anadolu Efes in "Inventors" category was ranked first while "KaputaVur" project of Çelik Motor was ranked first in "Explorers" category. Anadolu Group companies presented the projects that made it to the final at the Bi-Fikir Festival held at Anadolu Isuzu R&D Center.

AG ANADOLU GRUBU HOLDİNG A.Ş.

Fatih Sultan Mehmet Mahallesi, Balkan Caddesi No. 58

Buyaka E Blok Tepeüstü, Ümraniye 34771 İstanbul

Phone Number: (0 216) 578 85 00

Fax Number: (0 216) 573 74 68

www.anadolugrubu.com.tr



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“We always bravely support innovation”

Congratulating all contestants who participated in the program with their ideas **Tuncay Özilhan, Anadolu Group Chairman** said, “Bi-Fikir is the reflection of Anadolu Group's innovative and future-oriented perspective on its business processes”. While Özilhan highlights that the leading projects in Bi-fikir are related to e-transformation and technology, occupational safety and health, shareholder satisfaction, sustainability, social responsibility, productivity, cost reduction and new product and service development he stated: "The reflection of our group's vision on the projects that we develop shows that we are on the right track. We always bravely support innovation. We are open to all kinds of developments that will strengthen our work methods and muscles and we are ready to pioneer any necessary changes. For this, we need to follow the era of rapid digital transformation very closely."

Tuncay Özilhan stated that the most debated and important issue in the era of digital transformation is “destructive change” and said, "With the digital destructive change, consumers, customers, companies, value chains, even the ecosystem that we are currently living in are exposed to change in a very rapid and different way. In order to get used to this change, it has become a necessity for companies to digitalize their strategies, business models, products and services, their experience, business processes, organizational structures, decision-making mechanisms, technology infrastructures and collaborations they use. ”

“Bi-Fikir is the most important symbol of Anadolu Group's innovative and entrepreneurial spirit”

Stating that Bi-Fikir has become the most significant symbol of the innovative and entrepreneurial spirit of Anadolu Group, **Anadolu Group CEO Hurşit Zorlu** stated: “Bi-Fikir is 5 years old. It is growing day by day, expanding its scope and getting enriched with new applications. We continue to create value at full speed with the ideas of both our group employees and university students, who are now an important part of our program.” Stressing that the value generated in the scope of Bi-Fikir approached 600 million TL in 5 years, Zorlu continued as follows: "We expect this figure will be increased further with the implementation of our ongoing projects. Creating value is one of our indispensable elements as Anadolu Group. We strive to create value first and foremost in every sector and geography, in which we operate. Accordingly, we have recently created our brand “From Anatolia to the Future”, which symbolizes our vision of producing sustainable value for the future. We strive to beautify our future with the power we are getting from Anatolia and realize projects that provide significant benefits in social and environmental fields as well as the value we produce economically. There is no limit to what we can do with an idea. It is possible to create brand new business models, designs that were never seen before, untested applications from an idea. An idea may solve chronic problems, open our way or guide us on how to proceed. But

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it is important that we should not compromise on our innovative point of view, our desire for development and our ability to adapt to changes.”

"The Idea Starts With You, Be Our Pioneer ”

Launched in 2015 Bi-Fikir has reached 30,000 ideas, 4,500 rapid applications and 1,500 projects until now. According to the evaluations and studies, 1 of every 5 ideas was realized. In previous years, 35 percent of the projects competing in Bi-Fikir was implemented while the process continues for 40 percent of the projects. This year, 24 projects in Anadolu Group companies competed in the semi-finals. In the semifinal held on 18 October, "Explorers" presented their projects on sustainability, occupational health and safety, the 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 other projects were presented in the foyer.

313 innovative ideas were received from university students in a year

Last year, Bi-Fikir Program was combined with the campus brand KAP (Plan your career at Anadolu Group) of Anadolu Group and opened to university students. 9 out of 313 innovative and creative project proposals from universities were taken to Bi-Fikir KAP Innovation Camp. At the end of the study that lasted for 5 weeks, the projects that were ranked in 2018-2019 Bi-Fikir KAP were introduced as part of the Bi-Fikir Festival.

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 approximately 80 thousand employees. While the Group generated revenues of TL 42.1 billion in 2018, the sum of taxes paid to the government by Anadolu Group companies in 2018 constituted 1.2% of 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 Medical Center and Anadolu Efes Sports Club.

For further information:

Can oktur

Anadolu Group Corporate Affairs and Communications

0216 578 86 67

can.coktur@anadolugrubu.com.tr

Sibel Őentürk

Mese Communications Consultancy

0212 245 33 23

sibel@mese.com.tr

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