

**As the symbol of the innovative spirit of Anadolu Group,
Bi-Fikir is growing with brand new ideas despite the
pandemic**

**The value created by Anadolu Group employees
with Bi-Fikir in five years exceeded TL 680 million**

Anadolu Group continues to reward the innovative ideas of its employees within the scope of the innovation program Bi-Fikir. The final, which was held for the sixth time and where the best projects of the year were presented, was carried to the digital environment this year. Speaking at the digital Bi-Fikir Festival, Anadolu Group Chairman Tuncay Özilhan stated that the economic and social crisis created by the pandemic triggered several changes globally and stated: "The future leaders will emerge from among individuals who prove themselves under challenging conditions and run faster than the wind of change." Within the scope of Bi-Fikir, the total value created exceeded TL 680 million while 5,440 rapid applications and 1,832 projects were implemented in total since 2015.

Bi-Fikir, the innovation platform of Anadolu Group, which allows employees to present their creative ideas and have a chance to add value to their companies, continues its activities at full speed. Anadolu Group employees continue to develop their projects despite the challenging conditions that the whole world has gone through and contribute to the development and innovation studies of the group. The teams that made it to the finals, presented their projects at the sixth Bi-Fikir Festival, which was held on digital environment due to the pandemic.

Through Bi-Fikir program, which had the motto: "Open Your Mind to the Impossible!" this year, the total value created so far has exceeded 680 million TL. Within Bi-Fikir, which is the most prominent symbol of the Group's approach of leading innovation with an entrepreneurial spirit, one of the corporate values of Anadolu Group, once again the ideas of the group employees were materialized and many innovative products and services were



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developed. This year +1(ArtıBir) Project of Anadolu Efes Türkiye was ranked first in “Inventors” category while Adel Kalemcilik was ranked first in “Explorers” category

Anadolu Group Chairman Tuncay Özilhan commenced his speech at the digital Bi-Fikir Festival by expressing his sorrow about those who lost their lives in the Izmir earthquake and sent his condolences to the families. **Özilhan** emphasized that there are precautions to be taken about earthquakes without losing time and expressed the need for projects that will increase awareness on this issue. Also emphasizing that the economic and social crisis created by the pandemic triggered various changes globally, **Özilhan** stated, "Companies that stayed within the dynamics of the economy but were able to control the effects of the crisis, were minimally affected by this process. However, even if the pandemic is over, its after-effects will be felt even further in coming years. We must use our limited resources by mobilizing them according to the urgency and scale of impact. We have to show our creativity in generating solutions. Changing conditions will give us all the opportunity to detect problems with a new perspective. For that purpose, we need to comprehend the change correctly."

The future leaders will emerge from among individuals who prove themselves under challenging conditions and run faster than the wind of change.

By stating that the future leaders will emerge from among individuals who prove themselves under challenging conditions and run faster than the wind of change, **Özilhan** said, " People, who do not leave their faith to chance for advancing, recognize the opportunities in an environment of uncertainty and have the resources and tools to evaluate them, maintain their strategic perspective and manage the change, shine with their superior competencies, no matter how harsh the conditions are." Emphasizing the need to simplify every process that causes an obstruction in business administration, **Özilhan** stated: “By formatting complicated processes, we should increase our efficiency with effective task delegation in our organizations and with system engineering in production. While following a strict risk management policy, we will preserve the rebellious spirit of innovation and entrepreneurship with a healthy internal balance. Technology is one of the hundreds of tools we have". **Özilhan** also mentioned that the most critical element in increasing the competitiveness, value-added service rating and customer satisfaction is rendering the ecosystem sustainable.

We make a difference with pioneering applications in digital transformation"

Anadolu Group CEO Hurşit Zorlu said that the concepts of “leading innovation” and “keeping up with change” are essential for Anadolu Group. Expressing that the pandemic period has shown the significance showing strength towards novelty and change. **Zorlu**

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stated, "Our group has adapted to this challenging process thanks to its strong infrastructure that allows us to follow all kinds of innovations, keep ourselves up-to-date in the face of those innovations and provide the flexibility needed in times of change. Bi-Fikir, one of the most significant symbols of our innovative spirit that makes us strong, continues to grow and develop with brand new ideas. The value we have created with all the work carried out within the scope of Bi-Fikir for 6 years has exceeded TL 680 million. Producing value in every field is indispensable for us".

Asserting that Anadolu Group generates many ideas, works and values in every field with its operations, service approach and many different projects investing in the future, **Zorlu** stated, "We do not only create economic value but also work for society and the environment. We are continually innovating with our six R&D centers that carry out innovation studies in different sectors. We closely follow technologic developments and make difference with pioneering applications in the field of digital transformation. The works we have done with our brand "From Anadolu to the Future", started to attract the attention of the sustainability authorities and are considered to be guiding for other organizations. We should stand firm in our innovative perspective, our desire for development and our ability to adapt to changes. In this context, what each member of Anadolu Group Family can add to our collective mind, is precious for us. That's exactly what Bi-Fikir is for. "

Bi-Fikir reached all employees of Anadolu Group in Turkey and abroad on YouTube

B-Fikir Festival, which was carried to digital environment due to the Covid-19 pandemic, reached all Anadolu Group employees in Turkey and abroad through the YouTube channel. A total of 17 projects, which were ranked in the Company BFFs held in September, made their presentations on the digital platform in the semi-finals in the first phase and were evaluated by a jury consisting of employees from various functions of the Group companies. Representatives of the companies, who were found successful, presented their projects in the semi-finals in the following fields: new products and services, sustainability, digitalization, social responsibility, stakeholder satisfaction, cost reduction, productivity and quality increase, human resources, employer branding, sales, marketing and production. A total of 10 finalists were selected, including three projects in the "Explorers" and seven projects in the "Inventors" category. Companies that stood out in the numbers of "ideas, projects and quick implementation" with their performance during the year, the projects selected as the most successful in the fields of "digitalization" and "sustainability" by the votes of the jury in the semi-finals, and the employee making the most contribution to Bi-Fikir and selected as the "most innovative" this year, were also evaluated in the "Success Awards" category.

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One out of every four ideas has been realized

In the sixth year of Bi-Fikir, a total of 5,440 quick applications and 1,832 projects were implemented. The rate of realization of the ideas within Anadolu Group reached 23%. About one out of every four ideas has been realized. The works initiated and expanded to all Anadolu Group companies in Turkey in 2015, has grown with the participation of the overseas companies of Anadolu Efes in the previous years and with the involvement of Coca-Cola İçecek's overseas companies for the first time this year. Bi-Fikir also continued its activities with universities this year. With Bi-Fikir KAP, through which students' ideas are brought to life and young people are offered career opportunities in an environment that attaches importance to innovation and uses technology, a total of 596 projects were collected from 1,330 students from 249 departments of 155 universities in two years.

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.

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.

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.

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