

PRESS RELEASE

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Bi-Fikir is growing with brand new ideas

The value created by Anadolu Group employees with Bi-Fikir in seven years exceeded TL 780 million

Anadolu Group continues to reward the innovative ideas of its employees within the scope of the innovation program Bi-Fikir. Within the scope of Bi-Fikir, the total value created exceeded TL 780 million while 5,938 quick applications and 2,177 projects were implemented in total since 2015. Speaking at the digital Bi-Fikir Festival, Anadolu Group Chairman Tuncay Özilhan stated: "With Bi-Fikir, we have reached more than 40 thousand ideas in 7 years. We will continue to work, generate ideas, and carry out pioneering projects in which we turn our ideas into businesses, in order to achieve better results under any circumstances."

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. Despite the challenging conditions that the whole world has gone through, Anadolu Group employees continued to develop ideas that contributed to the group's development and innovation efforts. The teams that made it to the finals, presented their projects at the seventh Bi-Fikir Festival, which was held on digital environment.

Through Bi-Fikir program, the total value created so far has exceeded 780 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 developed. This year, "Smart Factory" project of Anadolu Isuzu ranked first in "Inventors" category while Adel Kalemcilik ranked first in the "Explorers" category with its 1500kelime.com Platform project.



"We will continue to generate ideas and carry out pioneering projects in which we turn our ideas into businesses"

Anadolu Group Chairman Tuncay Özilhan stated in his speech at the digital Bi-Fikir Festival that the platform have reached more than 40 thousand ideas in 7 years. Özilhan also added: "As Anadolu Group our priority is to do business that makes our ecosystem sustainable while increasing our competitiveness, value-added service rating and customer satisfaction. Trends such as technological transformation, e-commerce, artificial intelligence, cyber security, digital payment systems and retail technologies, and omnichannel customer experience have been accelerating in recent years. We continue to find solutions that will put our Group ahead of the competition, in an environment of high instability, where uncertainties arising from the epidemic continue. In any case, we will continue to work for greater success, to generate ideas and to carry out pioneering projects in which we turn our ideas into businesses."

"We are working for a better future for all of us"

Anadolu Group CEO Hurşit Zorlu, emphasized in his speech that Bi-Fikir is one of the most prominent symbols of Anadolu Group's entrepreneurial spirit and innovative face. Zorlu declared that Anadolu Group has always bravely supported innovation and stated: "Our values are based on pioneering development and not being afraid to experiment. We always encourage our employees to come up with ideas that embrace change at this point. With the ideas, projects and values we create, we work for the common future of all of us. Implementing innovative and sustainable products, service models, and business models that add value to our company and propel us forward is one of our top priorities. At this point, the significance of Bi-Fikir becomes clear. Every idea, every project that comes from our collective mind is valuable. We will continue to produce for our future and encourage one another, particularly our youth, to do so."

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

Bi-Fikir Festival, which was carried to digital environment in the last two years due to the Covid-19 pandemic, reached all Anadolu Group employees in Turkey and abroad via the digital platform. A total of 21 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 product and service, sustainability, digitalization, social responsibility, cost reduction, productivity, sales, marketing and production. A total of eight finalists were selected, including three projects in the "Explorers" and five projects in the "Inventors" category. Companies that stood out in



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the numbers of "ideas, projects and rapid applications" with their performance during the year, the projects selected as the most successful in the fields of "digitalization", "sustainability" and "people first" by the votes of the jury 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.

One out of every five ideas has been realized

In the seventh year of Bi-Fikir, a total of 5,938 quick applications and 2,177 projects were implemented. One out of every five ideas, submitted to Bi-Fikir, 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. For the past three years, Bi-Fikir has also been continuing its activities in universities. With Bi-Fikir KAP, 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 763 projects were collected from 1,595 students from 165 universities in three years.

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 8 sectors (beer, soft drink, retail, agriculture, automotive, stationery, quick service restaurant and energy) and in 19 countries with approximately 80 companies, 86 production facilities, 6 R&D centers 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 AB InBev, The Coca-Cola Company, Faber-Castell, Isuzu, Kia, McDonald's, Honda, Honda Marine, Kohler, Johns Hopkins Medicine. With assets worth TRY 73.3 billion in value in 2020, the Group booked a total turnover of TRY 62.1 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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