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PRESS RELEASE

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Anadolu Group puts ideas of university students into practice with Bi-Fikir KAP

Anadolu Group awards the innovative ideas of university students through Bi-Fikir KAP

The final was held at Bi-Fikir KAP, which was started by Anadolu Group with the purpose of putting the innovative ideas of university students into practice. Organized within the scope of Anadolu Group's innovation platform Bi-Fikir, Bi-Fikir KAP received 313 ideas from 110 universities.

Among the 9 projects that qualified for the final, Nurdan Kayım, who worked the "I Am Adding Color to My Health with My Back Bag" projects with Adel Kalemcilik, was ranked first, Berk Alpaslan, who worked the "Panic Prake System Extension" project with Anadolu Isuzu, was ranked second, Edip Ali Erdemir, who worked "Chart of Flavours" project with Anadolu Efes was ranked third. The winning projects were awarded with 20.000,15.000 and 10.000 TL respectively and they will all have an opportunity to be implemented in Anadolu Group companies.

The final of Bi-Fikir KAP (Plan your career at Anadolu Group), organized with the aim of **putting the innovative projects of the university students into practice**, was held at the headquarters of Anadolu Group. Anadolu Group's Board members, senior managers, university students and mentors participated in the final of Bi-Fikir KAP, which started with the inclusion of university students within the scope of the innovation platform Bi-Fikir, once intended only for Anadolu Group employees. 9 projects that qualified for the final were presented during the event. After the evaluations, Nurdan Kayım, who worked the "I Am Adding Color to My Health with My Bag" projects with Adel Kalemcilik, was ranked first, Berk Alpaslan, who worked the "Panic

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Prake System Extension” project with Anadolu Isuzu, was ranked second, Edip Ali Erdemir, who worked “Chart of Flavours” project with Anadolu Efes was ranked third. The first project was awarded 20 thousand TL, the second project was awarded 15 thousand TL and the third project was awarded 10 thousand TL.

Hurşit Zorlu, the CEO of Anadolu Group, stated that they have taken a significant step by including the university students in Bi-Fikir, an innovation platform that Group employees could freely present their creative ideas and add value to the companies of Anadolu Group. Zorlu stated, "We pay a great deal of attention to the ideas and projects of the young generation and while we are contributing to realization of their dreams, we are also making a notable contribution to the future of our country. We always focus on university students since they are our future employees, future producers and the inventors of the most important ideas for the future. With the power of the projects by Anadolu Group employees presented through Bi-Fikir, we have created a total value of 575 million TL in the last 4 years. With the scope of Bi-Fikir KAP, I believe that this value will increase with the innovations of the young people who may also be employed in the significant positions of our companies.

“We offer young people the opportunity to put their ideas into practice in Anadolu Group”

Speaking at the final, Anadolu Group Human Resources President Osman Alptürer declared that; as a Group that employs a significant number of employees in a wide range of activities, they have many areas where new talents and new perspectives can be evaluated. Alptürer stated, "We have included our beloved university friends in our Group's innovation efforts, we have combined our campus brand KAP ("Plan your career at Anadolu Group") and Bi-Fikir and we have created Bi-Fikir Kap so that the university students can implement their creative ideas and dreams in Anadolu Group. We offer the students the opportunity to pursue a career in a technological environment that attaches importance to innovation while they are implementing their ideas that are not yet integrated to the business processes. With Bi-Fikir KAP, we will continue to support university students to express themselves and make their dreams come true."

With Bi-Fikir KAP, the ideas of university students were collected on www.kap.bi-fikir.com website until 31st of December 2018. 313 ideas were received from 164 departments of 110 universities. 621 students subscribed to the information technology platform. Within the scope of Bi-Fikir KAP Bootcamp, organized by Anadolu Group; training and mentorship support were provided for the owners of the 9 ideas that qualified for the final from among the 17 projects that qualified for the semi-final. The ideas that qualified for the final will be presented at Anadolu Group Bi-Fikir Festival, that will be held on November 1, 2019 and the

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successful projects will be implemented in Anadolu Group companies according to the field of the project.

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.

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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