



ANADOLU GRUBU

PRESS RELEASE

15.10.2018

Anadolu Group Opens Innovation Program Bi-Fikir to University Students

Anadolu Group innovation program Bi-Fikir, where the ideas of the group employees were turned into projects, was opened to university students. Within the scope of the program; where innovative and creative ideas are evaluated, the university students will have the opportunity to realize their dreams with the support of Anadolu Group.

Bi-Fikir, an innovation platform that allows Anadolu Group employees to present their creative ideas and add value to their companies, was opened to university students this year. With the unification of Bi-Fikir program, which ran in the Group for four years with KAP (Plan your career at Anadolu Group), campus brand of Anadolu Group, the innovative and creative ideas of the university students will have the opportunity to be implemented.

Within the scope of Bi-Fikir program that was opened to the university students, the ideas of university students will be collected until 31 December. Among the applicants, 20 ideas will advance to the semifinal. The owners of the 10 ideas that qualified for the final will be included in trainings and mentoring program, that will be 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 20 thousand TL, while 15 thousand TL will be awarded to the second project and 10 thousand TL to the third project. The projects that are selected for implementation will be put into practice with the support of Anadolu Group.

A total value of TL 500 million was created in 3 years

The most innovative projects of Anadolu Group will be presented at the Bi-Fikir Festival, which will be held on November 9, 2018 and the successful projects in all categories will be determined. The project reached 36,000 employees in 21 different companies of Anadolu Group operating in Turkey and abroad. Within the scope of Bi-Fikir, an total value of 500

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



ANADOLU GRUBU

million TL has been created in three years. Since the beginning of the project in 2015, Anadolu Group employees have developed approximately 19,000 ideas. Among these ideas, approximately 5,500 ideas were implemented.

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 55 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.

For further information:

Can Çoktur

Anadolu Group Corporate Affairs and Communications

0216 578 86 67

can.coktur@anadolugrubu.com.tr

Sibel Şentürk

Mese Communications Consultancy

0212 245 33 23

sibel@mese.com.tr

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