



Anadolu Group employees shared “BiFikir” and created a value of 77 million TL.

Best ideas have been selected among the ones shared by the employees using Anadolu Group's innovation program called “BiFikir”. Anadolu Group employees created a value of 77 million Turkish liras thanks to the implementation of their ideas in this year.

Anadolu Group continues to make a difference for our country and the geography it operates with more than 80 companies, approximately 50.000 employees in 19 countries. Anadolu Group employees shared more than 6.000 ideas by using **BiFikir**, being the innovation program of Anadolu Group, whereas more than 1.000 projects have been realized from these ideas. Group employees have created a value of **77 million Turkish Liras** in one year.

The most successful project of the year 2016 was selected on the final day of the project in BiFikir festival. **Anadolu Group Chairman Tuncay Özilhan** and senior management participated in the festival. Selected projects were presented and voted by televoting via participants. At the end of the day, **Anadolu Motor** was selected as 1st whereas following ranks were given: **Anadolu Isuzu** 2nd, **Migros** 3rd, **McDonald's** 4th and **Anadolu Efes** 5th.

Employees generating projects were rewarded on the festival day; moreover, projects of semi-final were displayed. Anadolu Group's employees in Georgia and Moldova shared their projects with the participants.

In 2016;

- More than 6.000 ideas entered into the system.
- Created a benefit of 77 million Turkish liras.
- BiFikir grew more than 4 times in terms of the number of ideas, 6 times in terms of the number of fast applications and 4 times in terms of the number of projects.
- Coca-Cola İçecek Turkey, a Group Company, is the leader in developing projects with 170 projects.
- Coca-Cola İçecek Turkey, a Group Company, is the leader in developing ideas with 1.060 ideas.
- Adel Kalemcilik, a Group Company, is the leader in developing fast applications with 634 fast applications.

About BiFikir

Anadolu Group's innovation portal **BiFikir**, is a platform where Group employees share freely their ideas and suggest projects.

Anadolu Group's employees share their ideas within the scope of BiFikir, and these ideas are implemented in terms of projects or fast applications. We ensure that our employees use their creativity and innovation skills, which exist in our company's culture.

Anadolu Group employees may share their ideas in following fields: Product and Service, Motivation and Communication, Productivity, Cost Reduction, Occupational Health and Safety, Social Responsibility, Shareholder Satisfaction (Supplier, Distributor, Society), Sustainability and E-transformation and Technology and successful ideas are implemented in terms of Fast Applications and Projects.

About Anadolu Group

Anadolu Group was founded by Yazıcı and Özilhan family in 1950. In the light of their vision to be “the Star that links Anatolia to the world and the world to Anatolia”, Anadolu Group brings its presence into the future, operating in 19 countries, owning more than 80 companies, 61 production plants and employing a number of employees close to 50.000. As the group generates a turnover of 23,4 billion TL as of the end of 2015, the sum of taxes paid to the government by Anadolu Group companies in 2015 constitutes 1,4% of 2015 Government Budget Realization.

Anadolu Group continues to its fast and healthy growth, providing benefit for Turkey together with its partnerships with world’s leading brands and cooperation with multinational companies.

Anadolu Group mostly focusing in beer, soft drinks, automotive and retail sectors with prestigious brands across the world expanded its area of activity by investing in recent years in agriculture, real estate, energy and health sectors.

Anadolu Group within the scope of social responsibility perpetually contributes to society in education, health and sports fields with Anadolu Foundation, Anadolu Health Center and Anadolu Efes Sports Club.

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