PINAR ET'S COMPETITIVE ADVANTAGES

An enduring leader of its market since the day it was founded, Pınar Et's greatest strengths are its sustainable quality, its ability to discern and respond to customers' wishes and needs fully and in a timely manner, and the unconditional confidence that it enjoys among consumers.

Pinar Et's commitment to ethical values and its welldefined marketing and sales processes fortify its market position as much as does its product quality.

Continuously seeking to grow its sector as befits its stature as its leading brand, Pınar Et always keeps a close watch on different consumers' needs and demands and comes up with and delivers solutions that address them.

STEADILY GROWING BRAND VALUE

One of Turkey's 10 "super-brands" One of the top ten most reputable brands One of Turkey's most admired companies

PRODUCTION STRENGTHS AND PRODUCT PORTFOLIO ENRICHED BY QUALITY STANDARDS.

Reputation as an innovative pioneer More than 300 SKUs **R&D** experience Production conforming to hygiene and EU standards Both technical and sectoral knowledge and experience Compliance with food safety and quality standards at every stage from procurements to finished product delivery ISO 9001-2008 ISO 14001 ISO 50001 2008 ISO 18001 FSSC 22000 TSE 17025

NATIONWIDE DISTRIBUTION AND SUPPLIER NETWORKS

YBP: Turkey's most extensive cold and frozen foods distribution chain 150,000 points of sale Technical knowledge and experience Synergetic distribution of milk and dairy products Broad-based procurements from every region of the country Strong relationships with farmers Contractual farming system

