

## THE YAŞAR GROUP

# the best-known brands in many sectors

WITH 21 COMPANIES, 23 FACTORIES AND PLANTS, 2 CHARITABLE FOUNDATIONS, AND 7,500 EMPLOYEES, THE YAŞAR GROUP IS THE HOME OF SOME OF TURKEY'S LEADING FOOD, BEVERAGE, AND PAINT BRANDS AND ALSO HAS OPERATIONS IN THE AGRICULTURE, LIVESTOCK, AQUACULTURE, PAPER, TOURISM, FOREIGN TRADE, AND ENERGY.

YAŞAR UNIVERSITY, SET UP AND RUN BY THE SELÇUK YAŞAR SPORT AND EDUCATION FOUNDATION, IS AN EDUCATIONAL INSTITUTION ATTENDED BY MORE THAN 6,000 STUDENTS.

The Group's principal business lines consist of food & beverages and of coatings. The Group's two leading brands are Pınar (food & beverages) and Dyo (coatings). Both enjoy top-level rankings as Turkey's "best-known consumer brands".

### A corporate group that has authored many firsts

Under the leadership of Honorary President Selçuk Yaşar, the Yaşar Group has been the author of many firsts in Turkey.

- DYO: First national paints brand,
- PINAR SÜT: First privately-owned dairy plant conforming to international standards,
- ALTIN YUNUS ÇEŞME: First 1,100 bed capacity hotel,
- VİKİNG KAĞIT: First privately-owned paper plant,
- PINAR SU: First mineral water supplied in non-returnable packaging
- PINAR ET: First privately-owned integrated meat processing & packing plant,
- First integrated turkey plant
- PINAR DENİZ: First aquaculture facility and production,

### In keeping with its environmental and social awareness approaches

Yaşar Holding strives to minimize the environmental impact of all of its economic and commercial activities. All Yaşar Group companies comply with all laws and regulations related to protecting the environment and to reducing pollution caused by business activities.

The Yaşar Group also involves itself in a variety of corporate social responsibility projects that support education, sport, culture, and art.

Regarding social responsibilities as being one and the same as its economic responsibilities as a company, the Yaşar Group voluntarily joined the United Nations Global Compact network on 12 November 2007. In compliance with the requirements of that membership, the Company published communications on progress for 2009 and 2010 and sustainability reports for 2011, 2012 and 2013.

In 2012 the "CEO Statement of Support on behalf of Women's Empowerment Principles" was signed. In 2013, commitments were made to abide by gender policies which are set out in the "Declaration of Workplace Equality" and which are consistent with being a good corporate citizen such as increasing the number of women in the workforce and improving working conditions.

The communications on progress and the sustainability reports that the Group published in compliance with the Global Compact may be found on the Yaşar Holding corporate website at [www.yasar.com.tr](http://www.yasar.com.tr).

### Six companies traded in the Borsa İstanbul

Six of Yaşar Holding's subsidiaries are traded on the Borsa İstanbul: Pınar Süt, Pınar Et, Pınar Su, Dyo Boya, Viking Kağıt, and Altın Yunus Çeşme.

# THE YAŞAR GROUP'S MISSION IS TO PROVIDE TRUSTED-BRAND, SUPERIOR-QUALITY PRODUCTS AND SERVICES THAT ADD VALUE TO CONSUMERS LIVES.

## FOOD & BEVERAGES DIVISION

THE MOST BELOVED FLAVORS  
THE MOST WHOLESOME PRODUCTS  
THE MOST ADVANCED TECHNOLOGY



Pınar Süt  
Pınar Et  
Pınar Su  
Çamlı Yem Besicilik  
Yaşar Birleşik Pazarlama  
Pınar Foods GmbH  
HDF FZCO

## COATINGS DIVISION

TECHNOLOGICAL LEADERSHIP  
STRONG BRANDS AND  
DISTRIBUTION NETWORK



Dyo Boya Fabrikaları  
Dyo Matbaa Mürekkepleri  
Kemipex Joint-Stock Co.  
S.C. Dyo Balkan SRL  
Dyo Africa Paints and Varnishes

## TISSUE PAPER DIVISION

ECO-FRIENDLY PRODUCTION  
INNOVATIVE PRODUCTS



Viking Kağıt

## TRADE & SERVICE DIVISION

COMMITTED TO SUPERIOR SERVICE



RESORT & THERMAL HOTEL

Altın Yunus Çeşme  
Bintur  
Yaşar Dış Ticaret  
YADEX International GmbH  
Desa Enerji

## FOUNDATIONS

A RESPONSIBLE CORPORATE CITIZEN

Yaşar Education and Culture Foundation  
Selçuk Yaşar Sports and Education  
Foundation