

## PINAR SÜT'S COMPETITIVE ADVANTAGES

THE COMPANY THAT PIONEERED THE ORGANIZED DAIRY INDUSTRY IN TURKEY AND ITS UNDISPUTED LEADER SINCE THE DAY IT WAS FOUNDED, PINAR SÜT CONTINUED TO CREATE VALUE FOR THE NATIONAL ECONOMY IN 2014 WHILE ALSO FULFILLING ALL OF ITS RESPONSIBILITIES TOWARDS ITS STAKEHOLDERS AS WELL.

### SUPERIOR BRAND VALUE

Turkey's most admired company  
 The most admired fruit juice brand  
 One of Turkey's "super-brands"  
 A brand that makes one of the biggest contributions to Turkey's global reputation

### QUALITY PRODUCTION, RICH PRODUCT PORTFOLIO

Hygienic production conforming to EU norms  
 Wholesome, superior-quality products  
 TSE-ISO-EN 22000 Food Safety Management System, FSSC 22000 Food Safety Management System, TS EN ISO 9001:2008 Quality Management System, TS EN ISO 14001 Environmental Management System, TSE 18001 Occupational Health and Safety Management System. TS ISO 50001 Energy Management System certification & applications  
 More than 200 SKU  
 Reputation as an innovative pioneer  
 R&D experience  
 Technical and sectoral knowledge and experience  
 Energy-efficient industrial operations

### EXTENSIVE DISTRIBUTION & SUPPLIER NETWORK

Yaşar Birleşik Pazarlama: Turkey's biggest and most extensive frozen and cold chain distribution network  
 150,000 points of sale  
 Group-wise synergies  
 More than 25,000 raw milk suppliers  
 More than 195 contractual dairy farms conforming to EU standards  
 Fully-monitored production processes  
 Supplier performance evaluations  
 Training & consulting services