



Yazıcılar Holding

Investor Presentation

April 2013

YAZICILAR

Anadolu Group

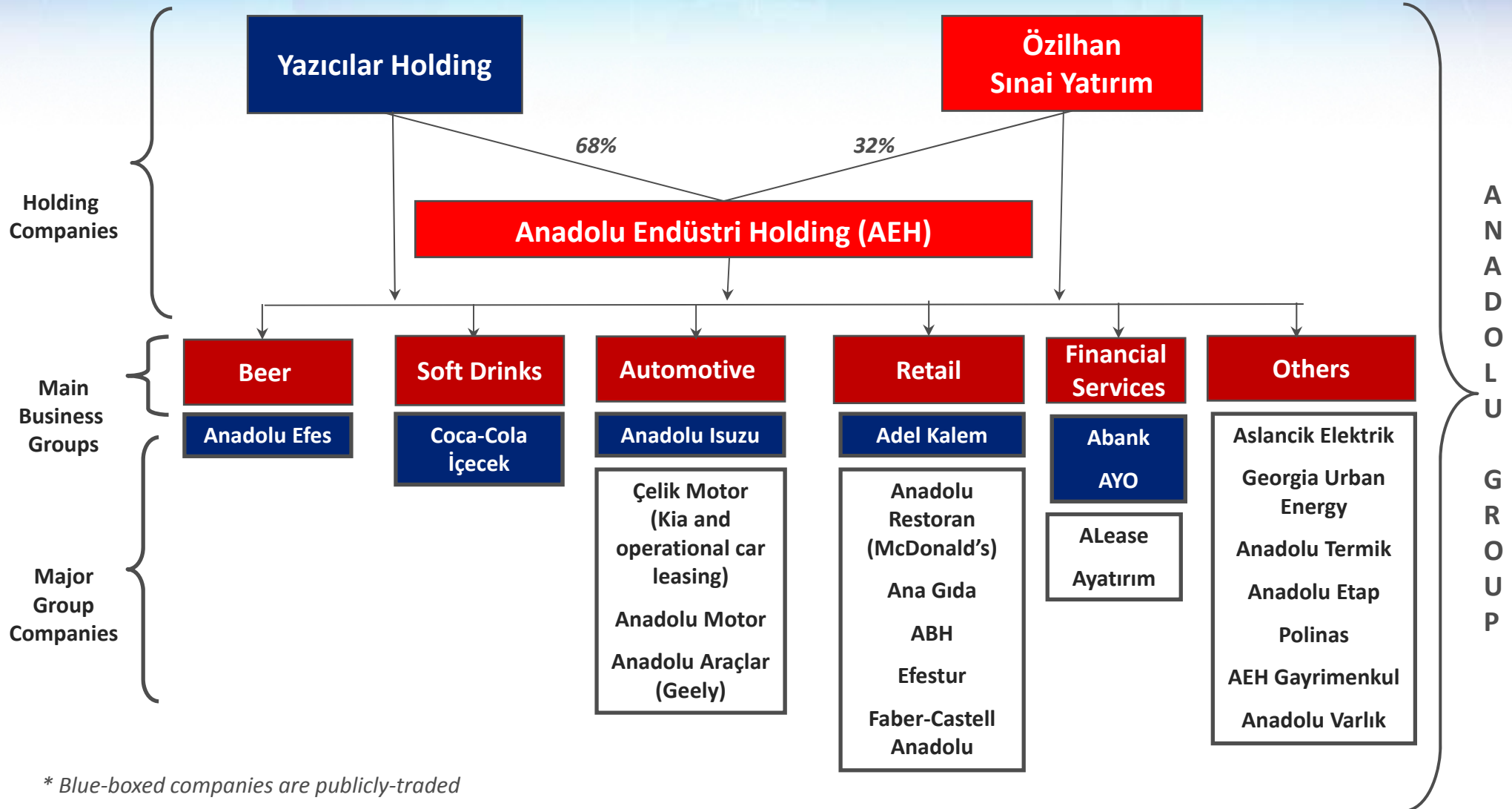
Extensive operating geography covering Turkey, CIS, Central Asia and Middle East

- Founded in early 1950's
- Primary business segments:
 - Beer
 - Soft drinks
 - Automotive
 - Financial services
 - Retail
- Business alliances with multinationals including:
 - SABMiller
 - Coca-Cola
 - Isuzu
 - Itochu
 - Kia
 - Faber-Castell
 - McDonald's

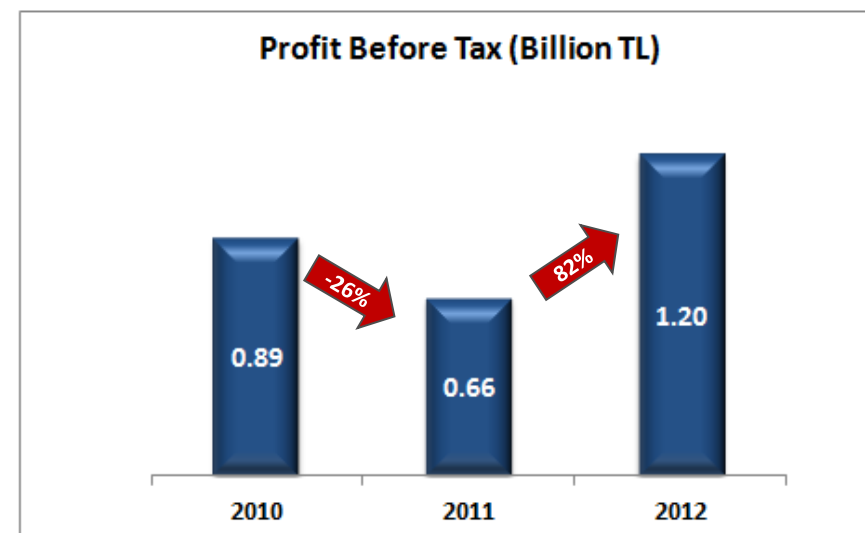
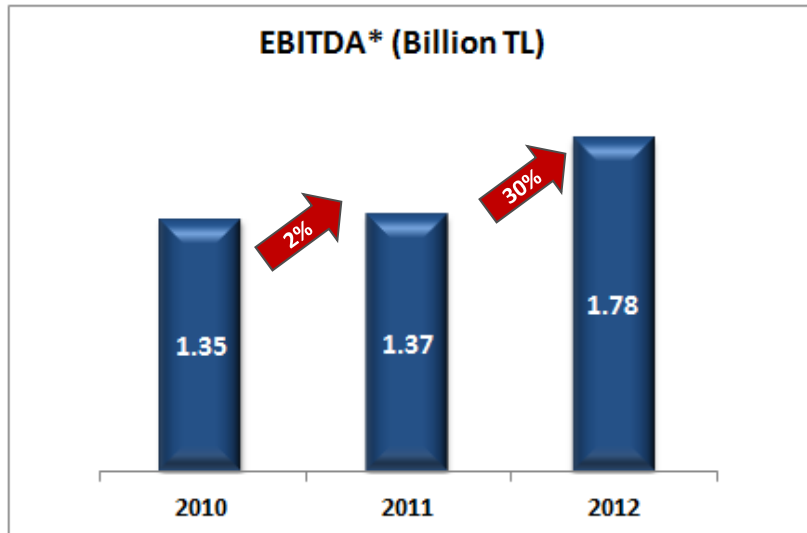
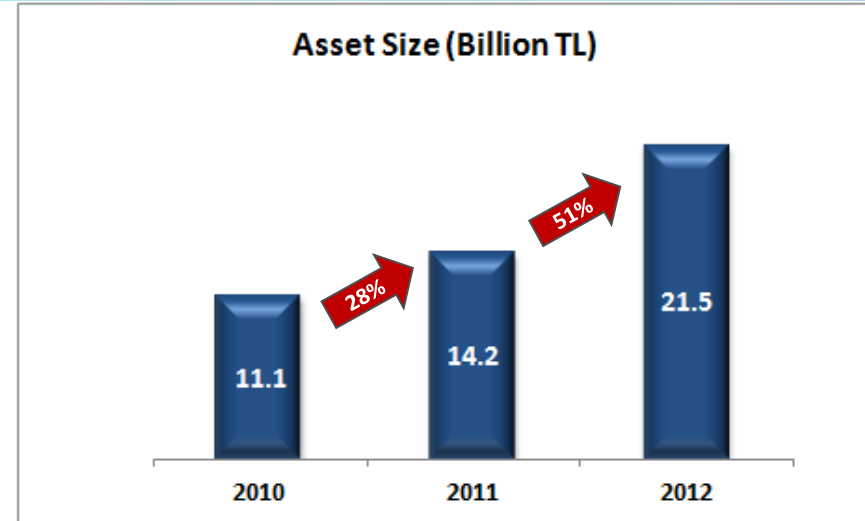
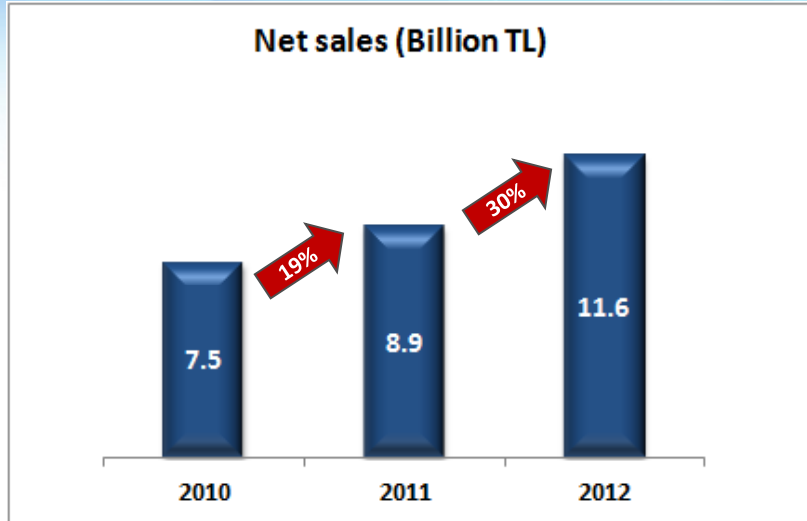


Anadolu Group

*Well-diversified and transparent portfolio
with number of publicly traded companies*

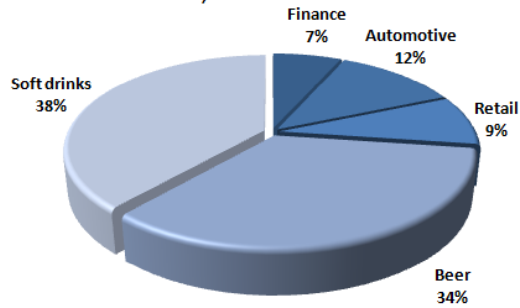


* Blue-boxed companies are publicly-traded

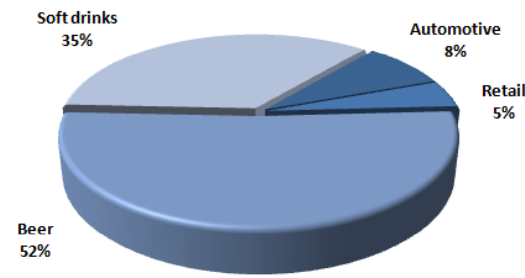


*Excluding financial services sector operations

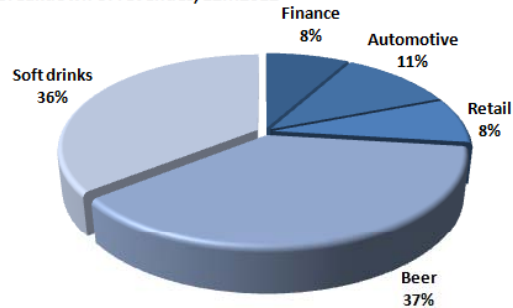
Breakdown of revenues, 12M2011



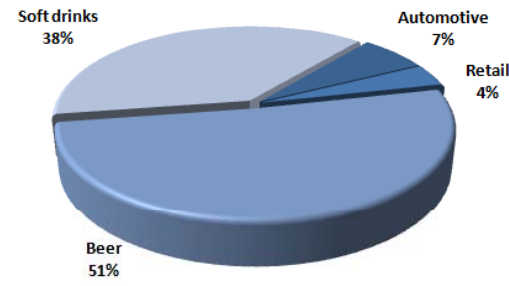
Breakdown of EBITDA*, 12M2011



Breakdown of revenues, 12M2012



Breakdown of EBITDA*, 12M2012



Net Debt / EBITDA

0.88 1.31 1.16

Net Debt (USD mn)

816 1,110 1,234

2010 2011 2012

**Excluding financial services sector operations*

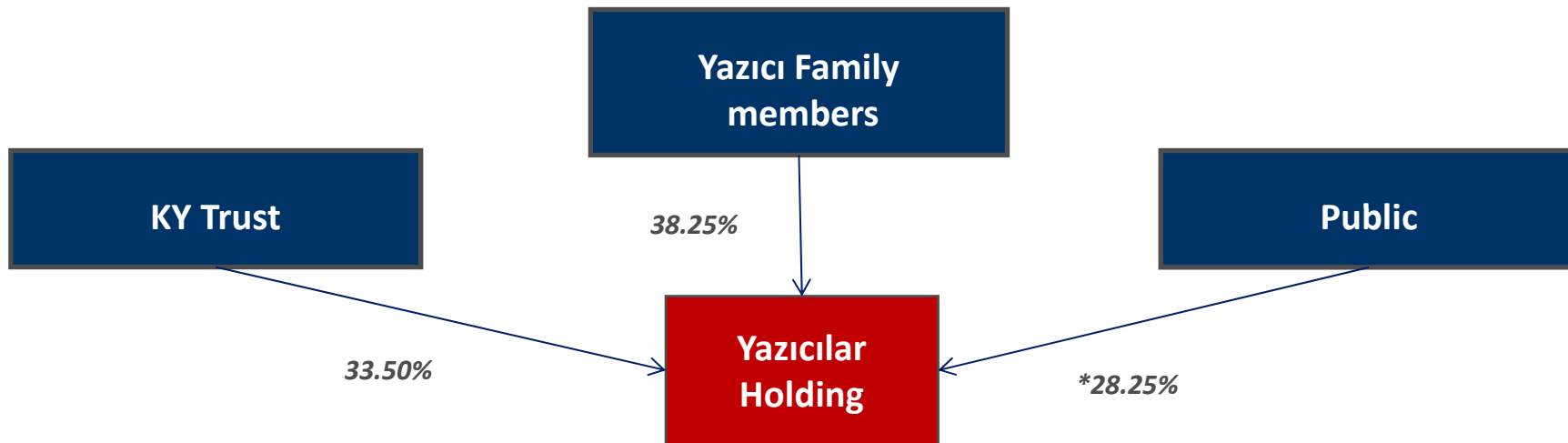
Company	Rating agency	Rating type	Recent rating date	Rating summary
Anadolu Efes	S&P	Credit	June 14, 2012	Local Currency: BBB-, Stable Outlook Foreign Currency: BBB-, Stable Outlook
	Moody's	Credit	Oct. 10, 2012	Baa3, Stable Outlook
	SAHA	Corporate Governance	Jun. 1, 2012	8.94 (out of 10.00)
CCI	Fitch	Credit	Nov. 24, 2011	Local Currency: BBB, Stable Outlook Foreign Currency: BBB-, Stable Outlook
	SAHA	Corporate Governance	Jul. 2, 2012	8.88 (out of 10.00)
ABank	Fitch	Credit	Jul. 19, 2012	Local Currency: BB, Stable Outlook Foreign Currency: BB, Stable Outlook National: AA, Stable Outlook
Yazıcılar Holding	SAHA	Corporate Governance	Oct. 18, 2012	8.78 (out of 10.00)

Subsidiaries	Shares (%), as of Dec. 31, 2012			Subsidiaries (cont.)	Shares (%), as of Dec. 31, 2012		
	Direct	Indirect	Total		Direct	Indirect	Total
Anadolu Endüstri Holding A.Ş.	68.00	-	68.00	Anadolu Termik Santralleri A.Ş.	-	68.00	68.00
Alternatifbank A.Ş.	-	61.11	61.11	AES Toptan Elektrik Tic. A.Ş.	-	68.00	68.00
Alternatif Yatırım A.Ş.	-	61.11	61.11	AEH Sigorta Acenteliği A.Ş.	-	68.00	68.00
Alternatif Finansal Kiralama A.Ş.	-	65.16	65.16	Anadolu Kafkasya Enerji Yatırımları A.Ş.	-	68.00	68.00
Alternatif Yatırım Ortaklığı A.Ş.	-	40.03	40.03	Anelsan Anadolu Elektronik San. ve Tic. A.Ş.	-	48.94	48.94
Çelik Motor Ticaret A.Ş.	-	68.00	68.00	Antek Teknoloji Ürünleri Paz. ve Tic. A.Ş.	-	67.97	67.97
Anadolu Motor Üretim ve Paz. A.Ş.	7.35	60.58	67.93	Georgia Urban Energy LLC	-	61.20	61.20
Anadolu Otomotiv Dış Tic. ve San. A.Ş.	-	67.38	67.38	AEH Anadolu Gayrimenkul Yatırımları A.Ş.	-	67.99	67.99
Anadolu Elektronik Aletler Paz. ve Tic. A.Ş.	-	34.65	34.65				
Adel Kalemcilik Tic. ve San. A.Ş.	-	38.68	38.68	Participations			
Ülkü Kırtasiye Tic. ve San. A.Ş.	-	49.76	49.76	Anadolu Efes Biracılık ve Malt Sanayi A.Ş.	23.61	4.05	27.66
Efes Turizm İşletmeleri A.Ş.	-	67.92	67.92				
Anadolu Bilişim Hizmetleri A.Ş.	-	65.15	65.15	Joint Ventures			
Oyex Handels GmbH	-	67.32	67.32	Anadolu Isuzu Otomotiv San. ve Tic. A.Ş.	35.71	1.85	37.56
Anadolu Endüstri Holding und Co. KG	-	67.32	67.32	Ana Gıda İhtiyaç Mad. San. ve Tic. A.Ş.	-	37.57	37.57
Anadolu Restoran İşletmeleri Ltd. Şti.	-	68.00	68.00	D Tes Elektrik Enerjisi Toptan Satış A.Ş.	-	17.00	17.00
Hamburger Restoran İşletmeleri A.Ş.	-	68.00	68.00	Aslancık Elektrik Enerjisi Toptan Satış A.Ş.	-	22.67	22.67
Anadolu Varlık Yönetim A.Ş.	-	67.99	67.99	Faber-Castell Anadolu LLC	-	19.34	19.34
Anadolu Taşıt Ticaret A.Ş.	-	68.00	68.00				
Anadolu Araçlar Ticaret A.Ş.	-	67.99	67.99				

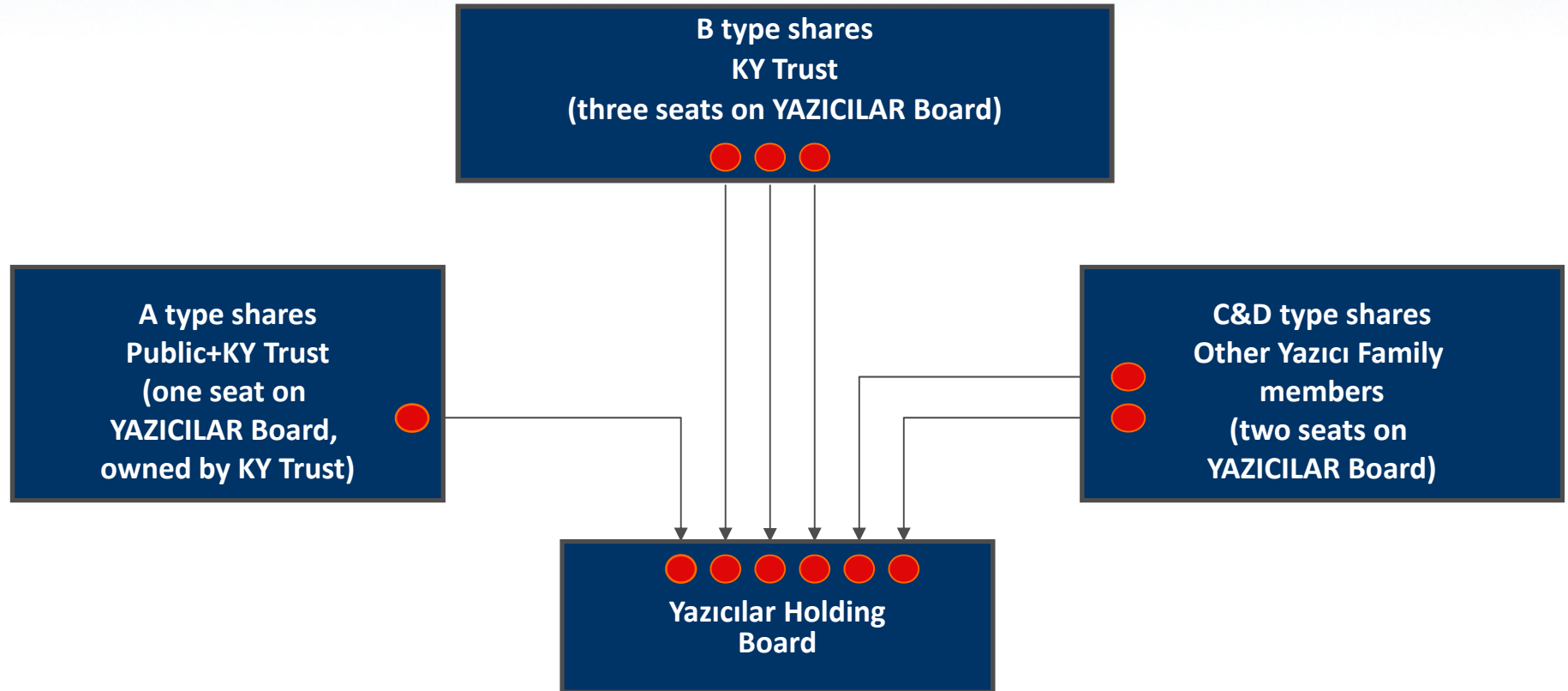
Yazıcılar Holding

Shareholding structure

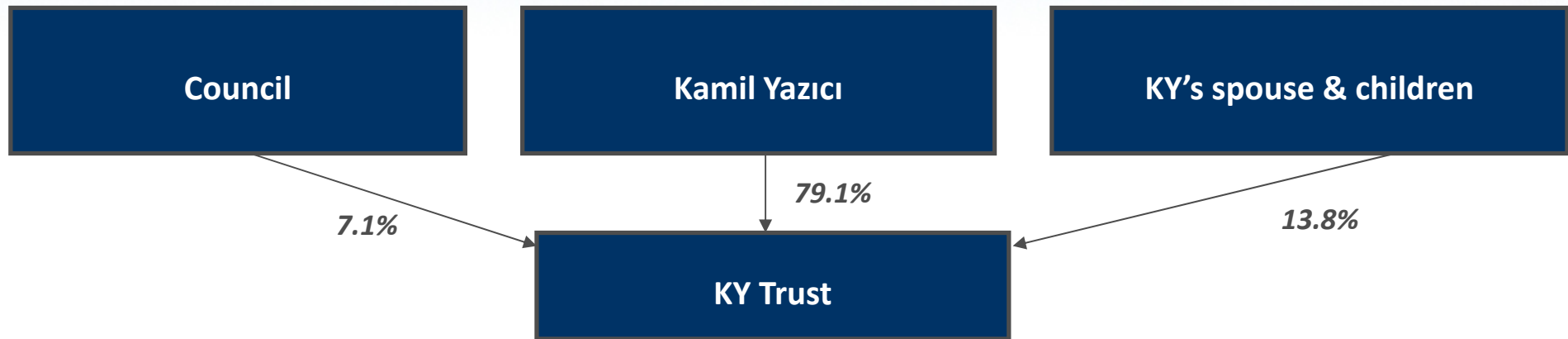
As of Dec. 31, 2012;



* 3.09% belongs to KY Trust



KY Trust owns 4/6 votes in Yazıcılar Holding Board



The Trust Company is managed by a Council of six members, five of which are non-family and chosen among prominent figures of the Turkish business community.

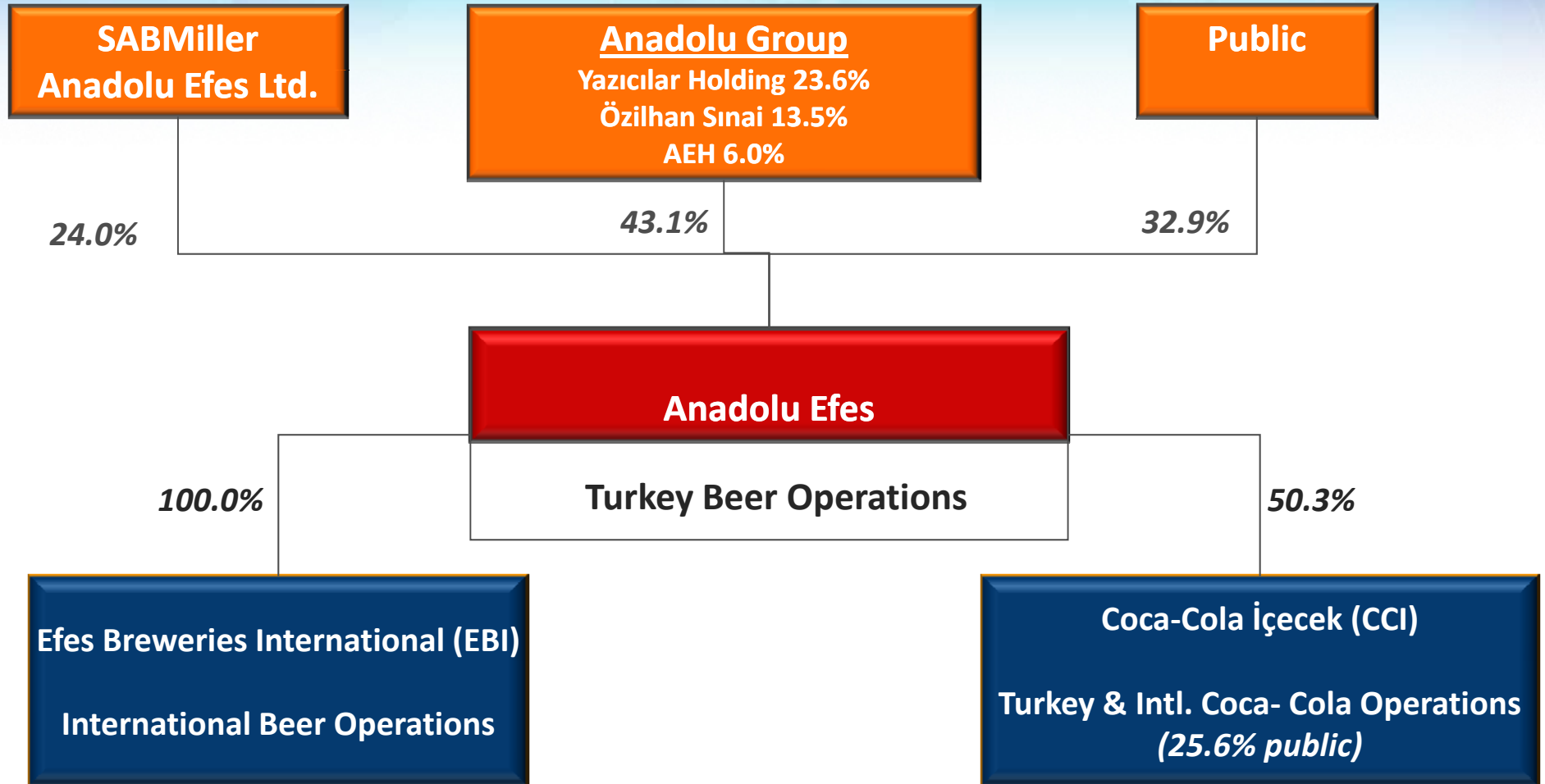
The Council members own A-type shares of the Trust, attached with 15 voting rights (vs. one voting right of the remaining B-type shares). Consequently, despite their 7.1% stake, the professional managers have 54% of the votes and control of the Trust Company's board. Kamil Yazıcı is the lifetime chief of the board of the Trust.

Overview & Operating Results of selected Group companies

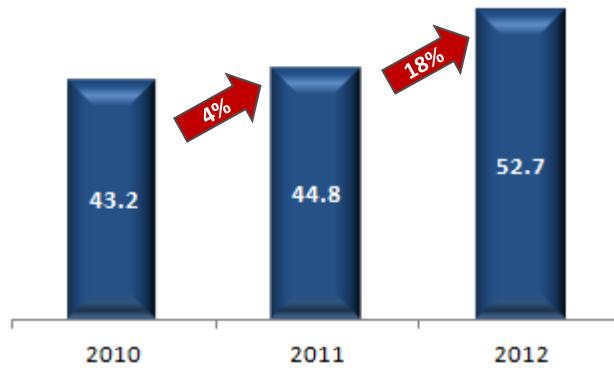


Beer & Soft Drinks

Anadolu Efes Shareholders & Major Participations



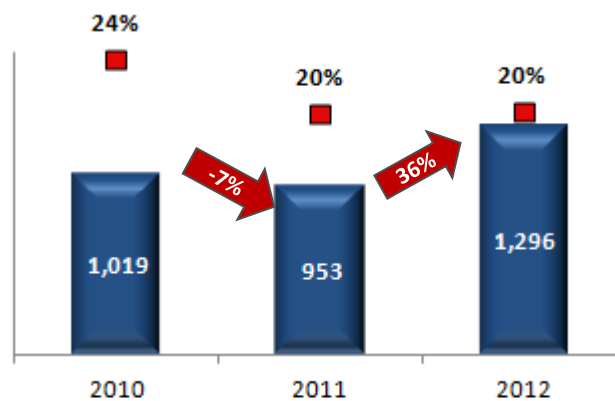
Sales volume - mhl



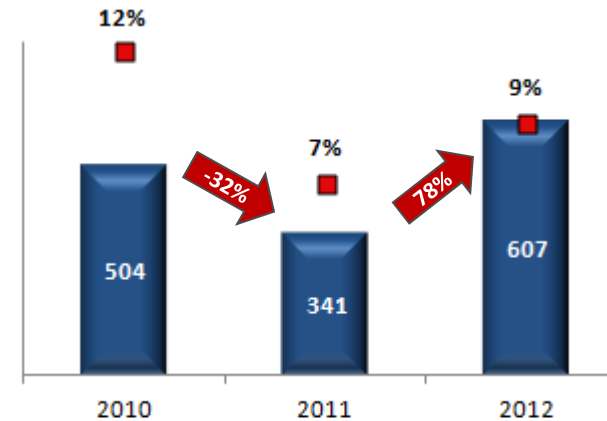
Net sales - million TL



EBITDA (million TL) and EBITDA margin



Net profit (million TL) and net profit margin



*CCI results are proportionately consolidated (50.26%)



TURKEY

#1

83% market share



RUSSIA

#2

16% market share



KAZAKHSTAN

#1

55% market share



UKRAINE

#4



GEORGIA

#1



MOLDOVA

#1

**Market shares and market positions as of 12M2012-end.*

Turkey beer operations

5 breweries, 2 malteries and 1 hops processing plant

9.9 mhl beer capacity, 118.000 tons of malt capacity



+ Consolidated market

Top 2 players represent c. 99% of the market. Anadolu Efes market share at 83% as of 2012-end.

+ Unmatched brand equity

“Efes Pilsen” is #1 brand in spending in Food&Beverage category in Turkey – 7.8% as of Dec. 2012. (AC Nielsen)

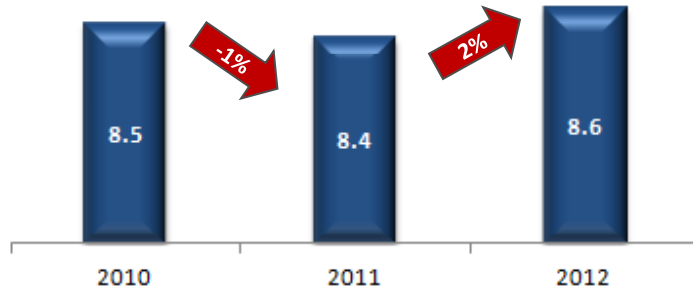
100% brand awareness for Efes

99% penetration in Turkey

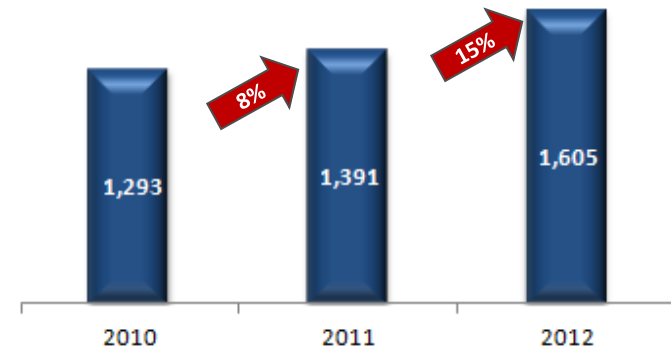
Exports to more than 70 countries

- TV and radio advertisement fully restricted since 1984
- High level of excise taxes
- Limited presence of organized retail supermarkets; account for ca. 15% share of Efes sales volumes

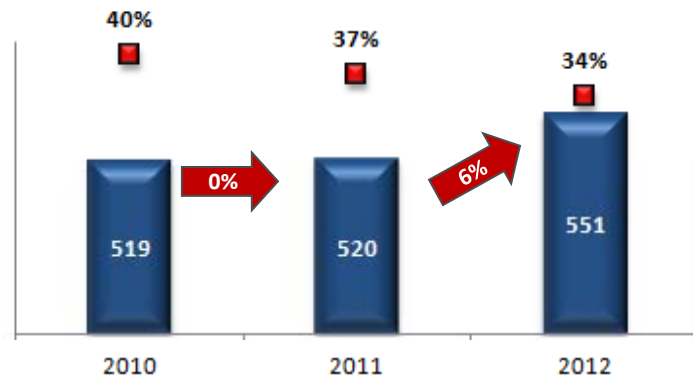
Sales volume - mhl



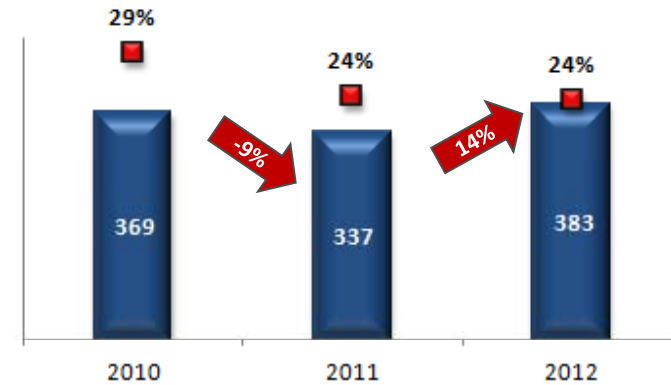
Net sales - million TL

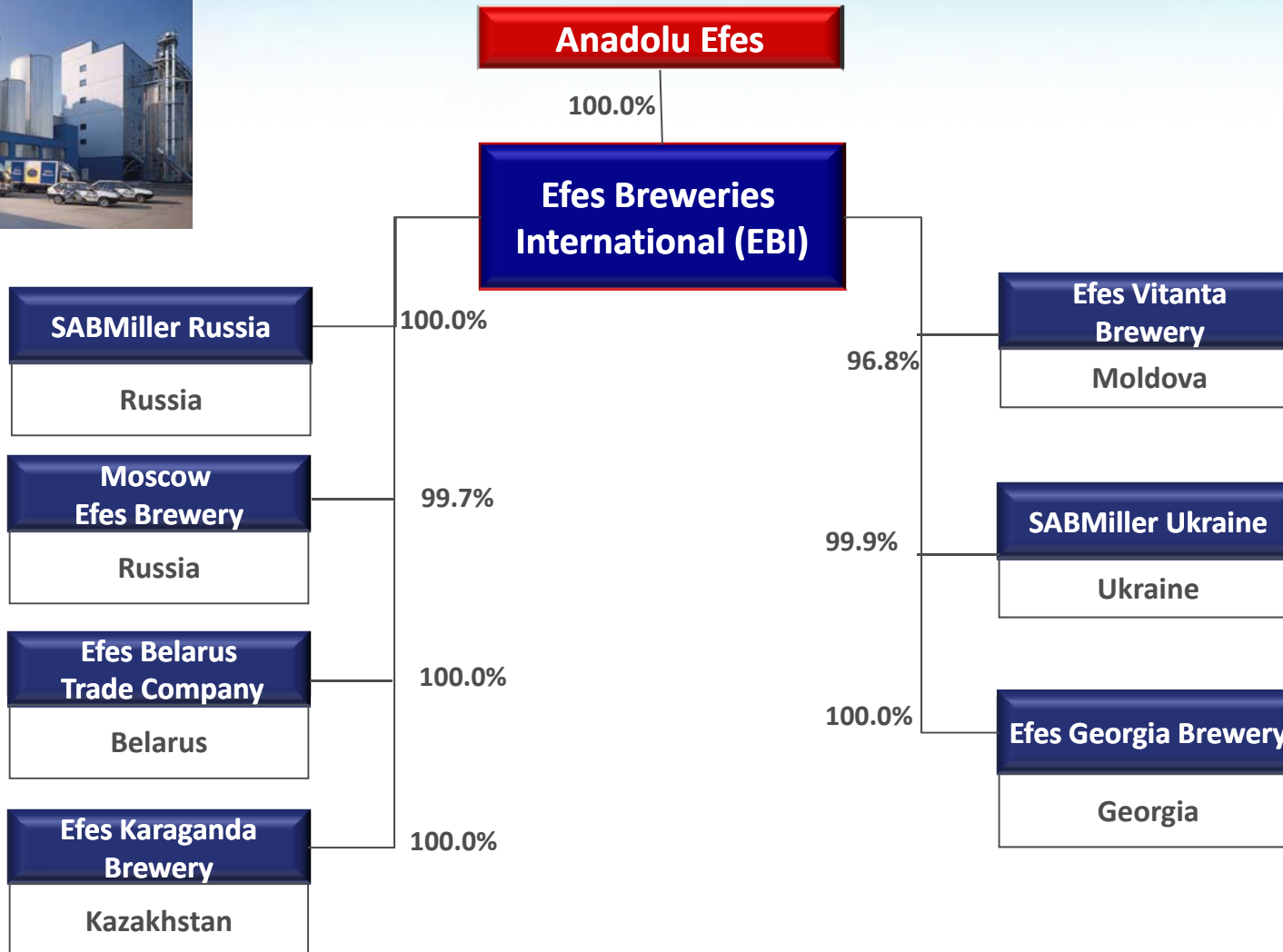


EBITDA (million TL) and EBITDA margin



Net profit (million TL) and net profit margin





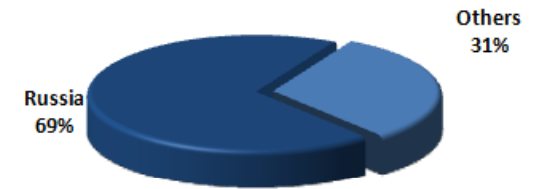
International beer operations

13 breweries and 5 malteries in 5 countries

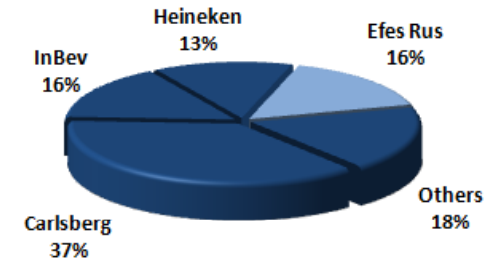
33.3 mhl beer capacity, 176,000 tons of malt capacity



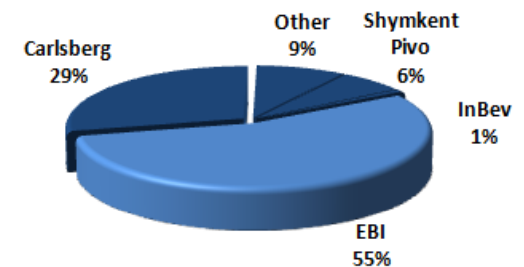
Sales volume breakdown, 12M12



Market shares by volume, Russia, 12M12



Market shares by volume, Kazakhstan, 12M2012



Acquisition of SABMiller Beer Operations

Transfer of SABMiller's Russian and Ukrainian beer businesses to Anadolu Efes was completed as of March 6, 2012 and combined businesses began operations immediately. Following this acquisition, Anadolu Efes captured:

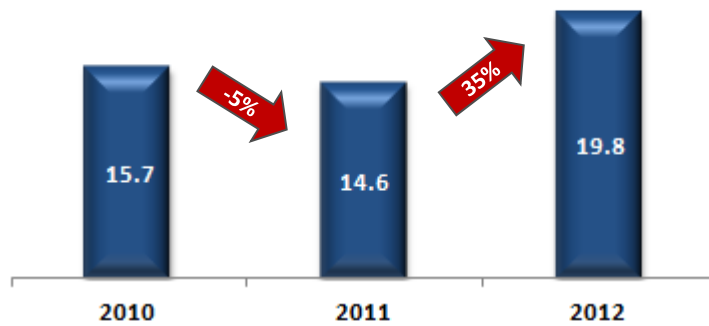
- #2 position in Russia (in both volume and value terms)
- Combined market share of 16% (in volume terms)
- #1 position in premium market
- #1 position in Moscow

Through this acquisition, total international beer capacity rose from 25.2 mhl to 33.3 mhl with additional 4 new breweries (Russia 3, Ukraine 1).

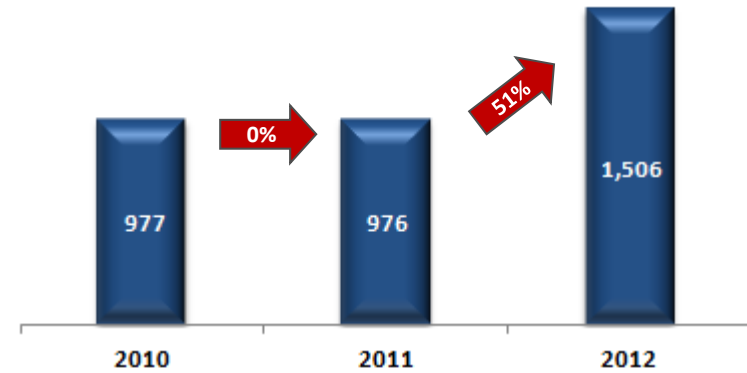
Significant geographical, logistics and sales force synergies created, coupled with a complementary brand portfolio.

* EBI also owns a 28% stake in the third largest brewer Serbia with a total capacity of 1.5 mhl in its two plants.

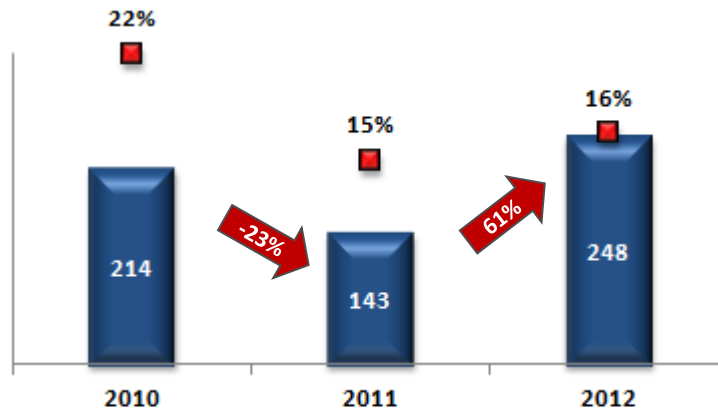
Sales volume - mhl



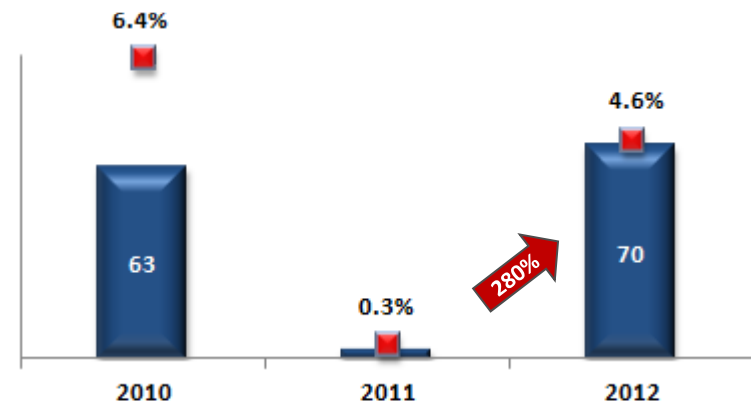
Net sales - USD mn



EBITDA (USD mn) and EBITDA margin



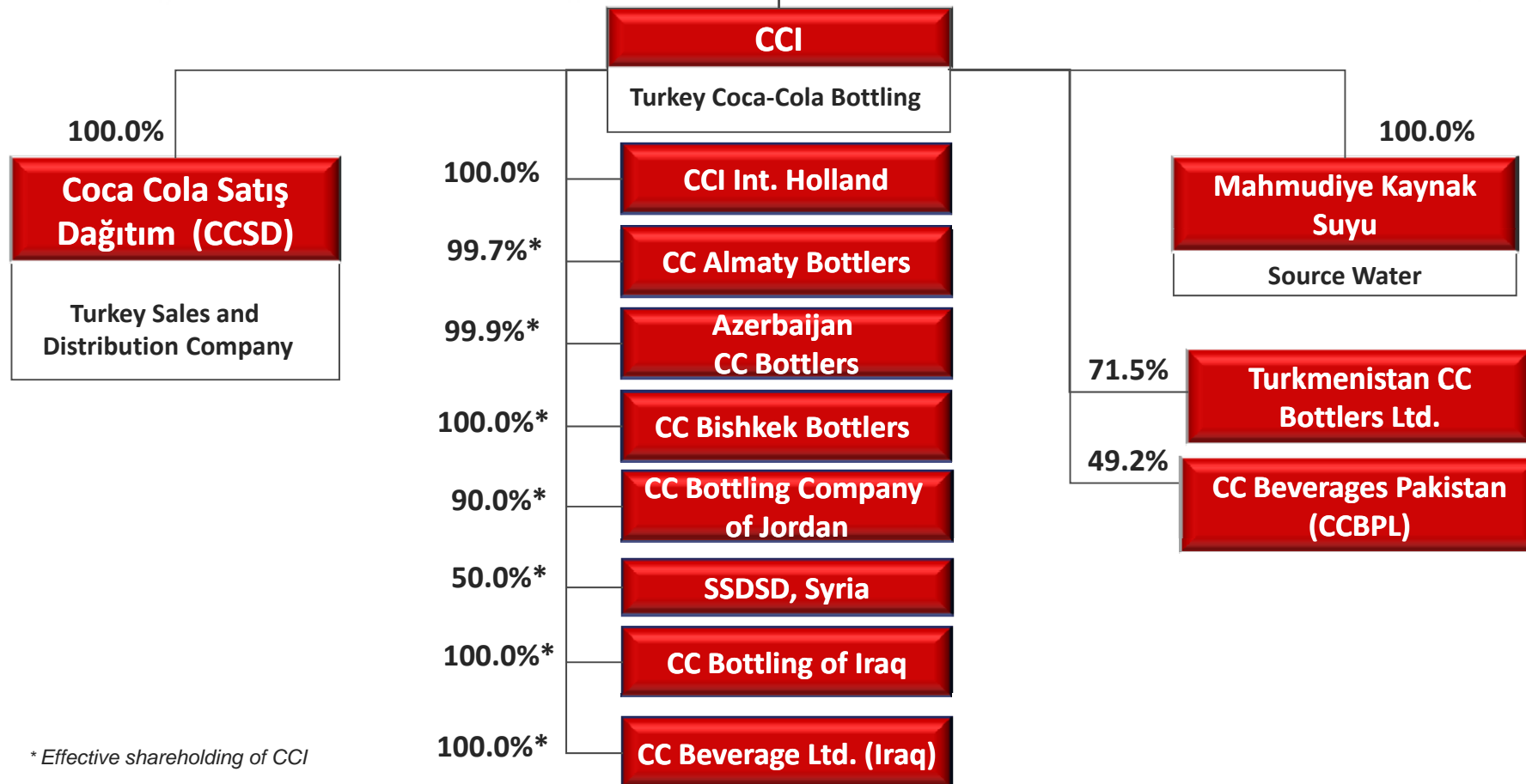
Net profit (USD mn) and net profit margin



Soft drinks

Coca Cola İçecek (CCI) Shareholders & Participations

Anadolu Efes	TCCEC	Özgörkey	Public
50.3%	20.1%	5.0%	24.6%



* Effective shareholding of CCI

Coca-Cola operations

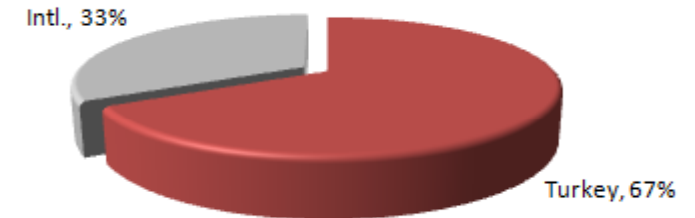
20 bottling plants in 10 countries

980 mn unit case capacity

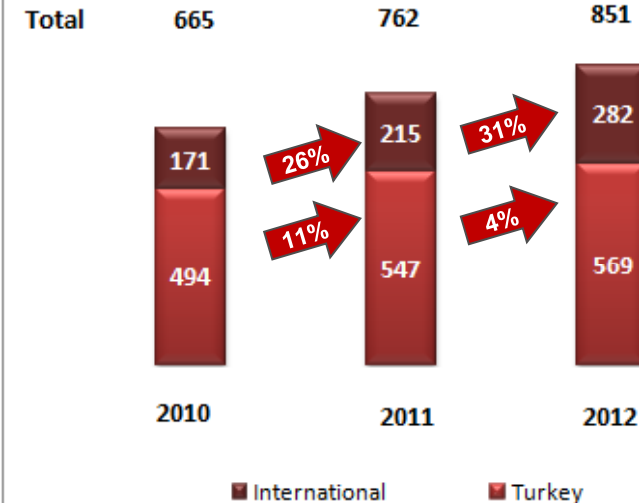


- + Strong growth with a leading portfolio in Turkey
Market leader in sparkling beverages, fruit juice&nectars, sport drinks, second in iced tea and third in bottled water categories
- + World-leading brand portfolio in international markets in sparkling beverages, fruit juice&nectars, bottled water and iced tea categories
- + Significant developments in 2011&2012
- ✓ CCI increased its indirect share in CCBL in Iraq from 30% to 100% (Mar. 2011).
- ✓ CCI GDRs were delisted from London Stock Exchange (Apr. 2011).
- ✓ CCI increased its stake in TCCB in Turkmenistan from 33.25% to 59.50% (Feb.2009) and then to 71.5% (May. 2011).
- ✓ The acquisition process of Al Waha Beverages (Iraq) was completed (Sep. 2012); CCI's effective shareholding in Al Waha is ca. 65%.

Sales volume breakdown, 2012



Sales volume-m/uc



Soft drinks

Coca Cola İçecek (CCI) Country Data

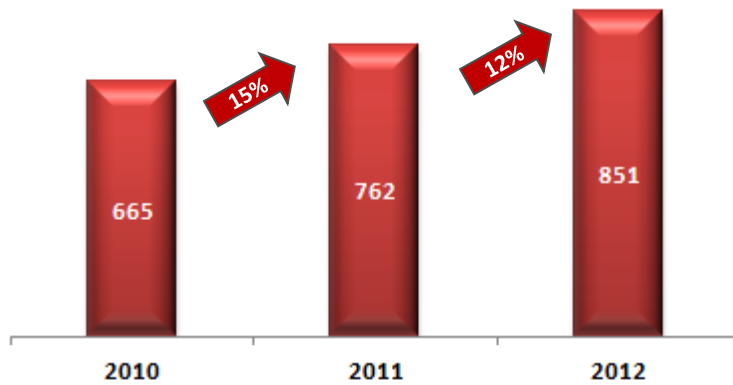
		Market share in sparkling bev., 2012-end	Market position in sparkling bev., 2012 -end	2012 Volume breakdown
	Turkey	67%	1	66.8%
	Pakistan	29%	2	9.8%
	Kazakhstan	42%	1	8.2%
	Azerbaijan	59%	1	4.5%
	Iraq	n.a.	n.a.	5.2%
	Jordan	n.a.	n.a.	1.6%
	Turkmenistan	n.a.	n.a.	2.3%
	Kyrgyzstan	n.a.	n.a.	1.4%
	Syria	n.a.	n.a.	0.1%
	Tajikistan	n.a.	n.a.	0%

Source: Nielsen

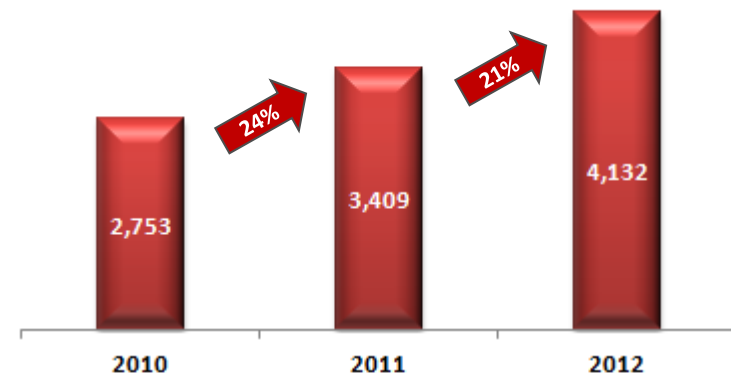
Soft drinks

Coca Cola İçecek (CCI) Key financial data

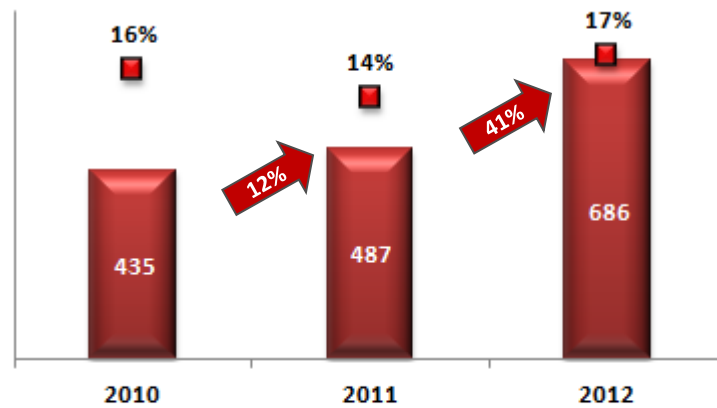
Sales volume - m/uc



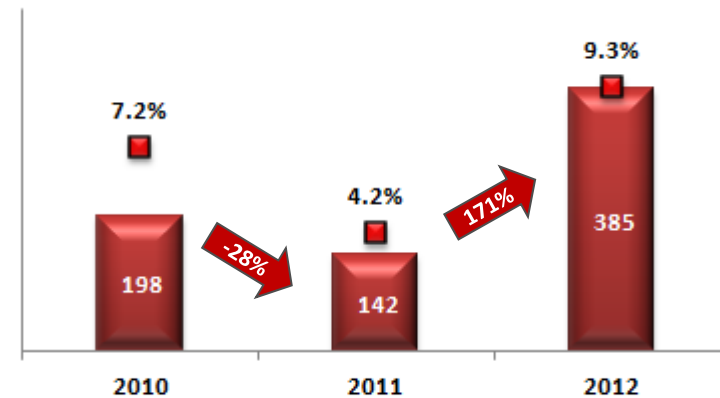
Net sales - TL mn



EBITDA (TL mn) and EBITDA margin

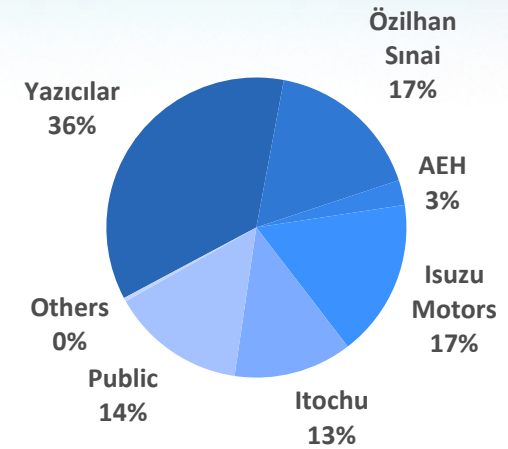


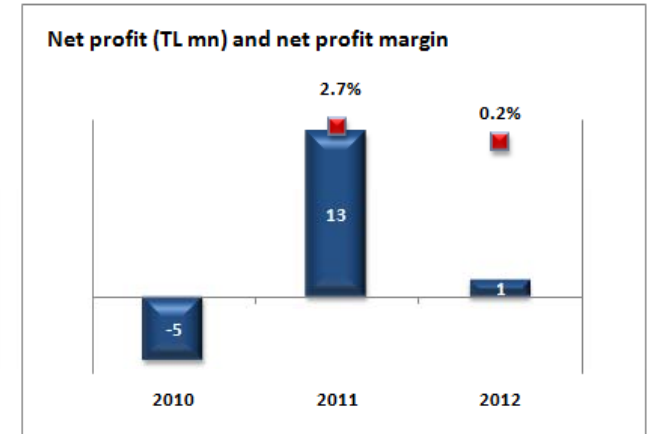
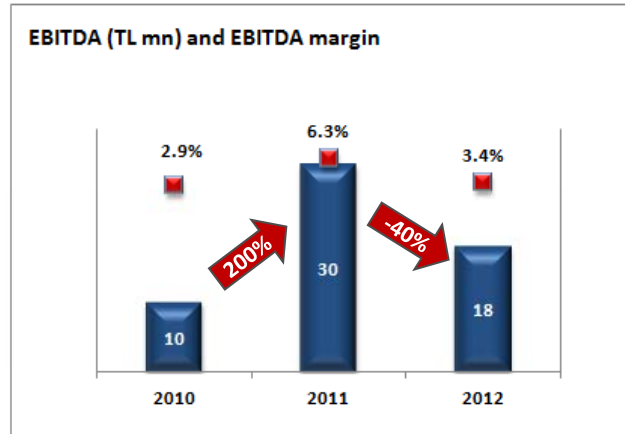
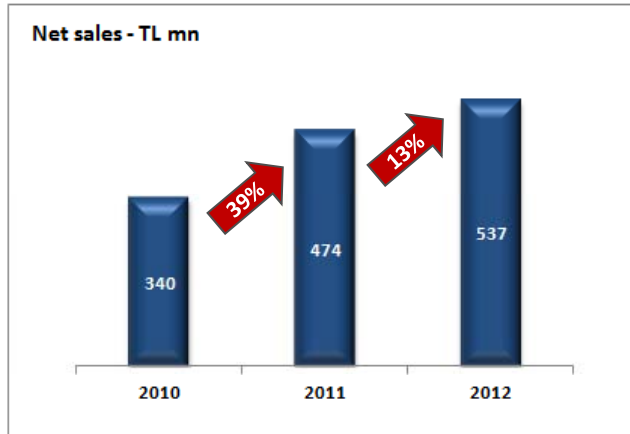
Net profit (TL mn) and net profit margin



- ✓ Involved in the production and sales of Isuzu commercial vehicles including light trucks, pick-ups and midibuses
- ✓ Total production capacity: 13,155 units/year.
- ✓ Since the establishment of the company in 1984, more than 125,000 vehicles have been manufactured in accordance with the Isuzu Motors license agreement.

Shareholders







- ✓ Mainly involved in the distribution of Kia-branded passenger and commercial vehicles in Turkey.
- ✓ As of 12M12-end, overall market share of Kia was realized as 2.3% (12M11: 2.0%).
- ✓ Number of Kia vehicles sold in 2012 was 12.295 with a yoy increase of 27%.
- ✓ Second line of operation: Operational fleet leasing
 - Provides tailor-made fleet leasing services
 - Fleet size of app. 12,500 vehicles as of 12M12-end.
- ✓ 12M12 turnover at TL 585 mn (12M11: TL 427 mn)

- ✓ Involved in the manufacturing of single cylinder diesel engines under Antor brand name and ; also imports and distributes various industrial engines and tractors, with brands Lombardini, Honda, LS and Galignani.
- ✓ Leader in the diesel engine market with 30% share of Antor brand, in gas engine market with 50% share of Honda brand and in gas motopompt market with 27% share of Honda brand as of 2012 year-end.
- ✓ 12M12 turnover at TL 119 mn (12M11: TL 121 mn, 12M10: TL 83 mn)





FABER-CASTELL
since 1761

Johann Faber

- ✓ The pioneer and leader of the Turkish writing instruments and stationery industry, with an approximate 35% share overall.
- ✓ Involved in the production of blacklead and color pencils, copy pencils, acetate pens, ball-point pens, fiber pens, oil pastels, watercolors and erasers under Adel, Johann Faber and Faber-Castell brands.
- ✓ Adel and Faber-Castell Aktiengesellschaft established a 50%-50% JV in Moscow, named LLP Faber-Castell Anadolu, involved in commercial operations.
- ✓ 12M12 turnover at TL 160 mn (12M11: TL 136 mn, 12M10: TL 111 mn)
- ✓ 12M12 COP at TL 43 mn (1211: TL 40 mn, 12M10: TL 33 mn)





- ✓ Anadolu Endüstri Holding acquired McDonald's operations in Turkey exclusively in 2005.
- ✓ As of 12M12-end, McDonald's has 206 restaurants in Turkey (12M11-end: 177 restaurants)
- ✓ Recently started operating McD Cafe's with the first two openings in Istanbul in Summer 2012.
- ✓ 12M12 turnover at TL 418 mn (12M11: TL 344 mn, 12M10: 283 mn)

- ✓ Ana Gıda, one of the leading edible oil manufacturers in Turkey, produces, sells and exports olive oil, corn oil, and sunflower oil under the brand names of "Kırlangıç", "Madra" and "Komili"
- ✓ JV between Anadolu Group and SEEF Foods S.A.R.L (controlled by Bedminster Capital Management LLC), holding respective shares of 55.25% and 44.75%.
- ✓ Leader of the retail olive oil market in Turkey with Komili and Kırlangıç brands with total market share of 31% as of 12M12-end
- ✓ 12M12 turnover at TL 244 mn (12M11: TL 214 mn, 12M10: TL 139 mn)



ABH

- ✓ ABH offers project management, consultancy, application development in IT sector in both structural and nonstructural platforms; provides support and training services in organizational IT planning, infrastructure design and optimization of business processes via ERP solutions.
- ✓ As of 12M12-end, services provided for non-Anadolu Group companies constitute 34% of total revenues
- ✓ 12M12 turnover at TL 41 mn (12M11: TL 39 mn, 12M10: TL 34 mn)



Efestur

- ✓ Efestur is involved in tourism organization activities; i.e. airlines ticketing, corporate event management, congress tourism.
- ✓ As of 12M12-end, ticketing services generate 48% total revenues, followed by 32% share of organization services.
- ✓ 12M12 turnover at TL 37 mn (12M11: TL 31 mn, 12M10: TL 25 mn)



- ✓ Business line mainly dedicated to “commercial/corporate banking,” with focus on the SME segment. Major products include working capital finance, trade finance, cash management, portfolio management.
- ✓ Retail banking activities have regained momentum; Bonus credit cards were introduced in May 2012
- ✓ Branch number to be increased to 150 by 2015. (12M12-end: 66 branches).
- ✓ Recently, Anadolu Group (through various Group companies) has signed a share purchase agreement with Commercial Bank of Qatar (CBQ) regarding the sale of 70.84% of the total shares of Abank to CBQ, subject to required regulatory approvals in Qatar and Turkey.



IFRS	2011/12	2012/12
Total Assets (TL mn)	6,445	7,969
Cash Loans (TL mn)	4,221	5,104
Deposits (TL mn)	3,643	4,176
Total Equity (TL mn)	485	569
Net Income (TL mn)	28	68
CAR*	13.5%	14.3%
ROE*	6.1%	14.1%
ROA*	0.5%	0.95%

* According to BRSA bank-only figures



Plants under construction

Planned projects

Aslancik Hydroelectric Power Plant

- Located in Black Sea Region - Turkey
- A project of the DDA consortium (Doğuş Holding, Doğan Holding and Anadolu Group, equal shares each)
- Total capacity 120 MW
- Total investment USD 230 mn
- Construction started in October 2010
- Expected to be operational in 2013
- Project finance loan of USD 160 mn received; maturity 12 years, with an approximate 3.5 years grace period

Paravani Hydroelectric Power Plant

- Located in Georgia over the Paravani river about 30-40 Km from the Turkish-Georgian Border in the southeast of Ahaltsikhe in the west of Tbilisi
- Total capacity 90 MW; 80% of the electricity produced will be exported to Turkey
- Total investment USD 175 mn.
- Expected to be operational in 2014
- Project finance loan of USD 115.5 mn received; maturity 15 years, with 4 years grace period

Gerze Thermal Power Plant

- Located in Black Sea Region - Turkey
- Total capacity 1200 MW
- Fuel type: Imported coal
- Will provide 3% Turkey's energy supply
- Total investment USD 1.7 bn.
- In the environmental report stage

Anadolu Etap

- ✓ 33.3% of shares owned by Anadolu Efes; has joined Anadolu Group in 2009
- ✓ Joint venture between Brazilian Cutrale, Anadolu Group and Özgörkey Group
- ✓ One of the largest manufacturers of fruit juice ingredients in Turkey; supplies fruit juice and nectar concentrates for Coca Cola.
- ✓ Also serves Turkey, Europe, Russia, CIS, Middle East in beverage and food industries with many tailor-made products.
- ✓ Additionally, operates fruit plantations in Turkey, totalling 2,200 hectares, with 1.5 million trees planted.



Polinas

- ✓ 23% of shares owned by Anadolu Group
- ✓ A leading manufacturer in the flexible packaging industry; involved in BOPP film, CPP & MOPP film, metalized film, coated film, barrier film, tear tapes and holographic film production with 100.000 tons of capacity, in its plant in Manisa- Turkey.
- ✓ Wide range of flexible solutions offered; from label applications to food & confectionery.
- ✓ Acquired Italian BOPET film producer Nuroll in Feb. 2011 to boost European flexible packaging market share.



Appendix

Anadolu Group Companies

12M2012- Key Financial Data

TL mn	Net sales		EBITDA**		Net profit	
	12M2011	12M2012	12M2011	12M2012	12M2011	12M2012
Anadolu Efes - consolidated	4761	6417	953	1296	341	607
Turkey Beer	1391	1605	520	551	337	383
International Beer (EBI)*	977	1506	143	248	3	70
CCI	3409	4132	487	686	142	385
Anadolu Isuzu	474	537	30	18	13	1
Adel Kalemcilik	136	160	40	43	26	24
Çelik Motor	427	585				
Anadolu Motor	122	119				
Anadolu Araçlar	37	33				
McDonald's	344	418				
Ana Gıda	214	244				
Efestur	31	37				
ABH	39	41				

*All figures in USD mn

** COP reported for Anadolu Isuzu and Adel Kalemcilik

• non-listed Group companies are only presented with net sales figures.

Yazıcılar Holding

Summary Consolidated Financials, 12M2012

Yazıcılar Holding A.Ş. Summary Consolidated Balance Sheet TL million

	12/31/2011	12/31/2012
Cash and equivalents	727.4	861.0
Financial instruments	409.8	486.4
Banking loans (net)	3,498.6	4,275.5
Inventories (net)	144.6	153.7
Other current assets	384.3	472.2
Current Assets	5,164.7	6,248.8
Financial instruments	936.4	1,424.3
Banking loans (net)	779.3	856.2
Investments accounted through equity method	1,383.8	2,135.4
Tangible and intangible assets (net)	566.8	779.8
Other non-current assets	347.4	383.8
Non-Current Assets	4,013.7	5,579.5
Total Assets	9,178.4	11,828.3
Deposits	4,189.3	5,545.3
Funds borrowed	1,026.7	1,043.1
Other current liabilities	616.6	906.6
Current Liabilities	5,832.6	7,495.0
Funds borrowed	596.0	506.0
Other non-current liabilities	213.0	351.1
Non-Current Liabilities	809.0	857.1
Total Liabilities	6,641.6	8,352.1
Equity	2,536.8	3,476.2
Non-controlling interests	544.5	662.1
Equity of the parent	1,992.3	2,814.1
Total Liabilities & Equity	9,178.4	11,828.3

Yazıcılar Holding A.Ş. Summary Consolidated Income Statement TL million

	12/31/2011	12/31/2012
Total revenues	1,768.4	2,359.6
Cost of sales (-)	(913.9)	(1,128.5)
Interest and other expenses (-)	(281.2)	(439.3)
Gross Profit	573.3	791.8
Operating expenses (-)	(340.5)	(398.8)
Operating Profit (EBIT)	232.8	393.0
Other operations income/(expense) (net)	(107.2)	519.4
Gain/(Loss) from investments accounted through equity method	128.9	184.1
Financial income/(expense) (net)	(64.2)	(37.6)
Income Before Tax from Continuing Operations	190.3	1,058.9
Tax income/(expense) (net)	(18.0)	(35.0)
Net Income for the period	172.3	1,023.9
Non-controlling interests	32.0	116.3
Equity holders of the parent	140.3	907.6

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