

# Wholesome, reliable and flavorsome products...

## Pinar Et in Brief

A purveyor of wholesome, safe, and tasty products that are a part of millions of consumers' everyday lives, Pinar Et is a company whose superior quality standards, high levels of customer satisfaction, and production, marketing, and sales prowess make it an outstanding national and international competitor.

## leader

Pinar Et has been the leader of Turkey's processed and frozen meats and meat product markets for decades.

Since the day it was founded, Pinar Et has been using the most advanced technology available to keep consumers supplied with wholesome, tasty meats and meat products. The standards and principles to which Pinar Et adheres make it a model copied by others in its sector.

In order to keep coming up with innovations and improvements, Pinar Et keeps a close watch on consumers' wishes and expectations in a variety of ways. Feedback from such research its used as essential input that drives changes in all product segments. While providing the quality protein that is essential to good nutrition, Pinar Et also gives the utmost priority to food safety and traceability. The Company's production facilities and operations are audited annually by SAI Global, an internationally-respected independent food inspection agency. The high marks that Pinar Et consistently receives as a result of these audits are evidence that the Company deserves the confidence that consumers have in it.

Corporate competencies and production strengths supported by decades of experience as well as by technology are the fundamental determinants of

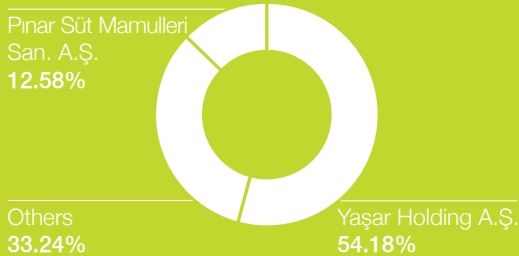
Pinar Et's growth roadmap. The Company continues without letup its efforts to expand its product line in order to achieve its goals of distinguishing itself by means of high added-value products and of pursuing growth in all product segments. In line with this, in 2013 Pinar Et completely overhauled its charcuterie and frozen food product lines in order to ensure compliance with recently introduced regulatory changes.

Pinar Et spent a total of TL 23.4 million on investments in 2013. Its reorganized Red Meat Charcuterie production division commenced operations early in the year while its fully-automatic sliced products packaging line went into production in the second half of the year.

The standards and principles to which Pinar Et adheres make it a model to be copied by others in its sector. Three decades of uninterrupted attention to excellence have made Pinar Et a brand that consumers say they have the most confidence in.

Pinar Et is a member of the Yaşar Group, one of Turkey's biggest and most highly respected conglomerates.

### Pinar Et's Shareholder Structure (%)



Pinar Et shares are traded on the Borsa İstanbul National Exchange under ticker symbol PETUN.

Shareholder	% Share	Share Amount (TL)
Yaşar Holding A.Ş.	54.18	23,476,893
Pinar Süt Mamulleri San. A.Ş.	12.58	5,451,752
Others	33.24	14,406,355
<b>Total</b>	<b>100.00</b>	<b>43,335,000</b>

The Company's capital consists of "Class A" registered shares and of "Class B" bearer shares. Each Class A share is entitled to three votes at general meetings of the Company and each Class B share one vote.