

**Strategic partnership in Turkey:**

**Eckes-Granini Group and Yildiz Holding are founding a Joint Venture**

Nieder-Olm/Istanbul, September 17th 2010. The Eckes-Granini Group, one of the leading fruit juice producers in Europe and Yildiz Holding, the leading company in the Turkish fast-moving consumer goods market agreed on the foundation of a joint, full-scale fruit-beverage subsidiary in Turkey. This shall be in immediate effect subject to the approval of the Turkish Competition Board. The company will be formed as a 50-50%-owned joint venture. Equal emphasis will be placed on building premium brands owned by both parties as well as distribution in the retail trade and establishing a firm foothold in the out-of-home sector.

“This strategic partnership is another big step in dynamically pursuing our international growth strategy”, notes Thomas Hinderer, President and CEO of the Eckes-Granini Group. “Turkey is one of the most dynamic and fascinating markets in the world, offering great additional potential for our business development.

“Yildiz Holding, with their extraordinarily diverse Food & Beverage brand portfolio and outstanding position towards Turkish consumers and trade, is representing the ideal partner for Eckes-Granini to enter the Turkish market”, states Albert Grätz, SVP Finance, Controlling and M&A, Eckes-Granini Group. “I am convinced that through this Joint Venture, the two parties will be able to achieve a leading position in the market, based on the attractive portfolio and wide distribution network.”

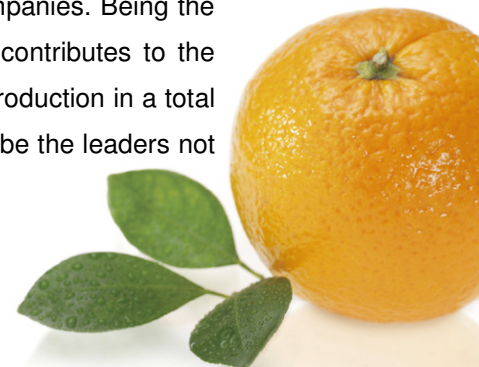


“The Eckes-Granini Group is the ideal partner for us to serve our strategy in the growing market of fruit juices in Turkey. Based on their strong expertise in the fruit juice business, Eckes-Granini can offer brands and products with the best quality, popular with consumers throughout all Europe. We believe that together, we are able to exploit the potential of the Turkish market to the fullest”, says Dr. Zeki Ziya Sözen, President Business Development and R&D of Yildiz Holding, referring to their strategy of joining forces with well-reputed global food companies to develop promising categories in Turkey. “We are two strong partners who stand for high and reliable quality, in which consumers and trade have been trusting since many years. We will be able to fuel the market growth with new, innovative impulses”, adds Dr. Sözen.

The Eckes-Granini Group: The Eckes-Granini Group GmbH, based in Nieder-Olm, close to Mainz (Germany), is one of the leading brand producers of fruit-based beverages in Europe, with 14 national organizations and ca. 1,450 employees, exporting into 70 countries. The Group recorded an annual turnover of 827 million Euro in 2009. It holds strong market leadership positions in 5 European markets. Eckes-Granini plans to pursue continued organic growth supplemented by acquisitions and strategic partnerships. The Group has already established partnership businesses in Switzerland, the Czech and Slovak Republics, and Romania/Bulgaria. The Eckes-Granini Group is represented throughout Europe by an innovative portfolio composed of the internationally renowned granini brand and strong local brands, such as hohes C, Joker, SIÓ, YO, Elmenhorster and Marli, in both the retail food trade and the out-of-home sector.

Yildiz Holding: Yildiz Holding, Turkey’s leading fast moving consumer goods company, started its activities producing Ülker biscuits in 1944. Yildiz Holding now operates in a wide range of areas ranging from biscuits to chocolates, soft drinks to milk and dairy products, baby food to personal care products and packaging with 65 production and marketing companies. Being the biggest purchaser of raw materials in Turkey with this size, Yildiz Holding contributes to the living of 100,000 people directly and 500,000 people indirectly. Engaging in production in a total of 53 plants domestically and abroad, Yildiz Holding’s companies continue to be the leaders not only in Turkey but also in the region.

Standard Unlu acted as financial advisor to Yildiz Holding on the partnership with Eckes-Granini.



**ECKES** granini

the best of fruit

Eckes-Granini Group:

Sybille Wacker, Britta Fey

Telephone: +49 89 89 35 633, E-mail: [info@engel-zimmermann.de](mailto:info@engel-zimmermann.de)

[www.eckes-granini.com](http://www.eckes-granini.com)

Yildiz Holding:

Zuhal Şeker, Corporate Communication General Manager

Telephone: +90 212 274 29 33, E-mail: [zuhalseker.tucker@ulker.com.tr](mailto:zuhalseker.tucker@ulker.com.tr)

Bahar Erbenği, Corporate Communication Director

Telephone: +90 212 274 29 33, E-mail: [bahar.erbenği@ulker.com.tr](mailto:bahar.erbenği@ulker.com.tr)

[www.ulker.com.tr](http://www.ulker.com.tr)

