

MEY ICKI FACT SHEET



Mey Icki is the leading spirits producer and distributor in Turkey, established by the joint venture group comprising Nurol Holding, Özaltın İnşaat, Limak İnşaat and Tütsab.

The company was established in February 2004 and with privatisation, bought 100% of the shares of Alcoholic Beverages Industry Trade Ltd., Alcoholic Beverages Distribution and Marketing Ltd. and Tekel GMBH, and 51 % shares of TAŞEL Ltd. Company. In April 2006, Texas Pacific Group acquired a majority holding in the company.

RAKI

Raki is a white spirit obtained by the second distillation of plain suma, or suma mixed with ethyl alcohol of agricultural origin, in traditional copper stills of 5,000 litres or less, with anise seed. Raki is considered the national drink in Turkey and is, by far, the leading category in the spirits market representing 80% of total spirits consumed.

Yeni Raki is the category leader with retail sales of over US\$ 765 million, which puts it amongst the largest global spirit brands. In Yeni Raki, 65% of the alcohol comes from grape-based suma which is processed in seven different distilleries to give it a unique taste.

VODKA

Vodka accounts for around 11% of Mey Icki's total sales with flagship brands such as Binboa and Istanbulblue.

Binboa Vodka takes its name from the former brand Binbocga which was launched in 1960's. Binboa Vodka is macerated in special ingredients for at least one month and distilled three times. The alcohol is then softened and purified. There are five flavour variants within the Binboa brand range.

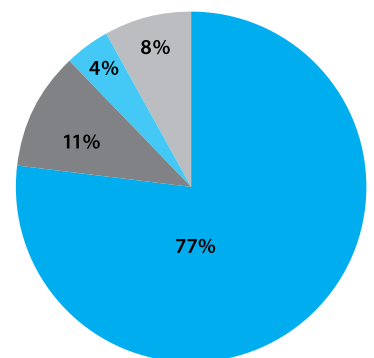
KEY FACTS

- Volume 6 million cases and net sales TL766 million (£300 million)*
- Broad range of brands across Raki, vodka, wines as well as presence within gin and liqueur
- Clear leadership position in Raki, the biggest spirits category in Turkey
- Key brand of Yeni Raki accounts for around 60% of total revenues
- Comprehensive nationwide distribution network – approximately 700 sales outlets, reaching c. 80% of all retail outlets

*Year ended 31 December 2010

SALES BREAKDOWN BY PRODUCT

- Raki
- Vodka
- Wine
- Others



Total Sales:
TL 766 million (£300 million)

