

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.

BRANDS
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 5000lt 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 over 60% share of the Raki market, 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 five different distilleries to give it a unique taste.

VODKA

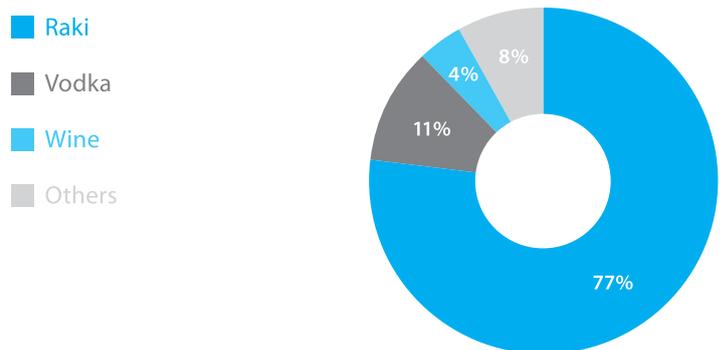
Vodka accounts for around 11% of Mey Icki's total sales with flagship brands such as istanblue, Binboa and Bazoooka. Each brand is the market leader in their respective segments.

Binboa Vodka takes its name from the former brand Binboğa 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 six flavour variants within Binboa brand range.


MEY ICKI: KEY FACTS

- Volume 54,6m litres and net sales TL766,1 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 67% of total revenues.
- Comprehensive nationwide distribution network – approximately 2,000+ retail outlets, and 50,000+ independent trade outlets (kiosks), c. 80% of all retail outlets.

*Year ended 31 December 2010

SALES BREAKDOWN BY PRODUCT


Total Sales:
TL 766,1 million

