

One of Turkey's leading corporate groups...

7,200

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The Yaşar Group

“Durmuş Yaşar Establishment”, a shop in İzmir’s Şeritçiler Çarşısı district which Durmuş Yaşar opened in 1927 and from which he sold naval stores and paints, went on to become the core of what is today the Yaşar Group, one of Turkey’s leading corporate groups.

Well-known brands in different sectors

With 20 companies, 19 factories and plants, 2 charitable foundations, and about 7,200 employees, the Yaşar Group is the owner of brands that rank among the leaders of their respective business lines:

- Food & beverages
- Coatings
- Agricultural production
- Paper,
- Tourism
- Foreign trade
- Energy

The group’s principal business lines consist of food & beverages and of coatings. The group’s two leading brands are Pınar (food & beverages) and Dyo (coatings). Both enjoy top-level rankings as Turkey’s “best-known consumer brands”.

Food & Beverages Division

The most beloved flavors
The most wholesome products
The most advanced technology



- Pınar Süt
- Pınar Et
- Pınar Su
- Çamlı Yem Besicilik
- Yaşar Birleşik Pazarlama
- Pınar Foods GmbH
- HDF FZCO

Coatings Division

Technological leadership
Strong brands and distribution network



- Dyo Boya Fabrikaları
- Dyo Matbaa Mürekkepleri
- Kemipex Joint-Stock Co
- S.C. Dyo Balkan SRL
- Mediterranean Trade for Paints Co (MTP Co)

The Yaşar Group's mission

To provide trusted-brand, superior-quality products and services that add value to consumers lives.

A corporate group that has authored many firsts

Keeping a close watch on developments in technology and maintaining an innovative approach, the Yaşar Group continues to author firsts in the business lines in which it is active.

The Yaşar Group launched Turkey's

- First national paints brand
- First 1,100 bed capacity hotel
- First privately-owned dairy plant conforming to international standards
- First privately-owned composite fertilizer plant
- First privately-owned paper plant
- First bottled mineral water supplied in non-returnable packaging
- First privately-owned integrated meat processing & packing plant

Six companies traded in the Borsa İstanbul

Six of Yaşar Holding's subsidiaries are traded on the Borsa İstanbul: Pinar Süt, Pinar Et, Pinar Su, Dyo Boya, Viking Kağıt, and Altın Yunus Çeşme.

In keeping with its environmental and social awareness approaches

Yaşar Holding strives to minimize the environmental impact of all of its economic and commercial activities. All Yaşar Group companies comply with all laws and regulations related to protecting the environment and to reducing pollution caused by business activities.

The Yaşar Group also involves itself in a variety of corporate social responsibility projects that support education, sport, culture, and art.

Regarding corporate responsibility towards its stakeholders as being synonymous with its economic responsibility towards them, on 12 November 2007, the Yaşar Group joined the United Nations Global Compact (UNGC) Network, a voluntary international corporate citizenship initiative. Yaşar Holding published its second UNGC communication on progress report in March 2011 and its first sustainability report in 2012.

The UNGC progress reports published by the group may be accessed and downloaded from the Yaşar Holding corporate website located at www.yasar.com.tr.

Tissue Paper Division

Eco-friendly production Innovative products



- Viking Kağıt

Trade & Service Division

Committed to superior service



RESORT & THERMAL HOTEL

- Altın Yunus Çeşme
- Bintur
- Yaşar Dış Ticaret
- YADEX International GmbH
- Desa Enerji

Foundations

A responsible corporate citizen

- Yaşar Education and Culture Foundation
- Selçuk Yaşar Sports and Education Foundation