

# For all of our stakeholders...

## 26%

turnover growth

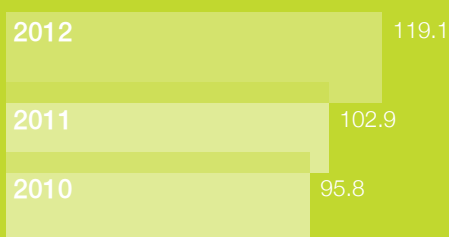
### In 2012, Pinar Su

- grew faster than the overall market thanks to its successful financial performance
- boosted its market share in the PET segment to 7%
- increased total sales by 26% on a turnover basis
- launched many new consumer-focused projects.

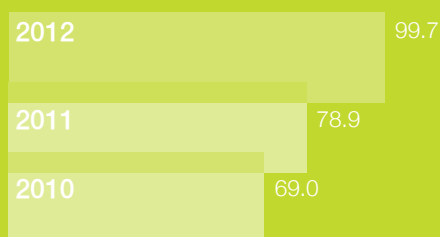


PET - PC Breakdown of Sales (%)



**Total Assets (TL million)**

In the twelve months to end-2012, Pinar Su's total assets rose by 15.7% and reached TL 119.1 million.

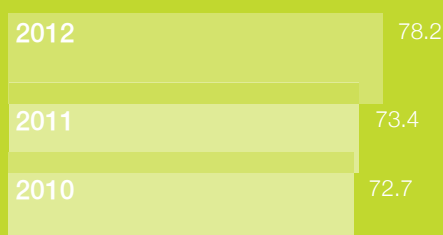
**Net Sales (TL million)**

Net sales increased by 26.3% year-on in 2012 and amounted to TL 99.7 million in value.

Gross profit margins in 2012 were bolstered on the sales side by somewhat better prices and on the costs side both by lower at-source raw material prices and by favorable movements in exchange rates.

**Net Profit (TL million)**

In 2012 Pinar Su booked a net current profit worth TL 116,170.

**Shareholders' Equity (TL million)**

Pinar Su's shareholders' equity increased by 6% year-on-year in 2012 and amounted to TL 78.2 million in value.

**Sales by Segment (tons)**

Segment	2011	2012	% Change
PET	212,599	257,278	21
Carboy	218,823	216,405	(1)
Glass	2,070	3,420	65
<b>Total</b>	<b>433,492</b>	<b>477,103</b>	<b>10</b>

**7.7%**

Exports generated 7.7% of Pınar Su's total sales in 2012.

Pınar Su booked export sales worth USD 4.3 million in 2012, a figure that corresponds to a 40% year-on rise in its export earnings.

**new**

New product-specific campaigns introduced consumers to Pınar Su's glass carboys, half-liter Handy-Cap PET bottles, and "Season" concept glass bottles.

**Pınar Su outperformed its targets in 2012.**

Pınar Su grew faster than the overall market thanks to its successful financial performance in 2012. In the PET segment, its 6.6% 2011 market share increased to 7.0% in 2012.

Compared with what prevailed in 2011—a problematic year during which local suppliers engaged in vigorous price competition with one another—the market was considerably sounder in 2012.

Paralleling the overall improvement in the sector's performance in 2012, Pınar Su saw its total sales grow by 10% on a tonnage basis and by 26% on a turnover basis.

Last year Pınar Su booked net sales worth TL 99.7 million. Gross profit margins in 2012 were bolstered on the sales side by somewhat better prices and on the costs side both by lower at-source raw material prices and by favorable movements in exchange rates.

**Whenever communicating with consumers, Pınar Su emphasizes the notions of "confidence", "naturalness", and "family bonding" with which the Pınar brand is associated in consumers' minds.**

The strong reputation and respect which the Pınar name enjoys in its sector is a crucially important asset for Pınar Su.

In consumer communication, emphasis is given simultaneously to values such as "confidence", "naturalness", and "family bonding" and to the wholesome and palatable qualities of Pınar Su water.

In its sales-focused campaign and promotional activities, Pınar Su seeks to further strengthen consumer confidence and loyalty through messages that are informed by these themes. To support such efforts, the sales and distribution network is constantly strengthened and marketing investments are undertaken within the framework of predetermined strategies.

With the completion of its customer relationship management (CRM) infrastructure project in 2012, Pınar Su has segmented its customer base and begun planning loyalty campaigns which will be targeted at specific customer groups.

In line with the "Yaşam Pınarım" (Pınar: My Life Source) brand strategy that was inaugurated in 2010, consumers were introduced to the "Pınar Yaşam Pınarım'la Dolu Dolu Yaşa" (Live Life To the Full With Pınar: My Source Of Life) message in 2012. This message was widely disseminated through TV spots supported by outdoor and printed media advertising.

In parallel with this national communication campaign, more localized promotional campaigns were also run all year long in order to strengthen brand loyalty. For the first time, product-specific campaigns introduced the company's glass carboys, half-liter Handy-Cap PET bottles, and "Season" concept glass bottles.

2012 was witness to yet another first in the form of a new-customer acquisition project which focused on the company's 5-liter glass carboy and 19-liter PC carboy formats through outdoor advertising and special deals offered during the duration of the campaign.

**“Live Life To the Full With Pınar: My Source Of Life”**



### Pınar Su exports to more than twenty countries located across a broad region.

An active participant in international markets for three decades, Pınar Su keeps a close watch on global developments, identifies its customers' needs, and shapes its export activities accordingly.

Although it sells mainly to European countries, in 2012 Pınar Su exported goods to Germany, Great Britain, Ireland, Belgium, Netherlands, Austria, Switzerland, Kosovo, Luxembourg, Denmark, Greece, Macedonia, Malta, Northern Cyprus, Libya, Kuwait, Bahrain, UAE, Iraq, Singapore, Australia, USA, Azerbaijan, and Romania.

Pınar Su intends to pursue near-term growth in Gulf countries, Iraq, Egypt, and Iran. The company is also exploring longer-term market opportunities in its nearer abroad, especially in the countries of Ukraine, Russia, and Georgia.

In 2012 Pınar Su booked export sales worth USD 4.3 million, a figure that corresponds to a 40% year-on rise in the company's export earnings. Exports generated 7.7% of Pınar Su's total sales in 2012.

One of Turkey's first fast-moving consumer goods (FMCG) brands to join the Turquality Project, Pınar successfully completed its fifth year of association with this government-supported venture conducted by the Undersecretariat for Foreign Trade and was included in the second 5-year phase.

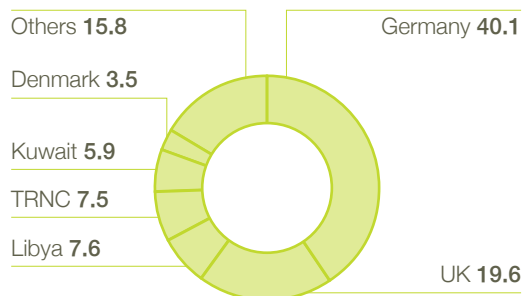
### Pınar Su continues to undertake modernization investments aimed at increasing its productivity.

With its strong ability to correctly perceive, judge, and respond to market demand, Pınar Su undertakes strategic investments both to maintain and to further improve its superior production quality standards.

Pınar Su recently undertook and completed an investment in a new short-neck bottle format that contributes significantly towards reducing Pınar Su's environmental impact as well as its costs. Modernization investments which are currently in progress are intended to further increase its productivity.

Pınar Su's total investment outlays in 2012 amounted to TL 4,374,966, of which TL 291,162 was for infrastructure & grounds, TL 1,147,155 for buildings, TL 623,040 for machinery & equipment, and TL 2,313,609 for fixtures.

### Breakdown of Exports by Destination (%)



# For our customers and consumers...

## quality

Pınar Su adheres to internationally recognized and accepted quality systems and standards.

Seeking to shape markets by spearheading innovations in its sector and to create change rather than just following it, Pınar Su introduced more consumer-focused innovations in 2012 as well.

## #1

Pınar Su was cited as the "best-liked" brand in the packaged water category in Turkey in 2012.



### New products launched in 2012

#### Pınar Su introduced many new consumer-focused innovations in 2012.

Seeking to shape markets by spearheading innovations in its sector and to create change rather than just following it, Pınar Su introduced more consumer-focused innovations in 2012 as well.

The designs of the 75 cl and 33 cl glass bottles used at the Madran plant were renewed with season-related themes which have already made the bottles a subject of interest among collectors of such objects.

In another innovation, this one a response to customer feedback, the plastic closures on our glass bottles were replaced with metal caps.

A new half-liter bottle fitted with a Handy-Cap closure and decorated with Smurf characters and themes was specially designed for the children's market and became the target of strong appeal.

In response to market trends, the Madran plant began producing 5-liter glass carboys. Products in this format were put on sale throughout the entire country in the last quarter of 2012.

Unlike its competitors, Pınar Su's offering has an innovative design consisting of two 5-liter glass containers supplied in a specially-designed basket.

A new, POS-specific 3.25-liter PET bottle was introduced to the market as an alternative packaging format.

Recognizing that excellence in service is one of the prerequisites for staying ahead of the competition, Pınar Su launched an internet-based online order-placement application in 2012. For the first time in Turkey, customers now

have the convenience of directly placing orders online and given the option of specifying delivery on dates and times of their own choosing.

### Awards & recognitions

According to a GfK-sponsored RepMan Reputation Research Center poll of 16,243 people, Pınar ranked among the top ten most highly-respected companies in Turkey in 2012.

In a 2011 survey conducted by the Nielsen research firm, Pınar ranked fourth among the brands that consumers in Turkey felt the closest to.

According to the 2012 Q2 results of the Turkish Customer Satisfaction Index, which reports the findings of a survey conducted jointly by KalDer and KA Research (an international project management company specializing in research, marketing, communication, and advisory services), Pınar Su was Turkey's "most-liked brand" in the packaged water category.

### Pınar Su harvests its water only from superior-quality natural sources.

In the parlance of the water industry, a good source of water is one which is far from inhabited places and whose flow rate and chemical properties do not vary during the year owing to changes in rainfall or to drought.

Pınar Su was the first national-level company in Turkey to harvest and supply natural mineral water in bottled form. When undertaking investments, the company devotes great effort and attention to the issue of selecting only superior-quality natural sources of water.

Pınar Su currently harvests and packages superior-quality natural mineral water at three locations in Turkey:

- Aydın-Bozdoğan,
- Isparta-Eğirdir
- Sakarya-Hendek

The ability to harvest and package water at these three different locations gives Pınar Su significant advantages from the standpoint of logistical costs.

### Pınar Yaşam Pınarım-Madran

Located 1,000 meters above the nearest places of habitation in Aydın-Bozdoğan, the Pınar Madran spring is the source of some of the best-quality and most palatable mineral water available in Turkey. Its average hardness rating is 1.65 Fr.

Water from the Pınar Madran plant is supplied in 0.33 liter, 0.5 liter handy-cap, 1.5 liter, 2.5 liter, 5 liter, and 8 liter PET containers; in 0.33 liter and 0.75 liter glass bottles; and in 5 and 19 liter carboys. The plant's annual production capacity is 620,000 tons.

F-	0.05 mg/l
Mg++	1.11 mg/l
Ca++	3.14 mg/l
Na+	4.85 mg/l
Cl-	3.80 mg/l
NO <sub>2</sub> -	None
Ph	7.04

### Pınar Yaşam Pınarım-Akçaağaç

The Pınar Yaşam Pınarım-Akçaağaç spring is located in Isparta-Eğirdir at a place remote from centers of habitation and potential sources of industrial pollution. The unique magnesium and calcium content of the water harvested from these springs is said to help keep human metabolism in balance.

State-of-the-art technology and the Pınar approach to quality are deployed at the Pınar Yaşam Pınarım-Akçaağaç plant to bottle water in 0.5 liter, 1.5 liter, and 5 liter PET containers and 19 liter carboys. The plant has an annual production capacity of 210,000 tons.

SO <sub>2</sub> -	2.2 mg/l
Na+	1.5 mg/l
Cl-	2.0 mg/l
NO <sub>2</sub> -	None
Ph	8.01

### Pınar Yaşam Pınarım-Gökçeaağaç

The Pınar Yaşam Pınarım-Gökçeaağaç spring and plant are located in Sakarya-Hendek. Water from the plant is supplied in 0.33 liter, 0.5 liter, 0.5 liter handy-cap, 1 liter, 1.5 liter, 3 liter, 5 liter, and 10 liter PET containers and in 19 liter carboys. The plant's annual production capacity is 607,000 tons.

SO <sub>2</sub> -	8.17 mg/l
Na+	5.5 mg/l
Cl-	1.12 mg/l
NO <sub>2</sub> -	None
Ph	8.2

### All production at Pınar Su's plants conforms to the strictest rules of hygiene.

Pınar Su's bottling plants are equipped with state-of-the-art technology.

At all of its plants, Pınar Su's bottling operations take place in a completely hygienic environment in which sterile air is maintained at a positive pressure inside to prevent contamination from outside while the interior air is constantly recirculated and refiltered to keep it clean. Bottling takes place without any manual intervention whatsoever. In fully-equipped laboratories, the water is subjected to a battery of physical, chemical, and microbiological tests at every stage of production.

### Pınar Su procures its PET preforms under long-term agreements which it has entered into with multinational manufacturers.

PET preforms, the raw material from which PET containers are made, are procured by Pınar Su under long-term agreements which the company has entered into with multinational manufacturers who have operations in Turkey.

### Pınar Su adheres strictly to international quality standards.

In its never-ending efforts to achieve and maintain the highest level of quality, Pınar Su has made quality an essential element not just of its production operations but of all of its other business processes and strategies of which distribution is just one.

As a company that has repeatedly demonstrated its commitment to the consistent excellence of its quality, Pınar Su makes use of internationally-approved quality systems and it abides by recognized international standards.

At all of its plants, Pınar Su has received certifications for compliance with the following standards: ISO 9001 Quality Management System, ISO 22000 Food Safety Management System, ISO 14001 Environmental Management System, OHSAS 18001 Occupational Health & Safety Assessment Series, and ISO 10002 Customer Satisfaction Management System.

Auditing and product certification work is currently being carried out at the company's Gökçeaağaç and Madran plants by NSF International (USA) and by SGS Institute

Recognizing that excellence in service is one of the prerequisites for staying ahead of the competition, Pınar Su launched an internet-based online order-placement application in 2012. For the first time in Turkey, customers now have the convenience of directly placing orders online and given the option of specifying delivery on dates and times of their own choosing.

## hotline

Pinar Su gives great importance to the efficient and effective operation of its call center. Known as the Pinar Su Order Hotline, this call center greatly improves the company's ability to hold onto existing customers, to acquire new customers, and to enhance customer satisfaction.



Fresenius (Europe) to determine these facilities' compliance with international production standards.

A SAP QM management system has been installed and brought online linking all Pinar Su plants. By means of this system, the results of analyses of the company's materials and products are now accessible throughout the entire computer network. We have also begun using this system for the conduct of product certifications.

### Operational Cost Improvement and Lean Six Sigma projects being conducted effectively.

Pinar Su concentrates on keeping all elements of cost under control in order to maintain the efficiency of its business processes.

Cost optimization is always one of the most important items on Pinar Su's agenda.

Pinar Su conducts its Lean Six Sigma projects not just to improve production standards and efficiency but also to increase the effectiveness of its customer relationship management as well. The implementation of such projects results in sustainable improvements and process simplification.

Pinar Su has completed an investment in a new short-neck bottle format that reduces the environmental impact of its products while also cutting manufacturing costs. Revision and modernization investments were also carried out in the forming and filling machinery on the 0.5 liter and 1.5 liter PET lines. The amounts of plastic used to make PET containers and closures were also decreased, thereby reducing the total tonnage of waste released into the environment and making the company's products more eco-friendly. This change also has the effect of lowering the plastic material recycling costs to the same degree.

Because inflating lighter-weight PET preforms also requires less energy, the company's energy efficiency has been increased and its carbon footprint has been reduced.

### Distribution services have been standardized.

In order to maximize the quality of the service given to customers, Pinar Su has formulated storage, back office, stock, vehicle, and delivery personnel standards that are applicable to both its carboy and its PET dealerships. Dealers are made aware of these standards by means of brochures, regional meetings, and training programs. Pinar Su quality management personnel regularly check dealers' compliance with these standards and they rate and certify dealers' performance based on their findings.

A procedure incorporating an interactive voice response system and the Pinar Su order hotline has been set up in order to better manage service and delivery performance in the carboy segment. Another system which dispatches orders directly to delivery personnel's mobile phones also makes it possible to keep track of whether or not deliveries are being made within prescribed periods of time.

The SAP system has been expanded to include dealers in order to standardize distribution services in the PET products segment. This makes it possible for customer-related information, financing terms, etc to be more effectively managed according to pre-determined principles and procedures.

### The goal of the consumer-focused call center is to achieve unconditional customer satisfaction.

Pinar Su gives great importance to the efficient and effective operation of its call center. Known as the Pinar Su Order Hotline, this call center greatly improves the company's ability to hold onto existing customers, to acquire new customers, and to enhance customer satisfaction.

Through the Customer Relations Management (CRM) project, which became operational in late 2011, the system has become much more effective and thus brought Pinar Su another step closer to its goal of being a company which knows its customers, responds quickly to their needs, and seeks to enhance consumer satisfaction and loyalty.

By means of a single and easily-remembered telephone number (444 99 00), the Pinar Su Order Hotline makes it easy for customers to reach Pinar Su from everywhere in Turkey. The system redirects customers to their nearest regional dealership, thus ensuring that they receive the fastest and most effective service possible.

As was the case in 2011, last year Pinar Su customers who had registered with the system were sent gift packs as a way of thanking them for their loyalty to the company.

Recognizing that excellence in service is one of the prerequisites for staying ahead of the competition, Pinar Su launched an internet-based online order-placement application in 2012. For the first time in Turkey, customers now have the convenience of directly placing orders online and given the option of specifying delivery on dates and times of their own choosing.

# For our employees...

Pinar Su's actions are informed by its awareness that its employees are among its most important assets.

## 432

At end-2012, Pinar Su had 432 people on its payroll.

In 2012

The fundamental mission of human resources management at Pinar Su is to ensure that the company has a sufficient number of people who are innovative, who are committed to the total quality approach, who have the ability to easily keep pace with changes and developments, and who give the company a competitive advantage at the global level. In doing so, Pinar Su acts with an awareness that employees are among its most important assets, without regard for differences in nationality, race, sex, ethnic background, religion, or marital status, and in order to be an employer that people want to work for.

Basic principles of Pinar Su's human resources policy:

- Creating successful, happy, and highly motivated personnel, increasing their loyalty, and holding onto them by putting the right person in the right job and by developing their qualifications
- Conducting a variety of intramural and extramural training programs on many different subjects in line with current and future needs within the framework of plans that are formulated for each position level in order to ensure the progression of its employees; enriching employee training through such methods as distance learning
- Being mindful of equality of opportunity and supporting career planning in the management of all promotions and appointments throughout its organization
- Providing employees with guidance in the performance of their jobs by means of explicitly-defined job descriptions
- Shortening newly-hired employees' adaptation periods by means of carefully designed and conducted orientation programs
- Using the Balanced Scorecard System to evaluate and improve employees' performance by ensuring that company objectives and individual objectives dovetail with each other, by encouraging results-focused job performance, and by systematically supporting employees' progression
- Conducting an annual Employee Opinion Survey by means of which employees are asked for their views about various issues; based on this feedback, developing and implementing appropriate action plans to increase employee satisfaction and loyalty
- Maintaining a safe workplace environment by taking all legally mandated measures to prevent occupational risks, to ensure health and safety, and to eliminate risk and accident factors as required by the company's occupational health and safety regulations.

All human resources processes are carried out with attention being given to staffing requirements, corporate values, competencies, and human resources-related procedures and policies. Such practices are informed by the requirements of laws and regulations and by company procedures and rules of conduct.

Employees are kept informed about company procedures, organizational changes, changes in rights and benefits, and other practices and decisions that may affect them by means of published circulars and announcements as well as via the company intranet and bulletin boards.





Experiencing  
nature's repose...



# For the environment and the community...

## sensitive

Pinar Su uses packaging materials that will generate the least amount of waste and have the least environmental impact during both the production and use stages of its products.

Pinar Su strives to constantly improve its environmental performance.

### Pinar Su is working for a sustainable future.

In the management of its products from initial inputs to final consumption, Pinar Su constantly strives to improve its environmental performance by identifying environmental impact issues and to ensure that such issues are effectively controlled so as to minimize their environmental impact.

Pinar Su's operations focus on the effective and efficient management of limited natural resources. To this end, the company engages in many different efforts to protect the environment, to prevent pollution, to make economical use of natural resources, and to properly dispose of waste.

### There was a decrease in both energy consumption and energy costs in 2012.

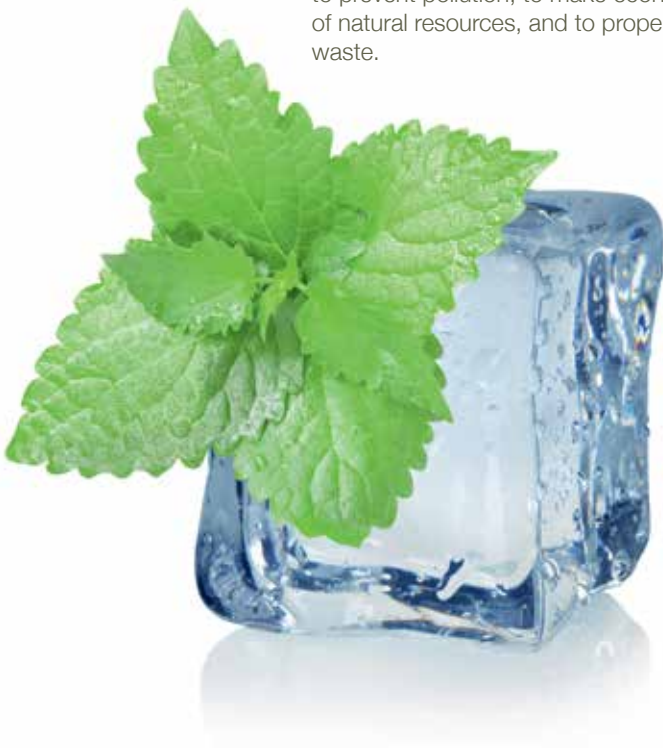
Intensive, ongoing efforts are made at Pinar Su plants to:

- conserve and make efficient and productive use of energy resources
- seek out and make use of energy resource alternatives
- reduce the carbon footprint of operations.

Inefficient and unnecessary use of energy has been prevented by the installation of frequency inverters on high-pressure air compressors in plants. Product unit energy costs are reduced wherever possible through the use of "smart meters" and by rescheduling production activities to off-peak times of the day when electricity is cheaper.

The measurement and management of greenhouse gas emissions is of vital importance to efforts to protect the environment and to combat climate change. Keeping a close watch on the latest developments in energy conservation and alternative energy resource use, Pinar Su also regularly evaluates the carbon footprints of its operations.

- Pinar Su calculates its own carbon footprint to be the equivalent of two ten thousandths (0.02%) of Turkey's total. As a member of the Yaşar Group it ranks third, accounting for a 3% share of the group's overall carbon footprint.
- As measured on a 12-month basis, Pinar Su generates 0.019 tons of CO<sub>2</sub> on average for every ton of product that it makes.
- 75% of Pinar Su's CO<sub>2</sub> emissions stem from its use of electricity.



### Consolidated production line efficiency ratings improved.

Pinar Su seeks to turn out more product at the same unit energy cost by increasing its production line efficiency. As a result of such efforts in 2012, Pinar Su achieved consolidated production line efficiency performance ratings of:

- 78.7% at its Aydın-Bozdoğan plant
- 81.3% at its Adapazarı-Hendek plant
- 79.92% at its Isparta-Eğirdir plant
- 78.81% overall.

### Pinar Su continues to collaborate with ÇEVKO.

Pinar Su is a founding member of the Environmental Protection and Packaging Waste Recovery and Recycling Trust (ÇEVKO), which has been designated as an “authorized agency” by the Ministry of Environment and Urban Planning pursuant to the Packaging Waste Control Regulations. The company has entered into a contractual agreement with ÇEVKO under which the company has assigned to the trust all of its own packaging waste collection and recycling rights and obligations.

Pinar Su only works with firms that are licensed by the ministry to collect and recycle all packaging waste materials. The company has formulated a waste management plan, which is based on contractual agreements and has been approved by the ministry, under which activities such as at-source waste sorting and segregation, recovery, and recycling are carried out by ÇEVKO, which also engages in public education activities that are aimed at both individuals and municipalities.

The packaging of Pinar Su products is designed and executed with reusability and recoverability in mind. From initial production and post-use, attention is given to the use of packaging that will cause as little harm to the environment as possible.

### Social Responsibility

When identifying the social responsibility projects that it will undertake, Pinar Su gives attention to the realities and needs of the country. The company takes pains to properly investigate its project options and it selects only those projects whose potential benefits are credible.

Ever since its inception as a company, Pinar Su has concentrated its corporate social responsibility project efforts in the areas of education and sport and the protection of cultural and artistic assets. Pinar Su involves itself in such projects in recognition of the social dimensions of its sustainability as a viable business enterprise.

Activities such as the Pinar Art Competition, the Pinar Children’s Theater, and sponsorship of the Pinar Karşıyaka Basketball Team are recognized as outstanding examples of meaningful and sustainable social responsibility projects being undertaken in our country.

### Pinar Art Competition

The Pinar Art Competition has been held for 31 years with the aims of increasing primary school children’s interest in the fine arts in general and painting and drawing in particular, of giving children opportunities to express their creativity through pictures, and of educating the artists of the future. Every year the competition provides hundreds of thousands of children with an opportunity to express their dreams, their hopes, and their longings through art.

Acting also as guide for future artists as well, the Pinar Art Competition has been focusing on a different theme every year since it was inaugurated in 1981. A record-breaking number of youngsters took part in the 2012 competition, whose theme was “Come On! Let’s Draw Our Dreams!”.

# 31

The Pinar Art Competition has been held annually for 31 years.



### Recycled Packaging Materials

(kgs)	2011		2012	
	Supplied to Market	Recovered	Supplied to Market	Recovered
PET	3,503,036	1,331,154	3,808,416	1,523,366
PE	982,101	373,198	963,039	385,216
Cardboard	819,425	311,382	1,036,969	414,788
Glass	665,471	252,879	1,112,669	445,068

# 26%

The Pınar Children's Theater's public-awareness rating was 26% in 2012.

**PINAR**

**ÇOCUK TİYATROSU**



From among 1,068,440 entries submitted from every part of Turkey, the Turkish Republic of Northern Cyprus, and Germany, the works of twenty-three children were selected by a jury of educators and professional artists. The winners of the 31st Pınar Art Competition were rewarded with a chance to take part in a one-week art camp in İstanbul under the direction of the well-known artist Hüsametdin Koçan. At an award ceremony that was held on the last day of the art camp, the children also received certificates of attendance and netbooks as prizes while one of their number, a student from Diyarbakır, was awarded an art school scholarship as well.

According to a public-awareness poll conducted by GfK, the Pınar Children's Art Competition's public-awareness rating increased from 20% in 2011 to 26% in 2012.

Source: GfK Flavored Dairy Products Tracking Survey

### Pınar Children's Theater in its 25th year

In the course of twenty-five years, the Pınar Children's Theater has reached more than three million children, fostering among them a love of theater through performances, to which no admission is charged, with every play being carefully crafted to contribute towards its audiences' cultural and personal development. As a training ground for many famous performers, the Pınar Children's Theater even functions as a sort of school of the performing arts.

Since 1987, the Pınar Children's Theater has been employing a professional team of performers, directors, designers, and backstage crews to mount dozens of programs that are specially designed to appeal to children. For the 2011-2012 academic year, the theater mounted a new play, "Hooray! I'm Growing Up!", whose professionally-created scenery, costumes, staging, and music provides a theatrical experience and a visual feast that its audiences will never forget.

According to a public-awareness poll conducted by GfK, the Pınar Children's Theater's public-awareness rating was 20% in 2012.

Source: GfK Flavored Dairy Products Tracking Survey

### Mystery Boxes Project

"Mystery Boxes" is an interactive workshop developed by the London Science Museum that teaches children about how science works and how to think scientifically through practical activity. The project is being made accessible to students with the support of Pınar working in collaboration with Informel Eğitim/çocukistanbul, a member of Hands On International that promotes informal learning as a way of supporting formal education. Workshops are held at santralistanbul, an international platform for arts, culture and learning, inspired by a comprehensive, multi-dimensional and interdisciplinary vision.

### Pınar & UNICEF Hand-In-Hand

Under the "Pınar & UNICEF Hand-In-Hand With Art Into The Future" project, 3,000 of previous-years' Pınar Art Competition submissions were selected and reproduced in their original dimensions as decorations for table placemats. These placemats are being sold by UNICEF and the proceeds from the sales are added to that organization's revenues and used to fund projects that benefit children around the world.

Instead of sending out New Year's gifts in 2012, Pınar collaborated with UNICEF in making donations to Şanlıurfa regional primary schools that accept boarding pupils.

### Pınar Institute

In 2012 the Pınar Institute was founded in order to contribute to the development of a healthy society by engaging in research, supporting such research and education, publishing the results of such activities, and involving itself in similar endeavors.

The Pınar Institute's mission is to educate the public on issues related to food, health, and nourishment and to foster a quality-of-life awareness by supporting scientific projects, taking part in information networks, and taking part in educational activities.

## Support for sport

### Pınar KSK

Pınar continues to support sports through its sponsorship of the Pınar Karşıyaka Basketball Team. Pınar has been an advertising sponsor of Pınar Karşıyaka, a basketball team that has been contending in the Turkish Premier Basketball League since 1998. Because one of the goals of such sponsorships is to inculcate an awareness of and a love for sports among children, every year nearly a thousand youngsters are also given access to the facilities of the Çiğli Selçuk Yaşar Sports Center thanks to Pınar's support.

Pınar was the main sponsor of the second Selçuk Yaşar Football Tournament, which was conducted by KSK between 1 December 2012 and 10 January 2013.

### Yaşam Pınarım KVSİK

In 2012, Pınar Su also supported volleyball sports through its sponsorship of the Pınar Karşıyaka Volleyball Sports Club.

### ESTİ

Pınar Su is a prime sponsor of the Aegean Water Sports and Water Polo club (ESTİ), which was founded in İzmir in 1993. Since 2008, ESTİ has been successfully representing İzmir in the Turkish Water Polo Premier League. It also represents Turkey at the international level in tournaments held in other countries.

### Bornova Barışgücü

Pınar Su is a national sponsor and supplier for Bornova Barışgücü, a sports club whose members are physically disabled athletes from the İzmir region. The club's basketball team ranks among the top three contenders in the 2012-2013 Wheelchair Basketball Super League. Pınar Su will be providing the team with all of its drinking water during the season.

### Turkish Athletics Federation

In an effort to increase public interest in alternative forms of sport, Pınar has become an official beverages sponsor for the World Indoor Athletics Championships. Pınar is also a prime sponsor of the European Team Championships national meets that are conducted in Turkey by the Turkish Athletics Federation.

## Publications

### Yaşam Pınarım

First appearing in 2004, Yaşam Pınarım is a magazine that seeks to establish and maintain bonds between the company and its consumers and business partners as well as links with academic and governmental circles. Yaşam Pınarım focuses especially on content that will be of particular use to parents. The magazine is published quarterly in runs of 10,000 copies by Pınar and is distributed free of charge.

### Fairs & Sponsorships

Every year Pınar Su takes part in fairs and similar events held in other countries in order to more effectively promote its products on international platforms. In 2012 Pınar Su exhibited at the Dubai Gulf Food Fair, the world's biggest annual food & hospitality show. In addition to showing off its own offerings, the fair also gave the company a chance to observe the latest innovations in its sector.

### Major events sponsored by Pınar Su in 2012:

- Turkish, Balkan, and World Indoor Athletics Championship meets conducted by the International Association of Athletics Federations in January, February, and March 2012
- "27th Grandchildren Athletics Competition", an event organized by the Karşıyaka Rotary Club at the Atatürk Olympic Stadium in İzmir on April 5-6.
- "Hido Talent Camp", organized by the Hidayet Türkoğlu Sports Schools at the Halkapınar Gymnasium from 28 June to 1 July.
- "2nd Selçuk Yaşar Football Tournament", conducted by Karşıyaka Sports Club from 1 December 2012 to 10 January 2013.
- "Euroleague Final Four 2012"
- "Euroleague Women Final Eight", Europe's premier basketball tournament for women, at the Abdi İpekçi Gymnasium in İstanbul

## support

Pınar continues to support sports as a sponsor of the Karşıyaka Pınar Basketball Team.

