

June 11th 2021

Dear Business Partner,

As a valued supplier, I am writing to inform you personally that Kibar Holding, our parent company, has reached an agreement for the proposed sale of Assan Foods to The Kraft Heinz Company for whom we have been a certified production partner since 2019. The sale of Assan Foods to Kraft Heinz, offers significant scale and agility opportunity for acceleration of our businesses in retail and Foodservice business across Europe, the Middle East and Africa

The proposed sale offers a positive future for Assan Foods and our employees to be part of Kraft Heinz while we look to accelerate the development of the Heinz brand in Turkey as well as serve as a major production hub for the Middle East and Western Europe with great enthusiasm. Assan Foods is recognized with its best-in-class innovation and production of wide range of sauces and tomato products, and its well-established supply chain to serve the fast-growing foodservice market and retail industry, as well as an impressive portfolio of domestic and international customers. This perfectly aligns with the Kraft Heinz international growth strategy focused on Taste Elevation and Foodservice.

This investment is to Assan Foods' business model and success, as well as to Turkey's potential. Kraft Heinz holds Assan Foods' success as a business model in high esteem, and they have every intention to grow the business as it is.

The deal is subject to customary closing conditions including merger control approval and is expected to be completed in the next few months.

We will of course keep you informed of progress but if you have any questions related to this topic, please do not hesitate to contact me directly.
Yours sincerely

Hakan Koçođlu
General Manager
Assan Foods

Assan Gıda Sanayi ve Ticaret A.Ş.

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