

Turkey's first privately-owned paper mill

Corporate Profile

With a product line shaped by a customer-focused approach, Viking Kağıt has been continuously raising its quality standards since the day it was founded.

Top four

On the basis of its average market share, Viking Kağıt ranks among the top four firms in Turkey's tissue paper sector.

A company constantly improving its performance and standards

Turkey's first privately-owned paper mill, Viking Kağıt was founded in 1969 in İzmir's Aliağa township and it became operational in 1971. At the time the company joined the Yaşar Group in 1982, it had an annual production capacity of 13,500 tons/year of wrapping, printing, and laminating paper for industrial uses.

Shortly after acquiring Viking Kağıt, the Yaşar Group decided to expand and modernize the company's operations. A series of technology improvement investments quickly boosted Viking Kağıt's production capacity to 20,250 tons/year by 1984.

An exemplary model of entrepreneurship

Continuing to invest in technology with no loss in momentum, Viking Kağıt successfully underwent a second wave of modernization in 1995.

In 1996, Viking Kağıt took a bold step by venturing into the tissue paper business line for the first time and before long it joined the ranks of the sector's top players in Turkey. Viking Kağıt is a manufacturer who has created a distinguished portfolio of brands addressing both the consumer and the away-from-home (AFH) markets.

Viking Kağıt targets:

- The consumer market with toilet paper, paper towel, napkin, and packaged facial tissue products with its "Premia", "Lily", and "Senso" labels
- The AFH market with its "Select" label.

Two-fold capacity increase

Viking Kağıt undertook a second paper plant investment in 1999 and increased its production

capacity to 43,000 tons a year. The company further strengthened its competitive position in the sector by completely renovating its tissue paper conversion plant in 2003

A responsible corporate citizen who puts quality and environmental management at the heart of its business

Viking Kağıt takes a customer-focused approach in the shaping of its product line and it has been continuously raising its quality standards since the day it was founded. The company's success in dealing with such issues has been documented by international concerns. Viking Kağıt was the first member of the Turkish tissue paper industry to be awarded internationally recognized ISO 9001 Quality Management System certification, which it received in 1997. The company's certification was upgraded to the ISO 9001:2008 Quality Management System standard as of 2009. In 2010 Viking Kağıt also became the first Turkish paper and cardboard manufacturer to be awarded Forest Stewardship Council Chain of Custody (FSC-CoC) management system certification.

Viking Kağıt is an environmentally-aware manufacturer whose actions are informed by the vision and sustainability approaches of the Yaşar Group, of which it is a member. The company's concern for the environment was also demonstrated when it became the first member of the Turkish tissue paper industry to commission a de-inking plant in 2000.

The nature-friendly tissue paper products that Viking Kağıt offers to consumers prevent the harvesting of an average of more than 250,000 trees a year.

Consumer products

Premia, Lily, and Senso

Premia, Lily, and Senso brand toilet papers, paper towels, napkins, and facial tissues

Viking Kağıt engages in a variety of efforts to reduce the environmental impact of its activities. To this end, the company recently began calculating its carbon footprint and it is now quantifying its corporate carbon footprint every year on a regular basis. Viking Kağıt intends to report the results of these measurements and to use them in the development of appropriate carbon emission mitigation strategies and projects.

A strong production, marketing, and sales network

Viking Kağıt's efforts always focus on sustainable growth. As a result of this business model, the company keeps a close watch on market developments and takes a proactive approach in defining and realizing its investments in line with the requirements of demand.

Away-from-home products

Select

Select brand products

Viking Kağıt supplies its products throughout Turkey through:

- 2 distribution channel departments
- More than 50 active dealerships
- Nearly 200 direct-sales outlets.

The company's products are delivered to customers and consumers at more than 60,000 locations.

Exporting to 23 countries

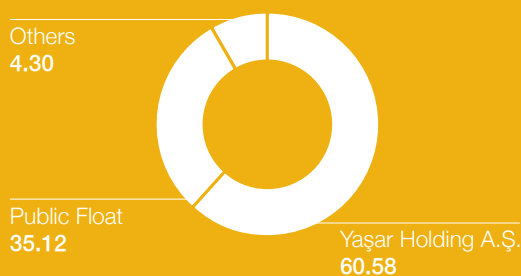
With its rapidly increasing export volumes, Viking Kağıt exports goods to 23 countries, principally in Europe and Central Asia.

With its production, marketing, and distribution network strengths, Viking Kağıt is today one of the top four tissue paper manufacturers in Turkey in terms of average market share. The company is committed to further fortifying its position in the sector.

Shared Values

- Viking Kağıt improves the quality of its customers' and consumers' lives with innovative products.
- Viking Kağıt shapes the course of its sector by means of the products that it develops
- Viking Kağıt supports the creation of a sustainable future through its environmental approaches.

Viking Kağıt Shareholding Structure (%)



Shareholder	% Share	Share Amount (TL)
Yaşar Holding A.Ş.	60.58	24,231,366
Public Float	35.12	14,049,859
Others	4.30	1,718,776
Total	100.00	40,000,000

The company's shares are traded on the National Market of Borsa İstanbul (BIST) under the VKING symbol.

The company's capital consists entirely of bearer shares, each one of which entitles a shareholder (or their proxy) present at a general meeting to a single vote.