



COMPANY PROFILE
2024



ABOUT US

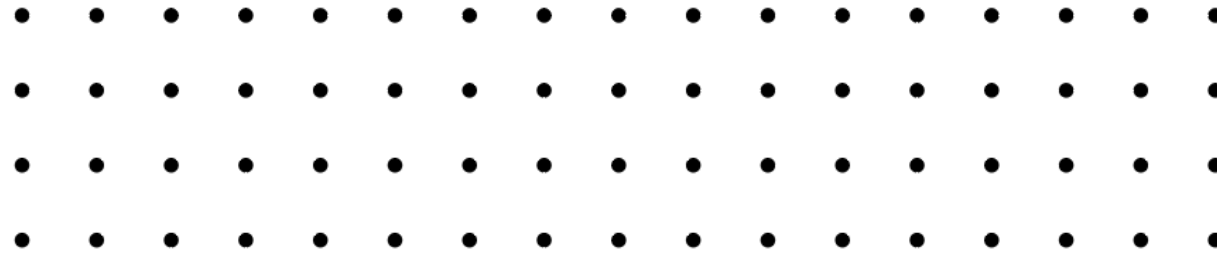
Baydöner started its activities in 2007 in İzmir. Baydöner offers the same service and quality standards in every restaurant, works with ISO 22000 certified producers, uses the freshest ingredients, and complies with quality and hygiene standards. Baydöner continues its journey as one of the largest restaurant chains in Turkey.

Baydöner, which launched Bursa İshakBey and PidebyPide brands, which serve in the self-service category, in 2018, offers its customers iskender and pide, which are indispensable products of Turkish taste, at the same quality and standard in every restaurant.

Baydöner has become one of the fastest growing restaurant chains in Turkey by reaching 169 stores in 47 cities in 16 years. 121 "Baydöner", 22 "Bursa İshakBey", 26 "PidebyPide" restaurants are managed by Baydöner.



ΑΡΑΖ
- GROUP -





Baydöner offers the essential tastes of Turkish kitchen to guests and offers a la carte service in fast casual concept. Baydöner currently provides service with over 121 branches in Turkey and Iraq.



BURSA İSHAKBEY

Bursa İshakbey, makes a difference in the food and beverage sector with its exclusive concept, stands out with its self-service concept and affordable, satisfying menu content.



PİDE by PİDE

Pide by Pide offers a fast and satisfying version of pide, the local dish of Turkish cuisine, with a delicious taste and self-service concept.



Established in 2007 in İzmir, Apaz Group started its activities with Baydöner brand. First Baydöner restaurant İzmir Balçova Kipa AVM.



2007

2009



First Baydöner franchise restaurant in Antalya Özdilek AVM.

First Baydöner restaurant abroad in Erbil Family Mall.



2010

2011



First non-shopping mall Baydöner restaurant in İzmir' Alsancak Kıbrıs Şehitleri 50th Baydöner restaurant in Mersin Kipa AVM.

Baydöner won the national championship of Turkey in its category at the 2014/2015 European Business Awards.



2012

2014



Baydöner E&Y Entrepreneur of the Year in 2014 (Türkiye) Award. Baydöner represented Turkey in Monte Carlo. Baydöner came first in the category of European Business Awards in Türkiye. Baydöner was selected among the top 10 most successful companies in Europe and received the "Ruban d' Honneur" award.

100th Restaurant

Winner of the "Most Admired and Preferred Brand in Shopping Mall" award. (2015 Restaurant Category Turkey Winner)
The number of monthly customers exceeded 1 million. 100 th Baydöner restaurant opened in Ankara Meşrutiyet.



2015

2016



Winner of the "The Most Admired and Preferred Brand" award by shopping mall customers (2016 Restaurant Category Turkey Winner).

Baydöner included in Turquality program.



2017

2018



Pide by Pide, the first branch was opened in 2018; offered a fast and satisfying version of pide, the local dish of Turkish cuisine. Launch of the new BURSA İSHAKBEY concept.

BURSA İSHAKBEY

Bursa İshakbey, the first branch was opened in 2019, started self-service with its fast service and satisfying portions.

BURSA İSHAKBEY

2019

2021



Baydöner Call Center opened.

Baydöner application reached 500,000 users.

2022



Baydöner package service is available for sale in all channels (Call center, Trendyol, Getir, Yemek sepeti). Package service continues at 56 restaurants in 20 cities.

Brand strategy was renewed by using ZMET method with Future Bright Group.

As part of the new brand strategy, "You Deserved a Baydöner!" The advertising campaign was launched with the famous actor Bülent Şakrak.

Baydöner became the first national restaurant chain to receive Eyebrand certification. (Eyebrand is a global certification that certifies the inclusive service offered by visually impaired brands.)

İSHAK BEY

Bursa İshakBey and PidebyPide corporate identities and brand strategies were renewed.



Call center opened for Bursa İshakBey and PidebyPide.

2022

2023



Cossla application will be launched within digital transformation.



Baydöner Restaurants Inc. has gone public on 21.08.2023 to the Capital Markets Board

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BOARD
OF
DIRECTORS



Levent Yılmaz
Chairman of the Board

Levent Yılmaz founded Baydöner with Feridun Tuncer in 2006. Today, he is the President of the Board of Directors.

Education

- BA in Faculty of Pharmacy, Ege University, 1990
- Bornova Anatolian High School, 1986

Professional Experience

- 2006 - Today: Co-Founder, Apaz Gıda A.S. - Turkey
- 2005 - 2009: Co-Founder, Lara Int. Ltd. - UAE
- 2000 - 2009: Co-Founder, Arma Ticaret A.S. - Turkey
- 1993 - 2009: Co-Founder, Egecan Ltd. Sti. - Turkey



Feridun Tuncer
Vice Chairman of the Board

Feridun Tuncer founded Baydöner with Levent Yılmaz in 2006. Today, he is the Vice President of the Board of Directors.

Education

- BA in Faculty of Veterinary, Fırat University, 1990
- Gürün High School, 1985

Professional Experience

- 2006 - Today: Co-Founder, Apaz Gıda A.S. - Turkey
- 2005 - 2009: Co-Founder, Lara Int. Ltd. - UAE
- 2000 - 2009: Co-Founder, Arma Ticaret A.S. - Turkey
- 1993 - 2009: Co-Founder, Egecan Ltd. Sti. - Turkey



Bülent Polat
Chief Executive Officer

Bülent Polat is the Chief Executive Officer in Baydöner and also he is a member of the Board.

Education

- BA in Mining Engineering, Dokuz Eylül University, 1996
- Selçuk Anatolian High School, 1991
- Executive MBA, Sabancı University, 2014

Professional Experience

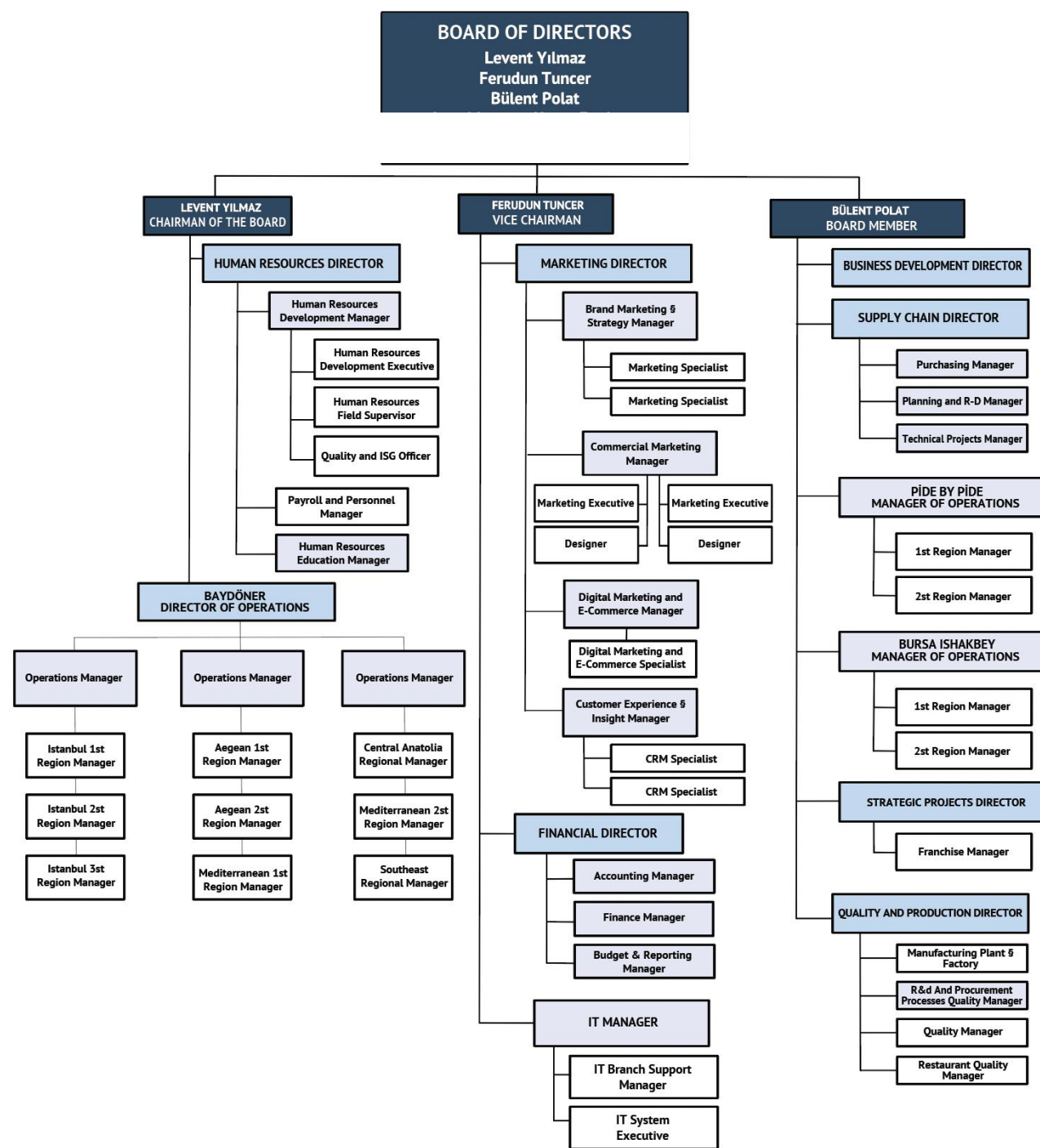
- 2008 - Today: Chief Executive Officer, Apaz Gıda A.S. - Turkey
- 2007 - 2008: Manager - Aegean Region, Atay Holding - Turkey
- 1998 - 2007: Sales Manager - Aegean Region, Odak A.S. - Turkey
- 1997 - 1998: Production Responsible, Seramiksan. - Turkey

Successful

Management With

Innovative

Approach



Positive Media Coverage as a Result of Awards and Achievements



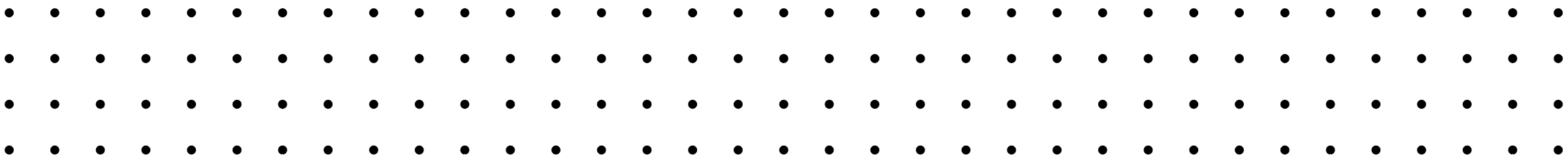
EY Entrepreneur
Of The Year™

Entrepreneur of the Year



- EY's Entrepreneur of the Year (EOY) Winner in 2014
- The event was covered by popular Turkish media agencies.
- Baydöner received extensive endorsement from most prominent Turkish newspapers
- Representative of Turkey in the world EOY held in Monte Carlo, Monaco.

EY's Entrepreneur of the Year (EOY) Winner in 2014



Baydöner Restaurants Inc. has gone public on 21.08.2023 to the Capital Markets Board.



Awards & Achievements



- ▶ In 2023, . The One Awards, «Restourant Category Winner»



- ▶ In 2023, THE HAMMERS AWARDS
- ▶ «Best Marketing Team» Gold Award.
- ▶ «Best Loyalty Programe Team» Bronze Award.



- ▶ In 2023 , A.C.E. Awards
«Excellent Customer Satisfaction Achievement Gold Award»



- ▶ In 2023, Retail Sun Awards,
E-Commerce Achievement Award for COSSLA APP

Awards & Achievements



- ▶ In 2016, . «The most admired and preferred Brand by customers in Mall» Award .



- ▶ In 2015, . «The most admired and preferred Brand by customers in Mall» Award.



- ▶ In 2016 «GOLDEN BRAND» award.



- ▶ In the 2014/2015 European Business Awards, Baydöner was selected as Turkey's national champion in their category.
- ▶ In addition Baydöner was named one of Europe's 10 most successful companies in their category, receiving the «Ruban d' Honneur» Award.

Awards & Achievements



- ▶ EY's Entrepreneur of the Year (EOY) Winner in 2014
- ▶ Representative of Turkey in the world EOY held in Monte Carlo



- ▶ First and Only Gastronomy Brand to be accepted for Turquality Brand Assistance Program, which is Turkey's national brand-building program



- ▶ 2012 Endeavor Global's Consumer and Service
- ▶ Products Category Award



- ▶ 2012 EFQM Perfectness Model
- ▶ 3-Star Competence Certificate



- ▶ Bureau Veritas ISO 22000 Certificate: the first international standard for implementation of a certified food safety management system



- ▶ 2022 BlindLook EyeBrand Ceremony
"Turkey's First EyeBrand Certified National Restaurant Chain" Award

Memberships & Sponsorships



- ▶ International Franchising Association (UFRAD)



- ▶ Kalder 3-Star Competency Certificate



- ▶ United Brands Association (Birleşmiş Markalar Derneği)



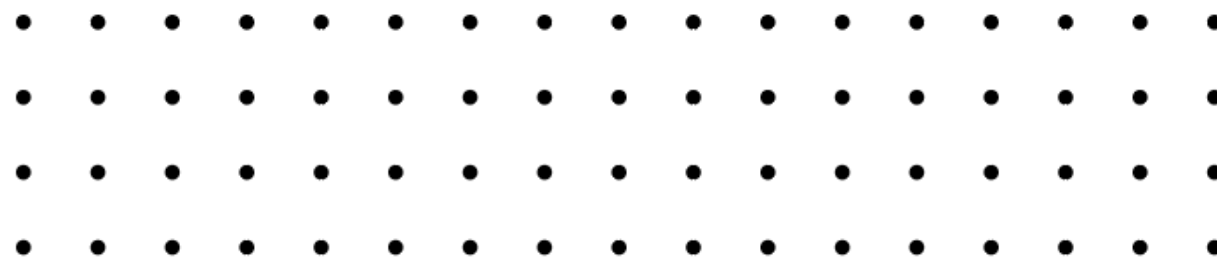
- ▶ İzmir Expo 2020 Membership - Catering Sponsor



- ▶ Shopping Centers and Retailers Union (Alışveriş Merkezleri ve Perakendeciler Derneği)
- ▶ Trade Council of Shopping Centers and & Retailers



- ▶ Askıda Ne Var?
 - ▶ Kampüste Ne Var?
- 2023 Advertiser/Category Sponsor





The Fastest Growing Döner Brand in Turkey

- ▶ Baydöner A.Ş. (Apaz Gıda) was founded by Levent Yılmaz and Feridun Tuncer in 2007. The founders focus on growing Baydöner brand both nationally and internationally.
- ▶ The Company soon became one of the fastest growing fast food chains in Turkey by reaching 169 stores in 16 years, 1 of them located abroad.
- ▶ Baydöner has presence in 47 cities in Turkey and one in Iraq (Erbil).
- ▶ The Company offers high-quality döner together with other side dishes such as soup, salad, fries and desserts.
- ▶ The iskender döner focused menu gives the Company an important edge against other traditional stores and national/international F&B retail chains.
- ▶ Founders are hands-on in day-to-day management and they aim to standardize döner and offer it as a well-known brand, entering a market traditionally comprised by a large number of micro-sized local companies.
- ▶ The Company Management has close involvement in the franchise operations, which results in high standard among the stores and enables operational excellence.
- ▶ Strong infrastructure is in place to build a sizeable organization



Customers (2023)

Monthly: ~1,2 m

Yearly: ~14,6 m

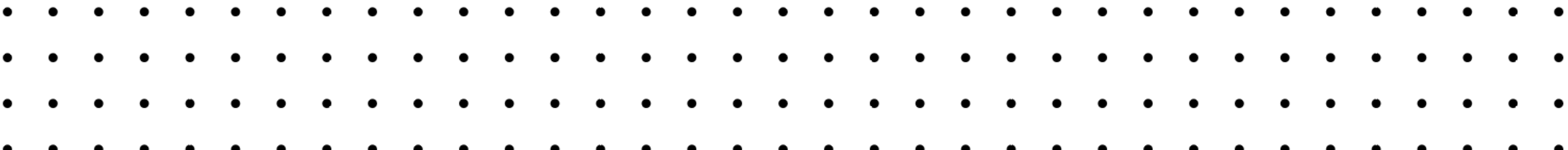
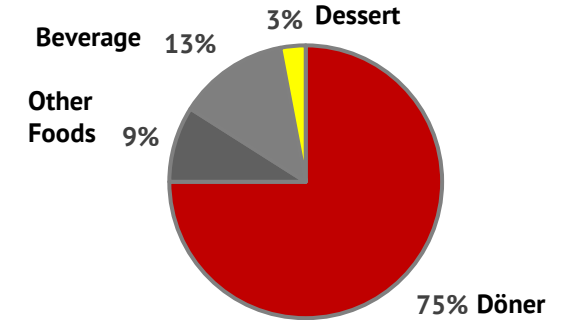


Number of Employees (2024)

In Head Office : 125 people

In Restaurants : 2.100 people

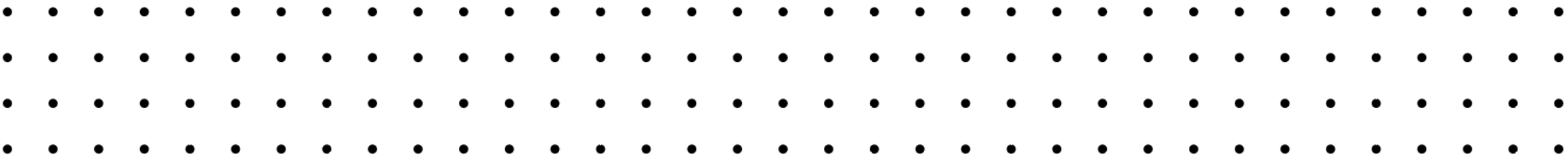
Income Distribution Per Product (2023)

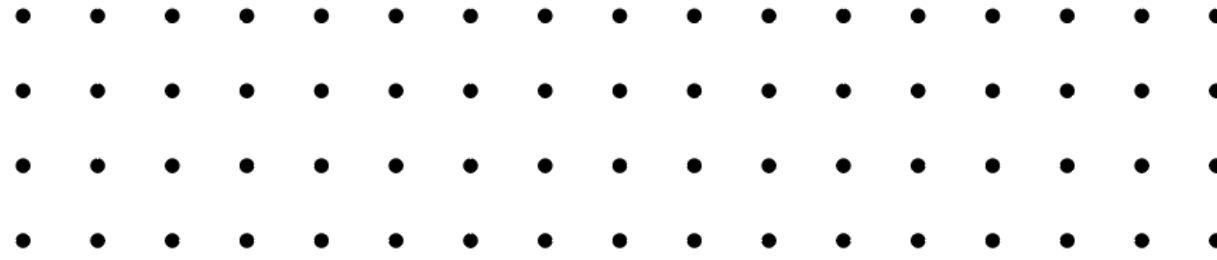


The Fastest Growing Döner Brand in Turkey

Planning growth strategy in detail and carefully

- ▶ The Company has aimed to sustain its stable and high growth since the establishment. The key strategic points are defined as;
 - 1 offering finest quality döner for affordable prices,
 - 2 increasing the number of restaurants by an easily replicable business model
 - 3 creating the infrastructure to choose the right locations for profit-making restaurants,
 - 4 increasing the number of customers per restaurant,
 - 5 sustaining a management approach which is value-focused and provides a sense of strategic planning.
 - 6 Continuously increasing investment for brand marketing
- ▶ One of the main objectives of the Company for the upcoming years is to replicate the local market expansion for its international expansion.





A New Sales Channel That Will Accelerate Growth

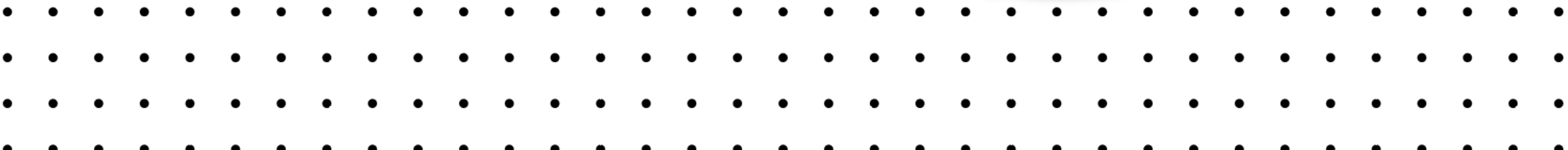
Increasing the Customer Base

- Consumer demand for home delivery via the online and mobile channels increased further as many opted to stay at home instead of dining out due to the pandemi.
- Increasing consumer demand continue to boost online and mobile orders.
- Baydöner aims to reach the customers by take-away and home delivery methods. Home delivery will be done through online channels.
- Packet service would help Baydöner to overcome the physical constraint due to seat availability. This would also allow Baydöner to serve large new customer segments that preferred to eat at home or at work for various reasons (customers who were older, disabled, or too busy to visit the restaurant)

Baydöner Iskender in Special Packet

- Baydöner created a special packet suitable for Iskender Döner product.
- While starting the packet service, firstly will be collaborated with leader food delivery service companies.
- It will be also more appealing to the average shopper who wants to have a lunch or dinner at home after his shopping.

Yemeksepeti





Baydöner Cossla App

In the Cossla app, consumers;

*Able to order Takeaway and Package Service.

*When they come to our restaurants, they can make a selection from the menu by scanning the QR code on the tables and perform the order and payment process via mobile.

*They can make online payments securely (with izyico infrastructure) for all order types.

*With Cossla Flip, Cossla Win, they can win free product codes, discount codes and gifts.

*They can follow these codes in their CossKasa and use them whenever they want during the specified campaign period.

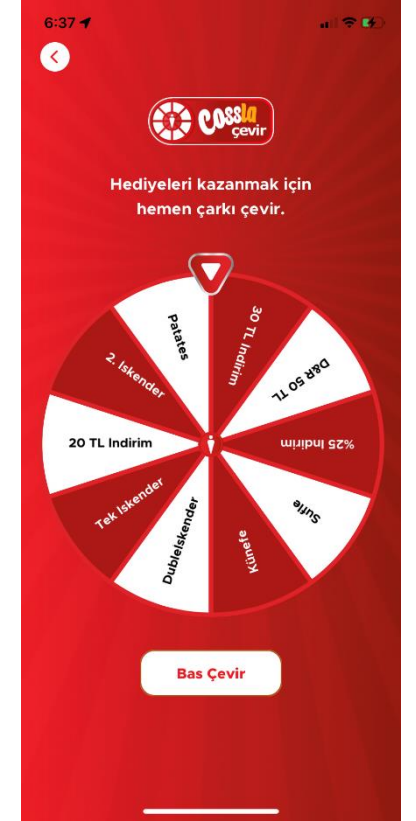
*They can earn CossCoins from their orders in all service types.

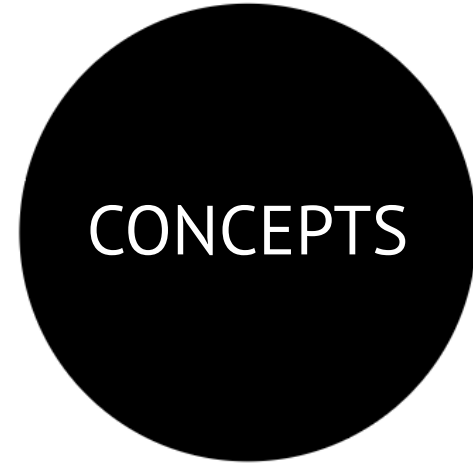
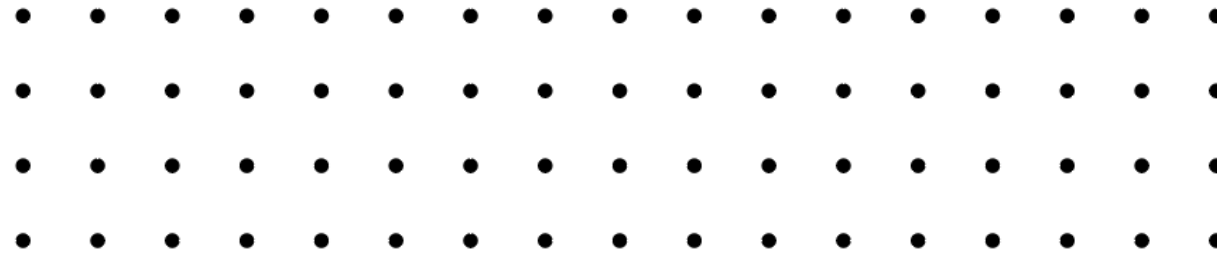
* With the CossCoins they earn, they can buy from döner, e-commerce discount codes, Telecom gb rights, and many gifts.

*They can learn about the campaigns, discounts and raffles to be held throughout the year before anyone else.

*In addition, visually impaired individuals can access the audio simulation of the application through the Blindlook application. This is a first in the category.

*As a social responsibility, donations can be made to TEGV with the points earned in the application.





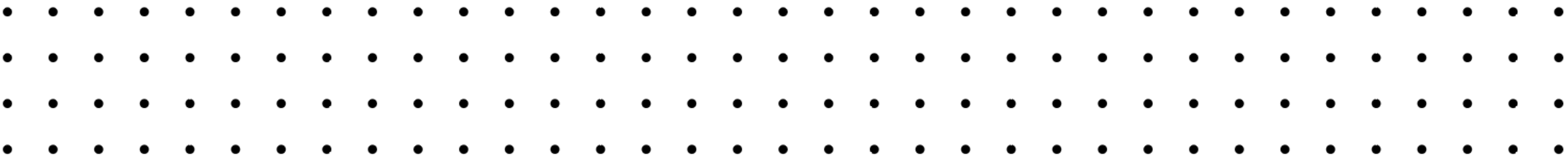


Baydöner Iskender Concept

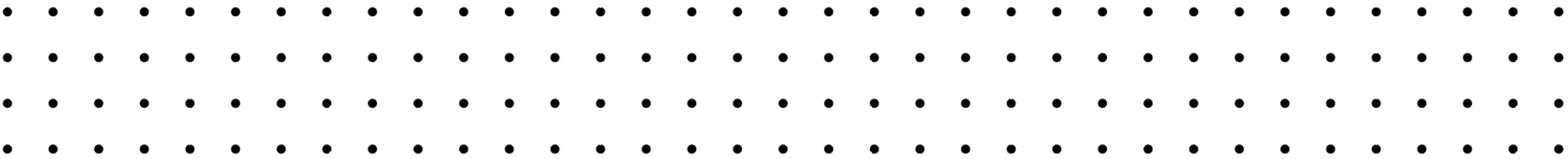
- ▶ BAYDONER Iskender Branchs have been designed in a way to offer a spacious, extensive and full servise restaurant experiance..



- ▶ The modernized presentation of the traditional product.

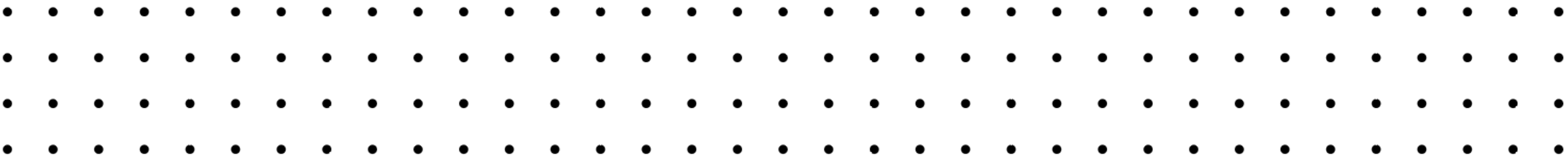
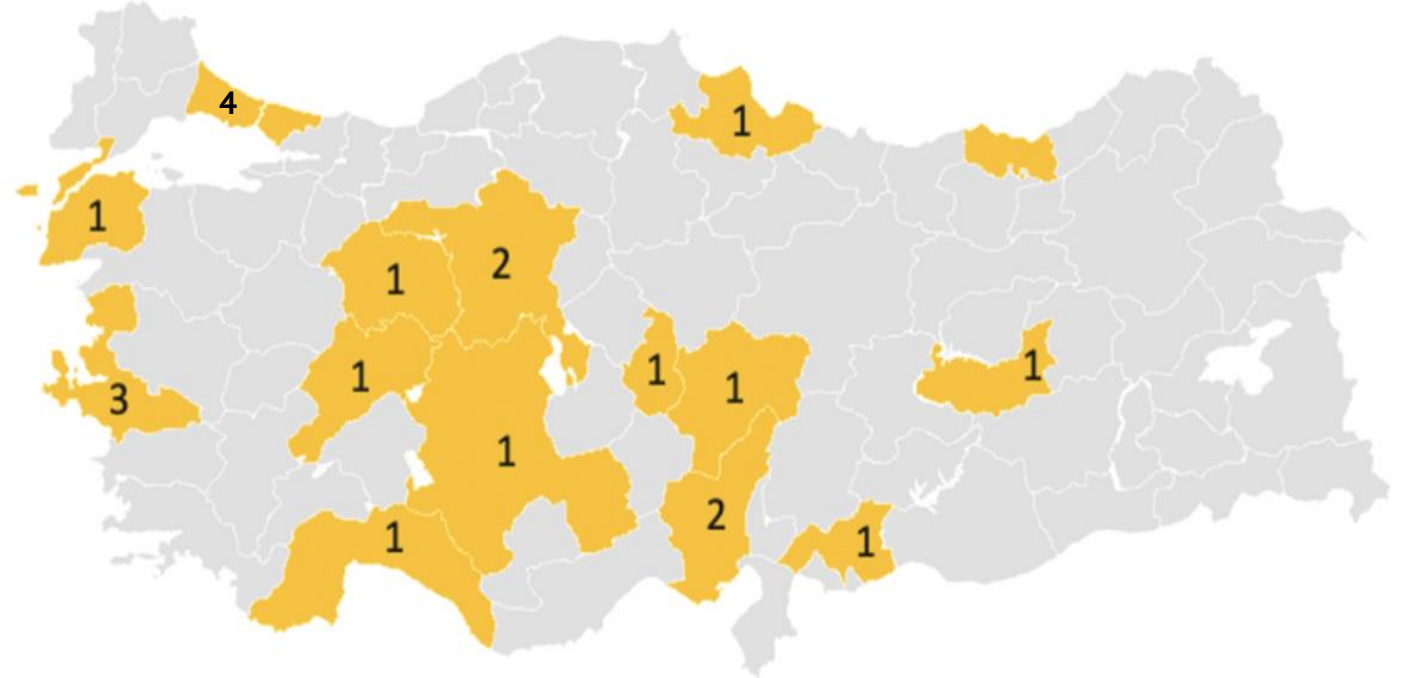


Baydöner Restaurants

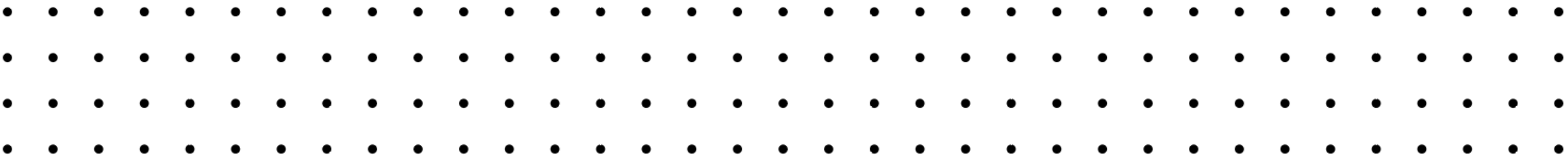


BURSA İSHAKBEY

Bursa İshakbey Restaurants in Turkiye



PidebyPide Restaurants






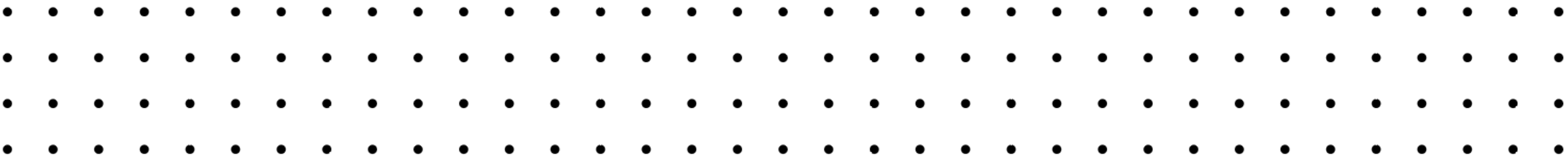
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THANK YOU