

Iş Investment, has successfully advised **Doğuş Çay A.Ş.** in acquiring 100% shares of **Kraft Gıda San. ve Tic. A.Ş.**, a salty snacks company owning brands of Patos, Cipso and Çerezos and a subsidiary of Mondelez International Inc. Iş Investment acted as the sole buy-side advisor. The Share Purchase Agreement has been signed as of February 20th, 2013.



**Doğuş Çay** has been established in 1985 as a family business. It has 5 tea processing factories, of which 3 are the biggest tea processing factories in the World, in Rize and 1 packaging factory in Ordu with the annual manufacturing capacity of 35,000 tons. The investments starting out with bulk tea, continued with teabag tea, green tea and herbal-fruit teas in the later years. Doğuş Çay also diversified its operations into sugar and tomato paste production



Mondelez International, Inc. (NASDAQ: MDLZ) is a snacks company with revenues of 35 billion USD in 2012. The Company is a global leader in chocolate, biscuits, candy, chewing gum, coffee and powder drinks in 165 countries with Cadbury, Cadbury Dairy Milk, Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo cookies, Tang powder drink and Trident chewing gum brands, each having revenues of around 1 billion USD. Mondelez International is a member of Standard and Poor's 500 and NASDAQ 100 and Dow Jones Sustainability Index.

### **Mondelez Turkey**

Mondelez International is the leader in chewing gum and candy categories in Turkey with First, Falim, Kent, Olips and Jelibon brands. Besides, Mondelez International has a strong market position in chocolate and coffee categories with its global brands such as Milka, Toblerone and Jacobs. The Company employs 1,400 employees in its production facility in Gebze and additional 800 employees through its distributors.



### **Kraft Gıda San ve Tic A.Ş**

Kraft Gıda is a subsidiary of Mondelez International with a production plant in Gebze. Its operations are production, marketing and sales of salty snacks with brands of Patos, Cipso and Çerezos and it is a leading player in the market.



With its 10 branches, 2 representative offices and 2 subsidiaries abroad, Iş Investment has a strong and widespread distribution network and as a leader in the secondary market transactions, it has also carried its strength and leadership to public offerings, mergers and acquisitions, private sector & project finance advisory and private equity advisory activities. Since 2000, Iş Investment has closed 97 transactions worth more than \$9 bn and continues to enjoy its leading role in the sector.