



Reimei Global Advisors acted as the exclusive financial advisor to DyDo DRINCO, INC. (“DyDo” or the “Company”) in its acquisition of 90% of the shares of three beverage manufacturing subsidiaries of Yıldız Holding A.Ş. (“Yıldız”) for approximately TRY 335 MM, or JPY 13.4 BN.

- Established in 1975, DyDo Group has three segments: DyDo DRINCO for beverage sales, DAIDO PHARMACEUTICAL for OEM beverage production, and Tarami for food production and sales. Its product portfolio includes soft drinks, desserts, energy drinks, health foods, and other products.
- Yıldız, which operates the world’s No. 3 cookie business and No. 10 chocolate business, is Turkey’s largest food products group. Yıldız will remain as a 10% shareholder in the beverage manufacturing companies as a strategic partner to DyDo.
- Through this acquisition, DyDo will gain a solid business platform in key segments of the Turkish beverage market, including carbonated soft drinks, still and sparkling water and fruit juice and nectars. In addition to best-of-class manufacturing facilities, the beverage manufacturing companies will provide DyDo with a blue-chip portfolio of iconic Turkish brands, such as Cola Turka, Çamlıca and Saka.
- DyDo will work to boost product competitiveness in the growing Turkish market. The Company will aim to increase corporate value by taking advantage of its beverage product development capabilities and associated expertise to enhance its newly acquired product portfolio through the introduction of coffee, tea, and energy drinks, among others.
- Reimei Global Advisors sourced and executed the transaction as DyDo's exclusive financial advisor.
- Reimei Global Advisors is a full-service M&A advisory firm focused on providing first-class services to assist our clients in realizing strategic growth and long-term value creation.



**Has agreed to acquire
90% of the shares of three beverage
manufacturing subsidiaries of**



**2015
Advisor to the Buyer**



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