

## Senior Appointment at Gürok Group

Ümit Bayvas has been appointed as the General Manager of AVOYA, the beverage brand introduced to consumers in 2024 by Gürok Group, offering the highest magnesium and total mineral content in Türkiye.

Regarding the appointment, Esin Gral Argat, Vice President of the Board of Grok Group, stated: " We believe that Mr. Bayvas's strong experience in both global and local markets will make valuable contributions to our brand's growth journey. With AVOYA, we offer consumers an innovative beverage experience enriched with natural ingredients and high mineral content. With this vision, we have full confidence in his leadership as we aim to reach wider audiences and further strengthen our position in the market. We wish him success in his new role."

Having served as a senior executive in several leading global FMCG and beverage companies, Ümit Bayvas has led large scale commercial and organizational transformation projects across various countries throughout his 30+ year career. Bayvas has spearheaded the development of distribution systems, sales structures, and market entry strategies across diverse regions including Türkiye, the Middle East, Africa, and North America. Most recently, he has delivered significant projects for international FMCG companies as a consultant, focusing on commercial excellence, market expansion, and route-to-market strategies.

Last year, Grok Group made an important move into the fast-moving consumer goods sector with AVOYA, offering consumers innovative beverages with high magnesium content and natural ingredients. AVOYA stands out as Türkiye's mineral water with the highest total mineral and magnesium levels. As a first in the sector, it is presented to consumers with formulas enriched with fruit and plant extracts and entirely natural ingredients. With this innovative approach, AVOYA aims to revolutionize both the mineral water and sparkling mineral beverage categories.