



Investor Bulletin 2014 Q4





REPLACEMENT MARKET – 58% of Brisa’s Revenue



Brisa Sales (K Units)	2014 Q4	2013 Q4	% Δ
Consumer	1.396	1.052	33%
Commercial	192	161	19%
Total	1.588	1.213	31%

2014 FY	2013 FY	% Δ
4.126	3.748	10%
613	611	0%
4.739	4.359	9%

2014 Market Share	2013 Market Share	Δ
34%	30%	3,7 PP
30%	28%	1,7 PP
33%	29%	3,6 PP

- Both in Q4 and FY 2014 Brisa performed better than the market and gained market share.
- Despite domestic vehicle sales decreased by 10% in 2014, over 800 K units of vehicles have been sold as an addition to the vehicle park. This addition indicates a 5% growth in vehicle park.
- Due to the higher inch tyre usage under new vehicle registrations, the weight of these tyres groups in the market continued to increase. In 2014, replacement market in these sizes (>=16 inch) has grown more than 9%.
- 37% of all passenger car and light truck tyres in replacement market were wynter tires in 2014, similar to level of 2013.



OE MARKET – 16% of Brisa’s Revenue

Vehicle Production (K Units)	2014 Q4	2013 Q4	% Δ
Passenger	202	169	19%
Commercial	133	116	14%
Tractor	12	10	15%
Total	346	296	17%

2014 FY	2013 FY	% Δ
733	633	16%
437	492	(11%)
48	41	18%
1.219	1.166	5%

- Vehicle production increased by 5% thanks to OE producers performance especially in the last two quarters mainly supported by the export demand.
- Exports of the industry increased by 7% in 2014.

Brisa Sales (K Units)	2014 Q4	2013 Q4	% Δ
Passenger	321	318	1%
Commercial	162	145	12%
Tractor	15	8	87%
Total	498	470	6%

2014 FY	2013 FY	% Δ
1.071	1.260	(15%)
593	468	27%
51	36	42%
1.715	1.763	(3%)

- Despite lower sales in passenger tyres, thanks to high performance in commercial sales, Brisa’s market share roughly stable at 30%.
- Thanks to high volume of truck and bus tyre group, tonnage increased by 15%.
- Brisa was already nominated for 3 vehicle projects at different OEMs and starts to develop 5 different tyres for those new vehicles. Estimated total supply volume for new vehicles will be around 500K/year.



EXPORT MARKET – 26% of Brisa's Revenue

Export Sales (K Units)	2014 Q4	2013 Q4	% Δ
EUROPE	435	424	3%
MIDDLE EAST	265	232	14%
CIS	88	96	(8%)
Total	788	752	5%

2014 FY	2013 FY	% Δ
2.505	2.162	16%
1.164	955	22%
313	286	9%
3.982	3.403	17%

- Both expanding to new markets and concentrating in different regions of existing markets gave rise to higher growth than European market.
- Brisa grew by 16% in Europe in 2014; whereas market grew by only 2,2%.
- USA placed anti-dumping duties to China, that caused shifting China's supply to European area.
- Brisa has increased the sales share of more profitable products in strategic markets.
- Despite the shrinkage in the CIS region caused by the local currency devaluations, the non EU sales reached 1.477K with a 19% increase compared to previous year.
- 19% increase in other regions realised through new countries expansion and growing rapidly in existing locations.

TOTAL SALES AND REVENUE BREAKDOWN

K Units	2014 Q4	2013 Q4	% Δ	2014 FY	2013 FY	% Δ
Total	2.875	2.439	18%	10.436	9.526	10%
<i>Replacement</i>	1.588	1.213	31%	4.739	4.359	9%
<i>OE</i>	498	475	5%	1.715	1.763	-3%
<i>Export</i>	789	751	5%	3.982	3.403	17%

REVENUE - M TL	2014 Q4	2013 Q4	% Δ	2014 FY	2013 FY	% Δ
Total	481	394	22%	1.693	1.490	14%
<i>Replacement</i>	326	255	28%	1.002	919	9%
<i>OE</i>	70	61	14%	265	223	19%
<i>Export</i>	85	79	8%	426	347	23%

INCOME STATEMENT

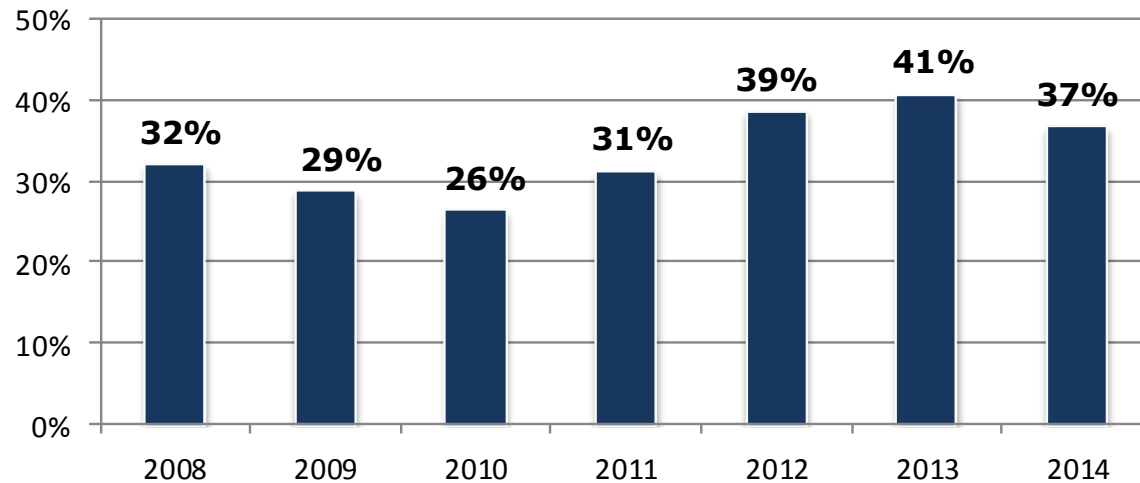
M TL	2014 Q4	2013 Q4	% Δ	2014 FY	2013 FY	% Δ
Net Sales	481,2	394,3	22,0%	1.693,5	1.489,5	13,7%
Gross Profit	142,9	110,2	29,7%	487,4	391,2	24,6%
	% 29,7%	27,9%		28,8%	26,3%	
EBITDA	105,0	64,6	62,5%	358,2	283,6	26,3%
	% 21,8%	16,4%		21,2%	19,0%	
EBIT	76,4	43,6	75,2%	263,7	205,1	28,6%
	% 15,9%	11,1%		15,6%	13,8%	
Net Profit	53,1	35,4	50,1%	186,3	144,3	29,1%
	% 11,0%	9,0%		11,0%	9,7%	

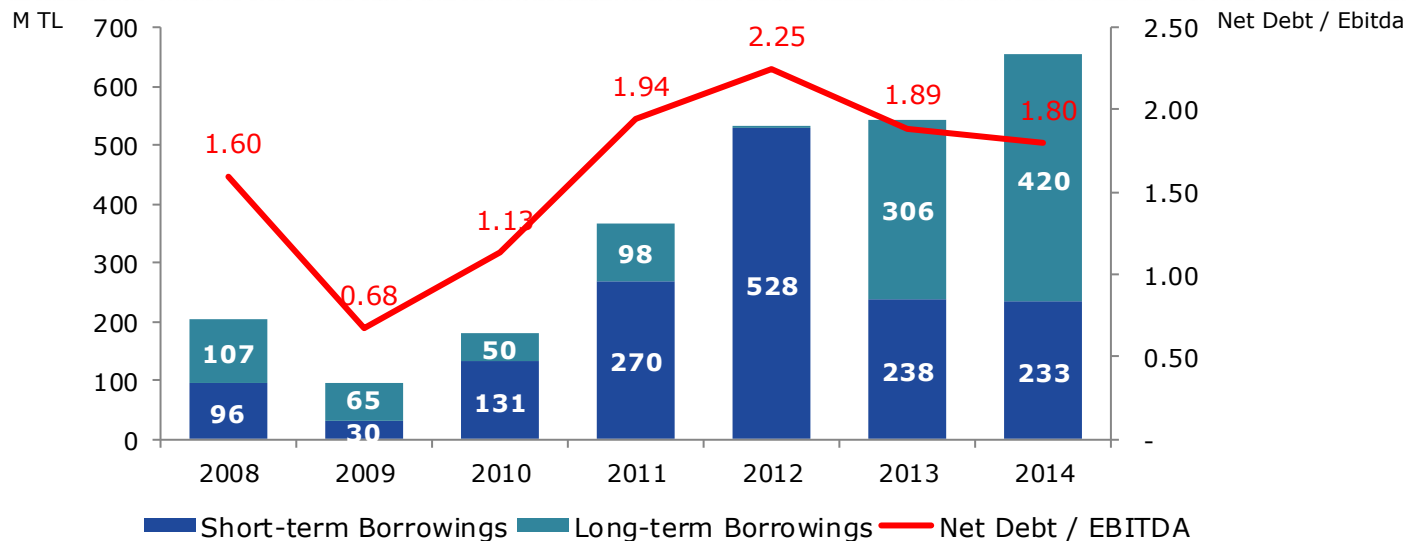
M TL	31.12.2014	31.12.2013		31.12.2014	31.12.2013
Current Assets	973	844	Current Liabilities	507	468
Cash	10	8	Short term bank borrowings	249	249
Trade Receivables	533	454	Short term trade payables	209	190
Inventory	314	281	Other	48	29
Other	117	101			
Long Term Assets	652	561	Long Term Liabilities	514	368
Tangible Assets	565	502	Long term bank borrowings	474	333
Other	87	59	Other	40	35
			Equity	605	568
Total Assets	1,625	1,405	Total Liabilities	1,625	1,405

	31.12.2014	31.12.2013
Net Financial Debt / Equity	1.09	0.96
Debt / Equity	1.69	1.47

WC Days	2008	2009	2010	2011	2012	2013	2014
DSO	72	67	72	76	94	116	105
DIO	91	79	69	78	98	95	95
DPO	33	34	37	31	40	52	56
Total	130	112	104	123	152	158	144

Avr. Trade Working Capital / Revenue %





Short-term	47%	32%	72%	73%	99%	44%	36%
Long-term	53%	68%	28%	27%	1%	56%	64%

TOTAL BANK LOANS

31.12.2014

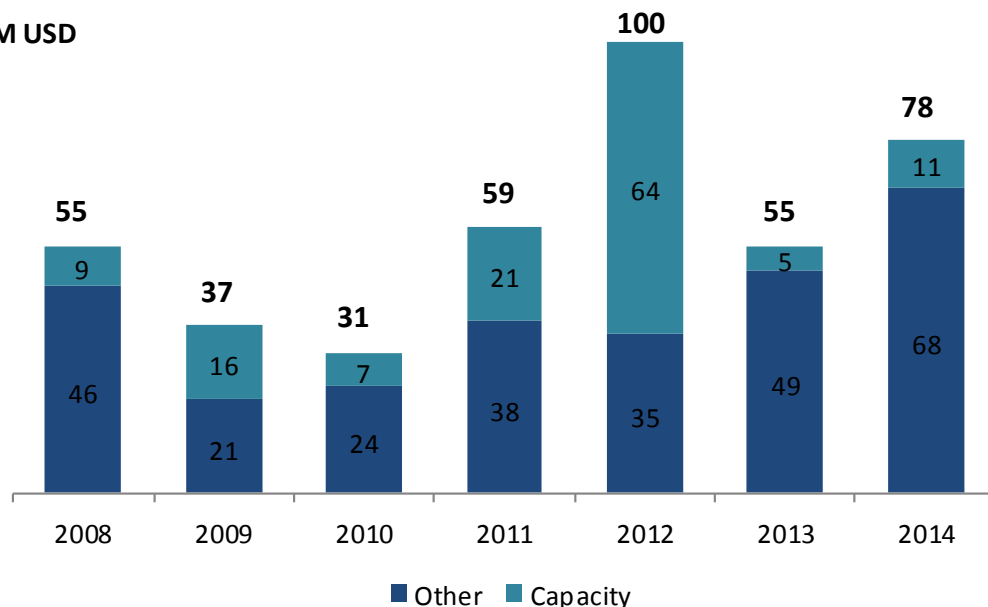
M TL	Amount	Effective Rate (%)
EUR	15	2.1%
USD	6	1.5%
TL	597	8.9%
Total in TL	653	



CASH FLOW AND CAPEX

Cash Flow (K TL)	2008	2009	2010	2011	2012	2013	2014
EBITDA	125.636	117.276	134.077	187.428	231.382	283.624	358.153
Change in Working Capital	(70.628)	73.289	(103.635)	(177.375)	(71.067)	(7.195)	(92.242)
Operational Cash Flow	55.008	190.565	30.442	10.053	160.315	276.429	265.911
Investment	(74.103)	(58.677)	(44.448)	(109.036)	(186.867)	(109.468)	(167.948)
Free Cash Flow	(19.095)	131.888	(14.006)	(98.983)	(26.552)	166.962	97.963
Dividend	(51.620)	(28.905)	(35.297)	(51.432)	(71.219)	(77.742)	(126.892)
Credit undertaken/(Paid Back)	127.280	(111.843)	90.225	174.637	165.690	1.091	112.570
Financial Expenses	(21.694)	(10.397)	(6.178)	(17.692)	(34.029)	(52.806)	(50.982)
Tax / Other	(36.132)	31.936	(19.458)	(32.597)	(27.265)	(40.424)	(30.780)
Beginning Balance	3.626	2.365	15.045	30.330	4.263	10.888	7.968
Ending Balance	2.365	15.045	30.330	4.263	10.888	7.968	9.847

M USD



- Total 420 mn USD investment in the last 7 years
- 133 mn USD of this amount is only capacity related
- Other investment mainly consist of maintenance capex at the plant including efficiency improvement projects, environmental investment, IT investments and investment to sales points/dealers



BRISA – LAST 5 YEARS PERFORMANCE



— : Margin %

