



Investor Bulletin 2015 Q2





REPLACEMENT MARKET – 57% of Brisa's Revenue

Market (K Units)	2015 H1	2014 H1	% Δ
Consumer	6.317	5.362	18%
Commercial	930	835	11%
Total	7.246	6.197	17%

Market (K Units)	2015 Q2	2014 Q2	% Δ
Consumer	3.567	3.029	18%
Commercial	514	403	28%
Total	4.081	3.432	19%

Brisa Sales (K Units)	2015 H1	2014 H1	% Δ
Total	2.235	1.939	15%

Brisa Sales (K Units)	2015 Q2	2014 Q2	% Δ
Total	1.264	1.134	11%

- Strong growth both in consumer and commercial markets. Brisa sales slightly lower vs Market. (-0,5PP MS% in H1)
- High growth is expected to continue throughout the year.
- High growth in commercial market in Q2 is parallel with the expectations. Brisa performed better and gained MS.
- Brisa's consumer tyre sales higher than the last year q2 performance however market performed better; lower MS.



OE MARKET – 17% of Brisa’s Revenue



Vehicle Production (K Units)	2015 H1	2014 H1	% Δ
Passenger Car	392	359	9%
LCV	252	186	35%
HCV	24	19	26%
Tractor	24	3	700%
Total	692	567	22%

Vehicle Production (K Units)	2015 Q2	2014 Q2	% Δ
Passenger Car	193	192	1%
LCV	127	106	19%
HCV	13	10	25%
Tractor	12	13	-11%
Total	345	322	7%

Vehicle Sales (K Units)	2015 H1	2014 H1	% Δ
Passenger Car	328	226	45%
LCV	105	61	71%
HCV	23	18	25%
Tractor	18	15	18%
Total	473	320	48%

Vehicle Sales (K Units)	2015 Q2	2014 Q2	% Δ
Passenger Car	201	136	47%
LCV	58	35	66%
HCV	12	11	8%
Tractor	10	8	19%
Total	281	191	47%

Brisa OE Tire Sales (K Units)	2015 H1	2014 H1	% Δ
Total	872	806	8%

Brisa OE Tire Sales (K Units)	2015 Q2	2014 Q2	% Δ
Total	426	442	-4%

- Strong vehicle production increase in H1 with high demand both from Europe and Turkey.
- Vehicle sales grow with high rate → continuous replacement tire market increase in coming years.
- Brisa sales also increase with high rate due to the production increase in vehicle projects which are supplied by Brisa.
- Slight decrease in Q2 sales due to the strikes in OE producers in May.



EXPORT MARKET – 26% of Brisa's Revenue

Export Sales (K Units)	2015 H1	2014 H1	% Δ
EUROPE	1.254	1.266	-1%
ME&A&OTH	652	603	8%
CIS	97	135	-28%
Total	2.004	2.004	0%

Export Sales (K Units)	2015 Q2	2014 Q2	% Δ
EUROPE	596	526	13%
ME&A&OTH	310	262	18%
CIS	50	47	8%
Total	957	834	15%

- Strong focus on growing Europe market and proactive marketing activities with Lassa brand; 15% increase in Europe sales in H1 → higher growth vs market (%2,3).
- Decline in Total European sales comes from Bridgestone branded sales.
- Higher growth in ME in Q2, high brand awareness of Lassa. Strong growth potential in Iran in H2.
- Economic crisis in Russia and ongoing conflict in Ukraine eased. Decrease in CIS region sales in H1, but better performance than Q2.
- Brisa has increased the sales share of more profitable products in strategic markets.

TOTAL SALES AND REVENUE BREAKDOWN

K Units	2015 Q2	2014 Q2	% Δ
Total	2.646	2.410	10%
<i>Replacement</i>	1.264	1.134	11%
<i>OE</i>	426	442	-4%
<i>Export</i>	957	834	15%

	2015 H1	2014 H1	% Δ
Total	5.111	4.749	8%
<i>Replacement</i>	2.235	1.939	15%
<i>OE</i>	872	806	8%
<i>Export</i>	2.004	2.004	0%

REVENUE - M TL	2015 Q2	2014 Q2	% Δ
Total	434	399	9%
<i>Replacement</i>	267	241	11%
<i>OE</i>	64	70	-7%
<i>Export</i>	102	88	16%

	2015 H1	2014 H1	% Δ
Total	823	787	5%
<i>Replacement</i>	480	439	9%
<i>OE</i>	132	131	1%
<i>Export</i>	211	217	-3%



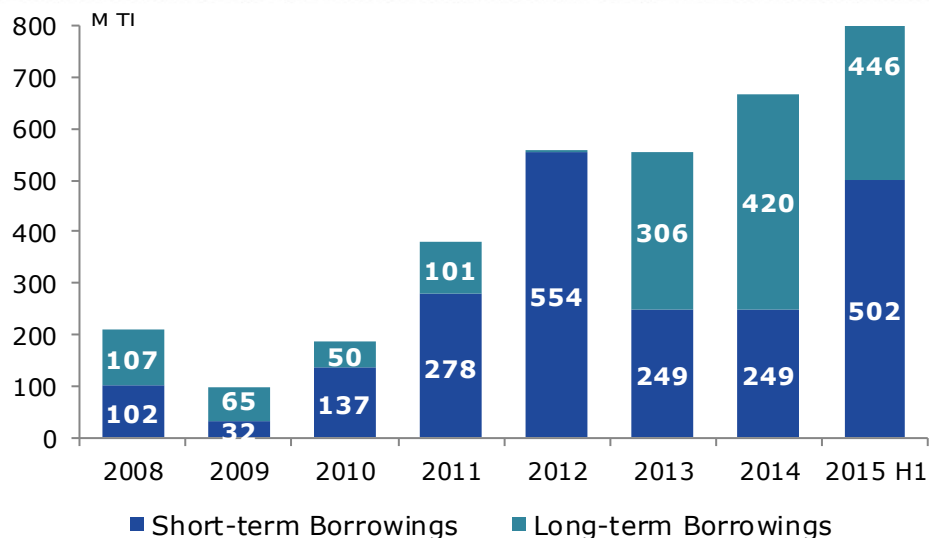
INCOME STATEMENT

M TL	2015 Q2	2014 Q2	% Δ	2015 H1	2014 H1	% Δ
Net Sales	434,0	399,0	8,8%	822,9	787,0	4,6%
Gross Profit	128,8	111,5	15,5%	233,9	231,6	1,0%
%	29,7%	27,9%		28,4%	29,4%	
EBITDA	84,7	73,4	15,4%	151,5	161,4	-6,1%
%	19,5%	18,4%		18,4%	20,5%	
EBIT	54,1	48,8	10,9%	99,3	120,3	-17,5%
%	12,5%	12,2%		12,1%	15,3%	
Net Profit	34,4	31,0	10,8%	62,5	80,6	-22,5%
%	7,9%	7,8%		7,6%	10,2%	

- Standalone Q2's performance is much better than the period Q1 in GM level. (Q1:%27 - Q2:%29.7)
- Compared to previous year same period, negative effect of stronger dollar rate on costs and lower parity level on gross margins offset with FX hedging transactions.
- Improvement in lower raw material prices, better sales mix, efficiency in production process contributed to the GM%.

M TL	30.06.2015	31.12.2014		30.06.2015	31.12.2014
Current Assets	1.076	924	Current Liabilities	796	507
<i>Cash</i>	6	10	<i>Short term bank borrowings</i>	502	249
<i>Trade Receivables</i>	605	533	<i>Short term trade payables</i>	215	209
<i>Inventory</i>	358	314	<i>Other</i>	79	48
<i>Other</i>	107	68			
Long Term Assets	720	640	Long Term Liabilities	465	441
<i>Tangible Assets</i>	589	565	<i>Long term bank borrowings</i>	446	420
<i>Other</i>	131	74	<i>Other</i>	19	21
			Equity	535	616
Total Assets	1.796	1.564	Total Liabilities	1.796	1.564

	30.06.2015	30.06.2014
Net Financial Debt / Equity	1,76	1,18
Debt / Equity	2,36	1,76



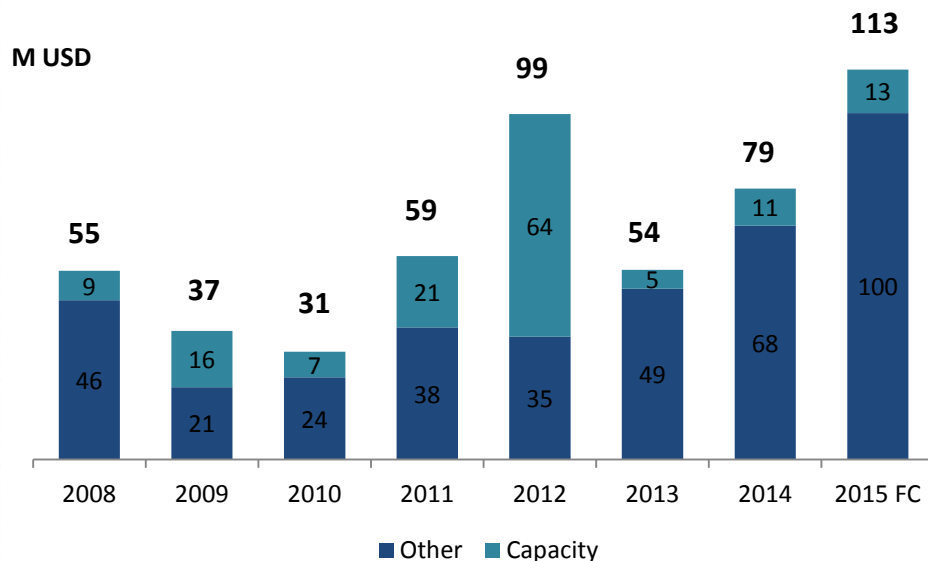
	2008	2009	2010	2011	2012	2013	2014	2015 H1
Short-term	49%	33%	73%	73%	99%	45%	37%	53%
Long-term	51%	67%	27%	27%	1%	55%	63%	47%

TOTAL BANK LOANS

30.06.2015

M TL	Amount	Effective Rate (%)
EUR	15	2,1%
USD	6	1,5%
TL	887	9,5%
Total in TL	948	

Cash Flow (000 TL)	2015 H1	2014 H1
EBITDA	151.481	161.374
Change in Trade Working Capital	-109.287	-13.621
Operational Cash Flow	42.194	147.753
Investment	-86.937	-64.745
Free Cash Flow	-44.743	83.008
Dividend	-161.597	-126.892
Credit undertaken (Paid Back)	265.718	49.428
Financial expenses	-27.821	-18.341
Tax / Other	-35.409	14.438
Beginning Balance	9.847	7.968
Ending Balance	5.996	9.608



- Total 530 mn USD investment in the last 8 years
- 143 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 %

