



Corporate Presentation



01

ABOUT BRISA

Bridgestone Corporation & Sabancı Holding
Turkish Tyre Market & Brisa at a Glance
Leading Brisa Brands
Milestones
Brisa Essence&Strategy

02

OUR BUSINESS

Our assets to succeed
Manufacturing
Products and Solutions
Mobility Solutions
Sales Channels
Global & Local Network
Certified R&D Center

03

CONTRIBUTION TO SOCIETY

Sustainability
Together With Our Local People



01

About Brisa



Strong Partnership of 37 years



No. 1 worldwide tyre and rubber company



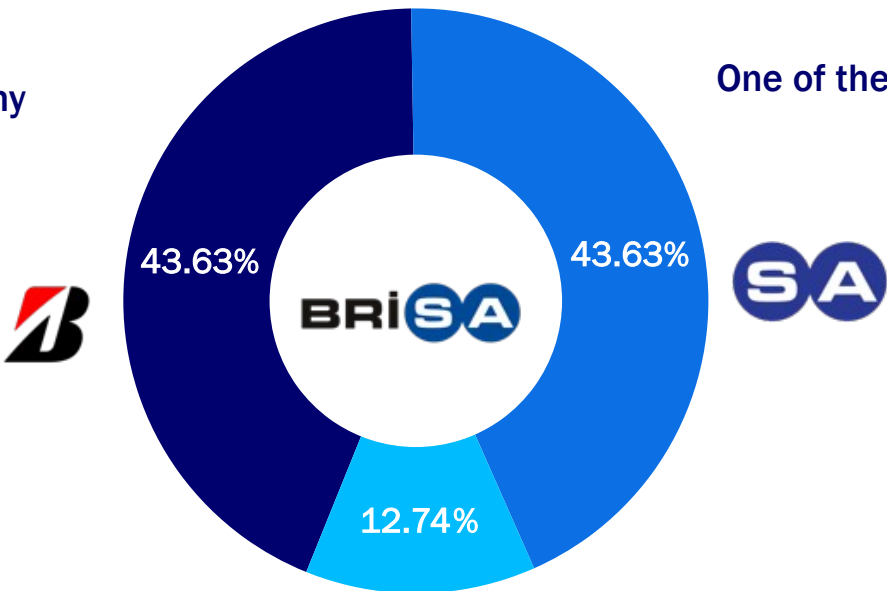
125.000+ employees



150 countries, 110 plants



95 years of heritage



One of the biggest company groups in Turkey



60.000+ employees



15 public companies



6 global partnerships



Diversified Portfolio



Leader in Turkish Tyre industry



2 plants in Turkey (İzmit, Aksaray)

3.000+ employees

1.200+ sales points

Export to 80+ countries, 6000+ sales points

1,8 billion+ \$ investment in 38 years



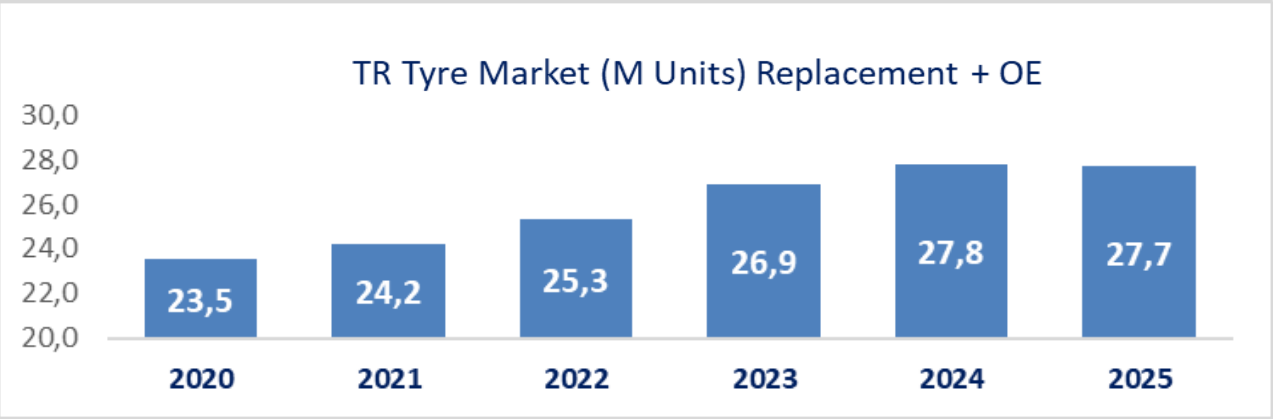
Steadily Growing Domestic Market

TR Market 2025
(Quantity)
(Replacement + OE)

27,7
Million

2%

2020 → 2025
Average Annual
Growth



Million Units	2020	2021	2022	2023	2024	2025
Replacement Tyre Market	16,8	17,5	18,2	19,2	20,6	20,2
OE Tyre Market	6,8	6,7	7,1	7,7	7,1	7,5

Source: LMC Q4 2023

2025

**41,3
Billion**

**Net Sales
Revenue (TL)**

**3,1
Billion**

**Operating Profit
(TL)**



LASSA

Tyre brand with the strongest Top Of Mind performance



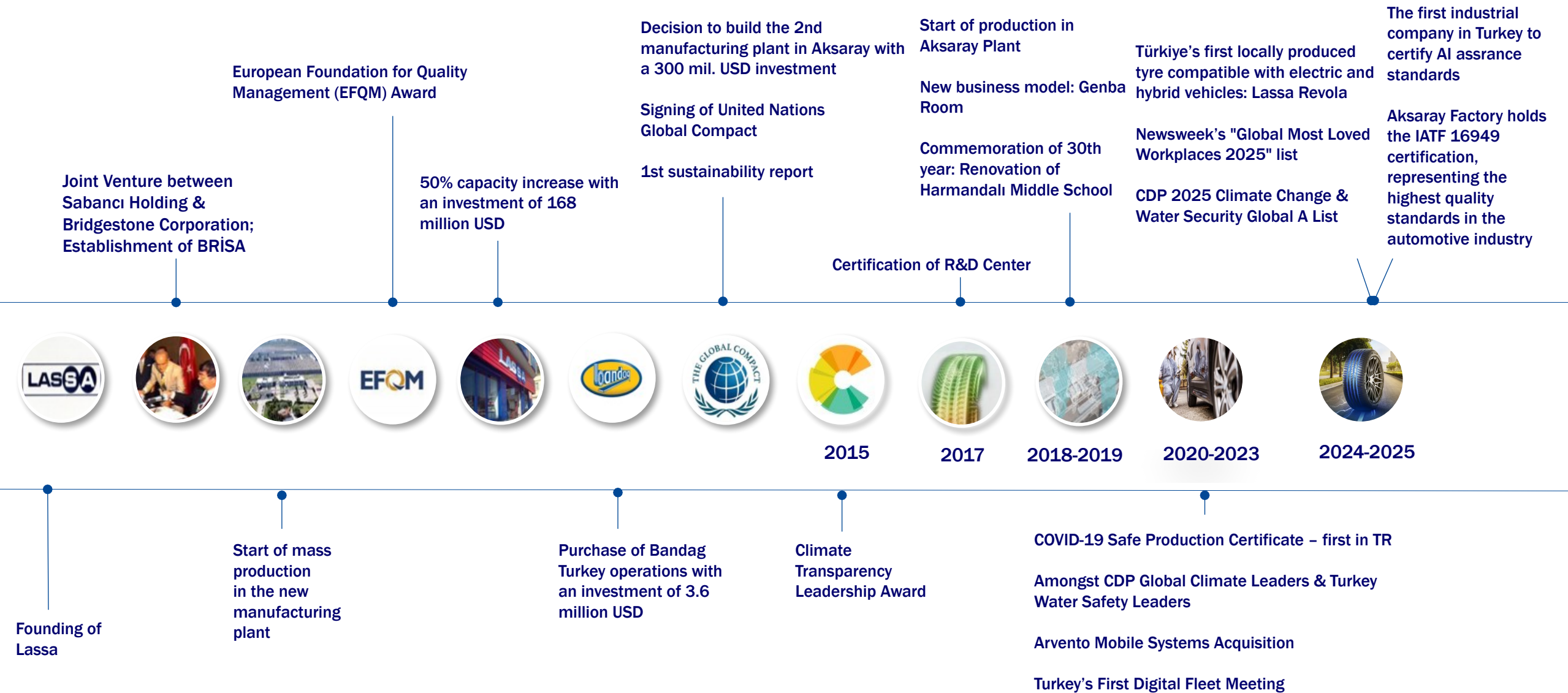
BRIDGESTONE

One of the top 3 tyre brands that come to mind



OTO PRATİK

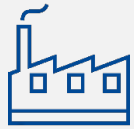
Fast Fit Chain brand with the strongest Top Of Mind performance





02

Our Business



Manufacturing

İzmit Plant, Aksaray Plant



Brands, Products, Smart Services



Sales Channels



R&D Center



Our Talents

3.000+ employees



Mobility Solutions



Our Local & Global Network

1.200+ pos locally, 6.000+ pos globally

Turkey's Leading Tyre Manufacturer



	İzmit	Aksaray
		
Covered Area	361.000 m ²	146.000 m ²
Production Capacity	11 M Units	3,8 M Units



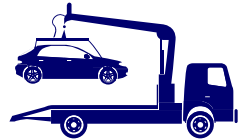
Products

Consumer Tyres
(PSR, UHP, 4x4, RFT, LT)

Agriculture Tyres
(Bias and Radial)

Commercial Tyres
(TBR & LSR All)

Off the Road Tyres



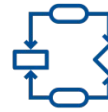
Smart Services



B2B



Passenger Car Fleet Service Module



B2C



E-charge for electric vehicles



Tyre Brands

BRIDGESTONE

LASSA

DAYTON

KINESIS
Solid Tyres

bandag

PROTREAD
by Bandag

VELOXIA

Mobility Brands

OTO PRATİK

ProPratik
"Ağır Vasıta Uzmanı"

arvento
Mobile Systems

Evolve to "Solutions Business" , leveraging the strengths and expertise of Tyre & Rubber Business.

Fleet Services



- Leader in Digital Fleet Solutions with 10 different services
- Operational productivity and cost minimization with Profleet Fleet Management
- 40% reduction in Fleet Tyre Cost with rethread services, Bandag & Veloxia

Electrification



- 60 e-charge stations in sales points in 2025.
- eV maintenance competency (level 1&2) in 55 Otopratik service points in 2025.
- Tyres for electric vehicles (Low rolling resistance, low noise level, optimized tire weight)

End to End Services



- Otopratik.com.tr: online and transparent appointment system
- E-commerce: Lastik.com.tr
- New generation vehicle maintenance experience with Otopratik

Strongest sales network in Turkey

1.200+ pos

Fast fit services

Otopratik and Propratik

First online tyre sales platform

Lastik.com.tr

BRIDGESTONE **LASSA** **446**

lastiğim
BRIDGESTONE LASSA **654**

OTO PRATİK **144**

ProPratik **20**

bandag **8**

lastik
com.tr





Sales Channels by % Revenue

2025

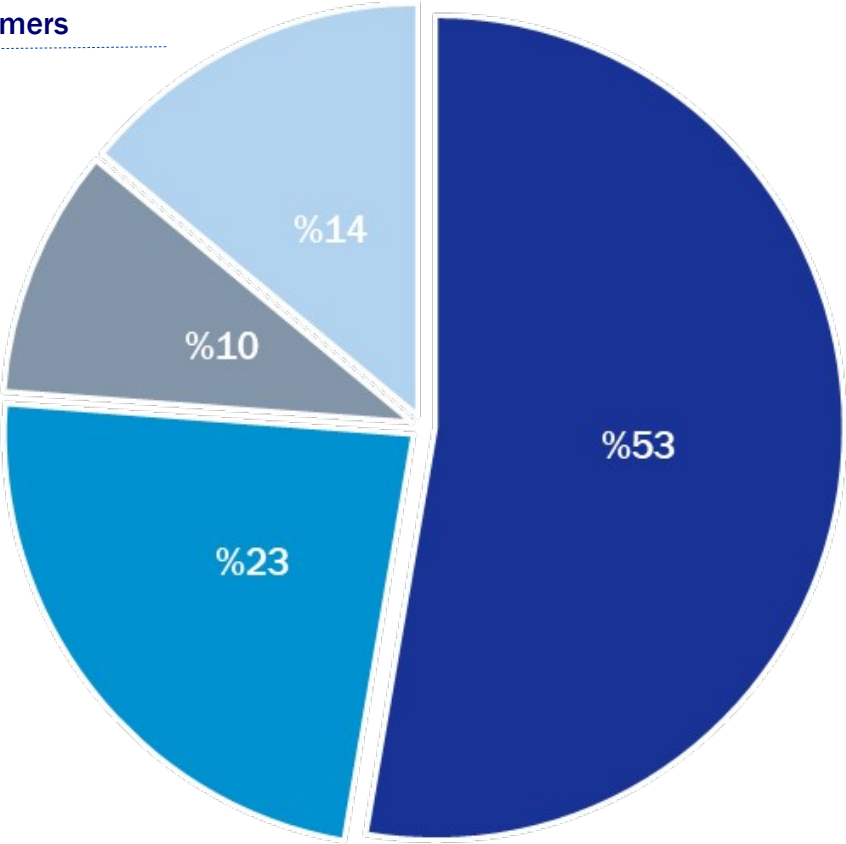
Original Equipment

Vehicle Manufacturers
Technical Specs Identified with Customers

International Sales

Bridgestone
Bridgestone Europe
Commonwealth of Independent States (CIS)
Bridgestone Middle East

Lassa
80+ Countries
6.000+ Sales Points



Replacement (Consumer)

Dealer
Fast Fit
Fleet.
OE Plaza
Special Customers
Retail Sales
e-Commerce
Customer Services

Replacement (Commercial)

Customer Services
Mobile Service
Retail Sales
Fleet Solutions
Tyre Retreading

Some of Our OEM Partners



ISUZU

IVECO



Otokar



HİDROMEK®



TürkTraktör



YANMAR

46

Projects/Year

68

New product/Year

288 Million TL

R&D Investments



#1 in Tire Industry
R&D Investment list in
Turkey (2024)



On our journey of mobility transformation, we focus on Growth, Goodness, Unity, Leadership, and the Future in every move we make. Together, we are building a meaningful corporate culture centered on skills and competencies.



We Achieved Together

- 13** Pending Projects - Skill-Based Project Pool Program
- 50+** Agile Teams
- 35+** Volunteer Groups (Innovation Team, Sustainability Task Forces, etc.)
- 16+** Power Automate Projects

Inspiring Awards

- Association for Talent Development (ATD) "BEST Awards"
- Newsweek «Global Most Loved Workplaces 2025»
- Employer Brands Star
- DIAL Global Index – Global Top 50
- 7** Stevie Awards
- 4** Brandon Hall Awards



The new, continuous, personal form of growth Brisa Transformation Academy

- Corporate Development:** Talent Development Acader
- Cultural Transformation:** Leadership Development Programs
Young Professional Development Programs
Brisa Way of Working Training Pro
- Personal Development:** YeniBri Onboarding Program





03

Contribution To Society

Our Vision: «To lead by example in reducing our carbon footprint, advancing together and leaving no one behind.»

ESG STRATEGY

UN Sustainable Development Goals

Regulations and Risks

Customers

Low Carbon Economy

-
- ✓ Carbon and Energy Management
 - ✓ Water Management
 - ✓ Waste Management
 - ✓ Sustainable Products and Circularity
 - ✓ Sustainable Procurement
 - ✓ Biodiversity

Low Touch Economy

-
- ✓ Digital Transformation
 - ✓ Mobility Solutions

Cultural Transformation

-
- ✓ Health and Occupation Safety
 - ✓ Employer of Choice
 - ✓ Training
 - ✓ Diversity, Equity, and Inclusion (DEI)
 - ✓ Entrepreneurship

GOALS

2050

%100
Sustainable
Material

2030

%56
Scope 1&2
Mitigation
(SBTi Approved)

%100
Renewable
Electric

%85
İzmit
Groundwater
Reduction

%30
Sustainable
Materials

%70
Water Reduction Per
Unit of Production in
Aksaray

%100
Green Dealer

2028

%79
Scope 3
Supplier Interaction
(SBTi Approved)

ACHIEVEMENTS



First, Global Tire Industry
and Türkiye
SBTi Approved, 2021
1.5 degrees, Scope 1,2,3



Ranked Global A list for the
4th time in the Climate
Change category and for
3rd time in the Water
Security category.



In the Gold-Silver
band since 2017



SUSTAINALYTICS

Low ESG Risk



Excellent



1:7

Students

Highschool % University

1:6

Women in
Dealers

1:3

Women
Engineers

We Are Taking Action for Social Transformation

Hatay Kuluçka Merkezi

We support young people and entrepreneurs in Hatay after the earthquake



Sabancı Lassa Middleschool

We support education and youth in earthquake-affected areas



Brisa Technology and Impact Center

We mobilize young people for development, technology and entrepreneurship



Museum & Transformation Academy

14,000+ visitors in 5 years



Brisa Women Sailing Team

We support the all-female sailing team



Brisaspor

We have been supporting young athletes since 1978

