

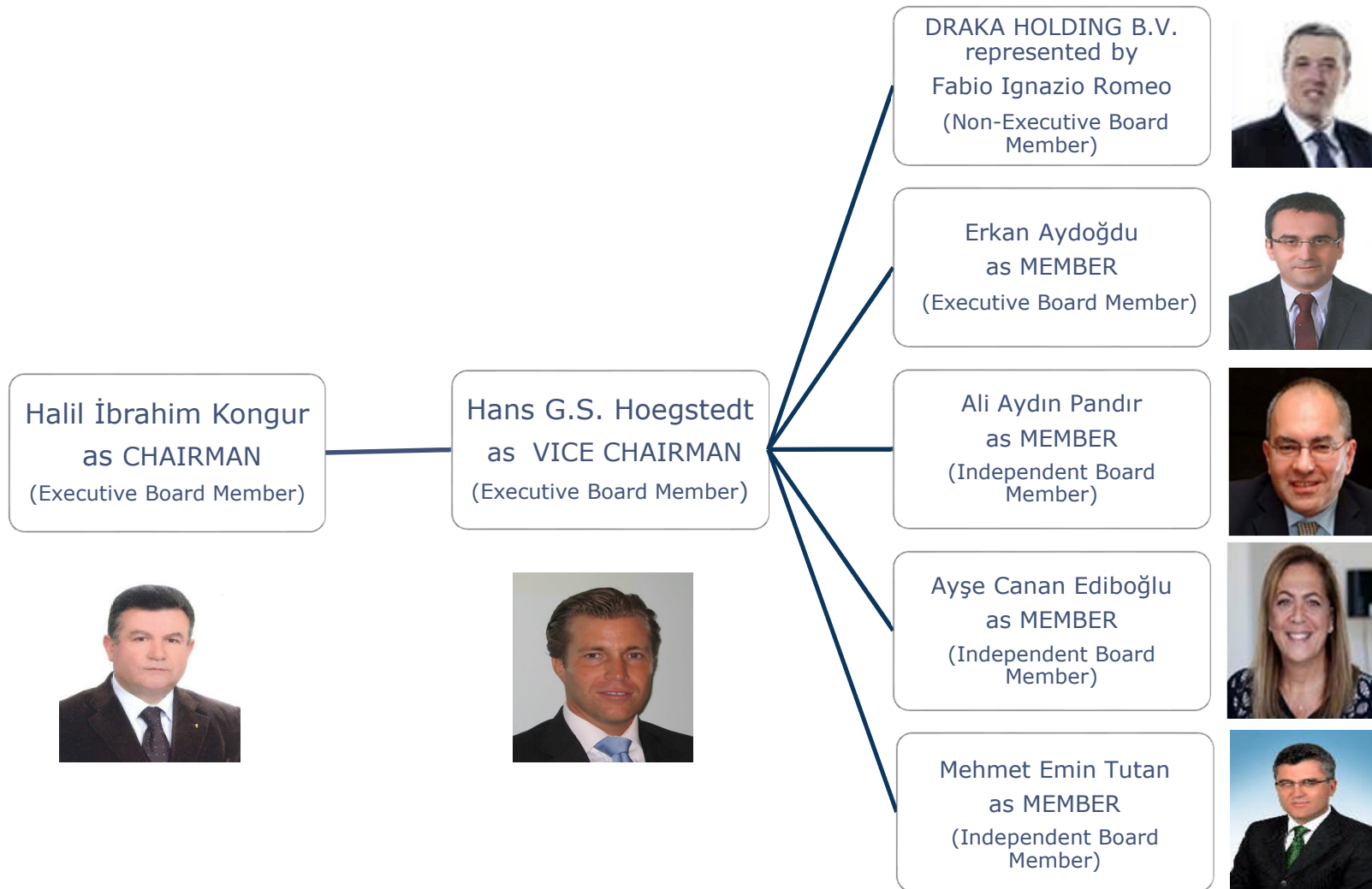
TÜRK PRYSMIAN KABLO VE SİSTEMLERİ A.Ş. INVESTOR PRESENTATION-I



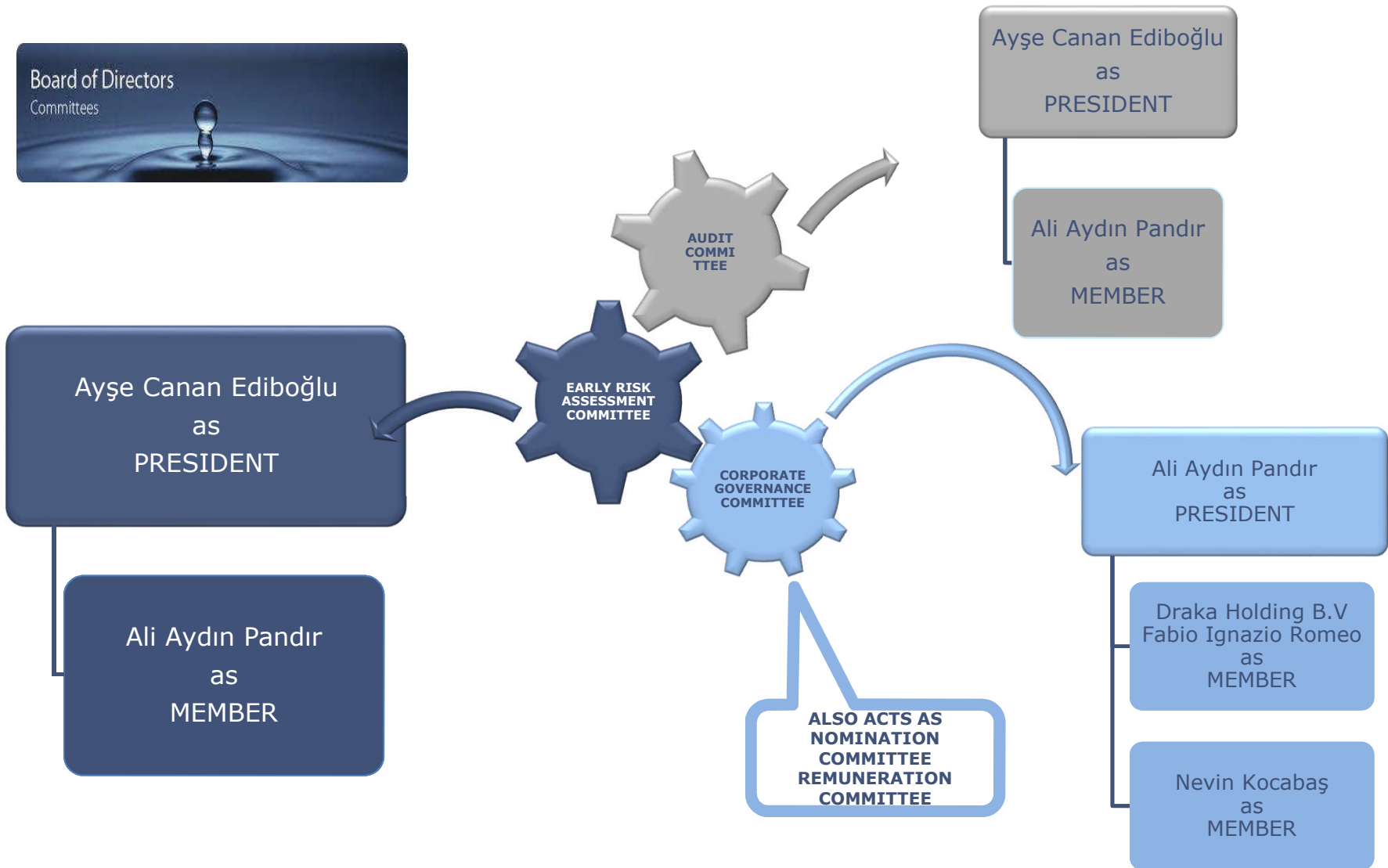
Türk Prysmian Kablo



Structure of Board of Directors



Structure of Committees



Türk Prysmian Kablo with main figures

**50 YEARS
EXPERIENCE**

**TOTAL AREA
180.000 m²**

**822 MIL. TL
SALES**

**435
PEOPLE**

**34%
EXPORT**



50 YEARS in Turkish Cable Sector

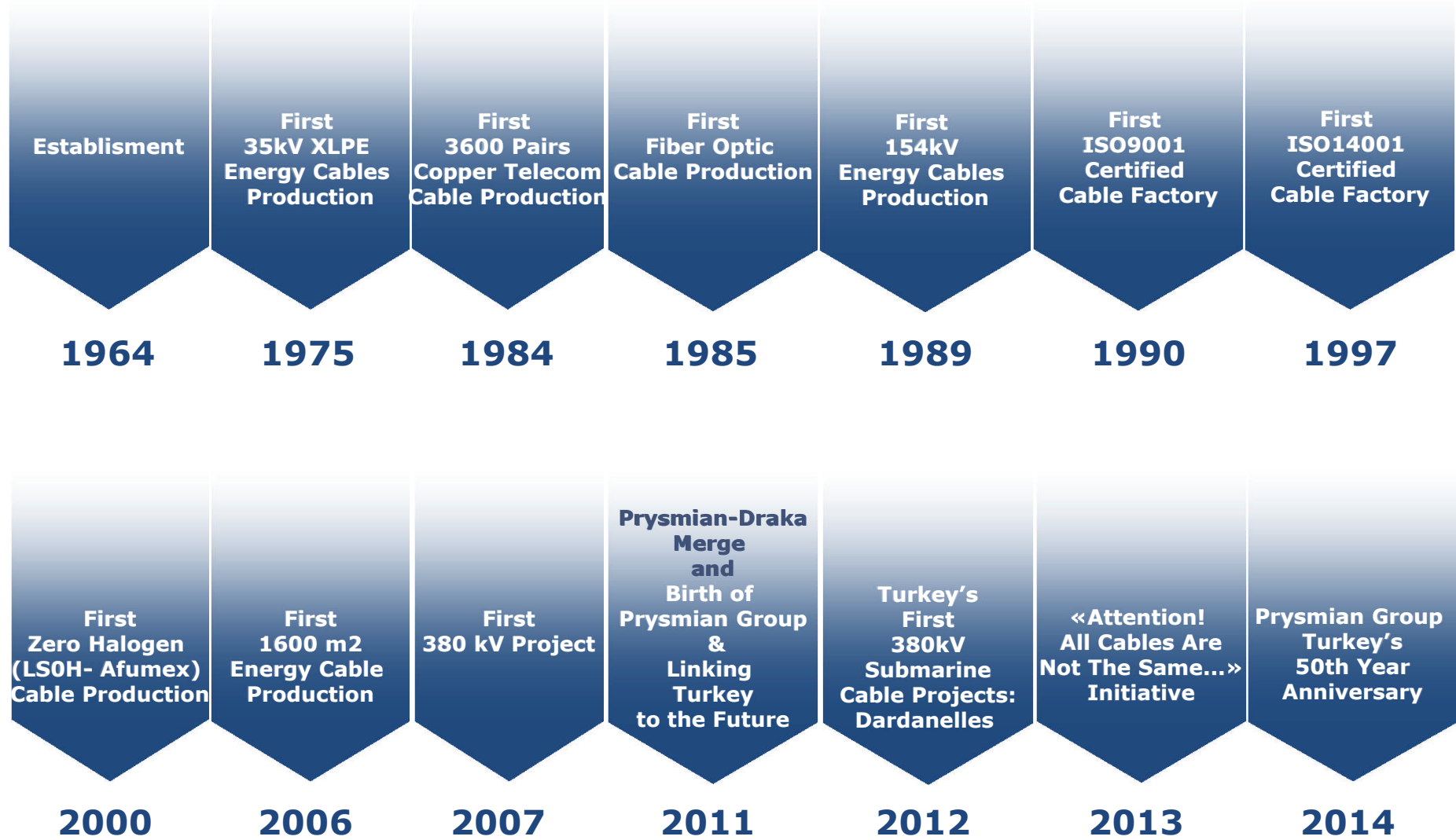
We as Prysmian Group Turkey, established in a small town like Mudanya at **1964**, are today's **technology leader** and with the prestigious projects we have supplied cables, are **"Linking Turkey to the Future"...**

From the past to today;

- ✓ We left behind 50 years, but are more **excited** for the **next 50 years**
- ✓ With the projects and the **'firsts'** we have realized, we are Turkish cable sector's leader



History



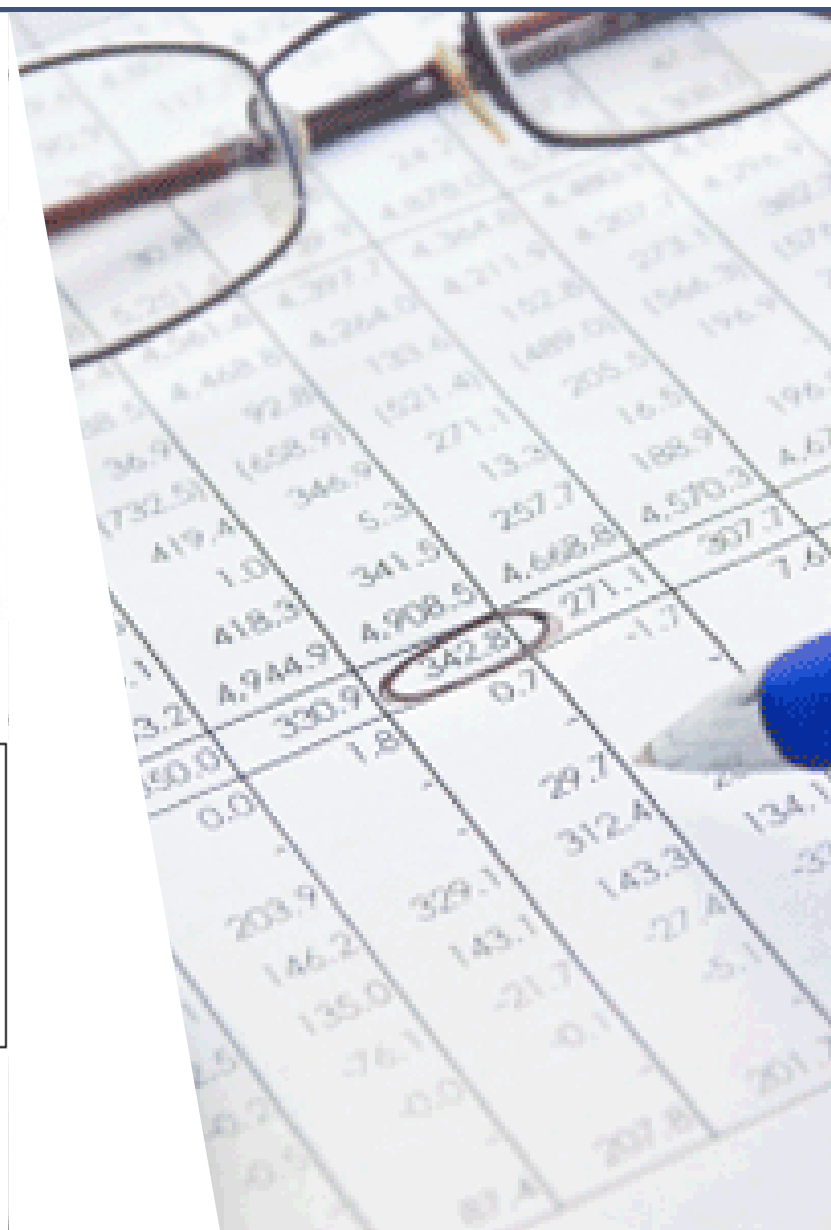
Financial Analysis

CONDENSED BALANCE SHEET

	31 December 2013	31 December 2012
Current Assets	543.149.068	372.471.901
Fixed Assets	46.491.490	51.541.587
TOTAL ASSETS	589.640.558	424.013.488
Short Term Liabilities	405.900.036	238.472.336
Long Term Liabilities	48.228.750	52.251.474
SHAREHOLDERS EQUITY	135.511.772	133.289.678
TOTAL RESOURCES	589.640.558	424.013.488

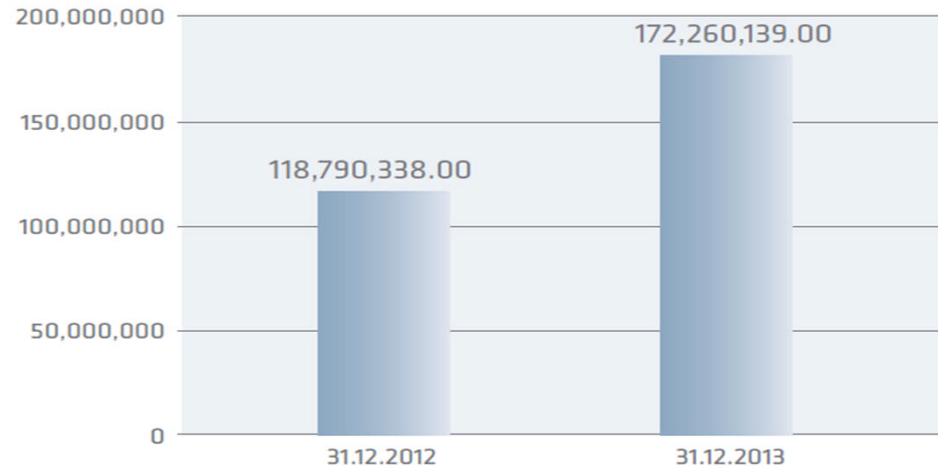
MAIN RATIOS

	31 December 2013	31 December 2012
Current Ratio (Current Assets / Short Term Liabilities)	1,34	1,56
Total Liabilities / Total Assets	0,77	0,69
Total Liabilities / Equity	3,35	2,18
Gross Profit / Net Sales	0,11	0,12
Operating Profit / Net Sales	0,01	0,02

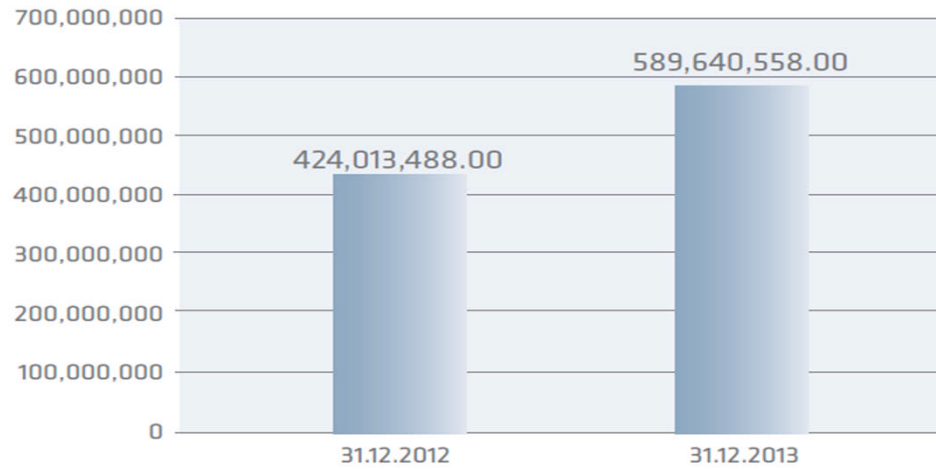


Financial Analysis

Cash and Cash Equivalents (TL)

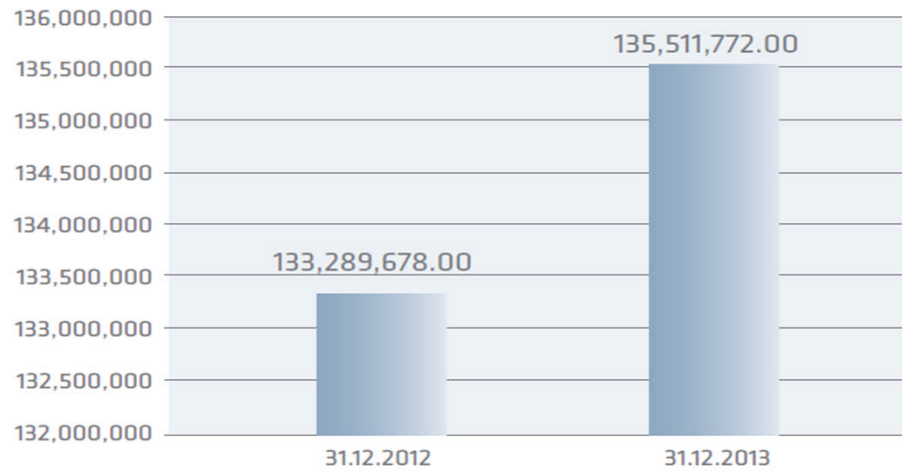


Total Assets (TL)

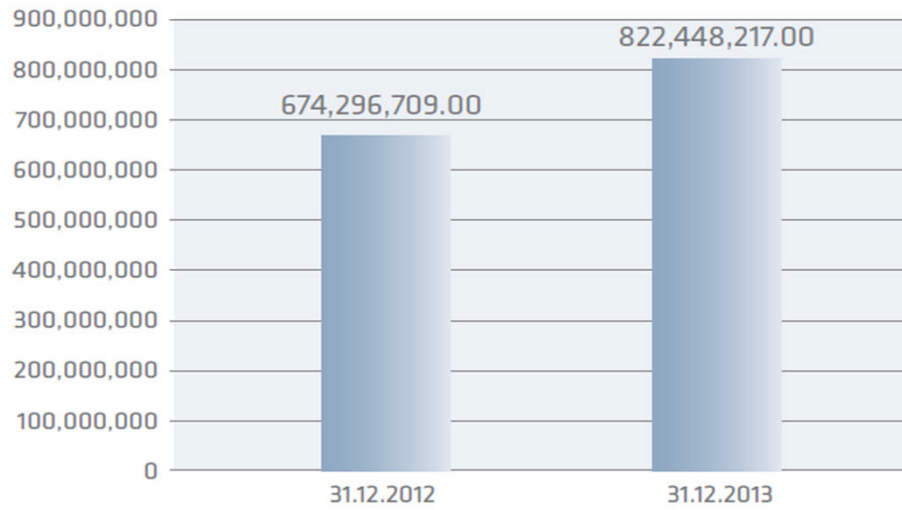


Financial Analysis

Equity (TL)



Sales Revenues (TL)



Cable Solutions

- **Energy**
 - **PVC** cables up to 6 kV
 - **EPR** cables up to 20 kV
 - **XLPE** cables up to 220 kV
 - High technology **AFUMEX™** and **AIRBAG™** cables
 - Low smoke zero halogen **LSOH** cables
- **Telecom**
 - Underground, aerial or external telephone cables **(up to 3600 pairs)**
 - **Coaxial** cables
 - SM / MM **Fiber** optic cables
 - **BendBright** optic fibers
 - **Connectivity** (FTTH) solutions
 - **Control** cables
 - **Copper data** cables
- **Industry**
 - Renewable energy
 - Automotive
 - White goods
 - Oil and gas
 - Elevators
 - Crane, mining
 - Railways
 - Ship



ENERGY CABLES
55.350 tons

TELECOM CABLES
1.200.000 Lkm

FIBER OPTIC CABLES
360.000 Fkm

Linking Turkey to the Future

- Prysmian Group's name on **25% of total cables** installed around Turkey
- Turkish Cable Sector's most comprehensive educational initiative: **Attention! All Cables Are Not The Same...**
- Turkey's first 380 kV submarine cable project: **Dardanelles Strait Submarine Cable Project**
- Turkey's first 380 kV underground cable project : **TEİAŞ Davutpaşa-İkitelli Project**
- **First company** which has **solar panels** in Turkish cable sector
- Investing on people: **20.000 hours of training** in one year
- Export to more than **40 countries**
- **22.000 different cable** production
- **First production** of many cable types and **first ISO certificate** in the sector



Trade & Installers Channel



ALFA ELEKTRİK
TİCARET ve SANAYİ A.Ş.

asal ASAL Elektrik,
Makina Ticaret
MUSA ASAL

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DERYA A.Ş.
DERYA ELEKTRİK TİCARET A.Ş.

EGESİM

elpim

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PANO SAN

Promeda



SANTR L A.Ş.

ÜNKO

YEĞENLER
ELEKTRİK İNŞAAT TARIM TUR. SAN. ve TİC. A.Ş.

YILMAZ ELEKTRİK

Partner with leading companies



As of December 2012...

ATTENTION!



ALL CABLES ARE NOT THE SAME...

Prysmian Group presents Prysmian Performance Test (PPT): the only comprehensive cable test system for safe, higher performance and lower total cost of ownership.

Despite the cost of cable represents on average less than 1% of total cost of construction projects, choosing the right cable makes a significant difference. PPT results show that the Prysmian Group solutions, not only ensures you safe and higher performance but also allows you to work faster reducing the labour cost by up to 50%* and reducing the total cable cost by up to 12%*. This is the Prysmian Group difference.



prysmianperformancetest.com



LINKING TURKEY TO THE FUTURE

Prysmian
Group



*It is based on the reports by independent bodies.

Training seminars

2 countries, 12 cities

23 seminars, more than participants

iPhone Application & Social Media

'Prysmian Performance Test'

application in Apple Store

Facebook, twitter, youtube, vimeo and daily motion accounts

More...

36 PPT advertisements in 18 publications

Direct communication with 430 sales points

Window branding activities with A-Team distributors

Launch of KABLOMATİK™

Easy and practical solution for cable calculations

Smart phone application (I-phone, Blackberry, Samsung)

What is Prysmian Performance Test?



Test cables in terms of

- ✓ **Safety**
- ✓ High **performance**
- ✓ **Ease of use**
- ✓ **Economical advantage**

Within Prysmian Performance Test, there are

- ✓ **Geometric** tests
- ✓ **Electrical** tests
- ✓ **Mechanic** tests
- ✓ **Performance** tests
- ✓ **Functional** tests

Dardanelles Strait Submarine Cable Project

ENERJİ DENİZ ALTINA İNİYOR!



Prismian Group, TEİAŞ tarafından ihale edilen Türkiye'nin ilk 380 kV Yüksek Gerilim Deniz Altı Enerji Kablosu Projesi'nin sözleşmesini imzaladı. 150 Milyon değerindeki Çanakkale Boğazı Deniz Altı Kablo Projesi, Asya ve Avrupa'yı ilk defa birbirine bağlayacak.

Prismian Group, dünyada bu uzunlukta ilk XLPE yalıtımlı kabloyu üreten montajını yapacağı ve Türkiye'nin ilk deniz altı yüksek gerilim enerji kablosu projesini gerçekleştireceği için gurur duyuyor.

Geçmiş dünya çapında 1879, Türkiye'de 1964 yılına dayanan Prismian, 2011 yılında Draka ile birleşerek Prismian Group adını aldı. Prismian Group bugün, lider olduğu enerji ve telekomünikasyon kabloları alanında her çeşit ihtiyacı karşılayacak çözümler sunuyor.

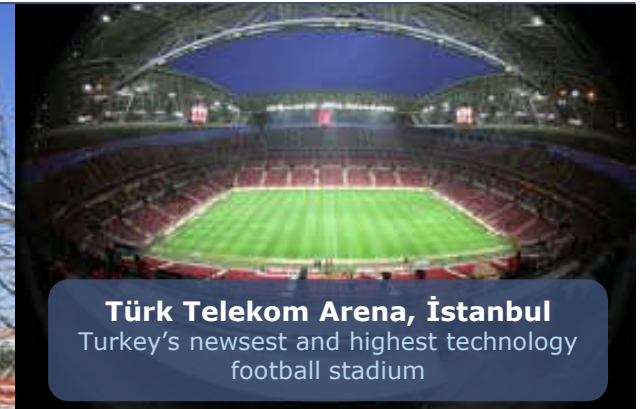
TÜRKİYE'Yİ YARINLARA BAĞLIYORUZ

Prismian
Group



- ✓ Tendered by **TEİAŞ**
- ✓ Worth of **150 milyon TL**
- ✓ **Turkey's first 380 kV Submarine Cable Project**
- ✓ First submarine cable connection between **Asia and Europe**
- ✓ **World's first 4 km AC HV XLPE cables**

Some of the Projects...



First of all people...



- ✓ We give **regular scholarships** to our people's children
- ✓ We have **international job rotations** within Prysman Group
- ✓ We open the career road for new university graduates with **Graduate program**
- ✓ We organise **Turkish traditional music concerts** with our people
- ✓ We visited Bursa Fire Department with our people's children in **Fire Prevention Week**
- ✓ We renovated our **cafeteria**
- ✓ We renovated our **fitness center**
- ✓ We prepared a **play room** for our children
- ✓ We renovated our **guest house**

We care our environment



- ✓ **Improvement** activities, new targets
- ✓ **Environment management system**
- ✓ **Environment friendly products**
- ✓ **Innovative, special syntetic insulated recycling, sustainable** energy distribution cables
- ✓ **Less harmful** material use and **more recycling** products use
- ✓ **Investment** on renewable energy like **wind and solar**
- ✓ **New solutions to increase environmental efficiency**



42% of Prysmian plants have OHSAS 18001 Certificate as of end of 2012



82% of Prysmian plants have ISO14001 Certificate as of end of 2012

Thank you.

**For further information
E-mail: tpks@prysmiangroup.com**