

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

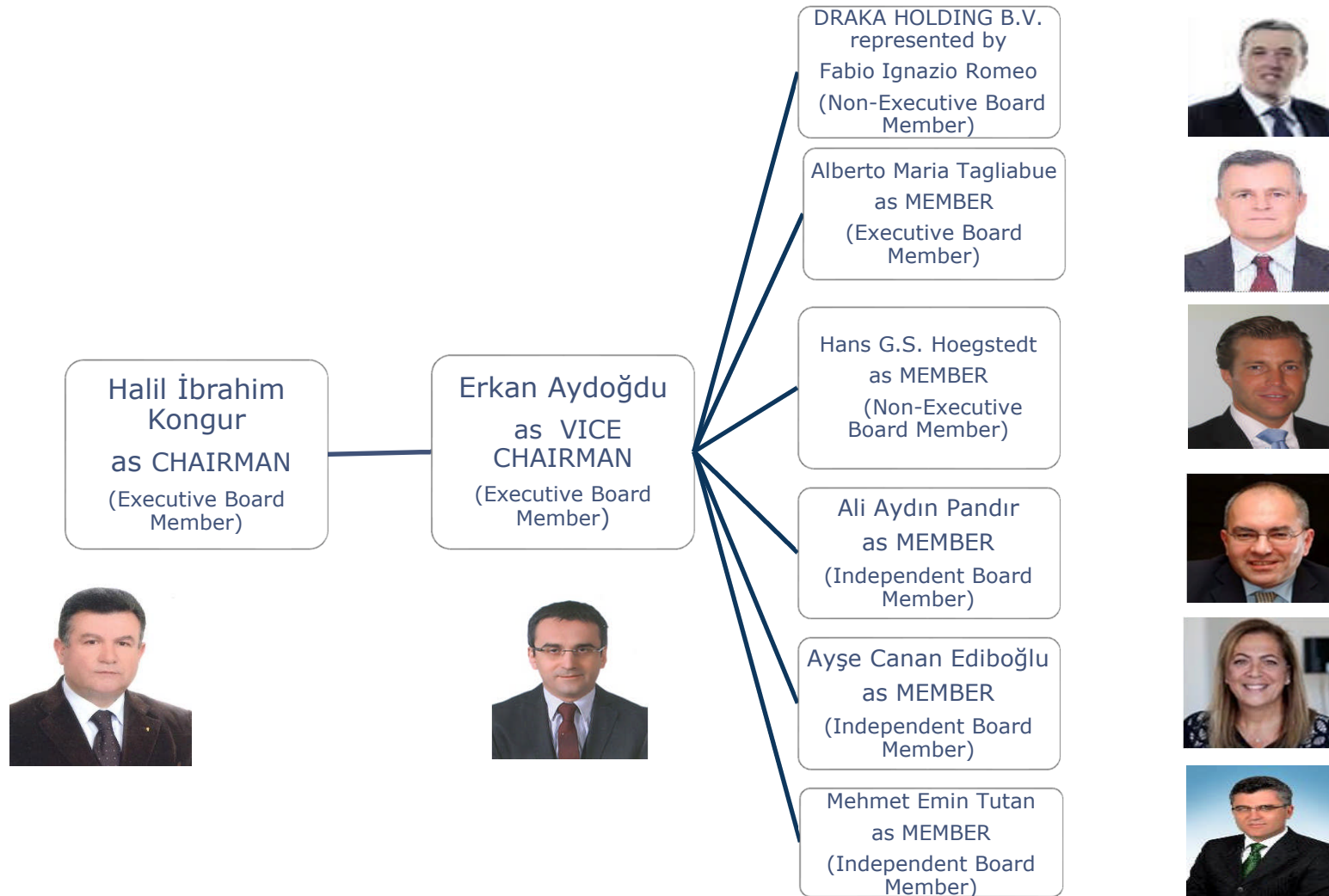


RI SEKTÖRÜNDE DÜNYA LİDERİ KAPSAMLI SATIŞ A
ARTLARI TÜRKİYE'Yİ YARINLARA BAĞLIYORUZ GENİŞ ÜR
NÜN GELİŞİMİNDE ÖNCÜ YÜKSEK KALİTE STANDARTLARI ÜSTÜN TEKNOLO

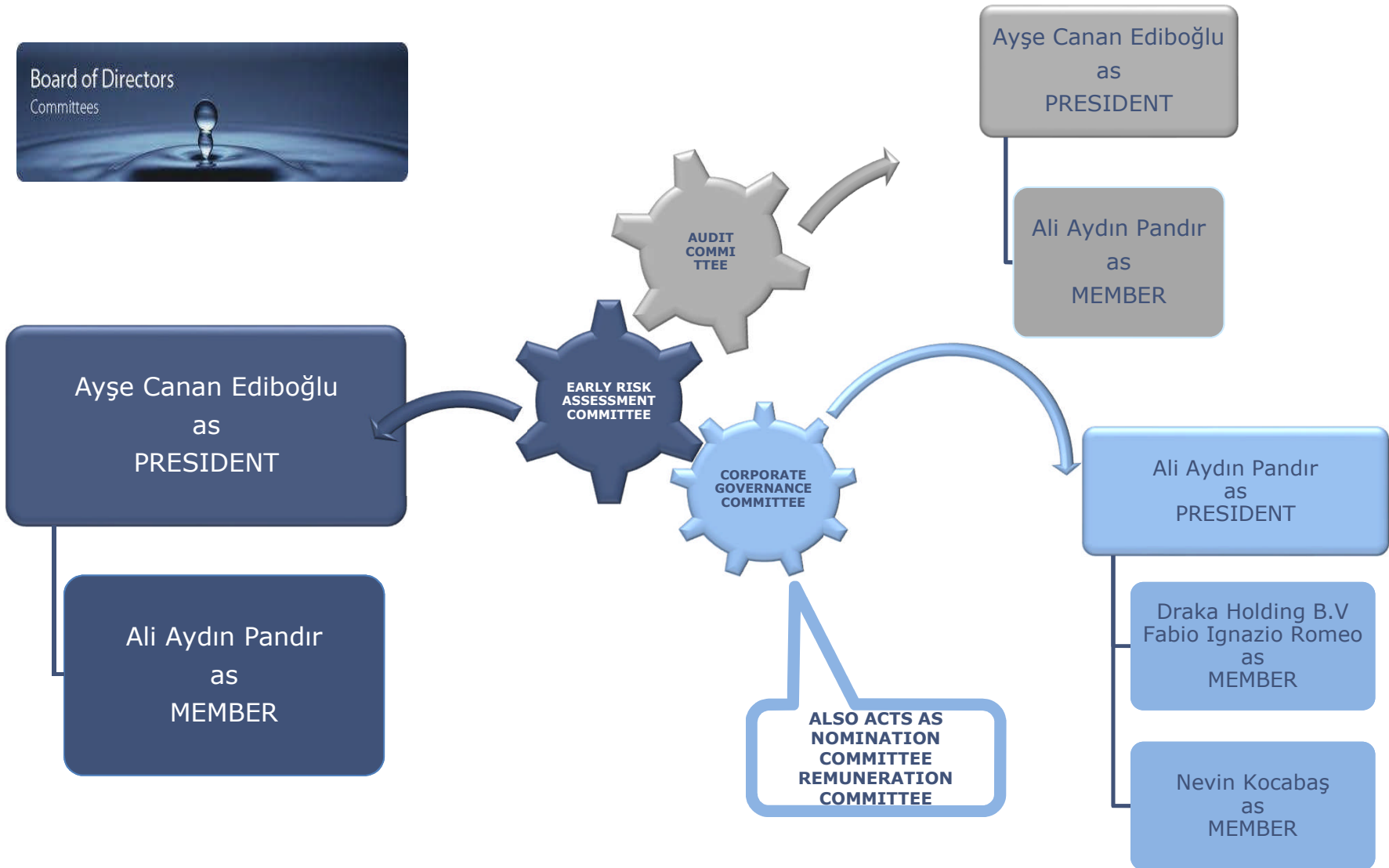
Türk Prysmian Kablo



Structure of Board of Directors



Structure of Committees



Türk Prysmian Kablo with main figures

**50 YEARS
EXPERIENCE**

**TOTAL AREA
180.000 m²**

**961 MIL. TL
SALES**

**440
PEOPLE**

**29%
EXPORT**



50 YEARS in Turkish Cable Sector

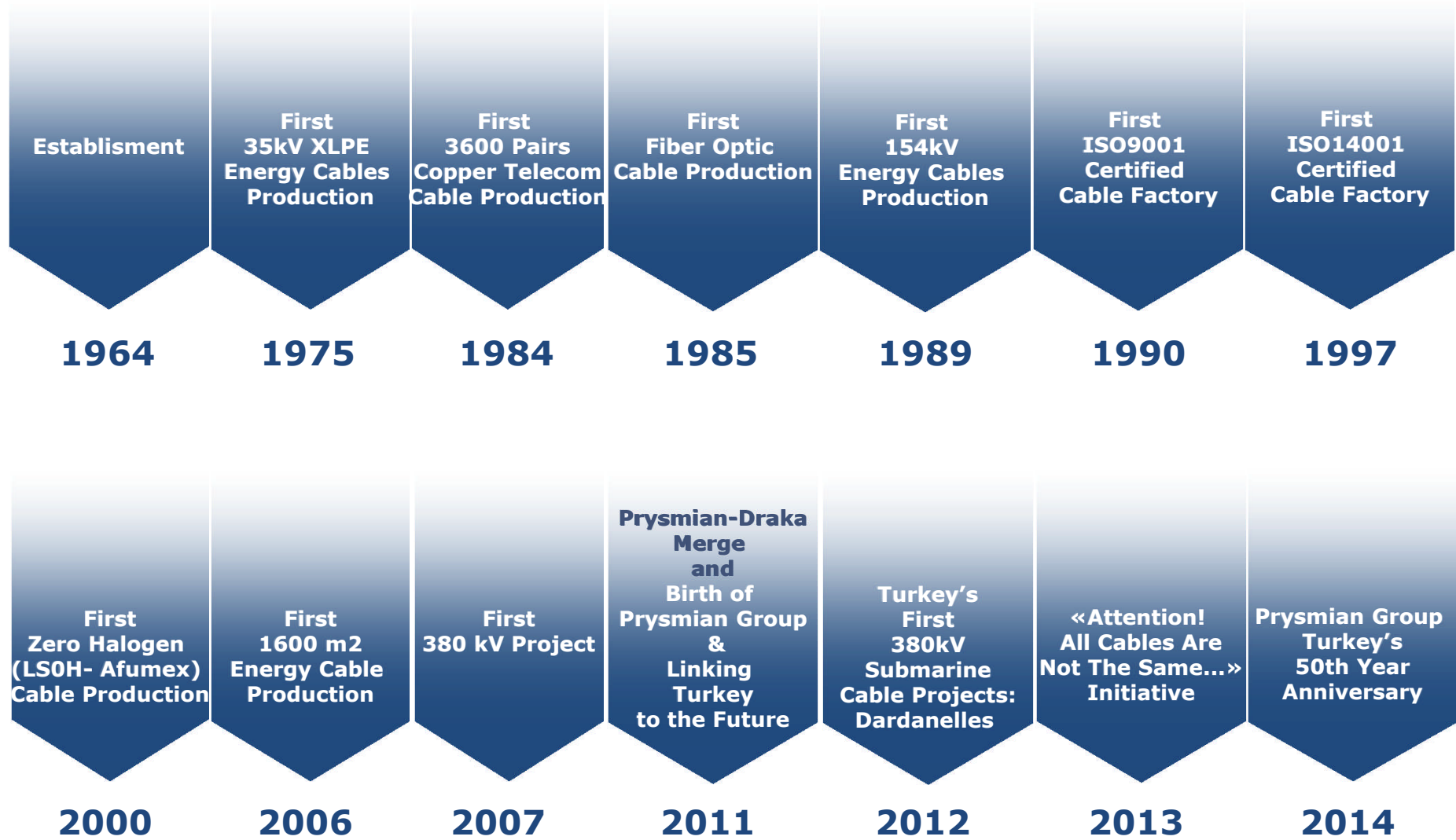
We as Prysmian Group Turkey, established in a small town like Mudanya at **1964**, are today's **technology leader** and with the prestigious projects we have supplied cables, are **"Linking Turkey to the Future"...**

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

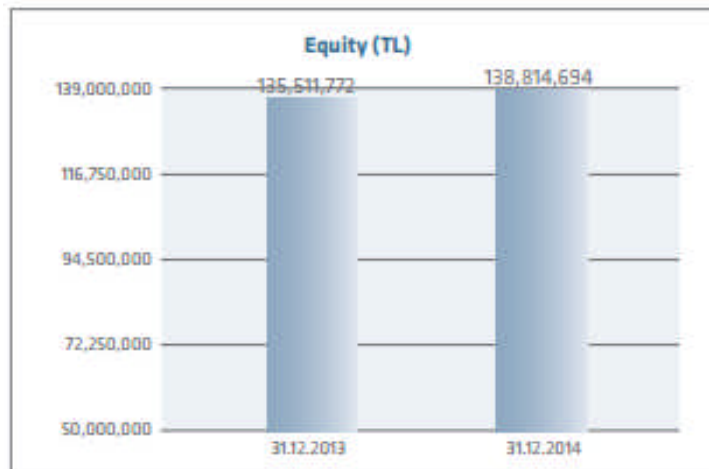
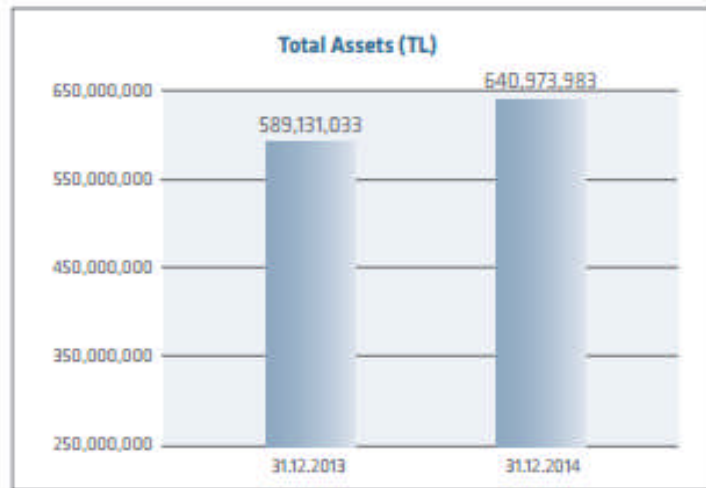
| | 31 December 2014 | 31 December 2013 |
|----------------------------|--------------------|--------------------|
| Current Assets | 598.987.890 | 542.639.543 |
| Fixed Assets | 41.986.093 | 46.491.490 |
| TOTAL ASSETS | 640.973.983 | 589.131.033 |
| Short Term Liabilities | 454.756.536 | 418.620.981 |
| Long Term Liabilities | 47.402.753 | 34.998.280 |
| SHAREHOLDERS EQUITY | 138.814.694 | 135.511.772 |
| TOTAL RESOURCES | 640.973.983 | 589.131.033 |

MAIN RATIOS

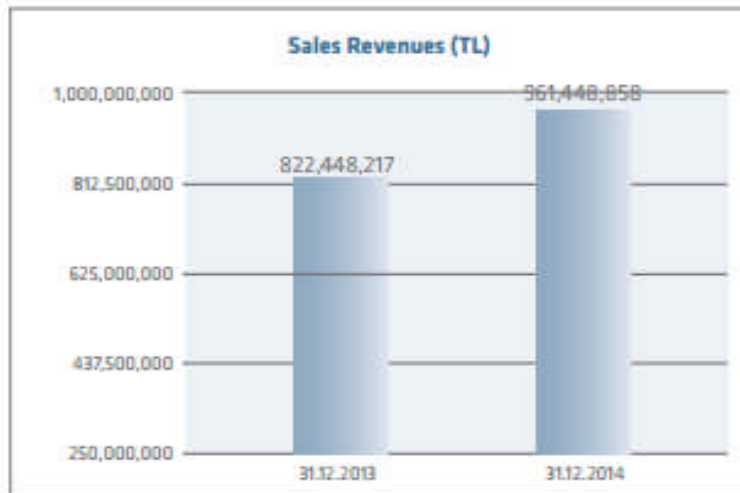
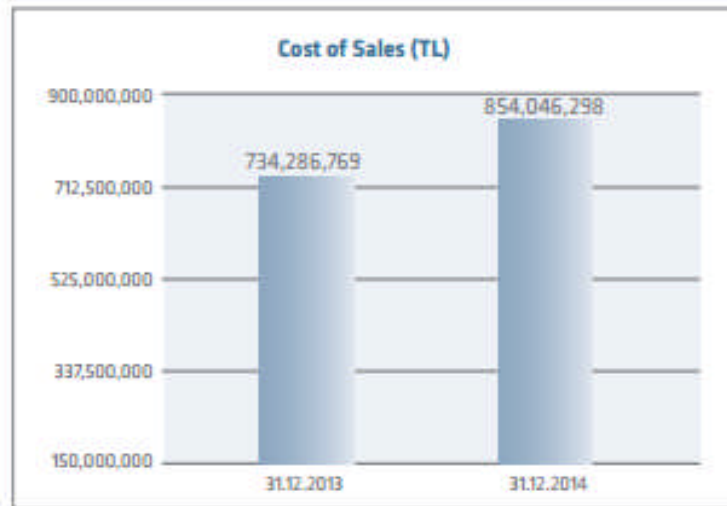
| | 31 December 2014 | 31 December 2013 |
|--|------------------|------------------|
| Current Ratio (Current Assets/Short Term Liabilities) | 1,35 | 1,34 |
| Total Liabilities / Total Assets | 0,76 | 0,77 |
| Total Liabilities / Equity | 3,17 | 3,35 |
| Gross Profit / Net Sales | 0,08 | 0,11 |



Financial Analysis



Financial Analysis



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



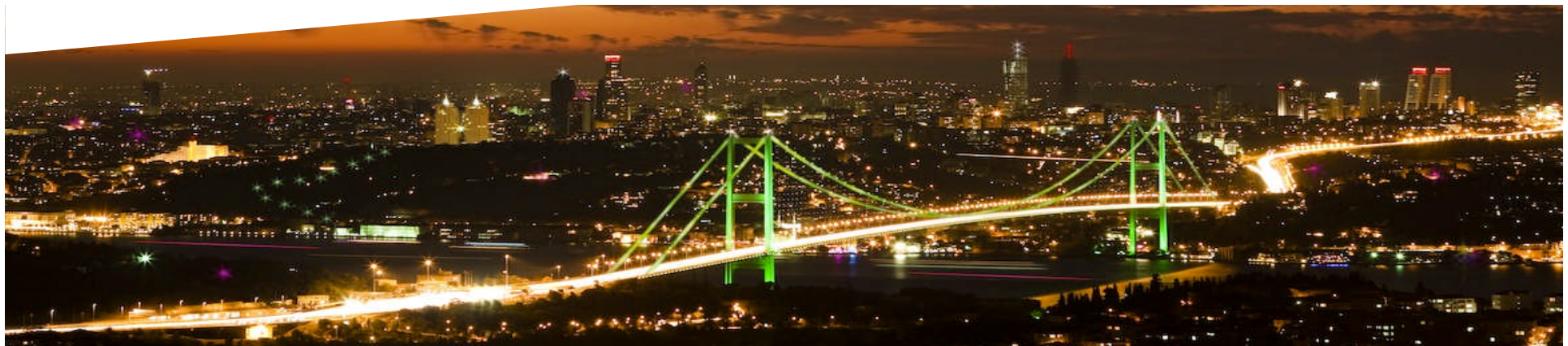
ENERGY CABLES
55.350 tons

TELECOM CABLES
11.544 km

FIBER OPTIC CABLES
10.464 km

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...**
- Second of Turkey's first 380 kV submarine cable project:
Dardanelles Strait Submarine Cable Project-2
- Turkey's first 380 kV underground cable project :
TEİAŞ Davutpaşa-İkitelli Project
- **First company** which has **solar panels** in Turkish cable sector
- **11 Turkish people** working in different countries within Prysmian Group
- Investing on people: **over 18.250 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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DELTA TEMA
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DERYA A.Ş.
DERYA ELEKTRİK TİCARET A.Ş.

EGESİM

elpim

FINDIKKAYA
ELEKTRİK ELEKTRONİK SAN. ve TİC.LTD.ŞTİ
Nilüfer Ticaret Merkezi 69.Sk. No:2 Nilüfer/BURSA

GERİLİM
KABLO TRAFÖ ELKT. TAAH. TURZ. TİC. SAN. A.Ş.

güzel
ufuk
ELEKTRİK.SANAYİİ ve TİC. LTD. ŞTİ

KARADENİZ
ELEKTRO
Market
ELEKTRİK ve ELEKTRONİK TAAH. TİC. LTD. ŞTİ.

KIRAÇ
ELEKTRİK

MEFA
MEFA ELEKTRİK MÜH. SAN.TİC. LTD. ŞTİ.

nepa
ELEKTRİK VE ELEKTRONİK
SANAYİ VE TİCARET LTD. ŞTİ.

OSKAR ENERJİ

özteknik
enerji

PANO SAN

Promeda



SANTR .Ş.

ÜNKO

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

YILMAZ ELEKTRİK

Partner with leading companies



R&D in Turkey



Research & Development

- ✓ **Most comprehensive laboratory and R&D infrastructure** of the sector
- ✓ Pioneer of the sector with **TSE certified**, at a valuation of 15 million TL laboratories
 - **High voltage** test laboratory
 - **Materials technology laboratory** where chemical, physical and mechanical tests are being done
 - Updated according to European norms, comprehensive **fire laboratory**
- ✓ Most **expert** team of the sector
- ✓ **50 years experience**
- ✓ **30.000 different products**

Number of tests in 2014

| | |
|--------------------------------|-----------|
| Raw Product Input Tests | : 15.909 |
| Production Mid Control Tests | : 15.049 |
| Cable Tests (competed product) | : 6.204 |
| Final Control Tests | : 105.000 |



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 and Second Project

ENERJİ DENİZ ALTINA İNİYOR!



Prysmian Group, TEİAŞ tarafından ihale edilen Türkiye'nin ilk 380 kV Yüksek Gerilim Deniz Altı Enerji Kablosu Projesi'nin sözleşmesini imzaladı. 5150 Milyon değerindeki Çanakkale Boğazı Deniz Altı Kablo Projesi, Asya ve Avrupa'yı ilk defa birbirine bağlayacak.

Prysmian Group, dünyada bu uzunluğdaki ilk XLPE yalıtımlı kabloyu üretip montajını yapacağı ve Türkiye'nin ilk deniz altı yüksek gerilim enerji kablosu projesini gerçekleştireceği için gurur duyuyor. Geçmiş dünya çapında 1875, Türkiye'de 1964 yılına dayanan Prysmian, 2011 yılında Draka ile birleşerek Prysmian Group adını aldı. Prysmian Group bugün, lider olduğu enerji ve telekomünikasyon kabloları alanında her çeşit ihtiyacı karşılayacak çözümler sunuyor.

TÜRKİYE'Yİ YARINLARA BAĞLIYORUZ

Prysmian
Group



First project

- ✓ 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**

Second Project

- ✓ Tendered by **TEİAŞ**
- ✓ Worth of **184 milyon TL**
- ✓ **Turkey's second 380 kV Submarine Cable Project**
- ✓ Second submarine cable connection between **Asia and Europe**
- ✓ **World's first 4 km AC HV XLPE cables**

Some of the Projects...



Türk Telekom
2.500 km Blacksea Road Project



380kV TEİAŞ Davutpaşa-İkitelli İstanbul
Turkey's first 380kV XLPE Underground Cable Project



Türk Telekom Arena, İstanbul
Turkey's newest and highest technology football stadium



Dubai Metro, Dubai
World's longest metro built at once



Marmaray
Turkey's first tube access project



Zorlu Center, İstanbul
«Best Planned Project» award from Cityscape Architecture Awards



Mardan Palace Hotel, Antalya
Turkey's most luxury hotel



İstanbul Sapphire, İstanbul
Turkey's longest building



İstanbul Tramway
Turkey's first local tramway

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**