

TÜRK PRYSMIAN KABLO VE SİSTEMLERİ A.Ş. INVESTOR PRESENTATION 2015

Prysmian
Group

PRYSMIAN

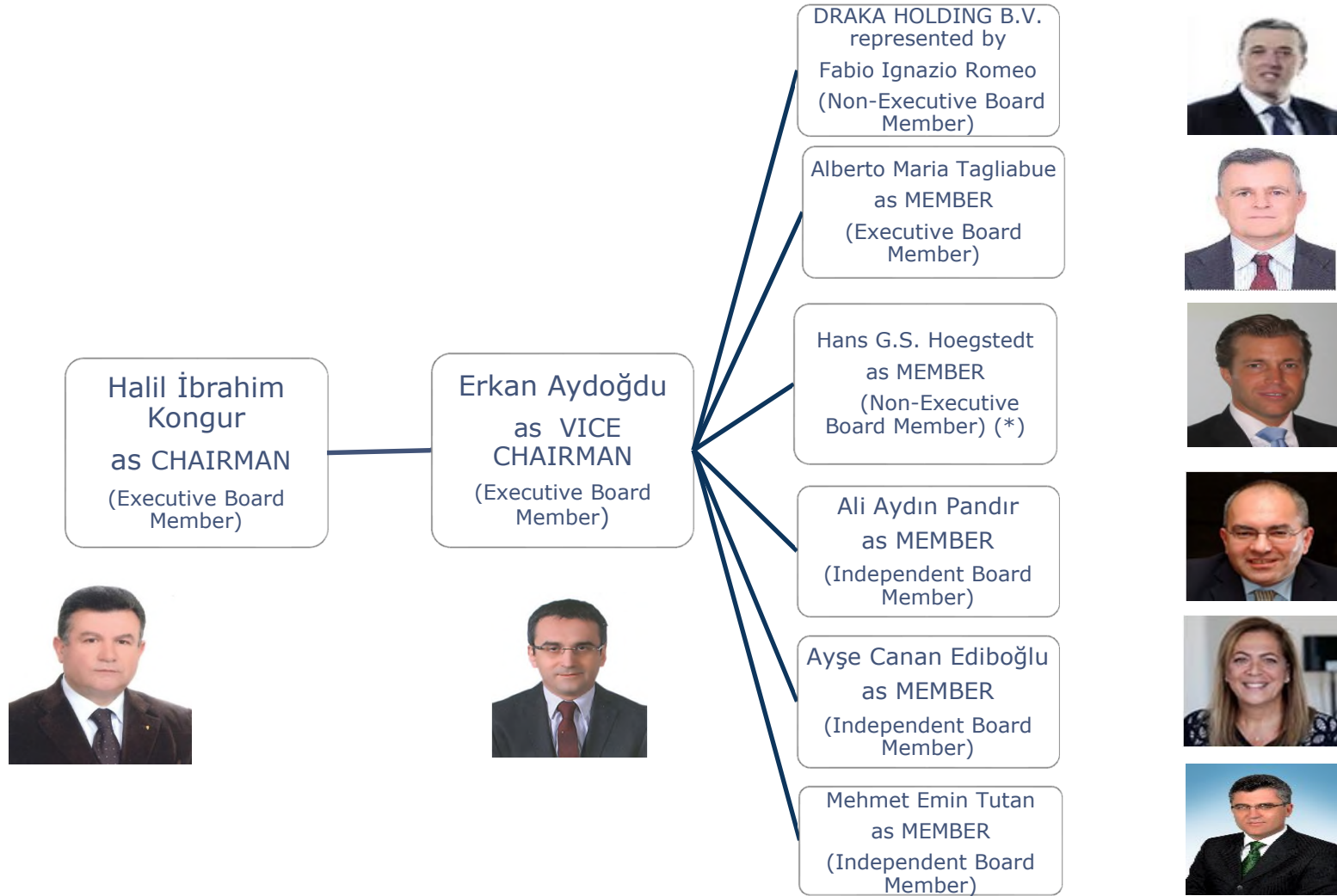
Draka

PRYSMIAN
Draka

Türk Prysmian Kablo

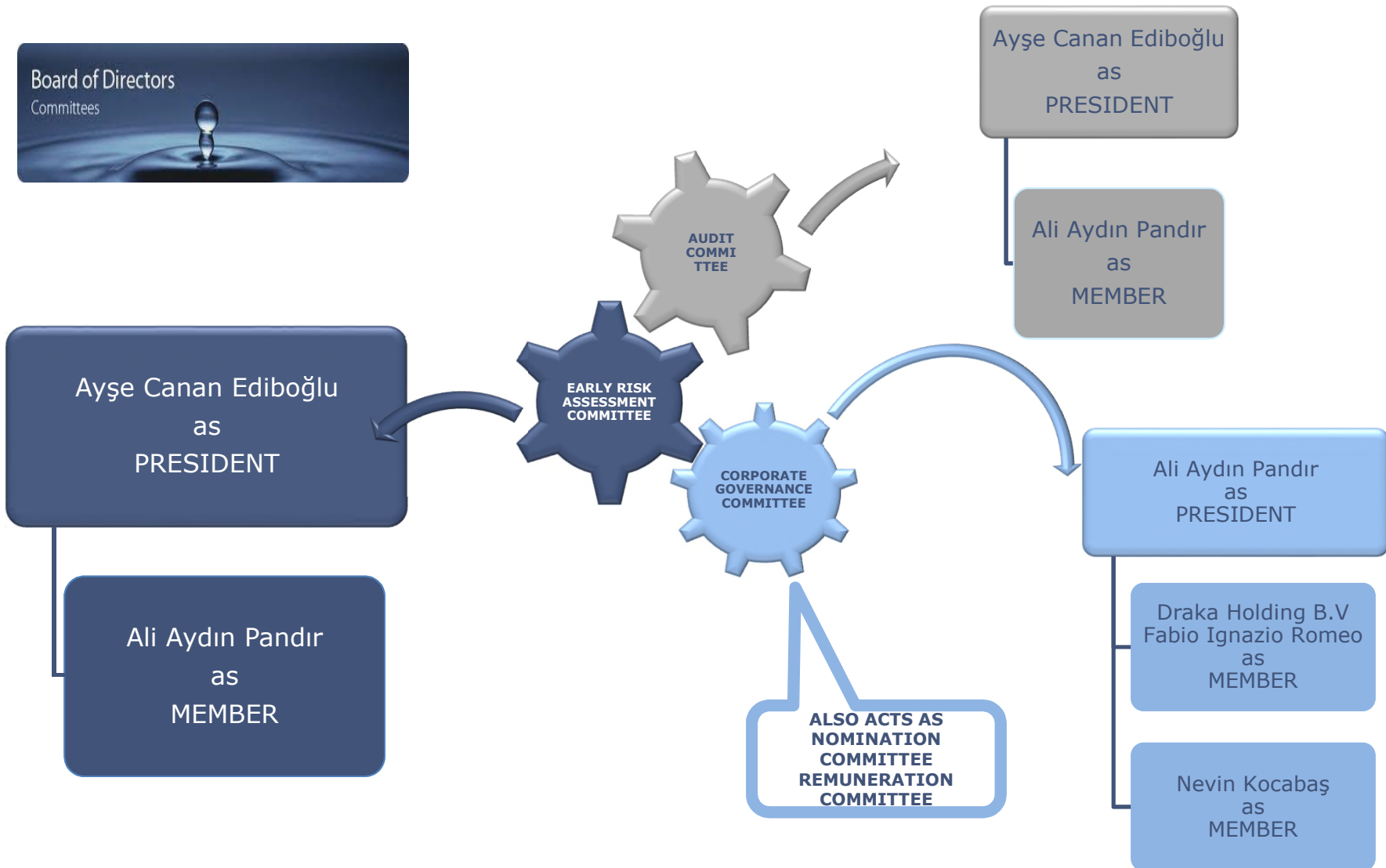


Structure of Board of Directors



(*) Our Company's Board Member Mr. Hans Gunnar Staffan Högstedt has resigned from his duty effective from 19.02.2016.

Structure of Committees



Türk Prysmian Kablo with main figures

**51 YEARS
EXPERIENCE**

**TOTAL AREA
180.000 m²**

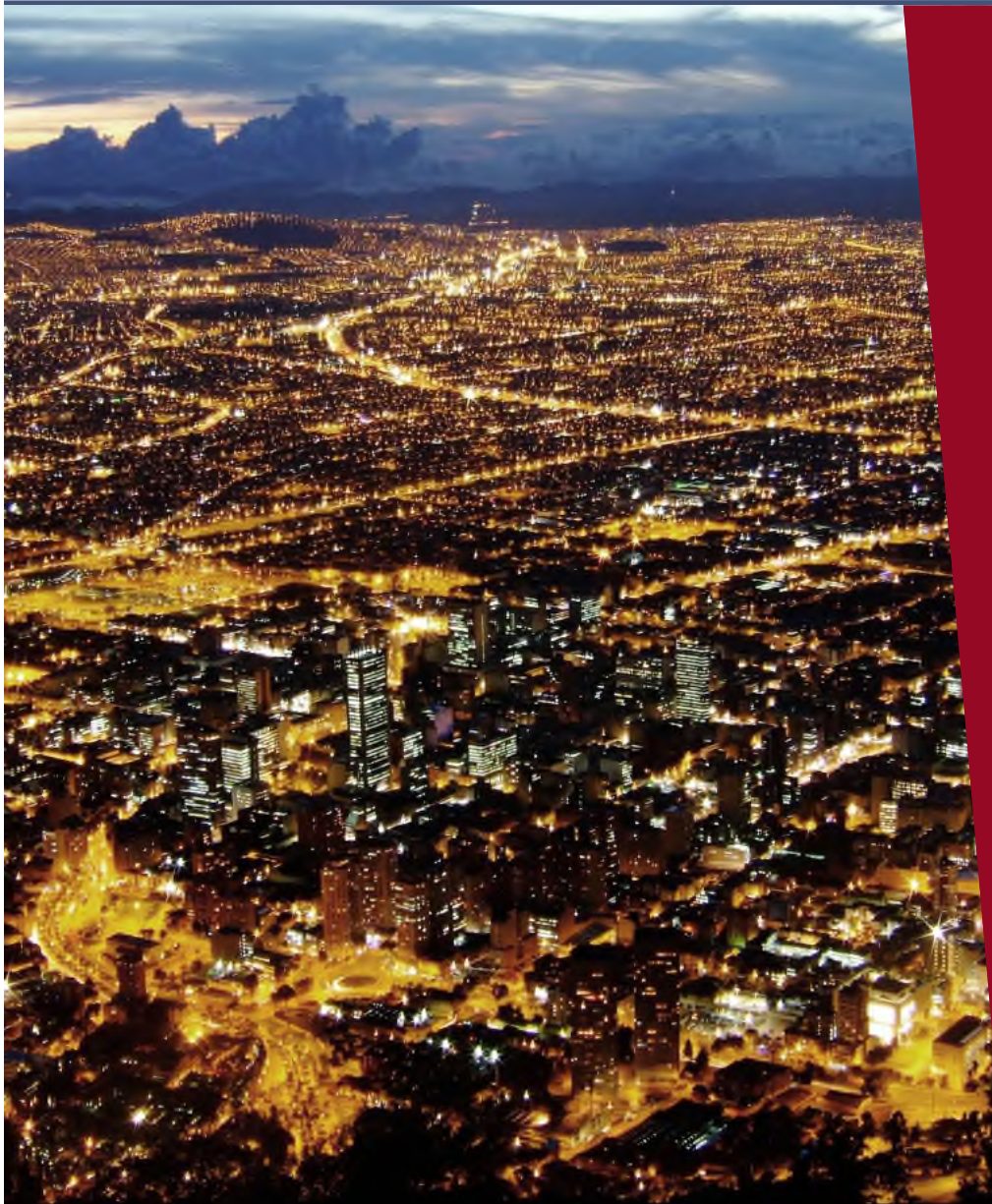
**989 MIL. TL
SALES**

**440
PEOPLE**

**29%
EXPORT**



Growth Oriented Structure



Our Growth Strategy:

- ✓ **Getting Customer needs**
- ✓ **Balanced Growth**
- ✓ **Financial Discipline**
- ✓ **Market Knowledge**
- ✓ **Sustainable Growth**
- ✓ **Leader Position**

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



Tarihçe

2011

Prysmian
Group



"Merged with Draka"
The Firm, had named **Prysmian Group**.

2005



The Firm, had named **Prysmian**.

1999



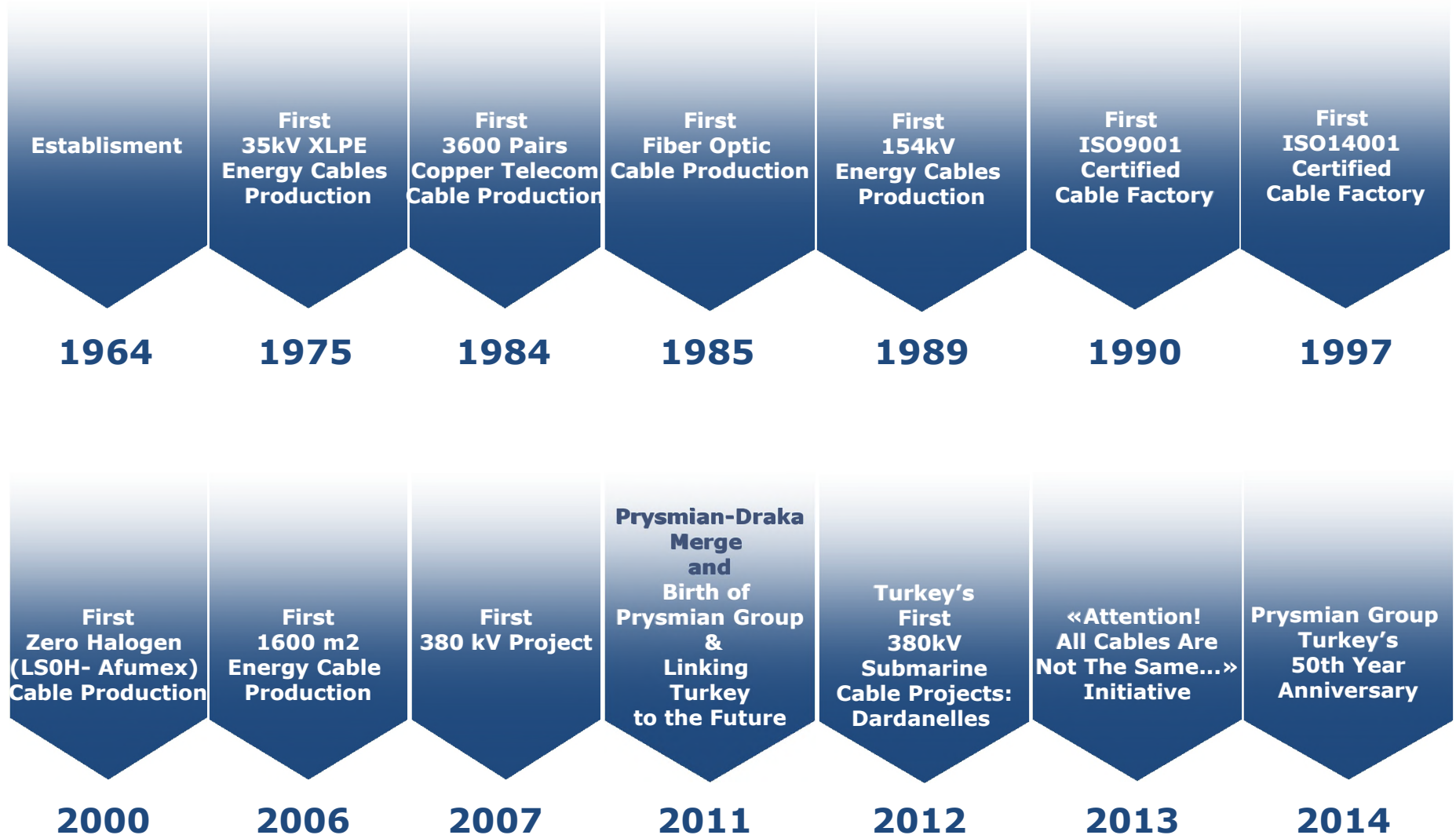
The Firm, had named **Pirelli** .

1964

SIEMENS

The Firm, was founded with the name of
Siemens.

History



Financial Analysis

CONDENSED BALANCE SHEET

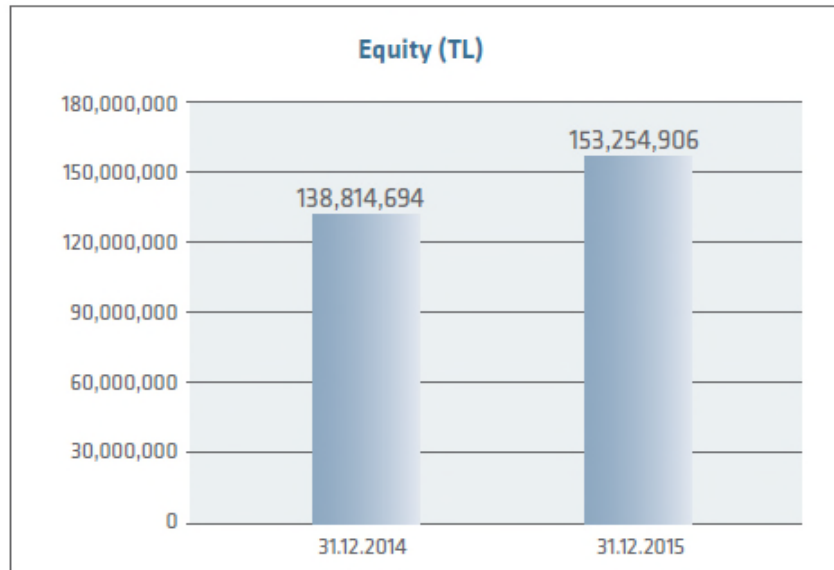
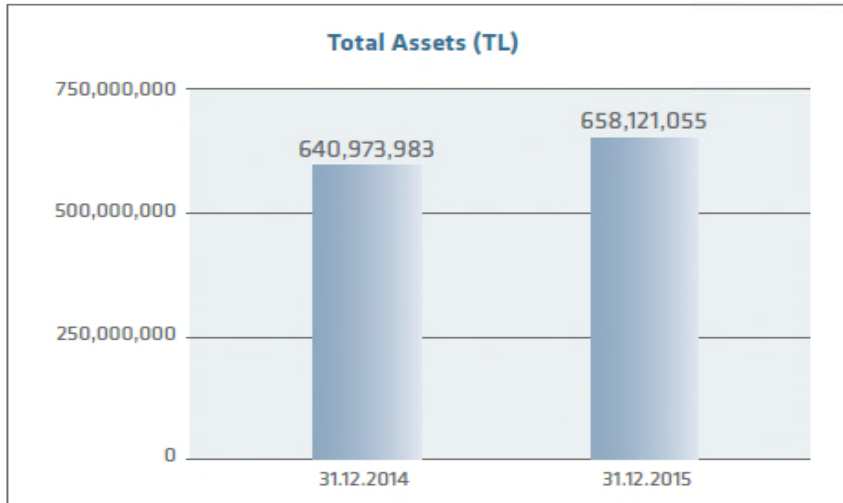
	<u>31 Aralık 2015</u>	<u>31 Aralık 2014</u>
Current Assets	612.113.646	598.987.890
Fixed Assets	46.007.409	41.986.093
TOTAL ASSETS	658.121.055	640.973.983
Short Term Liabilities	475.818.807	454.756.536
Long Term Liabilities	29.047.342	47.402.753
SHAREHOLDERS EQUITY	153.254.906	138.814.694
TOTAL RESOURCES	658.121.055	640.973.983

MAIN RATIOS

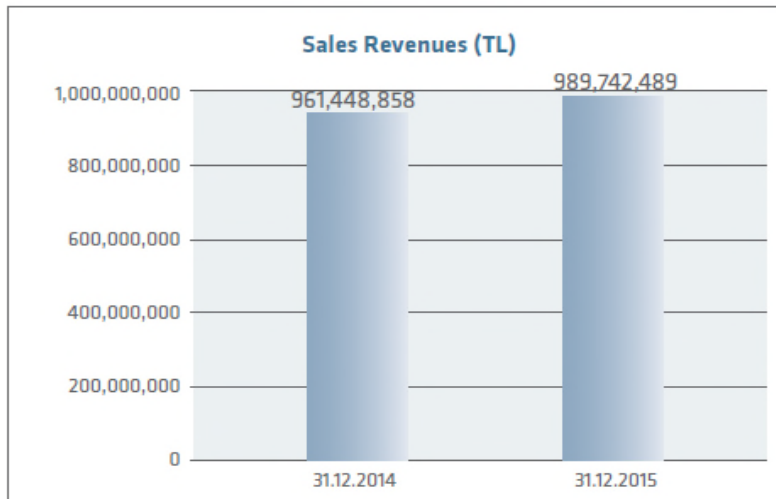
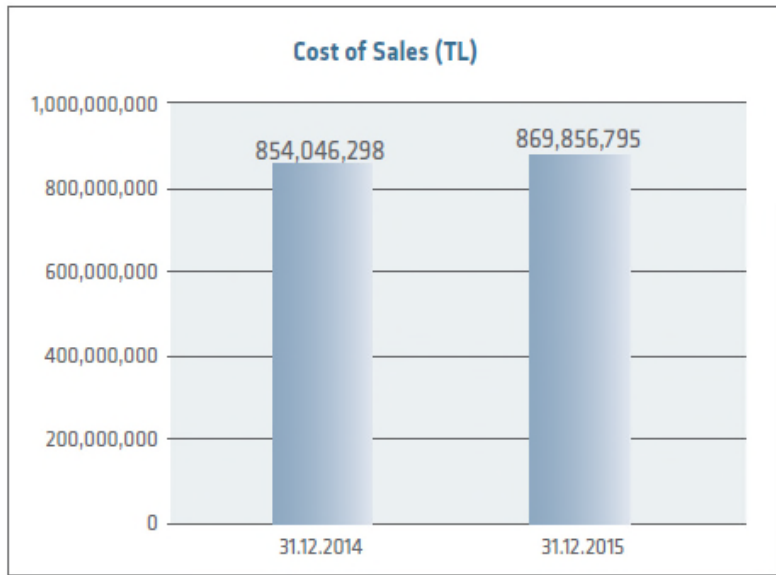
	<u>31 Aralık 2015</u>	<u>31 Aralık 2014</u>
Current Ratio (Current Assets / Short Term Liabilities)	1,29	1,32
Total Liabilities / Total Assets	0,77	0,78
Total Liabilities / Equity	3,29	3,62
Gross Profit / Net Sales	0,12	0,11



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
52.434 tons

TELECOM CABLES
3320 tons

FIBER OPTIC CABLES
2323 tons

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
- **14 Turkish people** working in different countries within Prysmian Group
- Investing on people: **over 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



Adnan
Elektrik



Ruhbay
Elektromarket



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
- ✓ **51 years experience**
- ✓ **30.000 different products**

Number of tests in 2015

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 KABLONATİK™

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

Attention! All Solar Cables Are Not The Same...

The quality, reliable and high performance products eliminate the existing risks.



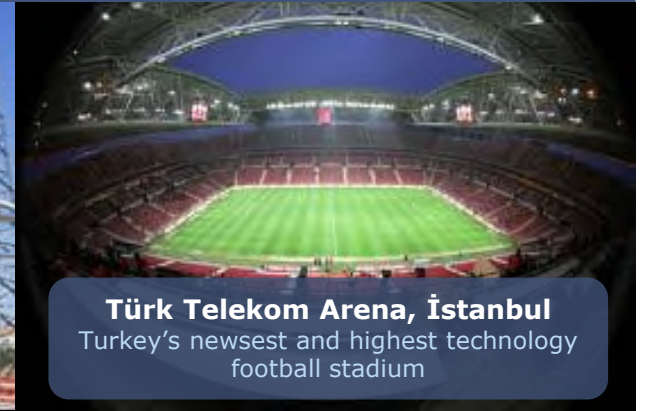
Submarine



**Çan 1: 380 kV, XLPE 1x1600mm² Lapseki – Sütlüce Submarine
Project completed April 2015**

**Çan 2: 380 kV, XLPE 1x1600mm² Lapseki – Sütlüce Submarine
Project started February 2016**

Some of the Projects...



First of all people...



- ✓ We give **regular scholarships** to our people's children
- ✓ We have **international job rotations** within Prysmian 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 harmfull** material use and **more recycling** products use
- ✓ **Invesment** 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**