



# 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

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Strong Partnership of 37 years



No. 1 worldwide tyre and rubber company



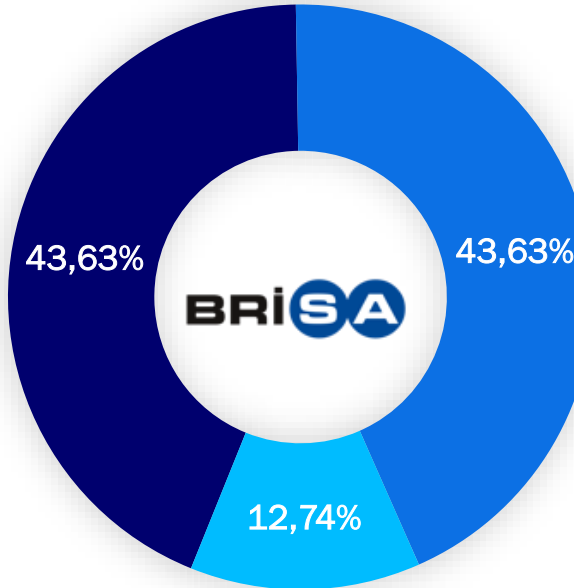
125.000+ employees



150 countries, 110 plants



94 years of heritage



One of the biggest company groups in Turkey

60.000+ employees

15 public companies

6 global partnerships

Activities in 16 countries

Diversified Portfolio



## Leader in Turkish Tyre industry



2 plants in Turkey (İzmit, Aksaray)

3.000+ employees

1.200+ sales points

Export to 84 countries, 6000+ sales points

1,8 billion+ \$ investment in 37 years



# Steadily Growing Domestic Market

TR Market  
(Quantity)  
(Replacement + OE)

27,8  
Million

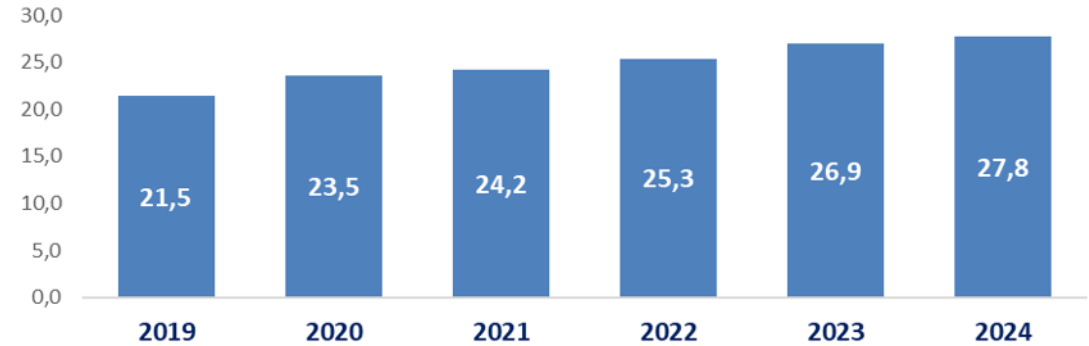
+3.1%

2023 → 2024  
Growth Rate  
(Replacement + OE Market)

5.3%

2019 → 2024  
Average Annual  
Growth

TR Tyre Market (M Units) Replacement + OE



Million Units	2019	2020	2021	2022	2023	2024
Replacement Tyre Market	13,9	16,8	17,5	18,2	19,2	20,6
OE Tyre Market	7,6	6,8	6,7	7,1	7,7	7,1

Source: LMC Q4 2023

# Leading Brisa Brands

2024

34,5  
Billion

Net Sales  
Revenue (TL)

3,4  
Billion

Operating  
Profit (TL)



**LASSA**

Tyre brand with the strongest Top Of Mind performance



**BRIDGESTONE**

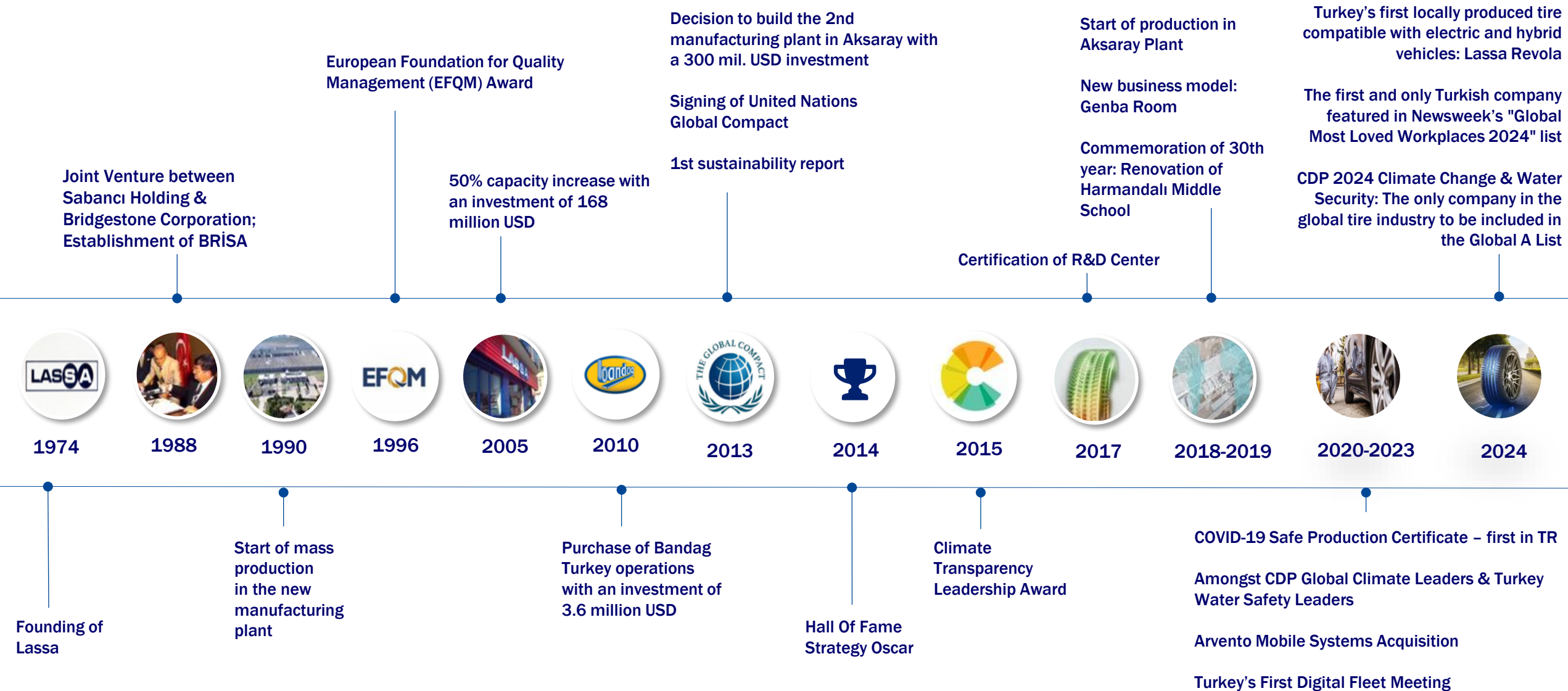
One of the top 3 tyre brands that come to mind



**OTO PRATİK**

Fast Fit Chain brand with the strongest Top Of Mind performance







## Our Mission

To provide superior values to society through sustainable growth

## Our Values

Safety, Innovation, Customer Focus, TeamWork, Business Excellence, Sustainability

## Our Vision

**We assure your mobility** with our high quality products, customer centric services and solutions. Our business is beyond tyres

## Main competencies

Courage, managing complexity, action orientation



## Our Mission

To provide superior values to society through sustainable growth.

## Our Vision

*We assure your mobility*  
with our high-quality products, customer centric services and solutions. Our business is beyond tires.

## Our Strategy

1. Adaptation to Future of Work
2. Leadership in digital transformation & innovation
3. Enhance operational excellence of Bridgestone & Sabanci

## Our Priorities



Enhance Solution Business



Building a Sustainable Future



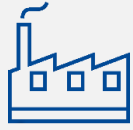
Introducing New Business Models



# 02

## Our Business

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## 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



	<b>izmit</b>	<b>Aksaray</b>
 Covered Area	361.000 m <sup>2</sup>	146.000 m <sup>2</sup>
Production Capacity	11 M Units	3.6 M Units



**1 tyre in every 2 seconds**



**Aksaray – State of the art technology in Turkey  
300 M USD investment**

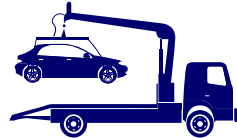
## Products

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

**Agriculture Tyres**  
(Bias and Radial)

**Commercial Tyres**  
(TBR & LSR All)

**Off the Road Tyres**



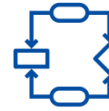
## Smart Services



B2B



**Passenger Car Fleet Service Module**



B2C



**E-charge for electric vehicles**



filo yönetim çözümleri



## Tyre Brands

## Retread Brands

## Mobility Brands

**BRIDGESTONE**

**LASSA**

**DAYTON**

**KINESIS**  
Solid Tyres

**bandag**

**PROTREAD**  
by Bandag

**VELOXIA**

**OTO PRATİK**

**ProPratik**  
"Ağır Vastta Uzmanı"

**arvento**  
Mobile Systems

Evolve to "Solutions Business" , leveraging the strengths and expertise of Tire & 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

## Electrification



- 72 E-charge stations in sales points in 2024.
- eV maintenance competency (level 1&2) in 55 Otopratik service points in 2024.
- Tyres for electric vehicles (Low rolling resistance, low noise level, optimized tire weight)

## End to End Services



- Mobile and onsite mounting services
- E-commerce: Lastik.com.tr
- New generation vehicle maintenance experience with Otopratik



# Strongest Local Network

Strongest sales network in Turkey

1.200+ pos

Fast fit services

Otopratik and Propratik

First online tyre sales platform

Lastik.com.tr

**BRIDGESTONE LASSA** 443

**lastigim**  
BRIDGESTONE LASSA 638

**OTO PRATİK** 124

**ProPratik** 21

**bandag** 8

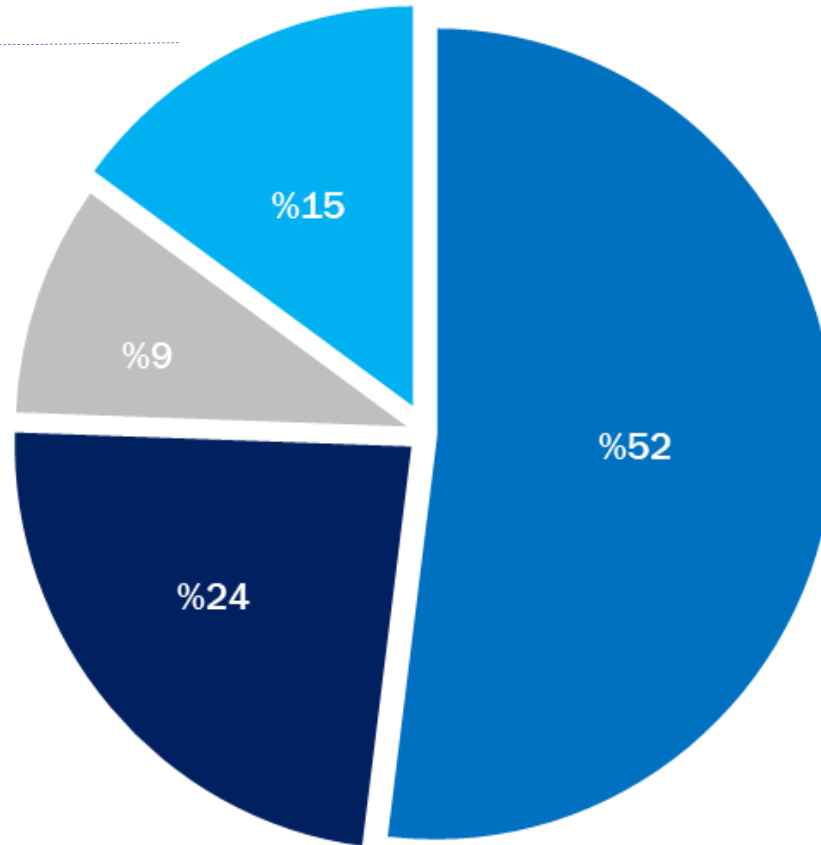
**lastik**  
com.tr





## Sales Channels by % Revenue

2024



### Original Equipment

Vehicle Manufacturers  
Technical Specs Identified  
with Customers

### International Sales

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

Lassa  
88 Countries  
6.000+ sales point

### Replacement (Consumer)

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

### Replacement (Commercial)

Customer Services	Fleet Solutions
Mobile Service	Tyre Retreading
Retail Sales	

# Some of Our OEM Partners



**ISUZU**

**IVECO**



**Otokar**



**HİDROMEK®**



**TürkTraktör**



**YANMAR**

**30**

Projects/Year

**148**

New product/Year

**421,6 Million TL**

R&D, Technology and Business  
Continuity Investments



**#1** in Tire Industry  
R&D Investment list in  
Turkey (2023)





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

- 11** 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 2024
- 15th Golden Collar Awards - "New Generation's Sabancı"
- 5** Stevie Awards
- 4** Brandon Hall Awards

## The New, Continuous, Personal Form of Growth Brisa Transformation Academy

- Individual Development Support
- Leadership Development Programs
- Young Professional Development Programs
  
- YeniBri Onboarding Program
- Brisa Way of Working Trainings
- Talent Development Academy







# 03

## Contribution To Society

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## ESG STRATEGY

### Transition to Low Carbon Economy



- Carbon Emission
- Energy Management
- Water Management
- Waste Management
- Responsible Consumption & Production
- Green Procurement
- Biodiversity



### Transition to Low Touch Economy



- Digital Transformation
- Mobility Solutions



### Cultural Transformation



- Health and Safety
- Education
- Desired Workplace
- Entrepreneurship
- Equality and Diversity



## TARGETS

Low Carbon

**2050** Net Zero  
& 100% Sustainable Materials

**2030** 56% Emission Reduction  
& 100% Renewable Electricity

**2028** 79% Supplier Engagement

**2030**

40% Sustainable Materials

**2030**

70% Reduction in water withdrawals in Aksaray

**2025**

75% Reduction in ground water consumption in İzmit

**2023**

Zero Disposable Plastic

## AWARDS & RECOGNITIONS



- Science Based Targets Initiative, Approved in 2021
- CDP Turkiye, Water Security Leader, since 2020
- CDP, Climate Change Global Leader, since 2020
- Leed, Gold Certificate, Academy Building, 2013
- Ecovadis Gold Status, 3rd since 2017
- Refinitiv Excellent, A Grade
- Sustainalytics Low ESG Risk



1:7  
Students  
High School & University

1:6  
Women  
At Dealers

1:3  
Women  
Engineers



72

Above Universe & Industry Overall Average



- Digital Maturity Index Score above Turkey average
- Digital Tyre Assistant, TUSIAD Digital Transformation in Industry Program, "Sustainability of Technology" award
- Sustainable Future Award with "Emission Reduction Targets" project from Federation Of Automotive Maintenance Associations Of Turkey

Since 2020



1500+  
volunteer

50+  
Projects

## Hatay Kuluçka Merkezi

We support young people and entrepreneurs in Hatay after the earthquake



## Sabancı Lassa Ortaokulu

We support education and youth in earthquake-affected areas



## Brisa Teknoloji ve Etki Merkezi

We mobilize young people for development, technology and entrepreneurship



## Brisa Müze & Akademi

13,700  
visitors  
in 5 years



## Brisa Kadın Yelken Takımı

We support the all-female sailing team



## Brisaspor

We have been supporting young athletes since 1978

