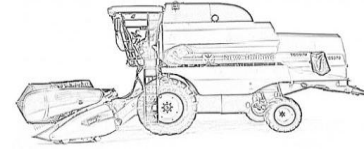


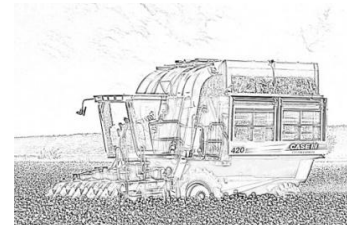
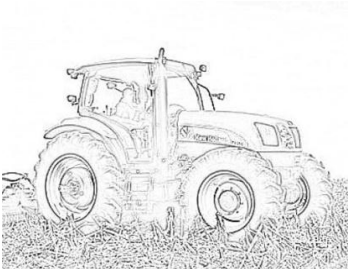
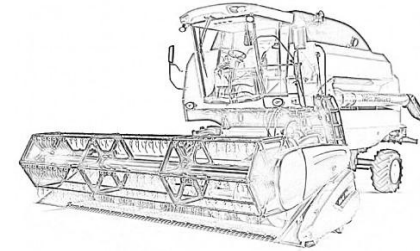
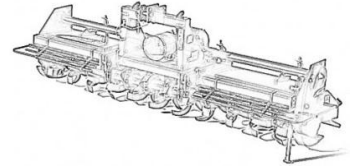
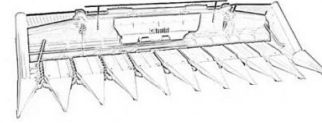
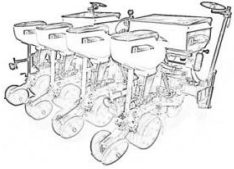


# PRESS MEETING

## 08.08.2012



*TÜRK TRAKTÖR VE ZİRAAT MAKİNELERİ A.Ş.*





## **Company Profile**

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## **Highlights**

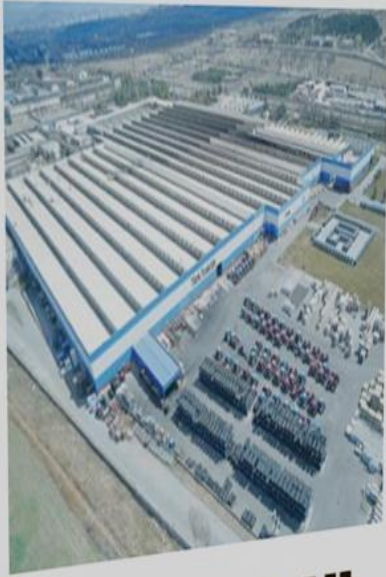
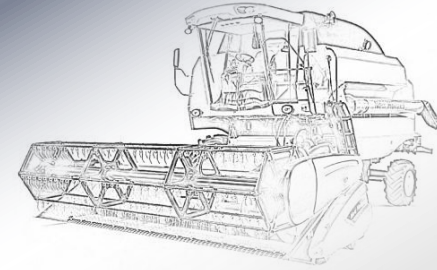
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## **Operational & Financial Performance**

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## Company Profile



**TürkTraktör**  
1954'den günümüze

### Local Products

- Tractors



(New Holland – Case IH brand  
56-TT-TD/JX-T480, Utility series)

- Transmission



- Engine

### Import Products

- Tractors



(New Holland – Case IH brand)

- Combines



- Cotton Pickers

- Balers



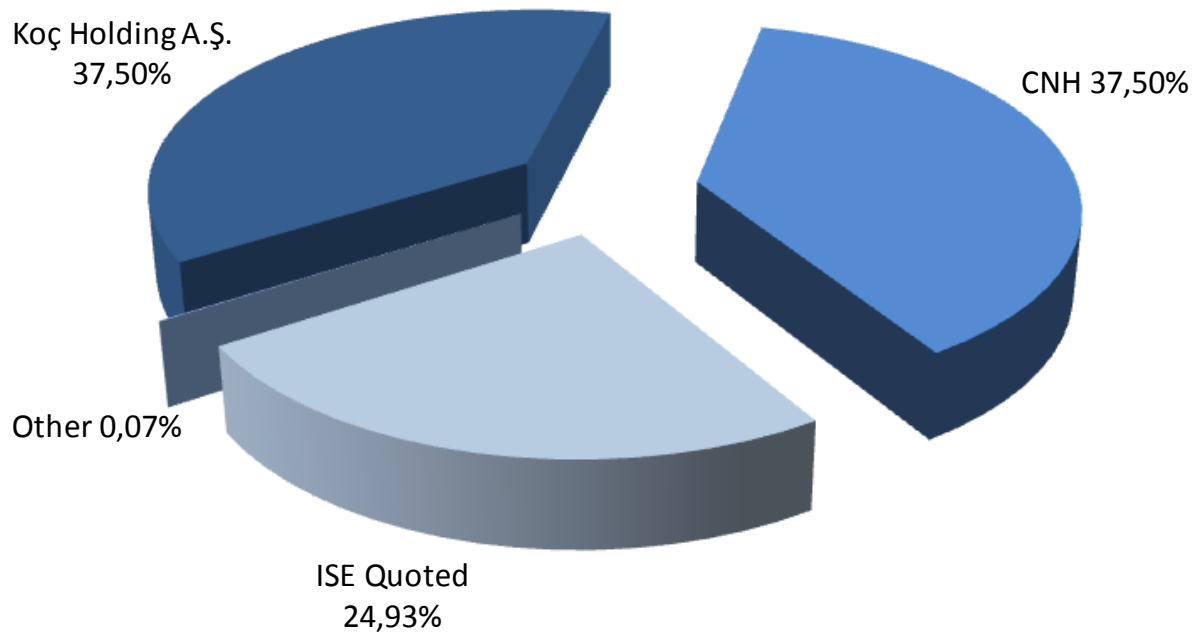
- Sprayers



- Other Agricultural  
Equipments



### Shareholder Structure




#### **KOÇ HOLDİNG A.Ş.**

- Among Turkey's biggest holdings and having leader positions in Energy, Automotive, Durable Goods and finance sectors,

#### **CNH**

- Among World's biggest producers in Agriculture and construction equipment sectors


## Company Profile



Our aim is to be solution partner of the farmers to increase their profitability and productivity.



Our mission is; to be the company drives the modern agriculture.




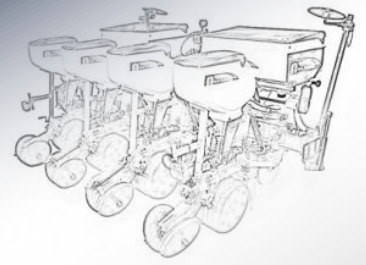
Being one of 9 R&D centers of CNH in the world, we are the only design center for New Holland TD and Case IH JX series tractors in the world.



We are the only manufacturing center for the Utility series tractors that were launched to export markets in 2011.



## Company Profile



In 2011, Turkey ranked the 4th largest tractor market in the world, and one out of every two tractors sold in Turkey, is manufactured by TürkTraktör

We are developing our durable, high performance and ve fuel efficient products according to farmers' expectations and specific needs.

TürkTraktör's products' main parts such as engines and transmission produced in our facility and almost all the remaining parts are provided by Turkish supply industry.



## **Company Profile**

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## **Highlights**

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## **Operational & Financial Performance**

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## Highlights



Interest rates on agricultural loans granted by Ziraat Bank and other commercial banks have started to rise since the end of previous year.



Agricultural credit subsidy rates quoted at the beginning of each year by Ziraat Bank, declared a little later in 2012 than other years. For this reason, in the first quarter retail sales slowed down side. Ziraat Bank announced that it will issue loans in stages until the end of the year. 50% ratio is maintained for the tractors up to 35.000 TL price level and tractors over 35.000 TL price level will be subsidized at 25%. Credit conditions provided by other commercial banks started to become more advantageous compared to Ziraat Bank's in current situation.



Turkish demand for tractors has been slower in the first 6 months of 2012 if we compare to 2011 which was an exceptional year. The first harvest of cereal has been less promising than 2011 due to weather condition in certain region of the country and the price of the commodities remained at a good level in general. On the other hand second part of the year seems more promising for the second season harvest.





## **Company Profile**

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## **Highlights in 2011**

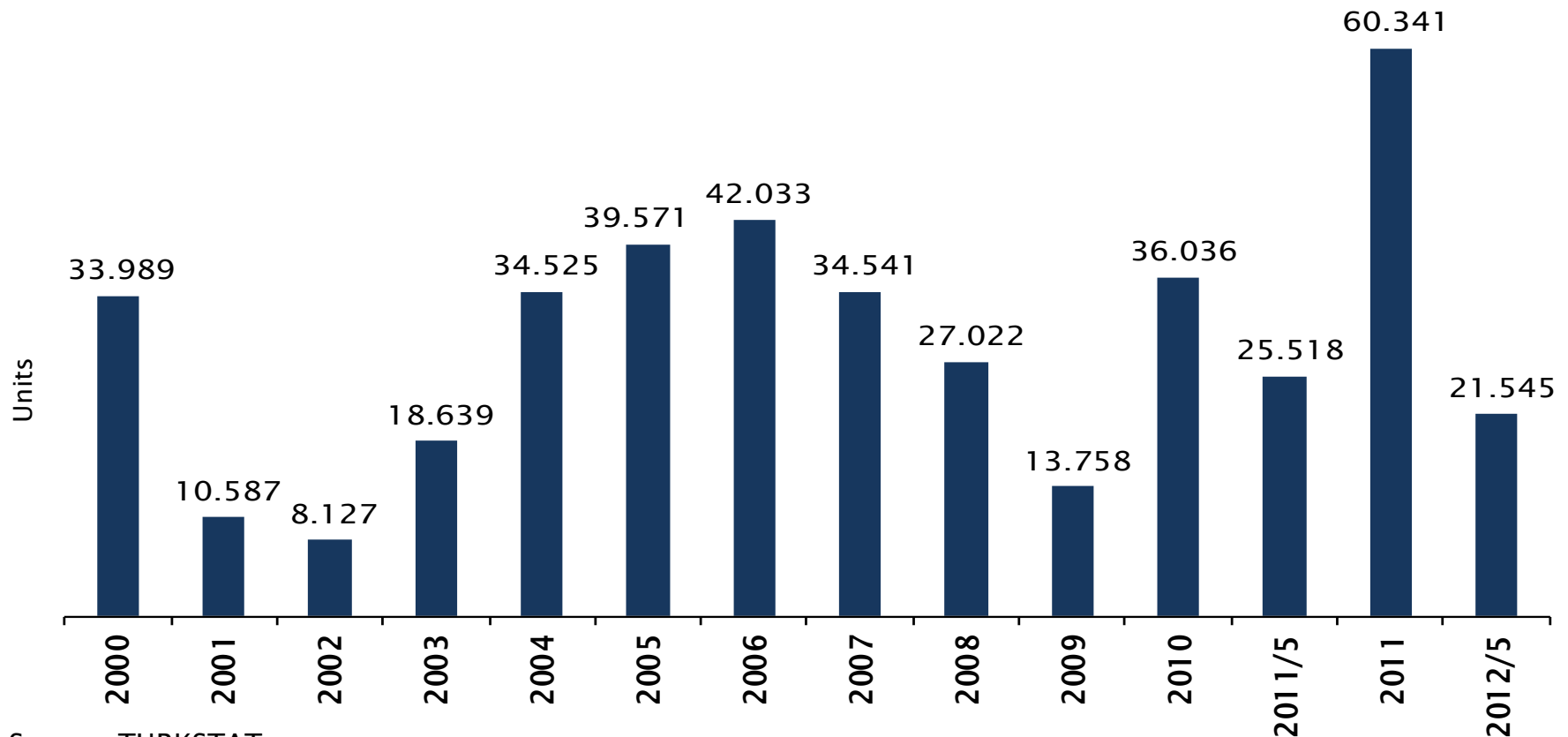
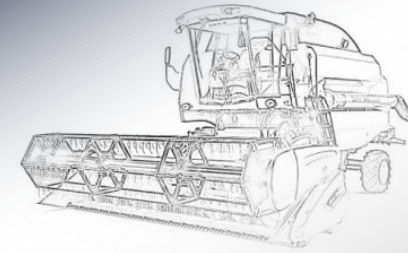
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## **Operational & Financial Performance**

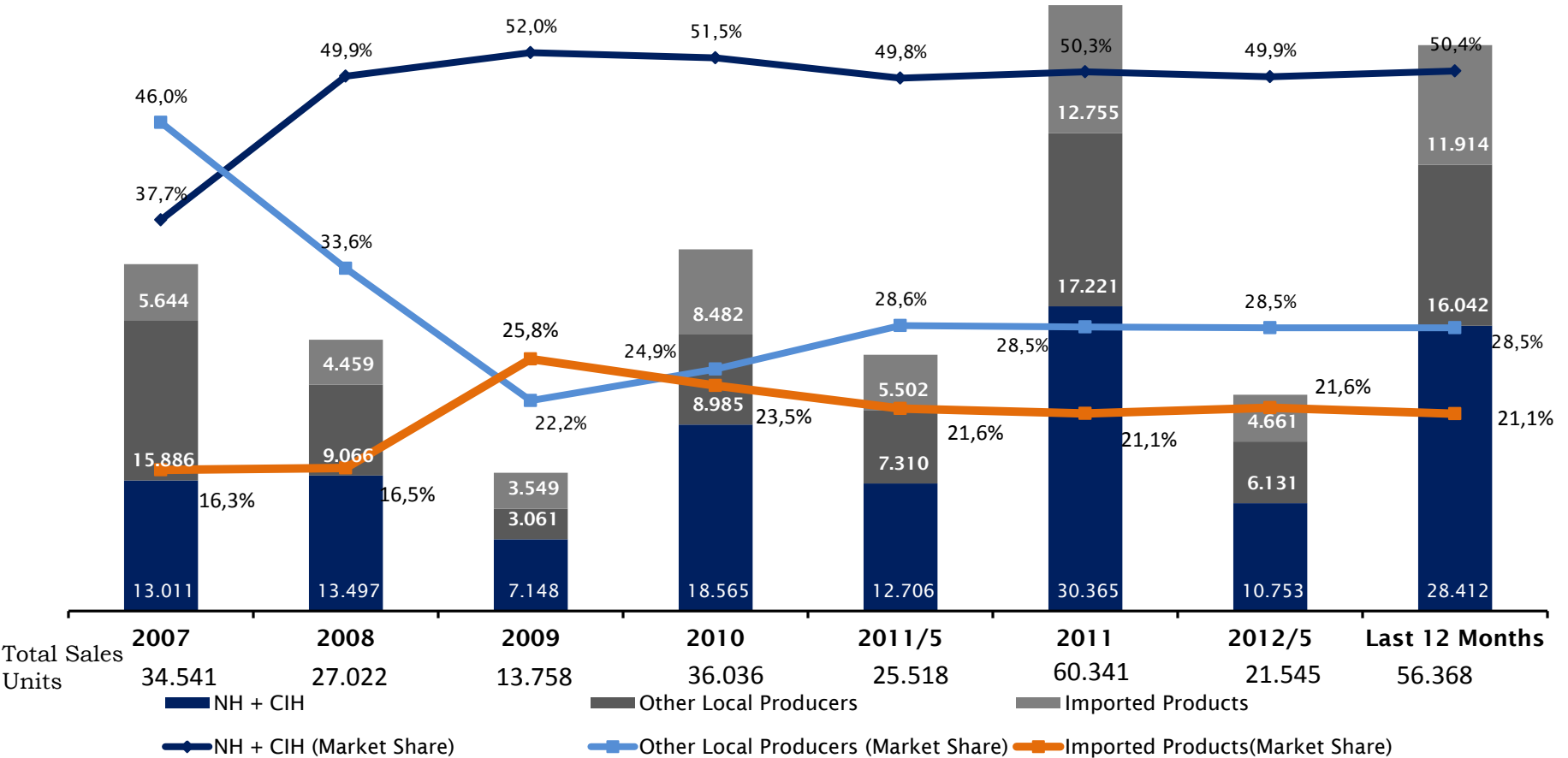
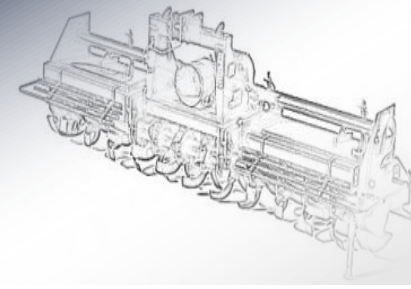
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## Tractor Market in Turkey



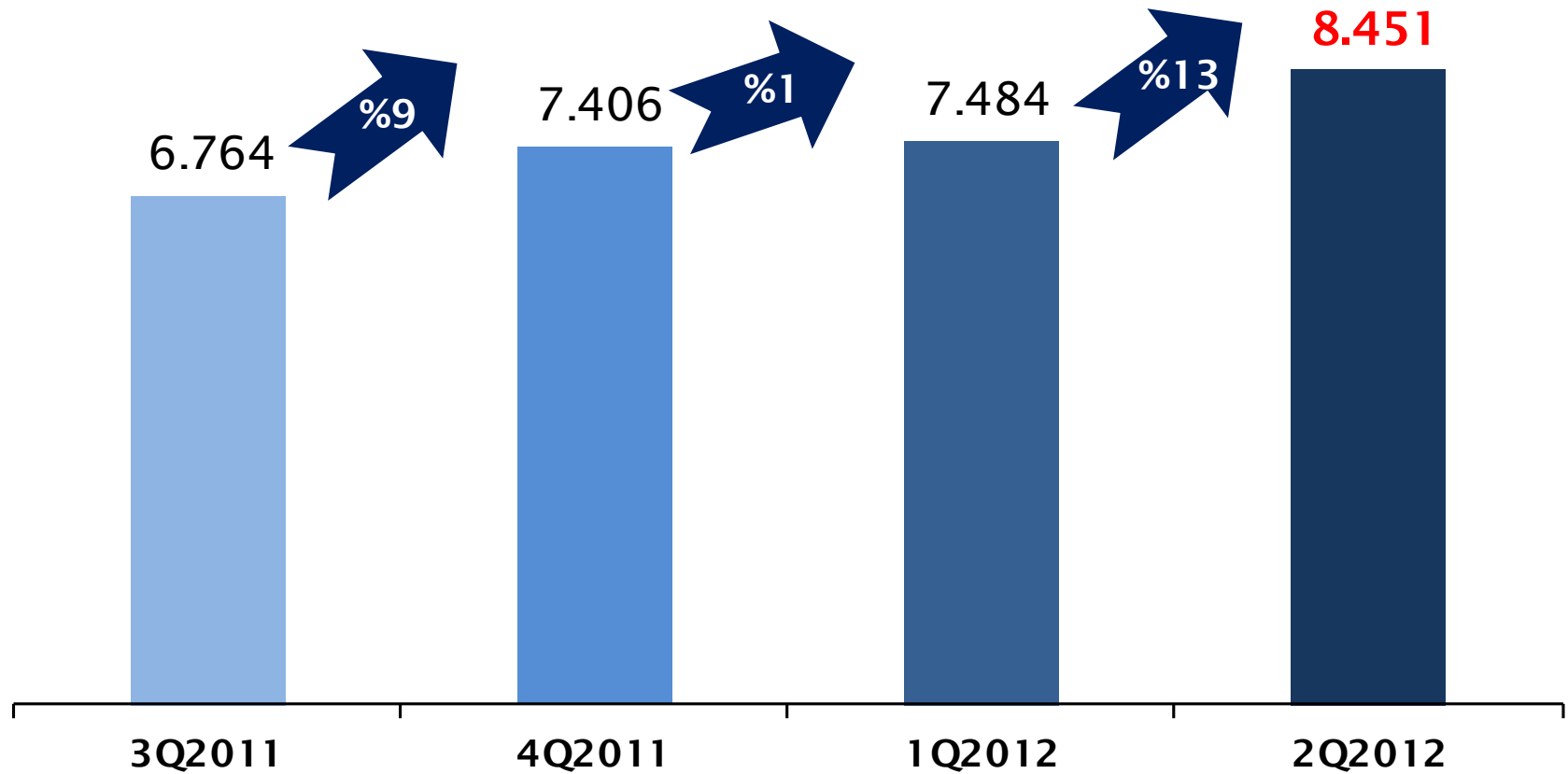
Source: TURKSTAT

# Tractor Market in Turkey

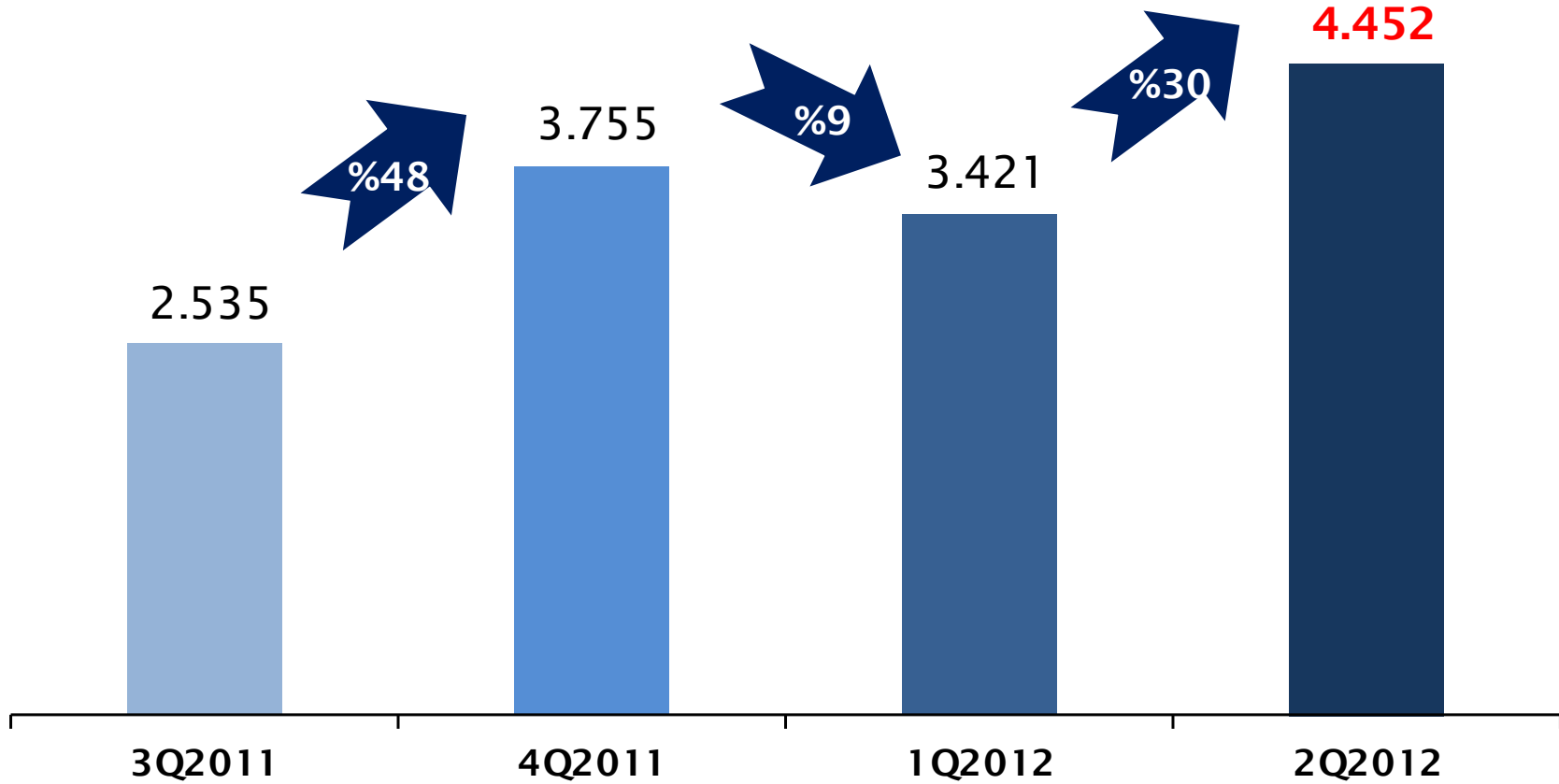


Source : TURKSTAT

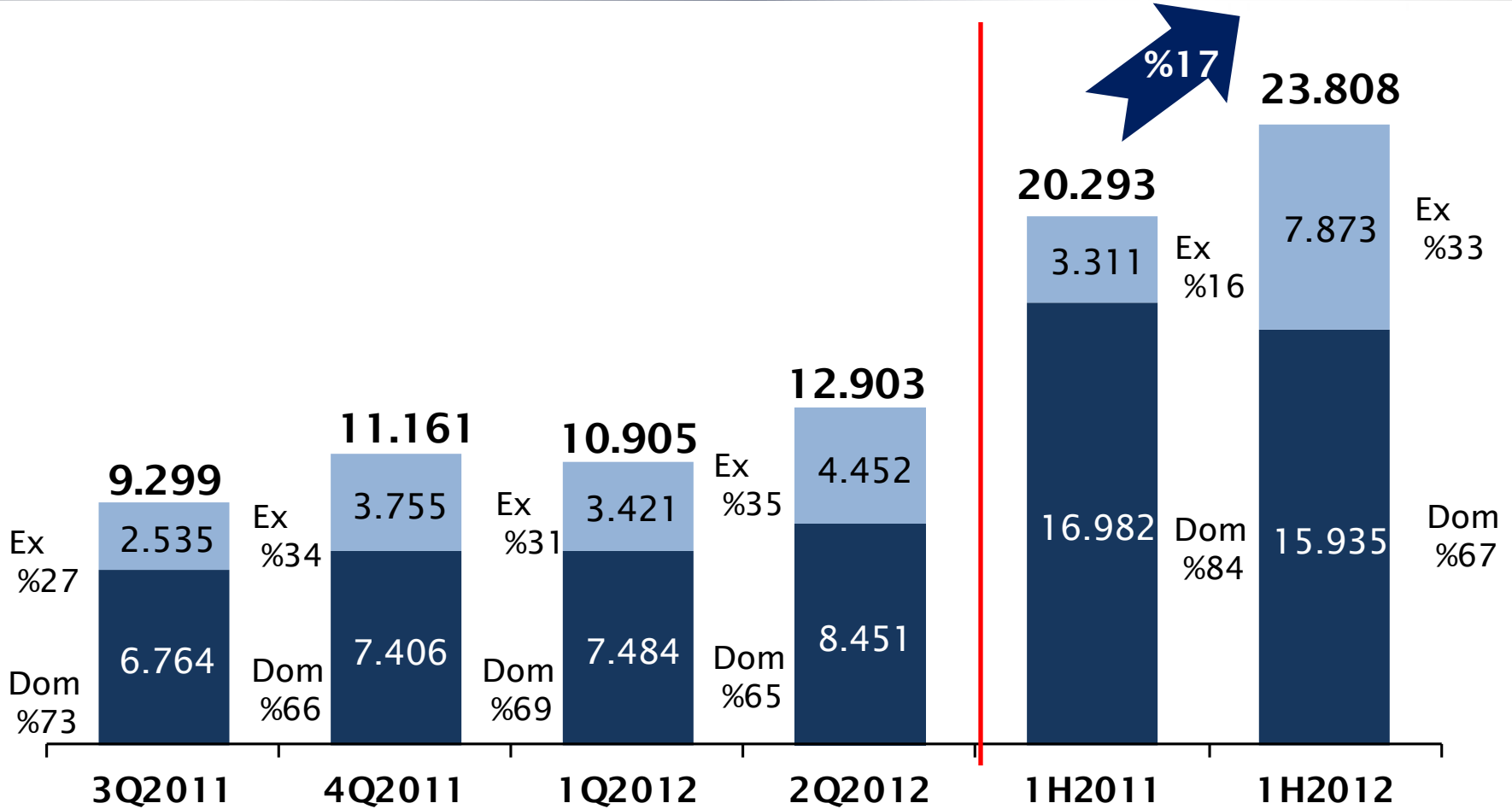
## Domestic Tractor Sales Units



## Export Tractor Sales Units

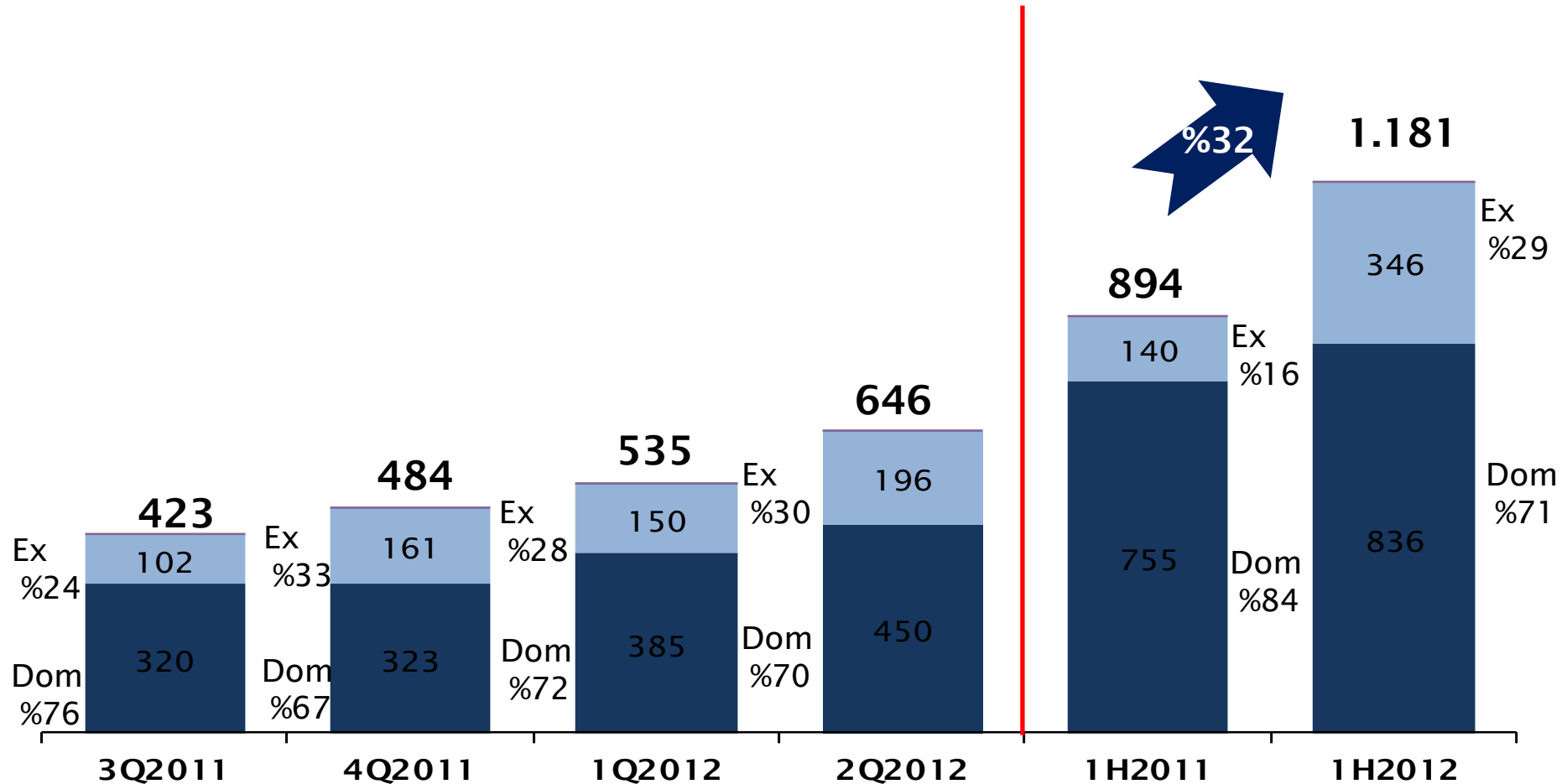


## Total Tractor Sales Units

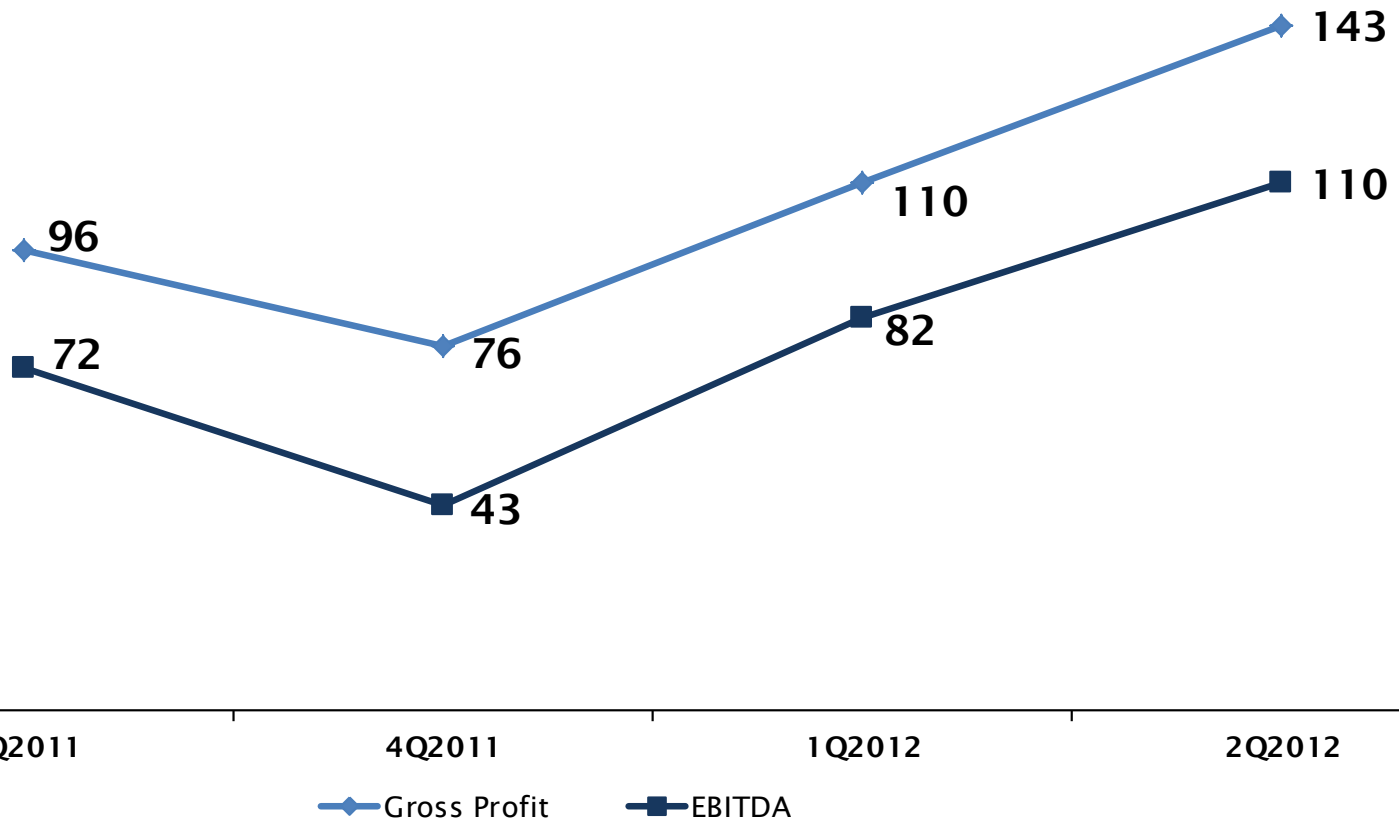




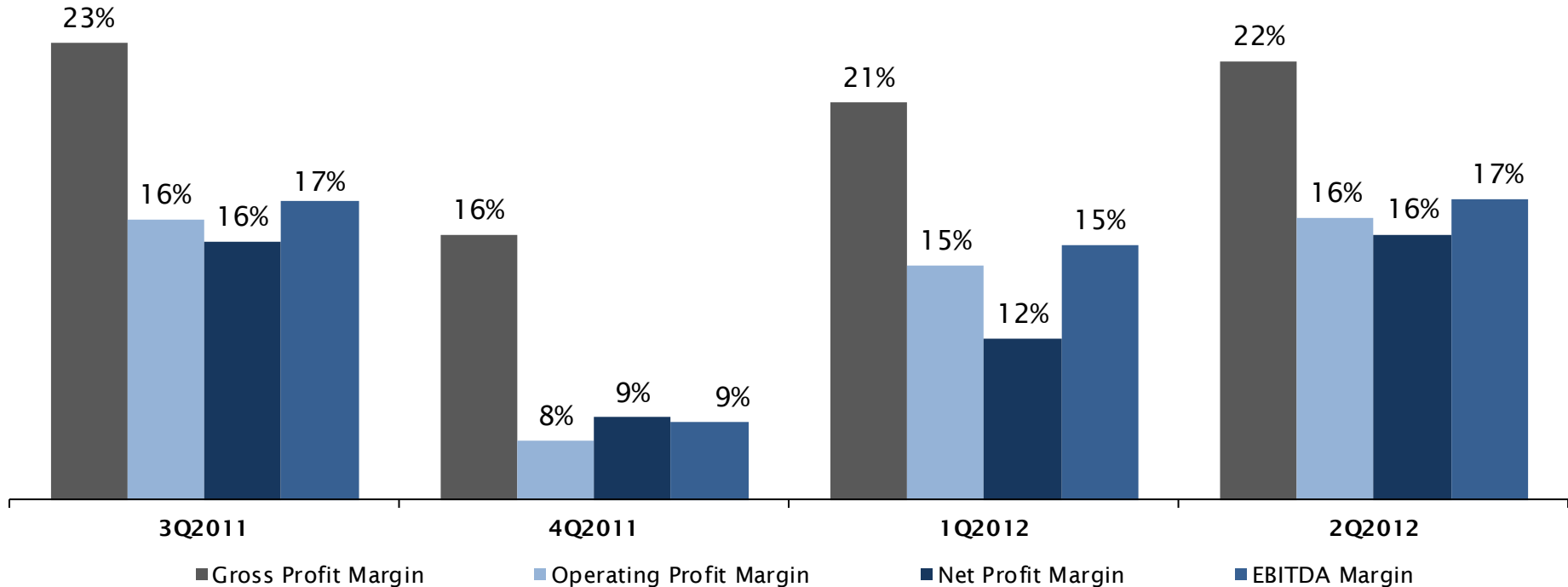
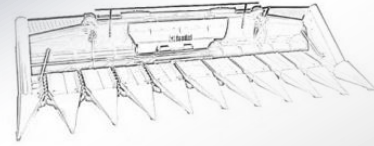
Revenue (Million TL)



*Profitability (Million TL)*



## Profitability Ratios

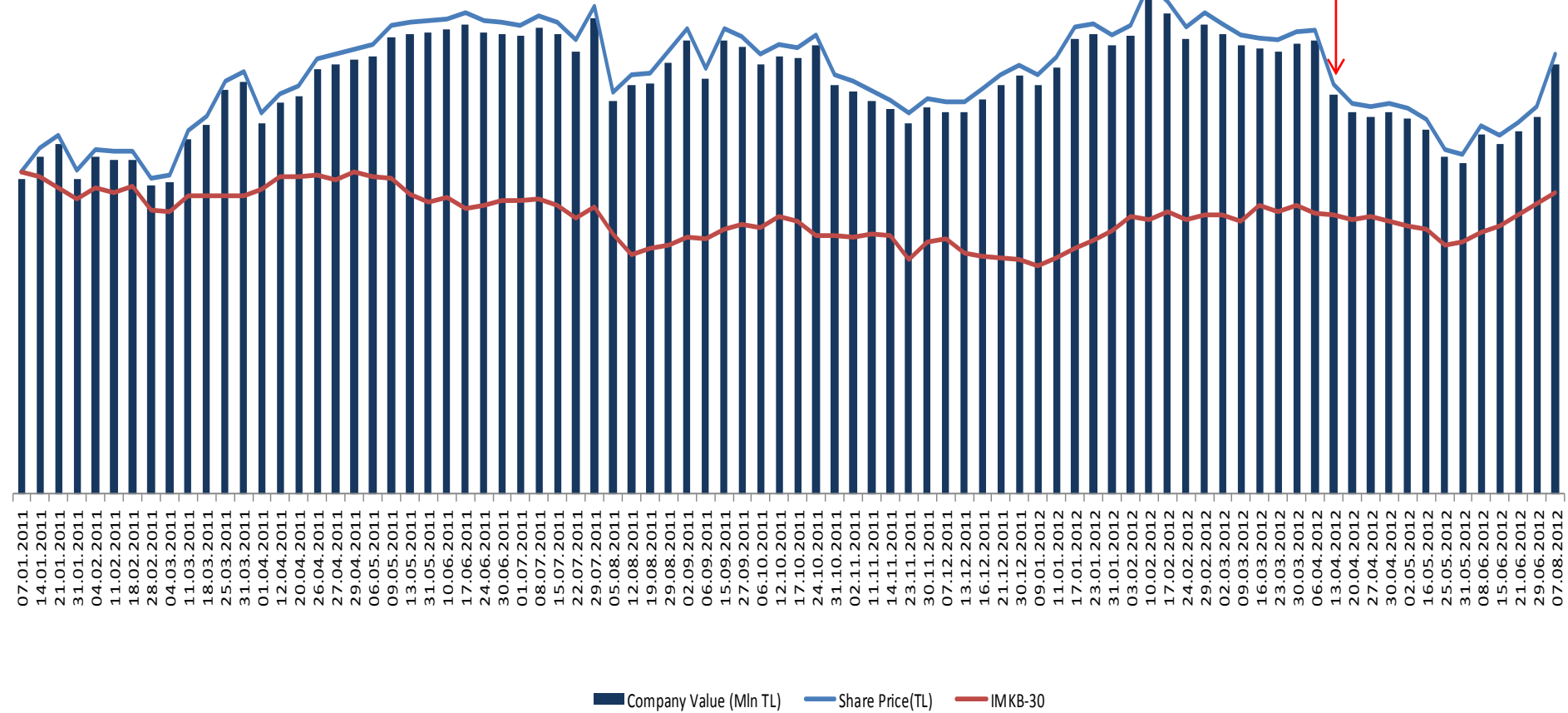


# Share Performance



07.01.2011 = 100

09.04.2012  
200 mIn TL dividend  
payment



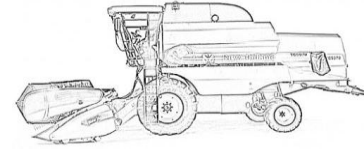
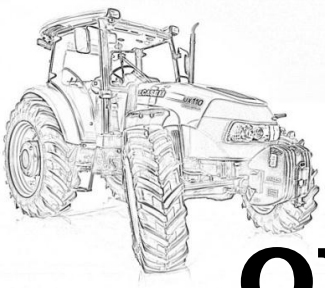
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Although it is believed that the expectations reflected in this presentation is reasonable, these expectations could be affected by possible changes of variables and assumptions and actual results may result in important differences between them.

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# QUESTIONS & ANSWERS

*TÜRK TRAKTÖR VE ZİRAAT MAKİNELERİ A.Ş.*

