

# PINAR ENTEGRE ET VE UN SAN. A.Ş.

## Earnings Presentation, 2015



sağlıklı, güvenilir,  
lezzetli  
et ve et ürünleri

# 2015 | Highlights

- In 2015, the processed meat market grew by 13% in turnover on the other hand it contracted by %1 in terms of volume. The 32% of the market consisted of salami, %22 of sausages and %42 of soudjouk products in terms of volume(Nielsen).
- Growth was observed in the especially sausages and salami segments (Nielsen).
- The shares of meat products, dough products and sea products in frozen products market were %12, %72 and %4 respectively (Nielsen). Our product mix was in line with the market.
- The year-on-year rise in average beef prices was around %20 in 2015. The company increased its profit margins by focusing on value-added products.
- In 2015, the company realized a turnover of 591 m TL and achieved EBITDA of 75.4 m TL and 66.5 m TL net profit with a successful performance.

\* Nielsen, BiM&A101 excl.

# 2015 | Dynamics

## Meat Prices

- The average meat price was above by 20% in 2015, YoY.
- Food inflation stood at 10.9% in 2015 which is higher than CPI as it happened last year (TSI).

## Meat Production and Number Of Animals in Turkey

- The total meat production reached up to 3.1 m tons in Turkey. 1 m tons cattle, 0.134 m tons sheep, 1.9 m tons chicken and 0.052 m tons turkey production took place in 2015 (TSI).

	Ovine	Bovine	Total	Growth
2013	38.5 m	14.5 m	53.0 m	
2014	41.5 m	14.3 m	55.8 m	+5.3%
2015	41.9 m	14.1 m	56.1 m	+0.4%

Source: TSI

## Packaged Delicatessen

	Volume Share	Penetration
<b>2013</b>	49.0%	88.1
<b>2014</b>	54.2%	88.2
<b>2015</b>	59.4%	90.8

Source: IPSOS

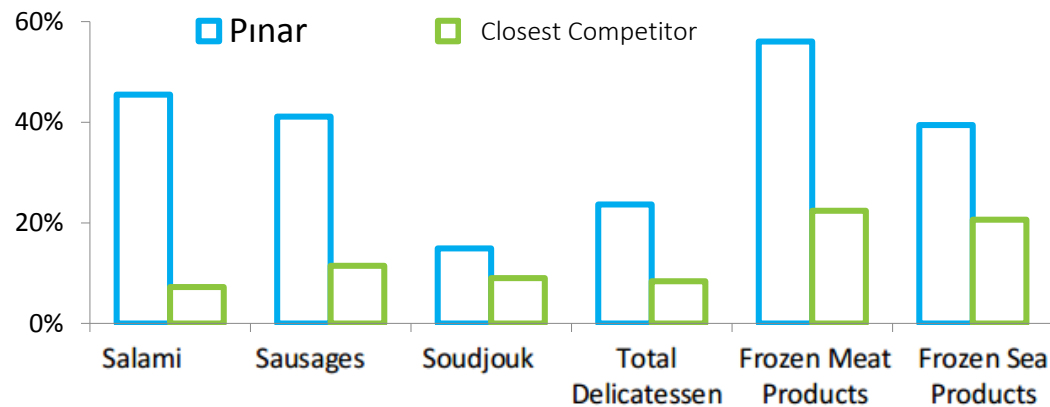
Products	Share	Position
<b>Salami</b>	<b>45.4%</b>	<b>#1</b>
<b>Sausage</b>	<b>41.9%</b>	<b>#1</b>
<b>Soudjouk</b>	<b>14.8%</b>	<b>#1</b>
<b>Total Delicatessen</b>	<b>23.7%</b>	<b>#1</b>
<b>Frozen Meat Products</b>	<b>56.5%</b>	<b>#1</b>
<b>Frozen Sea Products</b>	<b>39.9%</b>	<b>#1</b>

- In 2015, the total delicatessen market grew by 13% in terms of value, YoY. (BİM&A101 excl., Nielsen)

Source: Nielsen, 2015, Value Share

(BİM&A101 excl.)

- The company has a market share of 23.7% in total delicatessen market which is about 2.5 fold than nearest competitor.



Source: Nielsen, 2015, Value Share

# 2015 | New Products

- New Products and diversified packaging launches continued in both delicatessen and frozen products categories in 2015.

The share of new products\* in net sales is 10%.



\* The new products and new packages launched since 2013.

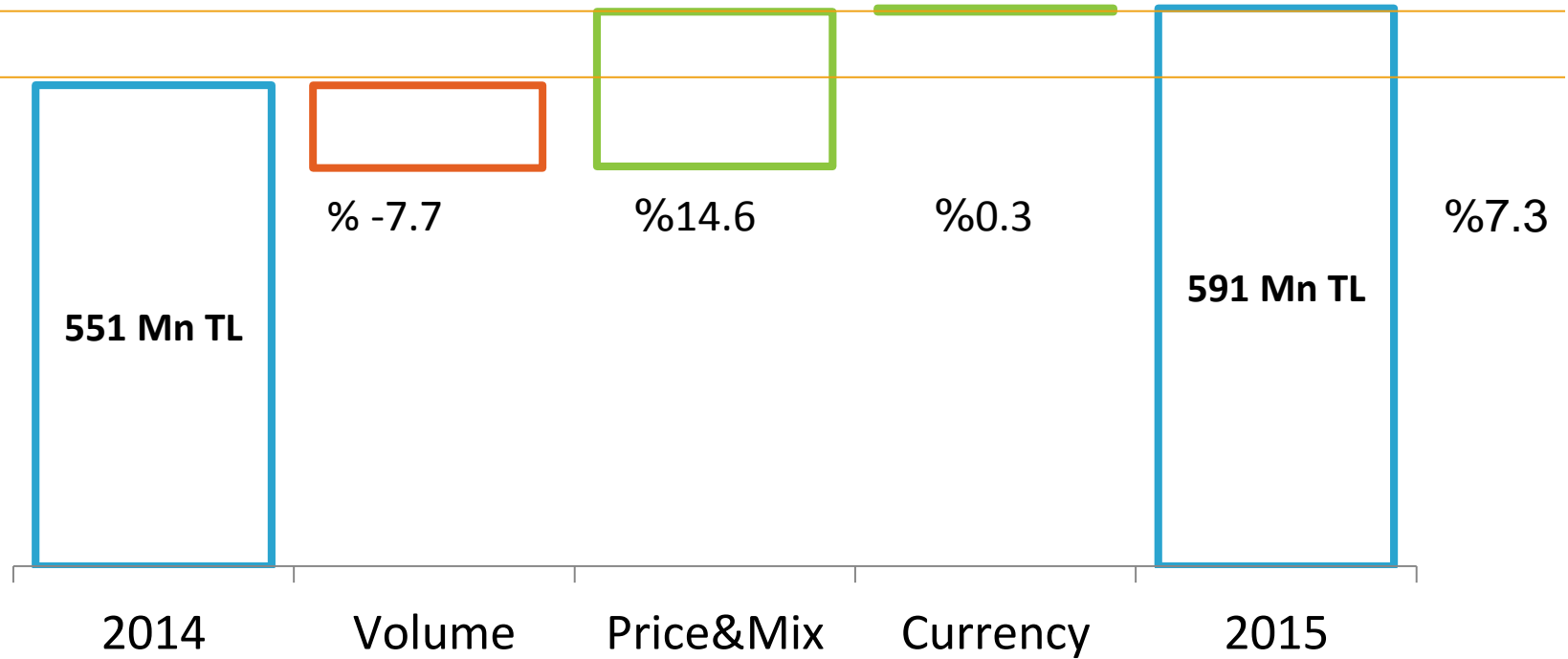
# 2015 | Income Statement

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(Million TL)	31.12.2015	31.12.2014	Difference	% Change
<b>Net Sales</b>	<b>591.1</b>	<b>550.9</b>	<b>40.1</b>	<b>7.3</b>
Cost of goods Sold	(492.0)	(468.7)	(23.3)	5.0
<b>Gross Profit</b>	<b>99.1</b>	<b>82.3</b>	<b>16.9</b>	<b>20.5</b>
R&D Expenses	(1.9)	(1.4)	(0.6)	40.3
Sales, Distribution and Marketing Expenses	(30.1)	(26.7)	(3.5)	12.9
General Administration Expenses	(19.5)	(18.1)	(1.5)	8.2
<b>EBIT</b>	<b>47.5</b>	<b>36.2</b>	<b>11.4</b>	<b>31.4</b>
Share of Results of Investments in				
Associates	25.3	9.9	15.4	155.1
Other Income	2.9	3.3	(0.4)	(11.1)
Other Expenses	(2.5)	(1.6)	(0.9)	53.2
Financial Income (Net)	2.1	1.7	0.4	23.7
<b>Profit Before tax</b>	<b>75.4</b>	<b>49.4</b>	<b>25.9</b>	<b>52.5</b>
Tax	(8.9)	(5.2)	(3.7)	71.5
<b>Net Profit for the Period</b>	<b>66.5</b>	<b>44.3</b>	<b>22.2</b>	<b>50.3</b>
EBITDA	61.2	48.0	13.2	27.6
<b>Total Assets</b>	<b>521.3</b>	<b>444.8</b>	<b>76.5</b>	<b>17.2</b>
Equity	406.2	344.4	61.8	17.9

# 2015 | Growth Analysis

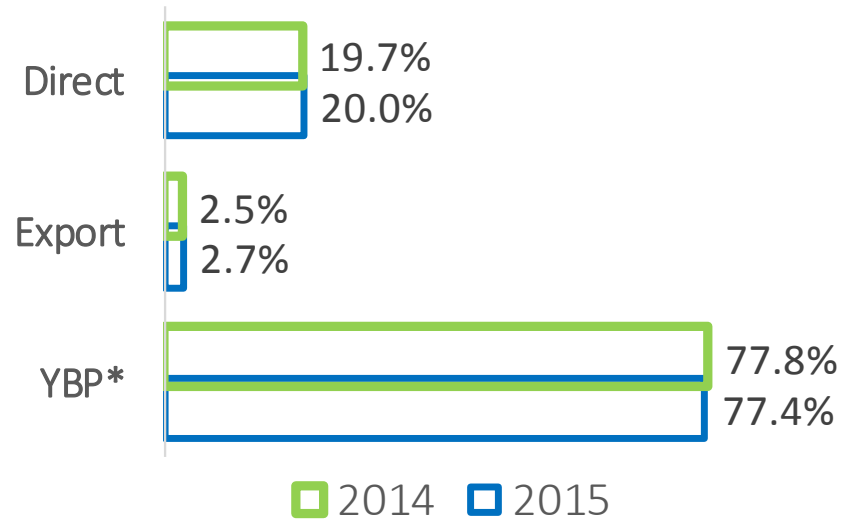
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# 2015 | Sales Breakdown

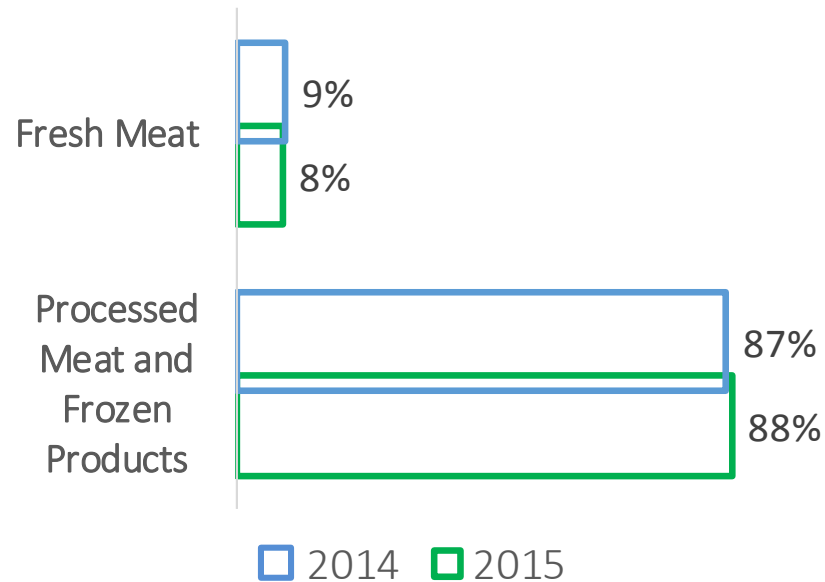
## Sales Channels

Net Satışlar



## Product Portfolio

- Increasing share of value-added products



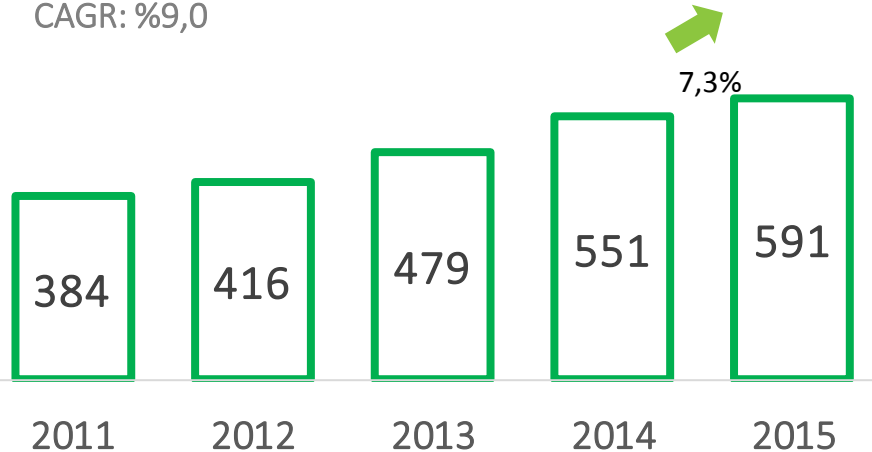
Net Satışlar



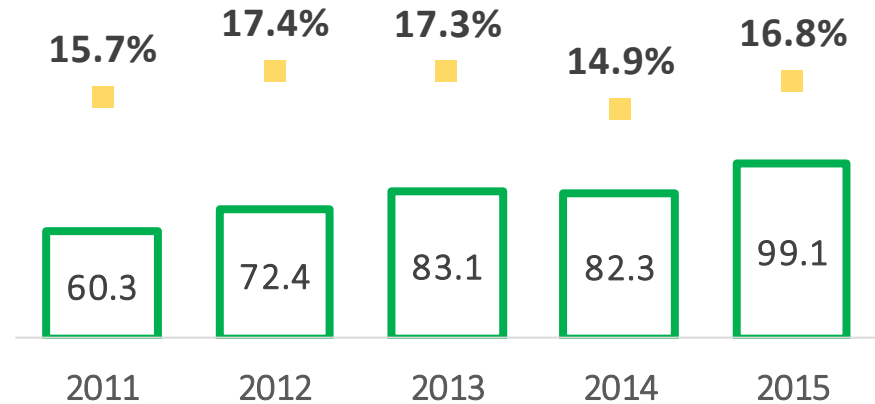
# 2015 | Sales and Profitability

## Net Sales (m TL)

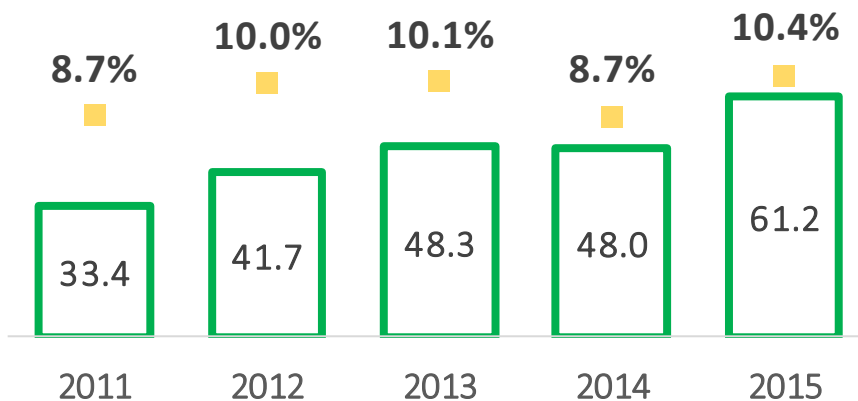
CAGR: %9,0



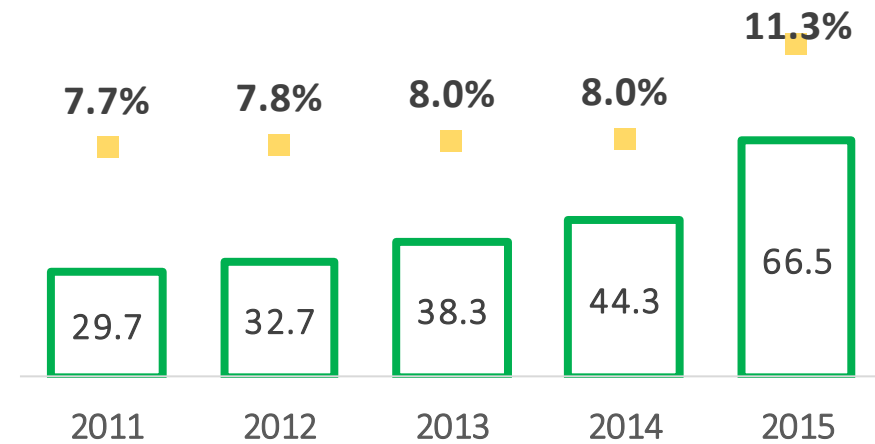
## Gross Profit (m TL)



## EBITDA\* (m TL)



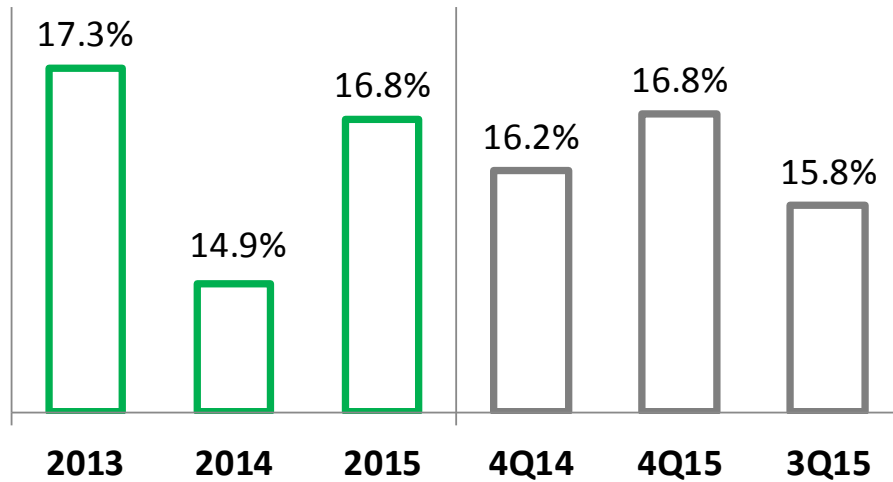
## Net Profit (m TL)



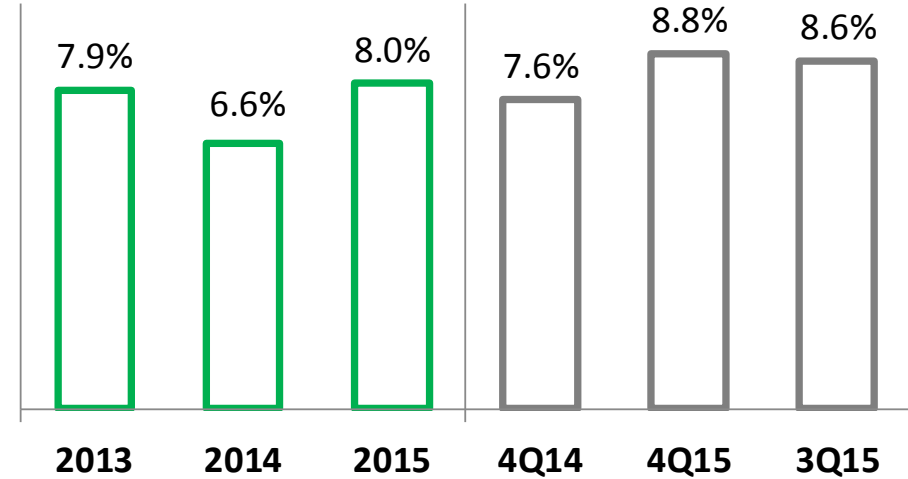
■ Profit margin

# 2015 | Profit Margins

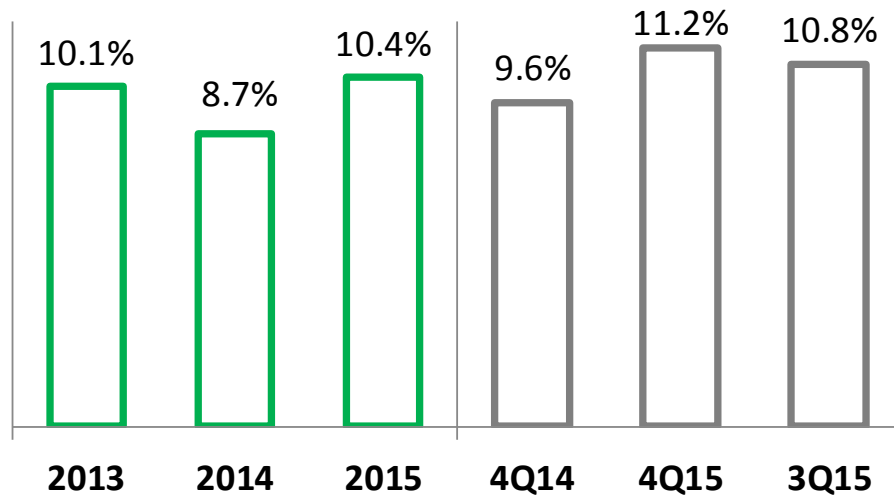
## Gross Profit



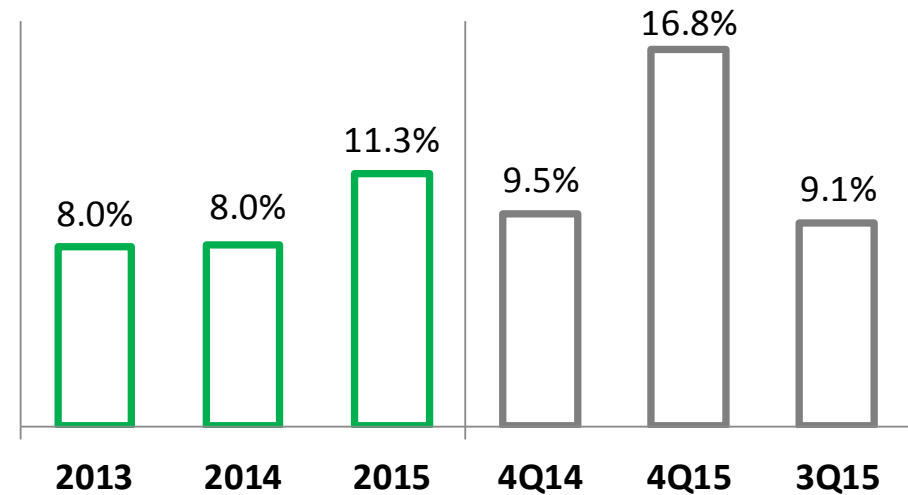
## EBIT



## EBITDA\*



## Net Profit



## Balance Sheet Ratios

	2011/12	2012/12	2013/12	2014/12	2015/12
Current Ratio	1.75	1.86	1.70	1.47	1.65
Leverage Ratio	0.27	0.23	0.25	0.23	0.22
Current Borrowings/Total	0.64	1.00	1.00	1.00	1.00
Net Borrowings/EBITDA	0.90	0.28 -	0.27 -	0.02	0.02
Net Borrowings/Equity	0.10	0.04 -	0.04 -	0.003	0.003
Return on Equity	10.05%	10.43%	11.79%	13.07%	17.72%

- Focus on risk management
- Effective working capital management
- Strong balance sheet and liquidity management

## Working Capital

	2011/12	2012/12	2013/12	2014/12	2015/12
Working Capital/Revenue	19.54%	17.97%	9.66%	6.47%	9.94%

## Capital Expenditures

	2012	2013	2014	2015
CAPEX	10.7 m TL	23.4 m TL	20.5 m TL	14.7 m TL

# Strategies

- An effective inventory management,
- A product portfolio targeting needs of various segments
- A wide spread distribution
- An efficient utilization of social media
- Developments in “Away from Home” market
- Continuing marketing investment
- Growing beyond the market in strategic segments

# Ownership | Participations | Auditors

## Ortaklık Yapısı

Yaşar Holding A.Ş.	54%
Pınar Süt	13%
Halka Açık	33%

## İştirakler

	İştirak Oranı %
Yasar Birleşik Pazarlama A.Ş.	42,8
Bintur Catering A.Ş.	1,3
Desa Enerji A.Ş.	26,4
Çamlı Yem A.Ş.	23,4
Yaşar Dış Ticaret A.Ş.	1,8
Pınar Foods GmbH	44,9

## Denetçi Kuruluşlarımız

### Mali İşler

Nexia  
Ernst&Young

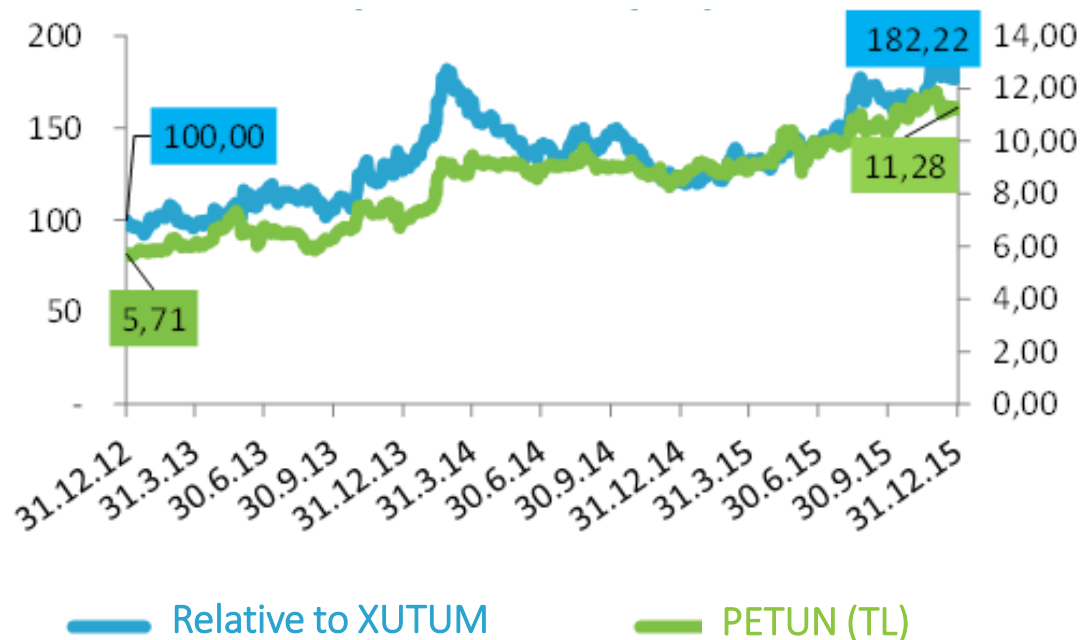
### Üretim

SAI Global  
TSE  
Alberk QA  
Intertek

### Kurumsal Yönetim

Saha Rating

# Stock Performance



Corporate Governance Rating : 9.20

Borsa İstanbul Ticker Symbol: PETUN

Date of Listing : 03.02.1986

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# Thank you!



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