



dpet

Opet Lubricants - At a Glance



Opet Lubricants is one of Turkey's Top 1000 Industrial Enterprises.

It offers production, sales and after-sales services in automotive and industrial lubricants and auto care products with its around 200 expert and skilled employees and wide network across Turkey.

OPET Lubricants manufactures lubricants and car care products in its production facility located in İzmir Çiğli Atatürk Organized Industrial Zone.

Shareholders

dpet



Koç Holding

dpet



KOÇ HOLDİNG

Turkey's leading investment holding company

«creating one common legacy for 90 years»



Business Lines

pet



ENERGY



AUTOMOTIVE



CONSUMER DURABLES



FINANCE

Business Lines

pet



ENERGY

Main Companies;

Tüpraş* / Opet / Aygaz* / Entek

Domestic Market Position – Market Share

Sole refinery in Turkey

#1 in LPG distribution – 29%

**#2 in petroleum products
distribution – 18%**

AUTOMOTIVE

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AUTOMOTIVE

Main Companies;

Ford Otosan* / Tofaş* /
TürkTraktör* / Otokar* / Otokoc

International Alliances;

Ford Motor Co. / Fiat Chrysler
Automobiles / Case New
Holland

Domestic Market Position – Market Share

#1 in total automotive – 22%

#3 in passenger cars – 13%

#1 in commercial vehicles –
52%

#1 in farm tractors – c.50%

#1 in automotive retailing

#1 in car rental

#2 in operational car leasing

CONSUMER DURABLES

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CONSUMER DURABLES

Main Companies;
Arçelik*

International Alliances;

LG Electronics (Air conditioner
manufacturing)

**Domestic Market Position –
Market Share**

#1 in white goods – c. 50%

#1 in air conditioners – 51%

FINANCE



Business Lines

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ENERGY

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FINANCE

Main Companies;

Yapı Kredi Bankası*

International Alliances;

UniCredit

Domestic Market Position – Market Share

#4 in assets among private
banks

#1 in credit cards – 22%

(outstanding volume)

#1 in leasing – 20%

#1 in factoring – 18%

#2 in mutual funds -17%

Strong Beneficiary of the Growth Potential in Turkey



«The right size to benefit from economies of scale»

Combined Revenues/ GDP*

6,2%

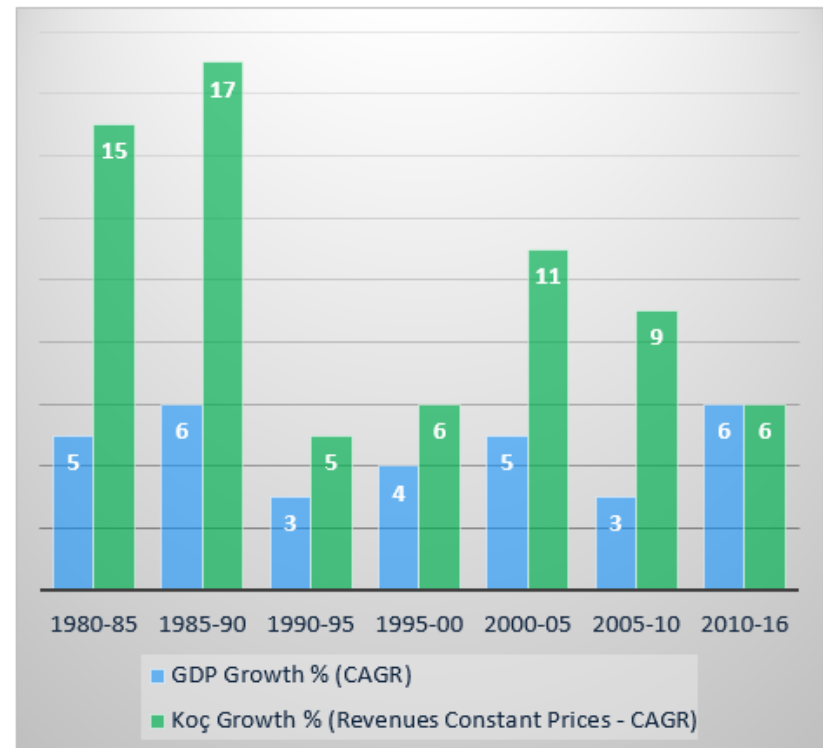
Total Exports / Turkey's Exports*

9,5%

Total Market Cap. on Borsa İst.*

19,7%

«Continuously out-perform the growth rates in Turkey»



* Revenue, export and GDP figures as of 2015 year-end, Market Cap as of 2016 year-end

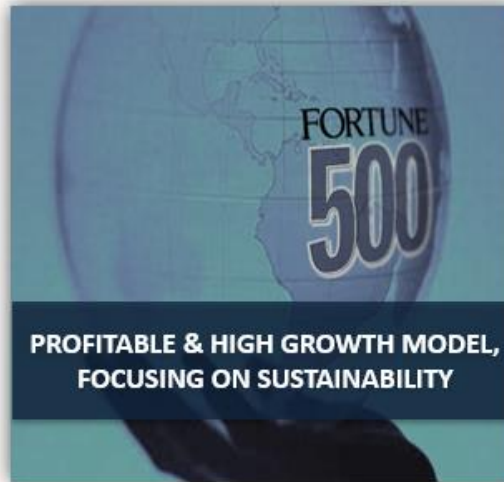
A Leading Investment Holding Company

pet



**TURKEY'S LEADING INVESTMENT
HOLDING COMPANY**

Koç Group is Turkey's largest industrial and services group in terms of revenues, exports, employees, taxes paid and market capitalization on the Borsa İstanbul.



**PROFITABLE & HIGH GROWTH MODEL,
FOCUSING ON SUSTAINABILITY**

Following an average annual growth rate of 11% in consolidated profit in US\$ terms between 2006-2016, Koç Holding ranks among the world's top 400 companies*.



**PIONEER
IN ITS SECTORS**

Koç Holding has leading positions with strong competitive advantages in various sectors, such as energy, automotive, consumer durables and finance, which offer strong long-term growth potential.

Opet Petrolcülük A.Ş.

opet



OPET PETROLCÜLÜK A.Ş.

Currently being the 2nd biggest fuel-oil distribution company in Turkey,
makes difference with its new products, services and social responsibility projects

opet



Business Lines

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Turkey's 2nd Largest Fuel Distribution Company

dpet



Largest Storage Capacity

Fastest growing company

Highest Customer Satisfaction

Powerful relationship with the dealers

Outstanding Social Responsibility Projects

Best experienced managers and employees



Business Lines - Retail Operations



«Retailing, which operates under dual branding strategy, OPET & SUNPET, with 1.521* petroleum stations all across country»



Opet branded premier network

- Brand awareness through highly visible locations
- Improved service and product range

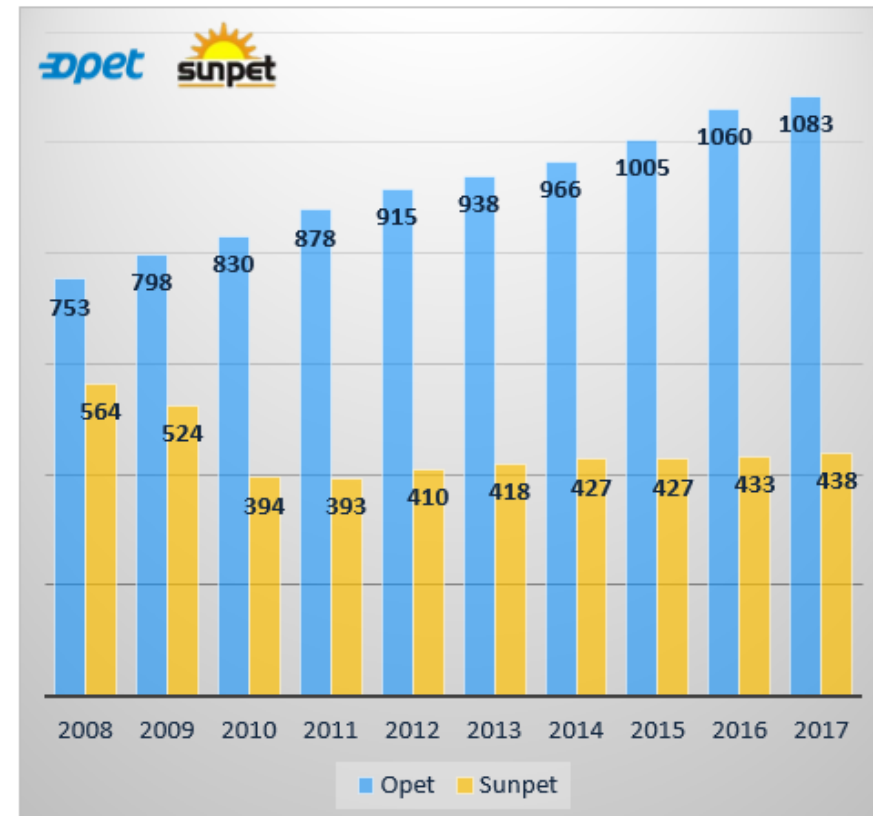


Sunpet branded secondary network

- Exploit rural locations
- Low capital expenditure

Opet and Sunpet brands managed by separate teams to meet unique requirements of each segment.

Number of Stations
(Opet & Sunpet)



*As of March 2018



Opet Lubricants

...with its vision "Lead the industry, shape the future" focuses on only lubricants with its valuable experts and provides outstanding solutions



Brands

pet



pet



FMY



opar olio



TürkTraktör



Wynn's



OEM Customers

dpet



Partners & Customers



Otokar



TürkTraktör



TOFAŞ TÜRK OTOMOBİL FABRİKASI A.Ş.

Our Experts Are Always With You With Our Premium Services Tofaş Dyno Tests

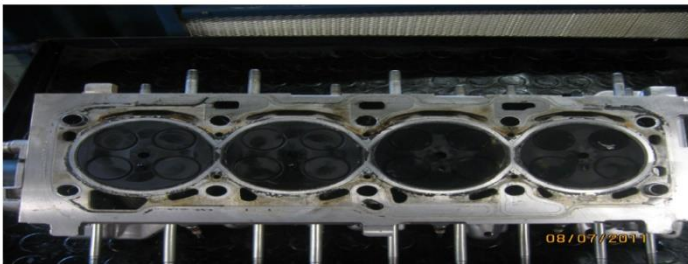


- We are the first and one and only TOFAŞ-FIAT approved lubricant producer in TURKEY



Succesfully passed Tofaş FIAT 9.55535-N2 and FIAT 9.55535-S1 engine dyno tests

- Turbo compressor deposit test, 500 hours
- Wearing test, 200 hours



Our Experts Are Always With You With Our Premium Services
First Approved Ford Trucks Ecotorq Euro 6 Engine Oil



- **Ford Trucks Ecotorq Euro 6 Engine Oil**

- Launched in 2016 in Turkey
- Production in Turkey and China, sales to Russia.
- Two platforms meeting Euro 3, 5 & 6 between 260 to 500 PS

Ecotorq 9.0L

Ecotorq 12.7L

- Designed & manufactured by Ford Otomotiv in Turkey
- First fill and service fill engine oil developed by Opet



Our Experts Are Always With You With Our Premium Services Ford Trucks New Fuel Economy Axle Oil



- **Ford Tractor Trucks New Fuel Economy Axle Oil**

- Designed and developed by Ford of Turkey
- Launched in February 2017 in tractor trucks only
- Production in Turkey only
- Provides significant fuel economy compared to old axle



Enroute Panorama



It has been developed to;

- supervise the sales conditions at retailers by the company's senior management
- be able to control all sales point data
- make the necessary managerial decisions through necessary analyzes and evaluations of the existing data.



Number of Active Customers : **15.590**

Number of Distributors: **20**

Number of Active Users : **140**

Fullcheck (More Than Analysis...)

dpet



Fullcheck 
More Than Analysis...

Fullmatch and Product Catalogue app.

opet



Fullmatch Giriş

Hoşgeldiniz, lütfen aracınıza uygun ikona tıklayınız.

opet fullmatch

tr | en

ARA



Marka



Model



Tip



gönder

Quality Systems

pet



BUREAU VERITAS
Certification

Greenhouse Gases Verification Statement

OPET FUCHS MADENİ YAĞ SAN. VE TİC. A.Ş.

Designation: BUREAU VERITAS
LİBERTEY GİRNESEK SÜLT. YOLU 17
FİRMA ÇİFTLİK ANITLIYI
ENTRİ KATILIM KURUMU İÇİTİM BÖLÜMÜ
İSTANBUL 34099 ÇİĞLİ İZMİR, TÜRKİYE
PRODUCTION FACILITY
ENTRİ KATILIM KURUMU İÇİTİM BÖLÜMÜ
İSTANBUL 34099 ÇİĞLİ İZMİR, TÜRKİYE
SÜPERMARKET
ENTRİ KATILIM KURUMU İÇİTİM BÖLÜMÜ
İSTANBUL 34099 ÇİĞLİ İZMİR, TÜRKİYE
KURUM ÜRÜNÜ
ENTRİ KATILIM KURUMU İÇİTİM BÖLÜMÜ
İSTANBUL 34099 ÇİĞLİ İZMİR, TÜRKİYE
Bureau Veritas Certification Turkey has verified the Greenhouse Gas
Assessment of the above registration for the period 1st January 2016 to
31st December 2016 and found it to be in accordance with the requirements
of the standard detailed below

ISO 14064-1:2006

Standard

15 Eylül 2016 tarihinde yapılan genel kurul toplantısında, Bureau Veritas tarafından onaylanmıştır.

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BUREAU VERITAS
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OPET FUCHS MADENİ YAĞ SAN. VE TİC. A.Ş.

FABRİKA: ATATÜRK ORGANİZE SANAYİ BÖLGESİ 10008 SOK.
NO: 12 35020 ÇİĞLİ İZMİR, TÜRKİYE

ISO 9001:2008

Standard

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NO: 12 35020 ÇİĞLİ İZMİR, TÜRKİYE

ISO 18001:2007

Standard

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NO: 12 35020 ÇİĞLİ İZMİR, TÜRKİYE

ISO 14001:2004

Standard

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VDA

Certificate

VDA QMC certifies that the organization

OPET Fuchs Madeni Yağ San. ve Tic. A.Ş.

AOSB 10008 sok. No.12
Çiğli-İzmir
Turkey

The verification has been realized by a certification audit

Date of certification: February 03, 2016

Business field: Additive Production and Distribution

Location: Çiğli-İzmir

Number of certificate: 0002782

Valid until: February 02, 2019

has established and applies a Management system according VDA guideline

Minimum requirements on Management Systems in Additive production and distribution chain

VDA QMC

Quality Management Center

Managing Director

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TÜRKAK

TÜRK AKKREDİTASYON KURUMU

AKKREDİTASYON SERTİFİKASI

Deney Laboratuvarı olarak faaliyet gösteren.

OPET FUCHS MADENİ YAĞ SAN. TİC. A.Ş.

A.O.S.B. 10008 Sokak No:12 Çiğli, 35020 İZMİR / TÜRKİYE

TÜRKAK tarafından yapılan denetim sonucunda TS EN ISO/IEC 17025:2012 Standardına göre EN 15000 olarak akkreditasyon almıştır.

Akkreditasyon No: AKB-0045-T

Akkreditasyon Tarihi: 1 Mart 2012

Revizyon Tarihi / No: 23 Haziran 2016 / 06

Bu Sertifika, yalnızca aşağıda belirtilen kuruluşun TS EN ISO/IEC 17025:2012 Standardına, ilgili Yönetmelik ve Talimatları doğrultusunda akkreditasyon aldığı ve 23 Haziran 2016 tarihinde geçerlidir.

Dr. H. BAKALIN ÇETİN
Genel Sekreter

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BUREAU VERITAS
Certification

Certificate of Approval

Opet Fuchs Madeni Yağ San. ve Tic. A.Ş.

A.O.S.B. 10008 Sok. No. 12, Çiğli İsmi, 35020, Turkey

Since Veritas Certification certifies that the Quality Management System of the above organization has been verified and found to be in accordance with the requirements of ISO/TS16949:2009

ISO/TS16949:2009

Standard

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New Plant

dpet



New Plant Project

Current Production Plant

dpet



Location

Çiğli – İzmir



Area

12.000 m2 closed area



Capacity

7.000 ton storage capacity
30.000 tons/year
production capacity /shift

New Production Plant

dpet



Location

Izmir



Plant & Warehouse

Oil – 60 000 tons
Antifreeze – 2 500 tons
Warehouse – 9 000 pallet (5 600 m²)



Tank Capacity

Raw Material – 3 480 m³
AntifreezeLube Blending – 410 m³
Antifreeze Blending – 180 m³
Finished Product – 570 m³



Виктория Гришина
Глава Представительства

Инвестиции Opet в Украину:



Официальное представительство **Opet** в Украине

Зарегистрировано в ноябре 2017

Компания Импортер – ООО «Отокоч Украина»

Поставки Opet в Украину с марта 2018



Инвестиции Opet в Украину:

opet



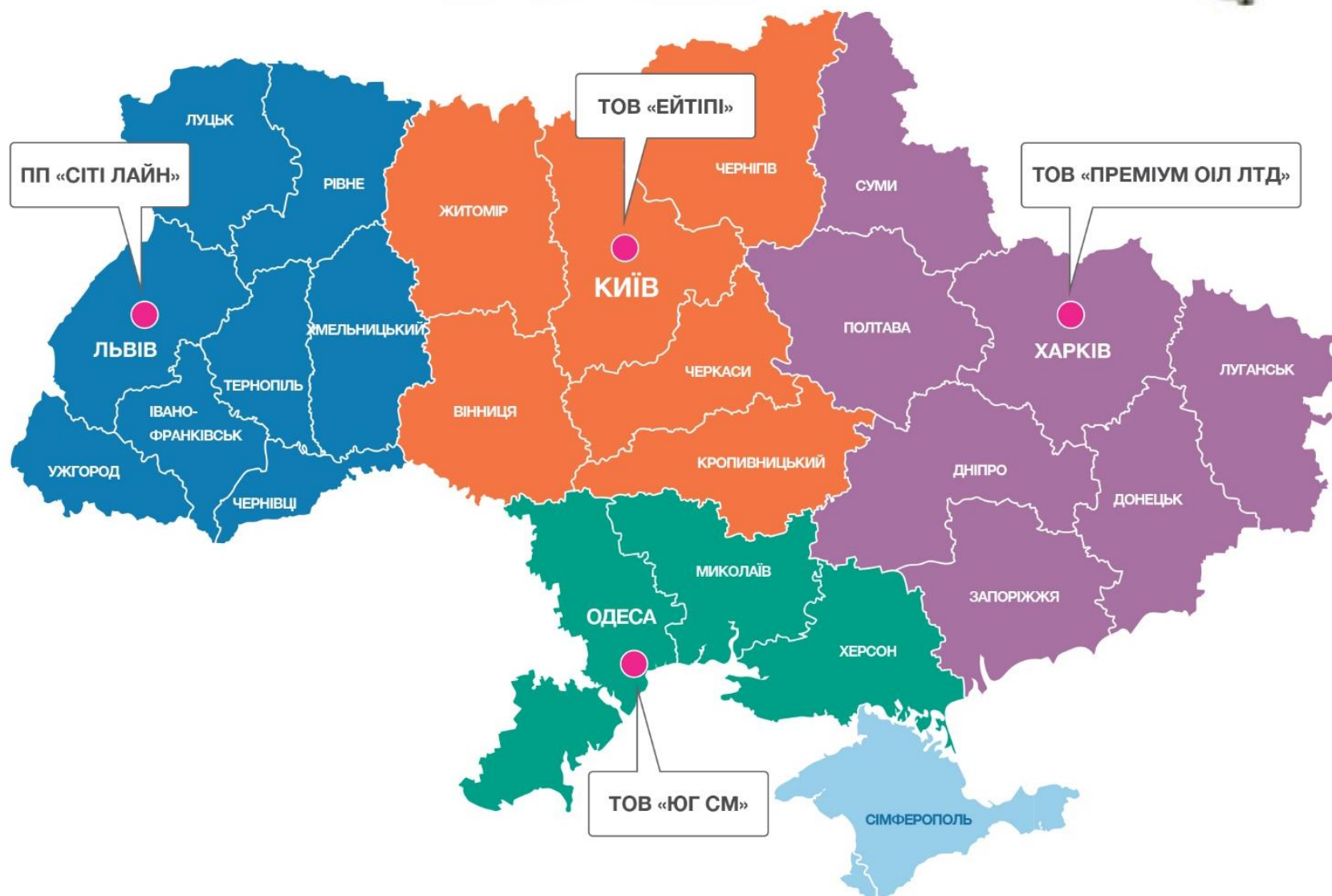
- Вся Продукция сертифицирована в Украине
- Зарегистрирована торговая марка
- Собственный склад продукции в Киеве
- Промо, маркетинг, реклама
- Инвестиции в людей

opet



Дистриб'ютори в Україні

pet



Линейка масел для легковых и грузовых автомобилей

pet



Ассортимент масел

Продукт/Уровень свойств

fulltech

Высокая эффективность в экстремальных условиях вождения

fullmax

Максимальная защита для вашего двигателя

fulllife

Всесезонная линейка с уникальными свойствами

fullpro

Одобренная эффективность, особенно для авто парков

fullmaster

Эффективная защита в тяжелых условиях работы

Смазочные материалы OPET

opet



Пластичные смазки
Высокая степень защиты
в тяжёлых условиях работы



Гидравлические масла



Всесезонный антифриз



Специальное решение для
байкеров, для которых байк
значит больше, чем что-либо



Многофункциональные
масла для зубчатых
передач



Масла для сельхоз и
садовой техники



Редукторные масла



Надёжный выбор
сезонных масел

Технические сервисы и тренинги

pet



Наш Оретный подход к бизнесу

Opet



- Продажи через Дистрибьюторов Орет
- Основные каналы – PCO, CVO, AGRO
- Равные коммерческие условия
- Соблюдение территориальности
- Наша цель - прибыль

- ОПЕТная торговая команда
- Полное вовлечение в бизнес Оретных Дистрибьюторов
- Мы заинтересованы в успешности Дистрибьюторов на деле, а не на словах

- МЫ БЫСТРЫЕ
- ГИБКИЕ
- ОПЕТные
- АМБИЦИОЗНЫЕ
- ВЕРИМ В ТО, ЧТО ДЕЛАЕМ
- МЫ ФАНАТЫ СВОЕЙ РАБОТЫ

- ОПЕТ это не только бизнес
- Мы будем говорить о социальной ответственности водителей и Оретном вождении
- РУЛИ ОПЕТно!

Opet



Opet

Drive Opetly

Спасибо за внимание!