



SODA SANAYİİ A.Ş.

Investor Relations Presentation





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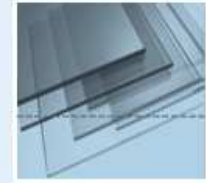
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Soda Sanayii A.Ş.

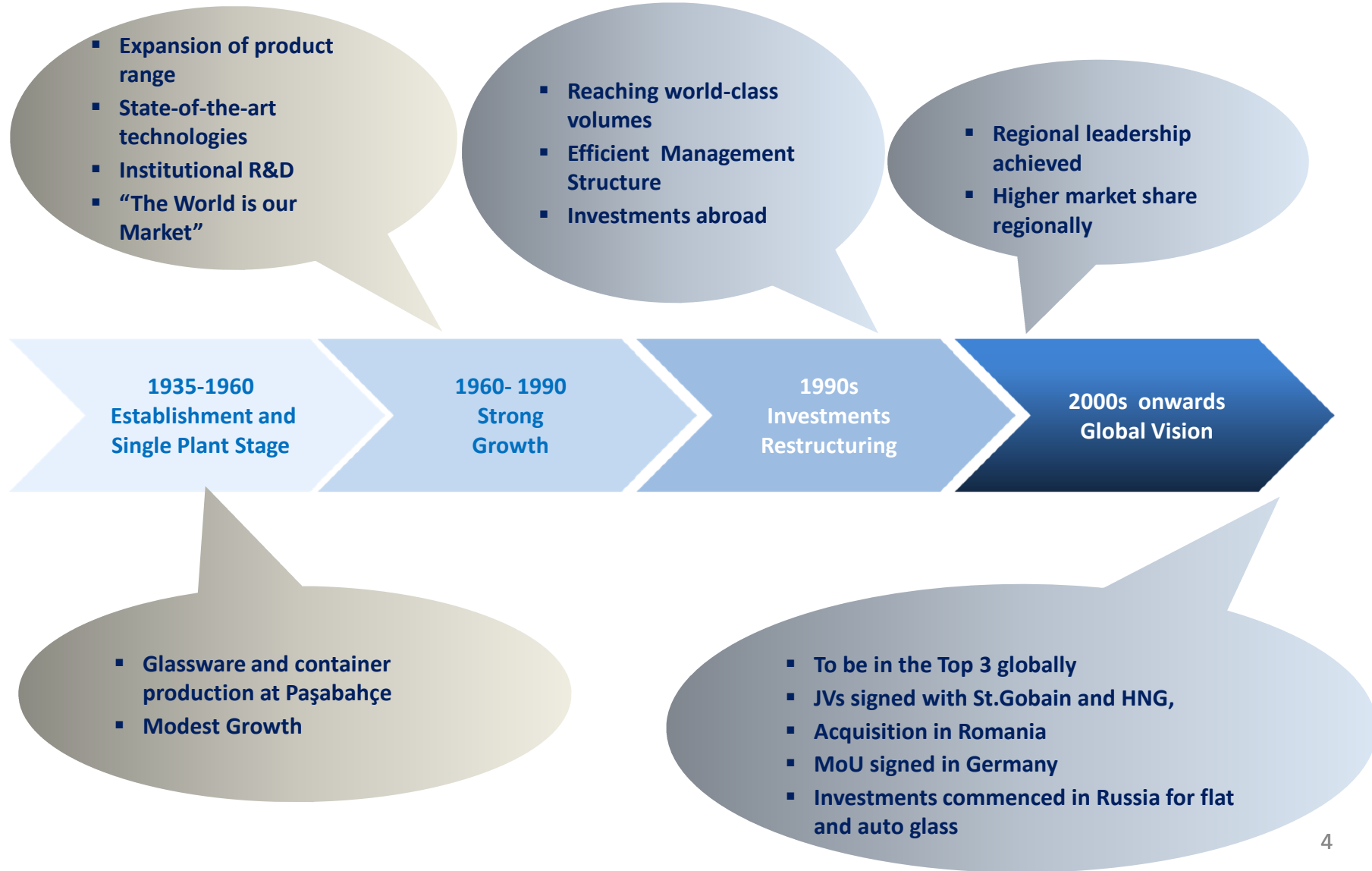
Executive Summary - Şişecam Overview

- ŞİŞECAM founded in 1935 by İşbank
- Operates in 4 business segments :
 - Flat glass , Glass Packaging, Glassware and Chemicals
- Operations expanded to 10 countries: Turkey, Russia, Bulgaria, Egypt, Georgia, Bosnia Herzegovina, Romania, Ukraine, Italy and India with exports to 140 countries.
- Leading glass manufacturer in Turkey , aiming to be in top 3 globally
- Annual production of 3.7 million tons of glass and 1.95 million tons of soda ash
- Mcap of US\$ 2.5 billion (April 2013),
28% of its shares are listed on ISE (SISE.IS) and 72% held by İşbank.
- Net Sales of US\$ 3 billion FY2012
- EBITDA of US\$ 530 million FY2012
- Strategic alliances with global players in the region
- 18,000 employees





Şişecam Overview - History & Development



Şişecam Overview - Mission, Vision and Strategy



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Mission: Şişecam is a company that respects people and nature with its high quality and value added products.

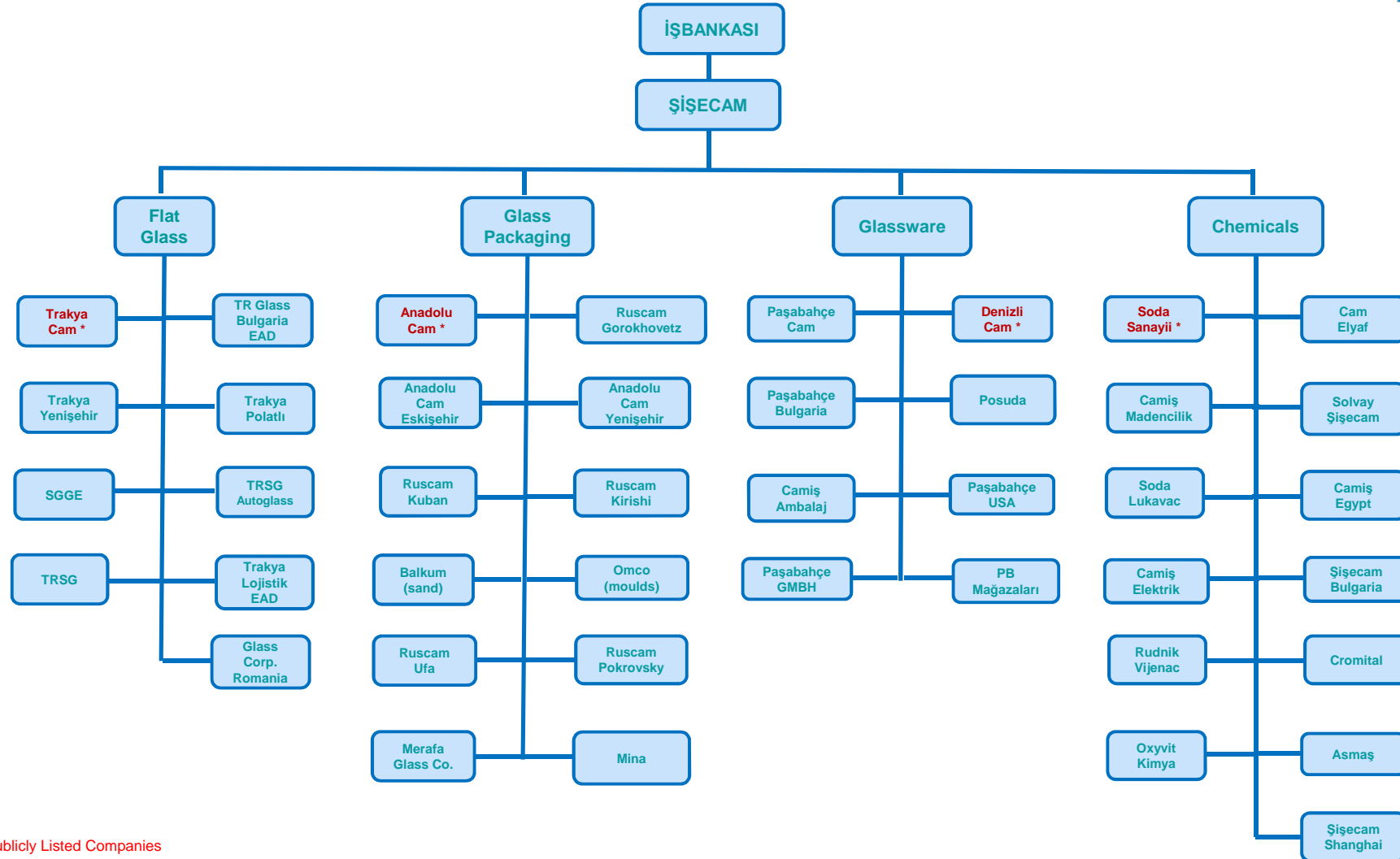
Vision: To be one of the leading companies in glass production and its other field of activities.

Strategy: Rapid profitable growth through both inorganic & organic expansion with a wide array of product portfolio.



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Şişecam Overview - Group Corporate Structure



(*) Publicly Listed Companies

Şişecam has four main lines of business and side activities that primarily support the core operations.

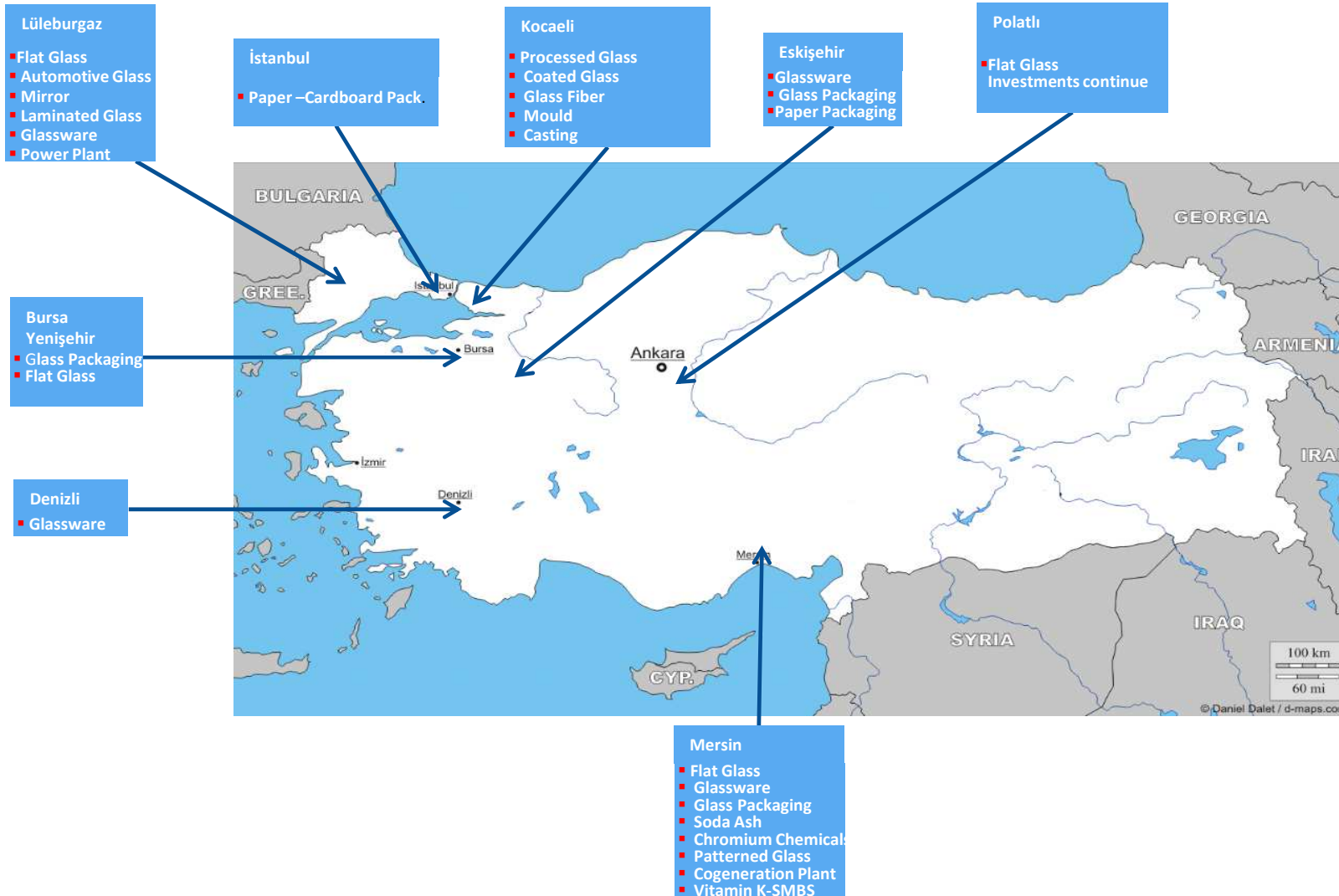
Vertical integration guarantees stringent quality control.

The group is managed by highly-experienced professionals long associated with the company. The level of institutionalization and stability is a valuable asset.



Şişecam Overview - Operating Territory

ŞİŞECAM PLANTS IN TURKEY





Şişecam Overview - Operating Territory



Şişecam Overview - Financial Highlights



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Group Consolidated Key Indicators

\$mn	2007	2008	2009	2010	2011	2012
Net Sales	2.483	2.885	2.357	2.806	2.980	2.981
EBITDA	562	664	446	678	758	530
Net Fin. Debt	668	866	606	254	315	543
Current Ratio	1,89	2,01	2,48	3,07	2,79	1,82
Liabilities/Assets	0,36	0,44	0,45	0,38	0,38	0,36
Shareholder's Eq.	2.870	2.361	2.465	2.682	2.729	3.145
Gross Margin (%)	29,7	29,4	24,2	29,4	32,9	26,6
EBITDA (%)	22,6	23,0	18,9	24,2	25,4	17,8
EBIT (%)	11,9	12,1	6,8	13,4	15,6	8,1
Net Income	214	123	72	275	378	164
Net Income (%)	8,6	4,3	3,1	9,8	12,7	5,5

CAGR for 2007-2012 period for:

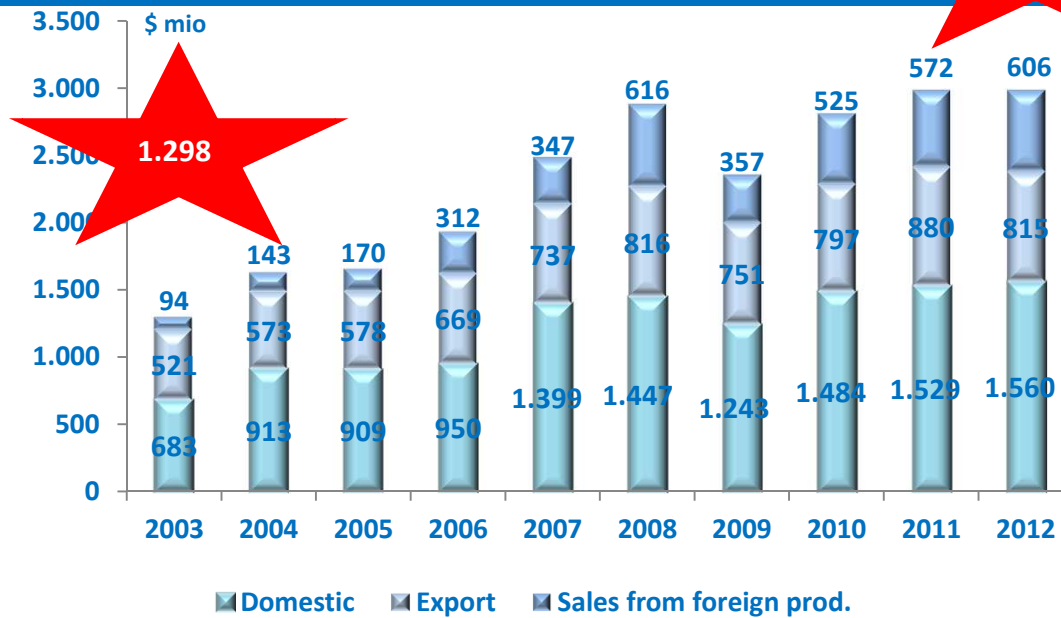
Sales: 4 %

- Ever since its foundation, Şişecam has always followed a conservative financial policy, relying heavily on its self financing capability.
- Şişecam historically has channeled the bulk of its cash flow to group investments.
- Şişecam has long-standing, strong relationships with prestigious international financial institutions allowing easy access to international capital markets.
- Şişecam enjoys high profitability margins compared to its international peers.



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Growth Story

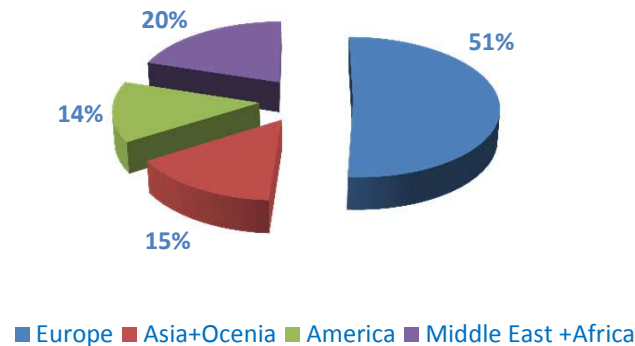


- Growth is mainly driven by exports and foreign production as a result of investment strategy in the region.
- As of 2012 year end exports reached US\$ 815 million.

Top 10 Exported Countries

Italy	11%
Germany	7%
UK	7%
France	6%
Egypt	6%
U.S.A.	5%
Bulgaria	4%
China	4%
Russia	4%
Spain	3%

Consolidated Export Breakdown 2012

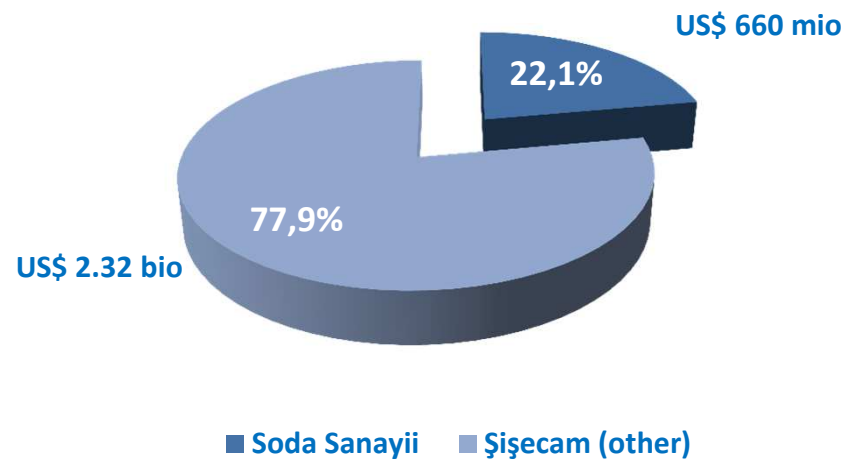


- Europe continues to be an important market for Şişecam in all segments, however Middle-East and Asia's shares are expected to increase in the near future.



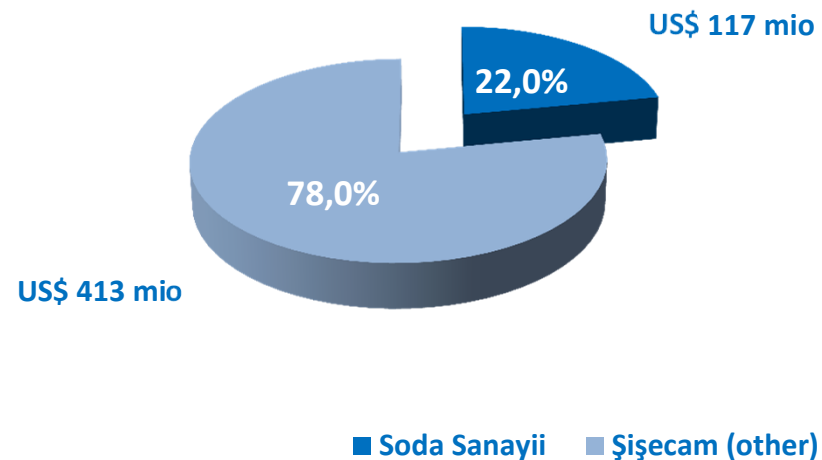
Executive Summary - Chemicals Business Line in Şişecam

Soda Sanayii Sales in Consolidated Şişecam Sales Q4-2012



Chemicals Business account for 30.6% of consolidated Şişecam sales. Within chemicals segment Soda Sanayii A.Ş. is the flagship company with 22.1% share in the total sales of Şişecam.

Soda Sanayii's EBITDA Contribution To Consolidated Şişecam EBITDA Q4-2012





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Overview



Summary

- Soda Sanayii - engaged in production of soda ash, chromium compounds and derivatives
- is one of the flagship companies of Şişecam.
- It is the **4th** largest soda ash producer in Europe and **10th** globally. Soda Sanayii is the biggest Sodium Dichromate and Basic Chromium Sulphate producer in the world.
- 90% owned by Şişecam and group companies, 10% listed at Istanbul Stock Exchange (ticker symbol SODA) with a current market cap of US\$ 585 million (April 2013)
- An aggregate soda ash production capacity of 1.95 million tons per annum in Turkey, Bosnia Herzegovina and Bulgaria .



Presence in Global Soda Ash and Chromium Chemicals Market



Soda Sanayii A.Ş.

Sales Distribution (%)*

	Turkey	Export
Soda Ash **	41	59
Chromium Chemicals***	20	80

Global Ranking

	Europe	World
Soda Ash	4	10
Chromium Chemicals	1	1

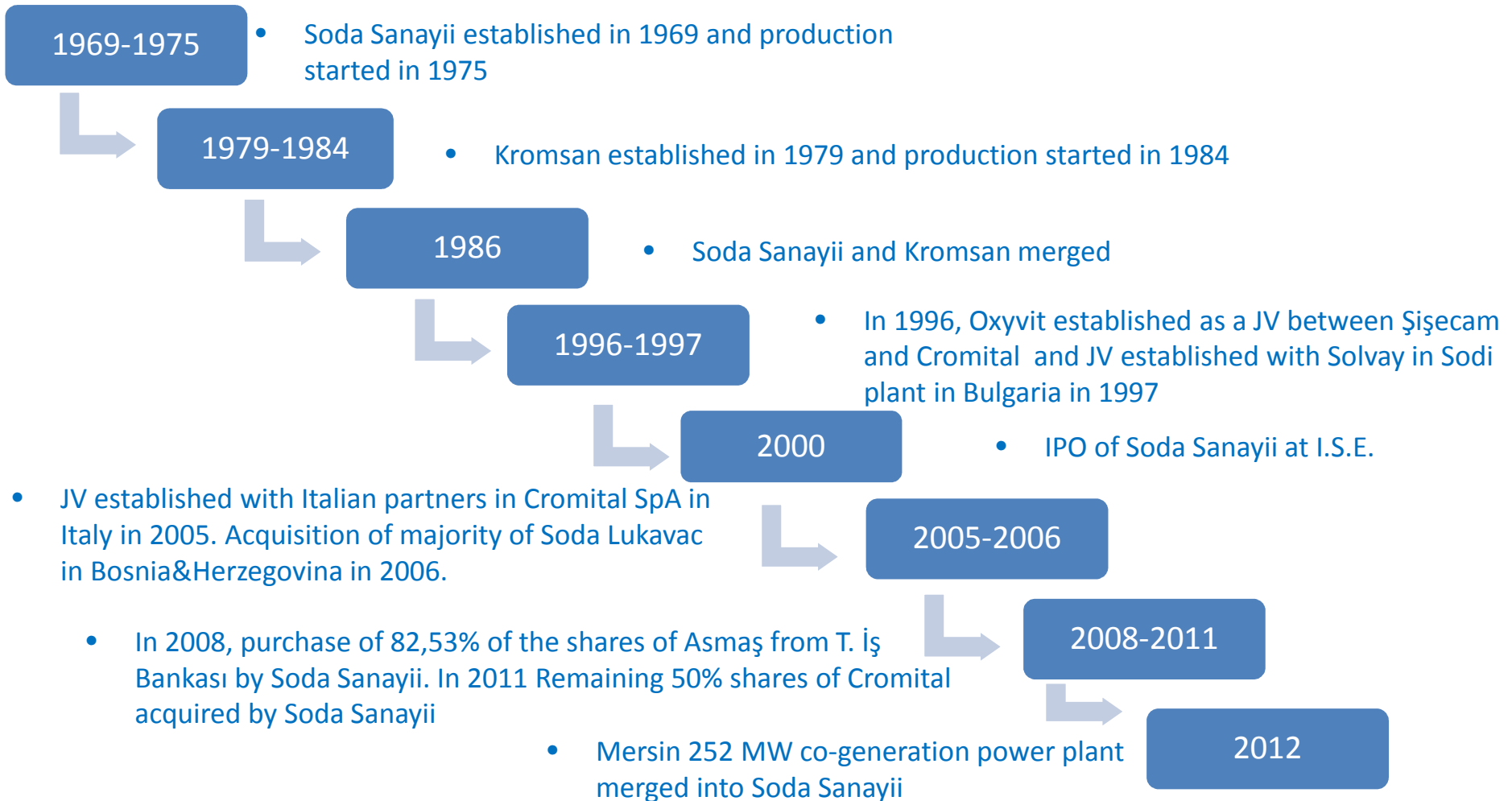
(*) As of December 2012

(**) Including inter company sales

(***) BCS



History and Development





VISION:

Soda Sanayii is a major soda ash supplier, aiming to strengthen its position in global soda ash market and leading chromium chemicals supplier, targeting strong leadership in its all activities in global chromium chemicals market.

STRATEGIES:

- Sustainable and profitable growth
- Strengthening our position among the leading players
- Geographical expansion
- Utilization of synergies from acquisitions and strategic partnerships
- Supporting profitability with continuous cost reduction
- Improving the product portfolio with value added products
- Partnership approach and reliable solution provider for customers



Competitive Advantages

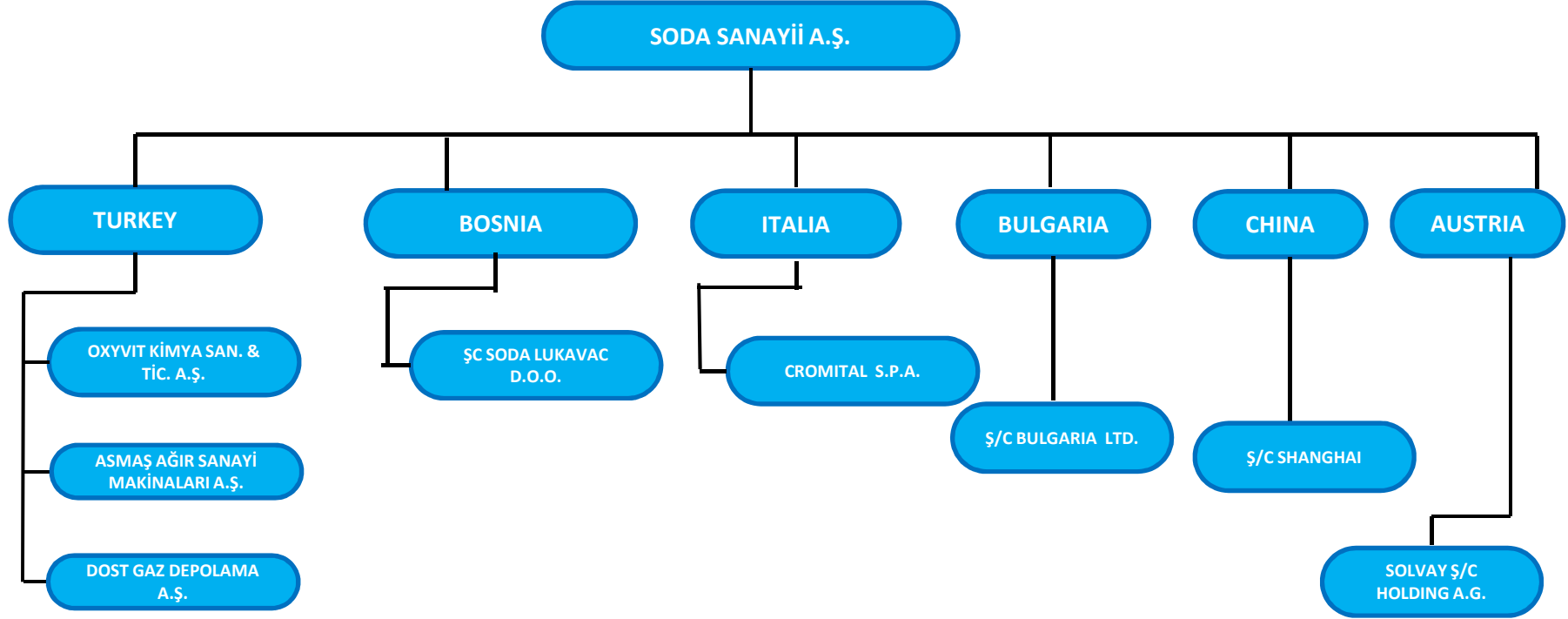
- Strong technological know-how
- Financial strength
- Market generation experience in developing markets
- Wide distribution channels
- Consistent high quality products and services
- Experienced and qualified technical teams
- Own raw material supply for Soda Ash production
- Environmentally friendly processes and high HSE performances.

Soda Sanayii will continue to be one of the most reliable global suppliers.

Corporate Structure of Soda Sanayii



Soda Sanayii A.Ş.



Soda Sanayii's Financial Highlights



Soda Sanayii A.Ş.

Soda Sanayii Consolidated Financial Highlights						
\$mn	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Net Sales	351	499	403	440	522	660
EBITDA	32	78	76	88	134	117
Net Fin. Debt	78	132	75	27	-0,3	4
Current Ratio	1,54	1,54	1,54	2,08	1,96	1,70
Debt/Assets	0,34	0,43	0,41	0,35	0,35	0,30
Gross Margin (%)	14	20,1	23,2	23,2	28,7	20,5
EBITDA (%)	9,2	15,7	18,9	20	25,7	17,7



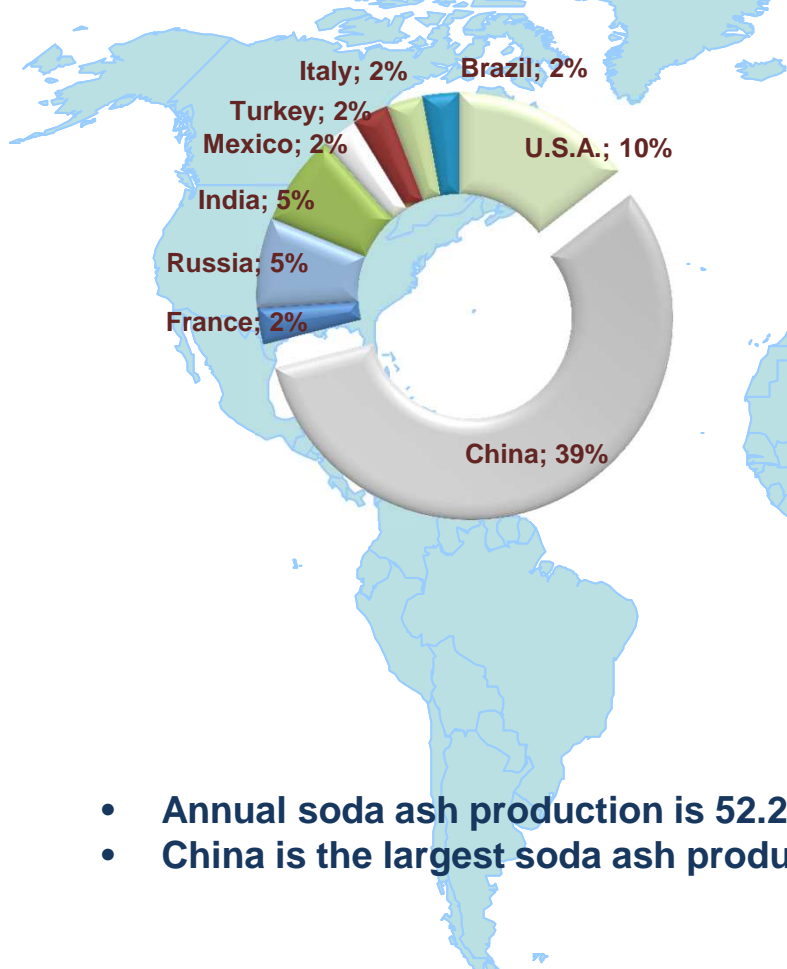
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Operating Profile

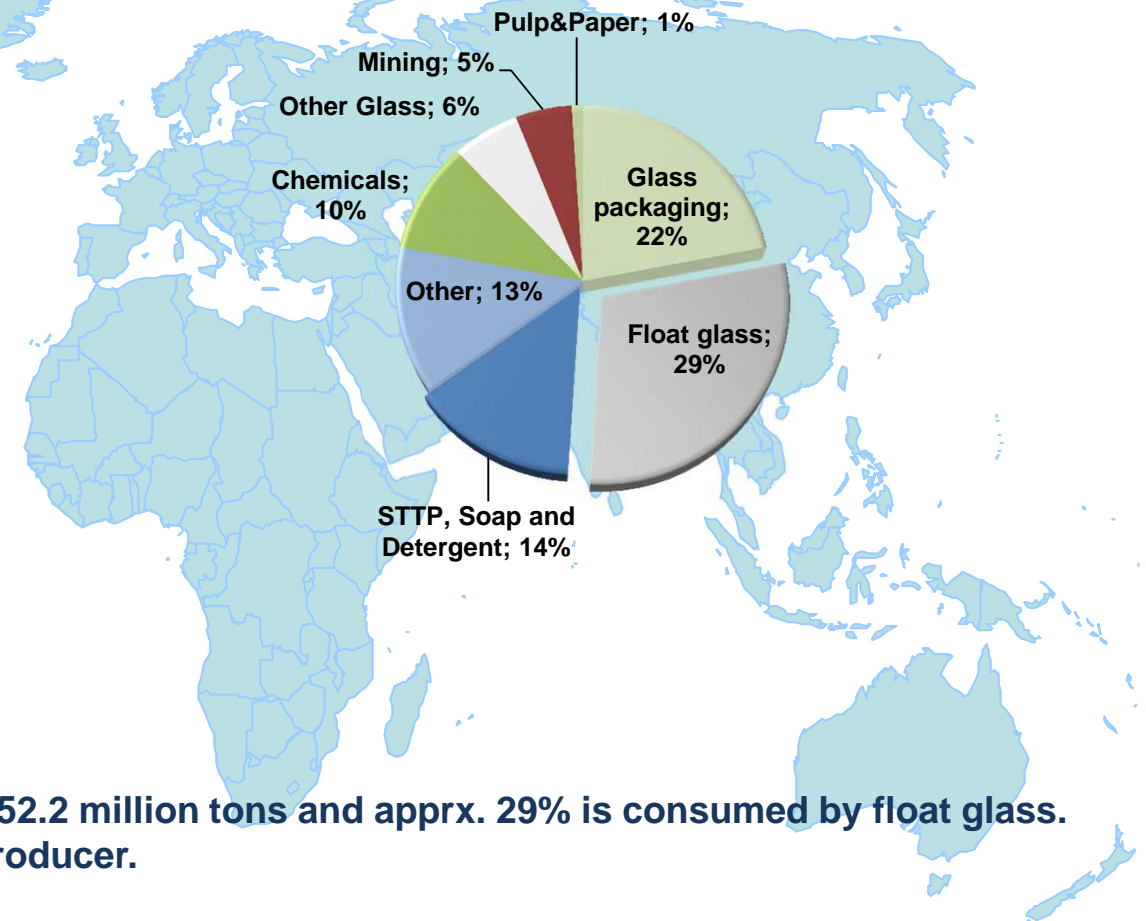


Global Soda Ash Industry Dynamics

Global Soda Ash Consumption



Global Soda Ash Consumption by Segment

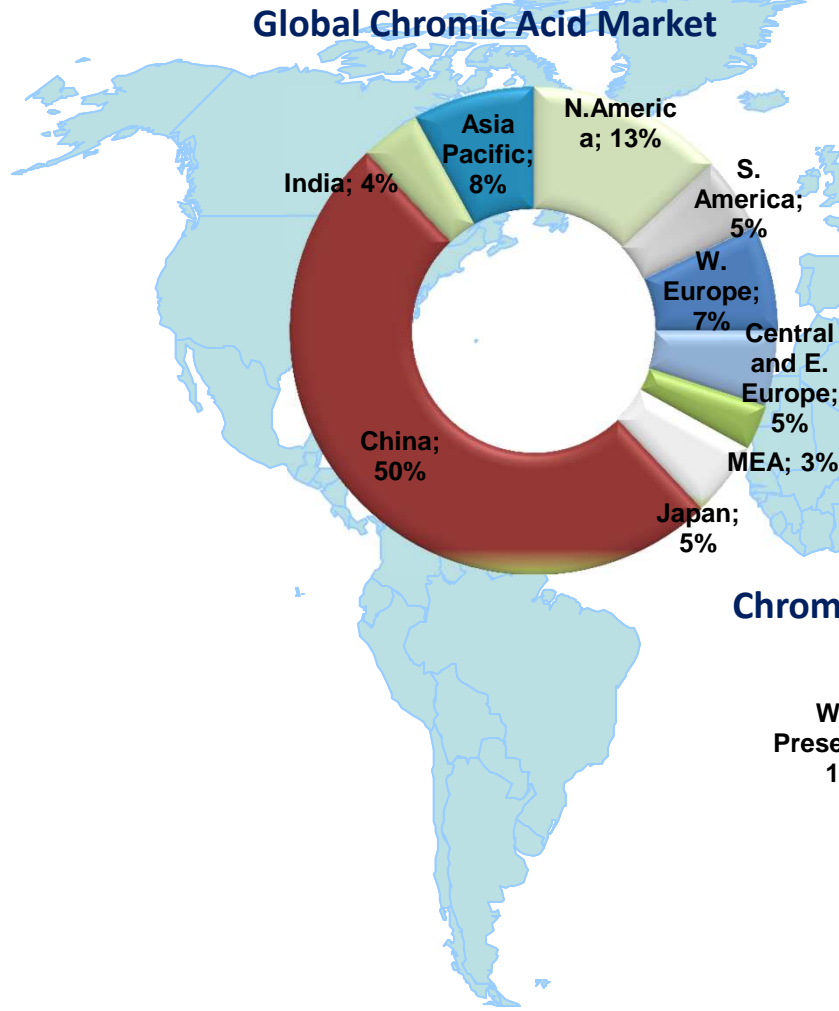


- Annual soda ash production is 52.2 million tons and aprpx. 29% is consumed by float glass.
- China is the largest soda ash producer.

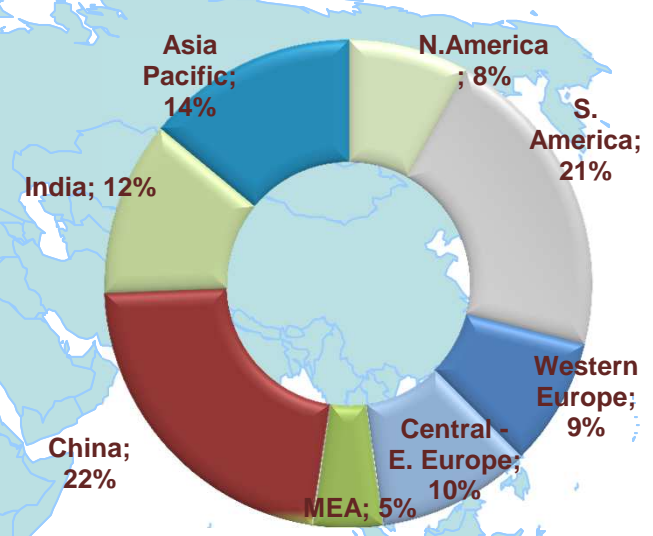


Global Chromium Chemicals Industry Dynamics

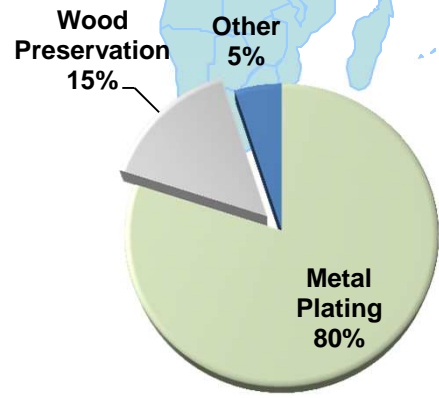
Global Chromic Acid Market



Global Basic Chromium Sulphate Market



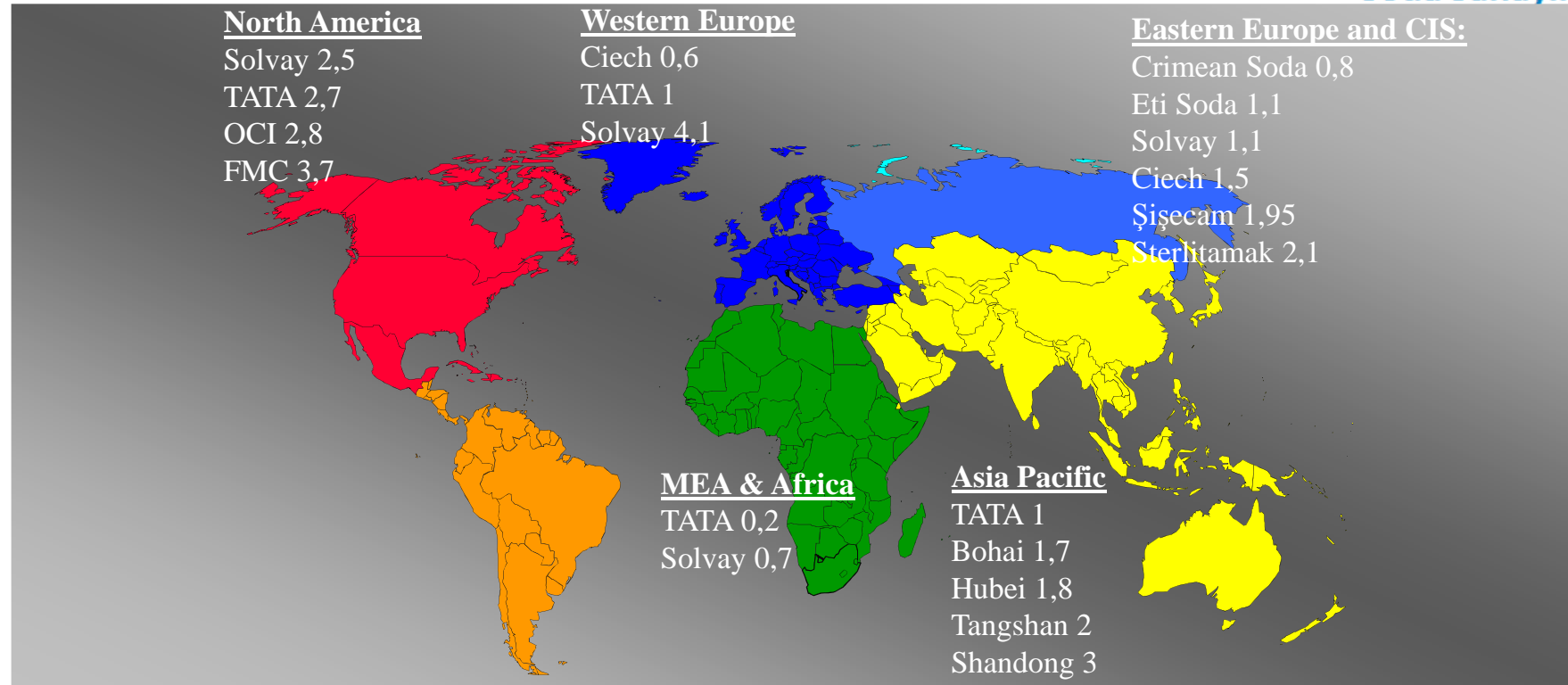
Chromic Acid Consumption by Segment



- %100 of Basic Chromium Sulfate production is consumed by leather industry.
- %80 of Chromic Acid production is consumed by metal plating industry.



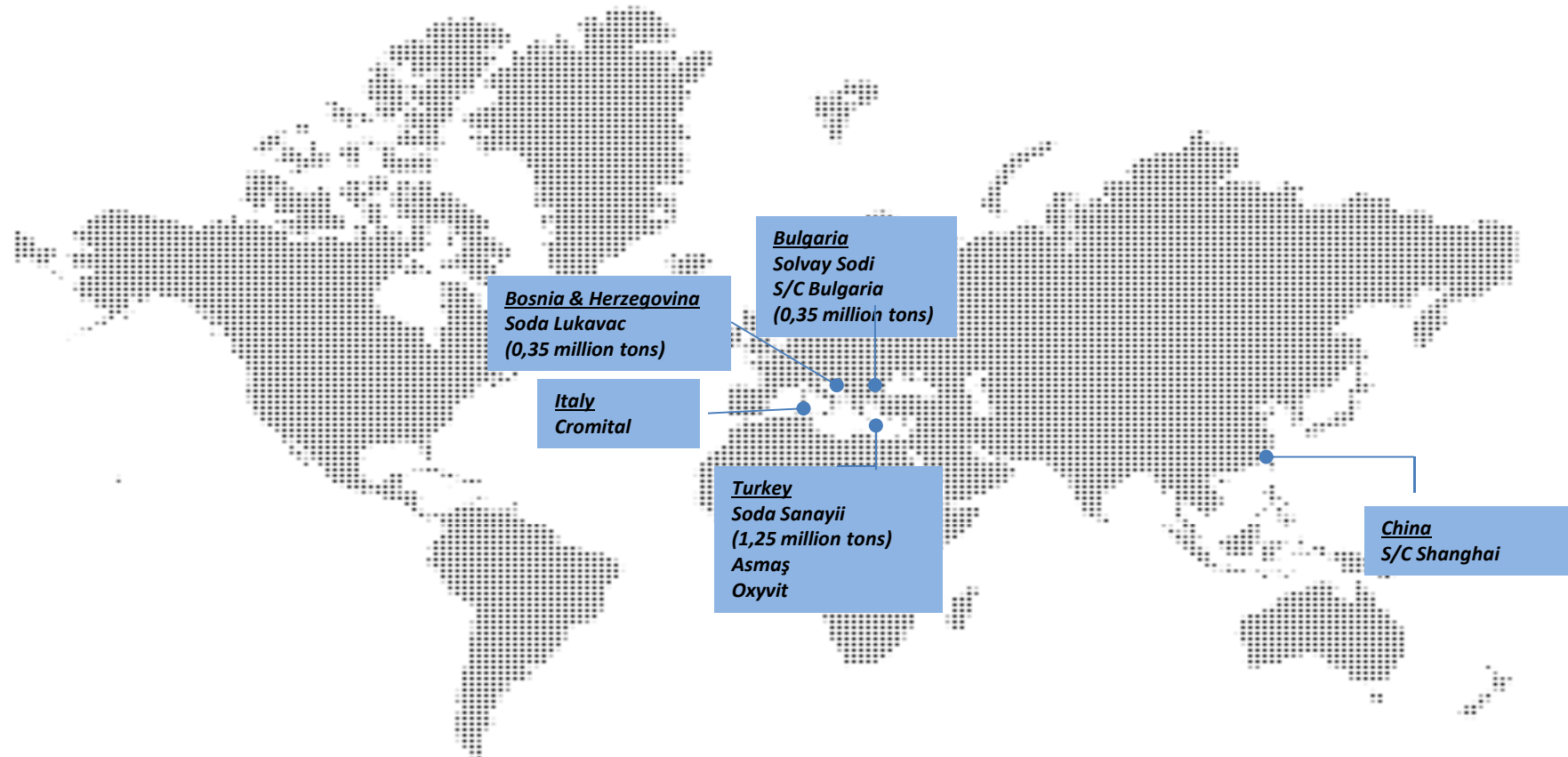
Global Soda Ash Players and Capacities (Million Tons)



- World Soda Ash demand is growing at an average annual rate of almost %3-4 per year.



Operating Territory & Soda Ash Capacities





Soda Ash :

- Dense Soda Ash
- Light Soda Ash
- Sodium Bicarbonate



Raw material for :

- Glass
- Detergents
- Chemicals
- Food
- Feedstock
- Textile

Chromium and Derivatives:

- Sodium Bichromate
- Basic Chromium Sulphate
- Sodium Sulphate
- Chromic Acid
- Chrome III Products



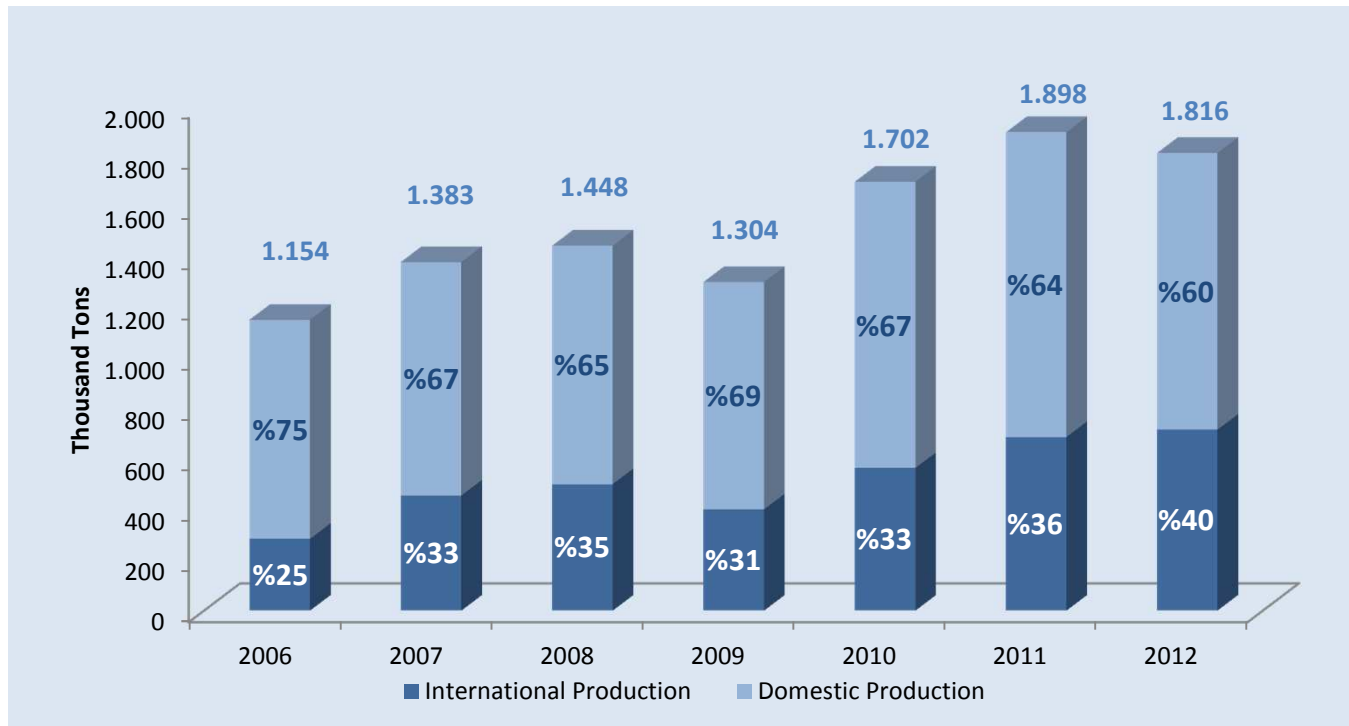
Raw material for :

- Leather
- Wood Preservation
- Metal Plating
- Paper
- Chemical Industries

Soda Sanayii - Soda Production



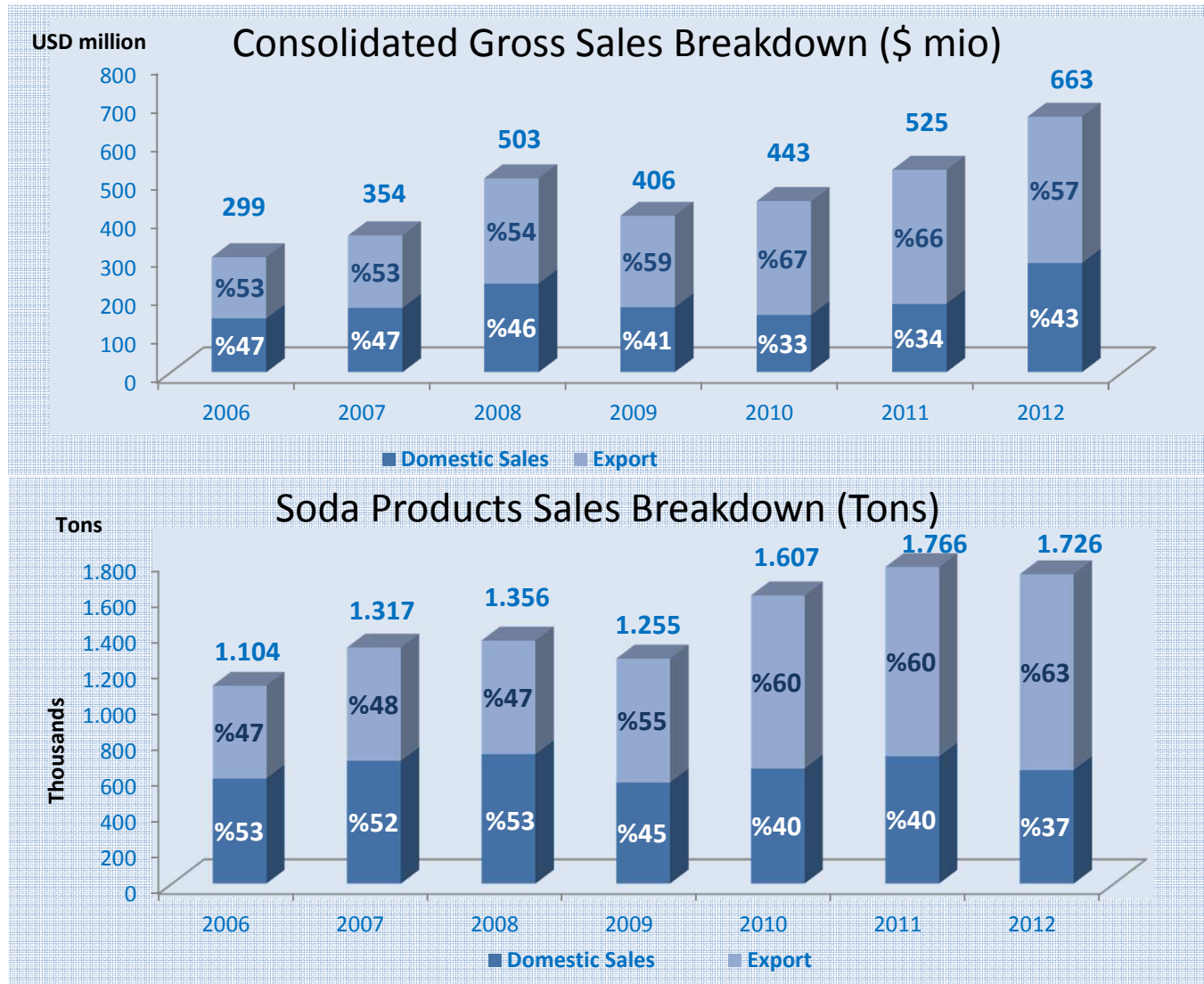
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- With the partnerships established in Bulgaria and Bosnia, contribution of non-domestic production has increased significantly.
- In 2012, 40% of the total soda ash production was realized outside Turkey.



Soda Sanayii - Sales

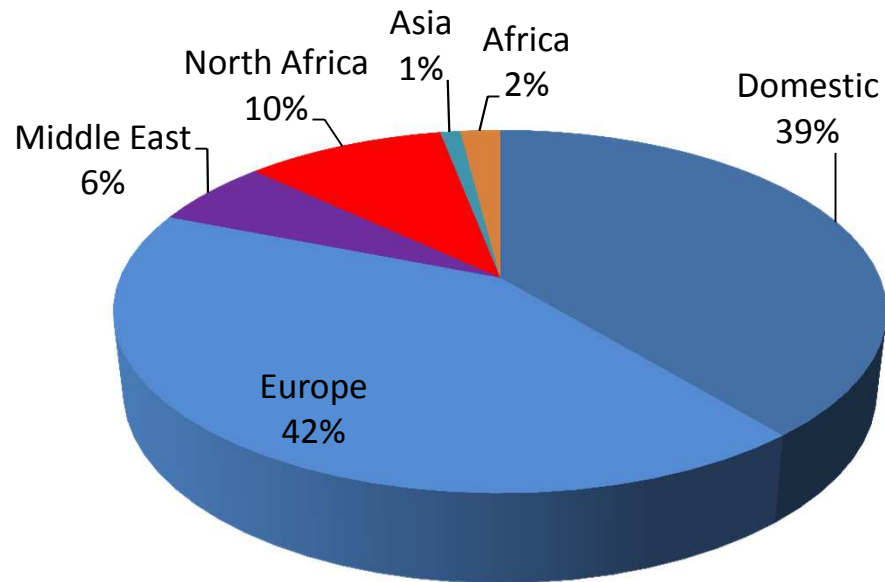


- In 2012, sales were made in 81 countries throughout the world.

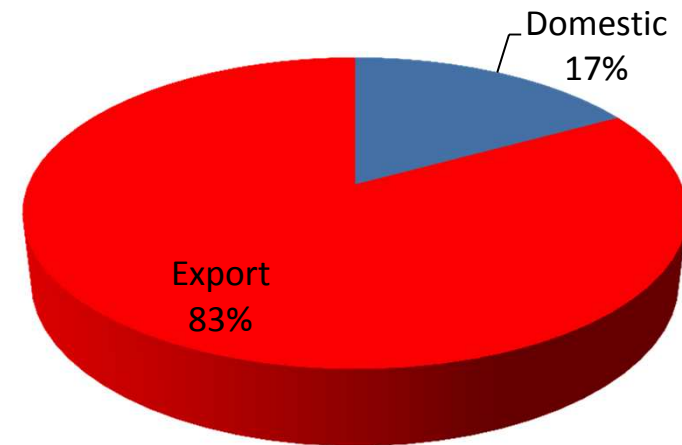
Soda Sanayii Sales (cont'd)



Soda Sales by Geography



Chromium Sales by Geography





Major Investments

- 70 ktpa soda ash capacity expansion project has been completed.
- 35 ktpa Sodium Bicarbonate capacity expansion project is on progress.
- New steam turbine installation for energy saving is going on.
- Chrome Chemicals plant capacity expansion project has been completed.



Technology and Environment

- Soda Sanayii is committed to managing all its activities, so as to provide a high level of protection to the environment and to the health and safety of its employees , customers and neighbors.
- Soda Sanayii applies the best available technology to utilize all kinds of sources optimally and complies with legal requirements and supports the principles of the global chemical industry's Responsible Care programme.



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