İNCİ GS YUASA

CORPORATE PRESENTATION

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GS Yuasa Corporation

Established

April 1, 2004

Merger between Japan Storage Battery Co. Ltd. (established in 1917) and Yuasa Corporation (established in 1918)

Head Office

Kyoto, Japan

Capital Stock

33 Billion Yen
(287 Million US$)

Net Sales (FY2017)

411 Billion Yen
(3.79 Billion US$)

Number of Employees

Consolidated 14.217
(as of 31.03.2019)

Global Share (Lead Acid Battery)

Global

Automotive	Motorcycle
8%	23%
43mn*	48mn*

Asia

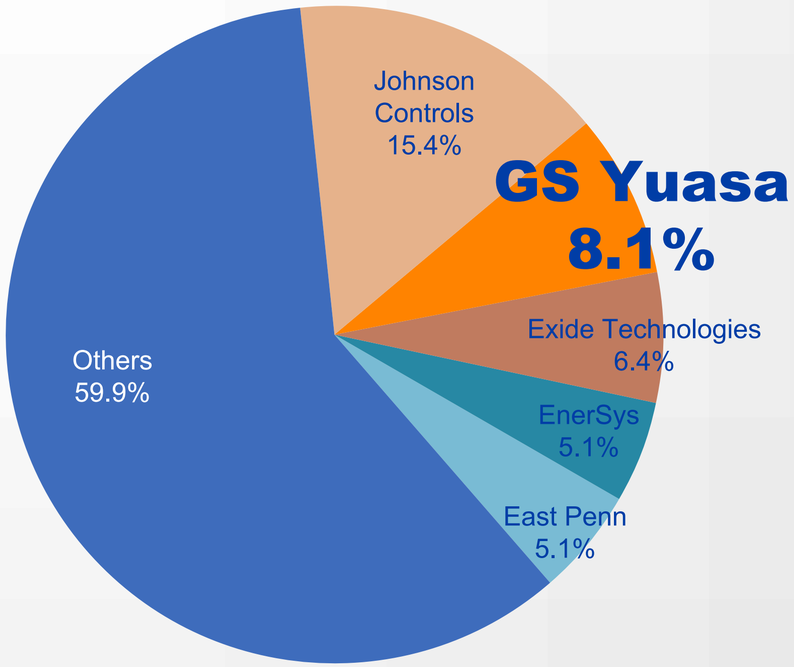
Automotive	Motorcycle
20%	27%
34mn*	42mn*

Worldwide 18 countries 38 bases

Asia region 9 countries 25 bases

Global Share

Overall market for lead-acid battery for automotive, motorcycles and industrial-use
(incl. electrically powered vehicles)
<Source: GS Yuasa figures>



*: unit

İnci Holding A.Ş.

Established
1952

Head Office
İzmir, Turkey

Group Companies
9 Companies
(9 companies operating in the field of: Automotive, Hotel Equipment and Logistics.)

Shares
Holding Shares
(100% of the Holding shares belong to İnci Family)

Employees
2.650

Our Vision | Our Policy | Our Values

Vision

To be the most reliable energy storage company for our customers, employees, partners suppliers and the environment.

Policy

1 CUSTOMER

We are customer focused.
We are the first choice for our customers.

2 QUALITY

We provide high quality products and services while ensuring environment, health and safety.

3 COMPLIANCE

We act in compliance with all regulations and social rules. We manage our business in fairness and transparency.

Values

1 CHALLANGE SPIRIT

We establish challenging goals and work in motivation and dedication to achieve our goals.

2 DECISION MAKING

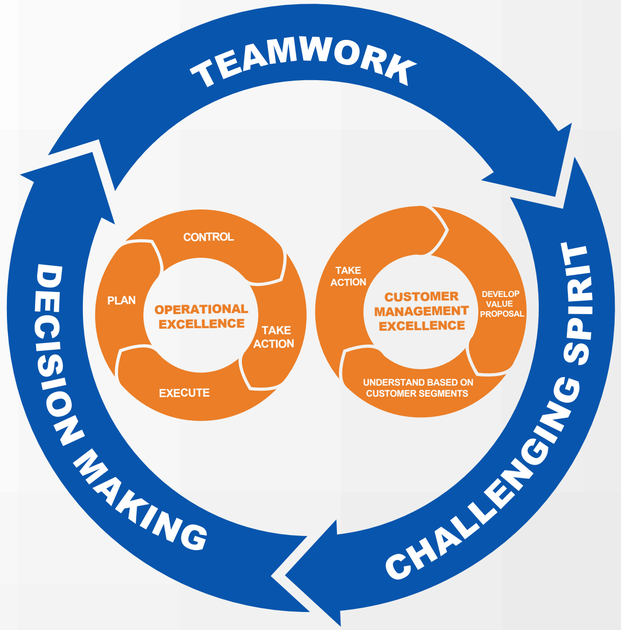
We carefully analyze all products and processes, and make our decisions based on solid facts.

3 TEAMWORK

We conduct our business in collaboration and mutual understanding.

4 EXCELLENCE

We always strive for excellence in customer management and operations.



Establishment

Cevdet İnci founded İnci Akü in 1984

Shichizaemon Yuasa founded Yuasa in 1918

Genzo Shimadzu founded GS in 1917

GS and YUASA merged in 2004 to form GS Yuasa

GS Yuasa acquired 50% shares of İnci Akü A.Ş. in 2015 and İnci GS Yuasa was formed.

History

1984

İnci Akü A.Ş.
founded by Cevdet İnci

1985

Know-how agreement with
Jungfer Baren

1993

Partnership with CEAC/France
Production under TUDOR brand

1995

Partnership with EXIDE/US (ended in 2005)
ISO 9002 TSE

History

1997

Turkey's first
CA alloy battery

EAS®
AKÜLERİN KRALI

2000

EAS acquesition

2005

First fully sealed maintenance-free battery production.

History

2009

The first R&D center in the sector approved by Ministery of Science, Industry and Technology approved R&D Center in the sector

TURQUALITY®

2010

First Turquality stamp in the industry

2011

İnci Akü A.Ş.
industrial plant opened

2015

İnci Akü–GS Yuasa
Partnership

History

2016

Production start-up of YUASA batteries in İnci GS Yuasa Manisa Plant

2017

İnci Battery Technical Service Center was opened.

2018

İnci GS Yuasa 50th miilion battery comes out of production line

2019

İnci GS Yuasa 3rd plant opening

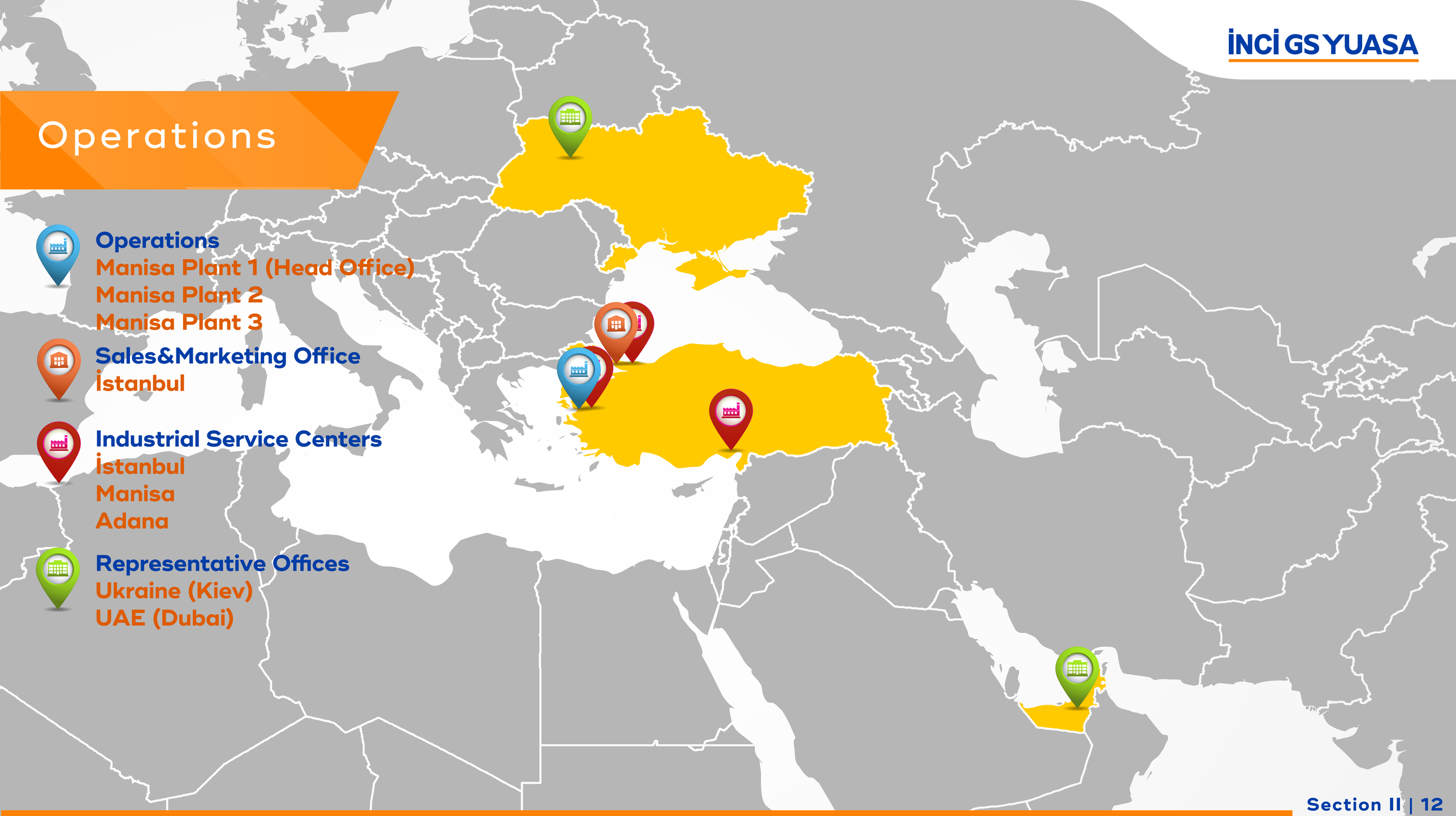
Operations

Operations
Manisa Plant 1 (Head Office)
Manisa Plant 2
Manisa Plant 3

Sales&Marketing Office
İstanbul

Industrial Service Centers
İstanbul
Manisa
Adana

Representative Offices
Ukraine (Kiev)
UAE (Dubai)



Production Facilities

Production Area on 46,500 sqm

İnci GS Yuasa increases its total production area from 28,500 m² to 46,500 m² with its investment of a 3rd plant.

PLANT 1

Land: 32,000 m²
Building: 18,500 m²
Capacity: 5,000,000 Batteries/Year
Operations: Automotive Battery Production

PLANT 2

Land: 98,000 m²
Building: 10,000 m²
Capacity: 400,000 Cells/Year
Operation: Industrial Battery Production

PLANT 3

Land: 98,000 m²
Building: 18,000 m²
Capacity: 2,000,000 Batteries/Year
Operations: Automotive Battery Production

Our Quality Certificates

IATF 16949
Quality Management Systems Automotive Production and Special Requirements

ISO 9001
Quality Management Systems

ISO 14001
Environmental Management Systems

OHSAS 18001
Occupational Health&Safety Management Systems

ISO 10002
Customer Satisfaction

Product Portfolio

Automotive Products

Start-Stop Battery

Conventional Battery

Industrial Products

Tractionary Battery

Automotive

Start–Stop Batteries

AGM START STOP

3.5 TIMES MORE CYCLE LIFE

3.5 times more cycle life*

%30 HIGHER COLD CRANKING POWER

30% higher cold cranking power (CCA)*

REGENERATIVE BRAKING SYSTEM COMPATIBLE

Compatible with regenerative braking system in new generation cars

* According to the standard lead-acid battery

Automotive

Start–Stop Batteries

EFB START STOP

2.5 TIMES MORE CYCLE LIFE

2.5 times more cycle life*

%15 HIGHER COLD CRANKING POWER

15% higher cold cranking power (CCA)*

PRODUCT TECHNOLOGY

Product technology that meets the requirements of vehicle producers

* According to the standard lead-acid battery

Automotive

Consumer and Light Commercial Vehicle Battery

2 TIMES MORE CYCLE LIFE

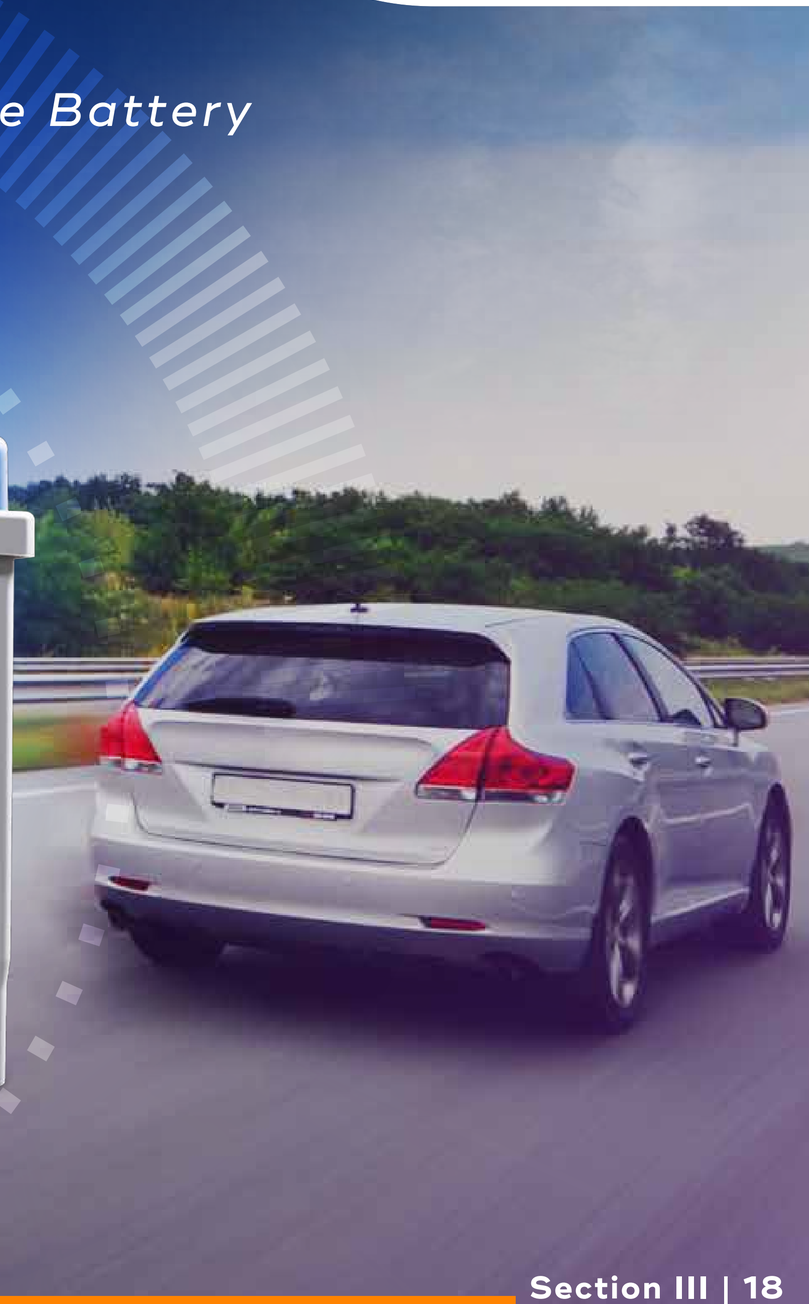
2 times more cycle life*

%20 HIGHER COLD CRANKING POWER

%20 higher cold cranking power (CCA)*

MAXIMUM PERFORMANCE

Maximum performance under all climate conditions



* Compared to standard lead acid batteries

Automotive

Consumer and Light Commercial Vehicle Battery

1.5 TIMES MORE CYCLE LIFE

1.5 times more cycle life*

%10 HIGHER COLD CRANKING POWER

10% higher cold cranking power (CCA)*

SPECIAL LID SYSTEM

Patended fully closed lid system

* According to the standard lead-acid battery

Automotive

Consumer and Light Commercial Vehicle Battery

HIGHER STARTING CAPACITY

High Ah and starting power

MAXIMUM PERFORMANCE

Maximum Performance in all climate conditions

IMPROVED CYCLE LIFE

Improved Cycle Life

Automotive

Heavy Vehicle Batteries

TIN ALLOY PLATES

Ca-Ca silver-tin alloy plates

MAXIMUM LEAK PROOF

Patented design which meets most challenging leak-proof requirements, and past 180° roll-over test

V2 VIBRATION RESISTANCE

Matches the V2 vibration resistance requirements in EN 50342 standards

Automotive

Heavy Vehicle Batteries

HIGHER STARTING CAPACITY

High Ah and starting power

IMPROVED CYCLE LIFE

Improved Cycle Life

HYBRID TECHNOLOGY

High performance with hybrid technology

Automotive

Special Battery Series

BUS

Taxi

Marine & Caravan

Industrial

Tractionary Battery

GERMAN AND BS STANDARDS

German and BS
(British Standard)

AIR-MIX

Air-Mix*

AUTOMATED FILLING SYSTEM

Automated
Filling System
(TOP UP)*

PE SEPARATORS

PE Separators

* Optional

Our Brands

İNCİ AKÜ® Lifelong Energy

YUASA

THE POWER OF HUGEL®

EAS® KING OF BATTERIES

İNCİ BATTERY® World's Energy Expert

GS

Blizzaro The Perfect Start

OE References

Consumer and Light Commercial Vehicles

HYUNDAI
FIAT
Ford
RENAULT NISSAN MITSUBISHI
MAGNETI MARELLI
HONDA
PEUGEOT France
OPEL Germany

Heavy Duty Vehicles

Mercedes-Benz
BMC
TEMSA
KARSAN
TÜMOSAN
TAFE
Türk Traktör
ISUZU
HATTAT TARIM
Otokar
ERKUNT
IVECO
FORD OTOSAN

Industrial

JUNGHEINRICH
CROWN
HYSTER
HYUNDAI HEAVY INDUSTRIES CO.,LTD.
Linde
STILL
CAT
Diversey
HMF
KOMATSU
DALIAN
HANGCHA FORKLIFT TRUCK
TCM LIFT TRUCKS
ATLET
Yale People. Products. Productivity.
TOYOTA INDUSTRIAL EQUIPMENT

İNCİ GS YUASA

Global Sales Network

IN OVER 80 COUNTRIES ON 6 CONTINENTS

- Starter battery export countries
- Industrial battery export countries

Domestic Sales Network

80 Main Dealers

200 Energy Experts

300 Authorized Service Centers

3500 Retail Sales Points

12 Authorized Sales and Service Centers

Starter Batteries

Industrial Batteries

Provinces with İnci GS Yuasa A.Ş. main dealers, authorized service centers and retailers

Provinces with İnci GS Yuasa A.Ş. management offices, plants or offices

R&D Center

İnci GS Yuasa R&D Center

Established 01.09.2009

İnovaLİG Turkey Champion*

77 Patents and Industrial Designs

Team of 35

6 Labs

First R&D Center in its Sector

Operations:

Automotive Industry and Customer Expectations
Renewable Energy Resources
Energy Storage Systems

* Turkey's first innovation development program developed by the Turkish Exporters' Assembly in cooperation with international management consultants A.T. Kearney. İnci GS Yuasa A.Ş. received the top prize in "Innovation Organization and Culture" in the competition comprising 5 separate categories.

R&D Experience

Jungfer Baren	Cooperation in Licensing and Technology (1985-1993)
CEAC France	Partnership and Cooperation in Technology (1993-1995)
Exide	Partnership and Cooperation in Technology (1995-2005)
GS Yuasa	Partnership and Cooperation in Technology (2015 -)

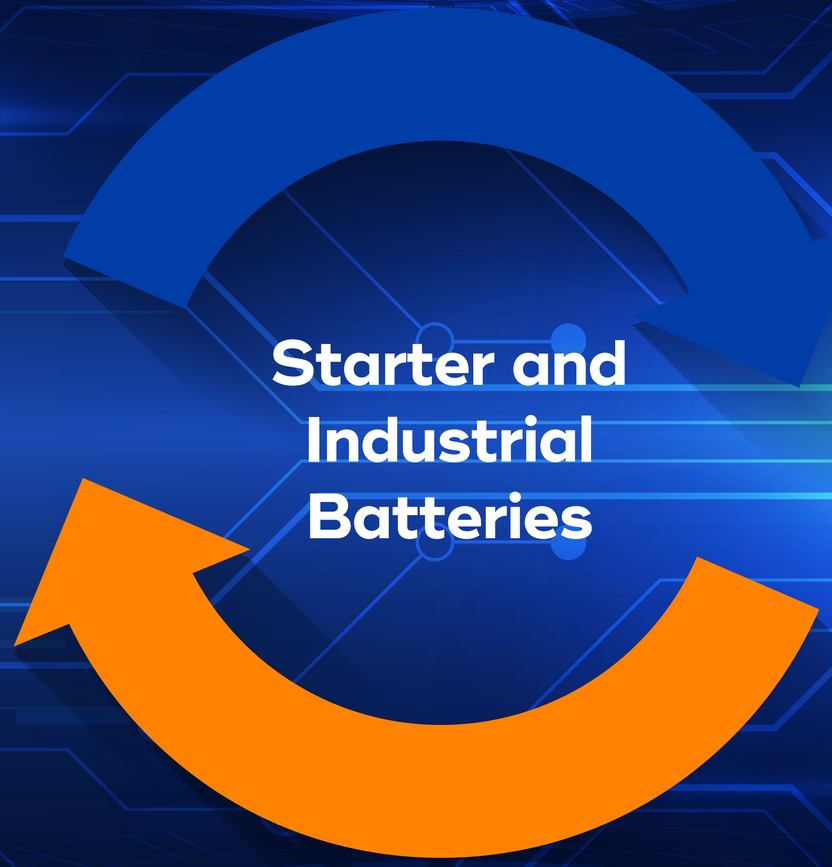
Design Technologies

Starter Lead Acid Batteries

- MF Battery
- SMF Battery
- EFB Battery
- AGM Battery
- Gravity Casting
- Expanded Metal / Comminco System
- Con-Cast

Industrial Lead Acid Batteries

- Tractionary Battery
- Tubular Plate
- Flat Plate



Our Labs

State-of-the-art Technology
Strong Testing Capacity

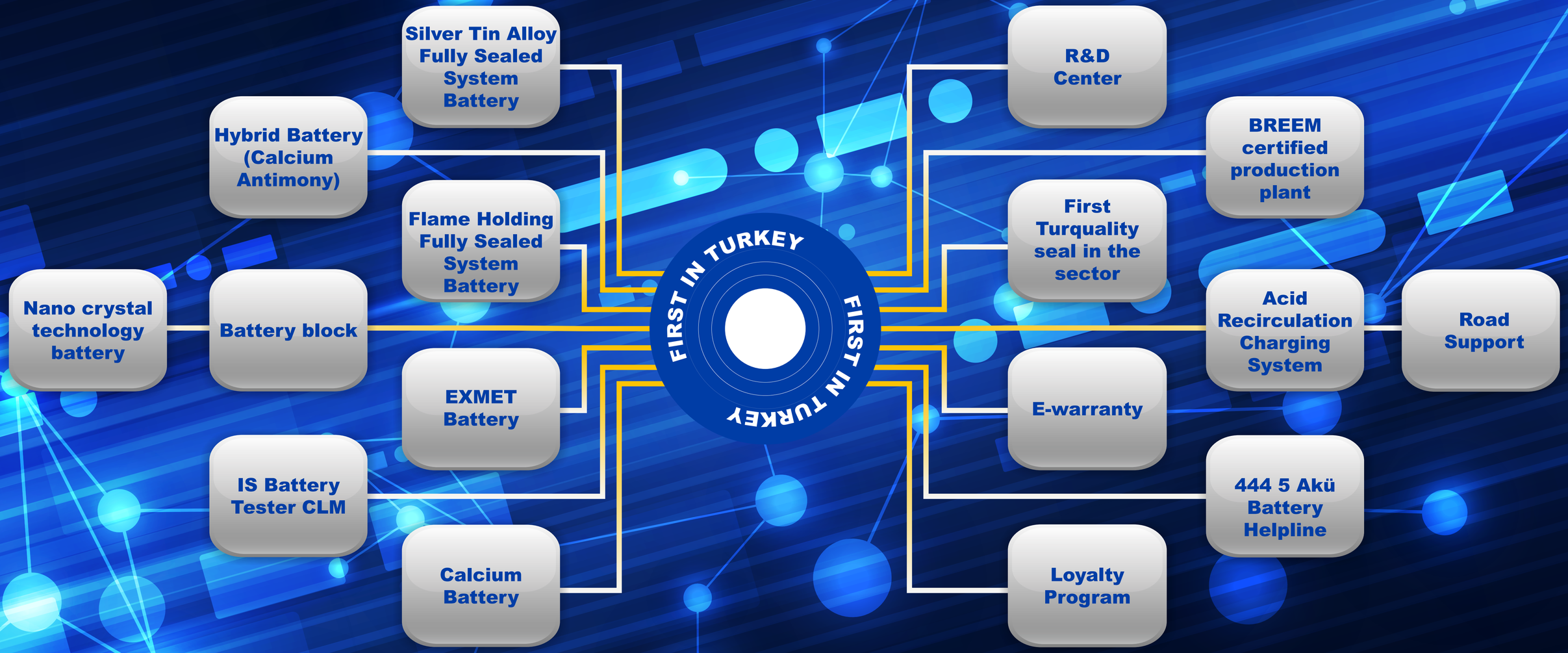
İnci GS Yuasa Manisa Plant

Ford Otosan	ES 6G9N-10655-AA
Fiat	9.95209/01-02.9.95209
Hyundai	ES37110-01
Karsan	PSA B25 5210
Honda	150Z-S3N-N020-M2
BMW	GS 95001
GM	GMW3092
Renault	36-11-001 A
Volvo	21321585
VW	75073

İstanbul Technical University

Nissan	24410 NDS00-3-1999
Scania	TB1896-1
General	EN50342-1
General	IEC-60095
Saudi Arabia	Gulf Standart - SASO
Russia	Gost Standart
VRLA	EN 60896-21/22
Tractionary	EN 60254-1
Stationary	EN 60896-11

Our Firsts


FIRST IN TURKEY
FIRST IN TURKEY
Silver Tin Alloy Fully Sealed System Battery
Hybrid Battery (Calcium Antimony)
Flame Holding Fully Sealed System Battery
Nano crystal technology battery
Battery block
EXMET Battery
IS Battery Tester CLM
Calcium Battery
R&D Center
BREEM certified production plant
First Turquality seal in the sector
Acid Recirculation Charging System
Road Support
E-warranty
444 5 Akü Battery Helpline
Loyalty Program

Our Awards

Stevie Awards
2 Gold
1 Silver
1 Bronze Award
2017

İnovaLİG
1st Prize in
“Innovative Organization and Culture” Category
2014

‘National Champion’ in European Business Awards Environmental and Corporate Sustainability Category
2013

Republic of Turkey Ministry of Energy and Natural resources “Turkey’s Most Efficient Industrial Plant” Award
2015

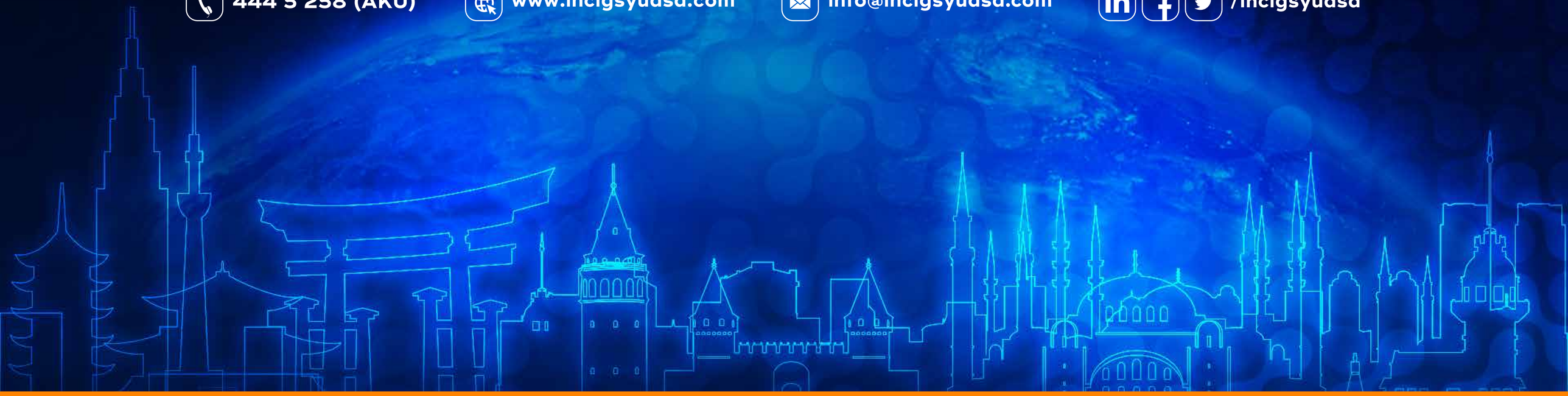
Republic of Turkey Ministry of Science, Industry and Technology Efficiency Project Awards 3rd Prize in Process Improvement
2014

Republic of Turkey Ministry of Economy Taysad Best Production Management System
2013

TAYSAD Achievement Awards “Beneficial Model” Category 3rd Prize
2015

Capital, Ekonomist 1st Prize in Anatolian Brands Large Business Production Category
2013

Sedefed-TÜSİAD Sabancı University Competitive Companies of the Year Achievement Award
2012

İNCİ GS YUASA

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