



# INVESTOR PRESENTATION



# LEGAL NOTICE

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# OYAK 2020

Total Assets : USD 21,4 Billion

Revenue : USD 10,4 Billion

Exports : USD 4,3 Billion

## CORPORATE PROFILE

OPERATIONS IN

**24**  
COUNTRIES

MORE THAN

**34**  
THOUSAND EMPLOYEES

**439,011**  
MEMBERS



Food, Agriculture  
&  
Animal Husbandry

Mining  
Metallurgy

Energy

Automotive  
Logistics

Chemicals

Cement  
Concrete Paper

Finance

Other

Established in 1961, OYAK is a complementary occupational pension fund established to provide additional benefits to its members

It is the first and largest private pension fund in Turkey

# MILESTONES

**1956**

Hektaş Foundation  
Crop Protection Business Unit



**2005**

Animal Health  
Business Unit



**2016**

New Strategic Plan:  
*Pioneer of Smart Agriculture*



**2017**

Ferbis Acquisition



**2021** Food, Agriculture &  
Animal Husbandry Group



**2020**

Agriculture & Animal Husbandry  
Group  
Agriventis, Arma & Sunset  
Acquisitions



**2019**

Areo Acquisition



**2018**

*Hektaş Customer Club*  
New Business Units: Seed, Plant Nutrition  
and Agricultural Technologies

# SUBSIDIARIES OF HEKTAŞ



Crop Protection, Plant Nutrition, Seed,  
Animal Health, Agricultural Technologies  
1956



Crop Protection  
2017



Seed  
2019



Animal Health 2020  
(Owned by Hektaş in 2021)



Crop Protection  
2020



Seed 2020  
(Will be owned by Hektaş in 2021)

# OUR VISION AND BUSINESS UNITS



Value Oriented



GMP Certificated  
Manufacturing



Strong Breeding



Traceable Smart Agriculture



Price Oriented



Star Of  
Organomineral  
Market



Global Player



Smart assistant



Turna - Drone



Food Safety  
Platform

# PLANT NUTRITION MARKET

## Plant Nutrition Market Categories and Trends

### Chemical Fertilizer

- Expectation of decline in use
- Negative effect on soil fertility
- Workforce need

### Organomineral Fertilizers

- Lack of organic matter
- Yield increase
- Government assistance

### Special Fertilizers

- The spread of advanced irrigation systems
- Increase of greenhouse activities
- Effective application with less workforce



## The Most Crops in 2020



### Fruits and Vegetables

1. Tomato
2. Watermelon
3. Pepper
4. Onion
5. Cucumber



### Field Crops

1. Corn
2. Sugar beet
3. Wheat
4. Barley
5. Potato

## Seed Market in Turkey

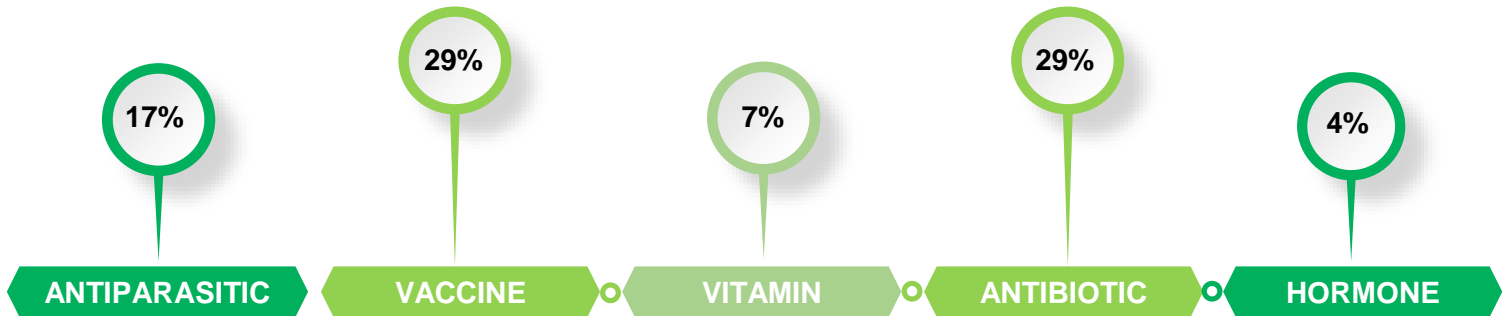
● 2020 Turkish seed market in 2020  
4.7 billion TL

● With breeding studies market share target  
Over 2 %



# ANIMAL HEALTH MARKET

## Key Segments and Market Shares in the Animal Health Market



**2020 Turkey Animal Health Market: 2,9 billion TL**

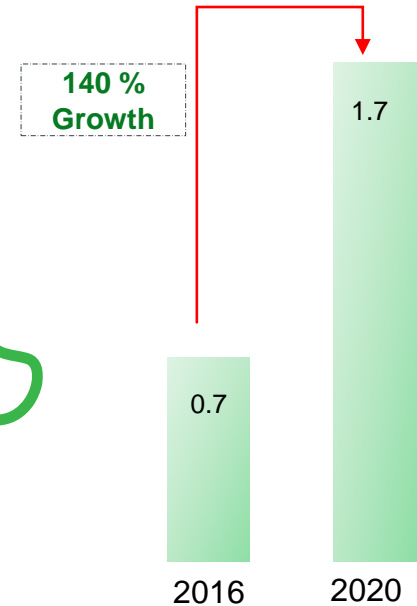
- “One Health” concept
  - Protecting **animal health and food safety**
  - The importance of **preventive medicine** and **vaccines** is expected to increase.
- The vaccine sector was adversely affected by the pandemic period due to the majority of imported products in the market.
- Increasing our market share **over 10% in 5 years with Arma**

# PET MARKET

- The number of pet animals in Turkey has **increased by 15%** in the last 5 years.
- The pet market has been **growing rapidly** in recent years.
- Recently, pet care products have gained importance in addition to pet food.
- There is a need of economical products that **domesticly produced and premium quality** in the market.
- Revenue of 300 million TL is expected with the pet investment we will make in full year.
- Domestic & International pet market is **TL 3 billion.**  
(Global pet market is USD 90 billion)



## Domestic Pet Market (TL Billion)



# AGRICULTURAL TECHNOLOGIES

## Smart Assistant

Mobile Application  
Artificial intelligence  
Disease Detection  
PP Recommendation  
18 Thousand  
Questioning



## Turna

Internet of Things  
First in Turkey  
Unmanned Spraying

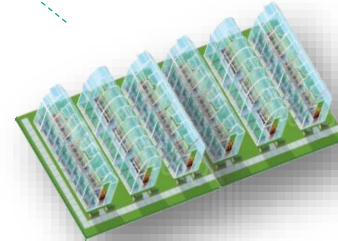


## Food Safety



Smart Greenhouse  
Blockchain  
Carrefour Cooperation  
End Customer

## Smart Greenhouse



Sensor & Cameras  
Contract  
Manufacturing  
Safe Food

# SAFETY FOOD PLATFORM



## PRODUCT TYPE

### Red Grain Tomato

With its strong and healthy plant structure, it has a root system and has a high adaptability to different growing conditions. Its hard fruits: It has an attractive red color, delicious and an average weight of 220-250 gr and has a long shelf life after harvest.

**Seed Name**  
Nasip F1

**Seed Type**  
Red grain tomato

**Producer**  
Hasan Gümüş

**Type of Cultivation**  
Örtü Altı Sera

**Planting / Planting Time**  
28/8/2020

**Last Fertilization Time**  
13/2/2021

**Latest Plant Protection Application Date**  
16/2/2021

**Harvest time**  
23/2/2021

**Time Between Last Spraying and Harvesting**  
7 day

**Production place**  
Fatih, Aksu/Antalya

**Production Standard**  
Produced in accordance with the Turkish Food Codex



# HEKTAŞ CUSTOMER CLUB

## Hektaş Customer Club

- Since March 2018;
  - Members' sensitivity to events
  - Purchasing habits
  - The Customer Club allows us to analyze data in many ways, such as communication activities
  - We We have reached 63% of all retail customers with our 697 members



## Client Club Activities

Hektaş Agriculture League

Watch & Earn

Show yourself

Pair & Earn

## Agriculture League

- Agriculture League is a special agriculture competition that only Hektaş Customer Club members can participate in and an award is won at the end of the league
- In addition, the Agricultural League aims to strengthen customer loyalty, promote Hektaş products and make it memorable

# ACTIVITIES FOR GROWERS

- **Smart Agriculture** on Roads/Villages (**3 years**)
- Hektaş **Garden & Pet** E-Commerce Site
- Crop-oriented **Roadshow and digital communication** studies
- **VIP** service to major manufacturers
- Events at gasoline stations in cooperation with M Oil & Total
- A special awareness project for May 14, World Farmers Day



**Farmer Brand Awareness\***  
**100 %**

**Farmer Customer Satisfaction\***  
**99,4 %**

\*According to the study with the AGP research company

## Hektaş Garden Pet



## Social Media



**78 thousand followers**



# SOCIAL RESPONSIBILITY PROJECTS



## 'Thanks to my Farmer' Awareness Project

In 14 May Farmers day, it is awareness project that keep on thanking to our farmers who have been working non stop in pandemic term.



## Advisory Support of Barrier-free Agriculture Project

This project was actualized for disability students.

Disability students will engaged in agriculture and receive educations.



## Toprakla Yeniden

Our Hektaş field teams that made loss determination studies in the region after the fire, for the ecological and agricultural rehabilitation of the region, they thereby chose plant nutrition productions, they made an important stride to continue agricultural production more productive.



## Smart Child Magazine

We aimed to meet generations to come with agriculture when they are early age and to have correct information with Hektaş Smart Child Magazine



## HEKTAŞ Agriculture is On The Roads / Smart Agriculture is In the Villages / Digital Agriculture

It was started 3 years ago on the purpose of raise awareness of producers, to explain smart agriculture applications to make more efficient produce, to provide to compete with World.



## HEKTAŞ Smart Assistant

It is our Hektaş Smart Assistant mobile application that is supported with artificial intelligence.

Detect disease just by taking pictures (95 % accuracy rate)  
Following weather condition datas ( instant, past, future)

Read and verify the QR code on the packaging

Access to application program

Query the product

# 2020 & 2021 AWARDS



Hektaş Smart Assistant application was deemed worthy of an award in "Mobile Application" category at the Social Media Awards Turkey 2021, organized in cooperation with Marketing Turkey & BoomSonar.

Hektaş won the prize of large and medium sized enterprise big award which is the most prestigious award in the Sectoral Performance Awards that was organized by Kocaeli Chamber of Industry.



Hektaş was awarded for third time in a row from the 2020 ICCPEA Stars of Export Awards organized by the Istanbul Chemicals and Chemical Products Exporters' Association (ICCPEA).

"Hektaş Smart Assistant" application won prize at Common Future Prize Program in "Digitalization" category, organized by Turkish Confederation of Employer



# OUR ACHIVEMENTS (2020-2021)



Hektaş ranked as 327th in "Turkey's Top 500 Industrial Enterprises Research" prepared by ISO, rising 55 ranks compared to the previous year.

Hektaş ranked as 347th in Fortune 500 Turkey Survey, rising 71 ranks compared to the previous year.

Hektaş placed in 24th rank at "Companies which made the Most R&D Expenditure In Accordance With Their Revenue in The First 6 Months of 2020" which was prepared by Fortune Turkey.

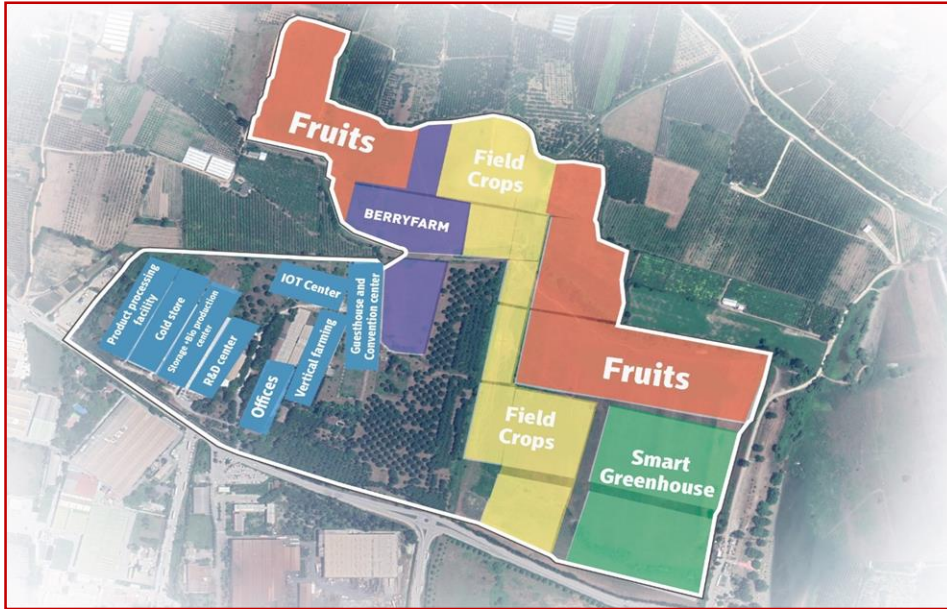


Hektaş placed in first rank with TL11.528.751 R&D expenditure at research of "R&D 250, making most R&D expenditure Companies of Turkey" in seed and plant breeding sector. (according to 2019 data.)

Hektaş ranked as 95th in the research "R&D 250, Companies with the Most R&D Expenditures in Turkey". (according to 2020 data).

# HEKTAŞ

## AGRICULTURAL INNOVATION, TRAINING AND EXPERIENCE CENTER



- Bursa, Orhangazi
- 600 da. area
- One of the best in its field in Turkey and Europe
- The target of hosting 5.000 producers annually

# AIM OF THE PROJECT



- To make our stakeholders experience **innovative applications** with on-site training
- **Innovative product** production with R&D
- Increase **Customer Loyalty**

# HEKTAŞ

- In addition to being the parent company that determines the main strategy in the Crop Protection business line; Hektaş will focus on the production and sale of value-added products
- Hektaş will evaluate different segments by expanding its production capacity in the field of plant nutrition
- Hektaş aims to be a product and service provider in the field of agricultural technologies



## Oyak Participation

1963



## Business Units

Crop Protection  
Plant Nutrition  
Animal Health  
Seed  
Ag Technologies



## Location

Kocaeli  
Adana



# FERBiS

- Ferbis will gravitate towards on domestic and international markets with a **price focus**
- **Lower and middle segment** products
- Ferbis will also support the production of **liquid plant nutrition** products under development



  
**Hektaş Participation**  
2017

  
**Business Units**  
Crop Protection

  
**Location**  
Niğde



# AREO

- A total of **4 vegetables and 1 Fruit** species / **82 different types** of breeding are carried out
- Areo carries out breeding activities in **5 different greenhouses**
- By 2023, the sale of **disease-resistant, fortified varieties** will begin
- Breeding varieties; **tomato (40 kinds), pepper (20 kinds), cucumber (11 kinds), eggplant (8 kinds), melon (3 kinds)**
- Advertising and testing activities will start in Azerbaijan, Uzbekistan, Spain and California
- Breeding and reproduction studies of **einkorn** wheat

Areo  
seed



Hektaş Participation

2019



Business Units

Seed



Location

Antalya



# SUNSET

## Sunset will be positioned as an export-supporting sales and marketing company

- To open up to **foreign markets**
- **Time** and **cost** advantage will be provided with  
Sunset's current foreign licenses
- Initiation of licensing studies for **new countries**
- Supporting our vision of becoming a **global player**



### Hektaş Participation

2020



### Location

Export



- 3 Good Manufacturing Practices (**GMP**) production lines
- 28 types of drugs with **GMP** contains
- The production facility has been **modernized**
- Increasing **export** potential
- Developing the **product portfolio**
- Strong **R&D, innovative** products
- New **investments**
- Introduction to the **vaccine** segment, which has gained importance globally and locally



**Hektaş Participation**

July 2021



**Business Units**

Animal Health



**Location**

Ankara





# AGRIVENTIS

- 261 seed lines
- Multi-purpose and drought resistant seed lines are expected to take a share from the global market
- IP process of 13 seeds continues
- Seeds with ongoing IP process; 4 chickpeas, 2 soybeans, 2 sesame seeds, 2 rice, 2 beans, 1 mustard



## Oyak Participation

2020



## Business Units

Seed



## Location

Avustralya



# SHARE SUMMARY REPORT

INDICATOR	2015 Year-end	2016 Year-end	2017 Year-end	2018 Year-end	2019 Year-end	2020 Year-end	2021 1st. quarter	2021 2nd. quarter	2021 3rd. quarter
HEKTAŞ BIST Sales (TL)	0,23	0,31	0,72	0,95	2,25	5,34	8,51	7,57	8,37
HEKTAŞ BIST Sales (USD)	0,08	0,09	0,19	0,18	0,38	0,73	1,02	0,87	0,95
Company Market Value (TL)	194.952.576	242.742.507	530.999.234	703.194.699	1.825.120.223	4.339.780.877	6.909.058.596	6.510.200.000	7.198.200.000
Company Market Value (USD)	67.049.311	68.976.616	140.777.654	133.664.335	307.248.952	591.210.527	829.817.271	747.851.859	813.972.160
CBT Buying Rate Of Exchange	2,9076	3,5192	3,7719	5,2609	5,9402	7,3405	8,3260	8,7052	8,8433
Price Earning Ratio	8,04	8,27	10,78	6,62	12,54	24,04	36,98	31,57	29,25
Book Value	1,52	1,63	1,88	3,29	2,23	3,39	3,73	1,48	1,47
Earning Per Share	0,32	0,39	0,65	1,40	1,28	0,39	0,32	0,19	0,29
Net Profit (TL)	24.249.577	29.341.908	49.239.871	106.192.653	145.571.250	180.498.608	73.895.565	103.459.134	187.921.161
Equities	115.358.415	123.470.877	142.871.954	249.533.435	507.370.501	772.434.441	849.716.261	1.273.303.049	1.262.765.396
Issued Capital	75.857.033	75.857.033	75.857.033	75.857.033	227.571.100	227.571.100	227.571.100	860.000.000	860.000.000

## FORMULA DETAILS

**Price Earning Ratio**

=> Present Marketing Value / Total Profit of Last 4 Quarters

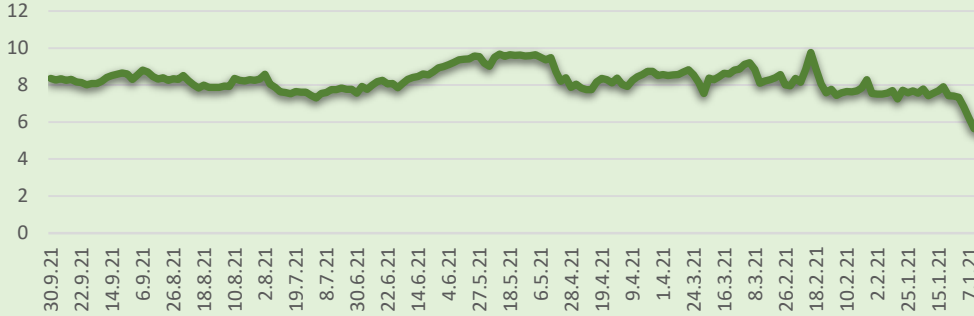
**Book Value**

=> Equity / Issued Capital

**Earning Per Share**

=> Net Profit / Avarage Issued Capital

# SHARE PERFORMANCE (FIRST NINE MONTHS)



**IPO Year:** 1981

**Share In Capital:** 860.000.000,00

**Free Float Rate:** 41,18

**Code:** HEKTS

**ISIN Code:** TRAHEKTS91E4R

**BIST Market where Company's Capital Market**

**Instruments are Traded:** Outright Purchases & Sales Market-(For Qualified Investors) Star BIST

**Indices that the Company is Included:** BIST INDUSTRIALS / BIST ALL SHARES / BIST KOCAELI / BIST 100 / BIST 50 / BIST STARS / BIST 100-30 / BIST CHEM., OIL, PLASTIC

## According to First 6 Months

BIST STAR	↓	-7,09%
BIST ALL	↓	-7,33%
BIST 100	↓	-8,20%
BIST 50	↓	-9,80%
BIST 100-30	↓	-3,53%
BIST INDUSTRIALS	↑	3,49%
BIST CHEM., PETROL, PLASTIC	↑	0,85%
BIST KOCAELİ	↑	6,48%

✓ As of 28 May 2021, it entered to MSCI index. (MSCI Small Cap Turkey Index). MSCI index is one of the well accepted most important index for global capital markets except USA.

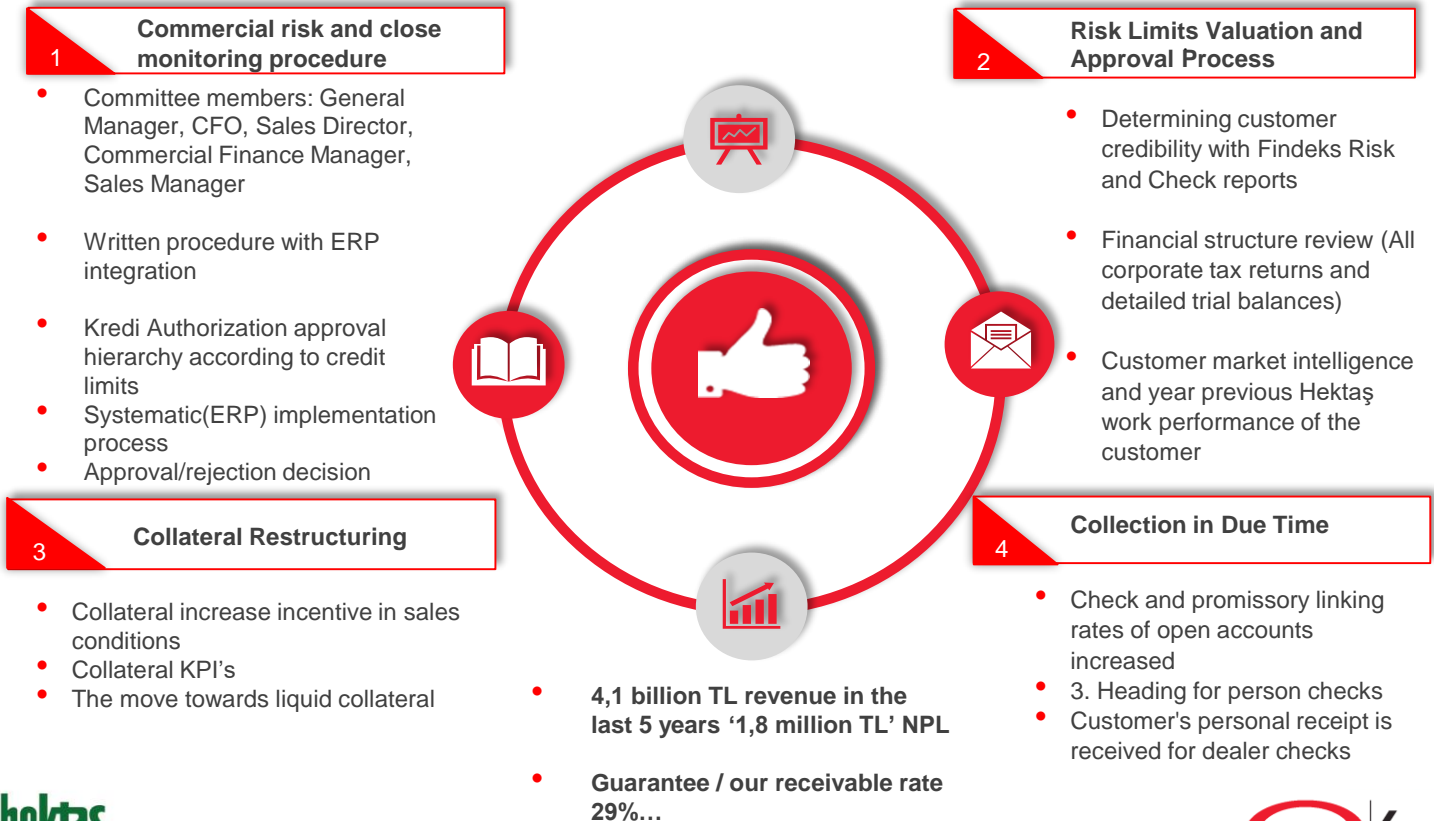
✓ Hektaş has been earned 57 % to his investors in the first six month of 2021.

✓ While most of indexes it is involved were declining, Hektaş's share has showed an increase in the first 6 months of 2021.

✓ It is placed in the reserves of the BIST 30 index.

# RISK MANAGEMENT CYCLE

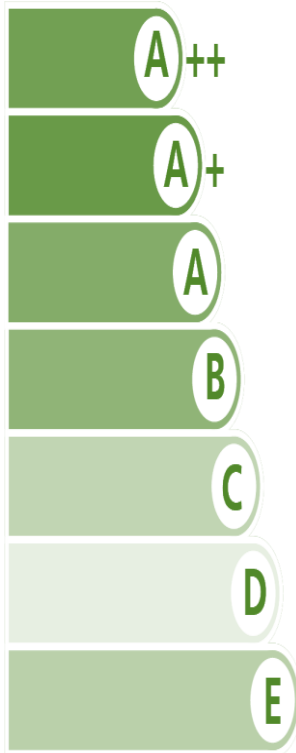
## Commercial Risk Committee Structure



# CREDIT RATING

JCR RATING		2018		2019		2020		2021		
		Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	
International	Foreign Currency	BBB-	A-3	BBB-	A-3	BB+	B	BB	B	
	Local Currency	BBB-	A-3	BBB-	A-3	BB+	B	BB	B	
	Outlook	FC	Negative	Negative	Negative	Negative	Negative	Negative	Stable	Stable
		LC	Negative	Negative	Negative	Negative	Negative	Negative	Stable	Stable
	Issue Rating	BBB-	A-3	BBB-	A-3	-	-	-	-	
National	Local Rating	AA- (Trk)	A-1+ (Trk)	AA (Trk)	A-1+ (Trk)	AA (Trk)	A-1+ (Trk)	AA (Trk)	A-1+ (Trk)	
	Outlook	Positive	Positive	Stable	Stable	Stable	Stable	Stable	Stable	
	Issue Rating	AA- (Trk)	A-1+ (Trk)	AA (Trk)	A-1+ (Trk)	AA (Trk)	A-1+ (Trk)	-	-	
Sponsor Suport		2	-	2	-	1	-	1	-	
Stand-Alone		AB	-	AB	-	AB	-	A	-	
Sovereign	Foreign Currency	BBB-	-	BBB-	-	BB+	-	BB	-	
	Local Currency	BBB-	-	BBB-	-	BB+	-	BB	-	
	Outlook	FC	Negative	-	Negative	-	Negative	-	Stable	-
		LC	Negative	-	Negative	-	Negative	-	Stable	-

# CREDIT RATING



**2018**

**Long-Term=> AA- (Trk)  
Short-Term=> A-1+ (Trk)**

- Regarding grades outlook were determined as «positive».
- It was evaluated at National & International scale as investable category.
- International grades were limited with Country grade.

**2019**

**Long-Term=> AA (Trk)  
Short-Term=> A-1+ (Trk)**

- Regarding grades outlook were determined as «Stabile».
- It was evaluated at National & International scale as investable category.
- International grades were limited with Country grade.

**2020**

**Long-Term=> AA (Trk)  
Short-Term=> A-1+ (Trk)**

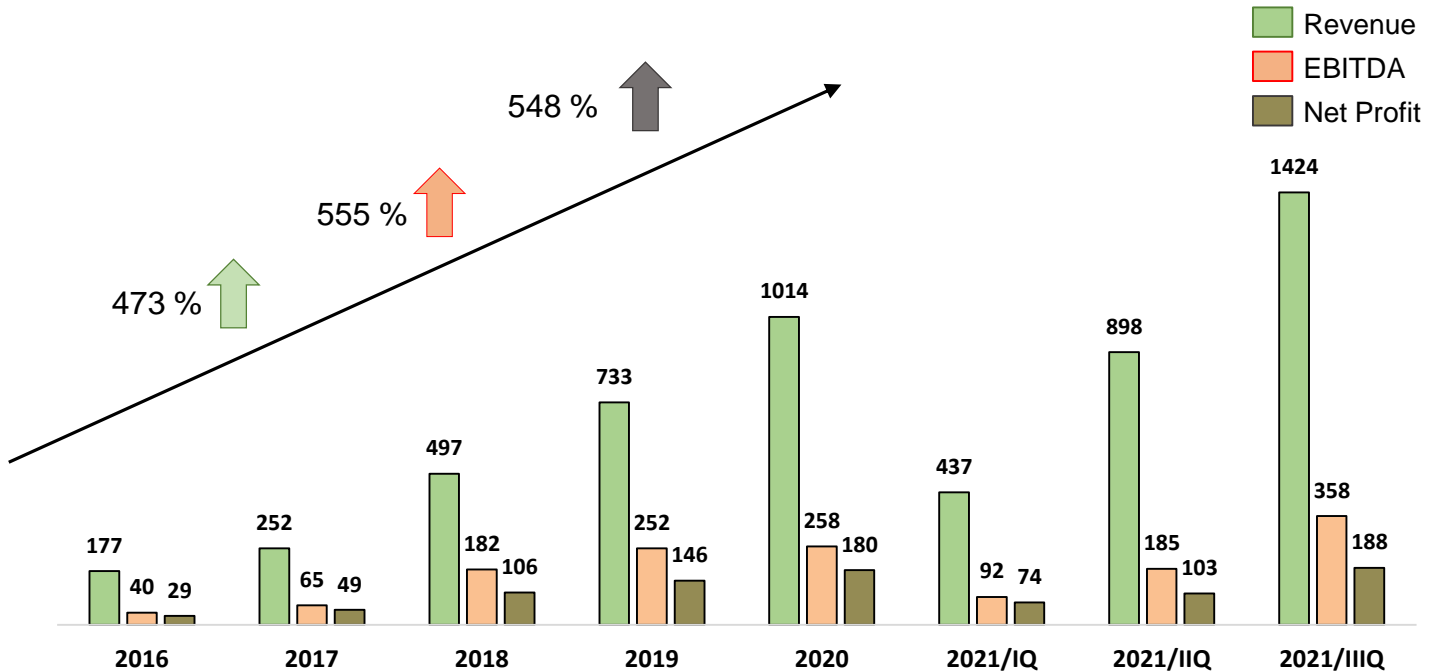
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- International grades were limited with Country grade.

**2021**

**Long-Term=> AA (Trk)  
Short-Term=> A-1+ (Trk)**

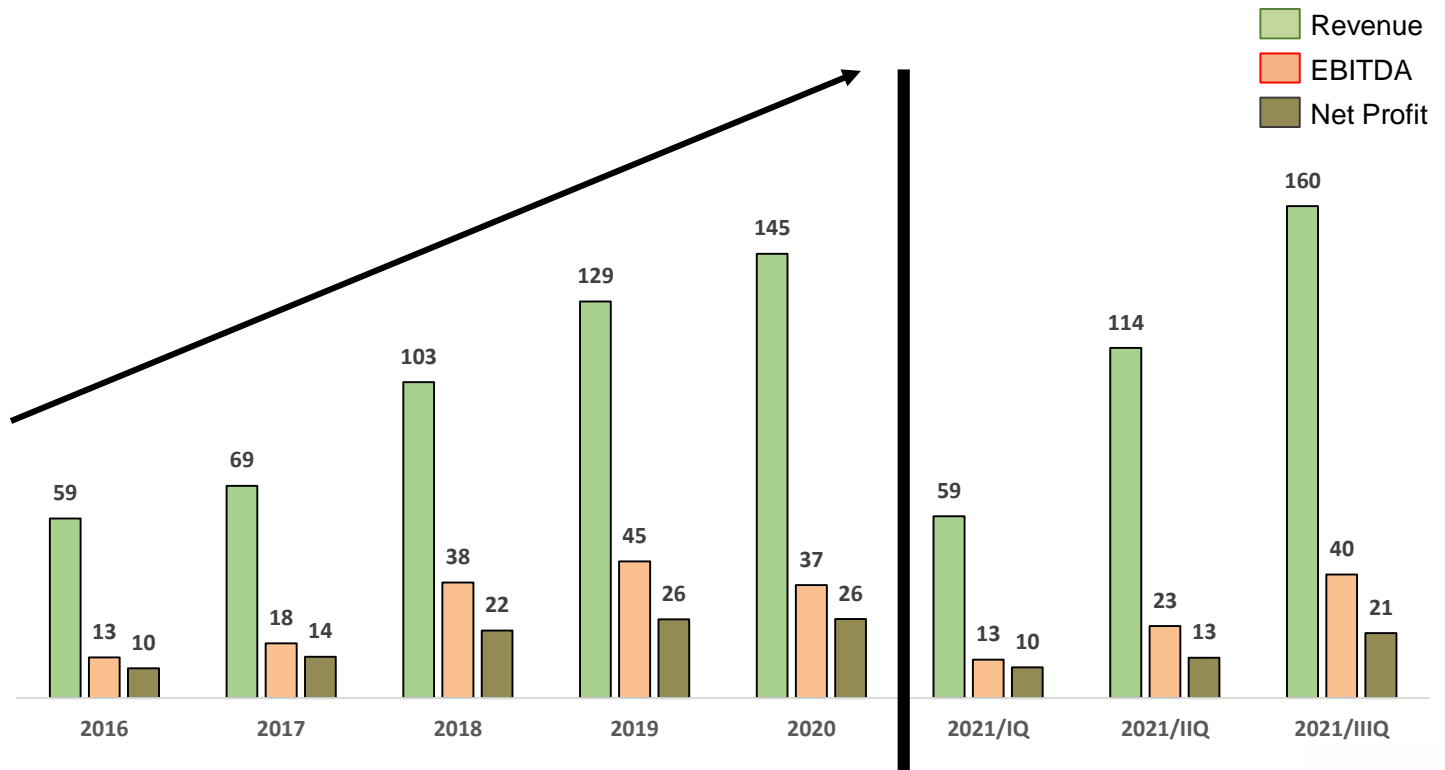
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# HEKTAŞ IN FIGURES (MİO TL)



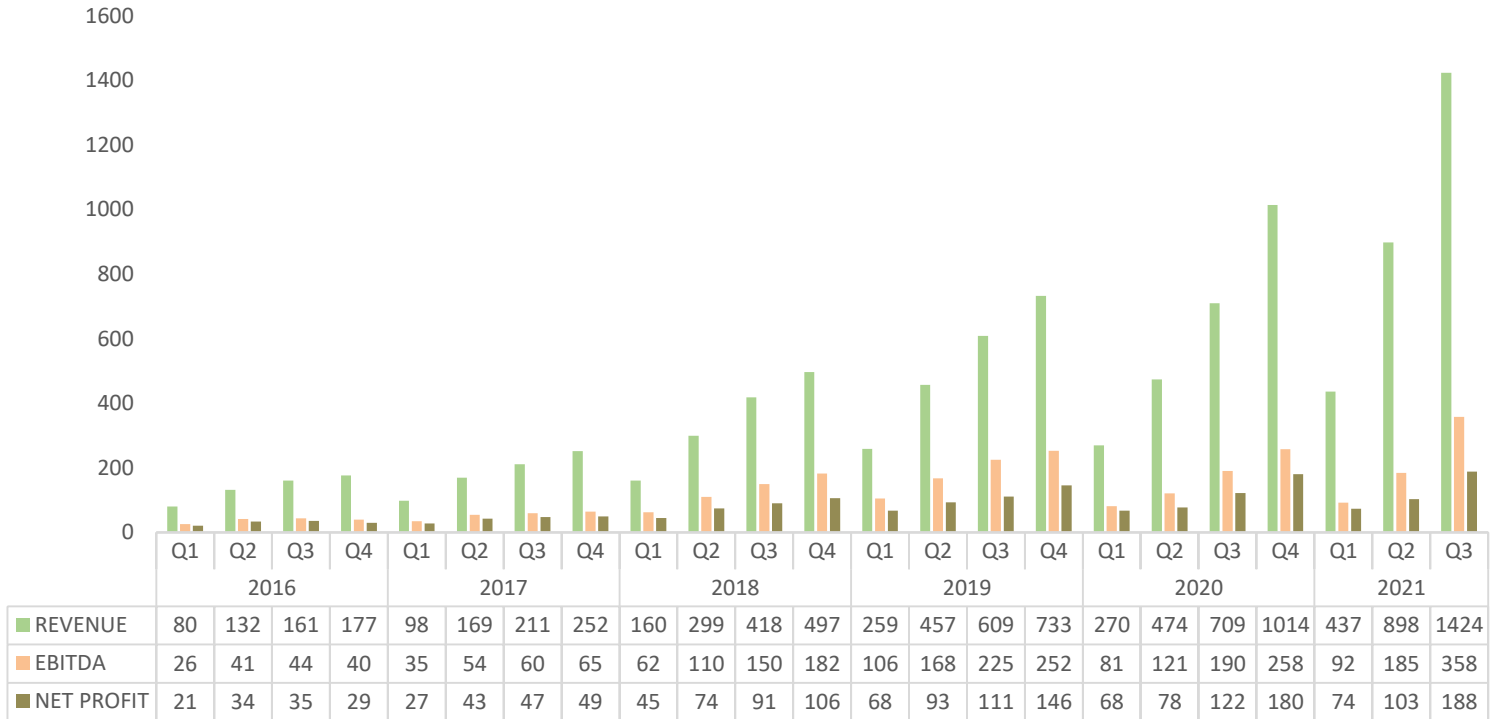
Continuing Financial Performance

# HEKTAŞ IN FIGURES (MiO USD)

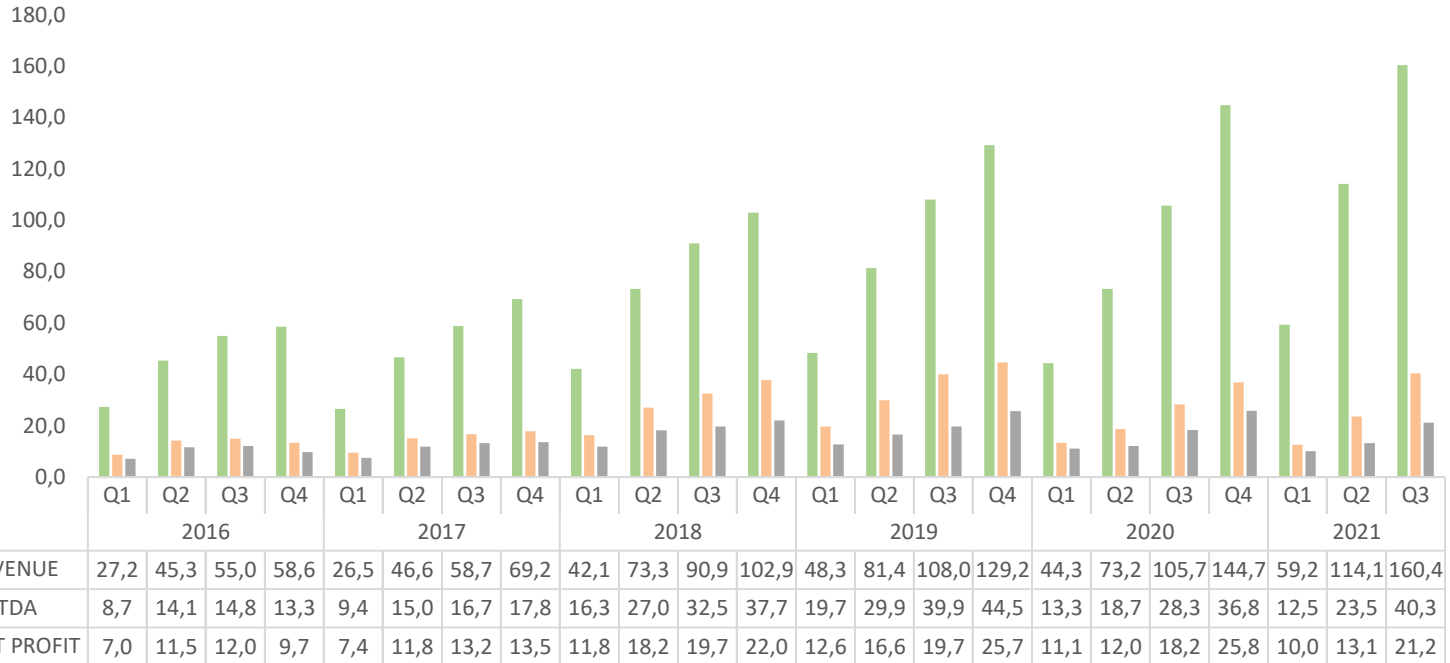




# HEKTAŞ in FIGURES (Mio TL)



# HEKTAŞ IN FIGURES (MİO USD)





**Pioneer or Smart Agriculture**

