



INVESTOR PRESENTATION



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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



2018

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

2019

Areo Acquisition

OYAK
Biotechnology
Foundation

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



Price Oriented



SUNSET

Export Oriented



GMP Certificated
Manufacturing



Star Of
Organomineral
Market



Strong Breeding



Global Player



AGRICULTURAL TECHNOLOGIES



Traceable Smart Agriculture



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

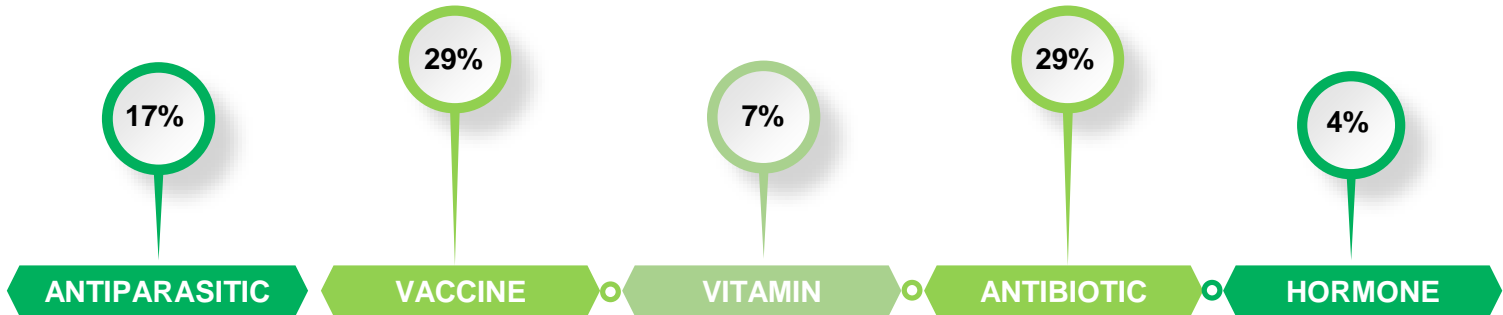
- 2020 Turkish seed market in 2020
4.7 billion TL

Leader players

- TIGEM, Corteva, Gözde, Bayer, KWS, Özbuğday, Yüksel Tohum, Syngenta, BASF
- 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

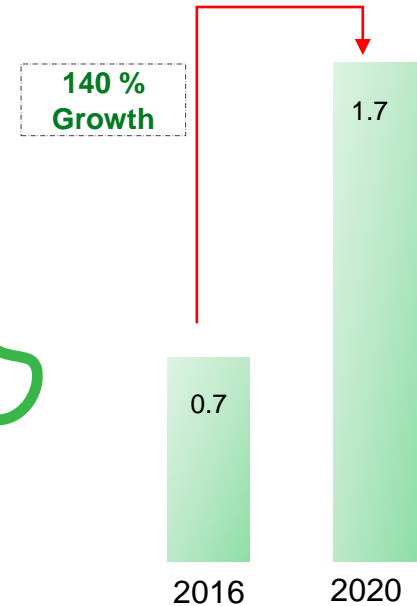
- “One Health” concept
 - Protecting **animal health and food safety**
 - The importance of **preventive medicine** and **vaccines** is expected to increase.
- The vaccine sector was adversely affected by the pandemic period due to the majority of imported products in the market.
- Increasing our market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

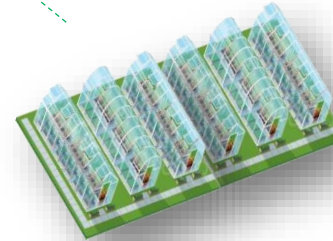


Food Safety



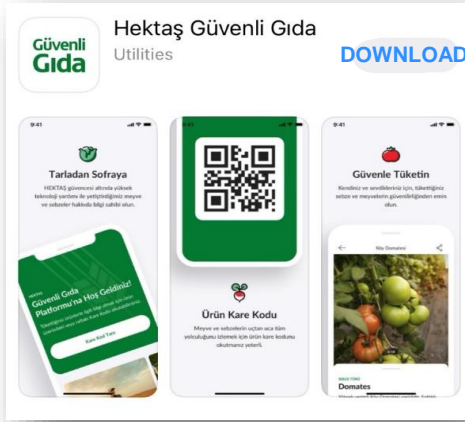
Smart Greenhouse
Blockchain
Carrefour Cooperation
End Customer

Smart Greenhouse



Sensor & Cameras
Contract
Manufacturing
Safe Food

SAFETY FOOD PLATFORM



ÜRÜN TÜRÜ

İzlenebilir Çengelköy Hıyar

Badem tipi hıyar, orta güçlü, multi, küçük yapraklı, boğum arası kısa, çok verimli. Yeşil renkli, uzun saplı, 10-12 cm tat ve aroma çok iyi, raf ömrü uzun.

Tohumun Adı

İzlenebilir Çengelköy Hıyar

Tohum Çeşidi

Mini Hıyar

Üretici

Areco Tohumculuk Orhangazi

Yetiştirme Şekli

Topraksız Kültür

Ekim / Dikim Zamanı

05/01/2021

En Son Gübrelenme Zamanı

19/02/2021

En Son Bitki Koruma Uygulanma Tarihi

06/02/2021

Hasat Zamanı

01/03/2021

Son İlaçlama ve Hasat Arasındaki Süre

23 gün

Ürün Künye Numarası

2

Üretim Yeri

Bursa/Orhangazi



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.



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.



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.



Advisory Support of Barrier-free Agriculture Project

This project was actualized for disability students.

Disability students will engaged in agriculture and receive educations.



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 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.



FORTUNE
TÜRKİYE



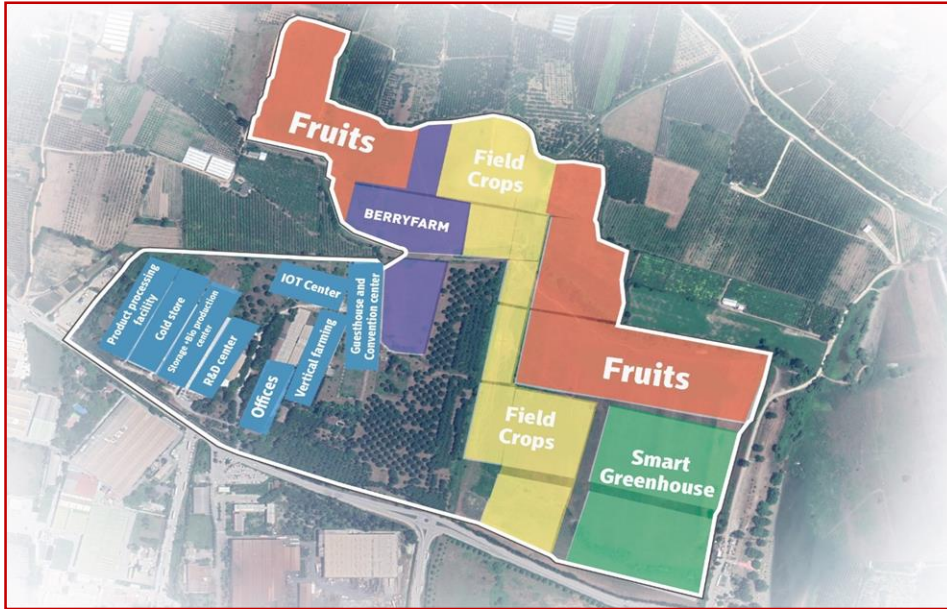
Türkiye'nin Ar-Ge Harcamaları En Yüksek 250 Şirketi

Hektaş placed in first rank with 11.528.751 TL 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



- Paydaşlarımıza 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



FERBİS

- 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



Hektaş Participation

2020



Business Units

Seed



Location

Avustralya



SHARE PERFORMANCE



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

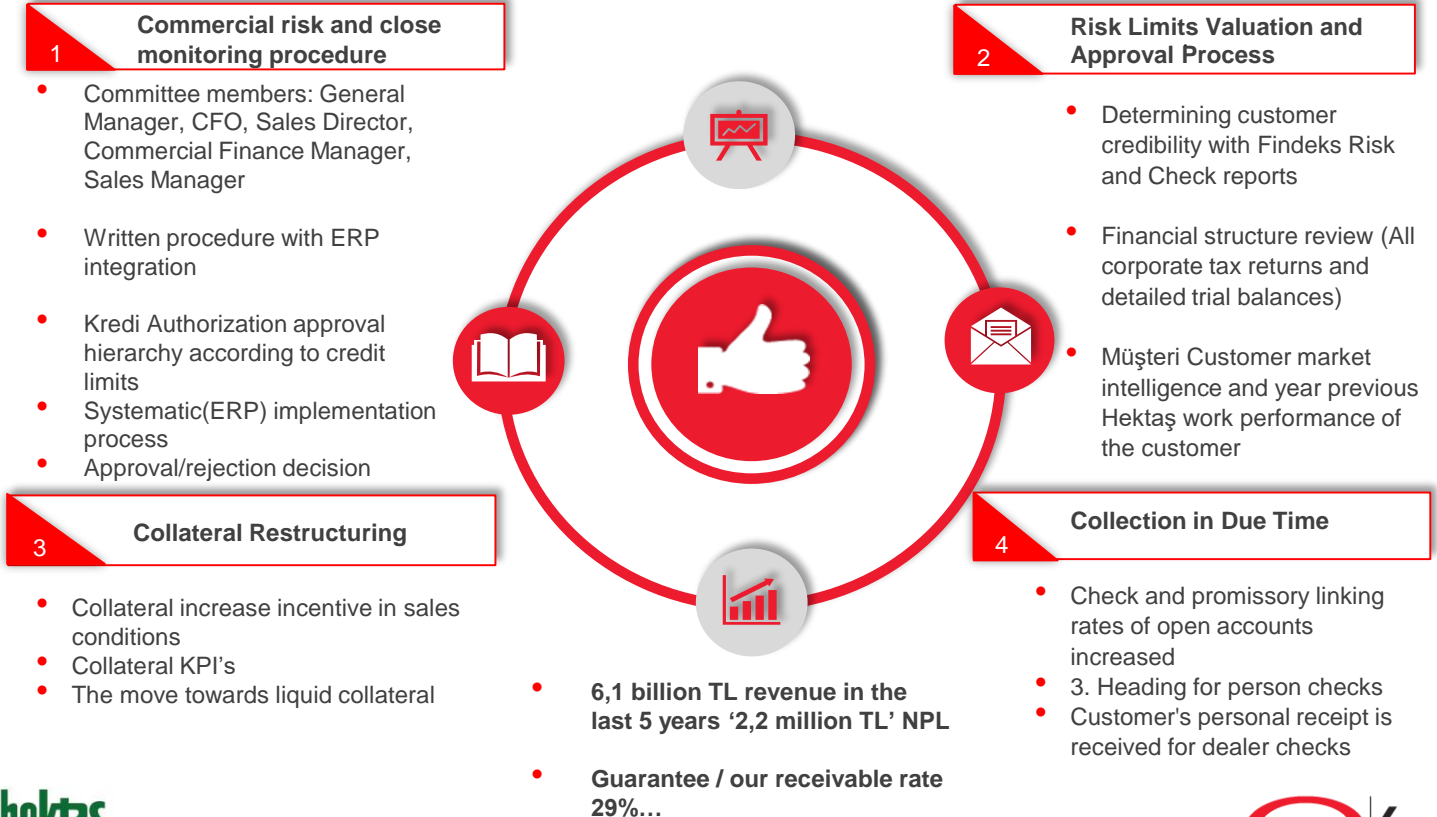
KOCAELI / BIST 100 / BIST 50 / BIST STARS /

BIST 100-30 / BIST CHEM., PETROL, PLASTIC

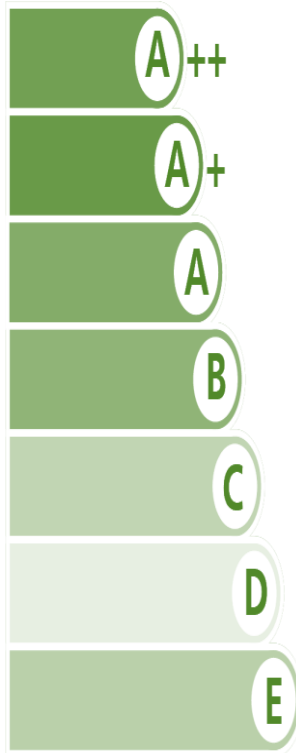
- ✓ As of 28 May 2021, it entered to MSCI index. (MSCI Small Cap Turkey Index). MSCI index is one of the well accepted most important index for global capital markets except USA.
- ✓ Hektaş has been earned 179 % to his investors in 2021.
- ✓ While most of indexes it is involved were declining, Hektaş's 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



2018

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

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

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

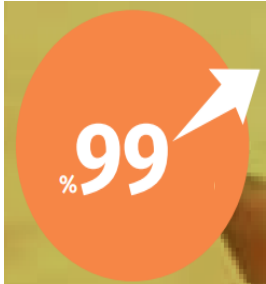
2021

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

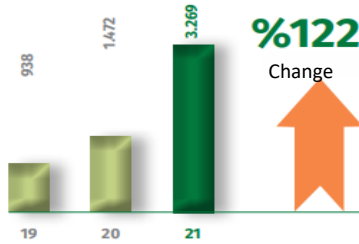
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HEKTAŞ IN FIGURES (Mio TL)

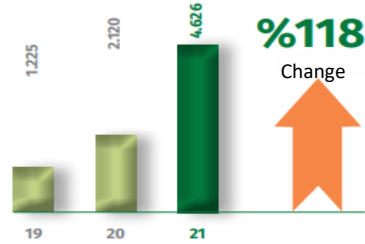
REVENUE



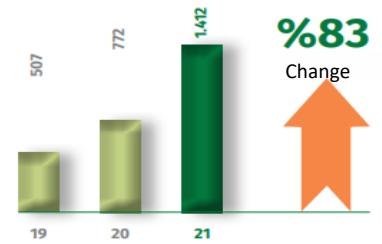
Current Assets (Mio TL)



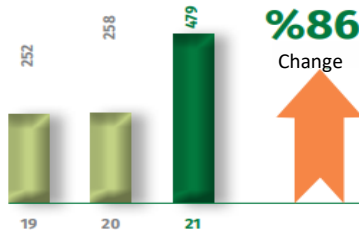
Total Assets (Mio TL)



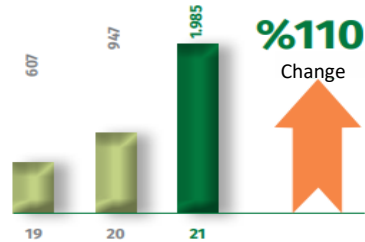
Equity (Mio TL)



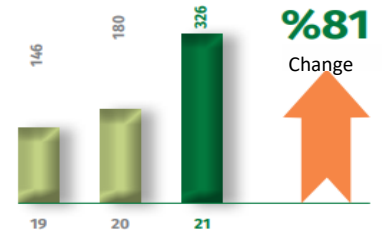
EBITDA (Mio TL)



Net Working Capital (Mio TL)



Net Profit (Mio TL)





Pioneer or Smart Agriculture

