

- **Presentation**

- **Iran & SP Delta**



Agenda

- **Country overview**
- **SP Delta in Iran**
- **Competition**
- **Case study**



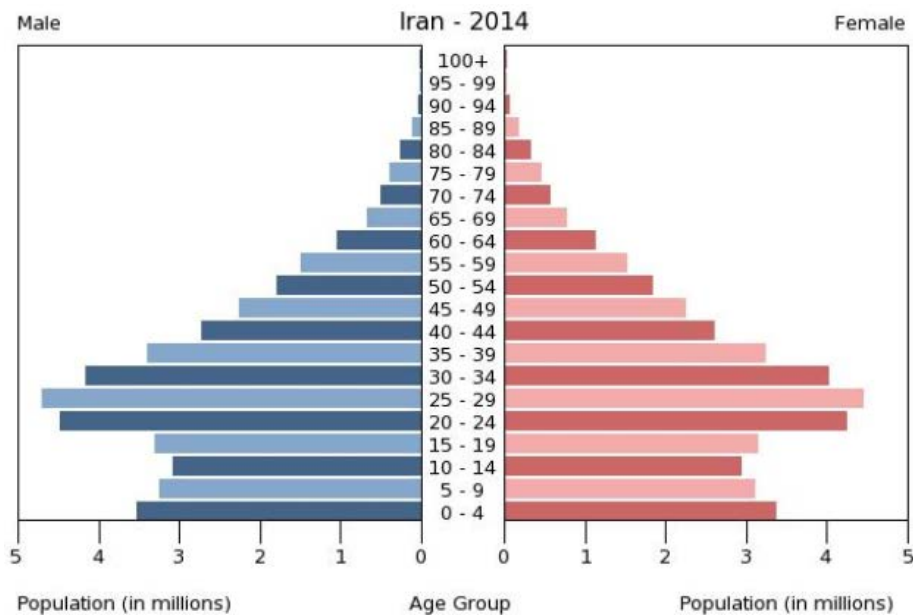
Country overview



Population	81,8 M
GDP per capita (ppp)	\$17,100
GDP real growth rate	0,56%
Public debt (% of GDP)	11,4%
Inflation rate	15,8%
Unemployment rate	11,2%
Largest Cities	<ul style="list-style-type: none"> • Tehran 8.43 M • Mashhad 3.02 M • Esfhan 1.81 M • Shiraz 1,66 M • Tabriz 1,57 M
urban population: 73.4% of total population	

Country overview

- Population Pyramid
 - Median age : 28,3 years
 - 0 - 24 years : 40%
 - 25 - 54 years : 47%



Economy: Key industries

GDP SPLIT

Iran GDP SPLIT 2014

Agriculture **9,1%**

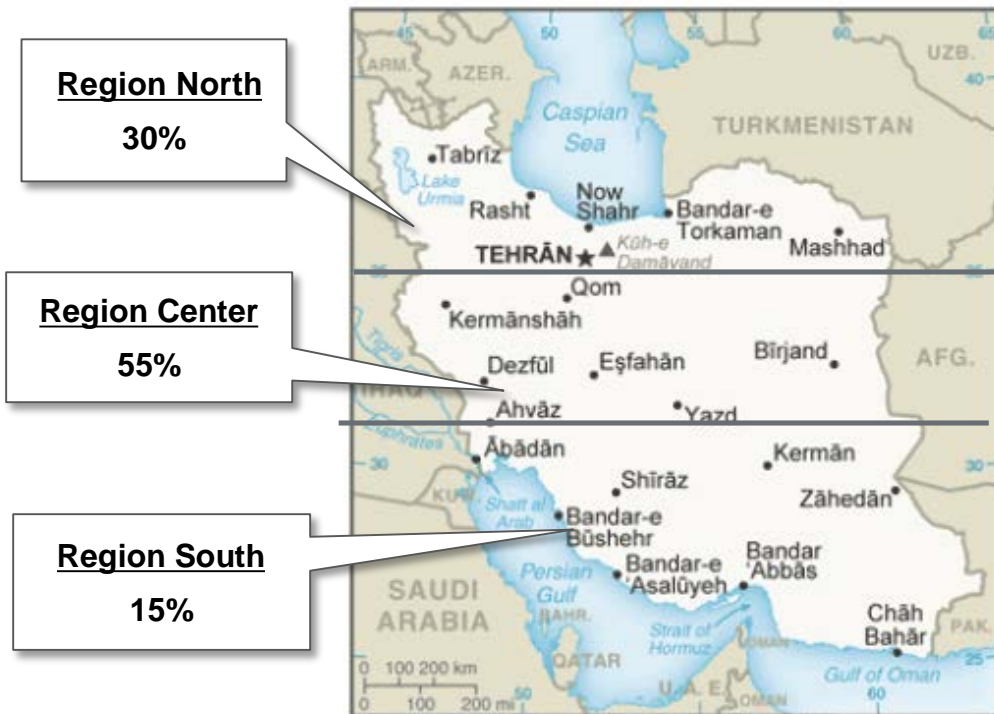
Industry **40,7%**

Services **50,3%**

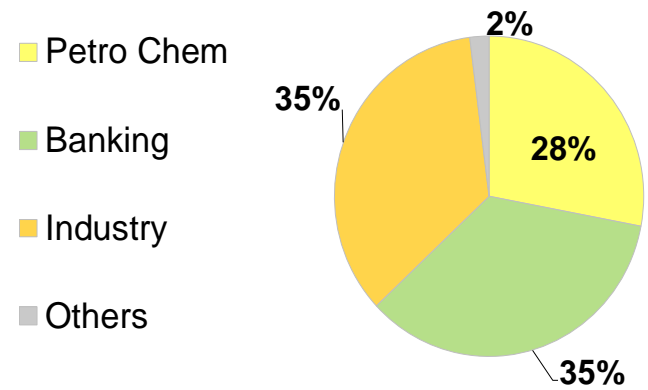
MAJOR INDUSTRIES

- petroleum, petrochemicals, gas,
- fertilizers, caustic soda,
- textiles, cement and other construction materials,
- food processing
- ferrous and nonferrous metal fabrication,
- armaments

Industrial in Iran : Market volume per region & Top 50 by Turnover



Top 50 by area of business



- All Top 50 are governmental companies
- Industries : total 18
 - Automotive : 3
 - Steel : 4
 - Communication 5
- Private owned Company
 - Ranking 61

Key facts and figures and country comparison

2015	Iran	Highest	Lowest
Area	1,648 Mio km ²	Russia (17,100 K km ²)	Vatican City (0.45 K km ²)
Population	81,8 M	China (1,350 M)	Vatican City (829)
Population density (per km ²)	49,6	Monaco (15,250)	Western Sahara (1.8)
Median age	28,3 yrs.	Monaco (51 yrs.)	Uganda (15 yrs.)
UN Human Development Index (HDI)	0,75	Norway (0.944)	Niger (0.337)
Unemployment rate	11,2%	Zimbabwe (~95%)	Cambodia (~0%)
GDP per capita (ppp)	\$17,100	Qatar (\$102,100)	Congo (\$400)
GDP real growth rate	0,56%	South Sudan (24.7%)	Central African Republic (-14.5%)
Public debt (% of GDP)	11,40%	Japan (226%)	Liberia (3%)
Inflation rate	15,40%	Syria (59.1%)	Greece (-0.8%)
MV Industrial Trucks	787		

Economy: Historic development and future outlook

ECONOMIC DEVELOPMENT

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2020
GDP real growth rate	9,12%	0,92%	2,32%	6,58%	3,75%	-6,61%	-1,91%	2,97%	0,83%	4,36%	4,38%
Government net debt (% of GDP)	-2,68%	-2,84%	2,54%	1,96%	-2,66%	0,19%	-3,98%	-1,11%	1,49%	1,18%	- 2.56%
Inflation rate	18,44%	25,32%	10,79%	12,36%	21,49%	30,53%	34,73%	15,55%	11,5%	8,25%	5,0%
Unemployment rate	10,55%	10,45%	11,9%	13,48%	12,30%	12,2%	10,44%	11,21%	12,27%	12,35%	11,67%

Source: inflation.eu; IMF ; CIA world factbook; statista.com; keepeek.com; destatis.de; mecometer.com, oanda.com

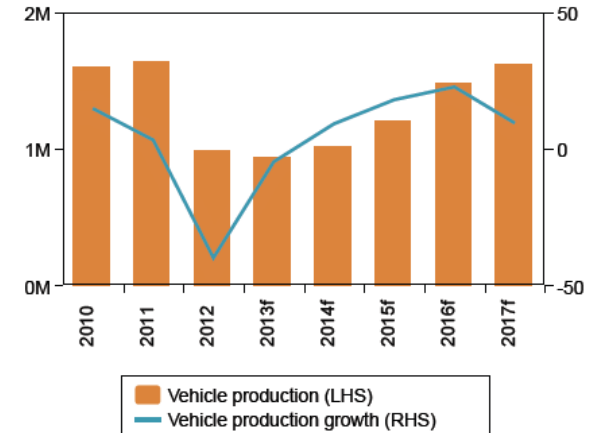
Economy: Historic development and future outlook

ECONOMIC DEVELOPMENT

Table: Iran Automotive Industry Production And Sales, 2010-2017

	2010	2011	2012e	2013f	2014f	2015f	2016f	2017f
Total sales (CBUs)	1,493,000	1,590,000	1,030,995	876,346	853,299	895,964	967,641	1,054,728
PRODUCTION: Passenger cars, units	1,367,014	1,413,276	848,000	805,600	886,160	1,063,392	1,329,240	1,462,164

Iranian Vehicle Production (CBUs) And Production Growth (% chg y-o-y)



- Iran Khodro Company (IKCO)
(planning to manufacture 550,000 / daily production of 2,000 sets)
Top employer in Iran, with 53,806 workers
 - Peugeot Citroën
 - Volkswagen (up to 1990)
 - Mercedes-Benz commercial vehicle

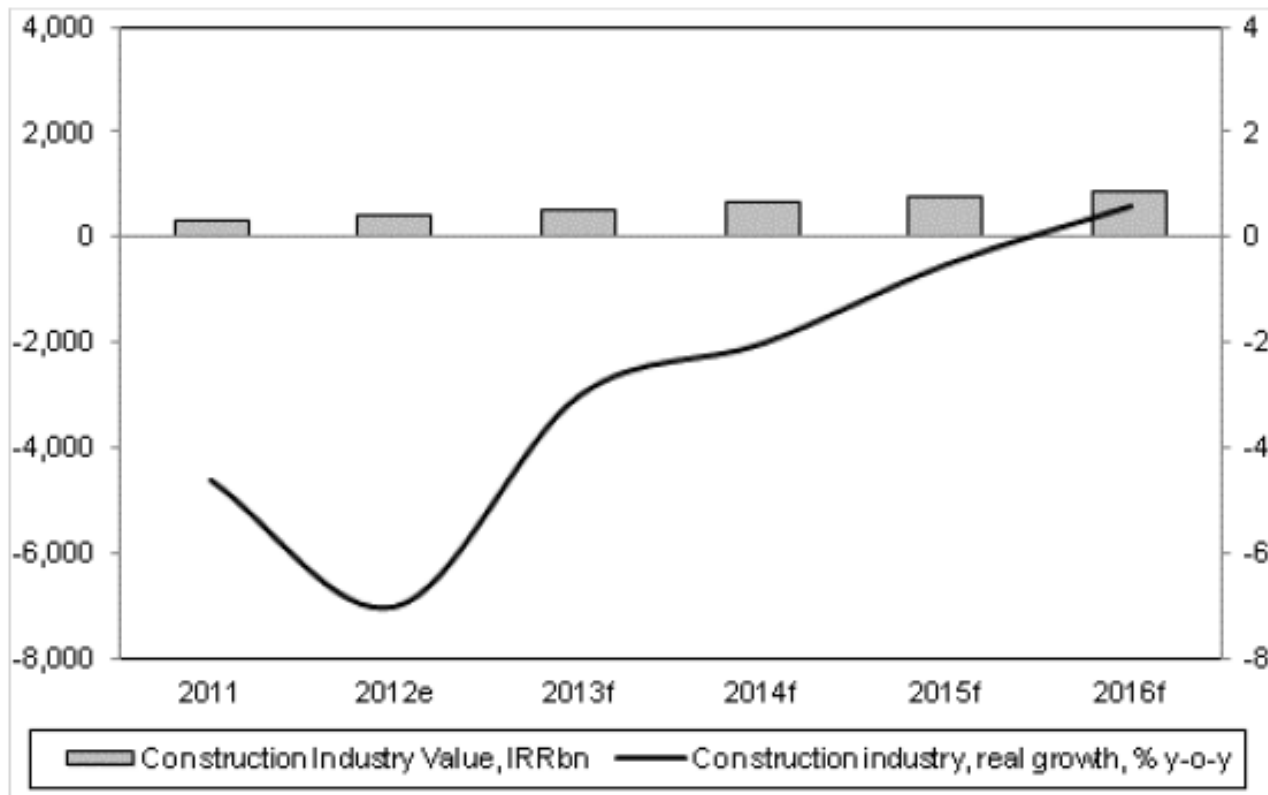
- Saipa
workforce of 43,000
 - Kia Motors

Source: Business Monitor

Economy: Historic development and future outlook

ECONOMIC DEVELOPMENT

Iran - Construction Industry Forecast, Value (LHS) & % chg y-o-y

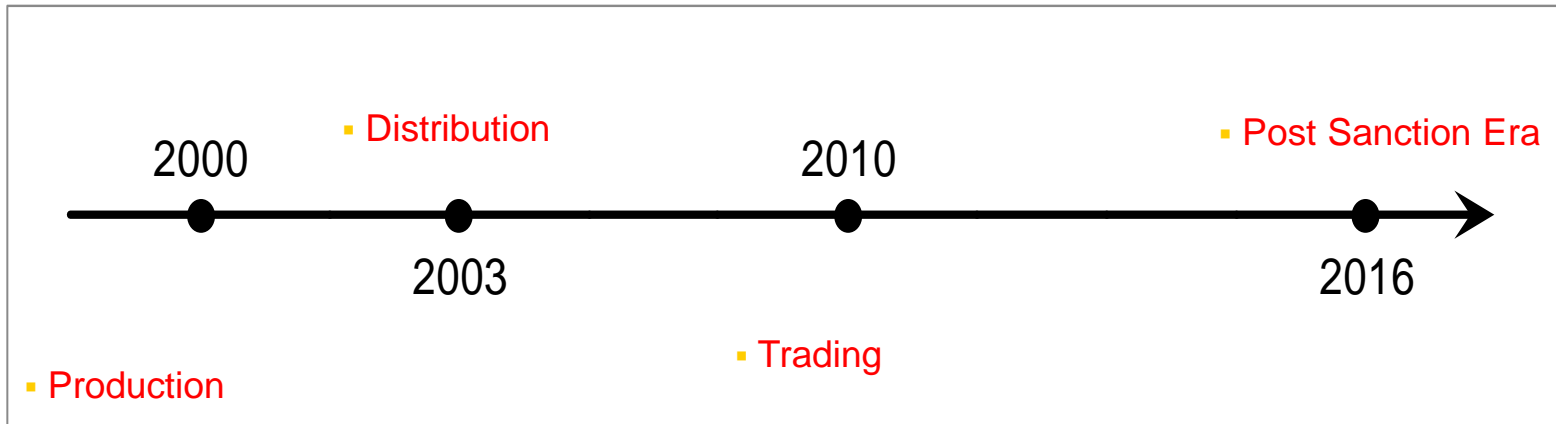


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■ History of ours



In 2000 we start manufacture some kind of industrial valves

In 2003 we were distributor on food and goods field

Since 2010 we are working as trading and engineering company in several fields from Turkey, Switzerland, UAE and Italy

SP Delta in Iran Marketing

- Digital Media
 - Home page : <http://www.spdelta.ir>
 - Advertisement (most popular online auction)
- Print Media
 - Catalogue (Persian)
- Exhibition
 - Tehran International fairs

Agenda

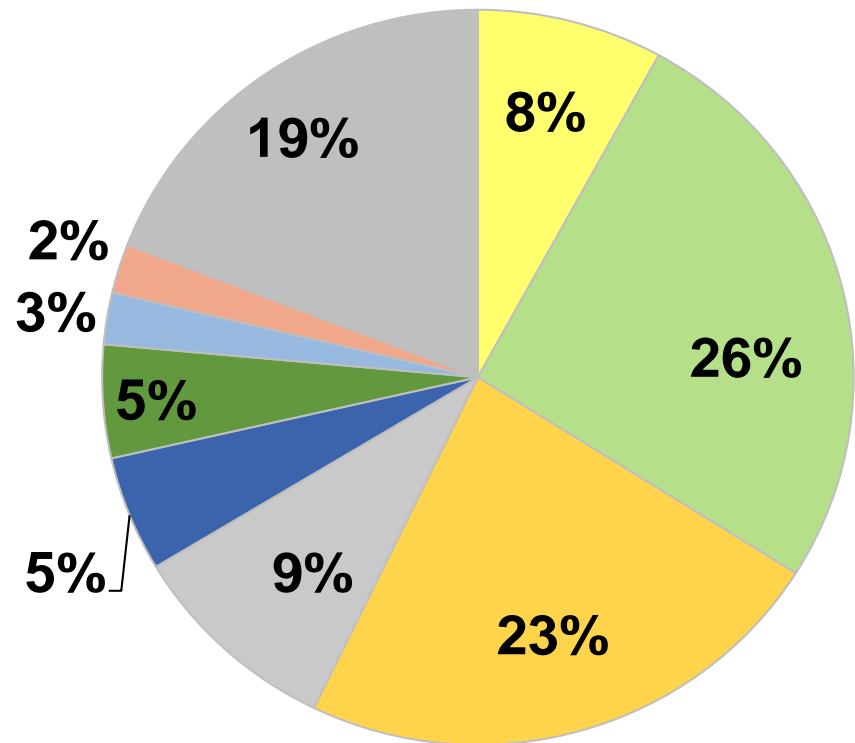
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Total: Overview competitive landscape Iran

Import partner of Iran (US\$) 21.03.2014 - 21.03.2015

- Turkey
- China
- UAE
- Korea
- Germany
- Switzerland
- Italy
- Nederland
- Others



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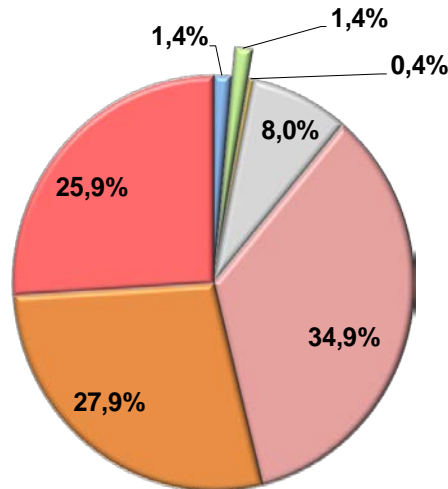


Case Study: Material handling

- Imported to Iran
- 21.03.2014 – 20.03.2015 : (12 month)
 - Electric Driven < 5T : 13.518 T US\$ (via Dubai = 38%)
- 21.03.2015 – 20.08.2015 : (5 month)
 - Electric Driven < 5T : 3.849 T US\$ (via Dubai = 46%)

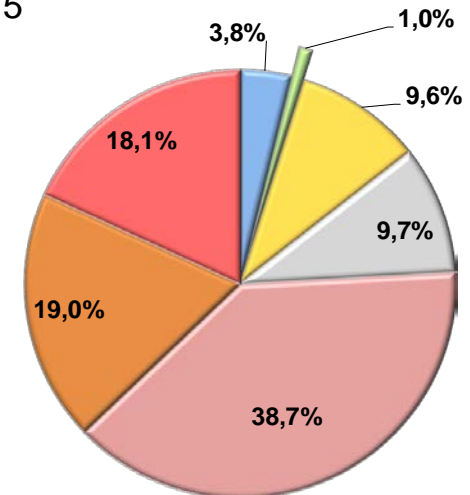
IC Trucks < 10T (by US\$)
21.03.2014-20.03.2015
Imported from:

- Japan
- Germany
- Others
- Taiwan
- UAE
- Korea
- China



Electric driven Trucks < 5T (by US\$)
21.03.2014-20.03.2015
Imported from:

- Japan
- Germany
- Others
- Turkey
- UAE
- Korea
- China



COMPETITIVE ENVIRONMENT

Local manufacturer

- Sahand Forklift Mfg (Tabriz)
 - Cooperation with Hyundai
 - Hydrostatic forklift 2, 2/5, 3 ton with varieties of lifting height.
 - Diesel & LPG fork lift 2, 2/5, 3 and 4 ton with varieties of lifting height.
 - Since 1971 : sold 17000 unit
 - Sub Dealer : 26x
- Sepahan Lifter (Esfahan) /
 - ca. 600 IC trucks /a (80% of local manufacturer)
 - BT & Clark : licenses
 - Complete portfolio (IC truck up to 32T)
- Aria forklift (Mashad)
 - CKD von Nissan
- Sub Delaer : 4x



Major player

Toyota

	Structure
Toyota	Dealer (also Toyota Automotive) Irtoya. 2014 : Market share 1%, ca. 8units
Headquarter Number of employee	in Teheran
Sales Standard products KAM Hire+ Used Sub-Dealer	Sales through Toyota Automotive 1 Sales Agent
Rental Fleet	No leasing offer by the banks & high interest rate (>30% p.a.)
Strength	IC Trucks Toyota products manufactured in China
Weakness	After Sales services





سامان پویش دلتا
بازرگانی مهندسی

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فکس : ۸۸ ۷۵ ۸۰ ۴۶

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