

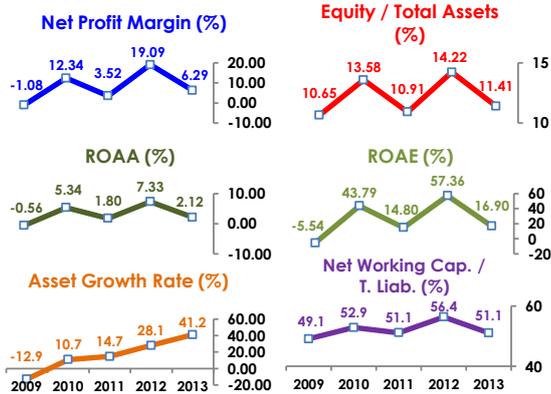
Corporate Credit Rating

Operational Leasing

DERİNDERE			Long Term	Short Term
Turizm Otomotiv San. Tic. A.Ş.				
International	Foreign currency		BBB-	A-3
	Local currency		BBB-	A-3
	Outlook	FC	Stable	Stable
		LC	Stable	Stable
National	Local Rating		BBB+ (Trk)	A-2 (Trk)
	Outlook		Stable	Stable
Sponsor Support			3	-
Stand Alone			B	-
Sovereign*	Foreign currency		BBB-	-
	Local currency		BBB-	-
	Outlook	FC	Stable	-
		LC	Stable	-

*Assigned by Japan Credit Rating Agency, JCR on May 23, 2013

Senior Analyst: Zeki M ÇOKTAN/+90 212 352 56 73
zekic@jcrer.com.tr



Strengths

- Market influence as one of the market leaders in the sector with a well-known brand identity
- The benefits derived from the shared resources to be generated through its growing daily rental operations contributing to fleet efficiency
- Strong liquidity profile
- Well-reputed clientele with increasing granularity in terms of both sectorial and client concentration supporting resiliency of the Company's revenues
- Sustainance of improvement in second hand sale performance evidenced by sale amount / turn-key cost indicators
- Risks to be abated through initiation of risk management models and corporate governance implementations
- Establishing new channels through embodiment of innovative ideas evidenced by the development of electric vehicles and initiation of online platform for long term lease services for individuals
- High growth potential of the underpenetrated operational leasing industry through both increasing awareness and demand and more lanes expected to be added in the periods to come

Constraints

- Deterioration in net profitability indicators due to the swell in foreign exchange rates to the extent that it impedes internal equity generation
- Consequently diminishing market shares despite sustained asset growth rates
- Leveraged stance compared to its peers in the sector
- Over-collateralization deteriorating the sector's asset quality regarding assignment of lease receivables and pledges on assets
- Inadequacy of alternative funding channels and structures to satisfy particular needs of the companies operating in the sector
- Absence of sector-specific laws, regulations and supervisory public authorities
- Fierce competition leading to margin pressure in view of price sensitivity of some of the targeted segments
- Ongoing political headwinds, decrease in risk appetite of investors and downside risks to growth and pressure to be exerted on profit margins

DERİNDERE TURİZM OTOMOTİV SANAYİ VE TİC.A.Ş.					
Financial Data	2013*	2012***	2011*	2010*	2009*
Total Assets (000 USD)	494,187	419,589	308,276	328,383	304,454
Total Assets (000 TRY)	1,052,816	745,862	582,302	507,680	458,417
Equity (000 TRY)	120,087	106,097	63,553	68,951	48,805
Net Sales (000 TRY) **	260,010	222,590	167,464	163,237	175,170
Vehicle Sales Rev. (000 TRY)	279,051	110,389	71,029	65,154	59,135
Net Profit (000 TRY)	16,342	42,494	5,901	20,146	-1,898
Net Profit Margin (%) **	6.29	19.09	3.52	12.34	-1.08
ROAA (%)	2.12	7.33	1.80	5.34	-0.56
ROAE (%)	16.90	57.36	14.80	43.79	-5.54
Equity/Assets (%)	11.41	14.22	10.91	13.58	10.65
Net Working Cap./T. Liabilities (%)	51.09	56.40	51.15	52.88	49.12
Asset Growth Rate (%)	41.15	28.09	14.70	10.75	-12.90
Fleet Market Share (%)	8.91	9.61***	10.19	10.41	11.43

* End of year

** Including only rental revenues

*** Readjusted

Overview

DERİNDERE TURİZM OTOMOTİV SANAYİ TİC.A.Ş. (hereinafter referred to as Derindere or the Company), with its main focus in the fleet lease services field, has developed a long and invaluable track record in the operating leasing business. The Company specialized in car sales and service as well as operational leasing on automotive assets, i.e. passenger cars and commercial vehicles.

Derindere, also the largest authorized dealer of TOYOTA motor vehicles in Turkey, operates in the car rental industry under the two brand names; **Derindere Filo Kiralama (DRD)** for fleet leasing activities and online platform named **hemengazla.com** for individual long term vehicle leasing activities.

With a market share of 8.91% as of FYE2013, Derindere is one of the two largest players in the operational leasing market ranking second in terms of the number of vehicles leased.

The Company, which is owned by the Derindere Family, has a staff force of 435 as of FYE2013.

Publication Date: July 4, 2014

"Global Knowledge supported by Local Experience"