

## Sales meeting Moscow 12.2014

#### **Tyre industry**

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### Market environment

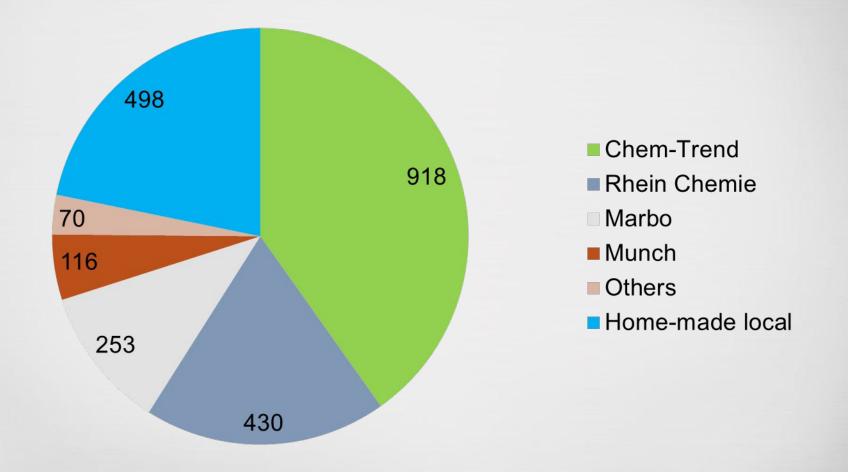


- According to market data of Nizhnekamskshina the tyre production in Russia in Q1-Q3 2014 has decreased by 5% to 20 058 thousand units
- Basing on Q1-Q3 data and according to Cordiant market forecast – expected decrease of tyre production in Russia in 2014 is estimated as 7-8%
- The whole tyre market in Russia in 2014 will decrease by 14% including import according to Goodyear analytics to 50 mln units
- In 2015 the decrease trend will continue but high Euro exchange rate and the Government Scrapper program will push the tyre business up.

## **Chem-Trend Market share**



#### Tyre RA market 2285 TEur



## **Sales 2014**



Customer	Sales 2013	Sales 2014	Sales Diff	GM 2013	GM 2014
B&B	518500	382866	-135634		
Nokian	297937	297937	0		
Pirelli Voronezh	-	89926	89926		
ABV stroy	-	1138	1138		
Total	816437	771868	-44570	40,96	43,80

## Won-Lost 2014



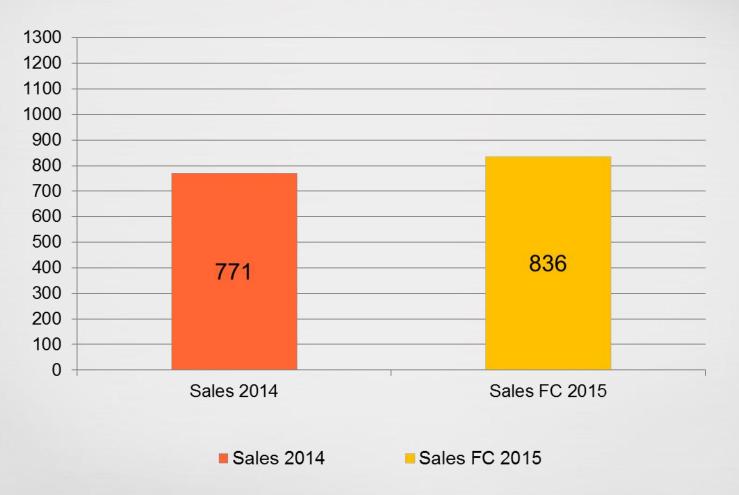
Account	Classification	Industry Segment	Year	Month	2014	2015 Effect
Continental Kaluga	won	Tyre	2014	1	58 500,00 €	51 100,00 €
2014 Won Sub-Total					58 500,00 €	51 100,00 €



#### Sales forecast



Sales in T€



# Top new projects



Customer name	Yearly total potential (ton)	Yearly total potential T€	Chance of success %	Comments
Kirov Tyre Plant	5,8	108	80	The customer has strong intention to use semi-permanent technologies. For the workshop #3 expected consumption of ML 8186 is 480 kg per month.
Altai Tyre Plant	1,5	20	80	The customer is going to replace petroleum-based IP with ML 8181
Pirelli Voronezh	0,5	23	80	The start of the oven in February 2015.
Nizhnekamsk	2,1	18	60	MC 1840 tests are in progress.
Belshina	36	130	40	ML 7025 trials are planned in the beginning of 2015. Samples of ML 7025 and ML 1127 are being delivered to the customer.
Omskshina	2	26	20	ML 8181 to be introduced.



## THANKS FOR YOUR ATTENTION

#### **Dmitry Litvinov**