

OPONEO's GROUP

Third quarter 2013 results and business presentation

Bydgoszcz, November 2013

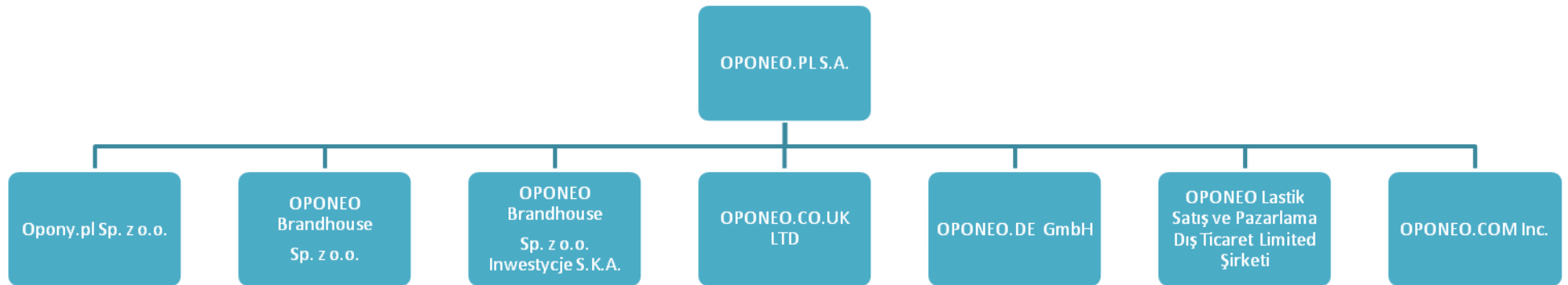


4 million tyres

from OPONEO travel around the world

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capital group profile



OPONEO.PL the leader in online sales of tires and wheels in Poland

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the company

more than 10 years' experience in the automotive industry

aspires to become the leader in Europe

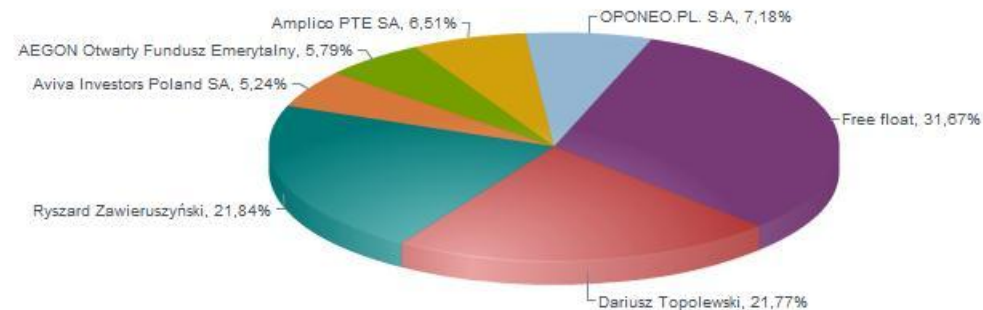
has several dozen web addresses in Poland, including such brands as:

Oponeo.pl, Opony.com.pl, Opony.com, Opony.pl, Felgi.pl and owns foreign e-shops **in Germany, France, Spain, Italy, Austria, Great Britain, the Netherlands, Ireland, Turkey and the Czech Republic**

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shareholders

- number of registered shares - 13 936 000
- share face value - 1,00
- number of significant shareholders - 6
- number of shares held by significant shareholders/ number of votes held by significant shareholders – 9 522 964
- percentage of shares held by significant shareholders/ percentage of votes held by significant shareholders – 68,33%
- free float – 31,67%



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1. idea of Internet bussiness

- 1999 – setting up Citynet Media S.C.; creating and launching several dozen specialised industry web portals (including Opony.com.pl)

2. starting e-commerce operations

- 2001 – sales of tyres and wheels through the Opony.com website
- 2003 – establishing the Opony.com Sp. z o.o. company

4. OPONEO brand

- 2006 - Opony.com Sp. z o.o. changes its name to OPONEO.PL Sp. z o.o.
- 2007 - transformation of OPONEO.PL Sp. z o.o. into OPONEO.PL S.A.

5. debut on Warsaw Stock Exchange

- 12 September, 2007 – debut of OPONEO.PL S.A. on the WSE: the company acquired 32 million from the issue of B-series shares

6. opening first e- shops abroad

- 2009 - starting the sales of tyres through e-shops abroad in France, Italy, Spain, and Germany
- 2010 - starting the sales of rims through e-shops abroad: Oponeo.de, Oponeo.fr, Oponeo.it, Oponeo.es

7. acquisition of the biggest competitor in Internet sales in the Polish market

- 25 February, 2010 – purchase of 100% shares in the OPONY.PL SP Z. O.O. company holding rights to domains: Opony.pl and Ogumienie.com

8. share capital increase

- 22 July, 2011 – the share capital increase by new shares of the series C up to PLN 13.936.000.

business operations

main source of the company's income is the retail sale of car tyres and wheels through the Internet by adopting original e-commerce and IT solutions

OPONEO.PL S.A.:

- sells almost 100 brands of tyres and wheels through websites such as: Oponeo.pl, Opony.com, Opony.pl, Motostrada.pl, Felgi.pl as well as foreign websites: Oponeo.de, Oponeo.fr, Oponeo.es, Oponeo.it, Oponeo.at, Oponeo.co.uk, Oponeo.nl, Oponeo.ie, Oponeo.com.tr, Oponeo.cz
- the wide range and high quality of products on offer are achieved thanks to constant cooperation with manufacturers and more than 100 wholesalers in Poland and abroad
- runs Polish information platform Opony.com.pl with Europe's largest database of opinions and expert information related to the topics of quality, condition and usage of car tyres
- is the co-owner of a firm runs the Autocentrum.pl automotive website and the owner of the Elektroda.pl - electronic discussion forum
- has a completely computerised logistics centre which allows to send daily even up to 15.000 tyres to individual customers
- has also professional call centre - thanks to close integration with the e-commerce system, the call centre conducts advanced procedures of not fully automated customer services along with its typical functions

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official recommendation

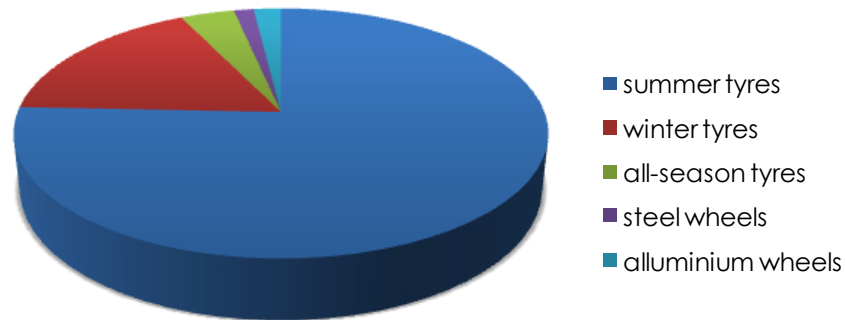
we are the only Internet shop in Poland recommended by the industry –
Goodyear, Pirelli and Bridgestone



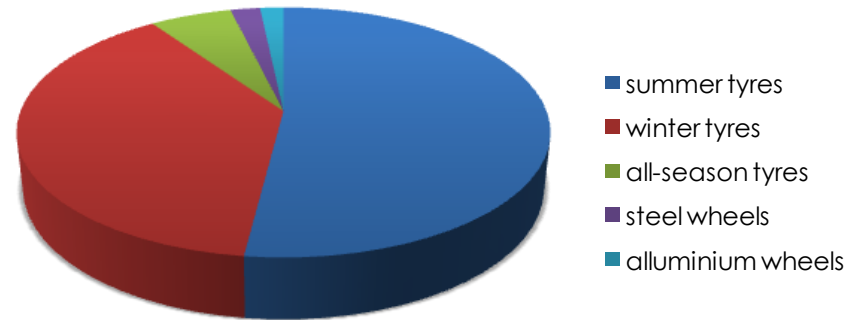
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sales structure

sales structure by type of product 01.01- 30.09.2013



sales structure by type of product 3Q/2013



OPONEO.PL offers all-season, summer, and winter tyres including those meant for:

- passenger cars
- commercial vehicles
- 4x4 wheelers

the range of sold products also includes:

- steel wheels, aluminium wheels, and snow chains

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financial results

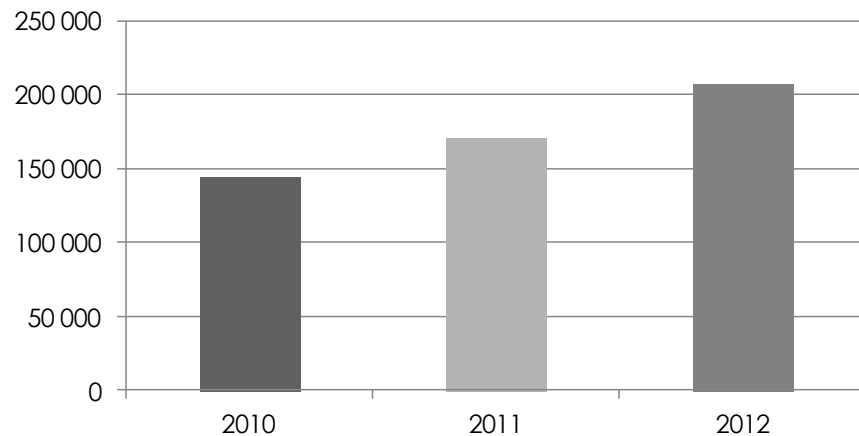
financial results (thousand PLN)

1-3Q 2012

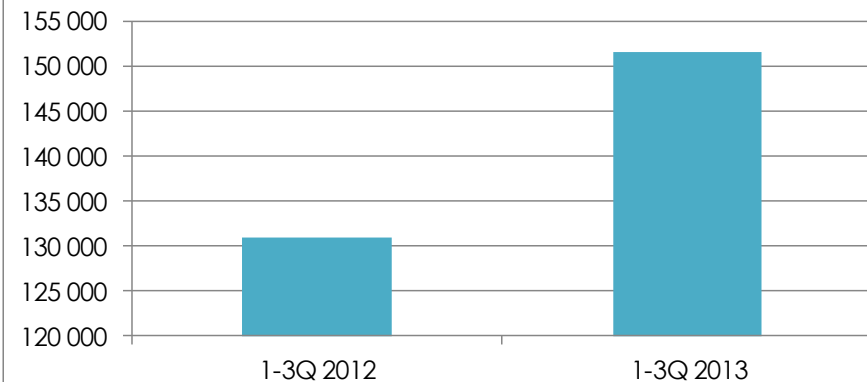
1-3Q 2013

net revenues	131 006	151 487
gross profit	21 045	22 457
EBITDA	16.06	14.82
net profit	3 561	2 864
equity	2.72	1.89

net revenues

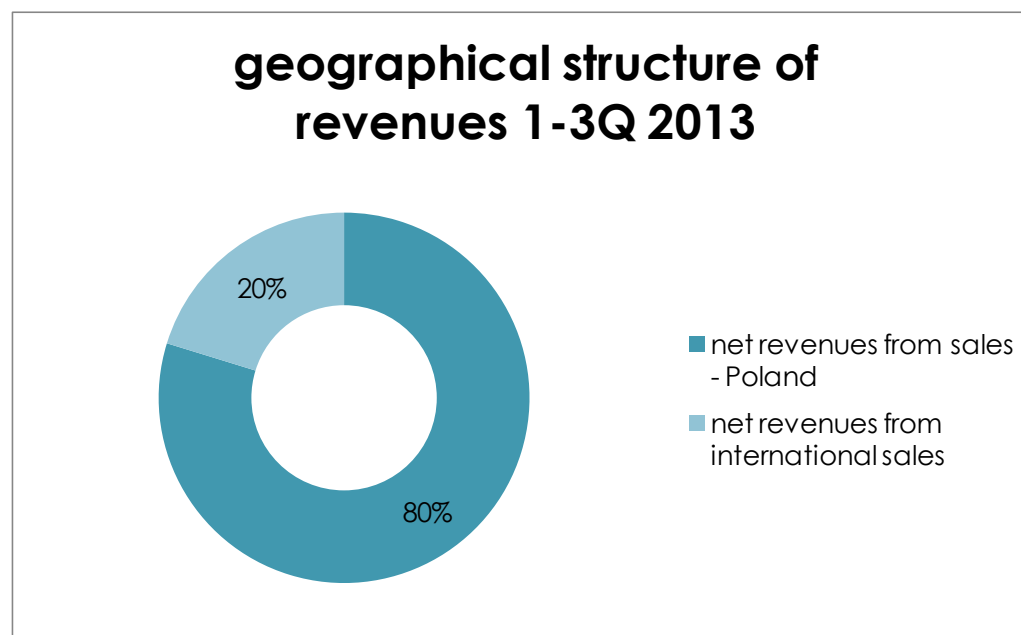


net revenues 1-3Q 2012/2013



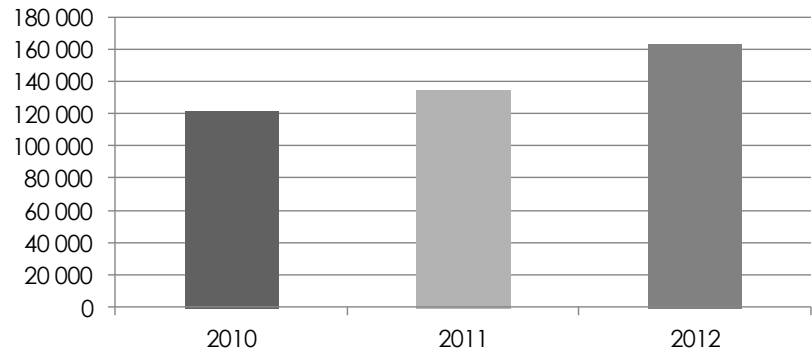
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revenues - geographical distribution	2010	2011	2012	1-3Q 2012	1-3Q 2013
net revenues from sales - Poland	121 133	134 094	163 242	103 914	120 817
net revenues from international sales	23 009	36 870	43 840	27 092	30 670
total	144 142	170 964	207 082	131 006	151 487

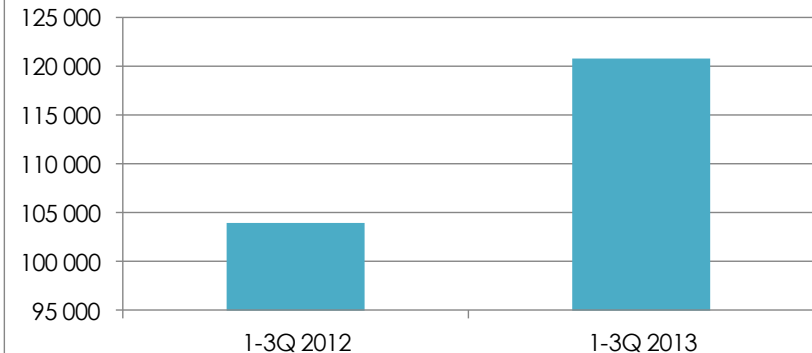


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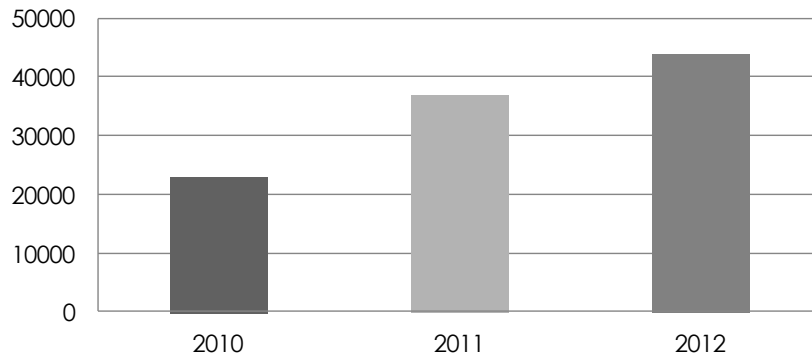
net revenues from domestic sales 2010-2012



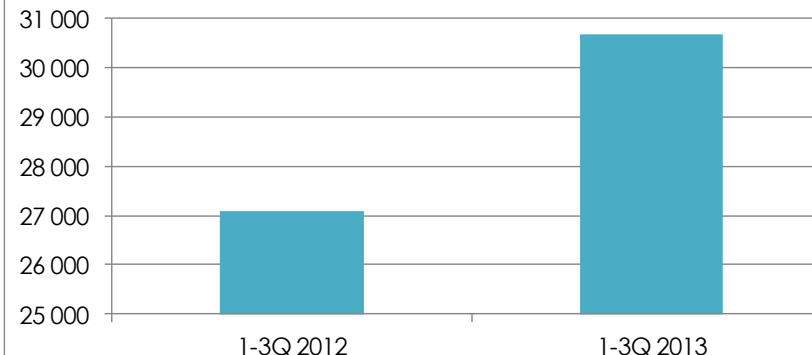
net revenues from domestic sales 1-3Q 2012/2013



net revenues from international sales 2010-2012



net revenues from international sales 1-3Q 2012/2013



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current goals

- further development of sales via the existing web stores operating on foreign markets in Germany, Austria, Spain, Italy, France, Great Britain, the Netherlands, Ireland, Turkey and the Czech Republic
- launching new stores abroad using proven models functioning in the remaining European countries where there are 'OPONEO' web pages functioning on the basis of adjusting their commercial offer to the specific character of a given country as well as on providing necessary contents and Internet tools
- realization of development projects aimed at broadening the scope of services provided and at general technological development.
Development of car sales and import market

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