

OPONEO.PL GROUP presentation for investors

08 2010



We deal



in all conditions.



oponeo.PL

Good investment for every season.

oponeo.PL

capital group profile

OPONEO.PL

leader in online sales of tires and wheels in Poland

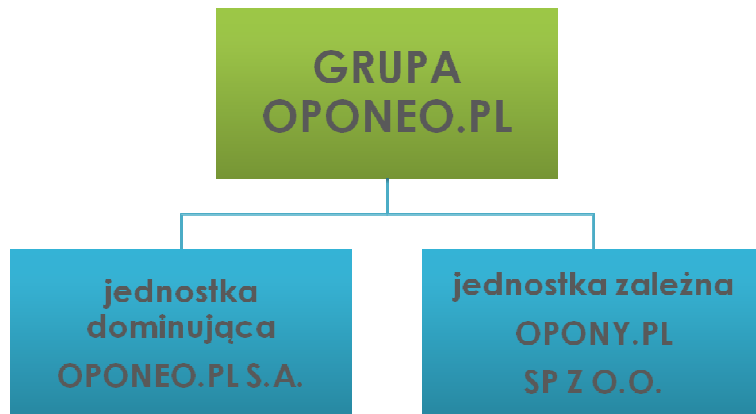
the company

more than 10 years' experience in the automotive industry

has several dozen web addresses, including such brands as:

Oponeo.pl, Opony.com.pl, Opony.com, Opony.pl, Felgi.pl

aspires to become the leader in Europe



mission and vision

mission

exceed Customers' expectations

guarantee buyers' satisfaction

improve and create innovative
technological solutions

vision

set new trends in e-commerce

be ahead of market requirements

strengthen our position as a leader in the
online tyres retailing in Poland and
become the leader in Europe

1. Idea of Internet business

- 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 rims through the Opony.com website
- 2003 – establishing the Opony.com Sp. z o.o. company

3. first profit

- 2004 - the company achieves net profitability

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

- 13 August 2007 - approval of the Prospectus of OPONEO.PL S.A. by the Polish Financial Supervision Authority
- 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

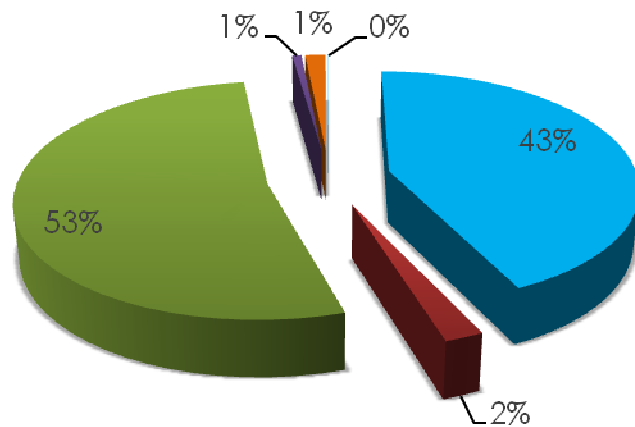
operations

- 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
- the company has a state-of-the-art fully computerised logistics centre allowing to send even 15,000 tyres to individual customers daily
- the firm has also a call centre which, along with its typical functions, performs advanced procedures of not-fully-automated customer service thanks to close integration with the e-commerce system
- the company sells almost 100 tyre and rim brands through websites such as: Oponeo.pl, Opony.com, Opony.pl, Motostrada.pl, Felgi.pl as well as stores abroad: Oponeo.de, Oponeo.fr, Oponeo.es, Oponeo.it
- the wide range and high quality of products on offer are achieved thanks to constant cooperation with more than 40 wholesale stores in Poland and abroad
- OPONEO.PL runs the largest Polish information platform Opony.com.pl generating the sales of tyres and wheels in Poland – a place for the classifieds, exchange of views and expert information about the quality, condition, and use of car tyres
- it is also the co-owner of a firm running the Autocentrum.pl automotive website and the owner of the Elektroda.pl and Edaboard.com websites

sales structure

structure of sales by product type

- summer tyres
- winter tyres
- aluminium wheels
- all-season tyres
- steel wheels
- snow chains



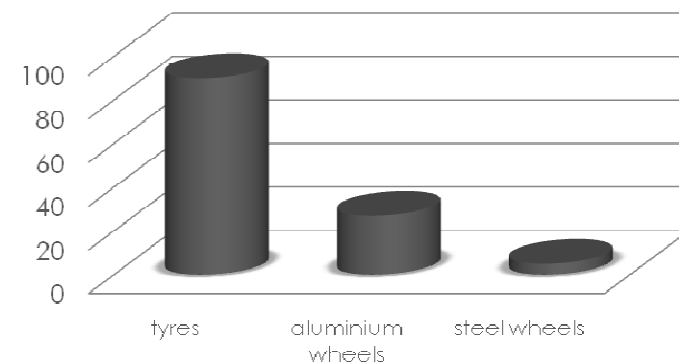
OPONEO.PL offers all-season, summer, and winter tyres including those meant for:

**passenger cars,
commercial vehicles,
4x4 wheelers**

the range of sold products also includes:

steel wheels, aluminium wheels, and snow chains

product structure



the company's bodies – management board



Dariusz Topolewski
President of the Management Board

Holding the position of CEO since September 2003. From 2004 to 2007 he was the Vice-President of the Management Board of Drewno.pl Sp. z o.o. The originator and co-founder of companies: CityNet Media s.c. (currently MARKETEO.COM S.A., commercial web platform), Centercom s.c. (wholesale distribution of PC components), and KNT Media (distribution of computer hardware and software). He studied at the Faculty of Mechanical Engineering of the University of Technology and Agriculture in Bydgoszcz (specialising in the design of technological processes) and at the Faculty of Management and Marketing of the Nicolaus Copernicus University in Toruń.



Michał Butkiewicz
Member of the Management Board
financial division

The Member of the Management Board since September 2008. As the Managing Director he performs, among others, the following duties: supervision over logistics issues, external partners network, and coordination of relations with financial institutions. He has many years' experience of managing various areas of companies and implementation of strategic projects in such companies as: PKO Bank Polski S.A, GCB Centrostal Bydgoszcz S.A, Bank Pocztowy S.A. Bydgoszcz. In 1993 he graduated from the University of Gdansk – Faculty of Law and Administration.



Maciej Karpusiewicz
Member of the Management Board
IT division

The Member of the Management Board since December 2009. As the Director of the IT Department he supervises IT projects and the IT department work. Before taking up the function of the Member of the Management Board he held the position of the Project Manager of the IT team in OPONEO.PL. He has extensive experience of system administration and data security as well as programming ERP and CRM class systems. He graduated from the University of Technology and Agriculture in Bydgoszcz – Faculty of Mechanical Engineering.



Andrzej Reysowski
Member of the Management Board
commercial division

The Member of the Management Board since April 2006. He has been connected with the company from its beginnings. He supervises the commercial division of OPONEO.PL S.A., including, among others, building relations with customers, relations with suppliers, and transaction banking. He graduated from the University of Technology and Agriculture in Bydgoszcz – Faculty of Chemical Technology and Engineering (specialising in the Environmental Protection) and completed the Postgraduate Course in Management at the Toruń School of Banking.

the company's bodies – supervisory board

Ryszard Zawieruszyński **Chairman of the Supervisory Board**

The Chairman of the Supervisory Board since February 2007. He also holds the position of the President of the Management Board of NARZEDZIA.PL S.A. The Vice-President of the Management Board of Hammerdeals.pl Sp. z o.o. From 2005 to 2007 he was the Vice-President of the Management Board of Hurtopon.pl Sp. z o.o. He graduated from the University of Technology and Agriculture in Bydgoszcz – Faculty of Mechanical Engineering.

Seweryn Rutkowski **Member of the Supervisory Board**

The Member of the Supervisory Board since February 2007. He works in the company's IT department. Until April 2007 he was the Vice-President of the Management Board of MARKETEO.COM Sp. z o.o. (former CityNet Media s.c.). He started cooperation with other members of OPONEO.PL S.A. bodies in January 1999 by taking up the position of the head of the graphics department in CityNet Media s.c. Before that he ran his own computer graphics studio PABLO (1997-1999) and the DTP department of the REKLAMEX printing house in Bydgoszcz (1996-1997). Seweryn Rutkowski studied at the Information Technology Training College in Bydgoszcz.

Maciej Świtalski **Member of the Supervisory Board**

Holding the position of the Member of the Supervisory Board since February 2007. The co-founder of CityNet Media s.c. (currently MARKETEO.COM S.A.). He deals with industrial engineering as the co-owner of ZMP s.c. He is the Doctor of Technical Science and an academic at the University of Technology and Life Sciences in Bydgoszcz.

Piotr Tomaszewski **Member of the Supervisory Board**

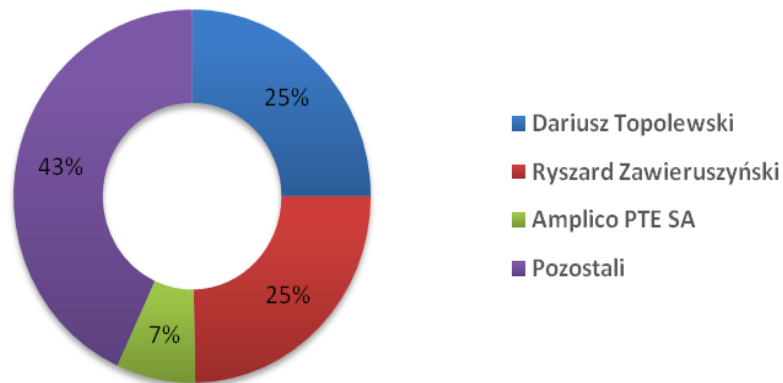
The Member of the Supervisory Board since December 2009. He performs the function of the Finance Director of GCB Centrostal Bydgoszcz S.A. Before that he was the Vice-President of the Management Board of Adriana S.A. and CEO of Bank Pocztowy S.A. He graduated in law from the Adam Mickiewicz University in Poznań and in economics from the Poznań University of Economics. He specialises in financial analysis of economic entities, including financial market entities, financial planning, product profitability analysis, controlling, liquidity management, and accounting.

Wojciech Topolewski **Member of the Supervisory Board**

The Member of the Supervisory Board since March 2007. He works in the e-commerce development department of OPONEO.PL S.A. He graduated in economics from the Kujawy and Pomorze University in Bydgoszcz and studies management economics and international relations at the Nicolaus Copernicus University in Toruń.

shareholders

ownership structure



number of registered shares - 12 676 000

authorised capital - 12 676 000

share face value - 1,00

number of significant shareholders - 3

number of shares held by significant shareholders -
7 209 908

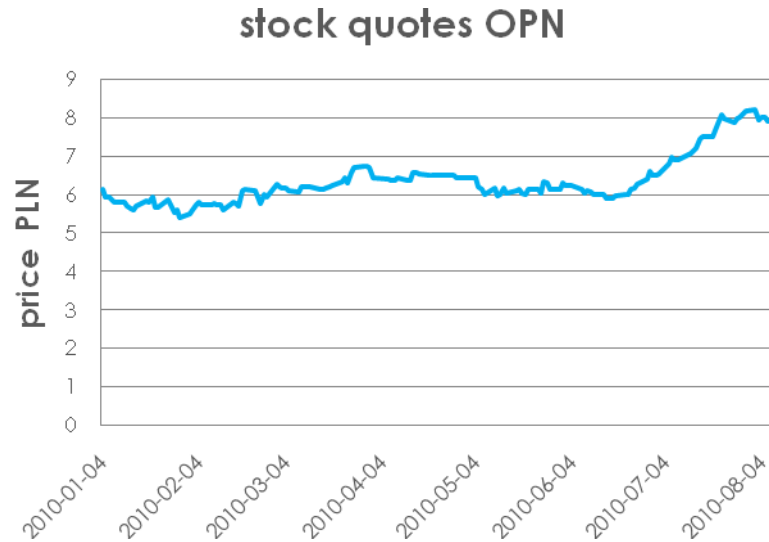
percentage of shares held by significant
shareholders - 56,86 %

number of votes held by significant shareholders -
7 209 908

percentage of votes held by significant
shareholders - 56,86 %

free float - 43,14 %

stock quotes and turnover



price (13 Aug 2010) - 7,64

volume (13 Aug 2010) – 5 118 szt.

maximum price (20 Mar 2008) - 18,80

minimum price (17 Feb 2009) - 4,08

change (1 year) - +28,47 %

ratios (13 Aug 2010)

capitalisation - 94 943 tys. zł

price/profit - 42,10

price/book value - 1,85

financial results

financial results (thousand PLN)	2007	2008	2009	I Q 2009	I Q 2010 (consolidated)	change
total revenues	64816	94282	85665	16049	21198	32%
EBITDA	5551	7691	3835	329	873	65%
EBIT	5055	6685	1727	-188	243	-
net profit	4491	6017	1780	-293	183	-

balance sheet (thousand PLN)	2007	2008	2009	I Q 2009	I Q 2010 (consolidated)	change
assets	52219	63445	59564	75436	91218	20%
liabilities	7699	14009	7797	26514	30510	15%
cash	27596	12408	12891	7987	4230	-47%
equity	44384	49122	51128	48922	51311	5%

financial ratios

quarterly ratios %	I Q 2009	I Q 2010
return on sales	-1,15	1,15
gross return	-1,44	0,72
net return	-1,66	0,86
EBITDA ratio	2,00	4,12
return on equity ROE	-0,56	0,36
return on assets ROA	-0,36	0,20
equity to assets ratio	64,85	56,25

current goals

- I. **further pursuit of the adopted strategy of increasing sales abroad and developing existing websites abroad:**
 - launching new websites in Austria and the United Kingdom
 - supplementing the Oponeo.de website product range with motorcycle tyres
 - offering customers of Oponeo.es, Oponeo.fr, and Oponeo.it collection of tyres at assembly centres
- II. **carrying out development projects aimed at expanding the range of offered services and general technological development of the company**
 - I. projects subsidised by the EU (total subsidy amount for OPONEO.PL – 7,053 thousand Polish zlotys):
 - construction of a B2B electronic platform called Felgi-e-Hurt and handling aluminium rims sales
 - automation of business cooperation between OPONEO.PL and tyre service centres through the B2B platform
 - increase in the competence level of OPONEO.PL employees as the foundation of the company's competitiveness
 - expansion of the range of services rendered by OPONEO.PL in order to increase the company's competitiveness
 - launching a new RADIALO.DE website – developing OPONEO.PL S.A. operations in the German and Polish markets thanks to adopting state-of-the-art IT technologies in the area of e-services and elements of teleworking
 - creating an innovative B2B system to integrate OPONEO.PL with wholesale suppliers of tyres
 - III. designing a new version of the Felgi.pl website in the UCD technology (user-centred-design)
 - IV. expanding a new version of the Opony.com.pl portal by adding new components
 - V. modernising telecommunications structure in order to provide more efficient services offered by phone in foreign markets
 - VI. carrying out adaptation works concerning the existing part of the Customer Service Centre upon completing the construction of a new part of the call centre at the turn of 2010 and 2011

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