

# INDONESIA: BUSINESS AND INVESTMENT OPPORTUNITIES

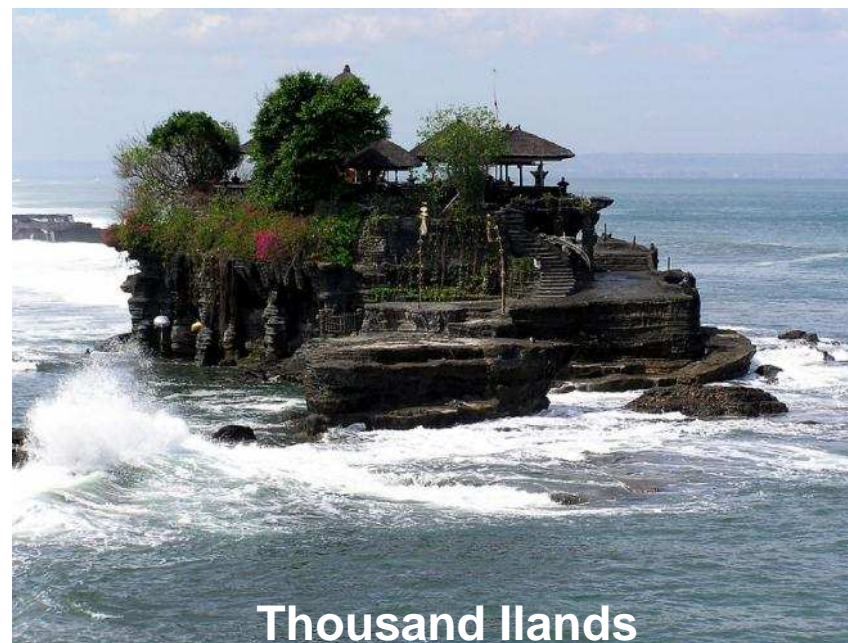
*Sala Consiglio, Palazzo Turati, Milan*

September 16<sup>th</sup>, 2013



BU MOTO

## INDONESIA PROJECT Moto Tyre Plant



Thousand Islands

**FAST FORWARD**  
GLOBAL PREMIUM LEADER



CAMERA DI  
COMMERCIO  
MILANO



PROMOS

Internazionalizzazione  
e marketing territoriale

ISPI





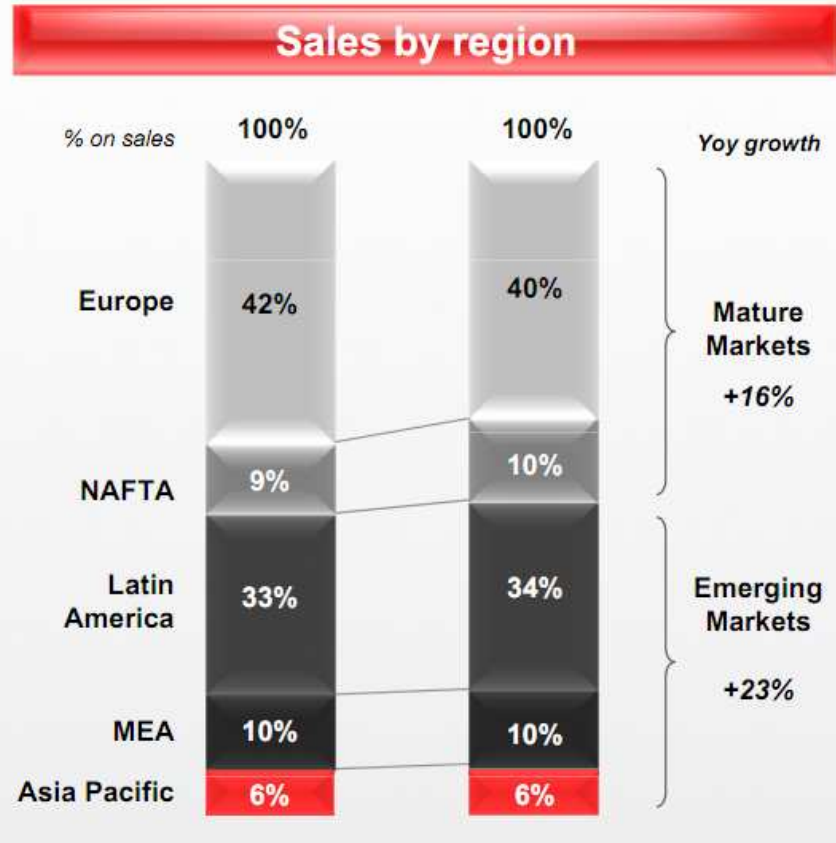
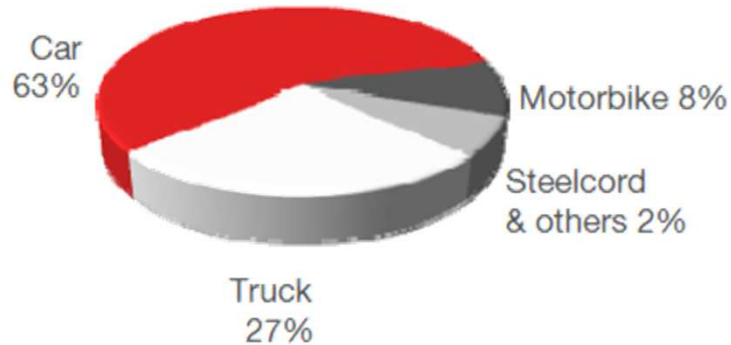
Pirelli Summary  
Pirelli Moto: Who we are  
Why Indonesia  
Our local Partner  
Our Project





Revenues: 5,6 Bln € (2011)  
 EBIT: 644 Mln € (2011)  
 34.200 employees (2011)  
 24 industrial plants worldwide; 28 factories

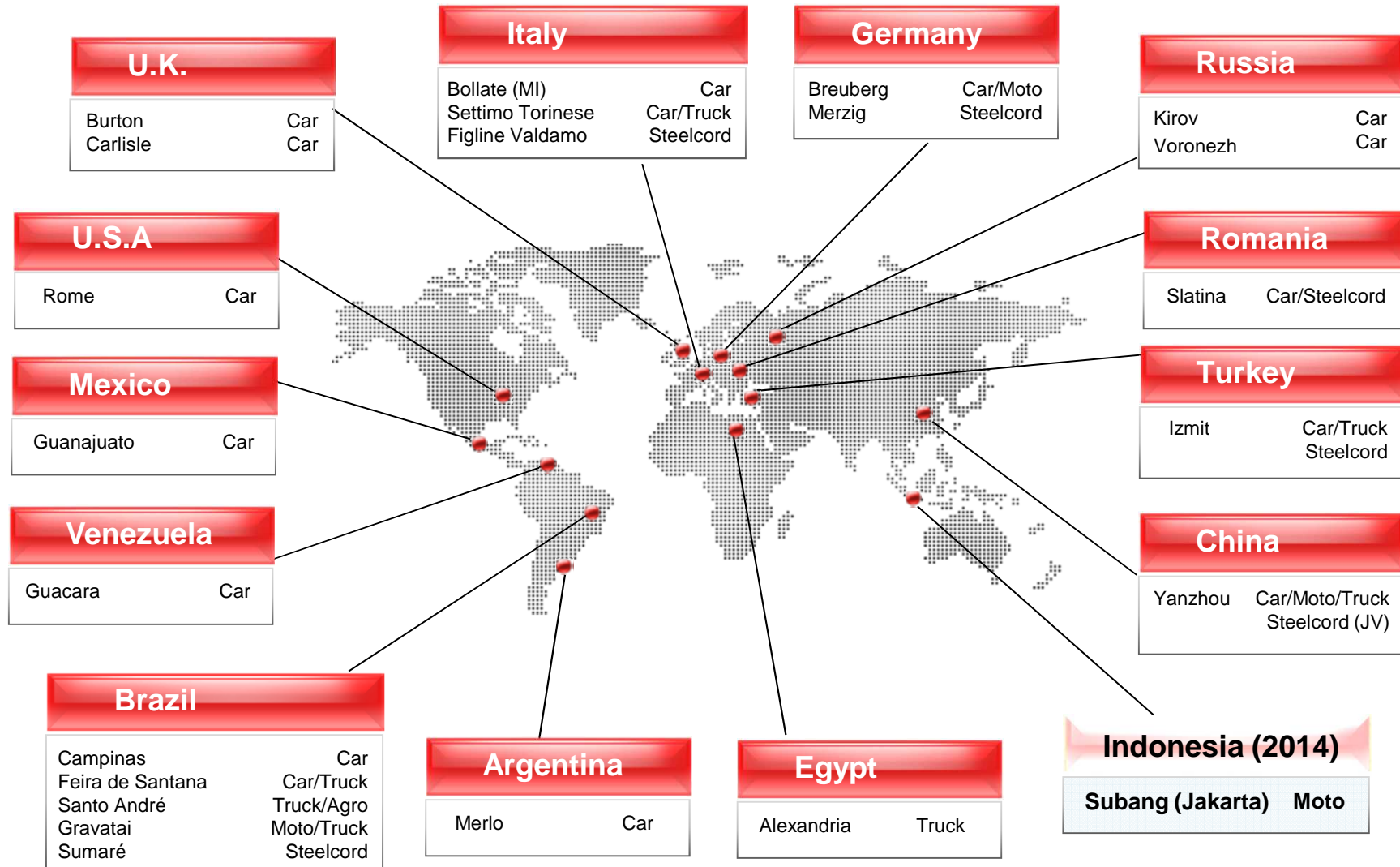
## Sales by segment



# PIRELLI TYRE: 24 INDUSTRIAL PLANTS IN 13 COUNTRIES



With new JV ⇒ 25 Plants, 29 factories in 14 Countries





## Leadership



## Superior product perception

- ▶ Comparative Press Tests 2010 for Pirelli & Metzeler
  - ▶ 11 first places (out of 13)
  - ▶ 5 second places (out of 13)
- ▶ 100% Ducati OE supplies
- ▶ Impressive racing palmares



Tyre sector Consumer Delight laboratory for:

Brand  
community  
management



Social networking



Blog  
ridexperience.it



Digital



E-commerce &



Gettyre.It



# Pirelli Moto: Two Power Brands



Because Passions Should Have no Limits

- ▶ Sporty
- ▶ Passionate
- ▶ Competitive
- ▶ Cool
- ▶ Powerfull
- ▶ Pure performance
- ▶ Italia / "Bello"
- ▶ PERSONALIZED



Two Wheels Ahead

- ▶ Expert
- ▶ 2-wheel specialist
- ▶ Technological
- ▶ Comfort
- ▶ Safety
- ▶ Community
- ▶ Adventure
- ▶ Reliable



# OE Partnership with Selected Premium Manufacturers



TRIUMPH



100%



50-80%



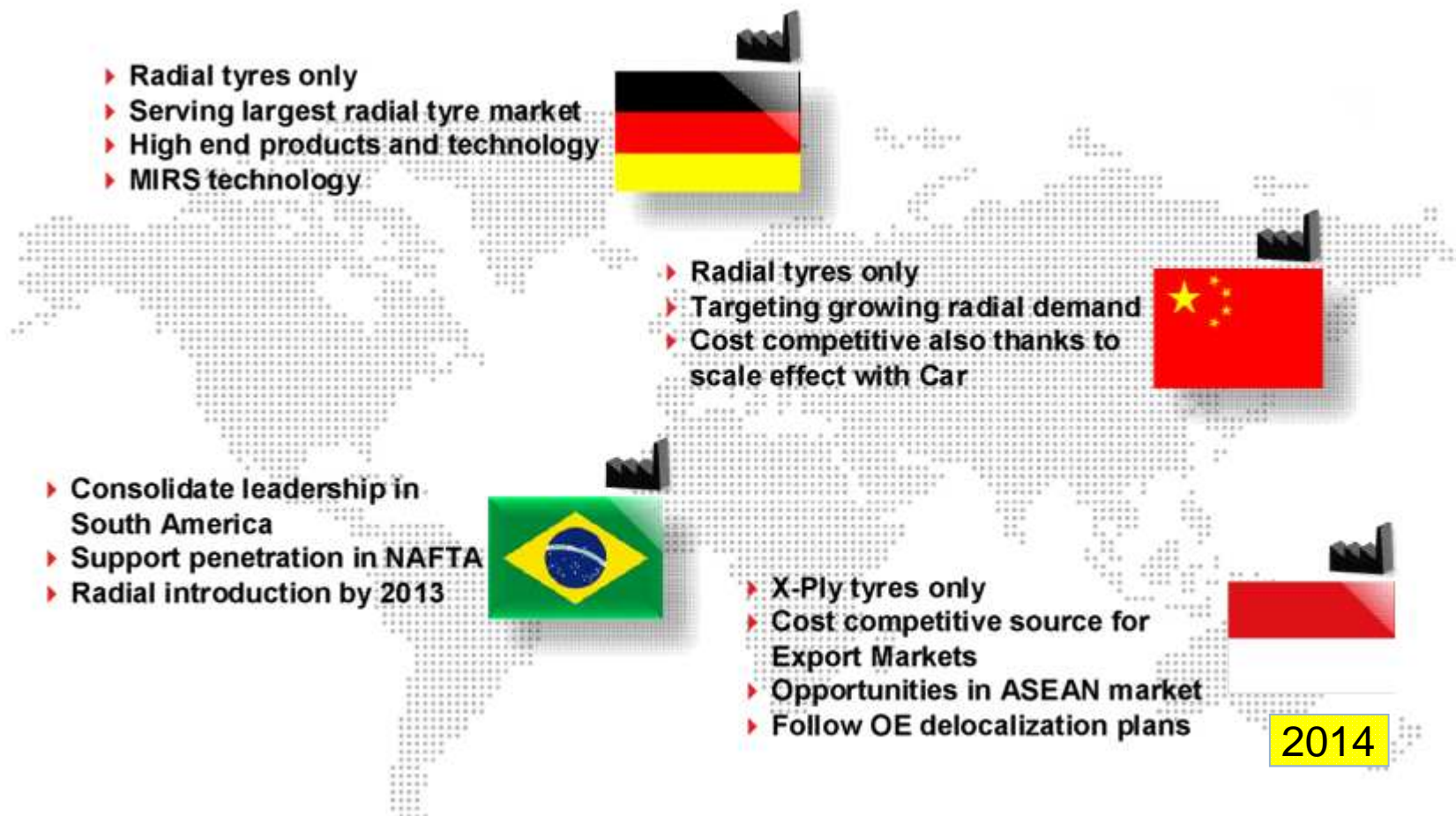
Kawasaki



<50%



# Pirelli Moto: Industrial Footprint

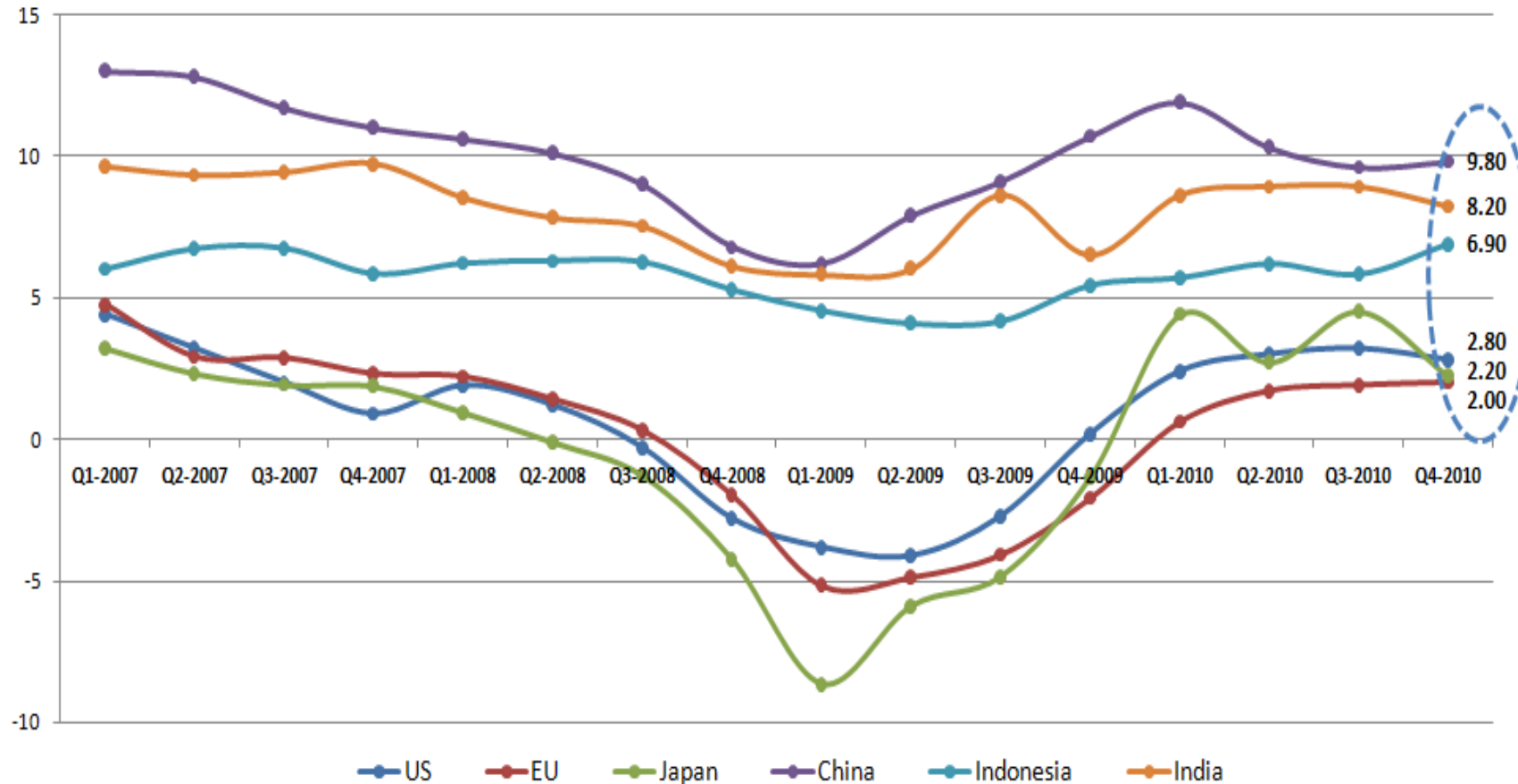




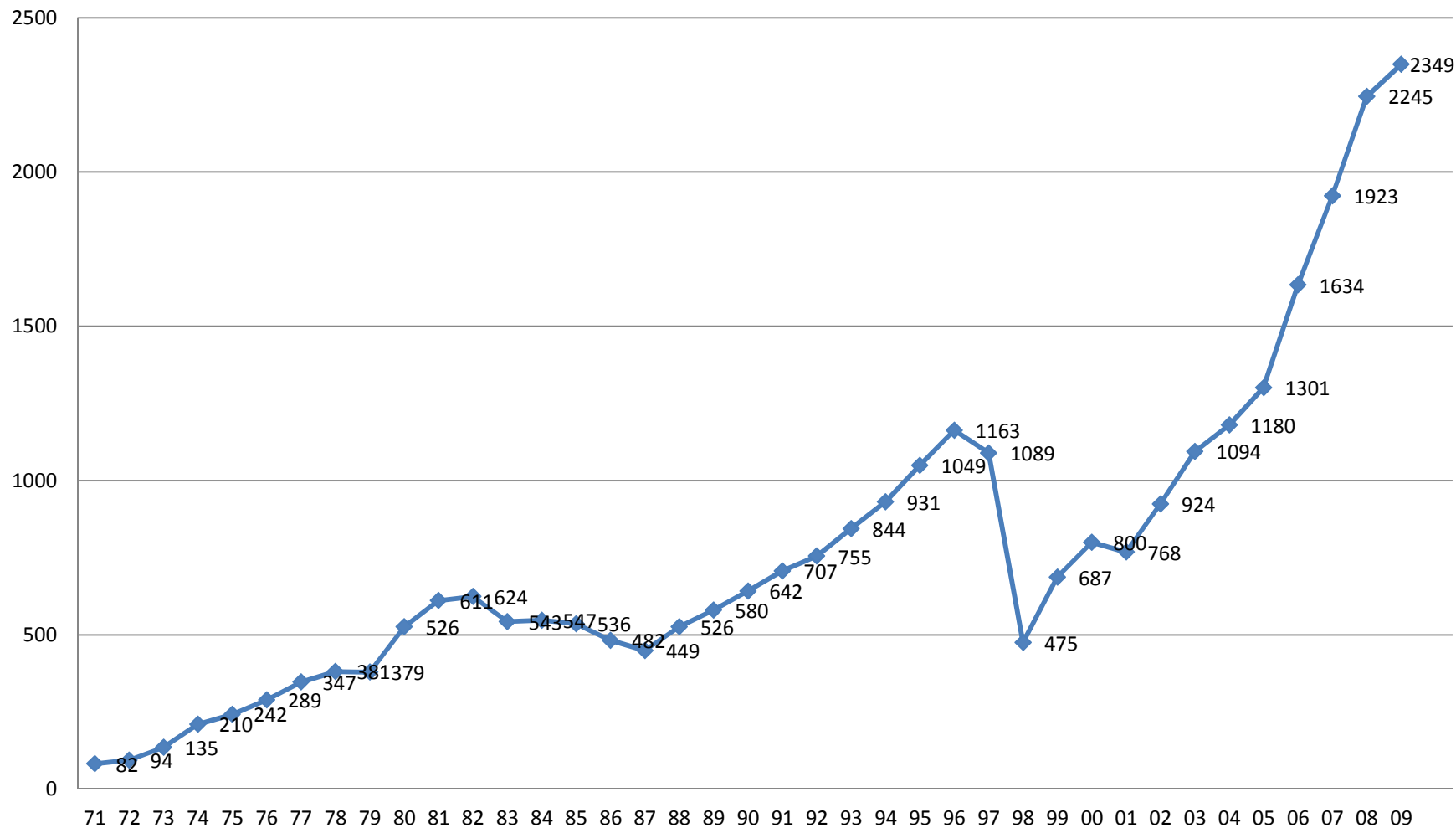
# Why Indonesia: GDP growth



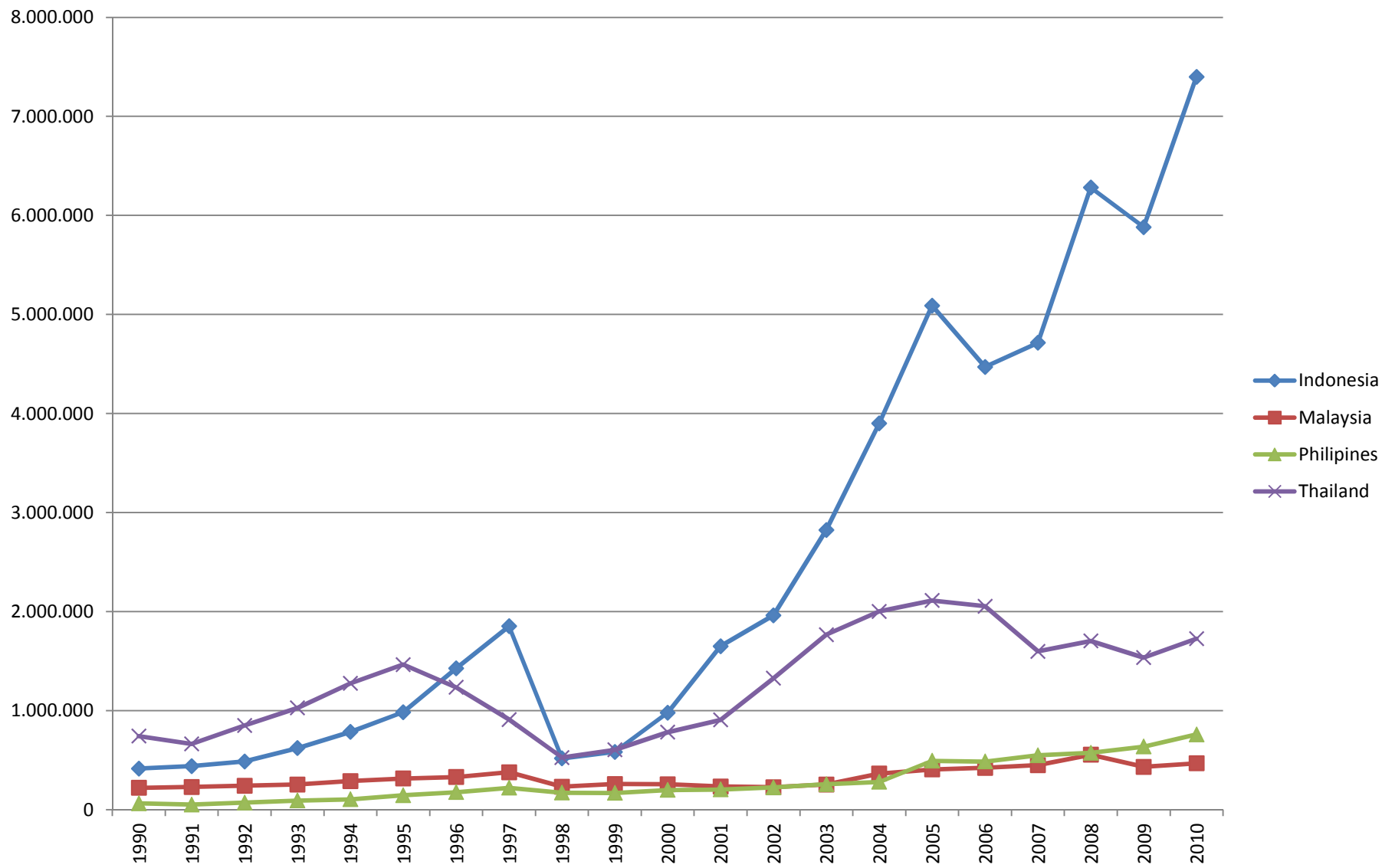
GDP Growth (%)



# Indonesia GDP per capita - Actual



# Motorcycle registrations in Indonesia & ASEAN



# Asean Motorcycle Actual Sales



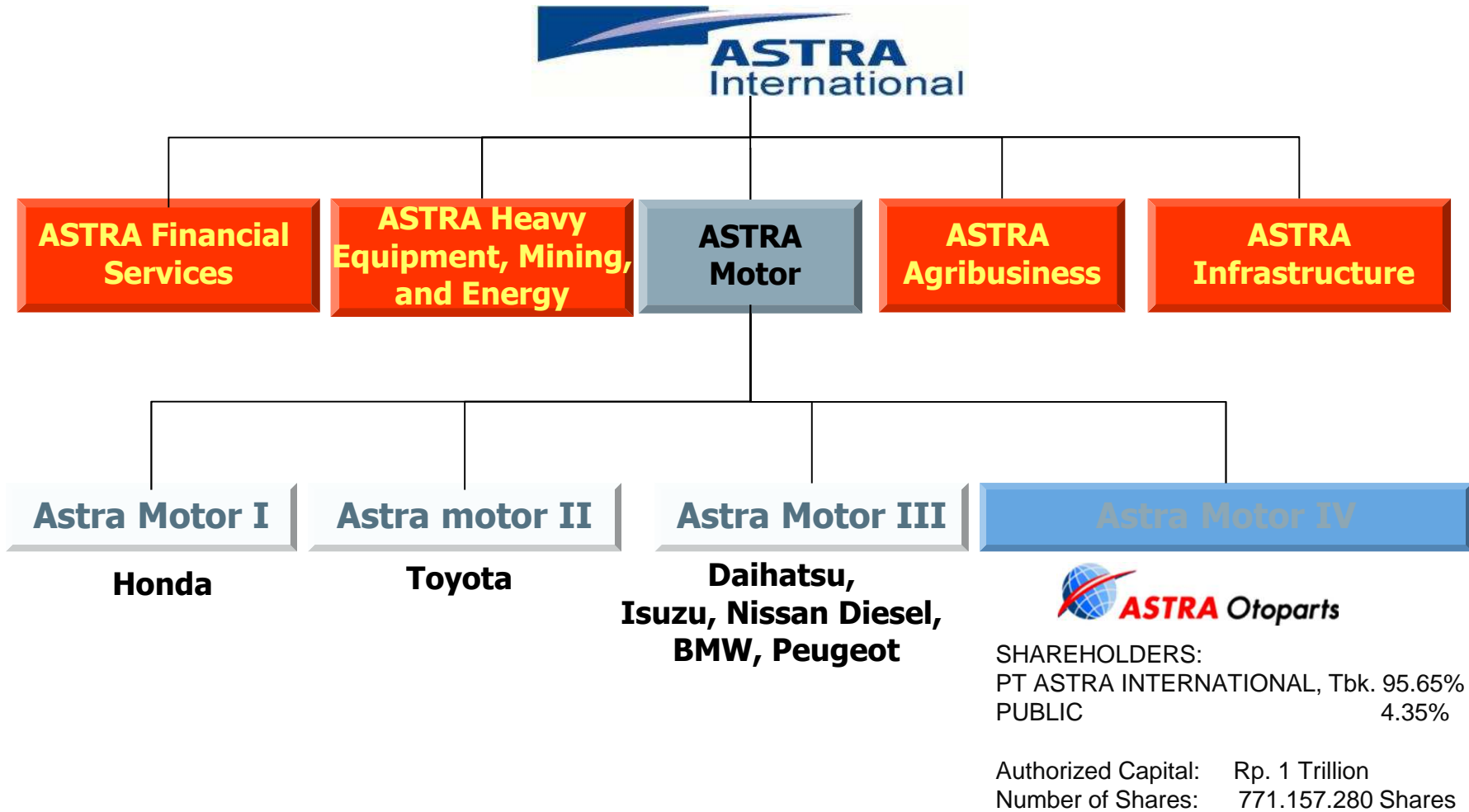
Country	2011	2010	+/-
Indonesia	8,043,535	7,398,644	9%
Vietnam	3,000,000	2,690,000	12%
Thailand	2,007,383	1,845,997	9%
Philippines	731,130	759,849	-4%
Malaysia	494,586	468,175	6%
Singapore	8,046	8,281	-3%
Total	14,284,680	13,170,946	8%



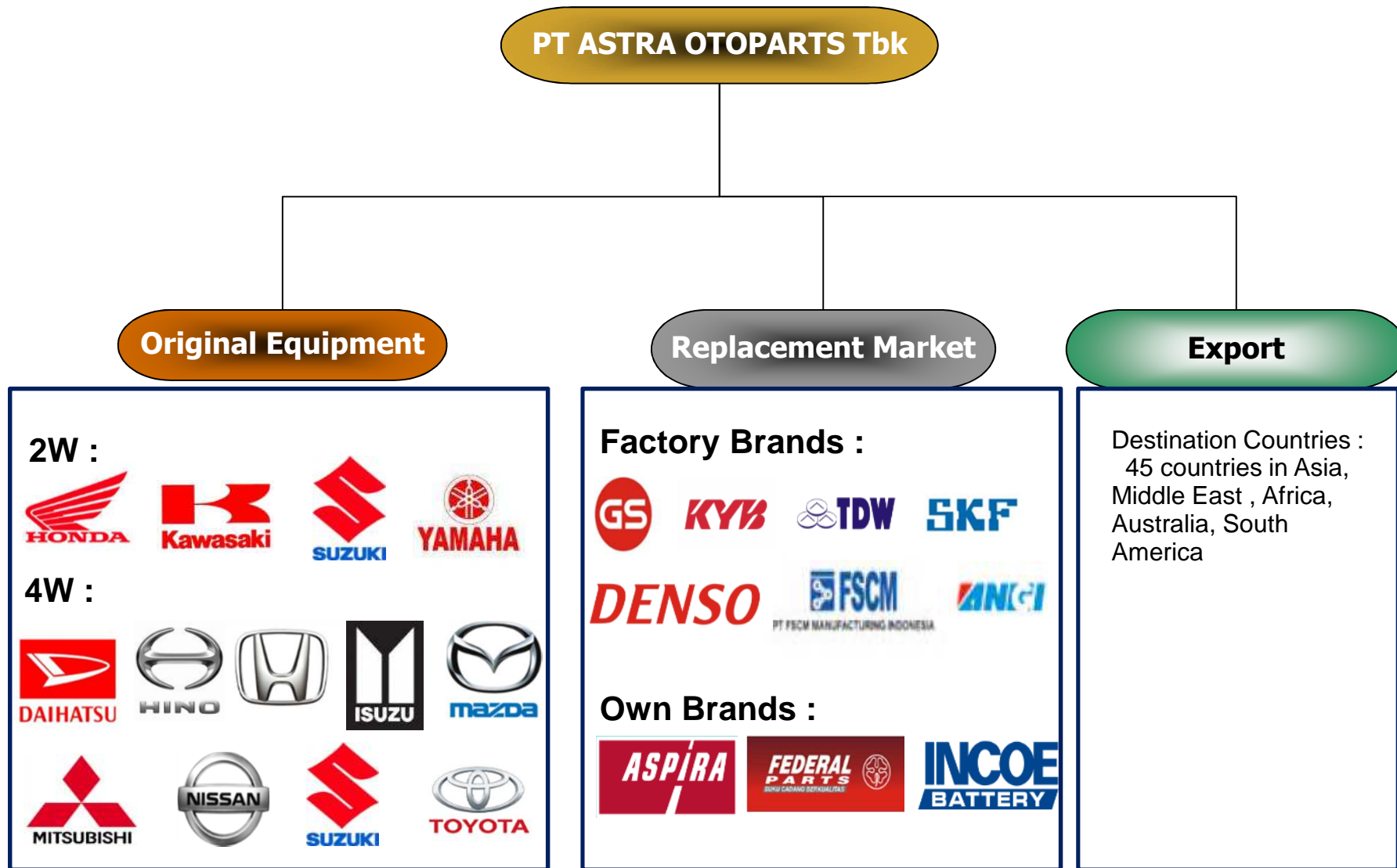
# JV: Our local partner ASTRA Otoparts



# JV: Our local partner **ASTRA Otoparts**



# Our partner “Astra Otoparts”



# Astra International performance



## ASTRA Performance

2009

2010

2011

2012

revenue	10,9 USD Bil	14,4 USD Bil	18,3 USD Bil	20,6 USD Bil
Income	1,1 USD Bil	1,6 USD Bil	2,0 USD Bil	2,2 USD Bil





# JV Signing Ceremony – April 24<sup>th</sup>, 2012



Uberto Thun – Pirelli Vice President, B.U. Moto Director  
Siswanto Prawiroatmodjo - President Director Astra Otopart



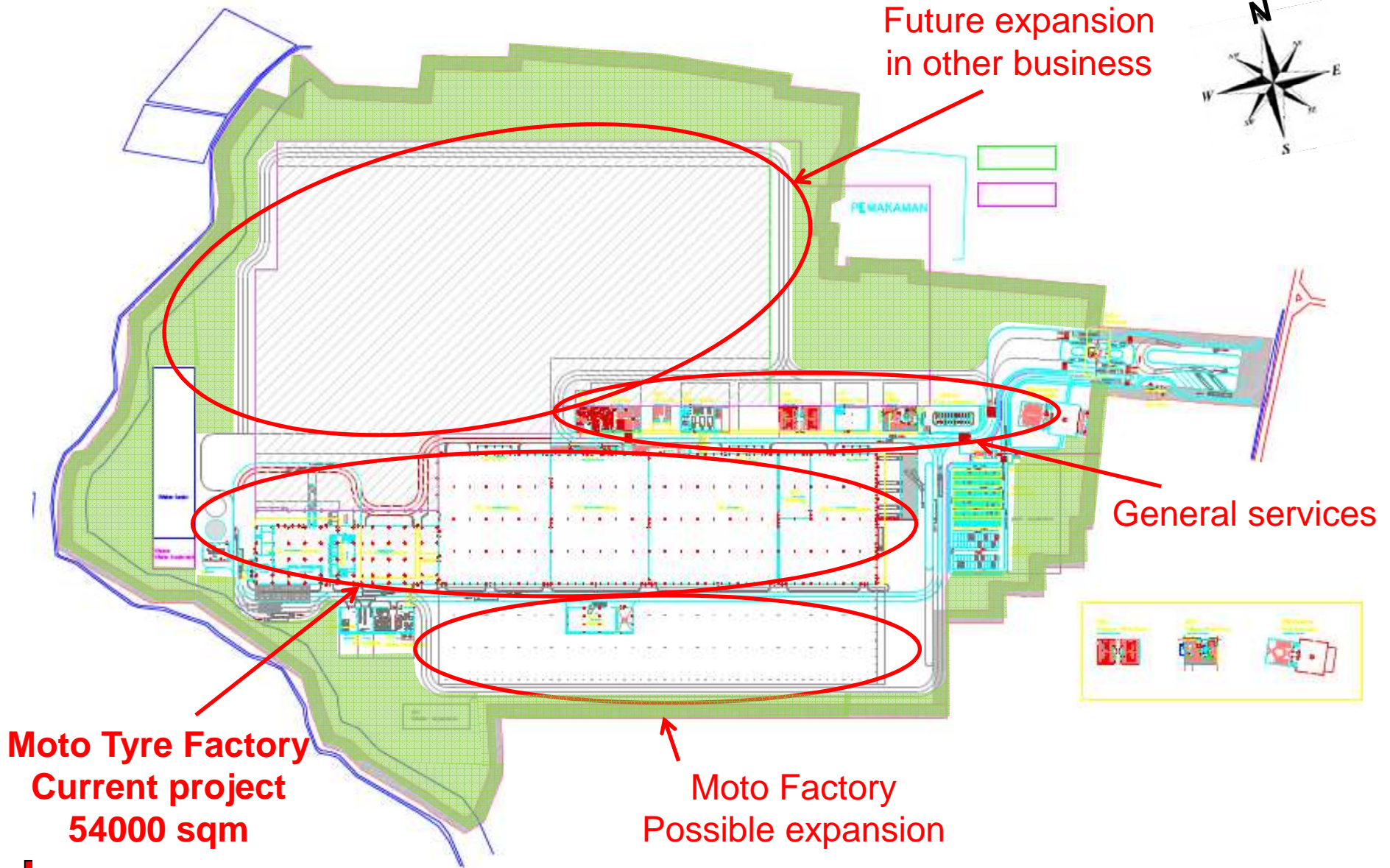
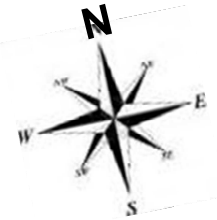
# Indonesia Project – Location



# Indonesia Project – Location



# Factory general layout - 30ha land, main area destinations

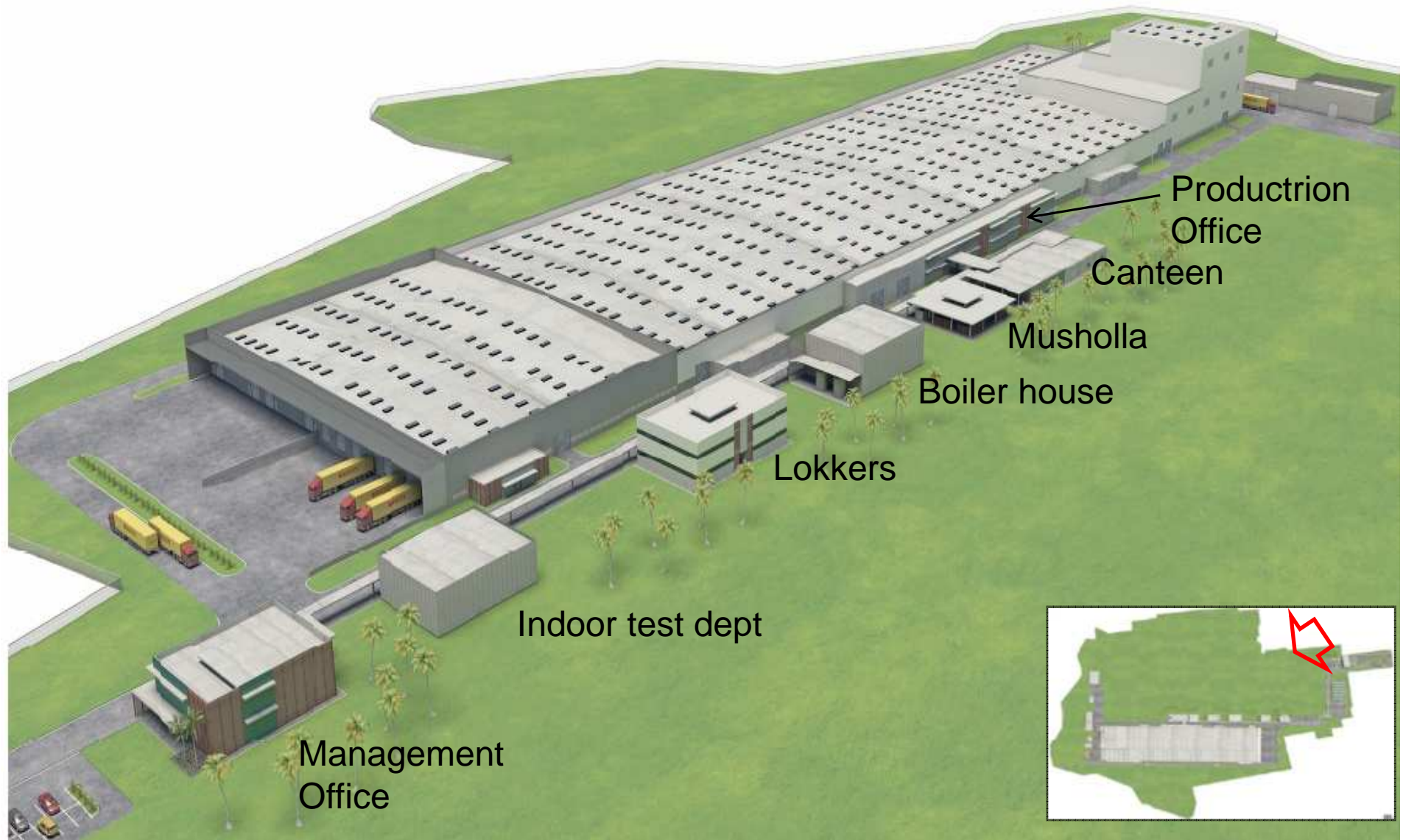


**Moto Tyre Factory  
Current project  
54000 sqm**

**Moto Factory  
Possible expansion**



# General layout view





# THE JV: PT EVOLUZIONE TYRE



## Who

- Pirelli Tyre SpA (Milano, It)
- Astra Oto Parts AOP (Jakarta, Id)
- Shareholding ratio: 60 PI / 40 AOP
- 2 BoD members by PI, 1 by AOP
- 2 BoC member by PI, 1 by AOP

## Where

- In Subang, 135Km East Jakarta, in new development area (new toll road to be built by 2015)



Figure 1 Proposed Cikampek to Palimanan Toll Road Alignment



# Local temporary office – August 2013





# Current status of works – Aug 2013



# View from site



# View from site



# Environmental Friendly Project

---



The new JV will be a «green» company:

- 100% of rainwater collected and used in production
- 100% water process treatment for 100% environmental friendly condition
- 100% of scraps and discarded materials collected to be used for recycling or reconditioning
- No emissions in the air of contaminated or polluted exhaust gasses
- Thermal insulations to reduce energy dispersions
- Maximum attention to safety in the factory (100% process machines will be according to CE safety standards)



# Superbike 2012 & 2013 events



**SUPERBIKE World Championship runs exclusively on Pirelli tyres**



# Superbike 2015: Sentul Circuit Signing Ceremony



Indonesia's Sentul Circuit joins FIM Superbike World Championship



**SUPERBIKE World Championship runs exclusively on Pirelli tyres**

