

İTAMEKS FROM PAST TO PRESENT AND FROM PRESENT TO FUTURE

From Past to Present;

İTAMEKS, which is a leading organization in the field of the automotive supply industry and children's appliances was founded in 1982, and has proven to be a manufacturer that meets the changing needs and expectations of the leading automobile manufacturers at the highest level with advanced engineering, distribution and manufacturing methods. İTAMEKS, which has maintained its presence by assimilating being entrepreneurs in a dynamic sector such as the automotive industry, achieved significant success with the high performance business results by acting with enthusiasm and passion and continued to work with ISO/TS 16949 certification since 2008.

The journey of İTAMEKS, which began in 1982 by producing seat covers with its first brand **Pufi** (daily 60 pcs.) and retail sales, has risen today to the leadership of the national and regional markets in the automotive retail industry. **Pufi** expanded its product line over time and began to offer its customers Rubber Mats, Carpet Mats, Seat Covers, Automotive Exterior Covers and Car Safety Kits. Today **Pufi** has become an exclusive brand by reflecting its power on the Original Equipment and the Products in the Retail Market and offering high technology and high performance products.

İTAMEKS has become a strong player in the domestic market, and has entered into the world market in the field of OEM in the early 2000s with the goal of becoming a global player. İTAMEKS produces for the main industries and side industry in the global and regional markets today, and is in the position of a manufacturer that has been recognized among the OEM and OES brands, and has become a global solution partner for the needs of the brands such as Toyota, Hyundai, KIA, Land Rover, Nissan, Renault, Subaru, Chevrolet, Lexus, Infinity, and Opel. The evidence of the success of İTAMEKS in this way is being appreciated by the award of the best supplier in 2010 by TME (Toyota Motor Europe). Taking into account the development of the global automotive industry, İTAMEKS has realized its investment in Russia in 2006 in the developing automotive industry in this country.

The activities of İTAMEKS in the area of child safety appliances, started by taking over the exclusive distributorship of **Britax and Römer** brand in 1996, and continued by taking a decision to invest in the children's appliances sector in 2007, and the Koala brand which was created as a result of this decision. İTAMEKS has taken over the Turkey distributorship of the **B.O.B** and **4moms** brands in 2013 and has become the market leader in the area of national and regional child appliances.

From the Present to the Future;

İTAMEKS continues in the position of being a successful global player through the power of our brands and our product groups in the automotive industry companies, being a global and a leading firm, with our quality and customer-oriented work.

We are continuing to move ourselves to the more advanced positions through our decisions and



İsmail Yalçın DELEMEN
CEO
İTAMEKS Dış Tic. ve Paz. A.Ş.

investments on the engineering, innovation and R&D issues, in the light of the vision of **"to be the leading company that determines and meets customer needs"** as we progress to our 35th anniversary in the industry with our identity entrepreneur as İTAMEKS.

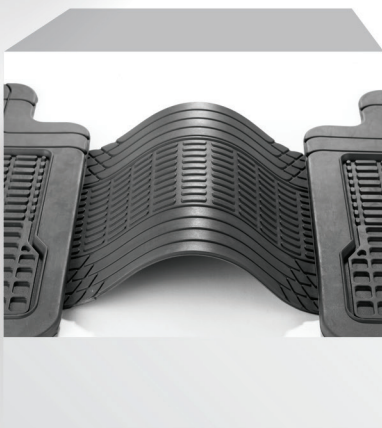
In the scope of a concept project, one of our significant attempts in recent terms, we have carried out a first in our industry by our design and production of mats that are cut specific to the vehicle.

Our investments in the area of reducing production time, enhancing quality and reducing the cost as part of the program, system, and improvement in the R&D, are the works that will carry our side industry to the level of the main industry in our R&D work.

By our investment decision in 2013 we will continue our operations with a higher production capacity, and with new machinery and equipment as İTAMEKS, and as of October 2014 we will be in our new facility being built in Gebze. We will have the flexibility and production capacity at the higher level that will meet the different demands by investing in the production of TPE as well as our identity of the manufacturer of rubber and carpet mats. In this context, we aim to dominate global markets with our own product line at the highest level.

İTAMEKS today travels on the roads with over 25 million products.

We emphasize the importance of the contribution to Turkey's industry with the investments we made in this way, and we want to demonstrate our commitment to the sustainability of this contribution.



ITAMEKS | 1982
İSTANBUL

www.itameks.com

Address (Head Office): Yeşilce Mah. Destegül Sok. No: 8

İtameks Binası Seyrantepe / İstanbul

Tel – Fax: Tel: 0212 280 18 05 Fax: 0212-270 39 29

Address (Factory): Y. Dudullu İmes Sanayi Sitesi C Blok 308 Sok.

No: 40 Ümraniye-İSTANBUL

Tel – Fax: Tel-Fax: +90-216-364 54 58

E-mail / Internet Address: info@itameks.com