

Brisa

2025 Second Quarter Financial Results

Earnings Release

August 6, 2025

Brisa Achieves Growth in the Premium Segment with Strong Brands and Product Portfolio

In the second quarter of 2025, Brisa focused on expanding in value-added, high-margin segments and enhancing operational efficiency. With its robust brands and product portfolio, the Company increased its market share in the premium segment, ascending to a leadership* position.

Brisa achieved a gross profit margin of 19.0% in the first half of the year.

As the mobility leader of Türkiye's tire industry, Brisa has announced its financial results for the second quarter of 2025. Despite rising global risks and challenging market conditions, Brisa maintained its strategic focus and concentrated on increasing market share in high-tech, value-added products. By outperforming the market, the Company strengthened its positioning. However, due to declining demand in the domestic commercial product group and price increases lagging behind inflation, Brisa's revenue for the first half of 2025 showed a decline compared to the same period last year, reaching 17.4 billion TL.

Nonetheless, improvements in production efficiency and controlled cost management resulted in a gross profit margin of 19.0% in the first half. The Company's operating profit for the same period was recorded at 652 million TL.

Strategic approach centered on financial resilience and value creation

Brisa positions 2025 as a year focused on preserving financial resilience. The Company continues investing in segments offering profitable growth potential by concentrating on high value-added products and services. Maintaining its future-oriented strategy, Brisa manages operational and capital expenditures in a controlled manner to support long-term value creation.

Brisa CEO Haluk Kürkçü commented on the results:

"Despite challenging economic conditions and industry contractions in the second quarter of 2025, our focus on strategic segments and high operational efficiency enabled us to maintain financial resilience. By prioritizing our high value-added products in the premium segment, we achieved market-beating growth and expanded our market share.

Lassa Revola, Türkiye's first locally-produced tire designed specifically for electric and hybrid vehicles, was honored with the 'Selected Product of the Year' award—a strong reflection of consumer trust and our R&D capabilities.



In line with our mobility vision, we continue advancing in technological transformation and service innovation. Through our collaboration with Arvento, we launched the Rotawatt and Arvento Connect applications to develop innovative solutions in digital mobility. Rotawatt provides electric vehicle users with access to integrated charging stations, while Arvento Connect offers fleet managers AI-driven driving analytics to help reduce operational risks.

As part of our global growth strategy, we have taken a significant step toward direct consumer engagement by opening our first retail store in Cairo, Egypt in collaboration with our distributor GB Auto. This move not only enhances brand recognition but also supports our export power and long-term positioning in international markets.

In the second half of 2025, we will continue to create sustainable value both domestically and globally through our mobility solutions and expand our portfolio of high-tech products.”

*Based on GfK's 2025 premium sell-out data.

Summary Financial Results:

Summary Income Statement (MTL)	Not Reviewed		
	April 1- June 30, 2025	April 1- June 30, 2024	Change, %
Net Sales	8,753	9,371	-7%
Gross Profit	1,586	2,117	-25%
Operating Profit	178	591	-70%
EBITDA*	874	1,341	-35%
Net Profit/(Loss)	-579	154	-476%
Gross Profit Margin	18.1%	22.6%	-4%
Operating Margin	2.0%	6.3%	-4%
EBITDA Margin	10.0%	14.3%	-4%
Net Profit Margin	-6.6%	1.6%	-8%

Summary Income Statement (MTL)	Reviewed		
	January 1- June 30, 2025	January 1- June 30, 2024	Change, %
Net Sales	17,403	20,305	-14%
Gross Profit	3,309	5,189	-36%
Operating Profit	652	1,689	-61%
EBITDA*	1,784	3,534	-50%
Net Profit/(Loss)	-1,125	1,011	-211%
Gross Profit Margin	19.0%	25.6%	-7%
Operating Margin	3.7%	8.3%	-5%
EBITDA Margin	10.3%	17.4%	-7%
Net Profit Margin	-6.5%	5.0%	-11%

*EBITDA: Earnings before interest, tax, depreciation & amortization and interest, foreign exchange and derivative financial instruments gain/loss within other operating income and expenses

DISCLAIMER

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