

TEGETA
— HOLDING

**THE LARGEST IMPORTER OF TYRES
IN THE CAUCASUS REGION**

THE LEADING COMPANY IN THE AUTO INDUSTRY OWNS A 70% SHARE OF THE GEORGIAN TYRE MARKET.

THE COMPANY STARTED IMPORTING TYRES 26 YEARS AGO AND SIGNED AN UNPRECEDENTED REGIONAL AGREEMENT WITH THE JAPANESE BRAND, BRIDGESTONE, BACK IN THE 1990S.

Tegeta Holding, with 27 years of experience and more than 30 subsidiary companies, is a partner of 300 global brands and a supplier of 150,000 branded products.

The company was able to win the trust of the legendary brand Bridgestone back in the 1990s, and remains the largest partner of the Japanese company to date. The contract signed with Bridgestone was a turning point both for Tegeta and the Georgian market.

In fact, after the import of Japanese brand products began, the consumption of winter tyres was established in the local market. Bridgestone is a company that offers the auto industry innovative winter tyres with improved brake capacities.

Tegeta has been achieving significant results for more than two decades. Along with the full spectrum of the automotive ecosystem, our outstanding infrastructure and modern service technologies make the company a market leader. The holding currently owns the largest number of suppliers, including in tyres.

Since its establishment, Tegeta Holding has sold more than 5 million tyres and become one of the largest importers in the region.

Tegeta offers customers tyres for all types of transport, including special agricultural equipment, and, of course, summer and winter tyres for light vehicles.

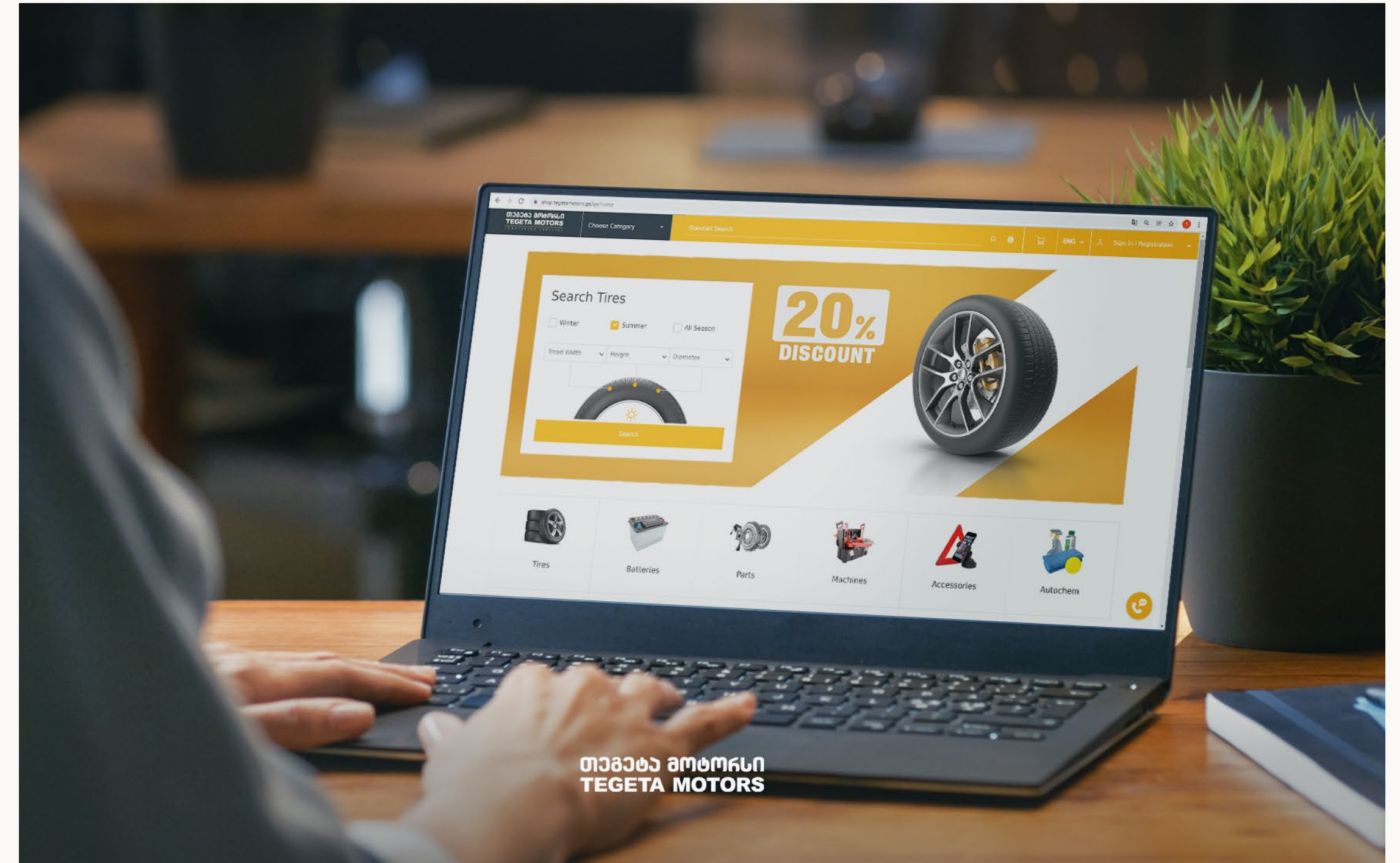


Innovative approach and exclusive service offers

Along with a wide selection of automotive products, Tegeta is distinguished for introducing innovative services throughout the region. One of them is the Aftersale Service, within the frames of which there is an unlimited warranty on tyres. In case of any tyre damage, the company will fully refund the remaining cost.

The limitless warranty service on tyres is one of the most in-demand services in Georgia and, over the last three years, approximately 10,000 customers have already benefitted from it.

Among the exclusive offers of Tegeta is the "Tyre Hotel", where it is possible to store winter-summer tyres in compliance with all rules and in the necessary conditions.



The Tegeta digital store and increased customer comfort

The Tegeta online store was the first innovative e-commerce platform in the Georgian auto industry market. There, our customers have the opportunity to remotely select any product needed for their vehicles, and can expect timely delivery from the company. In addition to tyres, the virtual showroom presents various products of some 300 brands.

With the goal to increase accessibility, Tegeta's showroom is integrated with the digital stores of its partner suppliers. As a result, our customers can order products via the Tegeta shop from European countries and receive their purchases in less than three weeks.



Tax Free

Tegeta also offers an innovative Tax Free service on tyres. More than 250,000 trucks from different countries enter Georgia each year. With its exclusive service, the company offers customers the chance to receive 18% back from the money spent on tyres. Tyres can be transported outside the country in a mounted condition, marked with a unique code. When using the customized service, it is no longer necessary to pack the tyre separately during transportation.

The Tax Free service can currently be used in 9 Tegeta branches throughout the country, however, considering the high demand, the company is soon planning to expand the network in this direction



OTR tyres

Along with tires for light and truck vehicles, Tegeta also imports giant/large tyres for special purposes and commercial vehicles (33, 35, on 49 and 57). The company has a lot of experience in this direction, and offers its customers products of premium, medium and budget-friendly brands.

Today, the largest automobile company Tegeta Holding, with its 29 service centers, covers the whole of Georgia. The holding conducts international trade on four continents and offers customers the full spectrum of the automotive ecosystem for light, truck and construction vehicles, as well as for commercial, passenger and industrial transport. Tegeta exclusively represents the famous brands Porsche, Volvo, Toyota, and Mazda. In the direction of trucks and special equipment, the partners of the holding count such big brands as MAN, JCB, and HINO.

In 2021, the income of Tegeta Holding amounted to 850,000,000 GEL. In addition, last year, Tegeta Group expanded its geographical area of business and opened representative offices in Ukraine and the United Arab Emirates, in addition to Armenia, Azerbaijan and Uzbekistan.