



NEW DIMENSIONS IN PORT OPERATIONS  
Bilgehan Küey, CEO, Borusan Port  
May, 2018

Founded in 1944



Kocabiyık Family 100% owner of Borusan Holding

Conglomerate strategy with mainly B2B focus



Market leadership (1st or 2nd in the TR business segments)



Growth with Reputable partners



Extensive use of modern management tools (Strategy Execution, Innovation, VOC, Lean 6 sigma)



Compliance with corporate governance principles with a professional & young management team



The 3rd most admired holding company



Operating in

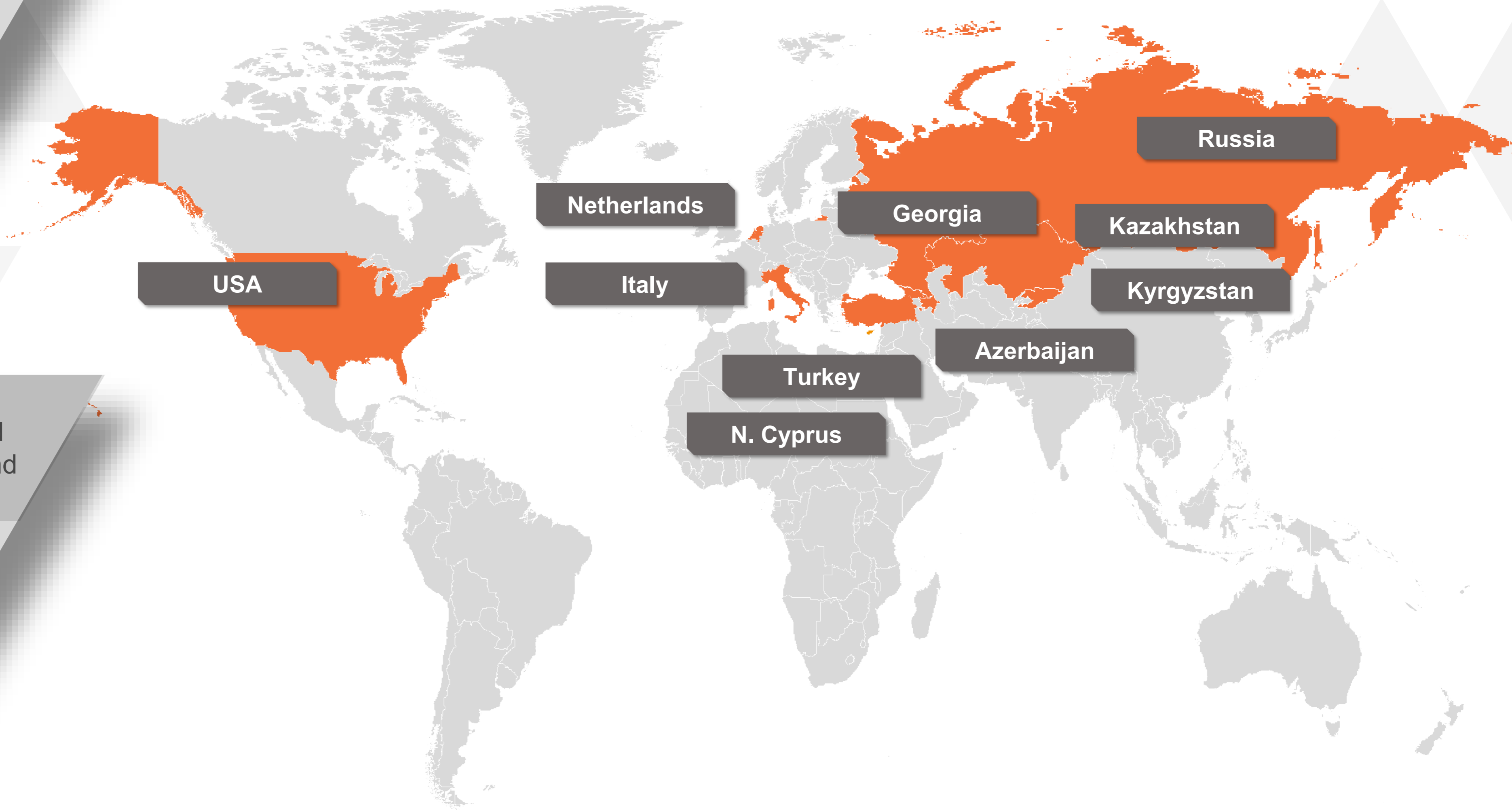
**10**  
COUNTRIES

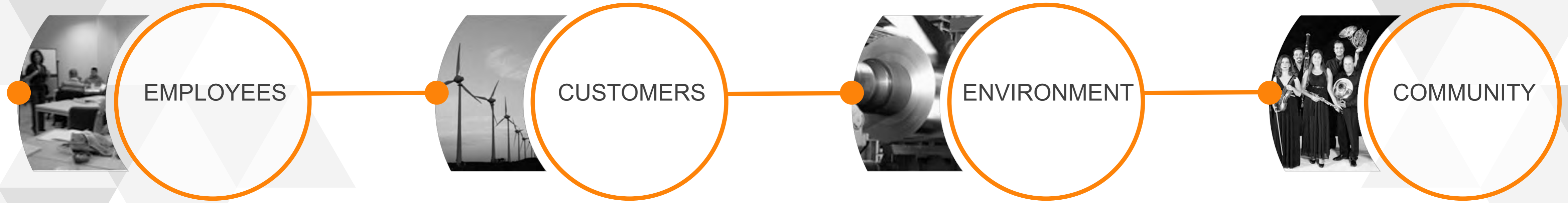
in Asia,  
Europe, America

with a global  
perspective and  
leader brands and  
more than

**9.000**  
EMPLOYEES

in the world





## Borusan Academy – operated together with Sabancı University

- 3 Faculties (Leadership, Sales, 6 sigma) & 1 Certificate program (Financial Affairs)
- 1.365 Borusan students in 8 years with 22m\$ budget
- Awarded as 2<sup>nd</sup> Best New Corporate University by Cubic Awards in America.

## Health and Safety in Borusan

- Steel Group Companies and Logistics have OHSAS 18001 Occupational Health and Safety Management Systems Certificate

## Employee Satisfaction in Borusan

- Results of employee satisfaction survey in Borusan is above Turkey average

## Green philosophy

- New Groupwide initiative to make green products and reduce costs.
- A signatory of Global Compact since 2006
- All production companies and Logistics have ISO 14001 Environment Management Systems Certificate.
- All Group companies have waste and resource management systems
- 2.000 MW renewable energy portfolio target till 2020
- 2nd Turkish member of World Business Council for Sustainable Development

## Education

- Donated 3 faculties & campus for 3 universities
- Donated 6 high schools & technical colleges.
- Cumulative investment: 25m\$

## My mom's job is my future

- Support for Women Employment in the Industry

## Culture & Arts

- BIFO
- Borusan Cultural Center
- Borusan Art Center
- Borusan Music House
- Music Scholarships
- Main sponsor of İstanbul Music Festival
- Ertuğ & Kocabıyık publications
- Sponsorship in Ephesus renovations

## Voice of Customer

- Voice of Customer has been used to redesign, improve and strengthen the processes in Group Companies
- We measure all customer processes sigma levels in all businesses.
- Steel Group Companies and Logistics have ISO 10002 Customer Satisfaction and Customer Complaints Management Standards Quality Certificates

2017 Consolidated Revenues **4.7 b\$**

**STEEL**

2.1 b USD

Steel Pipe



Flat Steel

**DISTRIBUTORSHIP**

2.1 b USD

Caterpillar



BMW, MINI  
Land Rover, Jaguar



**LOGISTICS**

0.5 b USD

Port Operations



3 PL Integrated  
Logistics Services



**ENERGY**

0.1 b USD

Renewable Energy



(Wind, Hydro,  
Geothermal)



**OTHERS**

0.05 b USD

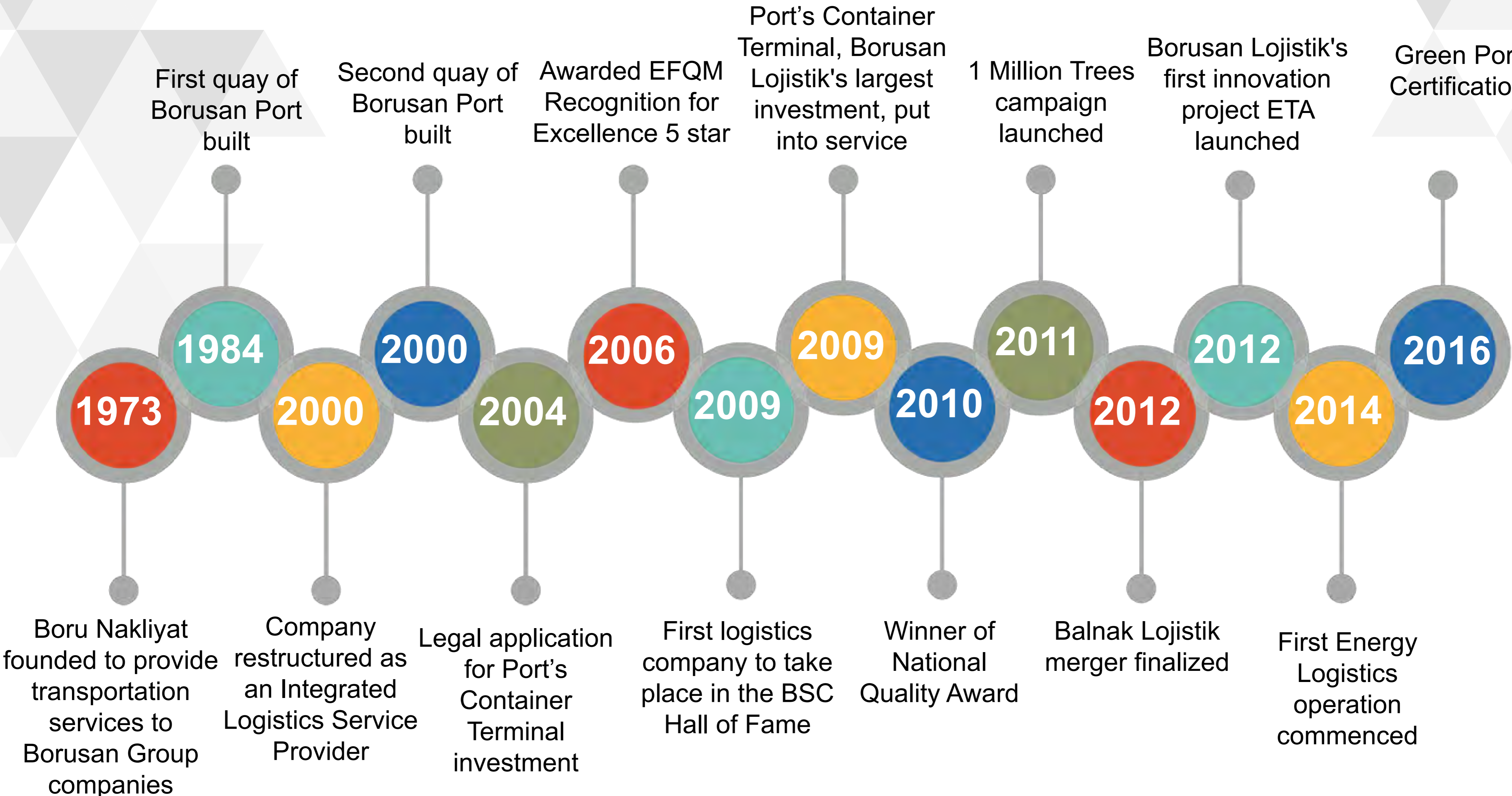
Engine Valves



Used Car Auction

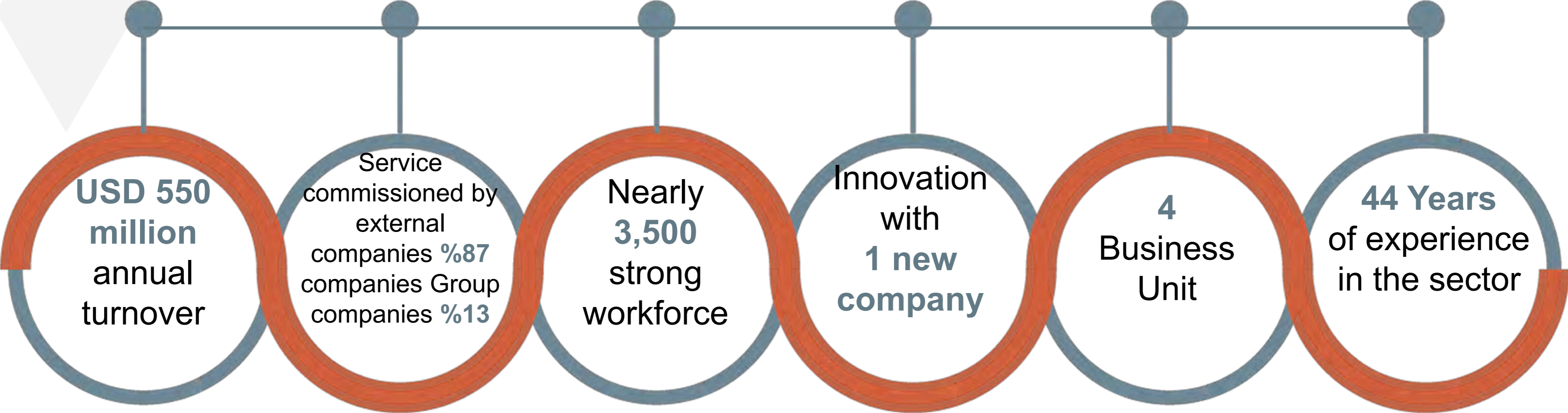


Shareholders &  
Business Partners

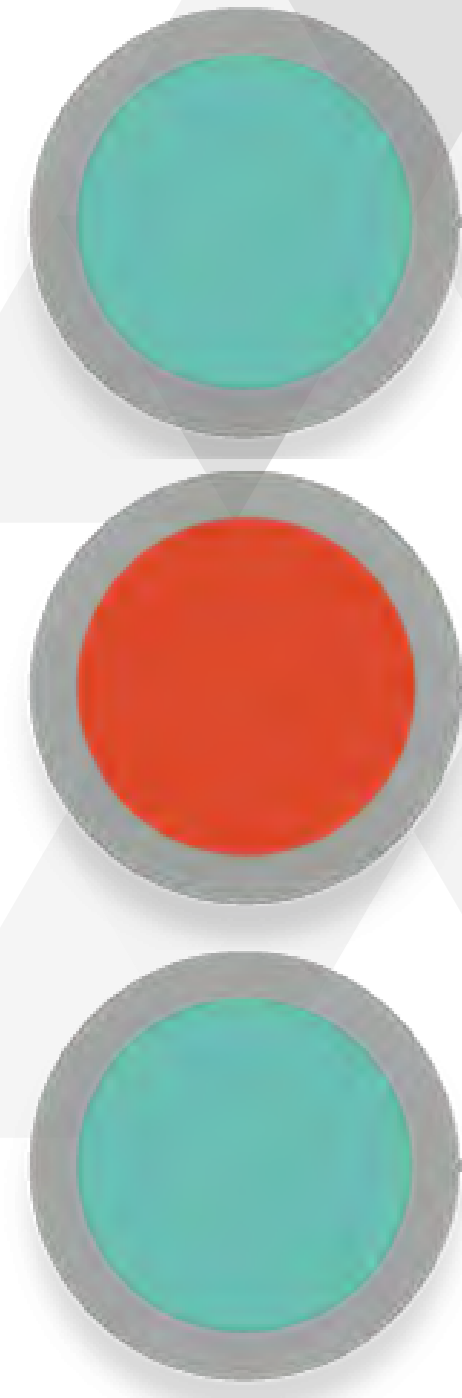




# Borusan Lojistik



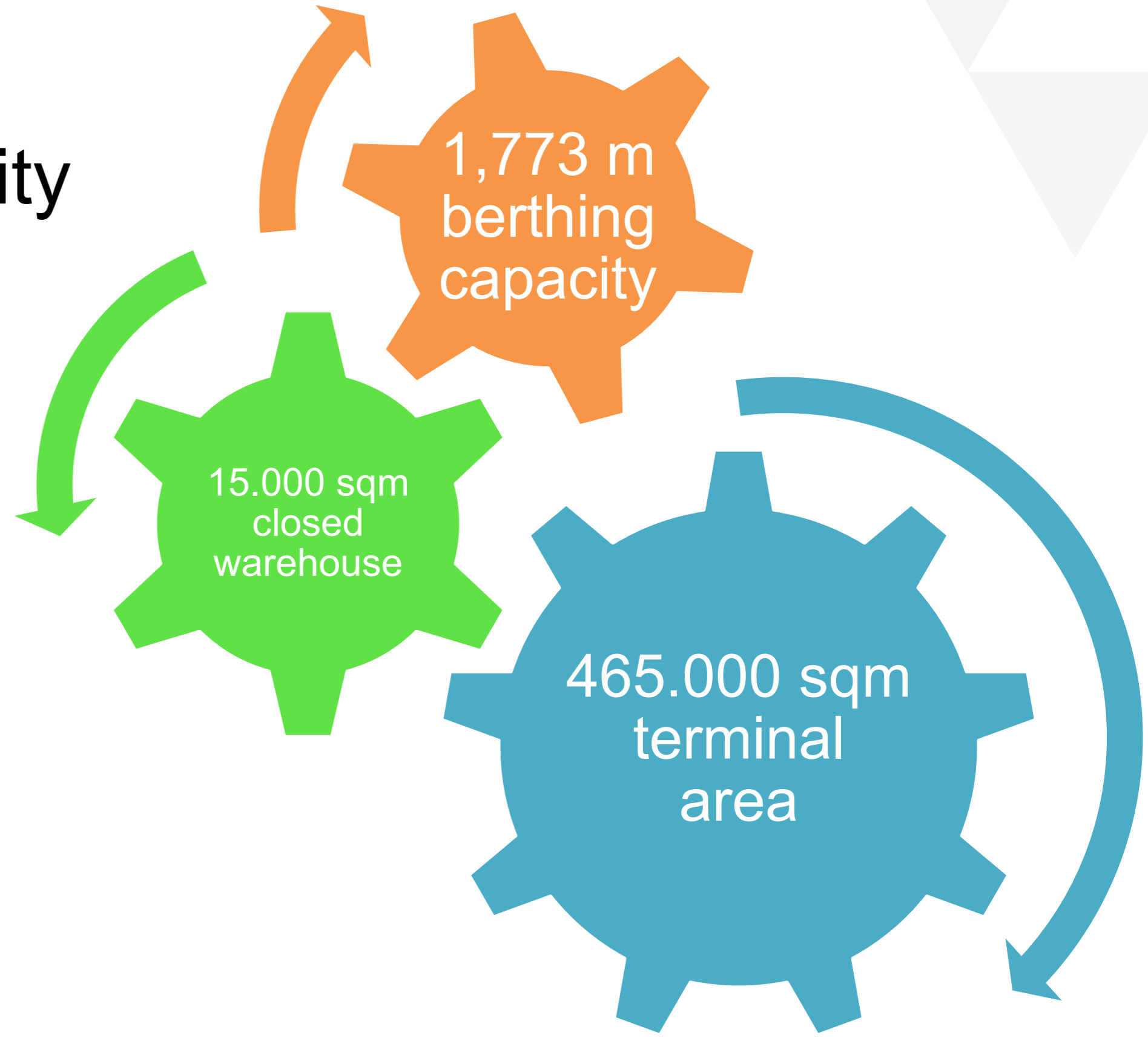
The only Turkish Port serving in 3 different segments with substantial market shares



**450 k TEUs** Container Capacity

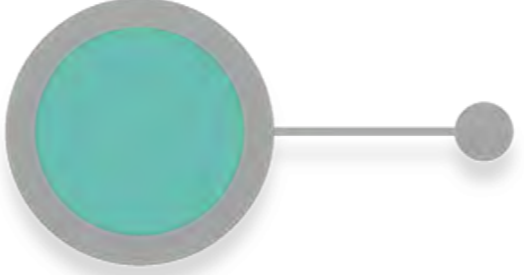
**350 k Units** Vehicle Handling Capacity

**5 M tons** General Cargo Capacity

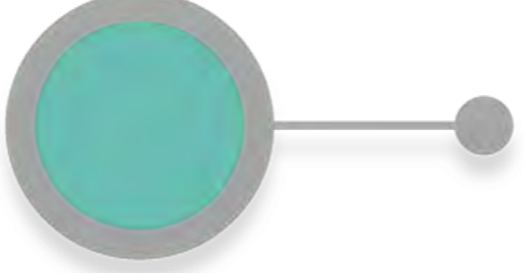




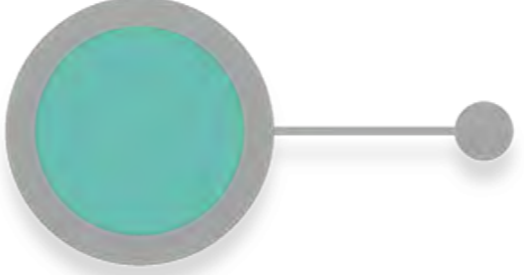




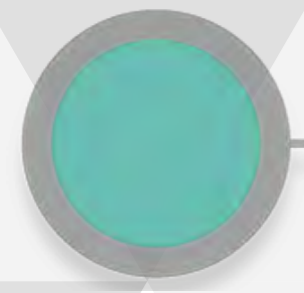
635 m linear berthing place



Alternative 300 m berthing place



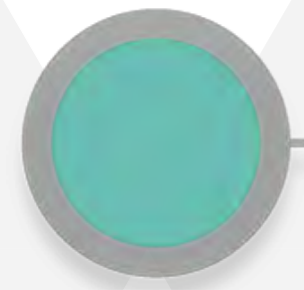
Welcomes Super Post Panamax Vessels with min. 14,5m water depth



838 m total berthing place with alternative 4 piers



Max. 284 m liner berthing place

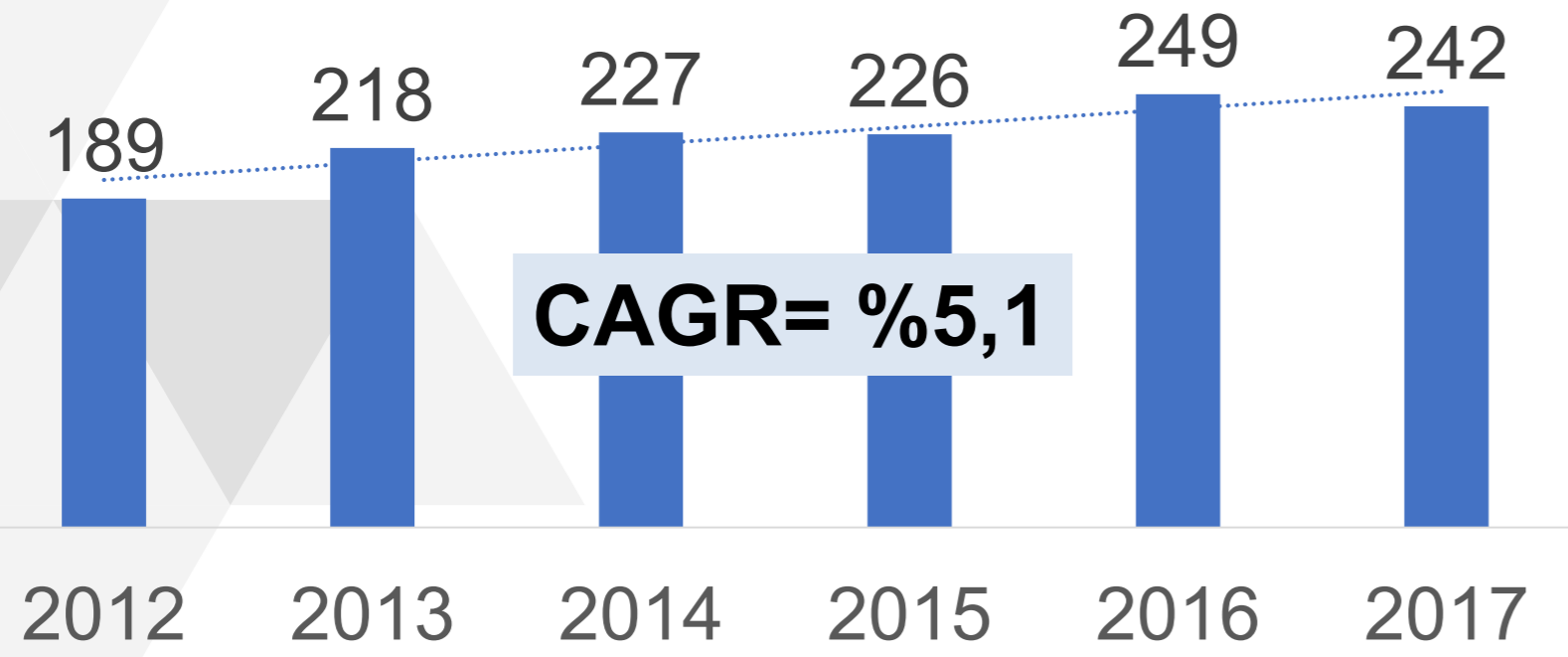


Welcomes Panamax Vessels with 12 m water depth (294 m length avg. 65.000 DWT)



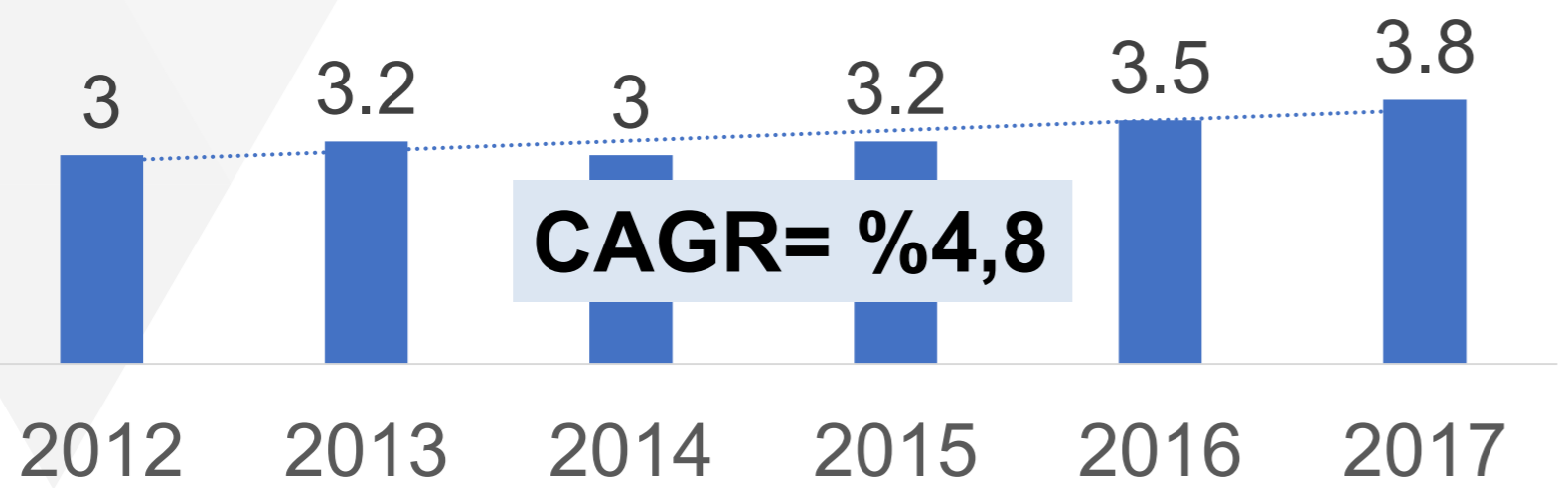
Container

'000 TEU



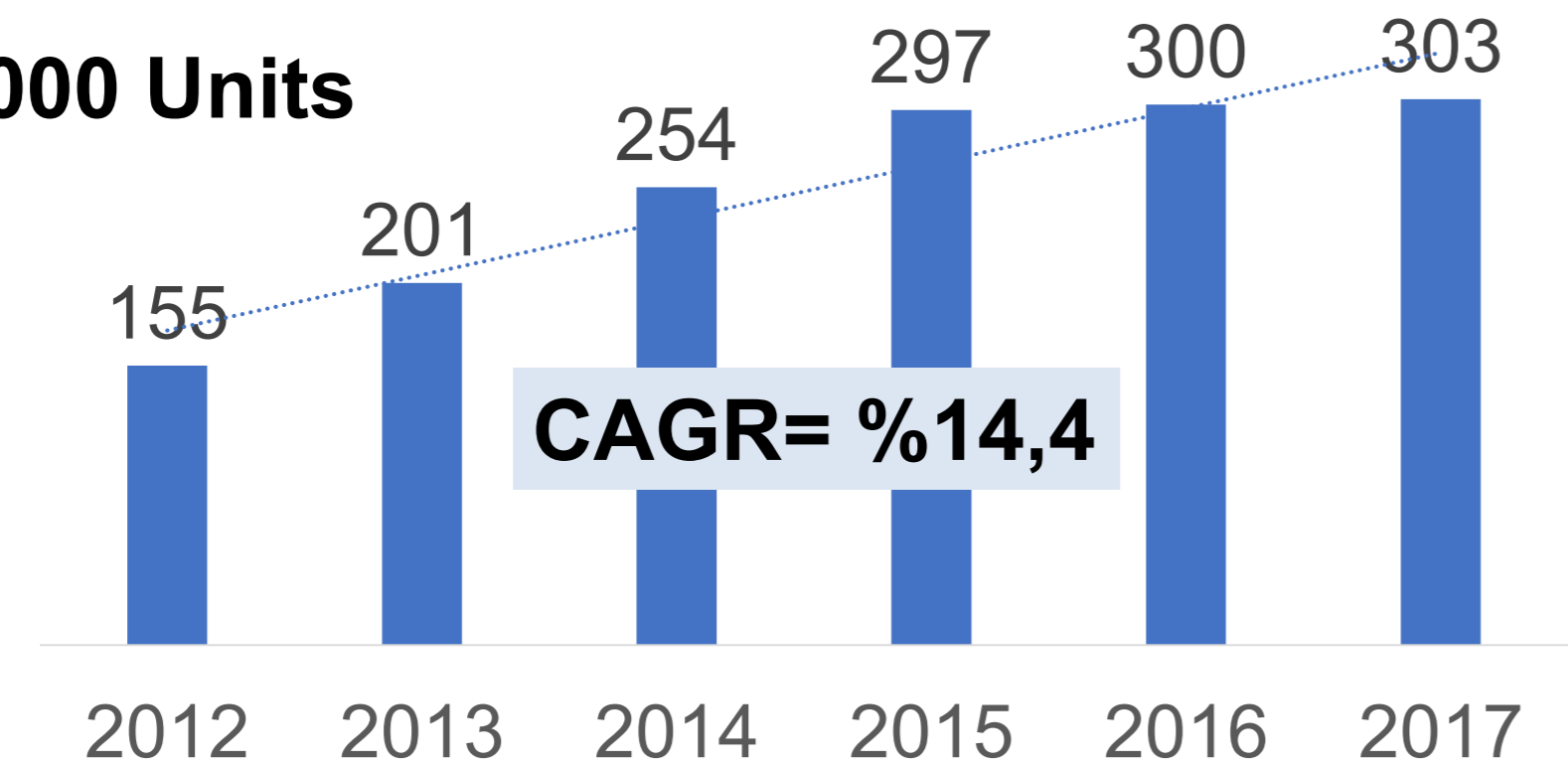
General Cargo

M ton

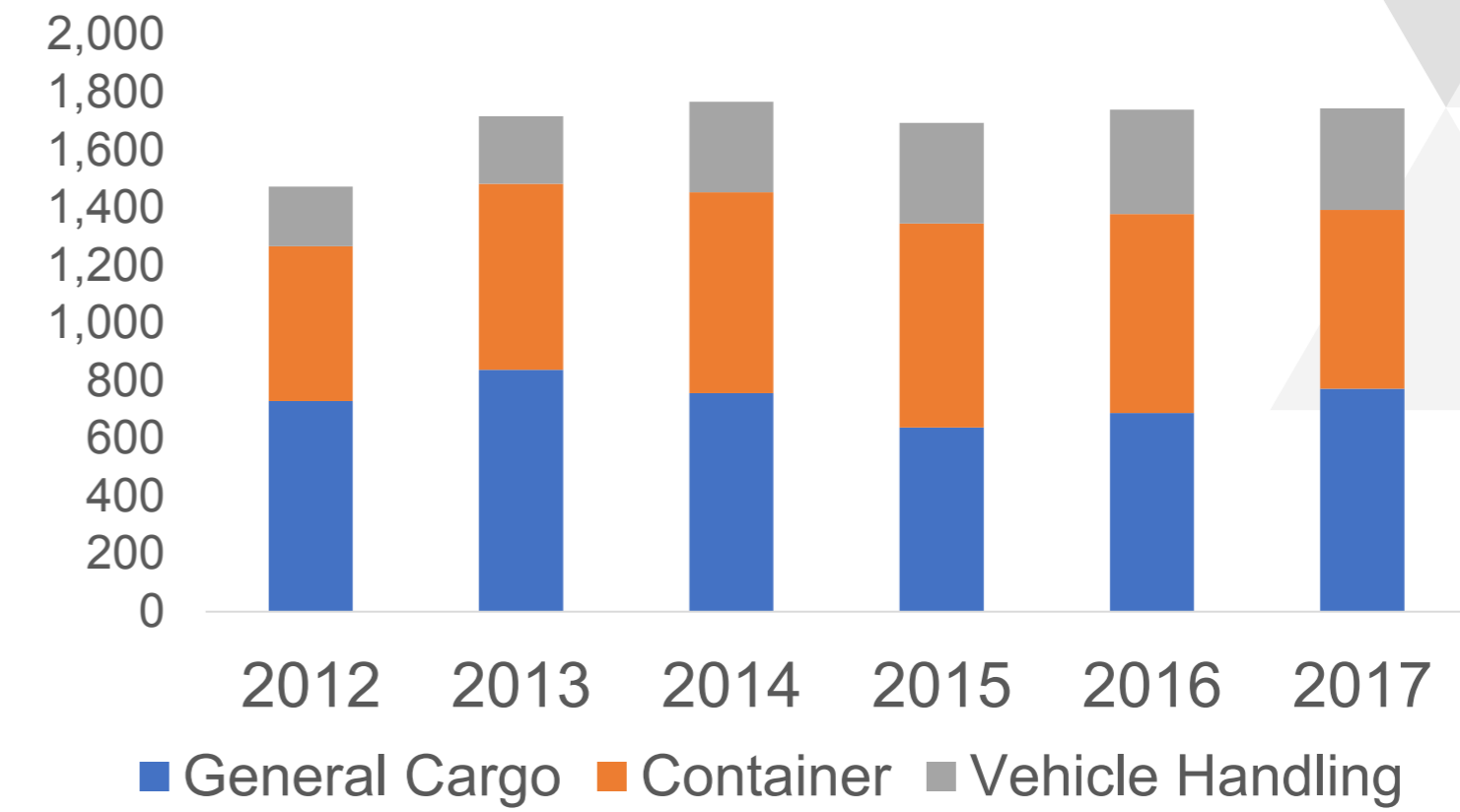


Vehicle Handling

'000 Units



# of calls



**Revenue**  
2012-2017 CAGR = %8,2

**EBITDA**  
2012-2017 CAGR = %12,0

# WELL INVESTED ASSETS OPERATED ACROSS SPECTRUM OF SERVICES

## SSGs



- 1 SSG
  - 20 row handling
  - Max. 74 ton lifting
  - 60 ton lifting from 56 m Twin lift spreader
  - 30+ moves/hr/crane
- 2 SSG Cranes
  - 18 row handling
  - Max. 70 ton lifting
  - 56 ton lifting from 50 m Twin lift spreader
  - 30+ moves/hr/Crane

## RTGs and Stackers



- 3 Reach Stackers
  - Max. lifting capacity: 45 ton
- 3 Empty Stackers
  - Max. lifting capacity: 10 ton



- 8 RTG Cranes
  - 41 ton lifting capacity
  - 7+1 stacking width
  - 5+1 stacking height

## MHCs (Mobile Harbour Crane)



- 1 Gottwald HMK7608 Crane
  - Max lifting capacity: 140 ton
- 2 Gottwald HMK260E Cranes
  - Max lifting capacity: 100 ton
- 2 Liebherr LHM 150 Cranes (rented)
  - Max lifting capacity: 40 ton
- 1 Sennebogen 6180 Crane (rented)
  - Max lifting capacity: 90 ton
- 2 Demac MC 300Q Cranes (rented)
  - Max lifting capacity: 63 ton
- 1 GROVE GMK 5160 Crane (rented)
  - Max lifting capacity: 160 ton

## Overheight Frame



- 2 OH Frames
  - Max height: 210 cm

## Overhead Bridge Cranes



- 2x20 ton
- 2x25 ton
- 2x32 ton
- 4x35 ton

## Terminal Tractors / Trailers

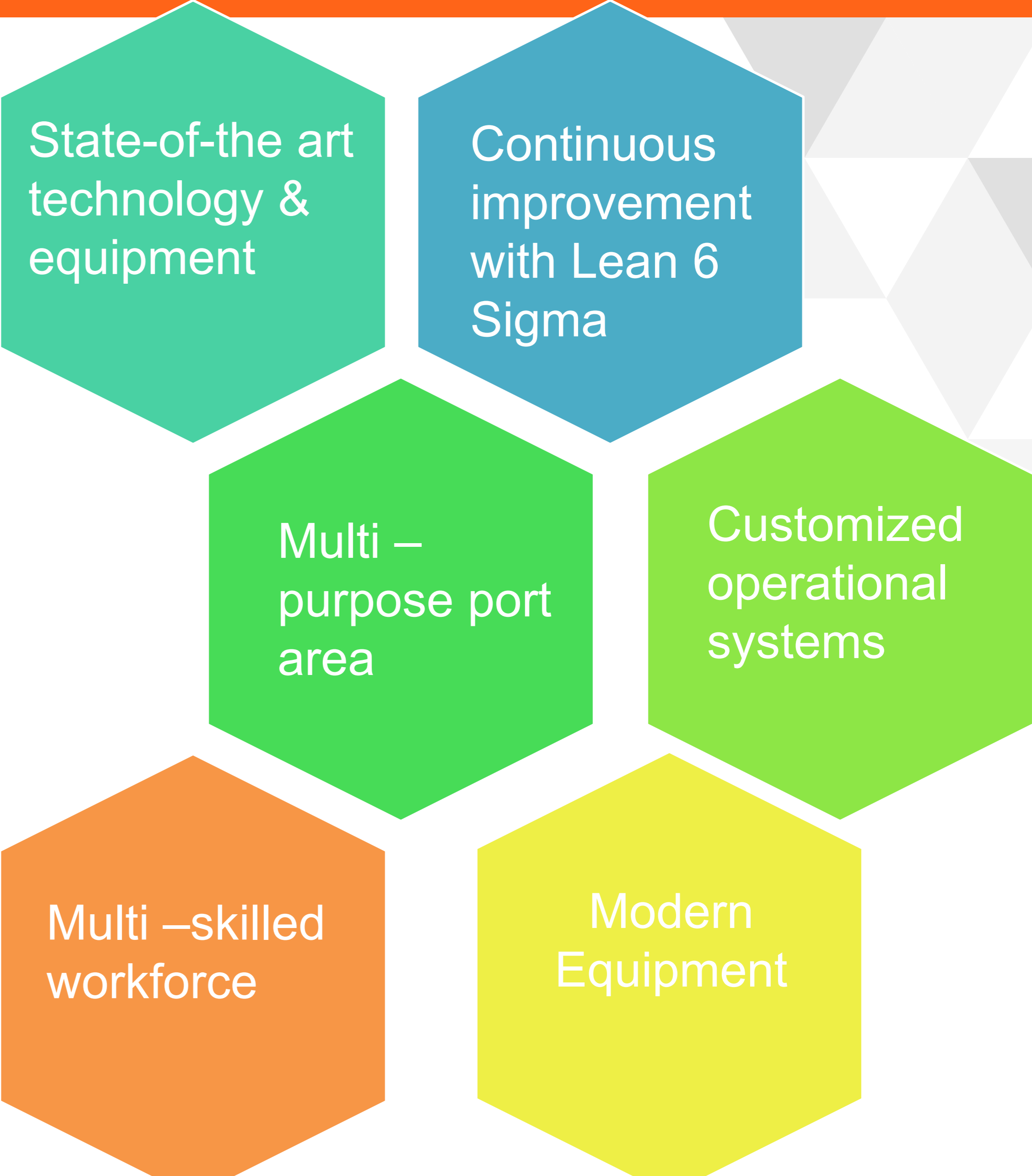


- 7 Heavy Tractors
- 25 Light Tractors (including subcontractors)
- 25 Container Trailers
- 33 General Cargo Trailers

## Heavy Forklifts



- 2x33 ton
- 1x25 ton
- 1x20 ton
- 2x16 ton
- 1x7 ton



## Borusan Port Mobile App.

- In-house developed
- Monitor real-time operations
- Provides solutions to all segment customers



- Berthing schedule
- Container stats
- Vehicle stats
- Tariff calculation
- Online Services
- Terminal Stocks
- Bookings
- Vessel Information

## Borusan Port Web Portal

- Vessel operations status
- Many different customer stock lists
- Container status searching
- Pre-gate registration and control for trucks
- Booking registrations
- Pre-Billing for container out-gates
- Pre-Billing for general cargo out-gates
- Customs X-RAY solutions
- Customs container inspection solutions
- Container historical transaction reports
- Container VGM list and VGM certificate control
- Container weighing reports

The screenshot displays a web browser window with the URL 'borusanport.borusanlojistik.com/Navis/FrmGemiTrafikListe.aspx'. The page title is 'BORUSAN LOJİSTİK' and the navigation menu includes 'ANA SAYFA', 'RAPORLAR', 'ACENTE İŞLEMLERİ', 'GENEL KARGO', 'AYARLAR', 'İSTEK VE ÖNERİ', and 'ÇIKIŞ'. The main content area is titled 'Genel Trafik Listesi' and shows a table with columns for 'Durum', 'Akç', 'Ayrılış Tarihi', 'Trafik No', 'Durum', 'Gemi', 'IMO No', 'Yür', 'Boy', 'Genişlik', 'Grt', 'Max Draft', 'Loa/Beam/Draft/Port', 'Gemi Durumu', 'Adet', 'Miktar', 'F. Adet', and 'F. Miktar'. The table contains several rows of data, including vessel names like 'BANOS A', 'LOOBORG', 'SUV VITA', 'PEACE', 'SALCAK', 'OSTRA', 'MEHMET DADILLI', 'YH ARAL', and 'VICTORIAN'. Below the table, there are filters for 'Durum' and 'Ayrılış Tarihi', and a 'Sayfa 1 of 2 (16 items)' indicator.

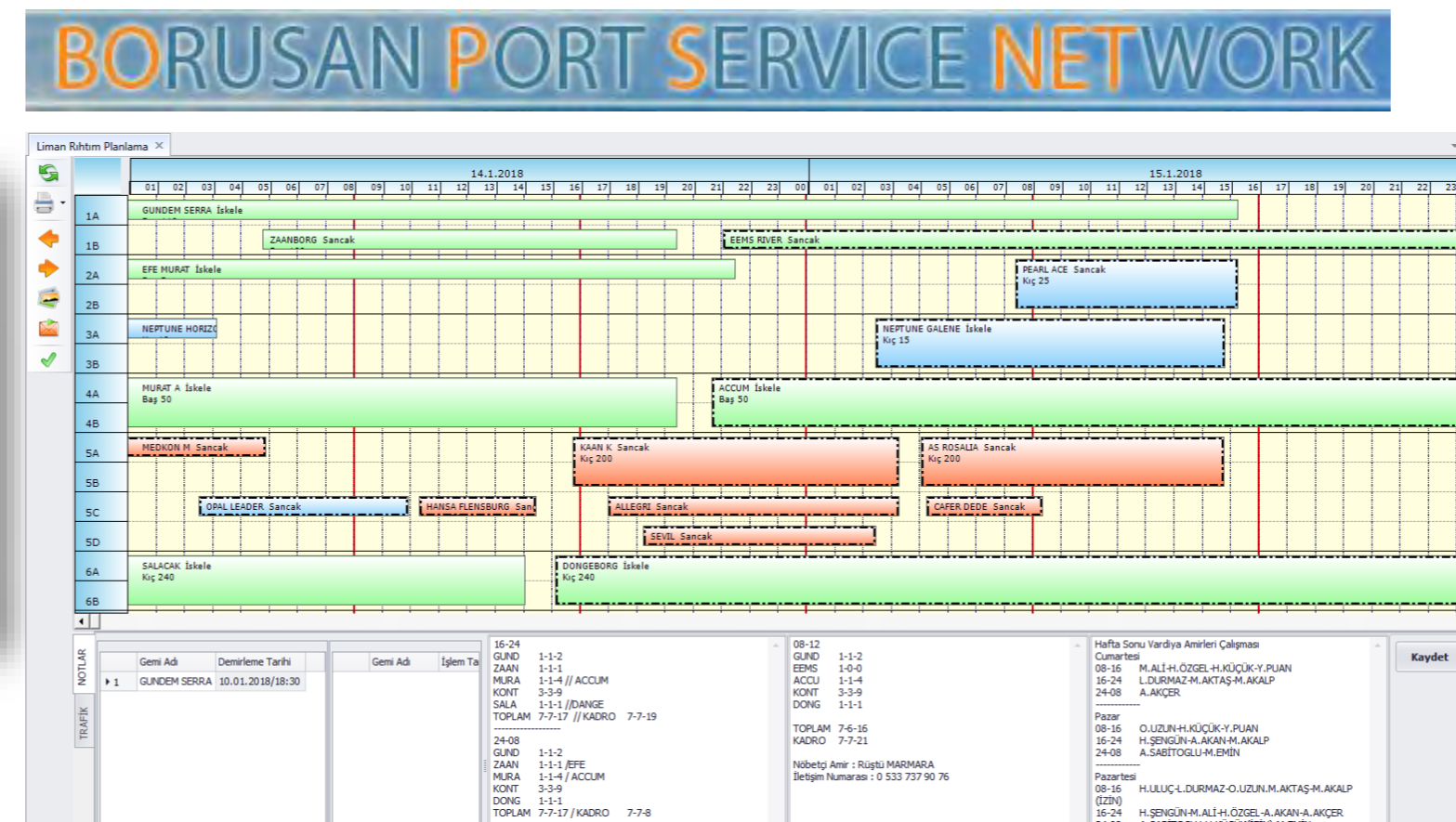
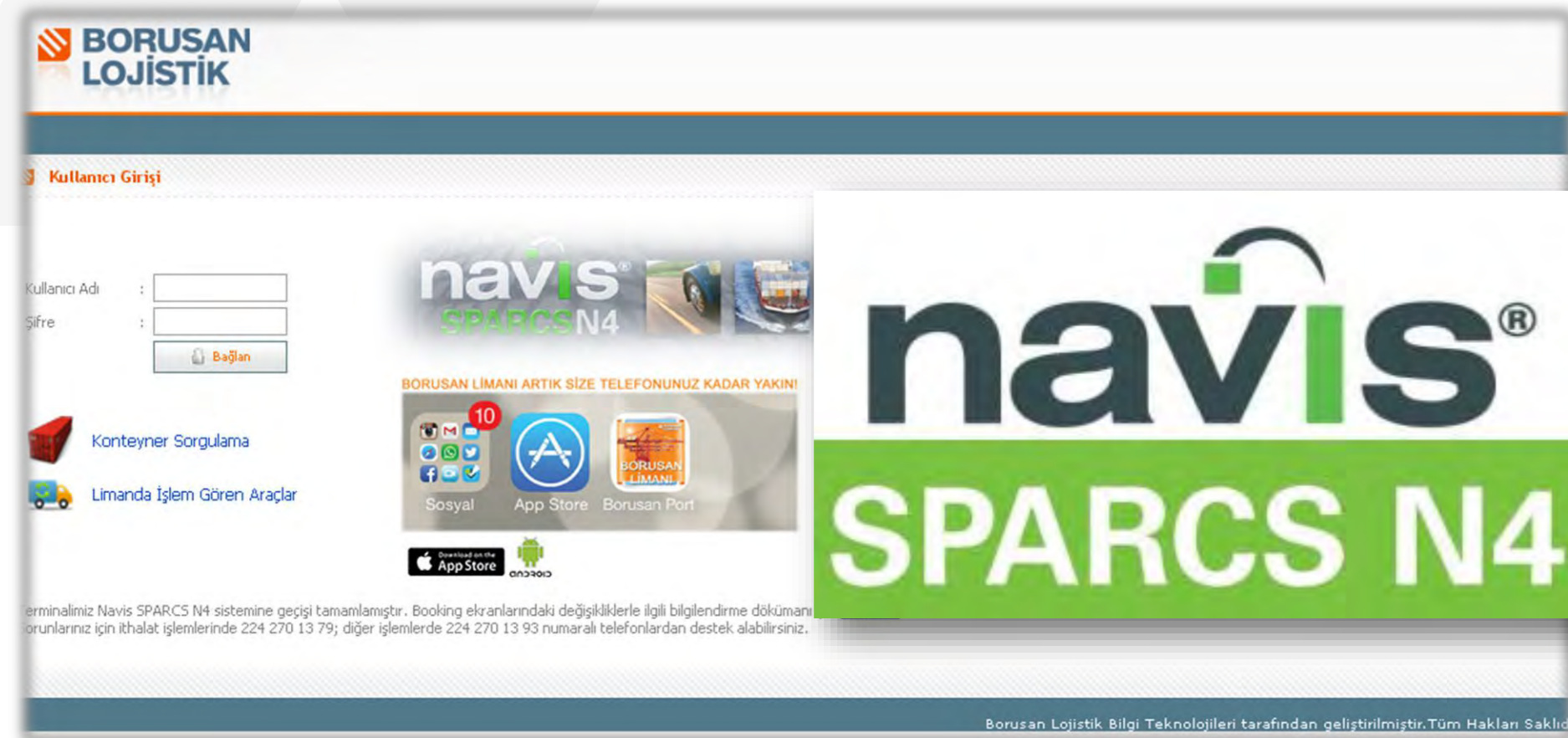
The screenshot displays a web browser window with the URL 'borusanport.borusanlojistik.com/Navis/FrmN4YeniSiparis.aspx'. The page title is 'BORUSAN LOJİSTİK' and the navigation menu includes 'ANA SAYFA', 'KONTROL SİPARİŞİ', 'RAPORLAR', 'ACENTE İŞLEMLERİ', 'AYARLAR', 'İSTEK VE ÖNERİ', and 'ÇIKIŞ'. The main content area is titled 'Yeni Sipariş' and shows a form for creating a new order. The form includes fields for 'Konteyner Seçim' (Container Selection) and 'Konteyner Durumu' (Container Status). The 'Konteyner Seçim' section has a legend for 'Konteyner Durumu' with colors: Blue (Konteyner Kontrolü), Red (Konteyner Kontrolü), Yellow (Konteyner Kontrolü), Green (Konteyner Kontrolü), and Grey (Konteyner Kontrolü). The 'Konteyner Durumu' section has a legend for 'Konteyner Durumu' with colors: Red (Konteyner Kontrolü), Yellow (Konteyner Kontrolü), Green (Konteyner Kontrolü), and Grey (Konteyner Kontrolü). Below the form, there are four grid layouts for container layout, each with columns labeled '01' through '07' and rows labeled '1' through '5'. The grids are titled 'RA - 1 (2)', 'RA - 2 (4)', 'RA - 3 (6)', and 'RA - 4 (8)'. The 'RA - 1 (2)' grid shows a container layout with columns 01 and 02, and rows 1 and 2. The 'RA - 2 (4)' grid shows a container layout with columns 01, 02, 03, and 04, and rows 1 and 2. The 'RA - 3 (6)' grid shows a container layout with columns 01, 02, 03, 04, 05, and 06, and rows 1 and 2. The 'RA - 4 (8)' grid shows a container layout with columns 01, 02, 03, 04, 05, 06, and 07, and rows 1 and 2. Each grid has a 'Konteyner Durumu' legend and a 'Konteyner Durumu' legend.



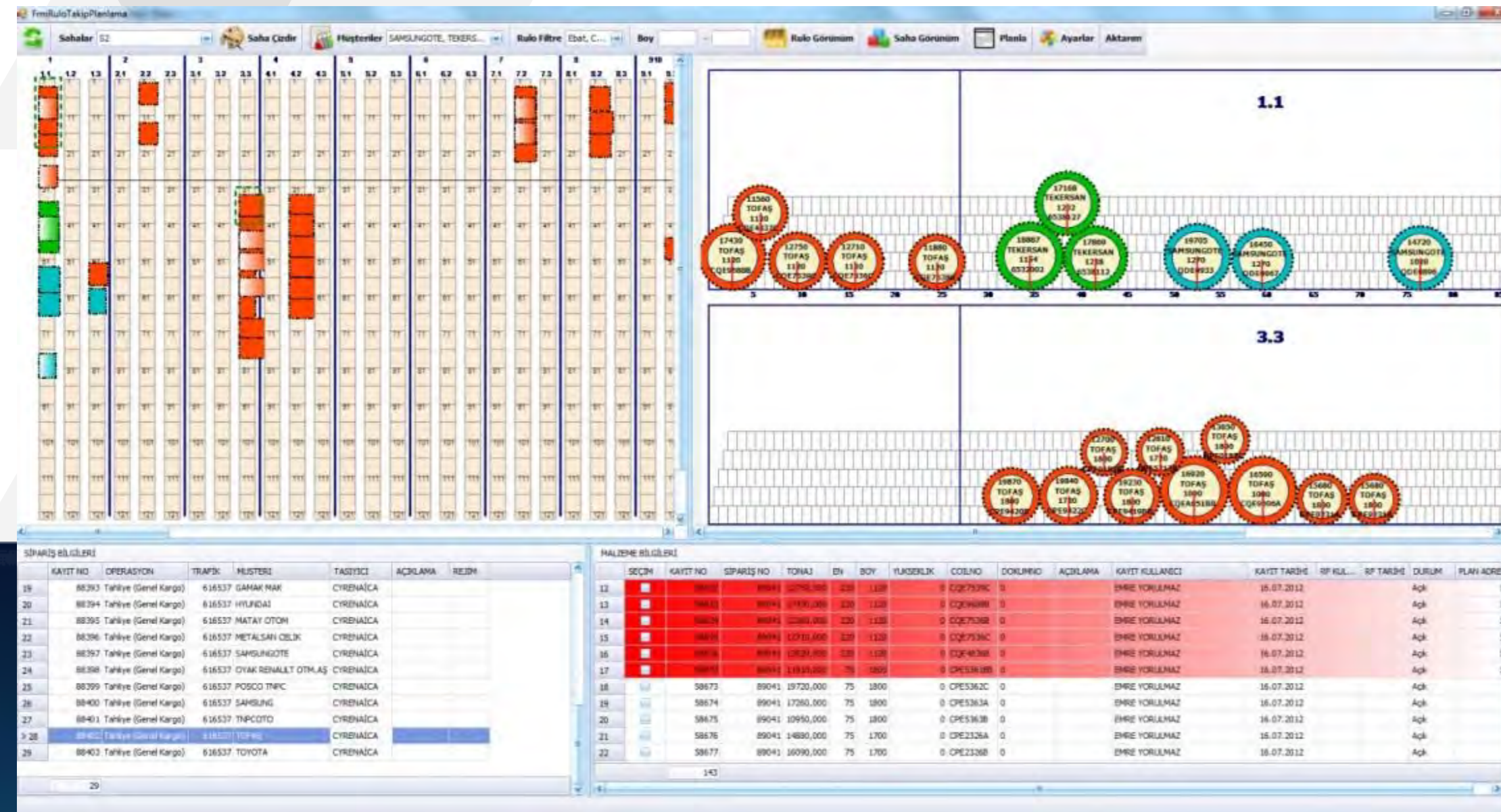
## NAVIS and BOPSNET\*

- Prime Route
- Expert Decking
- Autostow
- IMDG container MS
- IT assisted RTG operations

- Rule-based operation modules
- Configurable gate and stage structure
- Decision mechanistic route optimizations
- Management with automatic work orders/queues

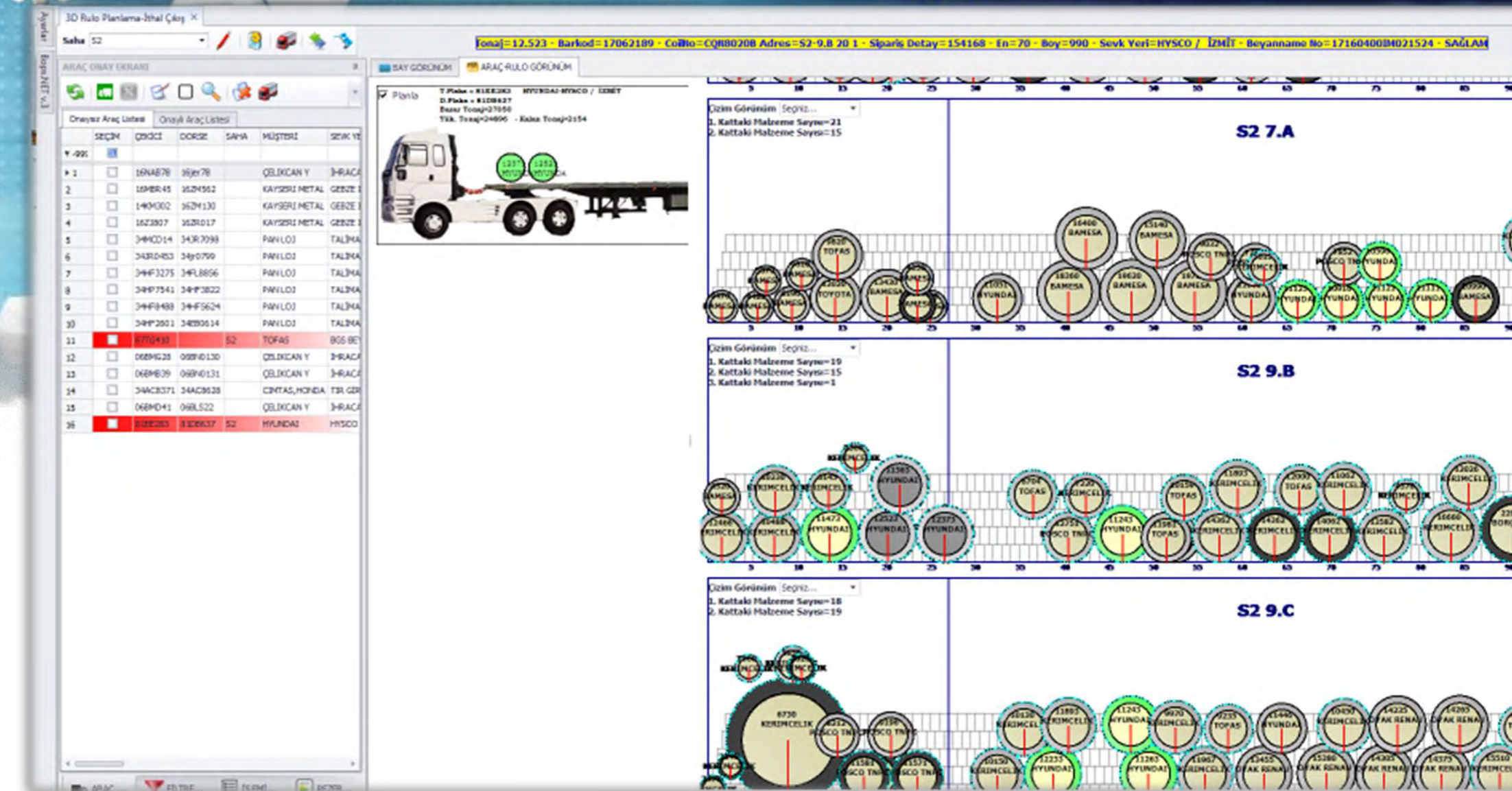


\* (in –house developed TOS used for General Cargo and Vehicle Handling Operations)



## 3D Coil Planning

## TTU and Trailer Optimization



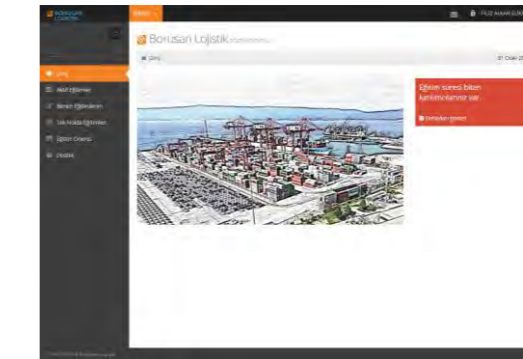
## Occupational Safety Simulation Centre

- Borusan Port is the only port in Turkey which has a occupational safety simulation centre.
- Physical simulations includes; helmet and safety shoes usage, steel cargo lashing/unlashing and strapping, stand and cross under heavy cargos.
- And also 17 visual reality (VR) simulation videos are available in simulation centre.
- Started to give trainings in this simulation centre by December 2017 and up to now and all trainings have been completed by May, 2018.



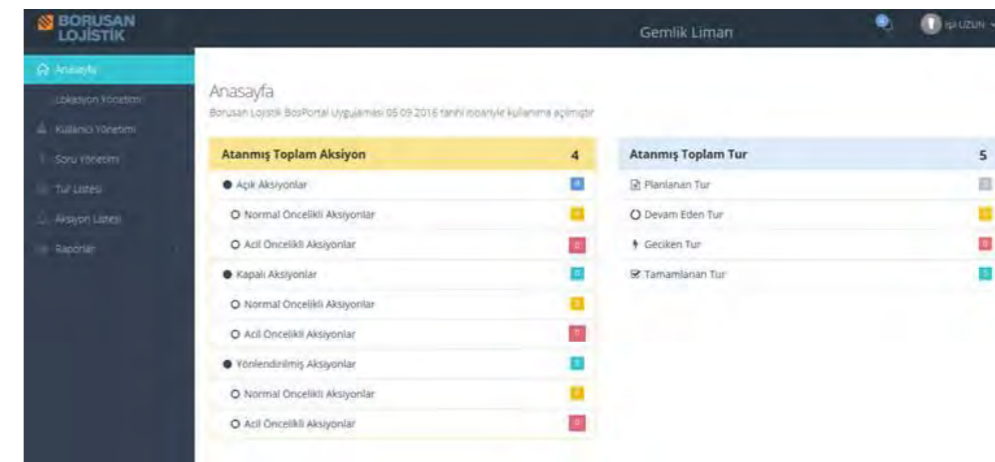
## Borusan Port Training Software

- Borusan Port is using a software dedicated to plan all trainings given to blue colour staff since mid of 2016.
- Weekly trainings, orientation trainings given to new employees, periodical trainings are planned and followed up by this module.

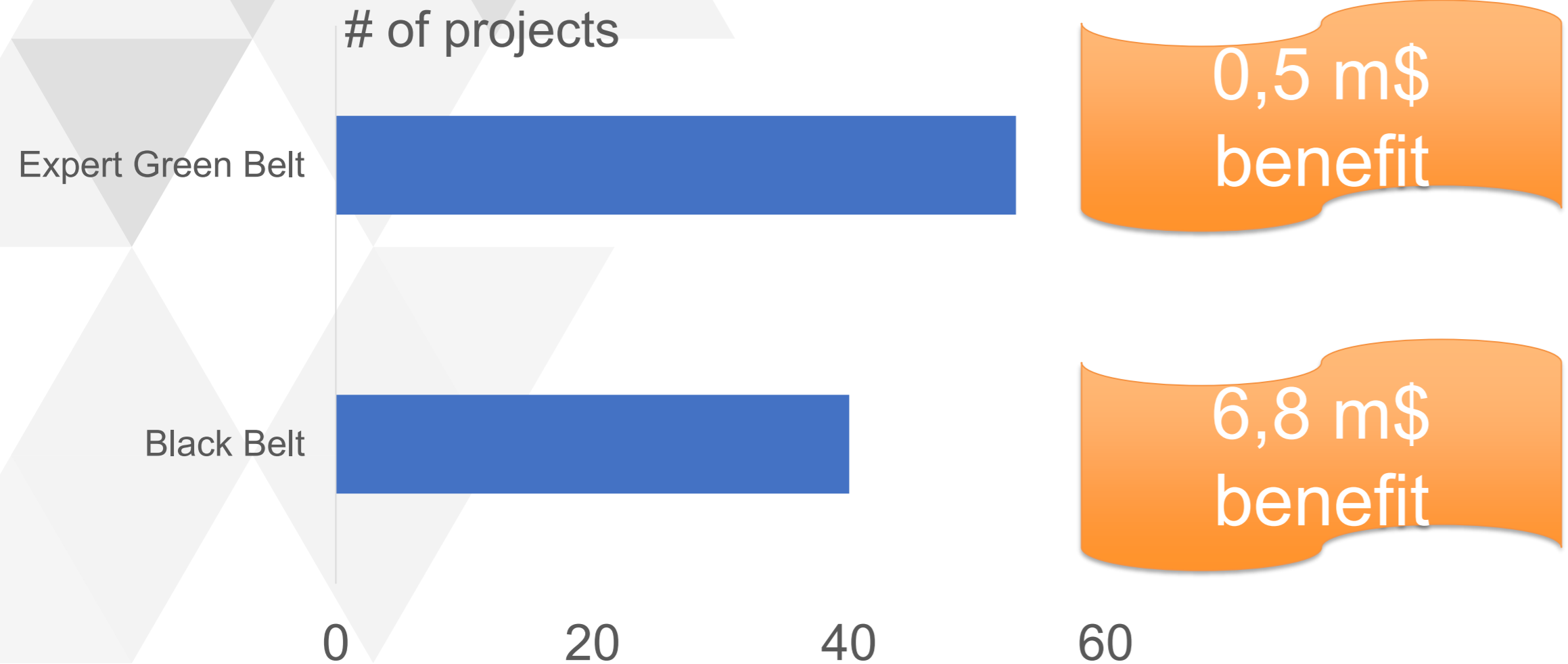


## BOS – Behavior Observation System

- Borusan Port started to use new portal, BOS, since June, 2017. The aim of this module is to audit different departments based on previously prepared question list and also to increase awareness of safe behaviours.



# CONTINUOUS IMPROVEMENT WITH 6 SIGMA



RTG positioning system

Dunnage recycling

Terminal traffic improvement

Berth efficiency improvement

CFS process improvement

Energy cost reduction

Cranes diesel to electricity conversion

Diesel consumption improvement

Trailer and TTU optimization

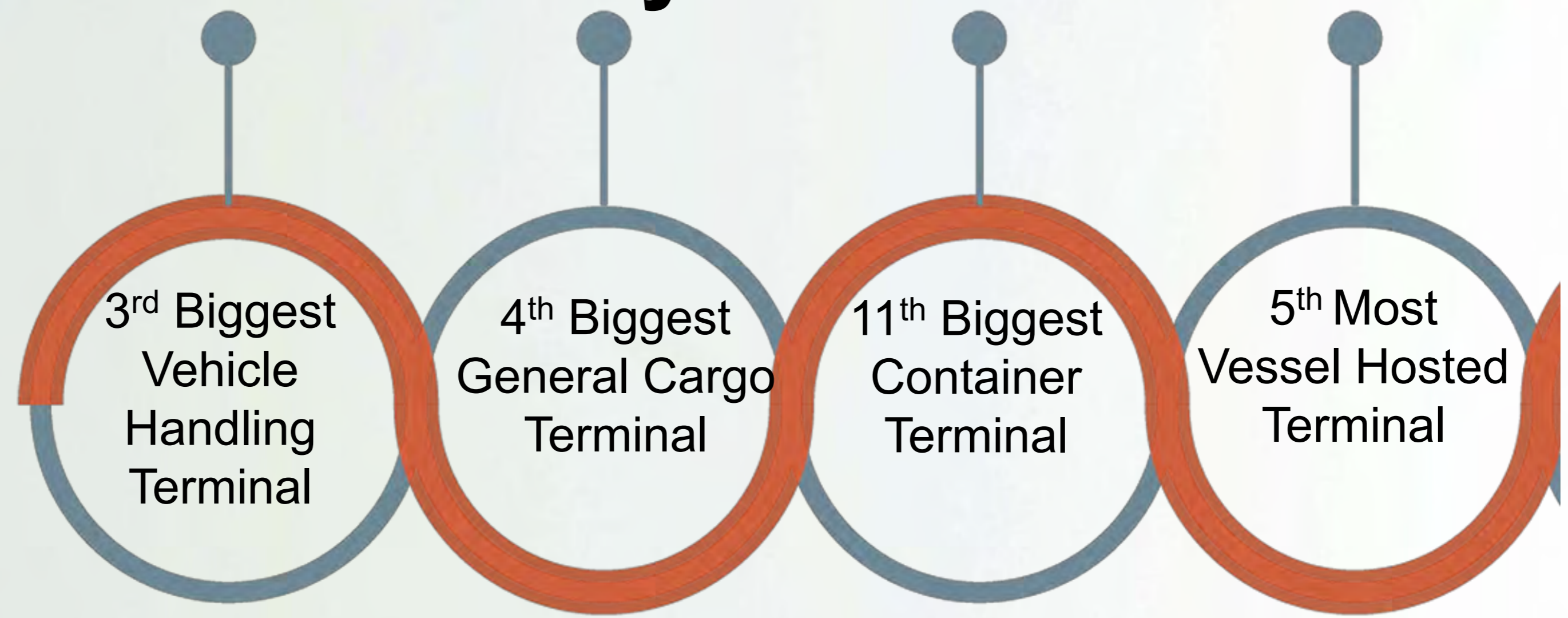


- National Quality Achievement Awards
- First Turkish logistics company to receive Recognition for Excellence 5 Star
- National Quality Grand Prize
- First logistics company to take place in the BSC Hall of Fame



- ISO 50001 Energy Management System
- One of the first ports to receive Green Port Certification
- ISO 9001 Quality management System
- ISO 10002 Customer Satisfaction and Complaints Handling Standards Certificate
- First Turkish logistics company to receive IIP (Investors in People) certificate
- OHSAS 18001 Work Health and Safety Management System
- ISO 14001 Environmental Management System
- ISO 14064 Carbon Footprint Verification Certificate
- ISO 27001 Information Security

# Today Borusan Port in Turkey is...



**A leading and growing company** that makes a difference and creates value for its customers with its integrated service infrastructure and operational competence.



**A solution generating company** that offers efficiency and expediency in logistic processes through its R&D Center, 6 Sigma and engineering solutions, and customer-focused human resources.

