



21. OKTOBAR
KRAGUJEVAC

21.OKTOBAR KRAGUJEVAC,
Kragujevac



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General Information

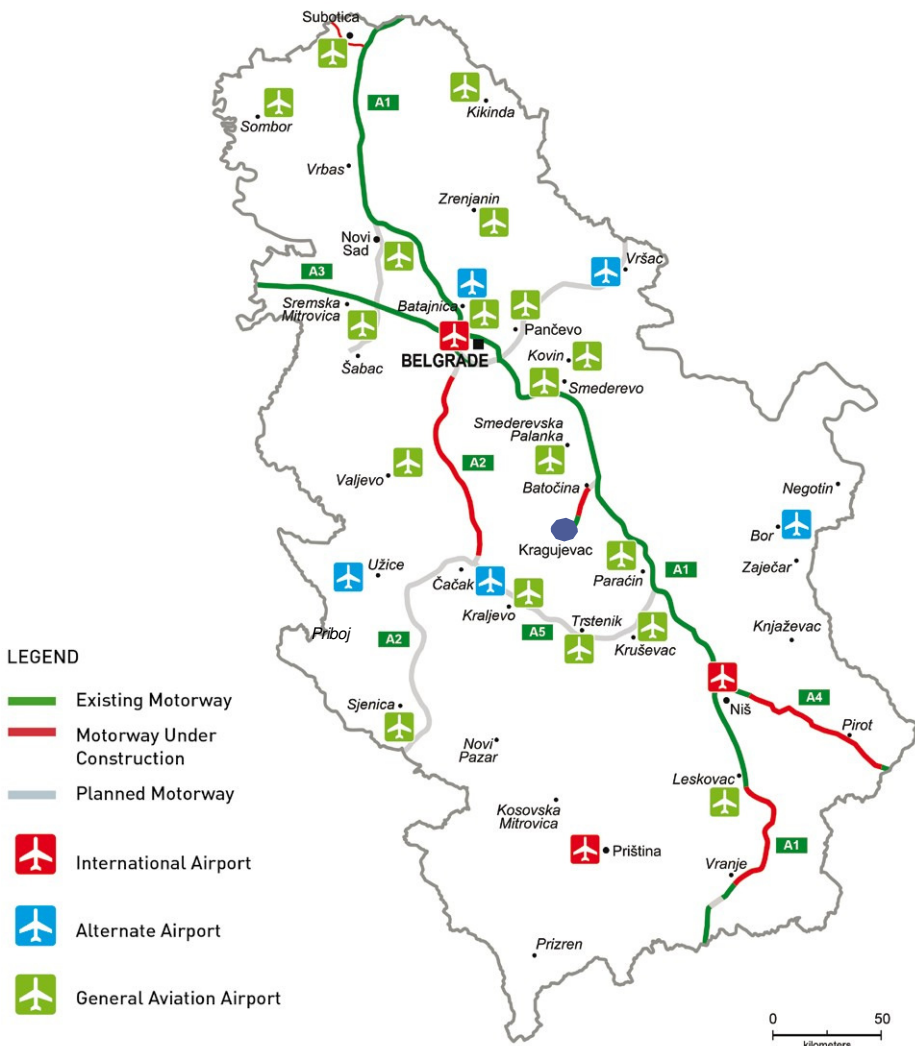
Full legal name	Socially owned company for production of automotive parts 21.OKTOBAR Kragujevac
Address	No. 56 Dragoslava Srejevica Street, 34000 Kragujevac
Identification Number	07631600
Core activity	Manufacture of other parts and accessories for motor vehicles
Foundation Year	1952
Number of Employees	195



Capital structure (in%)

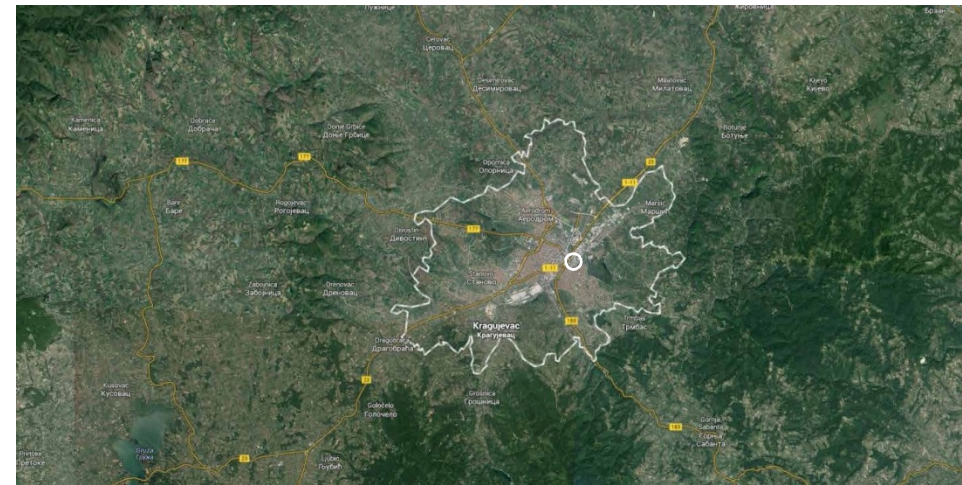
Socially-owned	100.0
0	

General Information



Distance form the Company to:

Belgrade	144 km
Regional Center	0 km
Main road	2.2 km
Port	42.7 km
Railway	0 km



Location

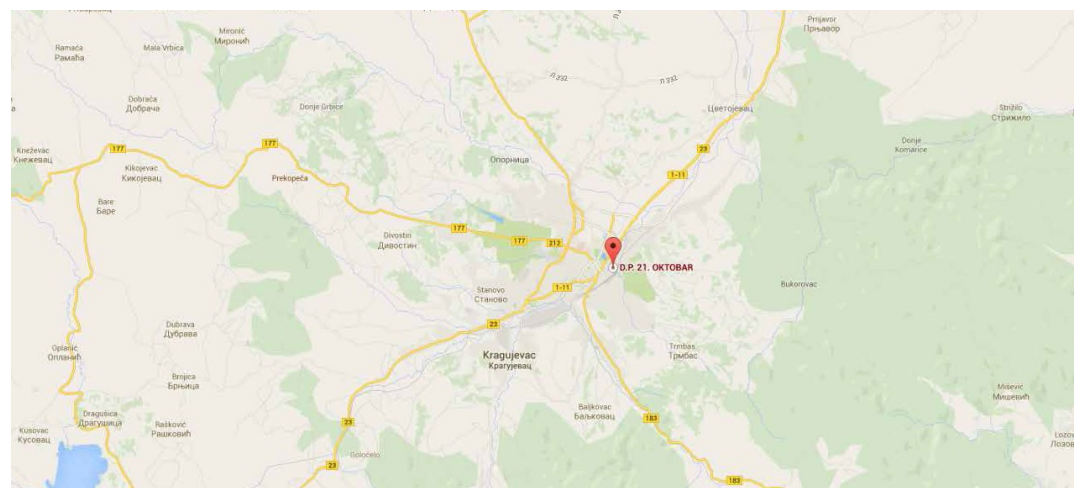


Pan-European Transport Corridors

Kragujevac is the fourth largest city in Serbia, the main city of the Šumadija region and the administrative centre of Šumadija District. It is situated on the banks of the river Lepenica.

Kragujevac lies at 180 metres (591 feet) above sea level, the mathematical and geographical position $+44^{\circ} 22'$; $+20^{\circ} 56'$ and is located in the valley of the river Lepenica. The city area covers an area of 835 square kilometres (322 sq mi), surrounded with further slopes of mountains Rudnik, Crni Vrh and Gledić mountains. Šumadija characterized by hilly - mountainous land, slightly ruffled. Kragujevac has developed transportation infrastructure.

Geographical location of 21. OKTOBAR, Kragujevac is of strategic importance in the market area of southeast Europe and provides opportunity for intensive business cooperation.



Long tradition and expertise



With development of automotive industry in Kragujevac, production of automobile parts become necessary. In June 1962., by integration of “PROLETER”, “ RADIO ELEKTRO” and “MLADOST” enterprise, which have manufactured car parts “21. OKTOBAR” was founded.

Today, “21.OKTOBAR” represents modern enterprise. Modern technologies are introduced, and new products are developed, what’s contributed to high level of technical-technological development.

Since June 1997. god “21. OKTOBAR” has JUS ISO 9000 certificate, model 9001 recognized producer and supplier, and manufactures in accordance to that. Since 01.07.2004. we have TÜV Management Service certificate ISO 9001:2000. In its own R&D, with the aid of most modern computer equipment, and its own software developed in cooperation with research institutes in country and abroad, “21.OKTOBAR” design and manufactures components that follow the world competition, according to technical-technological requirements.

DP “21. OKTOBAR” has 67 machines for injection molding and has the possibility of processing all kinds of plastics and part manufacture weighting from 1 gram to 12 kilograms, with daily capacity of 18 tons.

Quality products, complete set of products, reputation among customers and suppliers here and abroad are constant goal and prerogative for “21. OKTOBAR” further development. Additional guarantee is modern organizing models, competent management and qualifications of employees. These are the reasons why “21. OKTOBAR” enters 21. century with great ambitions to specialize in present ventures and to extend presence in abroad.



Product portfolio

Production program, which consist of large number of different products, is formed according to needs of domestic and foreign markets, also meaning improvement of current products and implementation of new ones.

Since the beginning of production, first and basic rule is use of the most modern equipment and raw materials of the best quality. Top edge technology and long term experience that we have provides us achieving and maintaining high level of production quality of these complex products.

- COOLERS
- tOOLS
- LIGHt EQUIPMENT
- dIkObLOkS
- PLaSt I C
dISHES
- t OyS

SUPPLY



Pictures, Plastic and metals parts of "ZASTAVA" program for spares market



Equipement for light and plastic positions for first installation – tractors and trucks produced in Serbia



Gorenje program – Designing, produce and maintenance tools for plastic processing and metal forming

Product portfolio

COOLERS

Company have three technologies for production of heat exchangers:

- technology by license of the firm “CHAUSSON”, based on technology of soft soldering,
- aluminum technology by license of the firm “VALEO”, based on mechanical expanding,
- aluminum-copper technology, of our own construction, based on mechanical expanding and hard soldering.

All these exchangers can be used in other purposes, depending on your needs.

Beside displayed coolers, heaters, evaporators and condensers, 21. OKTOBAR are capable, with varying certain parameters, to obtain different performance in same product size.

We are also capable to produce brand new exchangers according to your needs.

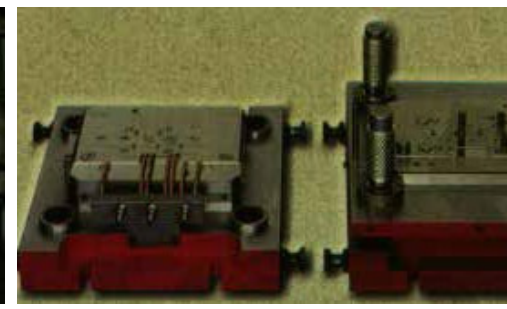
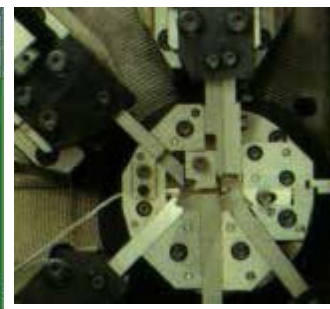
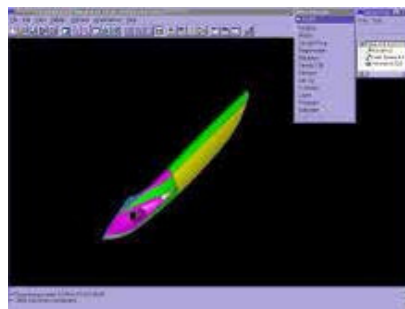
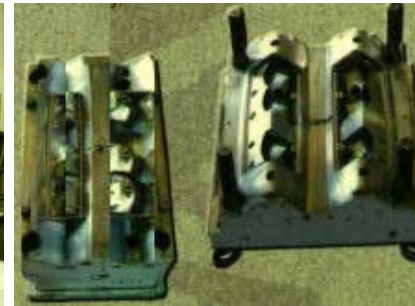
TOOLS

There are two element groups of tools that we manufacture in our TOOL

FACTORY: tools for injection molding and tools for metalwork by deformation.

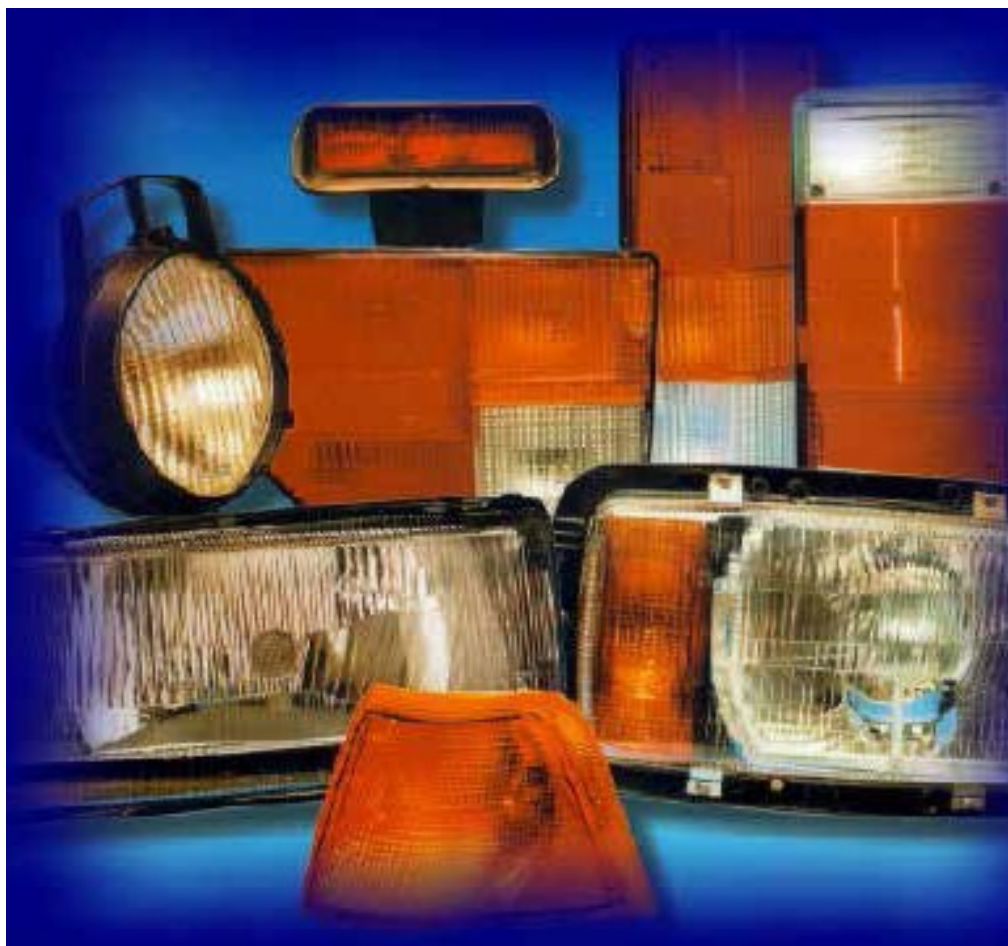
Group of tools for injection molding consist of:

- tools for automotive industry,
- tools for special products,
- tools for consumer goods.



Product portfolio

LIGHT EQUIPMENT



FRONT LIGHTS

Front position light
Front position light with catadioptr
Front combined light

REAR LIGHTS

Rear combine light
Additional rear combine light
Rear combine light
Fictive light
Stop light
Additional stop light

HEADLIGHTS

Square headlight
Halogen headlight
Headlight Ø 136 with position light
Light unit for Ø 136 headlight
Construction light
Construction light with switch

DIRECTION LIGHTS

Front direction light
Side direction light
Side marker with catadioptr
Rear direction light
Catadioptr 100x50

OTHER LIGHT TYPES

Fog light
Horizontal fog light
Light for driving in reverse
Combine gabarite light
Registration plate light
Ceiling light
Interior light
Indicator lamp

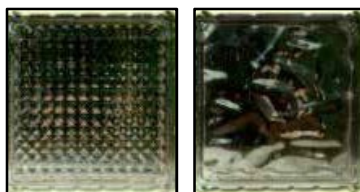
Product portfolio

DIKO BLOCK

Diko Block are blocks for interior applications in the construction industry and they are produced by polycarbonate.

Block is made of transparent, red and smoked green polycarbonate (it is possible to make it in other transparent colors, by special request).

Thanks to mentioned characteristics, and also lower price, Diko Block is applied in decoration of living, business and sport facilities and galleries in a way of skylights, decorative screens, partitions, etc.

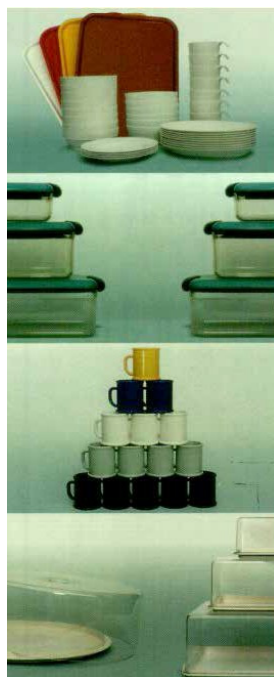


Technical data:

material: polycarbonate
weight : 541 g (model PIRAMIDA)
weight: 620 g (model TALAS)
dimensions: 209x209x74 mm

PLASTIC DISHES - DIKO

- Plate
- Oval plate
- Desert plate
- Bowl (melamin) - 0,7l
- Bowl (macrolon) - 0,7l
- Cup - 0,4l



TOYS



Certificates



Quality assurance certificate ISO 9001
Company owns quality assurance
certificate ISO 9001.

Ecology

According to applicable regulations, the
requirements for environment protection are
fulfilled.

Production and Capacity

Product	Unit	Quantity			Value in EUR		
		2011	2012	2012	2011	2012	2013
ZGS tractor	pcs	32,036	22,951	25,337	71.435	56.781	67.357
Tractor head light	pcs	7,095	6,330	3,176	57.712	48.348	27.494
Bumpers	pcs	5,524	2,146	1,174	117.612	30.505	27.468
Switches under the steering wheel	piece	1,797	800	359	22.439	11.317	22.993
Heat exchanges	piece	1,069	540	176	42.354	23.119	5.033
Heater pipe	piece	5,583	4,816	3,700	37.710	19.443	17.690
Gorenje program	piece	4,266,838	4,383,236	8,979,153	215.853	235.644	842.326

Land / Buildings

Location	Surface of land (m ²)	Surface of building (m ²)		Roadse (m ²)	Green areas (m ²)
KRAGUJEVAC	86.081	35.246	5.725	16.149	34.686
TOPONICA	15.710	3.007,75	-	2.383,5	10.318,75
Total	101.791	38.253,75	5.725	18.532,5	45.004,75

Production and Capacity

Capacity utilization

Machine (Production line)	Unit	Installed capacity	Real capacity	% of utilization		
				2011	2012	2013
ENGEL 420T	hour	5840	5636	85.00	0.87	0.89
IDRA 2200T	hour	5840	5636	6.00	0.08	
PRESS SULER	hour	5840	5636	14.00	0.17	0.19
VALEO LINE	hour	300000	240000	0.30	0.00	0.00
BALZERS aluminum coating	hour	5840	5636	10.00	10.00	11.00



Realization

Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
ZGS Tractor	piece	32,036	22,951	25,337	71.435	56.781	67.357
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Heater pipe	piece	5,583	4,816	3,700	37.710	19.443	17.690
Gorenje program	piece	4,266,838	4,383,236	8,979,153	215.853	235.644	843
TOTAL :					565.115	425.156	1.010.362

Sales structure

Sales structure in %	2011	2012	2013
Domestic market	96.72	95.97	97.90
Foreign market	3.28	4.03	2.10
TOTAL :	100.00	100.00	100.00

Distribution channels

Distribution channels	% of share
Direct sale	0
Wholesale	99.00
Retail	1.00
Intermediaries	0

Organization

EMPLOYEES



Number of employees

Working	258
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
TOTAL NuMBER Of EMPLOYEES	258

age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	0	0	86	62	24	58	28

average salaries in Eu r

(gross and net) in 2011, 2012 and

Year	Gross	Net
2011	266,77	195,20
2012	245,30	178,32
2013	253,97	186,41

Assets Overview

	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	3.339.449	1.110.120	1.560.369
FIXED ASSETS	14.519.600	12.832.587	14.037.077



A) Information contained in this document is based on the data received from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained herein.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).

SWOT Analysys

STr ENg ThS

: Long-term tradition and experience, flexible production, complete infrastructure at attractive location in Kragujevac, quality system

A 2x2 matrix diagram for SWOT analysis. The top-left quadrant is a medium blue square with a white capital letter 'S'. The top-right quadrant is a light blue square with a white capital letter 'W'. The bottom-left quadrant is a dark blue square with a white capital letter 'O'. The bottom-right quadrant is a medium blue square with a white lowercase letter 't'. Each quadrant is flanked by descriptive text in a matching blue color.

S

W

WEa k NESS:

Obsolete equipment and technology, small export share, financial indicators

OppOr TuNITIES:

Joining FAS Kragujevac supply network, expanding production range for GORENJE-Valjevo, privatization

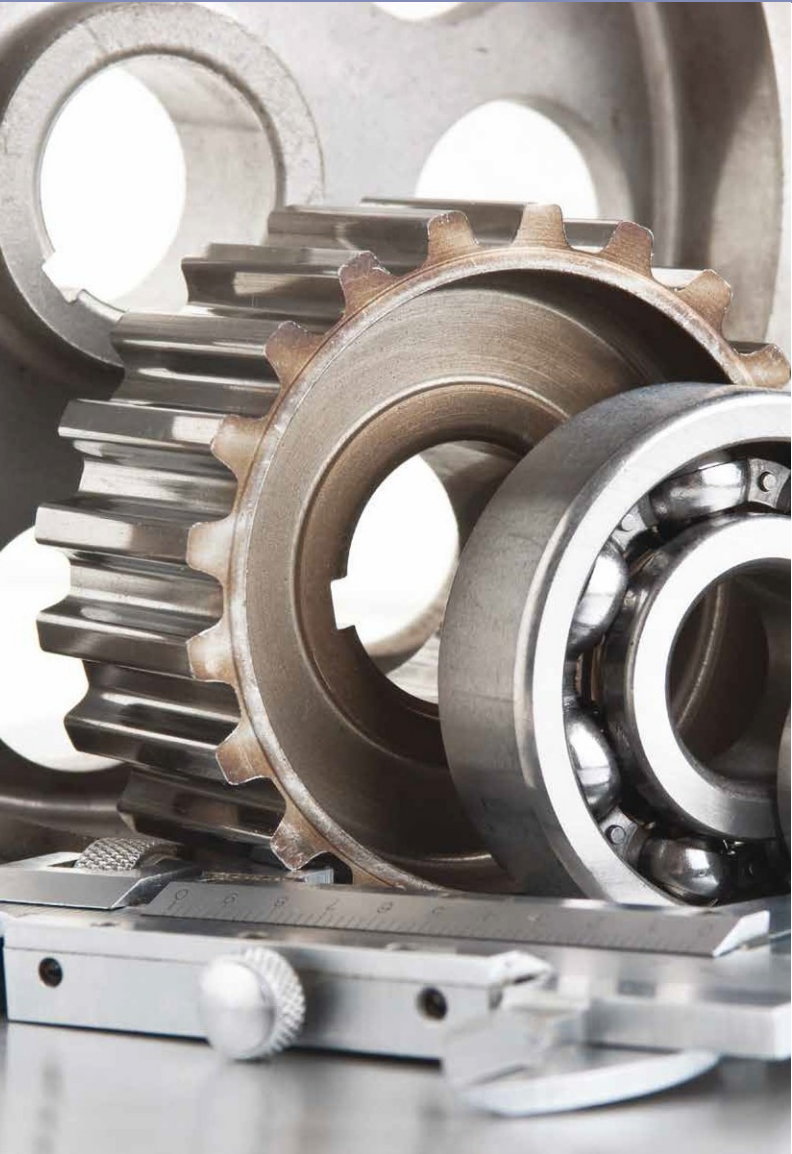
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t

Th r Ea TS:

Strong competition from Slovenia, Croatia and EU.

Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey

Contact



**PRIVATIZATION
AGENCY**

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