



KETER

Your Care, Our Care

Your Care, Our Care

Stay Together, Win Together



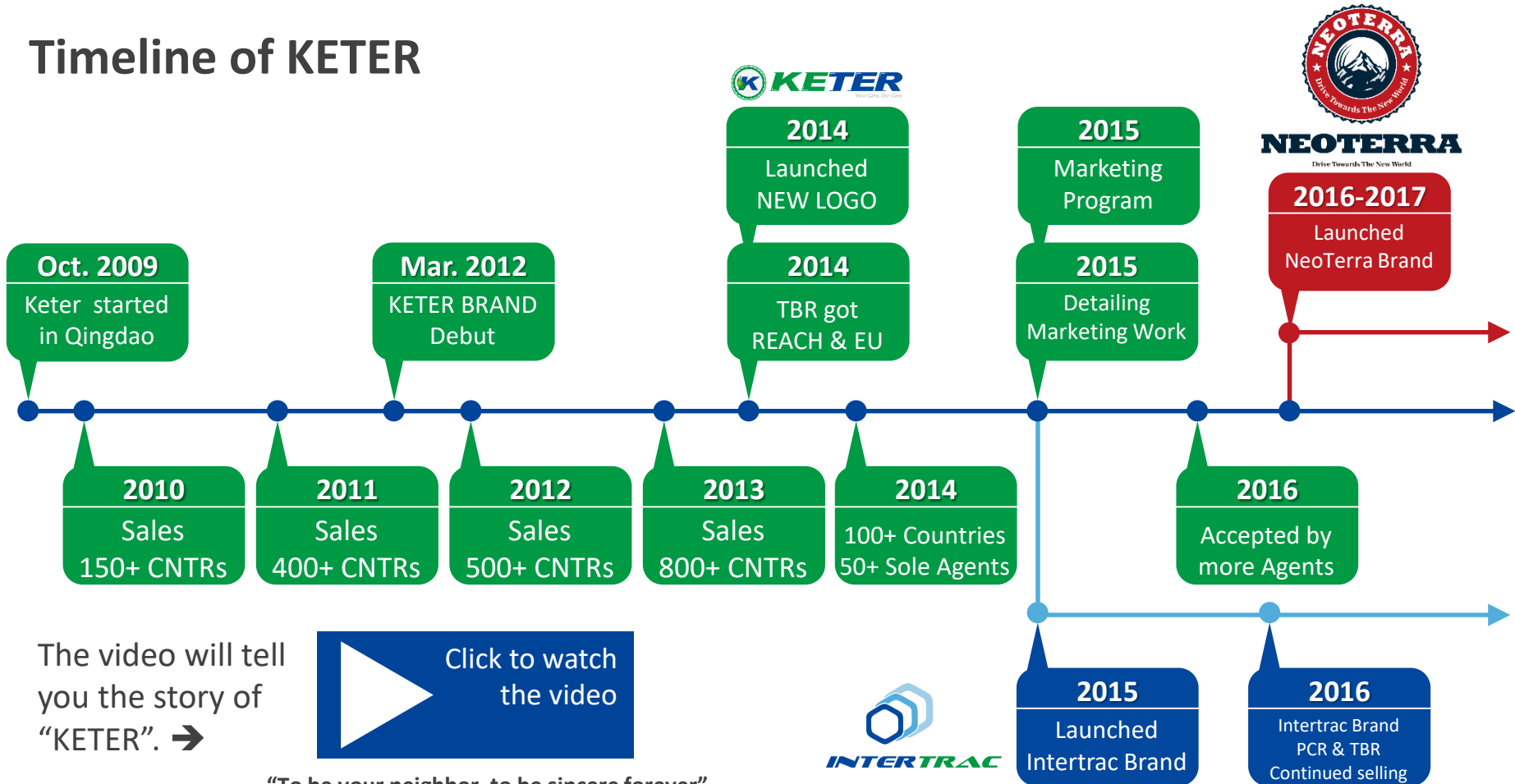
“ Rome

was not built in a day,

So is Keter. ”



Timeline of KETER



The video will tell you the story of "KETER". →



"To be your neighbor, to be sincere forever"
It is not only a slogan, but also our great gratitude to all the family and friends who ever helped Keter.



Milestone of KETER



2012
21 Million

2013
36 Million

2014
48 Million

2015
65 Million

2016
70 Million

2017
Will Hit a Higher
Number





KETER
Your Care, Our Care

Stable Running
Placid and Environmental

With a GREEN
and WARM HEART



NEOTERRA
Drive Towards The New World

A new land
Full of dream and wonder

A new surprise, just like
Columbus discovering the New
World.

An Exclusive
& Professional Production Line



INTERTRAC

'Actuation Derive From Technology'

A higher level brand with
leading technology

Next Generation

High Level Products

The Future



PCR
TBR
OTR
IND

HP
UHP
SUV
AT MT
C & LT
SNOW



Highway
Mix Road
Mining
ECO



Loader
ADT
RDT
Others



Port Use
Others



HP
UHP
SUV
AT MT
C & LT
SNOW

PCR
TBR
OTR

Highway
Mix Road
Mining
ECO

Loader
ADT
RDT
Others

3 Brands
8 Tyre Production Lines
1 Battery Production Line

Highlight of KETER in 2012

KETER Brand
Tyres Launched



KETER

Your Care, Our Care

Highlight of KETER in 2013



KETER In SPAIN

cooperate
with a top
distributor
with a 6%
market
share



Highlight of KETER in 2014



KETER
Kuan Guan, Guan Guan

About The Keter Family Party

In the year's anniversary celebration, we invited family members of Keter's employees to spend the unforgettable moment.

Thanks to all the family members, we can put more power and passion into our work!

Highlight of KETER in 2015

Strategic Readjustment for Better Products



PCR

- HP
- UHP
- SUV
- AT MT
- C & LT
- SNOW



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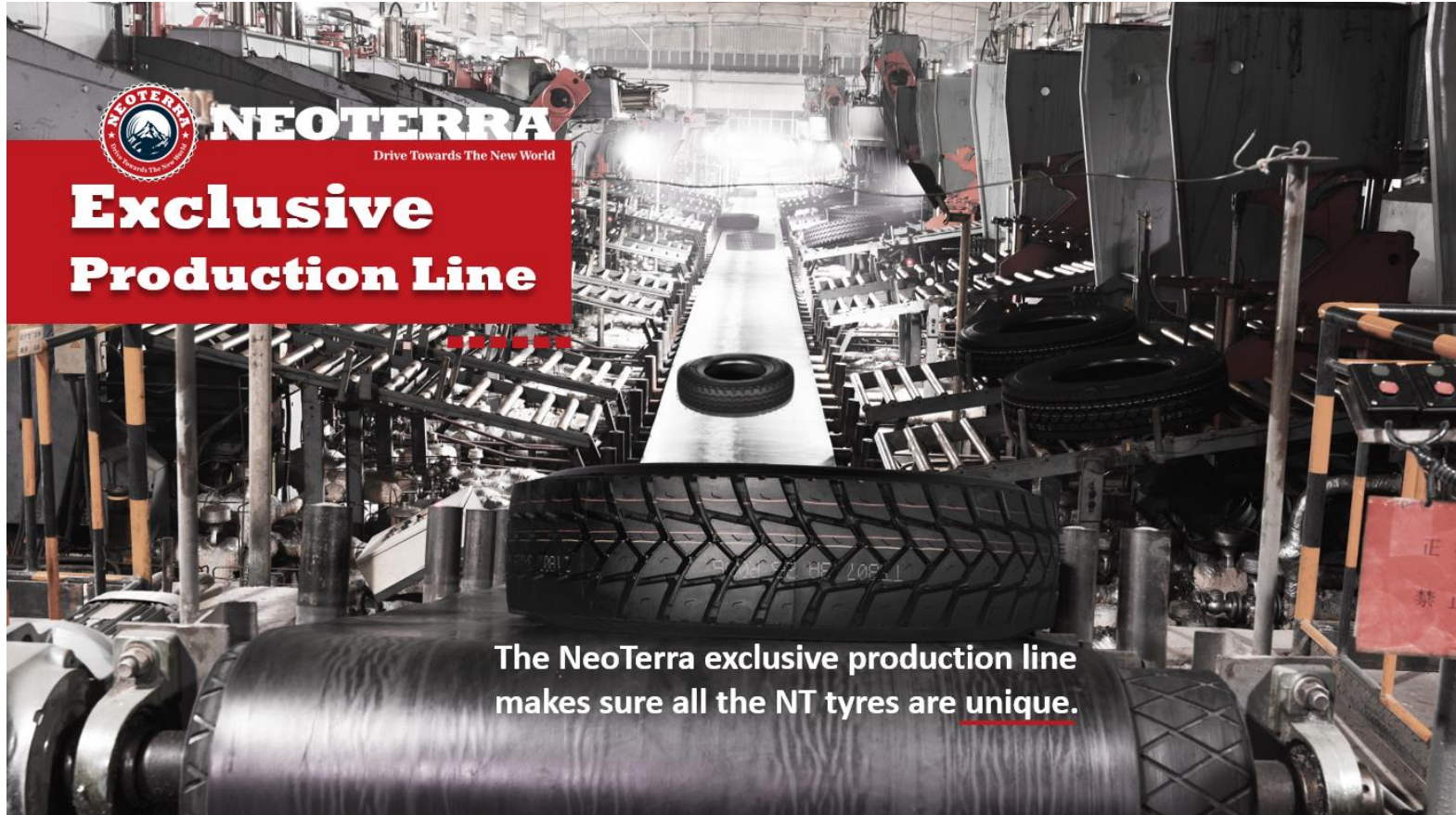
PCR

TBR

- Highway
- Mix Road
- Mining
- ECO



Highlight of KETER in 2016



NEOTERRA

Drive Towards The New World

**Exclusive
Production Line**

The NeoTerra exclusive production line makes sure all the NT tyres are unique.

JAPAN EB330
Rubber Mix Lines
KOBELCO

IHI from JAPAN
Rubber Calender Lines
IHI

TROESTER from GERMANY
Extrusion Lines for Tread and Sidewall
TROESTER
EXCELLENCE IN EXTRUSION

ONE-TIME EXTRUSION AGGREGATES
For Tread, Sidewall and Apex
TROESTER
EXCELLENCE IN EXTRUSION

GERMANY FISCHER
Cord Cutting Lines
FISCHER

VMI VAST
4 Drum Building Machine
VMI GROUP

TOYO
Two Stage Building Machine
TOYO
MACHINERY & METAL

Professional & Exclusive Production Line

VMI, TROESTER, KOBELCO brand manufacturing equipment for more stable performance in balance & quality.
It is the key factor to pass certificates of ECE, Reach, Smartway, GCC and SMITHERS, etc.

NEOTERRA
Drive Towards The New World



KETER Tyre Manufacturing Base

Every manufacturing process from Keter always withstand the test of market.

KETER
Your Care, Our Care



DOT
SMARTWAY
NOM

REACH
ECE
S-MARK



CCC
ISO 9000
BIS

INMETRO

GCC
SON

**We have got all the certificates for global markets,
with strict control in processing and testing.**



“Good service

was not built in a day.”

Professional Sales Service of Keter

Communication

STEP 1



Inquiry

STEP 2



Quotation

With Proper Marketing Supports

STEP 3



Order Confirmation

STEP 4



Deposit

STEP 5



Shipping

Production and delivery

STEP 6



Standard Packing and Transit Service of Keter



Keter 香港國際特種有限公司
Cinglan Keter International Co., Limited

For Keter Customers:

Dear Sir or Madam,

Please find below the details of your consignment and the bill of lading for your reference.

CONSIGNEE: [REDACTED]

INCOTERMS: FOB

SIZE	LEGA	EXTRINS	QUANTITY/PCS
12.00R20	20000	1.0000	20000
12.00R20	20000	1.0000	20000
12.00R20	20000	1.0000	20000

TOTAL QUANTITY: 60000

Best Regards,
Keter S.A.S.

Cheng Yin
Keter S.A.S.
June 26, 2014

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Tracking Letter



6-Quick-Step-Closing-Claim Service of Keter



Step 1

Self judgment from customer side.



Step 2

Customer submits documents for claim, including Claim Form and pictures.



Step 3

KETER engineers verify and analyze tire problems and present proposal for claim.



Step 4

Both parties confirm claim judgment.



Step 5

Finance & Accounting Process



Step 6

KETER compensates according to the judgment and warranty file.

Customized Product Service of Keter



Requirements

Puncture Resistance Compound

From WISH WAY RESOURCES LIMITED

Analysis

Location: The Philippines@Asia, Tropics

Application: Mining

Size: 315/80R22.5

Finished

Apr. 2013 (Within 3 months)



***“Good marketing supports
was not built in a day, too.”***



Cre



Suppo



Communica

Creativity in Tyre Shows



Booth of 36-60 sq.m



Meet Keter on site



E-mail Signature for all Tyre Shows



Booth of 18-30 sq.m

No.	Exhibition	Date	Location
		Mon.	
1	Tyrexpo Asia	3	Singapore
2	Automechanika Dubai	5	UAE
3	Autopromotec	5	Italy
4	Latin American & Caribbean Tyre Expo	6	Panama
5	Citexpo	8	China
6	SEMA	11	USA

Creativity in Posters



Updating in 2017

Supporting on Gift Packs



Keter Gift Packs

Attractive store decoration with Keter exquisite design.

The gift packs will come to you with the tires in container .

One world, one KETER.



GIFT PACKS 2016

Actuation Derive from Technology

Intertrac Gift Packs

Attractive store decoration with Intertrac exquisite design.

The gift packs will come to you with the tires in container .

Actuation Derive from Technology.



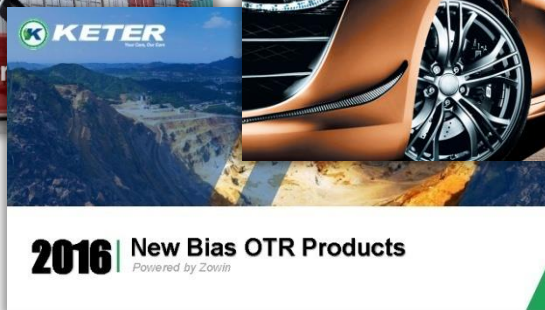
Contact us for more details of Gift Packs

Supporting on Promotion Programs



Continuous Updating

Communication on Products



You can find all the Products Introduction PPT from Keter

Supporting on Customized Marketing Files



INTERTRAC
Walk Design For Shoulder.
Rainy Rider' Design.
3d Step' Design.

YC ICEHOLDER			
SIZE	MAX LOAD	MAX SPEED	MAX PRESSURE
215/65R16	1000	180KM/H	230KPa
215/65R17	1100	200KM/H	250KPa
215/65R18	1200	220KM/H	270KPa
215/65R19	1300	240KM/H	290KPa
215/65R20	1400	260KM/H	310KPa
215/65R21	1500	280KM/H	330KPa



INTERTRAC

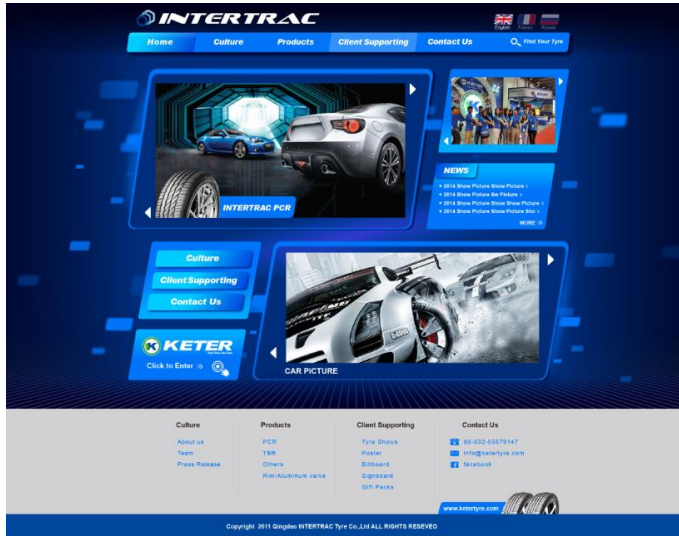
SEGURIDAD. ADHERENCIA.
NANO-TECNOLOGÍA

Se ha desarrollado un compuesto de alta calidad y la última tecnología para la Nano Tecnología.
Máxima adherencia en todas las condiciones.
Máxima vida útil en carretera. Excelente en la reducción de ruidos.



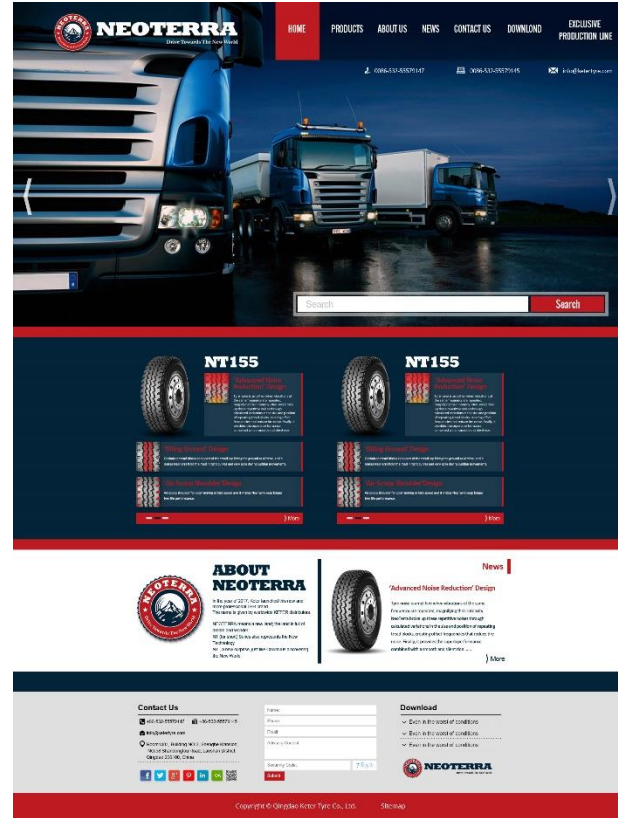
Contact Us
For Public Files of Keter
All OPEN to You

Communication online

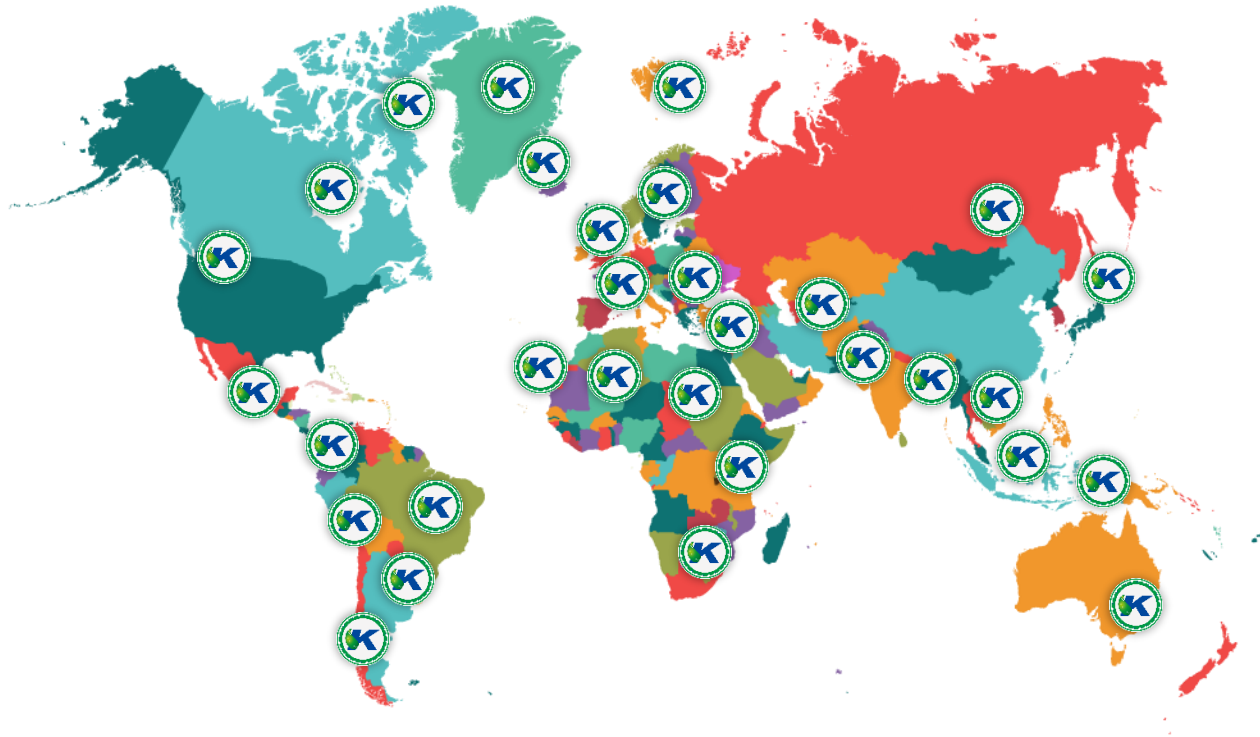


The New INTERTRAC Website is online now

Well-established INTERNET service help you **more of keter**



New Neoterra Website is **ongoing** !



Keter tyres are well-received in
more than **100** countries
all over the world





KETER In EUROPE

Started @ 2015

*In 2005, Michelin
took over 40%
share of Allopneus.*

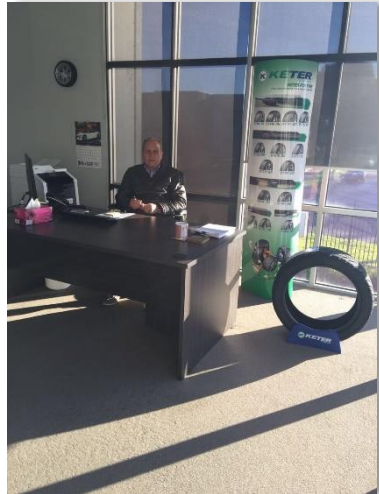
*In 2015, Allopneus
started
cooperation with
Keter brand.*



KETER In AUSTRALIA

Started @ 2016

Compared many other brands, finally they chose KETER brand and try to promote KETER brand car tyres in Melbourne city, Victoria state.





Keter In KENYA @ KANLI

As a big distributor for auto spare parts and tyres in Kenya, they put lots of efforts to do excellent marketing for KETER brand.





KETER IN WEST- AFRICA @ MALI

*They designed
their own
advertising
items for KETER
TBR. The KETER
Gift Pack
promotional
items wins
many
approvals from
his customers!*



Keter In Dubai

215/60R16 @
2nd Large
TAXI Company

*"Runs over
100,000 km,
some even hit a
record over
150,000 km."*

**—ELITE
ENGINE AUTO**





INTERTRAC

INTERTRAC IN ITALY

Started @ 2015

*With increasing
sale of
INTERTRAC PCR,
Rus starts new
range-
INTERTRAC TBR
cooperation
with Keter
company in
2016.*





INTERTRAC

INTERTRAC In ALGERIA

*Intertrac brand
315/80R22.5
TCHD3 is still in
good condition
after running
120,000km, and
the driver will
continue to use
it for more than
80,000km !*

—Arezki



Don't Be Shy, Little Angel, Happy to See You Again

After Two Years, They Made Keter Feel Like One of the Big Family

Partner said, let there be decorated, and there was decorated

Keter in Istanbul, The Start to Success.

SAME PHILOSOPHY OF BUSINESS, WE GOT ON TOGETHER LIKE OLD FRIENDS



Partnership with the Printing Industry

After two years, they made Keter feel like one of the big family. They started to see a real prospect only for Kater in Istanbul. Central Asia and most also to be used in shops for Kater and Istanbul. Kater for distribution and retail business with an extra option for long-term (long-term) brand advertisement.

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Feedback from Sudan

Feedback from United Kingdom



Feedback from Sudan

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Feedback from United Kingdom

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ACTIVE PARTNER WITH KETER

Great News! Keter is endorsed by Russia Partner



ACTIVE PARTNER WITH KETER

After two years, they made Keter feel like one of the big family. They started to see a real prospect only for Kater in Russia. Central Asia and most also to be used in shops for Kater and Russia. Kater for distribution and retail business with an extra option for long-term (long-term) brand advertisement.

Great News! Keter is endorsed by Russia Partner

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KETER ALL AROUND THE WORLD

NEW SERIES NEW BRAND



KETER ALL AROUND THE WORLD

After two years, they made Keter feel like one of the big family. They started to see a real prospect only for Kater in all around the world. Central Asia and most also to be used in shops for Kater and all around the world. Kater for distribution and retail business with an extra option for long-term (long-term) brand advertisement.

NEW SERIES NEW BRAND

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Keter All Around The World

Europe
Asia
Africa
America
Oceania





KETER
Your Care, Our Care

“Good team

was not built in a day.”

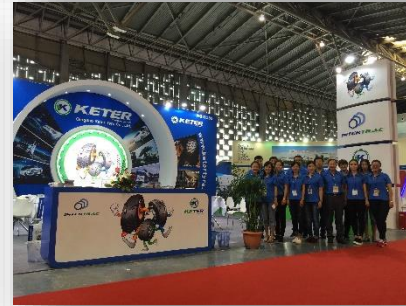


We'd love to be with You



AFRICA
ALGERIA
DUBAI
GERMANY

We'd love to be with You



**SEMA SHOW
PANAMA EXPO
CITEXPO**

We'd love to be with our Big Family



We'd love to be with our Big Family





Stay Together, Win Together

Thanks