



2015 9 MONTH RESULTS ANALYST PRESENTATION

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2015 Q3 Operating Highlights

Financial Review

Questions & Answers



- Logo had an all-time high top and bottom line growth in the third quarter.
- Q3 revenue growth was 66% , and operating profitability increased by 209%
- 9 month revenue growth was 29%, and operating profitability increased by 54%
- Logo continues to help customers go digital proven by its leading market position in the growing e-state business
- Continued investments in R&D to stay ahead of trends and develop new solutions to meet the challenges faced by our clients **remains our focus and source of growth**
- Product range expansion through organic growth and value oriented acquisitions continue: new offerings to our portfolio of software and services including Tiger HR, GO3, LogoCRM, e-archive

- Acquired CRM company Intermat in January, warehouse & logistics software company Sempa in June, and document and process management software company Vardar in September 2015- **further growing our product range**
- Our continued focus on **operating excellence** across all of our business lines and **quick integration** of new acquisitions has been instrumental in profitability growth
- Continued investments in HR to sustain and nurture an innovative and agile organization: our organization of 480 people in September 2014 has grown to 501 as of September 2015
- Due to volatility in the markets during the last several quarters we announced a Share Buyback Program in support of our share's performance.

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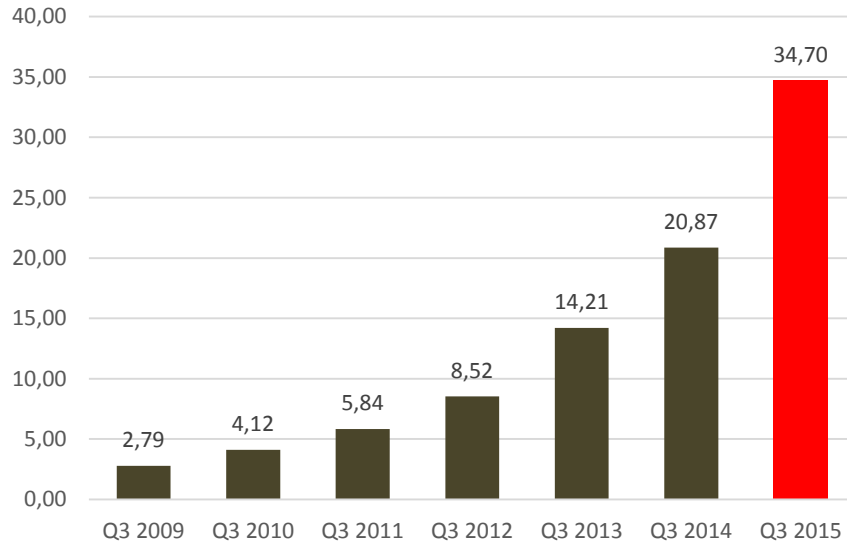
Questions & Answers



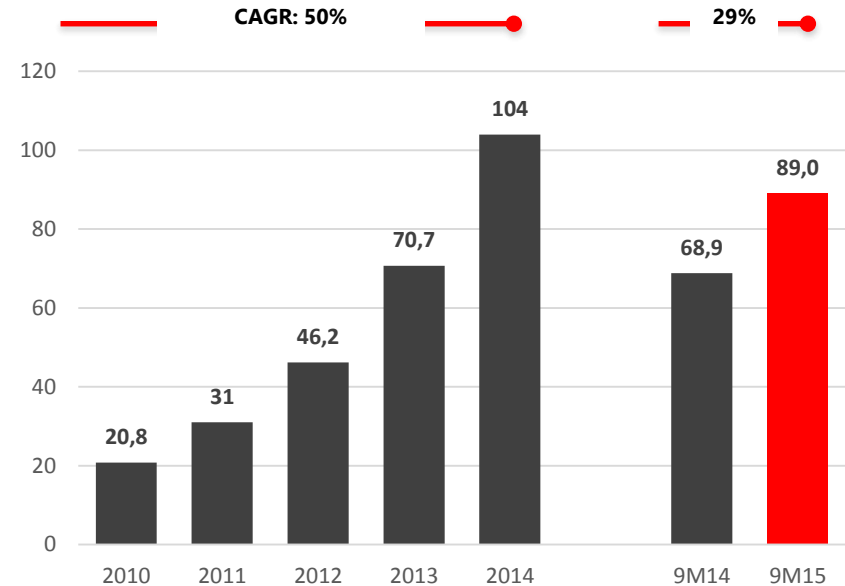
IFRS (m TL)	9M			LFL			Guidance		
	9M 14	9M 15	Δ	9M 14	9M 15	Δ	YE14	YE15	Δ
Revenue	68,9	89,0	29%	70,0	89,0	27%	104,0	120,0	15%
EBITDA	30,9	47,6	54%	31,0	47,6	54%	39,6	47,5	20%
EBITDA Margin	45%	54%		44%	54%		38%	40%	
Net Income	21,6	39,6	83%	21,7	39,6	82%	27,7	35,0	26%
Net Income Margin	31%	45%		31%	45%		27%	29%	

- Sales revenue up by 29%, and profitability growth remains strong
- 9 month performance has outperformed the budget
- Higher level of sales and marketing costs are planned in the fourth quarter
- While its likely that the guidance figures may be exceeded, we have not revised our guidance since there is a level of uncertainty remaining for the remaining part of the year where historically we have the highest level of our sales

Third Quarter Sales(m TL)

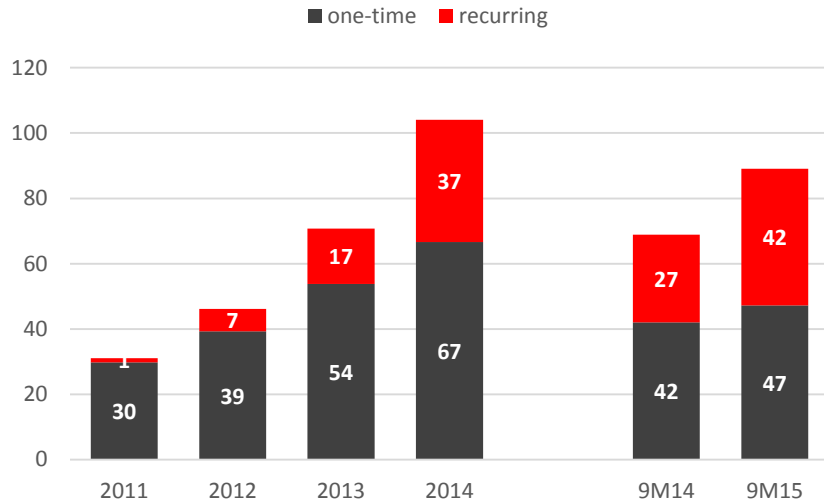


Sales Performance (m TL)

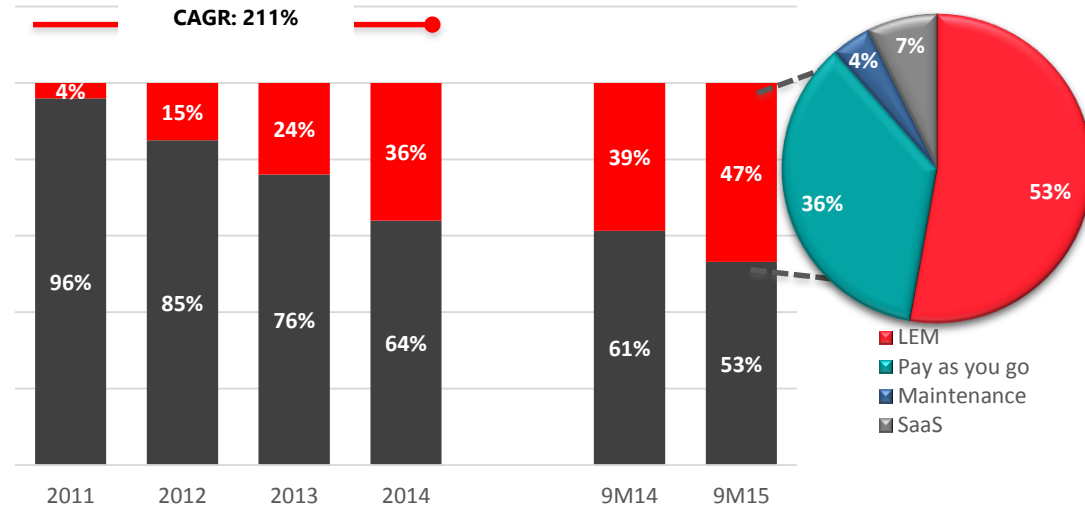


- Best all-time **third quarter** performance marked by **66% sales growth**:
 - share of e-state sales increased from 17% to 37%
 - LEM growth of 69%
 - license sales gained momentum in the third quarter achieving an overall growth of 18%
- **9 month sales growth of 29%** led by:
 - new customer acquisitions – 13% of sales from **new customers**
 - e-state sales growth of 66%, share of e-state sales increased from 19% to 25%
 - LEM growth of 47%
 - SaaS growth of 23% (4 year **CAGR 25%**)

Recurring Sales (m TL)

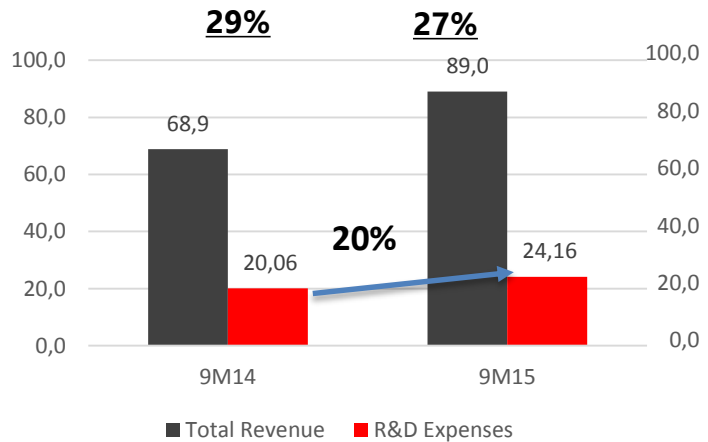


Recurring Sales (%)

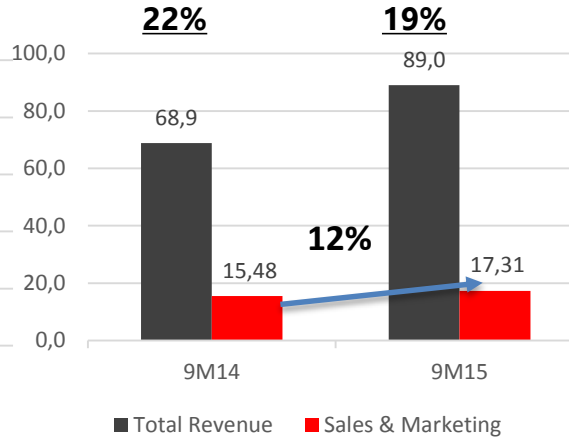


- Exceptional recurring revenue growth with focused strategy and timely product offering
- Recurring revenue share up from 39% in September 2014 to 47% in September 2015 with growing share of LEM, e-invoice services revenue and solid SaaS growth
- Logo now enjoys a 30% market share in the e-invoice servicing business. There has been migration from the GIB portal and other e-invoice service providers. New customer potential pool is 30.000+ companies.

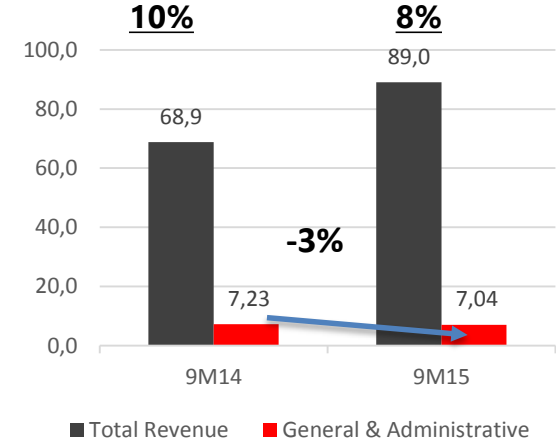
R&D (000 TL) Share in Revenue (%)



S&M (000 TL) Share in Revenue (%)

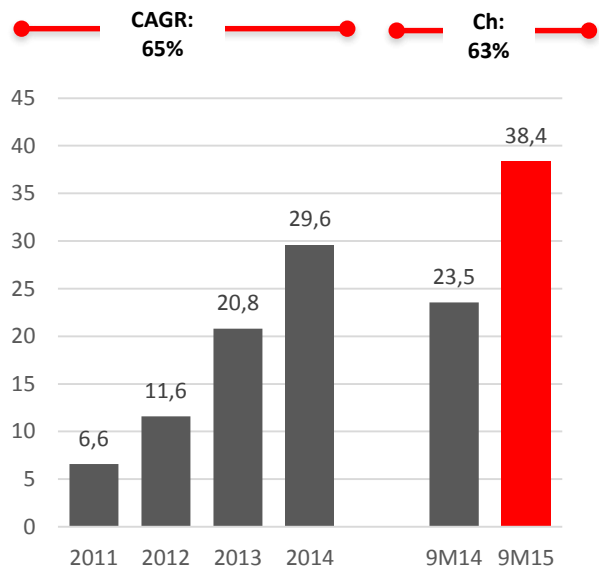


G&A (000 TL) Share in Revenue (%)

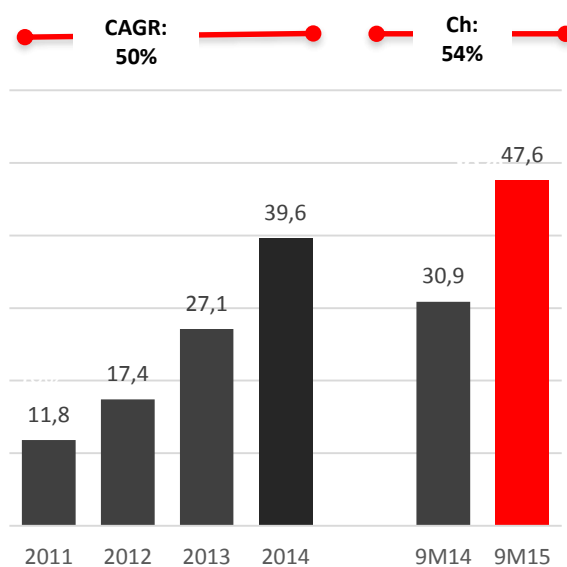


- Following five consecutive years of 50% sales growth **investing in our technology, channel and our personnel** is critical for sustained growth.
- Overall operating expenses increased by 13%
- R&D expenditures increased by 20% and made up 27% of sales.
- Total R&D spending is 31% of sales
- Sales and R&D personnel #'s increased in line with **meeting higher customer satisfaction goals**
- G&A expenses declined as a result of previous years' restructuring efforts and other cost saving measures

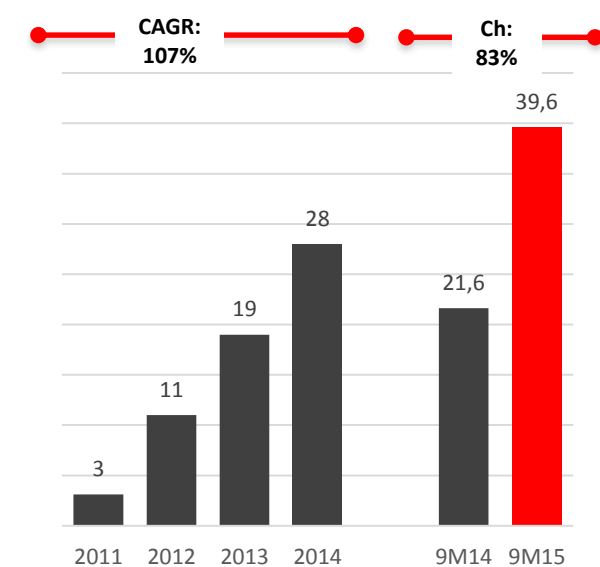
EBIT (m TL)



EBITDA (m TL)



Net Income (m TL)



EBIT: Gross Profit + S&M + G&A + R&D

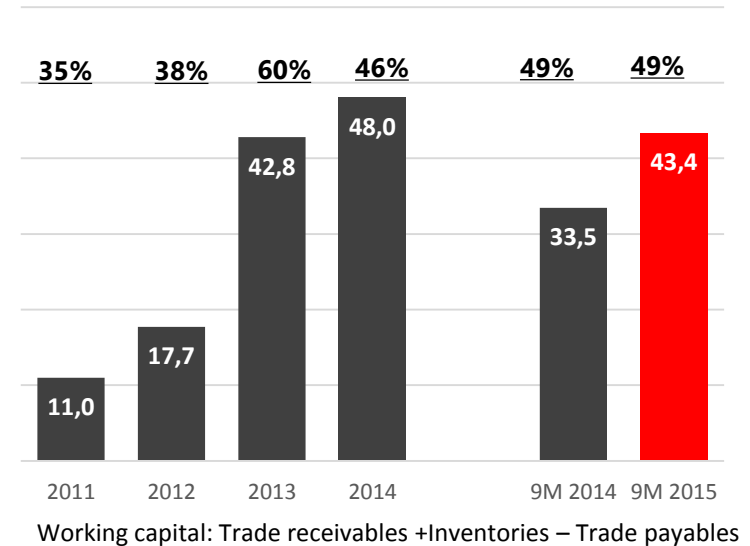
EBITDA: Gross Profit + S&M + G&A + R&D + Amortization

- Profitability at operating and net income level surged as a result of Logo's successful top line growth and our strategy for improved efficiency
- Sales per employee up by 24%, EBITDA per employee up by 48%
- EBIT margin up from 34% in 9M2014 to 43% in 9M2015
- EBITDA margin up from 45% in 9M2014 to 54% in 9M2015
- Net income margin up from 31% in 9M2014 to 45% in 9M2015

Balance Sheet Highlights (m TL)

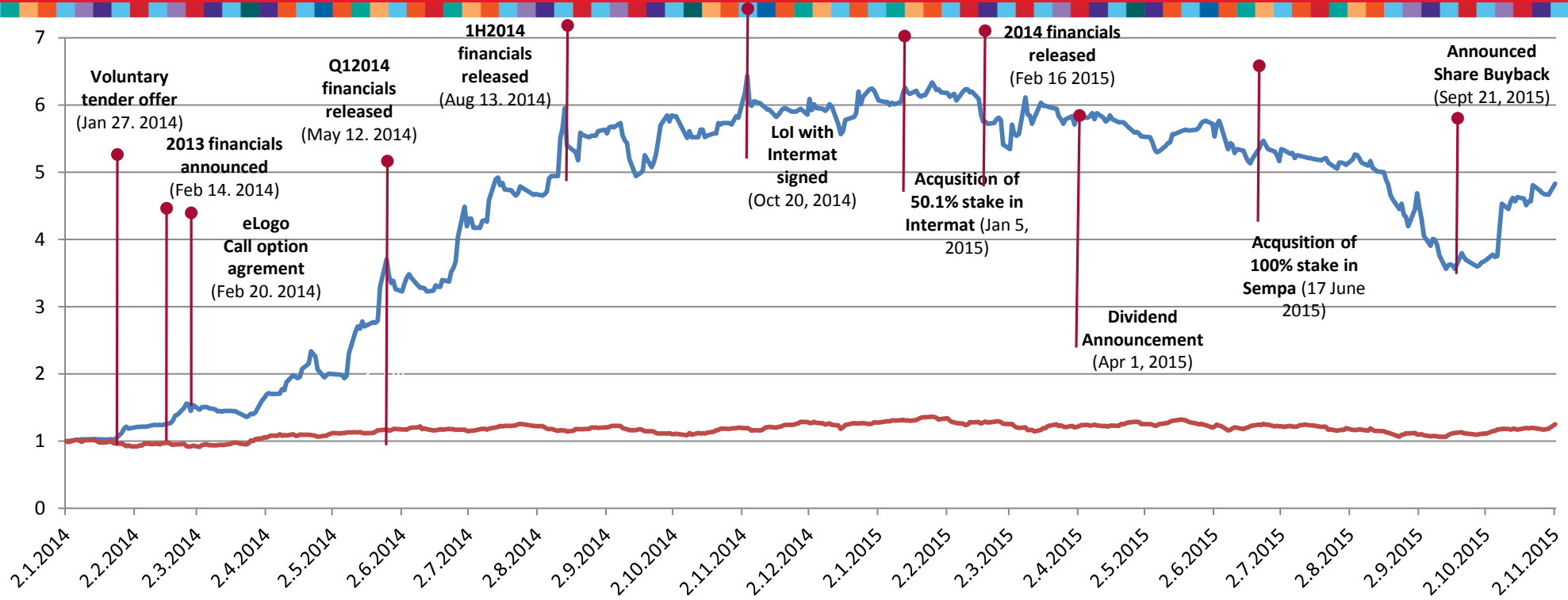
	2014	9M 2015	Δ
Cash & Cash Eq.	48,7	33,7	-31%
Trade Receivables	53,7	46,6	-13%
Tangible Assets	15,1	15,3	1%
Intangible Assets	43,6	57,0	31%
Other Assets	5,1	3,0	-41%
Total Assets	166,1	155,6	-6%
Total Liabilities	78,6	46,1	-41%
Total Shareholders' Equity	87,6	109,5	25%
Total Liabilities and Equity	166,1	155,6	-6%
Shareholders Equity Ratio	0,53	0,70	33%
Current Ratio	1,79	2,25	25%
EPS (per 1000 shares)	1,10	1,59	44%

Working Capital (m TL) (Share in Revenue %)



- Strong profitability further strengthened the balance sheet
- Strong cash generation from operations continues growing at 9%
- High quality receivables, 31% credit card receivables and shorter days (**-20 days**) outstanding
- Long-term loan pre-paid due to sufficient cash reserves
- Improved liquidity, current ratio up by 25%
- EPS up by 44%

Share Performance



LOGO

BIST-100

	Average Price	Price ▲	Average Price	Price ▲
L1M	20,09	1,4%	79.262	0,6%
L3M	19,66	0,0%	76.266	0,1%
L6M	21,90	-0,1%	79.304	0,0%
L1Y	24,28	0,0%	81.643	0,0%

Market Capitalization (TRALOGOW91U2)	m TL
Share Price @ Nov 2, 2015	21.7
Shares Outstanding	25M
MCAP @ Price @ Nov 2, 2015	542,5M

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Thank you for joining us today

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