

KETER

2017 — Yearbook

*Start a New Course,
With Our Positive Mindset*



2017

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Keter Tire USA



Keter Tire USA is quickly becoming a leader in the Commercial and Passenger Tire Market in the United States. With the Parent company QINGDAO KETER TYRE CO., LTD which is located in Qingdao, Shandong, China already established its sales network in over 110 countries, Keter Tire USA has mirrored their sales and marketing strategy in North America. Both container sales and wholesale sales in South California are well operated for local deliveries and emergency fill orders.

Neoterra is our latest and most exciting TBR addition. Made from 100% Natural Rubber and with a footprint at least a half inch wider than most truck tires, Neoterra provides that extra confidence and security that commercial drivers desire. The most popular product Closed Shoulder Drive is 29/32 deep and comes with a 100,000 mile guarantee.

We take pride in our customer relationships. We maintain the highest level of honesty and transparency and feel that integrity is the most important ingredient for any business relationship.

Keter Tire USA is ready to meet the demands of the Commercial Tire Dealers and Distributors nationally.



NEOTERRA

Drive Towards The New World



01-02
4E

03-04

A Tour of Romance

- > The 1st stop—Aix Provence
No.1 internet sale—Allo Pneus
- > The 2nd stop—Paris
The biggest retailer
- > The 3rd stop—Italy
The family tyre company- Mada service



05-06

The Trip to Man-made Miracle-Dubai

- > Dubai Automechanika May 7-9

SHOW
2017

07-08

KETER Tyre Show

- > Singapore
Tyrexpo Asia 2017 Mar 21-23
- > Italy
Autopromotec May 24-28, 2017
- > Panama
Latin American & Caribbean June 14-16
- > India July 11-13
- > Shanghai
Tire Expo 2017 Aug 21-23, 2017
- > Las Vegas-SEMA
- > Ukraine



FEEDBACK
TBR



09-13

- > Professional technicians & Independently developed products
- > Feedback of NEOTERRA Truck & Bus Tyres
- > Product Development Real Case

ONLINE



14

- > NEOTERRA TBR New Website is Coming!
- > KETER Tyre Website Update

FEEDBACK
PCR



15-16

CUSTOMER
VISITING

17-18

- > Jordan Customer Visitation
- > Algeria Customer Visitation
- > India Customer Visitation
- > Pakistan Customer Visitation
- > Kosovo Customer Visitation

KETER
TEAM

19-24

- > Colorful Team Activities
- > Say Hello to Tomorrow
- > Star Employee
- > Start a New Course With Our Positive Mindset



Ensure Customer Long-term Benefits



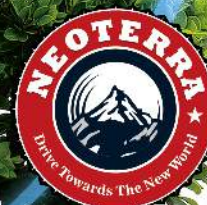
Ensure Integrity to Suppliers

Ensure Family Well-being

IN AUGUST 2018
Stay Tuned For:
The second season of
KETER's family party



Ensure Staff Self-fulfillment



1 THE 1st STOP Aix Provence—No.1 internet sale —Allo Pneus

ALLOPNEUS, created in 2004, now has 9% market share of France. It provided a new shopping style of tyre change. Allo has 6000 partner stations & more than 100 mobile fitting vans. Till 2016, allopneus website has 3,500,000 registered customers. The efficient working mode makes allo a rising star in E-commerce. Keter has built a stable partnership with Allo from 2015, with expanding ranges from PCR-SUV, UHP, Commercial tyres to winter tyre, and the new trip leads to a new cooperation in TBR range-Neoterra. In September, allo representative pay a visit back to keter office in Qingdao. It's not only a business partner but a family partner for Keter & Allo.



KETER annual tour to Europe in 2017 is along with the aroma of lavender & capricious weather of Paris & Italian classic espresso. In May, keter team visited 3 typical partners in France & Italy.

A Tour of Romance



Paris—The biggest retailer

2 THE 2nd STOP

INTERTRAC in Paris has the biggest tyre shop in Paris, with daily sale more than 1000 pcs. The busy shop is in a spectacular architecture, like a sailing warship. The people there are very busy but quite friendly. Laughing and chatting fill the building. There's a temporary warehouse on the second floor, which makes tyre change very fast. Occasionally you can see tyres fly from above. When we got there, there's a customer waiting for his Benz which was fitted INTERTRAC tyres. He said the tyres were very beautiful & excellent. In 2017, INTERTRAC in Paris expanded its B2B sale, which become more energetic in tyre sales. Intertrac is the strategic brand, the sales keep increasing and the brand is on its way to success.



Italy—The family tyre company —Mada service

3 THE 3rd STOP

Mada is the traditional Italy Family company, its business story started from beautiful cottage located in Ancona. As one of the most professional tyre advertising companies, Mada enjoys stable relationship with tyre distributors in Italy. Mada once visited Keter family in February and highly recognized our Intertrac and Neoterra tyres. It is so wonderful to meet each other again in Italy. On the first night of Italy stop, Mada and Keter family enjoyed a very successful meeting, mainly discussed advertising ways and promoting plans of our brands to Italy market. After meeting, Mada invited us to have a nice dinner in a famous Italian restaurant with almost 40 years. During the Bologna tyre show in the next days, we further had very successful meetings with several tyre distributors and wholesalers at our booth. The customers all speak very highly of excellent profile of Intertrac and Neoterra tyres. Sirio Group, one of the biggest tyre ditributors shows great interest on Intertrac tyre and we proceed good contact after autopromotec. The 3rd stop in Italy is the moments for old friends, also the promising start for long-term relationship for Mada and Keter.





The Trip to Man-made Dubai

Dubai emerged as a global city, a business hub in the Middle East and also one of the world's fastest growing economies. The city of gold welcomed us with its year-round high temperature. Our partner-Bin Brook Motors & Equipment LLC is the exclusive distributor of Scania in UAE. This trip is more a technical communication in truck tyres especially in the hot desert climate.

KETER engineer Mr. Will had the meeting with Bin Brook manager. With a tour in Bin Brook's Scania exhibition hall, we had a better understanding in the truck tyres environment of Dubai. Mr. Will also gave suggestions and reached new project plan for this area.

The Arabic food is very impressive, which a great feast for all of us. At dusk, We visited the largest mosque in the country--Sheikh Zayed Mosque; it is the key place of worship for Friday gathering and Eid prayers. It is the historical and modern values of architecture and art.



Miracle-



The burning Dubai in May did fire tyre industry. A new price war started, while Neoterra new quality level has fought its way upstream against the current. People chase for price, Neoterra chase for quality.



Dubai May 7-9 Automechanika



SINGAPORE

TYREXPO ASIA 2017 MAR 21-23

As one of the original Four Asian Tigers, Singapore enjoys highly developed market economy, which is known as one of the freest, most innovative, most competitive, most

dynamic and most business-friendly in the world. The first exposition of Singapore in March has brought a new start to keter. The new brand - Neoterra truck tyre range finally faced market. At the show, keter team presented the new pattern NT899S, the exclusive Neoterra TBR range attracted great attention.

ITALY

Autopromotec May 24-28, 2017



It's been the 3rd time keter team attended the autopromotec show, with new products and new ranges, Keter team met many old friends and new customers from European countries. The historical city-Bologna has always been the lucky place for Keter team, where witnessed keter show better and better.



INDIA

JULY 11-13



PANAMA

Latin American & Caribbean June 14-16

As busy as ever, Latin American & Caribbean tyre exhibition is the annual get-together for Latin customers and Keter family.



SHANGHAI

TIRE EXPO 2017 Aug 21-23, 2017



The biggest tyre show in China-TYRE EXPO, has become more and more professional and international year by year. In 2017, keter team met more than 300 customers from all over the world and has started new nice business in many countries.

Keter tires are popular in the Panama market

June 2017 keter team came to the beautiful Panama, walking in the streets of Panama, in just half an hour of the trip, we were pleasantly surprised to find three cars using keter tires, of course, in this half an hour may There are more cars using keter tires traveling from our side. This represents a reliable performance and excellent market position for keter tires.

This year, keter team to visit the four continents of the world's customers, keter has been using action to interpret we are a trusted business.



The last, but not the least one, SEMA show, brings keter new chances in US markets. In 2017, Keter launched its Los Angeles branch to provide better service to US customers. It is a new milestone of keter service and overseas development.



LAS VEGAS SEMA SHOW



UKRAINE

Альфатех is KETER golden distributor in Ukraine, since the beginning of 2016. Альфатех has become the sole agent for KETER TBR and ECOLAND OTR in Ukraine market. In 25th Oct. 2017 KETER and Альфатех hand in hand took part in the international fair TIR in Kiev. KETER TBR attracted lots of local customers and showed wonderful performance in the fair.

Thanks to Альфатех's great efforts, KETER TBR and ECOLAND OTR now enjoy high reputation in the local market and the monthly sales keep soaring.

We anticipate a bright future for KETER TBR and ECOLAND OTR in Ukraine!



NEOTERRA

Professional Technicians
Independently Developed
Products

445/50R22.5 A **WHOLE NEW** UNPARALLELED
PATTERN FROM NEOTERRA

Will Wang has worked on the All-Steel Radial tyre industries for 16 years. He was successively responsible for structure design in Triangle and Zhongce company. Engineer Wang has rich experiences in tyre product research and quality improvement.

Will Wang



NT355



NT769S



NT899S



NT989



NT386T





EUROPE



AMERICA



NEOTERRA

FEEDBACK



MIDDLE EAST / AFRICA



ASIA / OCEANIA

PRODUCT DEVELOPMENT REAL CASE

S Tire, a new partner of Keter, is a tire wholesaler in Canada for many years. He was surprised at Neoterra's quality after he tested the samples. He said "There is a very big stigma in North America about running steer tires made in China. The only way to clear that stigma is to have real reviews of the tires Neoterra manufactures. I believe that these are the best commercial brand tire coming out of China and I stand by them 100%." Then he invested the molds of NT889 11R24.5 and the new pattern did bring him big market sharing. Next we will together develop new mould of 445/65R22.5 to grab more market share of top brands.

NEOTERRA TBR New Website is COMING!



The year of 2017 has witnessed the rapid growth of our premium truck tyre brand NEOTERRA and also the birth of its new website.

From this website, you can not only browse the full series of NEOTERRA by clicking the TBR section but also go deep into the factory with vivid pictures of each production procedure shown clearly.

The NEWS section will keep you informed of the latest news of leading international tyre shows, customer feedbacks and, most importantly, tyre industry movements and new policy.

Business is people. You can go to ABOUT US and see the young faces of hard-working keter people. Sincerity is the foundation to build our team in the very beginning.

If you want to keep a catalogue for further review, please ask your keter sales to get the password in the DOWNLOAD section. The KETER CARES will definitely be a bonus to help you do business.

Welcome to visit (<http://www.neoterratyre.com>).

KETER team is right here waiting for your valuable suggestions!



Hi my dear friend, Good Day!

Here we would like to share a piece of good news for KETER NEW WEBSITE and you can find the below highlights there:

01

In the new web, you can know KETER all brands and production lines much easier and clearer. It links to the NEOTERRA and INTERTRAC BRAND WEBSITE.

02 SERVICE

In terms of service, we add service process display like the order placing guide.

03 NEWS

Easy to find keter news of tyre show, team building and marketing information.

04

Here we also share tyre industry news & tendency with you.

Welcome to visit (<http://www.ketertyre.com>).

KETER TYRE WEBSITE UPDATE

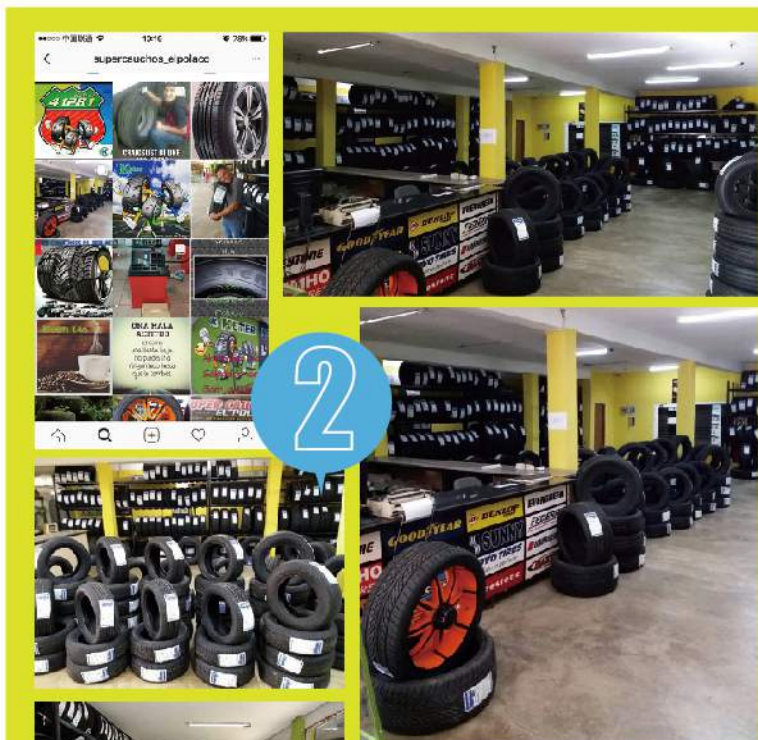
We will be always at your disposal!



FEEDBACK



Intertrac Customer Feedback 1



2

Mr. Yonard is our stable and faithful partner for KETER brand. The cooperation started from 2016 and it's pleasant. Mr. Yonard put a lot of energy on KETER's promotion and expansion, such as the Wall - advertising, the KETER Store etc. Now Mr. Yonard owns 4 tyre stores and he plans to open more stores for KETER brand. We believe that KETER brand will be well known with Yonard's effort.

Venezuelan Client



Cambodia

3

INTERTRAC



Algeria

4

PCR

6



8 The People's Republic of Bangladesh



5

Sotheary team is KETER family new member in Cambodia.

It's a very young team with full energy. After started INTERTRAC brand PCR from January this year, they get very good sales and marketing on the markets, they make special T-shirts by themselves as promotional items for dealers. Thanks to their efforts, excellent feedbacks are received from the end users continuously, and regular orders are flying to INTERTRAC brand each month.

Cambodia



7





Jordan Customer Visitation



Old friend Mr. Y visited us again during end of Sep. This visitation not only for business but also for friendship. True friends together always be happy time. Because of the tight schedule, we only travelled to Qingdao Olympic Sailing Base. Luckily, we met the best weather during the whole month of Sep., which may indicate we will have much better and more successful cooperation in the new year of 2018. Y company really a new star of KETER in Middle East. Here we wish you all the best and brighter future in 2018.



STC is our Algerian agents for KETER PCR. We started from 2016 and since then, we have being very supportive to each other.

We visited STC office in Algeria before and STC visited us also from time to time. Every meeting, we shared our thoughts for current market info, and agreed on common future brand building plans for KETER PCR. STC attended our KETER 2018 NEW YEAR PARTY also. We are not just partners, but friends and family!

The year 2017 sees the ups&downs of the market, but we have big plan for 2018! We believe together, we will have a promising future for KETER PCR in Algeria!

WE WILL SEE KETER TYRES RUN ALL OVER ALGERIA!!!



Algeria Customer Visitation



India
Independence Day

KETER PCR

Mr. Hashim is one of the largest tyre dealers in South part of India.

In the past years, he used to focus on famous brand tyres from China. He got to know KETER brand in 2016 Shanghai CIT Expo. Mr.

Hashim deeply understood KETER Company's business philosophy, and became the member of KETER family since then. With his help, KETER's quality and service became one of the sparkling card of Made-In-China product.



TWI company is a professional tyre distributor in Pakistan, which has more than 30 years' experience in tyre business. It is a big distributor of Chinese top quality truck tyres in Pakistan and Afghanistan market.

Recently they have great interest in our NEOTERRA brand tyres with 180-220% overloading capacity. TWI failed in 3 good Chinese brands before, so did not have confidence again in Chinese brands. But after checking the Neoterra's strong body structure and the deep discussion with our engineer Mr. will, who has more than 20 years tyre experience. He finally confirmed the 1st order.

After his visitation, both TWI and KETER made the long term cooperation strategy for our top and premium brand-NEOTERRA.



Pakistan Customer Visitation



Kosovo

Customer Visitation

M9 is our new partner in 2017. Mr. Armend has contacted Keter for about one year and he come to China on Sep with his partner in another tyre company.

In Keter's office, we have a deeper learning about each other and both of us are very interested in a long-term cooperation. M9 has a large warehouse in Kosova and aim to develop his own brands well in the whole country and also markets like UK, Albania, Germany, etc. After visiting several suppliers in Qingdao, Mr. Armend and Mr. Arben choosed two brands from Keter-Keter and Intertrac brand, and come back to office to sign the PI. We appreciate very much the trust and support to Keter and wish a good future.

Welcome to join Keter family!



The 8th Aug is Keter's anniversary, which the whole Keter team celebrates every year. As a milestone of Keter's growth, it's a very special time for us to see Keter's steps and enjoy the time with our partners.

ANNIVERSARY CELEBRATION



In the party, we talked about our plan, dreams, and happy moments that we passed together. The relaxing night with the whole Keter team makes us more like a family but not only working partners. Smile is the way we appreciate our meeting and it's recorded by the photo!

"To be your neighbor, to be sincere forever." is always our slogan. We hope a better future for Keter team and all our partners!



With the sweet memories, we say goodbye to our old office.

A Wonderful Brand New Work Environment

SAY HELLO TO TOMORROW

On 3rd Feb 2018, Keter moved to new office with better working environment.

It's worth fighting for a more brighter tomorrow!

A professional team, full of energy, and passion.

Here is our new, cool office.

Our young but experienced team.

Leading Group

Finance Team

Assistant Team

Procurement Team

MKT Team

EUR Team

ME&AF Team

NA&SA Team

AA&A Team



2017 - KETER / NEOTERRA / INTERTRAC 20

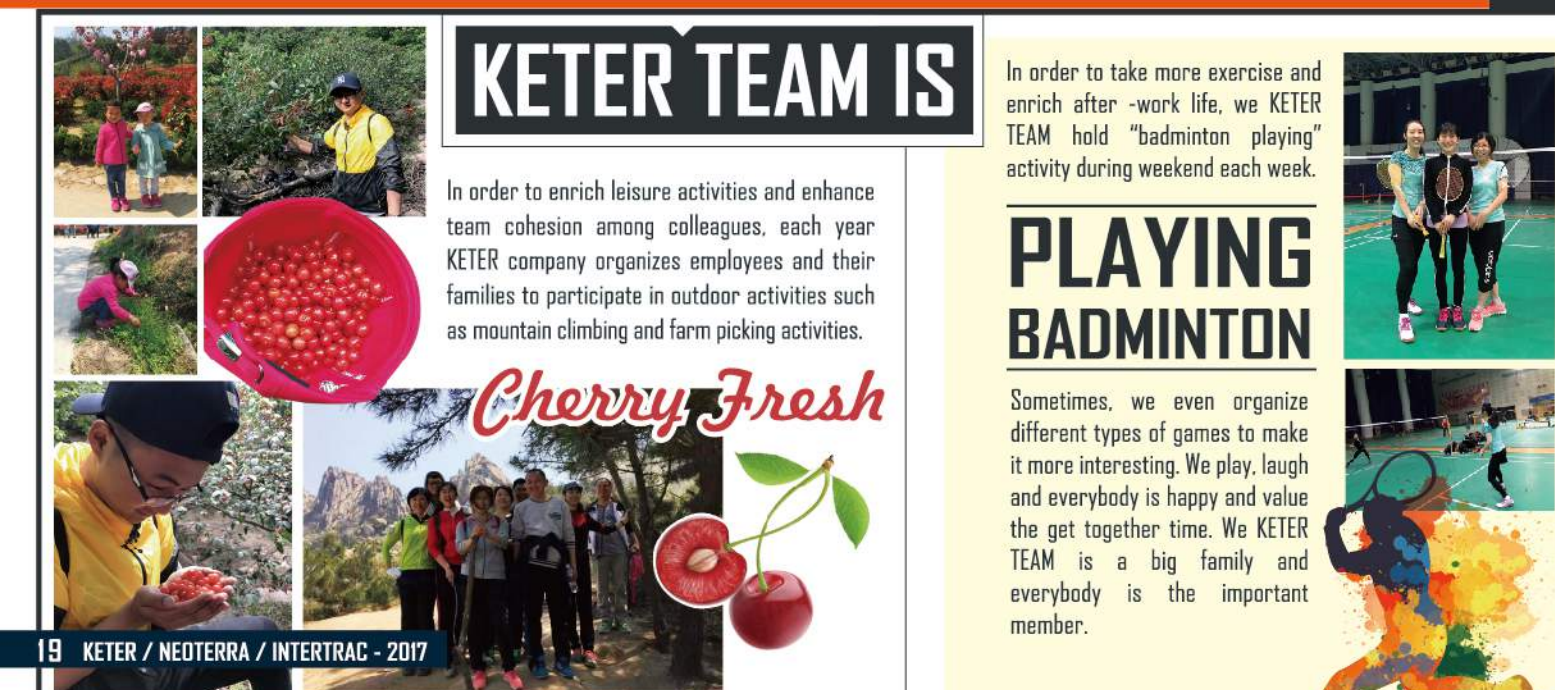
KETER TEAM IS

In order to enrich leisure activities and enhance team cohesion among colleagues, each year KETER company organizes employees and their families to participate in outdoor activities such as mountain climbing and farm picking activities.

PLAYING BADMINTON

Sometimes, we even organize different types of games to make it more interesting. We play, laugh and everybody is happy and value the get together time. We KETER TEAM is a big family and everybody is the important member.

Cherry Fresh



19 KETER / NEOTERRA / INTERTRAC - 2017



Ella

Ella is a member of our finance team. She is mainly in charge of cashier work.

As a young and conscientious girl, she can always deal with her jobs timely and precisely. It is very common for her to work overtime for 3 hours every day, so you can see our office is still open even in evening and weekend.

With her hard working for 4 years in KETER company, now she is more and more professional in all kinds of jobs.

In personal life, she is a girl like wind, always energetic and enthusiastic to friends and colleagues. KETER company will be stronger and stronger for sure, with such kinds of staff.



Sherry

Sales Director

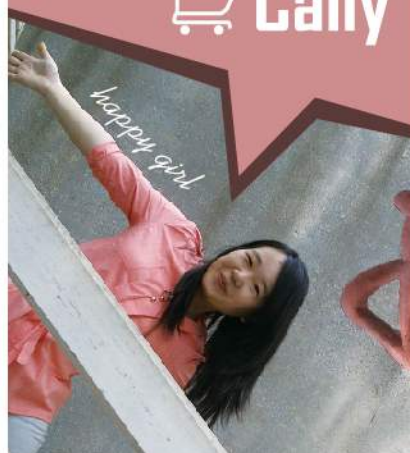
Sherry is the Sales Director of KETER TYRE, she has been in tyre business more than 10 years. Now she is in charge of the export business of the whole company. In the daily work, she not only contact the customers directly, but also help all the sales to solve the problem and give the best service to all the customers. Now the sales team already reach 20 persons. Meanwhile, she also need attend the professional tyre exhibition worldwide and arrange the business trip for customer visiting. In the coming days, Sherry and her sales team will work harder to make all customers satisfied and achieve better sales goals.

Cally is a happy girl, smiling every day. She is in charge of purchasing.

She is zealous in life and work. In last second, she is joking and laughing; In next second, she can be engaged in work totally. She is interesting, lucky, humorous and gentle, knowing how to laugh at herself appropriately. As a casual girl, she loves travelling and taking photos.

The job of purchasing needs patience, carefulness, efficiency and the ability of getting along with colleagues. She has done very good job!

Cally



Ellen

Ellen's major was International trade at university. After doing different jobs in trading company for years, she is very careful and efficient to handle with all kinds of procedures.

She also helps customers to solve the urgent problems efficiently. Regarding Zimbabwe order, she helped customer to catch the earliest vessel in limited days. So the customer is very satisfied with her hard working and service until now.

Because Ellen treats customers sincerely and patiently, Venezuela customer placed the 1st order after contacting her for over 2 years. Until now, they become good friends in life and good partners in business.

In her spare time, Ellen enjoys climbing and traveling. She wishes one day she would go to the whole world just like KETER tires.



Jason

Mr Jason is an excellent sales, the sales manager of Americas, he has joined Keter more than 8 years. He is always full of energy to treats customers like friends. Besides, he always enthusiastically help colleagues both in life and work like a elder brother. He is humorous, kind of hot heart. Where there is him, there is happy laughter.



Amie

Amie Joy is a kind and sweet girl who has joined Keter family for 2 years. She never stops learning and always responds to the customers soonest. One of her clients said "Your service is good. Amie gives us excellent response time!"

In her life, Amie has such a good appetite that she cannot resist any tasty food. She is also a big fan of music. With the help of keter family, we believe Amie will have a bright future.



Kim

Kim has been working in tire business for more than 10 years and has rich experience in talking about business with clients.

As a sales, She regards sincerity as the most important quality. In December of 2016, one customer from Sudan visited our company, unfortunately he suffered from illness for 5 days. Kim took him to the Clinic, bought medicines and booked a hotel room for him. Because the customer is Muslim, every day Kim bought Halal food for lunch and dinner and sent to his hotel. The customer trusts her so much until now, and they become friends as well.

Kim is also thoughtful to her customers. She knows Africans don't have thick clothes, so she send a gift of a cotton-padded coat to her Chad customer when he came to visit our office in winter of 2015. The customer also become her good partner in business.

In her spare time, Kim loves reading, making friends, traveling, workouts. She works hard to make all customers to be good partners and good friends as well.



Start A New Course With Our Positive Mindset

The 2018 Annual Festival of KETER

On February 10, 2018, KETER ushered its ninth annual meeting.

We gathered together to celebrate the end of a fulfilling year and a happy new year.

In this happy moment, we wish all of our partners a happy Spring Festival, doggy year auspicious! >>

KETER