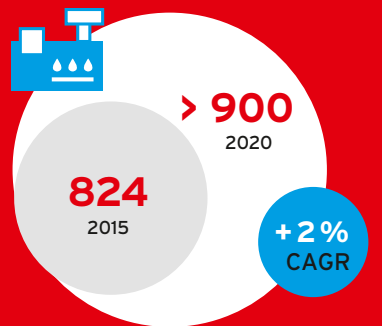




Key Facts Print

Market volume (worldwide)
in billion USD



Market Insight Iran

100% of the packaging, offset and digital printing machines are imported!
(Value 2015: 350 M USD, 8% from Germany)

Growth drivers

1. Growth in packaging paper
2. Growth in emerging markets
3. Added value in the digital printing sector

Markets for digital and analog printing

While the markets for digital and analog printing in several countries are declining, other countries can be identified as growth regions:



Digital printing

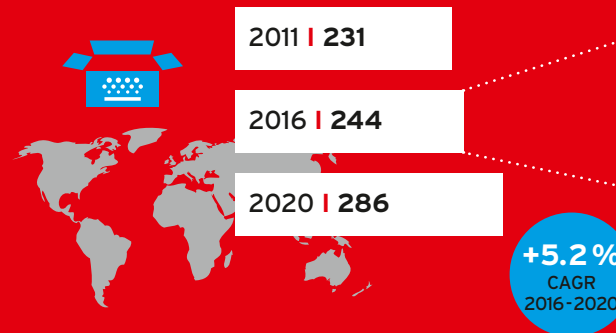
Share in market volume



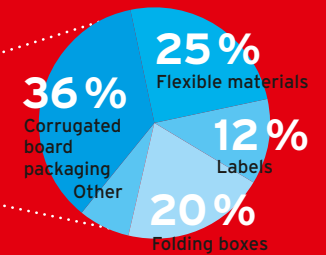
Key Facts Print Packaging

Market development (worldwide*)

Market volume in billion USD, average annual growth rate (CAGR)



Shares as a % 2016

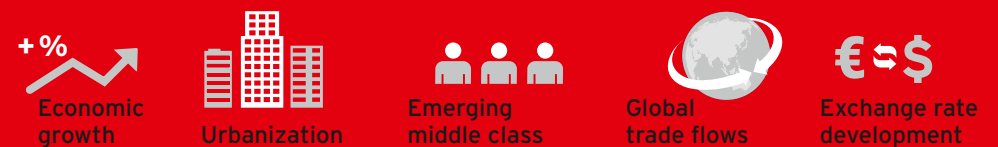


Trends in Print Packaging

Industry-specific and external trends



Macroeconomic and demographic trends



* Values are based on a study of the EU, in which 26 countries are taken into account: share of global GDP/world population: 80%/70%. Sources: glia, UN DESA (Population Division), IMF, United Nations Demographic Yearbook, National Bureau of Statistics of China, The Economist Intelligence Unit (EIU), Smithers Pira, our calculations.



Key Facts Economy

Iran



Currency
Iranian rial



Language
Farsi, English

Inflation
(in 2016)

7.4 %
(as compared to previous year)

Economic growth

GDP in billion USD, real growth rate

2017 | **438** +4.1%

2016 | **412** +4.5%

Share of
global GDP

2016, sale-adjusted



GDP per capita

2016 & 2017, in USD



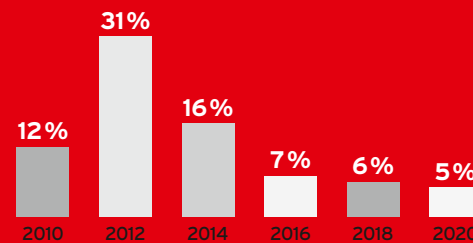
5,124
2016

5,383
2017

+259

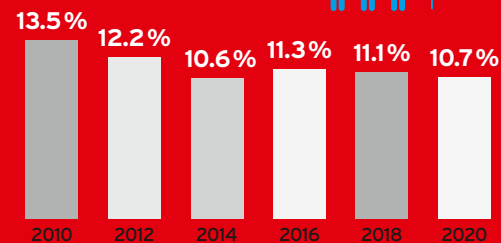
Inflation rate

Change compared to the previous year; forecast as of 2016



Unemployment rate

Forecast as of 2016



Development of private consumption

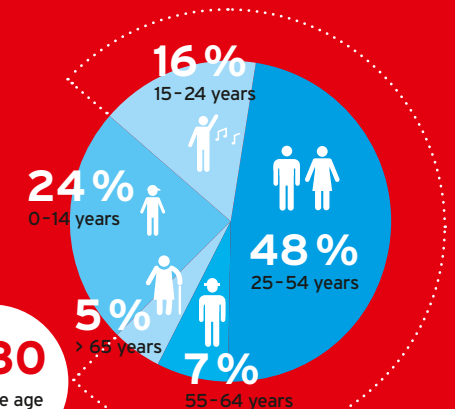
per capita, in USD

In the course of the overall economic recovery, a sustained improvement of the consumer climate can be hoped for!



Key Facts Population

Population structure



Ø 30
Average age

Level of education

87 %

Literacy rate
(2015)



718,801

University graduates