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MIDDLE EAST & AFRICA REGION



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GROWTH !!!!

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GROWTH !!!!



the 3rd pillar of the PSA
growth with Europe and
China.

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How will PSA Group fulfil this ambition ?

2 JV in **Iran**

1 new plant in **Morocco**

1 new plant in **Algeria** (under discussions)

New small assembly plants (CKD) in **Africa**

MIDDLE EAST & AFRICA REGION **IRAN**



➤ **PSA : a long purchasing past in Iran**

- Strong relationship with Iran Khodro and SAIPA
- Success stories with local suppliers

➤ **PSA is back, but with a new business model:**

- CKD time is over
- Act local in Iran through a strong partnership with Iran Khodro & SAIPA

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IRAN



Peugeot Brand : JV signed with Iran Khodro

SOP in 2017

Localization rate > 80 % (50 % minimum at first launch)

RFQ in progress



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Citroën Brand : JV signed with SAIPA
SOP in 2018

Localization rate > 80 % (50 % minimum at first launch)
RFQ to be launched



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Peugeot Brand : JV with Iran Khodro
SOP in 2017



+

Citroën Brand : JV with SAIPA
SOP in 2018

سایپا سیتروئن
SAIPA CITROËN CO.



=

PSA production capacity in Iran of 400 000 veh/year

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IRAN

What are the opportunities for you ?



- ☞ **An important market :**
80 millions inhabitants
Forecasted market : 2 Millions veh/year
- ☞ **A future regional automotive hub**
- ☞ **Iranian suppliers waiting for partners**

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New plant (greenfield)

SOP in 2019

Localization rate > 80 %

Production capacity :

Step 1 : 100 000 veh and engines

Step 2 : 200 000 veh and engines

RFQ in progress

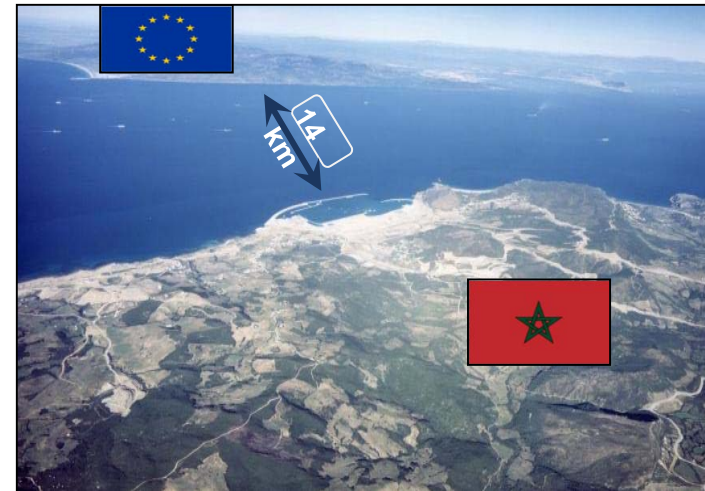
MOROCCO



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MOROCCO

PSA sourcing in Morocco : for the plant of KENITRA, but also for the other PSA plants in Europe



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MOROCCO



What are the opportunities for you ?

- *A competitive country, very close to Europe*
- *A new sourcing area for the western OEMs*
- *A lot of technologies are still missing*
- *Incentives proposed by the Moroccan government*

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ALGERIA



A new plant for Peugeot and Citroën Brands

Under discussion

SOP in 2018

Localization rate > 50 %

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ALGERIA



What are the opportunities for you ?

- *A new frontier*
- *A big market*
- *A lot of investors willing to invest in the automotive industry*

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TO SUM UP : PSA PURCHASING STRATEGY IN MEA =

- ☞ An ambitious strategy in « new frontiers »
- ☞ High localization rates for our industrial projects
- ☞ New competitive area sourcing (Morocco, Iran, Algeria, Turkey; Tunisia, Egypt,...) : for our new plants in MEA, but also for our european needs

GRAZIE !!