



# Analyst Presentation on Financial Results

Q3 2023

26 October 2023

# Agenda



**Halil Erdoğan**

Group CEO, Chairman of  
the Board<sup>1</sup>

*General Evaluation About ebebek  
After the Public Offering*



**Can Karadeniz**

General Manager

*Why ebebek?  
3rd Quarter Overview*



**Tolga Koyuncu**

CFO

*3rd Quarter Financial Results*

(1) Company founder and shareholder

# Agenda



**Halil Erdoğmuş**

Group CEO, Chairman of  
the Board

*General Evaluation About ebebek  
After the Public Offering*



# About ebebek



**Reliable brand among its competitors in clothing, toys and baby equipment**

**%93**

**brand awareness<sup>1</sup>**



**Number 1 in toys<sup>1,2</sup>**



**Number 1 in baby equipment and supplies<sup>1,2</sup>**



**Number 2 in baby clothing<sup>1,2</sup>**

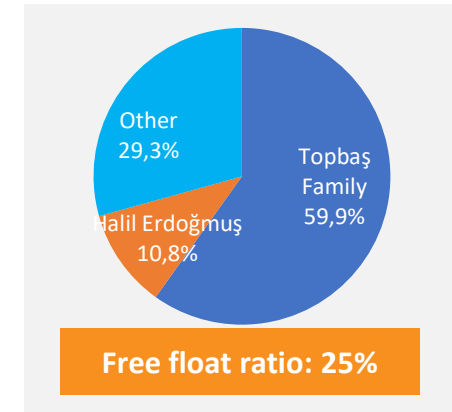
(1) NielsenIQ Market Research, 2022

(2) Claimed market position based on volume data

**ebebek** is a website and store chain that provides quality products, friendly staff, high service standards, affordable prices, expert knowledge and after-shopping support 24 hours a day to meet all needs of mother and baby from the prenatal period up to the age of four.

ebebek, which started with an e-commerce site in 2001, moved into physical retailing at the beginning of 2003 and continues to serve parents with its website and physical stores.

## Ortaklık yapısı





# General Evaluation After the Public Offering



**1,8 billion TL**

IPO size

**3,9 million**

Number of investors participating in the public offering



**4,52%**

of Türkiye's population

**3,8 million**

Number of investors who were allocated shares



**25%**

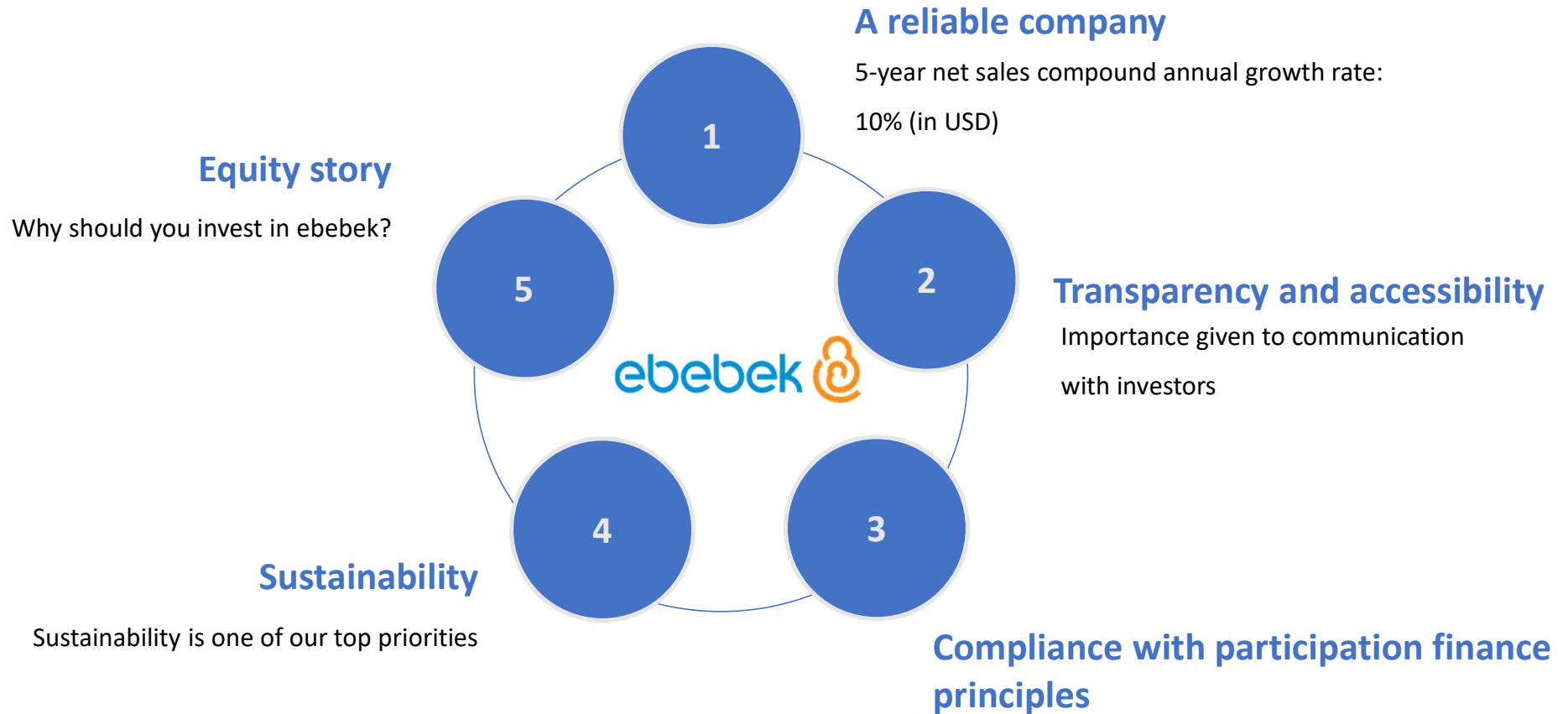
Rate of foreign institutional investors

**x 7,7**

Demanded vs allocated shares



# Why ebebek?



# Agenda



**Can Karadeniz**

General Manager

*Why ebebek?  
3rd Quarter Overview*



# Why ebebek?



1

Voluminous and growing market supported by favorable demographics

2

Increasing sales volume thanks to ebebek's strong and unique position in the competitive environment and its expanding product range

3

Success in gaining high market share in categories while offering quality and affordable products

4

Good team and advanced infrastructure allowing for continuous monitoring and detailed KPI analysis

5

Continued strong financial performance despite challenging retail environment

6

Important factors that will ensure future growth

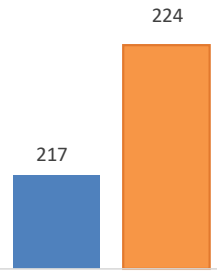






# 3rd Quarter Overview

Number of Stores

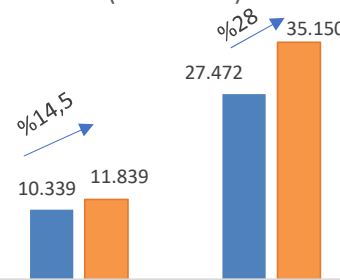


As of end of period

■ Q2 2023 ■ Q3 2023

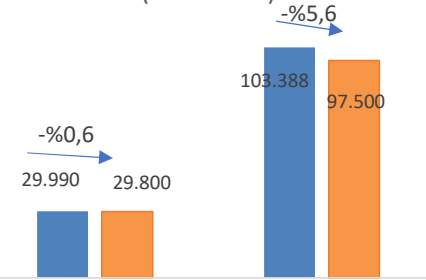
7 stores were opened in Q3 2023

Number of Store Visitors (thousands)



■ 2022 ■ 2023

Number of ebebek.com Visitors (thousands)



■ 2022 ■ 2023



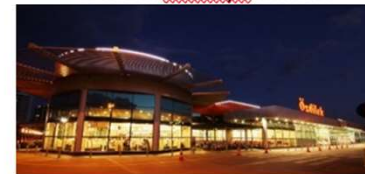
Biz Cevahir Mini



Manisa Salihli



Denizli Cinkaya Bulvarı



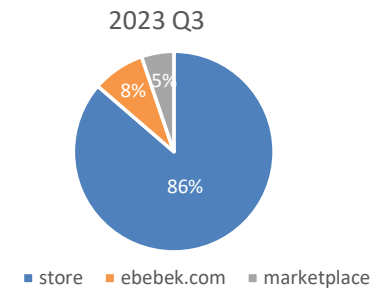
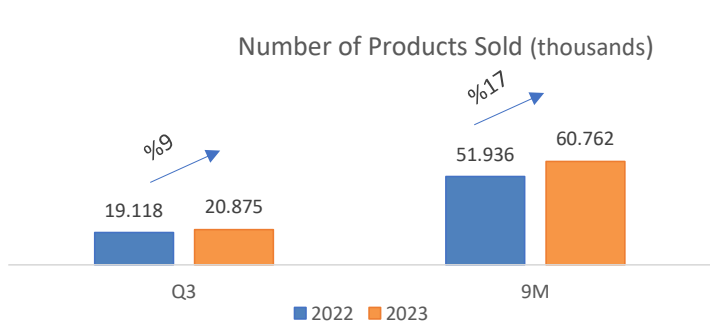
Manisa Turgutlu AVM

Stores opened between 26 August - 30 September 2023.

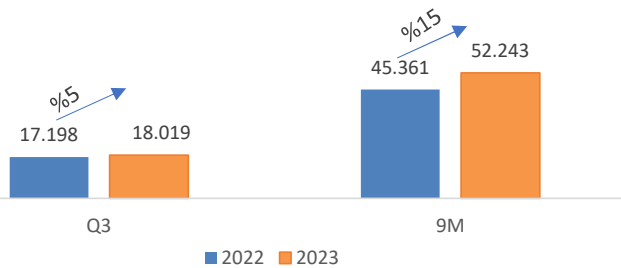
As of August 25, 2023, our company has a total of 220 stores in Turkey, 217 of which are traditional and 3 are mini concept stores. As of September 30, 2023, the number of stores of our company reached 224, of which 220 are traditional and 4 are mini concept stores.



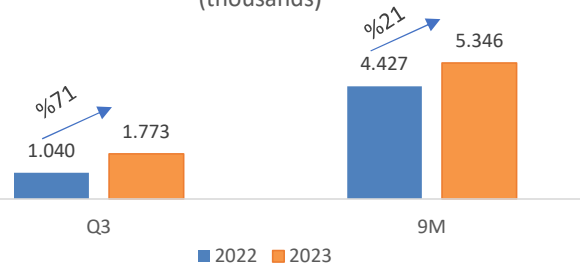
# 3rd Quarter Overview



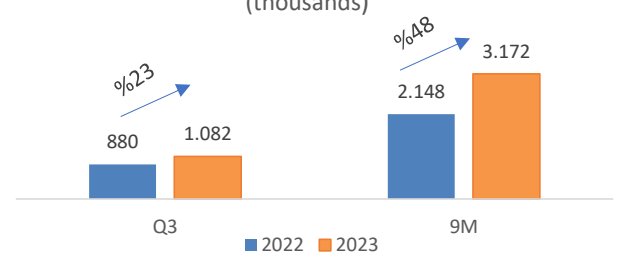
Number of Products Sold in Stores (thousands)



Number of Products Sold on ebebek.com (thousands)



Number of Products Sold in Marketplaces (thousands)



# Agenda



**Tolga Koyuncu**

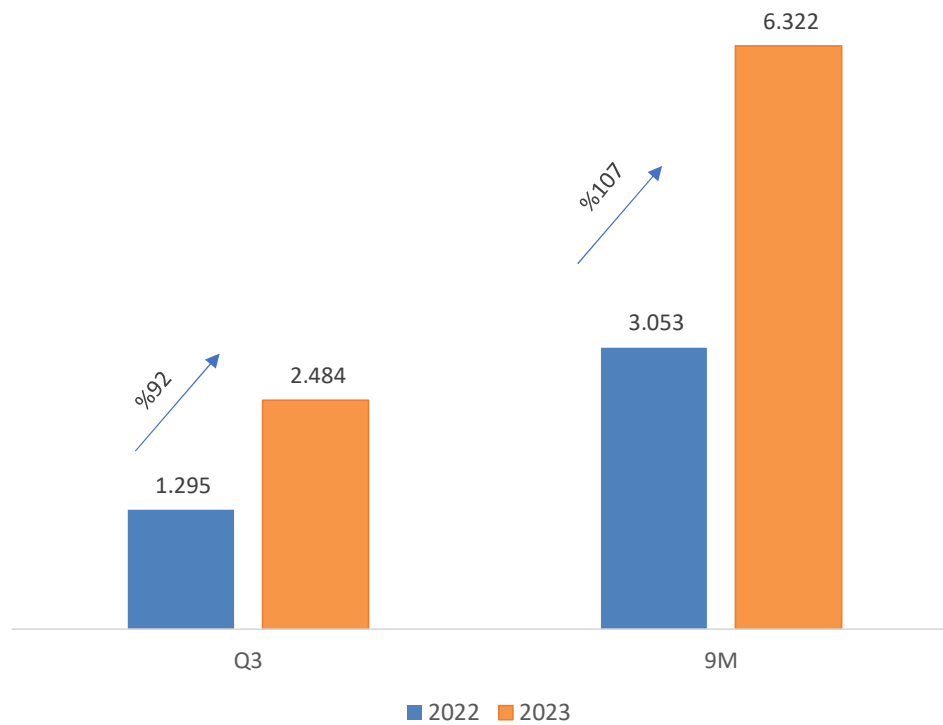
CFO

*3rd Quarter Financial Results*

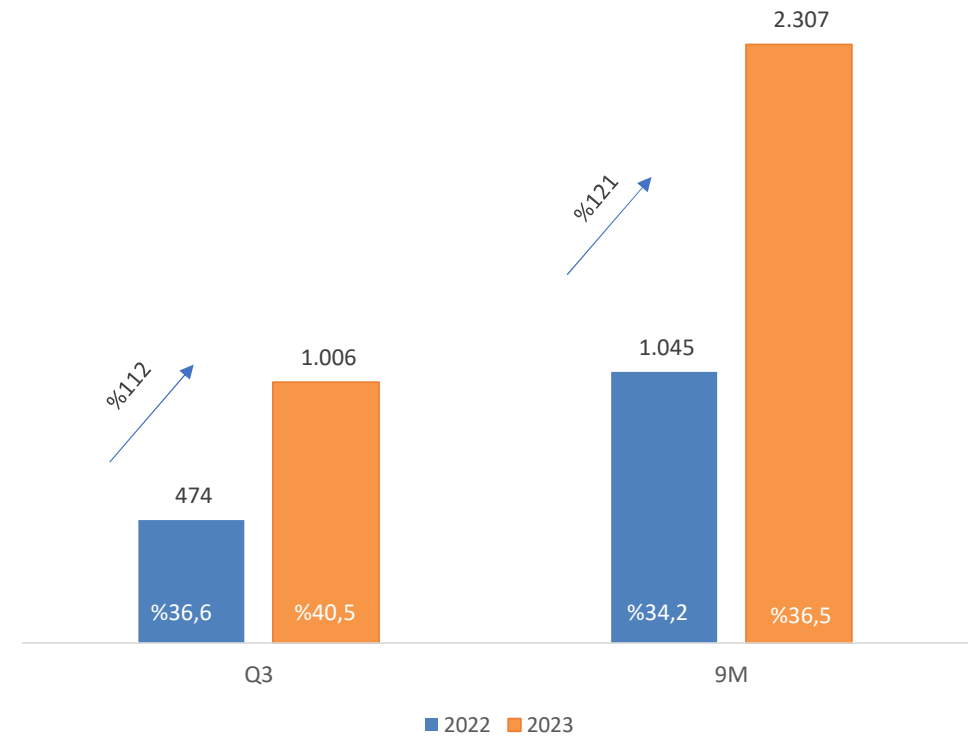
# Net Sales & Gross Profit



Net Sales (mTL)



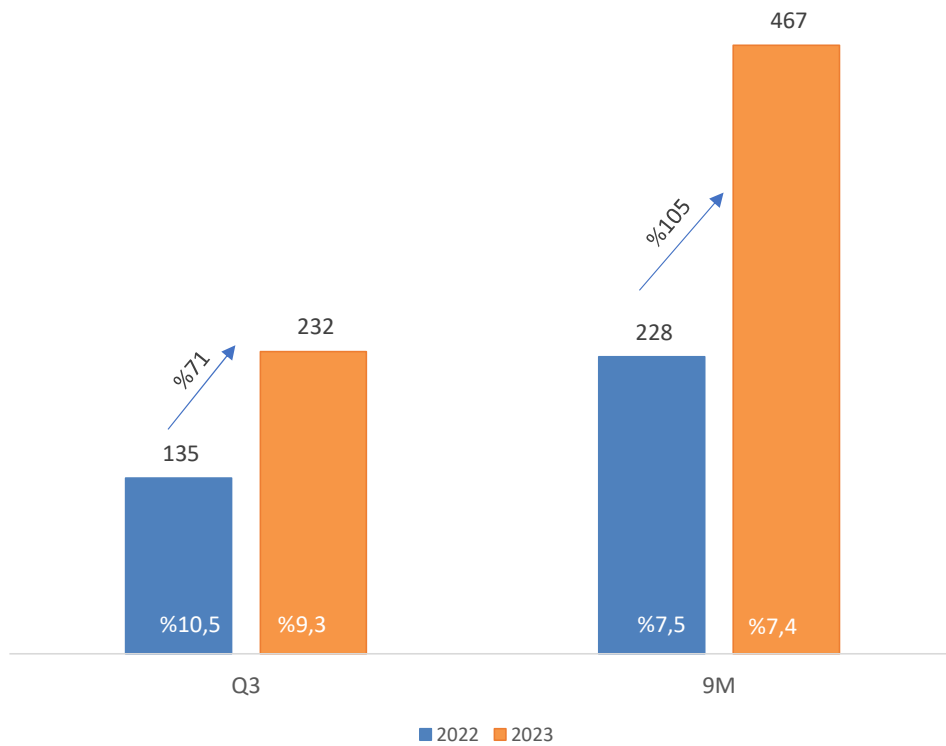
Gross Profit (mTL)



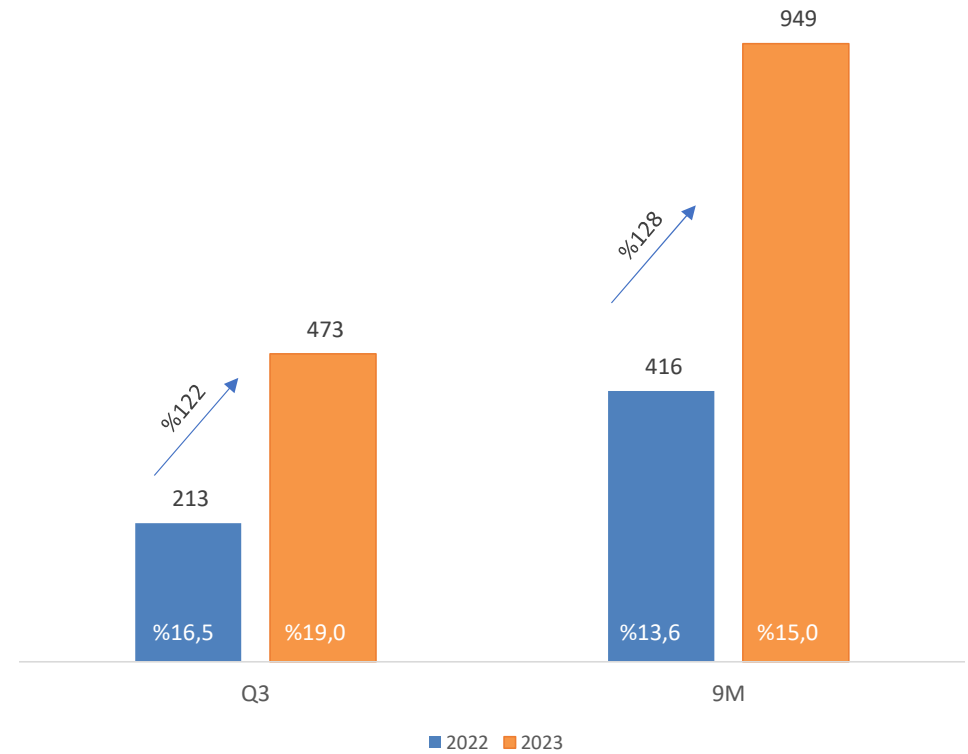
# Operating Profit & EBITDA



Operating Profit (mTL)



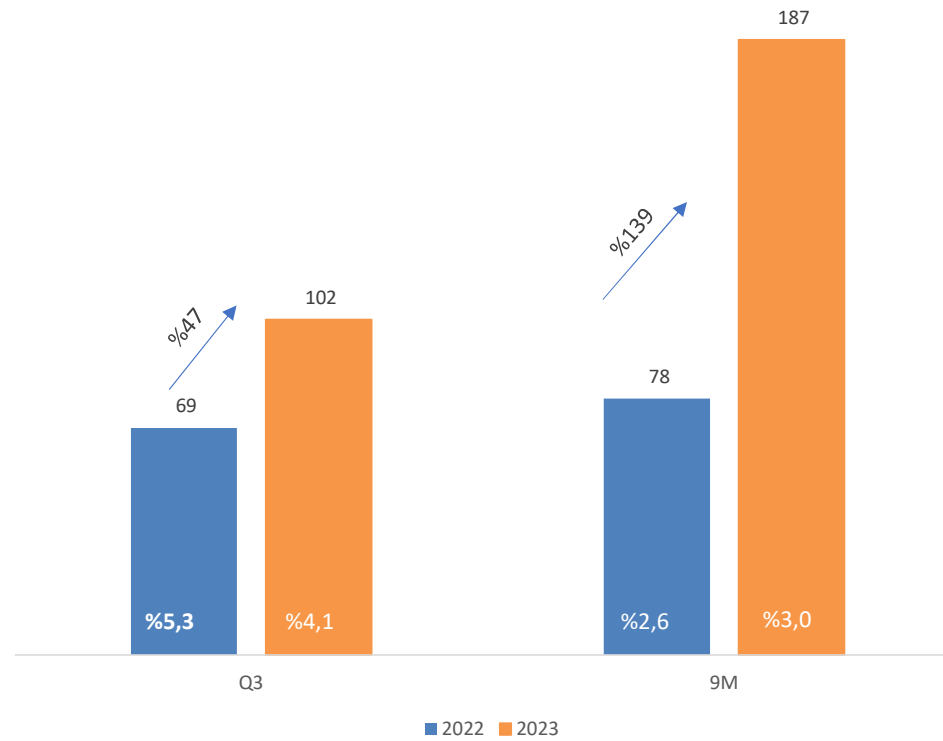
EBITDA (mTL)



# Net Profit



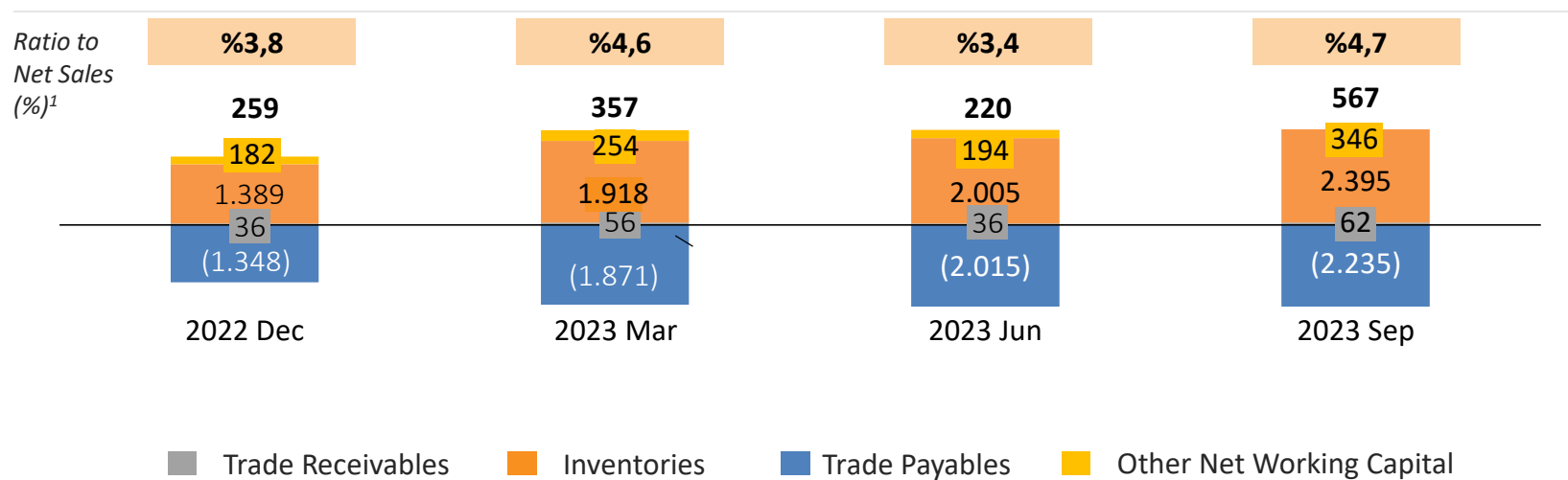
Net Profit (mTL)



# Net Working Capital



Net Working Capital (mTL)



(1) Average net working capital



## Net Financial Debt

m TL	31.Dec.22	31.Mar.23	30.Jun.23	30.Sep.23
Cash and Cash Equivalents	54	18	128	466
Financial Investments	-	-	-	524
Borrowings	(316)	(386)	(354)	(415)
Lease Liabilities	(244)	(358)	(365)	(432)
<b>Net Cash / (Net Financial Debt) Position</b>	<b>(506)</b>	<b>(726)</b>	<b>(591)</b>	<b>143</b>
Net Cash Inflow from Public Offering	-	-	-	1.062
<b>Net Financial Debt Excluding Cash Inflow from IPO</b>	<b>(506)</b>	<b>(726)</b>	<b>(591)</b>	<b>(919)</b>
EBITDA (Last 12M)	631	727	905	1.164
<b>NET FINANCIAL DEBT / EBITDA</b>	<b>0,8</b>	<b>1,0</b>	<b>0,7</b>	<b>0,8</b>



# Reservation



This document contains statements regarding the future performance of the Company. The statements in question have been prepared based on current available data and should be considered as future expectations. Whether the Company's future performance will occur as expected or not depends on uncertainties including, but not limited to, changes in macroeconomic and geopolitical conditions, increases in tax rates, unexpected climate events and natural disasters and/or unpredictable events that may be encountered in the future, which may significantly affect the Company's performance. Uncertainties and/or unforeseeable events, including but not limited to those mentioned, may cause the future performance of the Company to differ from the expectations contained in this document.

The Company acknowledges that the "forward-looking statements" contained in this document are based on numerous assumptions that may not be realized due to uncertainties about the future and/or unforeseen events that may occur in the future. For this reason, it warns the addressees of this document that the "forward-looking statements" contained in the document do not constitute a guarantee or promise regarding the future performance and financial results of the Company. The Company, the Company's board members, the Company's managers and/or the Company's employees are not responsible for any damages that may arise due to the use of the content in this document.

## Financial Report

The information contained in this information note is largely derived from the 30.09.2023 dated tables published on Public Disclosure Platform (KAP). The report published on KAP can be accessed from <https://www.kap.org.tr/tr/Bildirim/1207834>



THANK YOU



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