

Ebebek Mağazacılık A.Ş. Interim Report

01.01.2025 – 30.06.2025

ebebek 

General Informations

1. Company Profile

ebebek is an omnichannel retail chain and e-commerce platform dedicated to meeting all the needs of mothers and babies, from pregnancy through to the child's fourth year. The company offers a wide range of high-quality products supported by a knowledgeable team, high service standards, affordable pricing, expert advice, and 24/7 post-purchase support. Established in 2001 as an e-commerce platform, ebebek launched its first physical store in early 2003. Today, the company continues to serve parents across Turkey through both its online platform, **ebebek.com**, and its growing network of physical stores. In 2023, ebebek became a publicly listed company. Its shares are traded on Borsa Istanbul's **Star Market** under the ticker **EBEBK**. For more information about the company, please visit: <https://kurumsal.ebebek.com/en>

2. Reporting Period: 1 January 2025 – 30 June 2025

Registered Trade Name of the Company : Ebebek Mağazacılık A.Ş.
Trade Registry Number : 439123
Registered Office Address : İçerenköy Mh. Değirmen Yolu Cd. No:37 D:6
Ataşehir/İstanbul
Branch : As of the reporting period, the Company has 280 stores in Türkiye and 3 stores in the UK.

Contact Informations

Tel : 0216 325 73 25
Fax : 0216 428 33 54
Website : www.ebebek.com

3. Changes in the Company's Organizational Structure, Capital, and Shareholding Structure During the Reporting Period

Registered Capital : 205,000,000 TL
Paid-in Capital : 160,000,000 TL

No changes occurred in the Company's capital structure within the reporting period.

Shareholding Structure of the Company:

On January 20, 2025, Mr. Tahir Uğur Temizer converted 534,704 shares he held into publicly traded shares. As a result of this transaction, the Company's free float rate increased from 25.00% to 25.33%.

	June 30, 2025		December 31, 2024	
	Share Capital (%)	in Share Capital (TL)	Share Capital (%)	in Share Capital (TL)
Ahmet Afif Topbaş	16.51%	26,409,567	16.51%	26,409,567
Mahmud Muhammed Topbaş	15.60%	24,960,000	15.60%	24,960,000
Musa Topbaş	15.60%	24,960,000	15.60%	24,960,000
Halil Erdoğan	10.74%	17,181,730	10.74%	17,181,730
Fatma Hande Topbaş	5.85%	9,352,856	5.85%	9,352,856
Fatma Zehra Ülker	5.85%	9,352,856	5.85%	9,352,856
Kemal Anthony Hatoum	3.13%	5,012,845	3.13%	5,012,845
Mustafa Latif Topbaş	0.46%	738,284	0.46%	738,284
Other	0.93%	1,497,158	1.26%	2,031,862
Publicly Held Shares	25.33%	40,534,704	25.00%	40,000,000
Paid in Capital	100.00%	160,000,000	100.00%	160,000,000

4. Board Of Directors Overview

At the Ordinary General Assembly Meeting held on April 25, 2024, the following individuals were elected to the Board of Directors to serve a term of three years: Musa Topbaş, Ömer Hulusi Topbaş, Mahmud Muhammed Topbaş, and Halil Erdoğan. Aynur Çolpan and Dr. Soner Cankökn were appointed as Independent Board Members.

As per the Board of Directors' resolution dated April 25, 2024, Musa Topbaş was appointed as Chairman of the Board, and Ömer Hulusi Topbaş was appointed as Vice Chairman of the Board.

Name and Surname	Title	
Musa Topbaş	Chairman of the Board	Non-Executive Member of the Board
Ömer Hulusi Topbaş	Vice Chairman of the Board	Non-Executive Member of the Board
Mahmud Muhammed Topbaş	Board Member	Non-Executive Member of the Board

Halil Erdoğan	Board Member	Executive Member of the Board
Aynur Çolpan	Board Member	Independent Member of the Board of Directors
Dr. Soner Cankö	Board Member	Independent Member of the Board of Directors

5. Information on Senior Management and Number of Employees

Information regarding senior executives who resigned during the period and those currently in office is provided below.

Name and Surname	Title
Can Karadeniz	General Manager
Tolga Koyuncu	CFO
İtir Erel Ergöl	Marketing Director
Müge Tekin	Commercial Director
Gönenç Rüştü Şener	E-commerce Director
Canay Otmanbölük	Human Resources Director
Onur Topgül	Supply Chain Director
Pınar Topsakal Eşici	Planning, Analysis and Investor Relations Director
Erkan Kızılkaya	Regional Operations Director
Fahrettin Sami Bakkaloğlu	Regional Operations Director
Pınar Küçükürküz	Textile Commercial Director
Mahmut İlker Naimoğlu	Internal Control, Risk Management and Internal Audit Director
Abidder Emin Şimşek	CEO Office Director
Güray Eren Gören**	UK Country Director- Supply Chain and ve Support Services
Kerim Turnacı*	Informations Technology Director
Faruk Giray**	UK Country Director - Commercial Operations

*As per the Board of Directors' resolution dated February 28, 2025, the resignation of Mr. Barış Şimşek, Director of Information Technologies, effective as of the same date, has been accepted. As per Board of Directors' resolution dated 20.05.2025, it has been resolved that Kerim Turnacı will be appointed as Information Technologies Director, effective from 20.05.2025.

** As per Company's Board of Directors' resolution dated 21.07.2025, it has been resolved that Faruk Giray will be appointed as the UK Country Director - Commercial Operations, and that the title of Güray Eren Gören, who has been serving as the UK Country Director within Company since

25.11.2024, will be changed to UK Country Director - Supply Chain and Support Services effective from 21.07.2025.

6. Number of Employees, Collective Labor Agreements, and Benefits Provided to Personnel and Workers

As of June 30, 2025, the Company's total number of employees was 4,818 (December 31, 2024: 4,690).

As of the same date, the Group's total number of employees was 5,064 (December 31, 2024: 4,909).

As of June 30, 2025, the provision for employee termination benefits has been calculated as TRY 16,752,141.

Remuneration of Board Members and Senior Executives

At the General Assembly meeting held on March 27, 2025, it was resolved that each Independent Board Member shall be paid a net monthly remuneration of TRY 150,000 for the 2025 fiscal year, effective until the next Ordinary General Assembly meeting. No remuneration shall be paid to the other members of the Board of Directors.

The total amount of financial benefits and other payments provided to the members of the Board of Directors and senior management for the period between January 1, 2025 and June 30, 2025 is TRY 54,003,783.

R&D Activities of the Company

In line with Law No. 4691 on Technology Development Zones, the Company carries out software development activities to meet internal operational requirements.

Business Activities and Key Developments

1. Key Developments in the First Six Months of 2025

New Licence Agreement

On June 19, 2025, the Company signed a ten-year license agreement with Mothercare Global Brand Limited for the licensed production and sale of Mothercare products in Turkey. Mothercare is a global brand based in the United Kingdom, specialized in baby and children's products.

Under the license agreement, the exclusive right to use the Mothercare brand in the Turkish market will belong solely to the Company during the term of the agreement. In addition, it will

be possible for ebebek-branded products to be sold in Mothercare stores and sales points in various countries.

This agreement is expected to support ebebek's journey to becoming an international brand and to have a positive impact on the Company's revenue and profitability during the term of the contract.

Authorized Economic Operator (AEO) Certificate

The Company has been granted the Authorized Economic Operator (AEO) Certificate by the Ministry of Trade of the Republic of Türkiye, following a comprehensive evaluation process in terms of compliance with customs obligations, record-keeping infrastructure, financial adequacy, and safety-security criteria.

The Authorized Economic Operator status is an application based on the principle of reliability in international trade, providing certain facilitations in export and import operations. Companies holding this status are subject to fewer physical inspections in foreign trade transactions, can complete their operations more rapidly, and benefit from simplifications in certain customs procedures.

Accordingly, the Company's operational reliability in foreign trade and its level of compliance with international regulations have been officially recognized. The Company has strengthened its solid position in the global supply chain, achieving strategic advantages aimed at enhancing competitiveness by ensuring speed, flexibility, and cost optimization in its commercial processes.

Approval of the Lease Certificate Issuance Limit

Within the framework of the Lease Certificates Communiqué (III-61.1) ("Communiqué") published in the Official Gazette dated 07.06.2013 and numbered 28670 by the Capital Markets Board ("Board"), our application regarding the issuance of lease certificates, in which Ebebek Mağazacılık A.Ş. will act as the fund user and Değer Varlık Kiralama Anonim Şirketi will act as the issuer, based on the lease certificate types and contracts stipulated in the Communiqué, to be issued in various maturities and conditions, in Turkish Lira, through private placement and/or sales to qualified investors in the domestic market without a public offering, has been evaluated at the Board meeting dated 18.04.2025 and numbered 24/683, and an issuance limit of TRY 2,000,000,000 has been approved.

Ordinary General Assembly Meeting

As previously announced, the Ordinary General Assembly Meeting of our Company for the year 2024 was held on March 27, 2025. At the General Assembly Meeting, the Donation Policy and

the Internal Directive on the Working Principles and Procedures of the General Assembly of EBEBEK Mağazacılık Anonim Şirketi were approved.

In addition, in accordance with Article 14 of the Company's Articles of Association, it was resolved to distribute a total of TRY 160,000,000 in net profit to the shareholders, and to make the dividend payment in two installments. The first installment will be paid on October 15, 2025, and the second installment on December 15, 2025.

Donation Policy

At the Ordinary General Assembly Meeting of our Company held on March 27, 2025, the following "**Donation Policy of EBEBEK Mağazacılık Anonim Şirketi**" was approved.

The Donation Policy of EBEBEK Mağazacılık Anonim Şirketi is intended to set forth the main principles and rules governing the donations to be made by the Company, in accordance with the

Turkish Commercial Code and capital markets regulations. The Company shall carry out its donation activities in line with the principles and rules set out below:

- 1) Donations may be made in cash and/or in kind.
- 2) Donations may be granted to foundations and associations, educational institutions, public agencies and institutions, and clubs or associations engaged in sports activities.
- 3) Educational scholarships may be provided to students who can document their student status.
- 4) Donations that may compromise the protection of shareholders' rights shall be avoided.
- 5) Donations may only be made with the approval of at least one member of the Board of Directors.
- 6) The total amount of donations to be made may not exceed 0.4% (four per ten thousand) of the sales revenue stated in the most recently disclosed annual financial statements.

The donation upper limit determined for the year 2025 is TRY 45,000,000.

Member of the Board of Directors of Affiliated Subsidiaries

As the term of office of the current Board of Directors of our subsidiary, Tuna Çocuk Gereçleri Anonim Şirketi, will expire on January 30, 2025, a General Assembly Meeting of Tuna Çocuk Gereçleri Anonim Şirketi was held on January 27, 2025, to elect the new board member(s) who will assume office as of January 31, 2025. At the said General Assembly Meeting, it was resolved

that the number of board members to serve as of January 31, 2025, would be 1 (one), and the term of office would be 3 (three) years. Ebebek Mağazacılık Anonim Şirketi was elected as the sole member of the Board of Directors to assume office as of January 31, 2025.

Evaluation of Halil Erdoğan, Ebebek Mağazacılık AŞ Group CEO

“As we close the first half of 2025, our robust infrastructure, agile organization, and long-term strategic plans have enabled us to deliver strong performance. We have continued our accelerated store expansion across Turkey, increasing our physical reach, while also enhancing engagement through our digital channels.

In the second quarter, our store network in Turkey expanded to 280 locations, welcoming over 13 million visitors in-store and 30.6 million visitors on our ebebek.com platform. The number of products sold increased by 14% year-on-year, reaching 26 million units. Based on our inflation-adjusted financial statements, revenue grew by 16% year-on-year to TRY 6.0 billion, gross profit margin improved by 3.6 percentage points from 35.4% to 39.0%, and operating profit rose nearly 4.3 times to TRY 283 million. Our EBITDA margin increased by 5.9 percentage points to 18.2%, with EBITDA reaching TRY 1.1 billion, up by 72% year-on-year.

We remain committed to positioning the ebebek brand as a strong player not only in Turkey but also in international markets. As part of our global growth strategy, we opened our third store in the United Kingdom in May. We also signed a 10-year licensing agreement with Mothercare, a UK-based global brand specializing in baby and children’s products, securing the rights to operate the brand in the Turkish market. Our feasibility studies for entry into the Northern Iraq market are also expected to be completed soon.

Our plans and excitement for the remainder of 2025 are well in place. In an increasingly complex global environment marked by multiple uncertainties, we strive to remain resilient to external challenges. With the rollout of the POS system migration project initiated in Q2, we aim to further enhance in-store experience. While strengthening our mission to be a reliable partner for parents, we are also entering a period in which we will create more opportunities for the personal and professional development of our teams. With our innovative store concepts, digital growth strategy, and commitment to sustainable value creation, we will continue to shape the second half of 2025 with determination.”

As of June 30, the number of our stores in Türkiye increased to 280.

As of 31 March 2025, the Company operated a total of 273 stores in Türkiye, 260 of which are traditional and 13 are mini concept stores. As of 30 June 2025, the number of stores reached 280, of which 264 are traditional and 16 are mini concept stores.

Between 1 April and 30 June 2025, seven new stores were opened in Sakarya, Ankara, Çanakkale, Antalya, Amasya, Bursa and Kocaeli, with no store closures during the period.

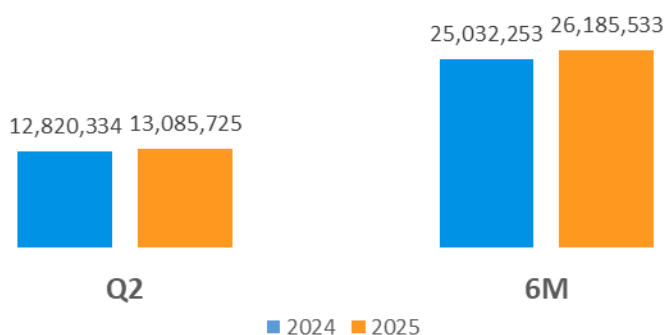
As of 30 June 2025, the Company had three stores in the United Kingdom, with one store opening in London during the second quarter.

Number of Store and Website Visitors in the 2nd Quarter

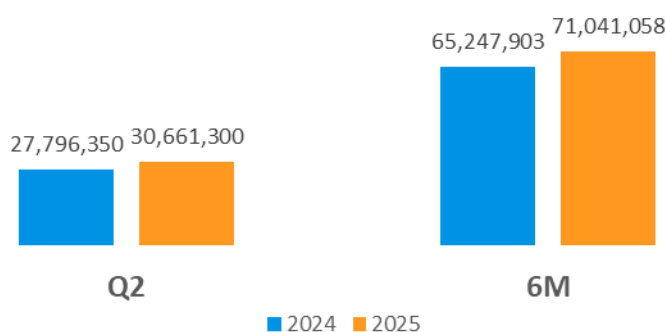
In the second quarter of the year, the number of visitors to ebebek stores increased by 2.1 percent compared to the same period of the previous year, reaching 13,085,725. During the first six months ended June 2025, number of store visitors rose by 4.6 percent year-on-year to 26,185,533.

In the second quarter of 2025, number of visitors to ebebek.com increased by 10.3 percent compared to the same period in 2024, reaching 30,661,300. For the first half of the year, the number of visitors to ebebek.com website grew by 8.9 percent year-on-year, totaling 71,041,058. In parallel with this increase in traffic, sales volumes through ebebek.com in the first six months of 2025 also rose compared to the same period of 2024.

Number of Store Visitors



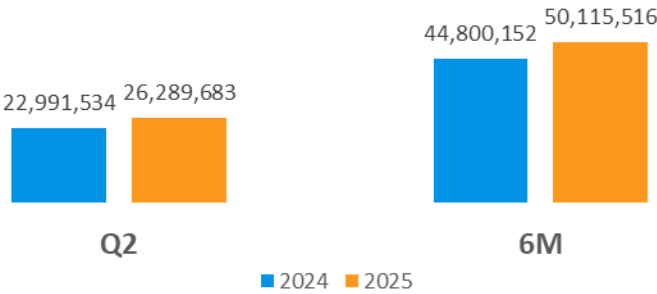
Number of ebebek.com Visitors



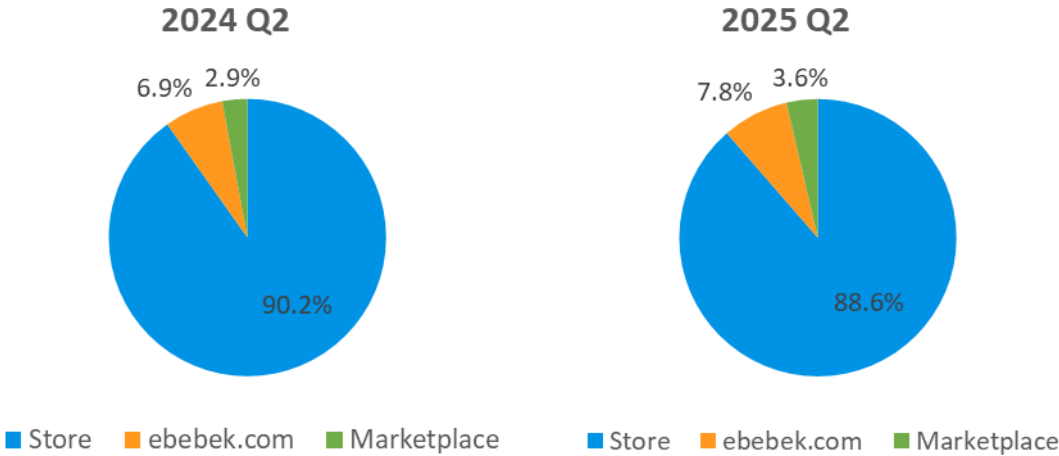
2nd Quarter Store and Website Number of Products Sold

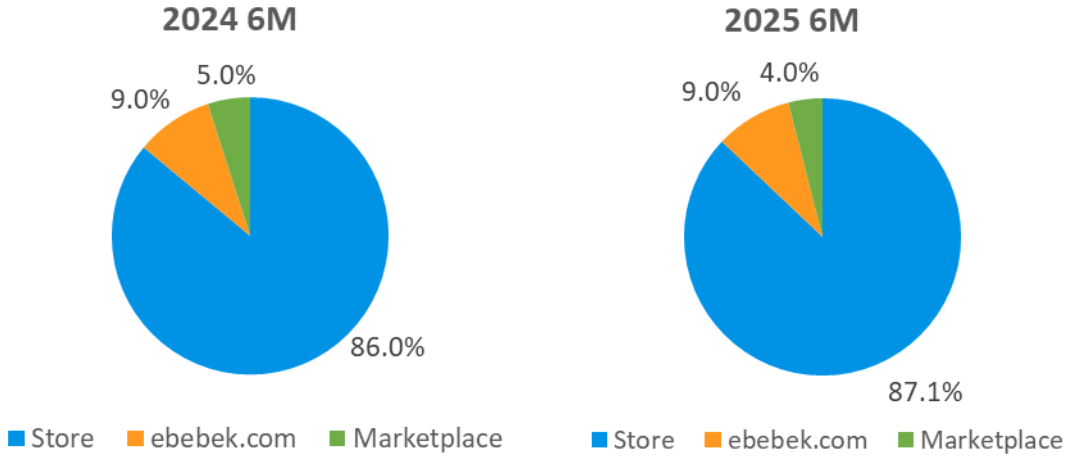
In the second quarter of 2025, the total number of products sold through ebebek stores in Turkey and the e-commerce channel increased by 14.3 percent compared to the same period of 2024, reaching 26,289,683 units, while in the first six months of 2025, this figure rose by 11.9 percent year-on-year to 50,115,516 units.

Number of Products Sold



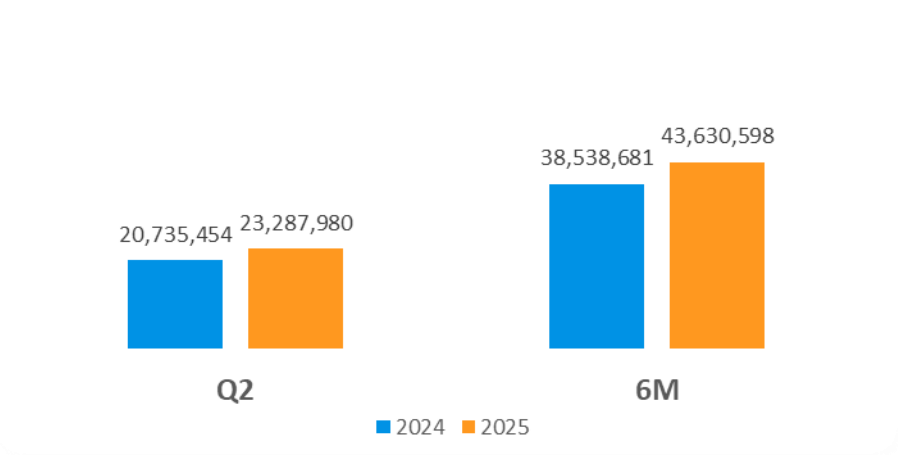
Breakdown of Total Units Sold by Sales Channels:





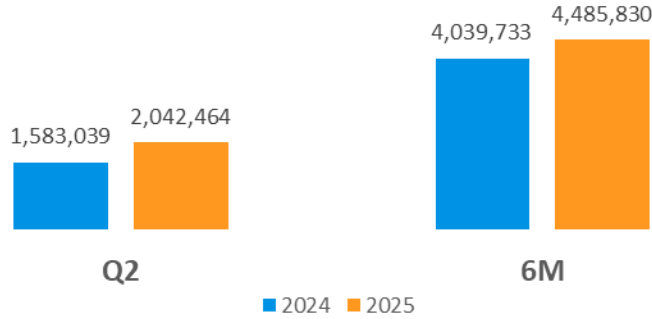
In the second quarter of 2025, the total number of products sold in ebebek stores in Turkey increased by 12.3 percent compared to the same period of 2024, reaching 23,287,980 units, while in the first six months of 2025, this figure rose by 13.2 percent year-on-year to 43,630,598 units.

Number of Products Sold in Stores



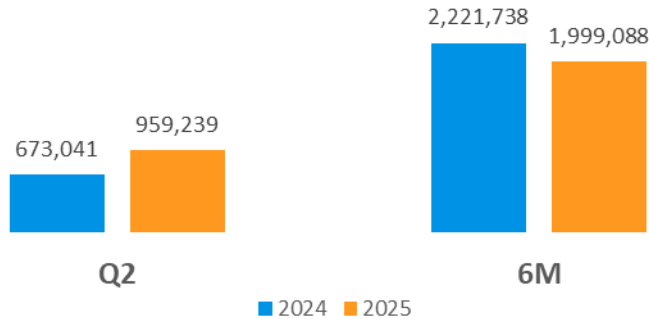
In the second quarter of 2025, the total number of products sold through ebebek.com website increased by 29.0 percent compared to the same period of 2024, reaching 2,042,464 units, while in the first six months of 2025, this figure rose by 11.0 percent year-on-year to 4,485,830 units.

Number of Products Sold on ebebek.com



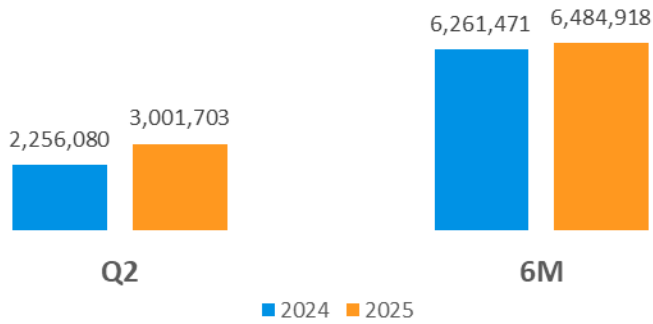
In the second quarter of 2025, the total number of products sold through marketplaces increased by 42.5 percent compared to the same period of 2024, reaching 959,239 units, while in the first six months of 2025, this figure declined by 10.0 percent year-on-year to 1,999,088 units. The decrease in the six-month total was primarily driven by the impact of the first quarter. The main reasons for the decline in marketplace sales during this period were changes in marketplace strategy and reductions in marketing budgets by marketplace operators.

Number of Products Sold in Marketplaces



In the second quarter of 2025, the total number of products sold through e-commerce channels increased by 33.0 percent compared to the same period of 2024, reaching 3,001,703 units, while in the first six months of 2025, this figure rose by 3.6 percent year-on-year to 6,484,918 units.

Number of Products Sold on E-Commerce

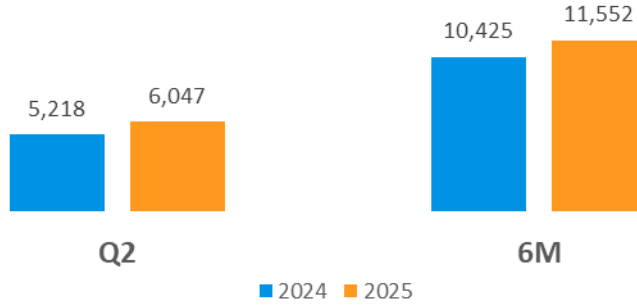


In the second quarter of the year, our revenue increased by approximately 16 percent compared to the same period of the previous year, reaching TRY 6.0 billion.

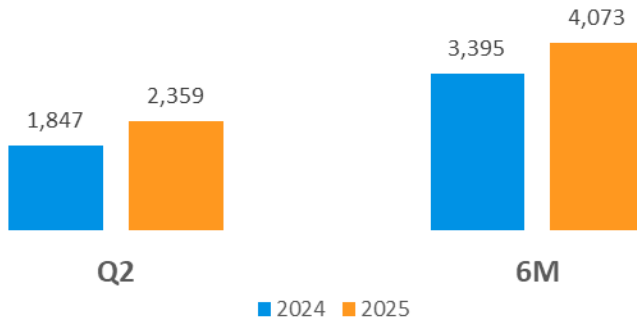
In the second quarter of 2025, our revenue increased by 15.9 percent compared to the same period of 2024, reaching TRY 6.0 billion. For the first half of 2025, revenue grew by 10.8 percent year-on-year. This growth was driven by the expansion of our store network and the increase in sales volumes.

Gross profit in the second quarter of 2025 rose by 27.7 percent compared to the same period of 2024, reaching TRY 2.4 billion, while the gross profit margin improved from 35.4 percent to 39.0 percent. For the first half of 2025, gross profit increased by 20.0 percent to TRY 4.1 billion, with the gross profit margin rising from 32.6 percent to 35.3 percent. This improvement was supported by margin optimization initiatives, changes in the product mix, and the recognition of financing expenses related to increased credit purchases due to higher financing costs in an inflationary environment. Financing expenses related to credit purchases are recorded under other expenses from operating activities. In addition, the downward trend in inflation contributed positively to margins calculated under inflation accounting. The gap between nominal margins and inflation-adjusted margins tends to widen negatively when inflation rises and to narrow when inflation declines.

Net Sales (m TL)



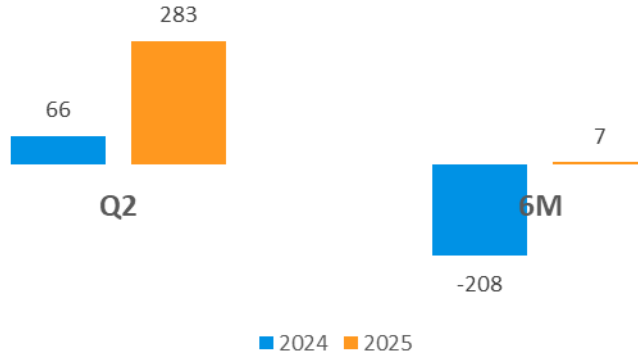
Gross Profit (m TL)



An operating profit of TRY 283 million was recorded in the second quarter.

In the second quarter of 2025, operating profit increased by 329.5 percent compared to the same period of 2024, reaching TRY 283 million. Over the same period, the operating profit margin rose from 1.3 percent to 4.7 percent. For the first half of 2025, operating profit was recorded at TRY 7 million, representing an increase of TRY 215 million compared to the first half of 2024. During this period, the operating profit margin improved from negative 2.0 percent to 0.1 percent. The 2.7 percentage point increase in the gross profit margin played a significant role in this improvement.

Operating Profit (m TL)

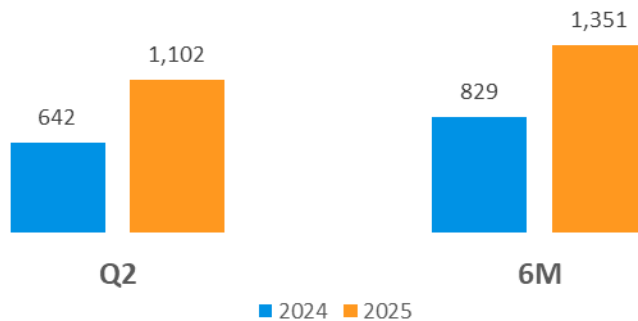


EBITDA in the second quarter of 2025 increased by 72 percent, reaching TRY 1.1 billion.

In the second quarter of 2025, EBITDA increased by 71.6 percent compared to the same period of the previous year, rising from TRY 642 million to TRY 1,102 million. When comparing the first half of 2025 with the same period of the prior year, the increase was 62.9 percent.

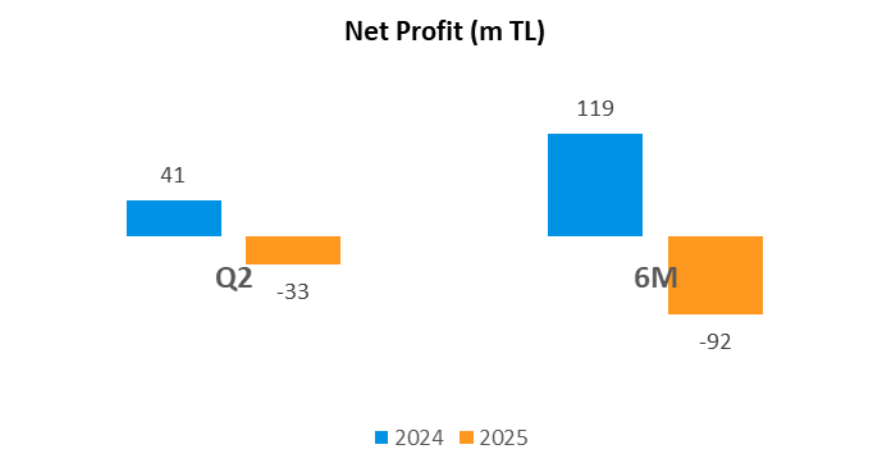
The EBITDA margin was 18.2 percent in the second quarter of 2025 and 11.7 percent for the first six months of the year, compared to 12.3 percent and 8.0 percent respectively in 2024. The primary driver of this improvement was the increase in the gross profit margin.

EBITDA (m TL)



In the second quarter of 2025, a net loss of TRY 33 million was recorded.

In the second quarter of 2025, a net loss of TRY 33 million was recorded, compared to a net profit of TRY 41 million in the same period of 2024. For the first six months of 2025, net profit declined from TRY 119 million in the prior year to a net loss of TRY 92 million. The net profit margin decreased from 1.1 percent to negative 0.8 percent. This change was primarily driven by higher financing expenses resulting from increased investments.



Net Financial Debt

As of 31 December 2024, the Group had a net financial asset position of TRY 45 million. By 30 June 2025, this had shifted to a net financial debt position of TRY 967 million.

m TL	30-Jun-25	31.Dec.24
Cash and Cash Equivalents	2,162	1,485
Financial Investments	80	137
Short and long-term Borrowings	(2,347)	(714)
Short-term Lease Liabilities	(223)	(187)
Long-term Lease Liabilities	(639)	(676)
(Net Financial Debt) / Asset Position	(967)	45

3. Information Regarding the Investments and Incentives Utilized by the Company During the Relevant Reporting Period

During the period between January 1, 2025 and June 30, 2025, a total investment expenditure of TRY 731,260,373 was realized.

As of June 30, 2025, there are no ongoing investment incentive certificates.

4. Information on the Company's Direct and Indirect Subsidiaries and Its Shareholding Percentages

The Company holds ownership interests in four subsidiaries.

Trade Name	Company's Share in Capital	Company's Share in Capital(%)
Tuna Çocuk Gereçleri A.Ş.	10,733,100 TL	70
Ebebek UK Retail Services Ltd	12,004,717 GBP	100
Ebebek Deutschland Retail Services GmbH	25,000 EUR	100
Ebebek USA Retail Services Inc	10,000 USD	100

Summary Statement of Financial Position

mTL	30-Jun-25	%	31.Dec.24	%	31.Dec.23	%
Current Assets						
Cash and Cash Equivalents	2,162	16.9	1,485	12.7	1,459	13.8
Financial Investments	80	0.6	137	1.2	204	1.9
Trade Receivables	131	1.0	85	0.7	73	0.7
Inventories	5,220	40.9	5,050	43.1	4,600	43.6
Other	652	5.1	829	7.1	1,124	10.7
TOTAL CURRENT ASSETS	8,245	64.6	7,586	64.7	7,460	70.7
Non-Current Assets						
Right of Use Assets	1,479	11.6	1,480	12.6	1,142	10.8
Tangible and Intangible Assets	2,985	23.4	2,570	21.9	1,924	18.2
Other	64	0.5	94	0.8	21	0.2
TOTAL NON-CURRENT ASSETS	4,528	35.4	4,144	35.3	3,087	29.3
TOTAL ASSETS	12,773	100.0	11,730	100.0	10,547	100.0
Short-Term Liabilities						
Short-Term Borrowings	2,183	17.1	714	6.1	773	7.3
Short-Term Lease Liabilities	223	1.7	187	1.6	187	1.8
Trade Payables	4,554	35.7	5,079	43.3	3,996	37.9
Current Tax Liabilities	39	0.3	101	0.9	68	0.6
Other	317	2.5	229	2.0	190	1.8
TOTAL SHORT-TERM LIABILITIES	7,316	57.3	6,310	53.8	5,214	49.4
Long-Term Liabilities						
Long-Term Borrowings	164	1.3	-	-	-	-
Long-Term Lease Liabilities	639	5.0	676	5.8	709	6.7
Long-Term Provisions	100	0.8	100	0.9	92	0.9
Deferred Tax Liabilities	396	3.1	411	3.5	244	2.3
Other	-	-	4	0.0	22	0.2
TOTAL LONG-TERM LIABILITIES	1,299	10.2	1,191	10.2	1,067	10.1
TOTAL EQUITY	4,158	32.6	4,229	36.1	4,266	40.4
TOTAL LIABILITIES AND EQUITY	12,773	100.0	11,730	100.0	10,547	100.0

Summary Profit/Loss Statement

mTL	1 January - 30 June 2025		1 January - 30 June 2024		1 April - 30 June 2025		1 April - 30 June 2024	
		%		%		%		%
Net Sales	11,552	100.0	10,425	100.0	6,046	100.0	5,219	100.0
Cost of Sales	(7,273)	(63.0)	(6,905)	(66.2)	(3,577)	(59.2)	(3,313)	(63.5)
Personnel Expenses	(1,634)	(14.1)	(1,493)	(14.3)	(810)	(13.4)	(724)	(13.9)
Advertising and Promotion Expenses	(268)	(2.3)	(201)	(1.9)	(122)	(2.0)	(93)	(1.8)
Energy Expenses	(86)	(0.7)	(84)	(0.8)	(38)	(0.6)	(37)	(0.7)
Cargo Expenses	(175)	(1.5)	(199)	(1.9)	(79)	(1.3)	(69)	(1.3)
Transportation Expenses	(91)	(0.8)	(97)	(0.9)	(42)	(0.7)	(43)	(0.8)
Other Operational Expenses	(673)	(5.8)	(616)	(5.9)	(276)	(4.6)	(298)	(5.7)
EBITDA	1,351	11.7	829	8.0	1,102	18.2	642	12.3
Depreciation and Amortization Expenses	(538)	(4.7)	(299)	(2.9)	(289)	(4.8)	(129)	(2.5)
Other Income/Expense from Operating Activities	(806)	(7.0)	(738)	(7.1)	(530)	(8.8)	(447)	(8.6)
OPERATING PROFIT/(LOSS)	7	0.1	(208)	(2.0)	283	4.7	66	1.3
Income/Expense from Investment Activities	12	0.1	35	0.3	9	0.1	9	0.2
Financial Income/Expense	(527)	(4.6)	(350)	(3.4)	(303)	(5.0)	(187)	(3.6)
Net monetary position gain/(loss)	448	3.9	704	6.8	(97)	(1.6)	82	1.6
PROFIT BEFORE TAX	(61)	(0.5)	181	1.7	(108)	(1.8)	(31)	(0.6)
Tax Income/Expense	(31)	(0.3)	(62)	(0.6)	75	1.2	72	1.4
NET INCOME FOR THE PERIOD	(92)	(0.8)	119	1.1	(33)	(0.6)	41	0.8

Key financial ratios and indicators calculated based on the unaudited consolidated financial statements of the company for the period January 1, 2025 – June 30, 2025

	1 January - 30 June 2025	1 January - 30 June 2024
Gross Profit Margin	35.3%	32.6%
EBITDA Margin	11.7%	8.0%
Operating Profit Margin	0.1%	-2.0%
Net Profit Margin	-0.8%	1.1%
	30-Jun-25	31-Dec-24
Current Ratio (Current Assets / Short-Term Liabilities)	1.1	1.2
Quick Ratio (Current Assets – Inventories / Short-Term Liabilities)	0.4	0.4
Leverage Ratio (Total Liabilities / Total Equity)	2.1	1.8
Debt Ratio (Total Liabilities / Total Assets)	0.7	0.6

Other Matters

July 2025 Number of Stores

As of June 30, 2025, the company has a total of 280 stores in Türkiye, 264 of which are traditional and 16 are mini concept stores. As of July 31, 2025, the number of stores of our company has reached 281, of which 265 are traditional and 16 are mini concept stores. Between July 1 and July 31, 2025; 1 store was opened in Istanbul.

The company has 3 stores in the United Kingdom as of July 31, 2025.

July 2025 Number of Visitors

The number of visitors to ebebek stores in Türkiye in July 2025 is 4.339.554. In the same period of 2024, this number was 4.023.110.

The number of visitors to ebebek stores in Türkiye in the first 7 months of 2025 is 30.525.087. In the same period of 2024, this number was 29.055.363.

The number of visitors to ebebek.com website in July 2025 is 10.231.581. In the same period of 2024, this number was 10.354.042.

The number of visitors to ebebek.com website in the first 7 months of 2025 is 81.272.639. In the same period of 2024, this number was 75.601.945.

July 2025 Number of Products Sold

The number of products sold through ebebek stores and e-commerce channels in Türkiye in July 2025 is 9.084.793. In the same period of 2024, this number was 7.519.616.

The number of products sold through ebebek stores and e-commerce channels in Türkiye in the first 7 months of 2025 is 59.200.309. In the same period of 2024, this number was 52.319.768.

This document has been translated into English for informative purposes. In case of a discrepancy between the Turkish and the English versions of this disclosure, the Turkish version shall prevail.

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