Ebebek Mağazacılık A.Ş.
Interim Report

01.01.2026 – 30.06.2026

General Information

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 ecommerce 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 2026 – 30 June 2026
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	: Company operates 311 stores in Türkiye, 3 stores in the United Kingdom, and 1 store in Northern Iraq.
Contact Information	
Tel	: 0216 325 73 25
Fax	: 0216 428 33 54
Website	: www.ebebek.com
Group	: Company and its subsidiaries are collectively referred to as the "Group".

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: The shareholding structure shown in the table below excludes any acquisitions of publicly traded shares made by shareholders on the open market.

	30 June 2026		31 December 2025	
	Share in Capital (%)	**Share in Capital (TL)**	**Share in Capital (%)**	**Share in 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 Erdoğmuş	8.53%	13,651,018	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

Kamal Antony Hatoum	3.13%	5,012,845	3.13%	5,012,845
Osman Mollaalioğlu	0.83%	1,336,759	0.83%	1,323,389
Mustafa Latif Topbaş	0.46%	738,284	0.46%	738,284
Tahir Uğur Temizer	0.08%	133,676	0.08%	133,676
Bedia Ebru Işın	0.03%	40,093	0.03%	40,093
Other	29.84%	47,741,502	25.33%	40,534,704
Total	**100.00%**	**160,000,000**	**100.00%**	**160,000,000**

4. Board Of Directors Overview

At the Ordinary General Assembly Meeting held on 25.04.2024, Musa Topbaş, Ömer Hulusi Topbaş, Mahmud Muhammed Topbaş, and Halil Erdoğmuş were elected as members of the Board of Directors, and Aynur Çolpan and Dr. Soner Canko were elected as independent members of the Board of Directors, each to serve for a term of three years.

As per the Board of Directors' resolution dated 25.04.2024, Musa Topbaş was elected as Chairman of the Board of Directors, and Ömer Hulusi Topbaş was elected as Vice Chairman of the Board of Directors.

Ömer Hulusi Topbaş resigned on 18.11.2025 from his positions as member and Vice Chairman of the Board of Directors, which he had held since 25.04.2024.

As per Article 363 of the Turkish Commercial Code No. 6102, it was resolved to appoint Ebubekir Topbaş to the Board of Directors seat vacated due to the resignation of Ömer Hulusi Topbaş, to be submitted for the approval of the first General Assembly meeting and, if approved, to serve until the end of the term of the resigning member.

The appointment of Ebubekir Topbaş — elected to the Board of Directors seat vacated by Ömer Hulusi Topbaş's resignation dated 18.11.2025 — to complete Ömer Hulusi Topbaş's term as a member of the Board of Directors was approved at the Ordinary General Assembly Meeting held on 26.03.2026.

Mr. Halil Erdoğmuş has resigned from our company's Board of Directors membership on June 5, 2026, effective as of the said date.

It has been resolved by our Board of Directors on June 5, 2026 to elect Mr. Tahir Uğur Temizer to the Board of Directors membership, to complete the term of office of Mr. Halil Erdoğmuş; and to submit the said election to the approval of the shareholders at the first general assembly to be held.

Name and Surname	Title	
Musa Topbaş	Chairman of the Board	Non-Executive Member of the Board
Ebubekir Topbaş	Vice Chairman of the Board	Non-Executive Member of the Board

Mahmud Muhammed Topbaş	Board Member	Non-Executive Member of the Board
Tahir Uğur Temizer	Board Member	Non-Executive Member of the Board
Aynur Çolpan	Board Member	Independent Member of the Board of Directors
Dr. Soner Canko	Board Member	Independent Member of the Board of Directors

5. Board Committees

The Board of Directors has resolved to establish the committee memberships as set out below, in accordance with the Corporate Governance Principles published by the Capital Markets Board of Türkiye.

Names of the Board Committees	Names and Surnames of Committee Members	Whether Serving as Committee Chairperson	Whether Serving as a Member of the Board of Directors	Whether Serving as an Executive Member
Audit Committee	Dr. Soner Canko	Yes	Independent Member of the Board of Directors	No
Audit Committee	Aynur Çolpan	No	Independent Member of the Board of Directors	No
Corporate Governance Committee	Dr. Soner Canko	Yes	Independent Member of the Board of Directors	No
Corporate Governance Committee	Aynur Çolpan	No	Independent Member of the Board of Directors	No
Corporate Governance Committee	Musa Topbaş	No	Chairman of the Board	No
Corporate Governance Committee	Pınar Topsakal Eşici	No	Non-member of the Board of Directors	Yes
Committee for Early Detection of Risk	Aynur Çolpan	Yes	Independent Member of the Board of Directors	No
Committee for Early Detection of Risk	Dr. Soner Canko	No	Independent Member of the Board of Directors	No

Committee for Early Detection of Risk	Musa Topbaş	No	Chairman of the Board	No
Committee for Early Detection of Risk	Tolga Koyuncu	No	Non-member of the Board of Directors	Yes

Audit Committee: The Audit Committee oversees the Company's accounting system, the public disclosure of its financial information, the independent audit, and the functioning and effectiveness of the Company's internal control and internal audit systems.

Corporate Governance Committee: The Corporate Governance Committee monitors the Company's compliance with corporate governance principles and also fulfills the duties of the Nomination Committee and the Remuneration Committee.

Committee for Early Detection of Risk: The Committee for Early Detection of Risk is responsible for identifying risks that may jeopardize the Company's existence, development, or continuity, ensuring that necessary measures are taken regarding the identified risks, and managing such risks effectively.

6. 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	Financial and Administrative Affairs Director
Itır Erel	Marketing Director
Müge Tekin	Commercial Director
Canay Otmanbölük	Human Resources Director
Onur Topgül	Supply Chain Director
Pınar Topsakal Eşici	Planning, Analysis and Investor Relations Director
Erkan Kızılkaya	Store Operations Director
Fahrettin Sami Bakkaloğlu	Store Operations Director
Pınar Küçüktürköz	Textile Director
Abidder Emin Şimşek	Business Development Director
Kerim Turnacı	Informations Technology Director
Faruk Giray	UK Country Director
Zeynep Melisa Elizabeth Çakır Suskun	E-commerce Director
Ceyhun Vatansever	Store Development Director

Top Management Change

The Board of Directors has resolved

i. In line with our company's store count and growth targets, to restructure the Store Development unit—which is currently organized at the managerial level—into the Store Development Directorship within our company's organizational chart; and to appoint Ceyhun Vatansever, who has been serving as Leasing Manager since February 15, 2012, to continue his duties as Store Development Director;

ii. In line with our company's current needs and targets, to establish the Business Development Directorship unit reporting to the Board of Directors, to close the CEO Office Directorship unit, and to assign Abidder Emin Şimşek, who has been serving as CEO Office Director since December 21, 2020, as Business Development Director;

iii. In line with our store count in the United Kingdom, our growth strategy, and our goal to ensure operational efficiency, to restructure the UK Country Directorship—where previously two separate directors were appointed (one responsible for Supply Chain & Support Services and the other for Commercial Operations)—into a single UK Country Directorship reporting to the Board of Directors, comprised of a single director who will be fully authorized and responsible for all ongoing and future operations in the UK; to assign Faruk Giray, who has been serving as the UK Country Director responsible for Commercial Operations since October 1, 2025, as UK Country Director; to add the position of UK Deputy Country Director to our company's organizational chart under the UK Country Directorship; and to assign Güray Eren Gören, who has been serving as the UK Country Director responsible for Supply Chain & Support Services since November 25, 2024, as UK Deputy Country Director;

iv. To publicly announce the aforementioned matters separately via the Public Disclosure Platform and our company's corporate website.

Top Management Change

Gönenç Rüştü Şener has resigned from our company's E-Commerce Director position, effective as of June 30, 2026. It has been resolved by our Board of Directors on June 24, 2026 to appoint Melisa Çakır Suskun as the E-Commerce Director, effective as of July 1, 2026, to succeed Gönenç Rüştü Şener.

Top Management Change

As per Board of Directors' resolution dated May 20th, 2026; it has been resolved to accept the resignation of İlker Naimoğlu, Director of Internal Control, Risk Management and Internal Audit, effective May 31st, 2026.

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

As of June 30, 2026, the Company's total number of employees was 5,080 (December 31, 2025: 4,983).
As of the same date, the Group's total number of employees was 5,144 (December 31, 2025: 5,060).

As of June 30, 2026, the provision for employee termination benefits has been calculated as TL 37,609,361.

Remuneration of Board Members and Senior Executives

At the General Assembly meeting held on March 26, 2026, it was resolved that each Independent Board Member shall be paid a net monthly remuneration of TL 250,000 for the 2026 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, 2026 and June 30, 2026 is TL 94,822,447.

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 Half of 2026

Change in Board Membership

Mr. Halil Erdoğmuş has resigned from our company's Board of Directors membership on June 5, 2026, effective as of the said date.

It has been resolved by our Board of Directors on June 5, 2026 to elect Mr. Tahir Uğur Temizer to the Board of Directors membership, to complete the term of office of Mr. Halil Erdoğmuş; and to submit the said election to the approval of the shareholders at the first general assembly to be held.

Amendment to the Duties and Working Principles of the Committee Responsible for Audit Document

The "Duties and Working Principles of the Audit Committee", which was amended as attached by the resolution of our Company's Board of Directors dated 03.06.2026, has entered into force as of 03.06.2026. The current clean and track changes versions of the document are available on the Public Disclosure Platform (KAP).

Lease Certificate Issuance Ceiling Approval

Within the framework of the Capital Markets Board's ("Board") Communiqué on Lease Certificates (III-61.1) ("Communiqué") published in the Official Gazette dated 07.06.2013 and numbered 28670, our application regarding the issuance of lease certificates, where Ebebek Mağazacılık A.Ş. will act as the originator/fund user and Değer Varlık Kiralama Anonim Şirketi will act as the issuer, limited to an issuance ceiling of TL 3,000,000,000 (Three Billion Turkish Liras) in nominal value, to be sold in tranches, based on a management contract as stipulated in the Communiqué within the framework of Articles 4 and 6 of the Communiqué, with various maturities and terms, to be issued domestically in TL, without public offering, as a private placement and/or to be sold to qualified investors, was discussed at the meeting of the Capital Markets Board dated 15.05.2026 and numbered 31/935, and the issuance ceiling of TL 3,000,000,000 has been approved. The approved issuance certificate and the Legal Status Evaluation Report are available on the Public Disclosure Platform (KAP).

Registration of the Approval of the Independent Audit Company

The proposal of our Company's Board of Directors, regarding the appointment of PwC Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. as an auditor for the 2026 accounting period, was approved at the General Assembly held on 26.03.2026, and was registered on 09.04.2026 and published in the Official Gazette dated 09.04.2026 and numbered 11560.

The Registration of the General Assembly
https://www.kap.org.tr/en/Bildirim/1590392

General Assembly Resolution Regarding the Profit Share Distribution
Our company's audited consolidated financial statements, prepared in accordance with the Communiqué on the Principles Regarding Financial Reporting in the Capital Market of the Capital Markets Board and based on Turkish Accounting Standards, reflect a net period profit of TRY 55,498,376 while legal records prepared in accordance with the provisions of the Tax Procedure Law show a net period profit of TRY 800,703,915.

Taking into consideration the Turkish Commercial Code, capital market legislation, Article 14 of our company's articles of association regarding the determination and distribution of profit, and our company's profit distribution policy, and based on the audited consolidated financial statements, since the legal limits have been reached, no allocation of general legal reserve has been deemed necessary. Accordingly, the net distributable period profit for the year 2025 has been calculated as TRY 55,498,376.

Considering also the donations made within the year 2025 amounting to TRY 44,048,928, it has been resolved to distribute to the shareholders the gross amount of TRY 200,000,000, which is the sum of TRY 55,498,376, corresponding to 100% of the net distributable profit, and TRY 144,501,624 brought forward from previous years, as a cash dividend in two equal installments; with the first installment of the dividend to be paid to the shareholders on October 15, 2026, and the second installment on December 15, 2026; and the allocation of TRY 19,200,000 as general legal reserve.

Ordinary General Assembly Meeting
The Ordinary General Assembly Meeting of our Company for the year 2025 was held to review the activities of the 2025 fiscal year and to discuss and resolve the agenda set out below, on Thursday, March 26, 2026 at 11:00 a.m. at the Company's headquarters located at İçerenköy Mahallesi Değirmen Yolu Cad. No:37 D:6 Ataşehir-İstanbul. The minutes and further details can be accessed via the link. https://www.kap.org.tr/en/Bildirim/1590392

AGENDA OF THE ORDINARY GENERAL ASSEMBLY MEETING FOR THE YEAR 2025

1. Opening and presidency set up, and granting authority to meeting presidency for signing the list of attendees and general assembly meeting minutes.

2. Reading, discussion, and approval of the annual activity report for the year 2025.

3. Reading and discussion of the summary of the independent audit report for the year 2025.

4. Reading, discussion, and approval of the Company's financial statements for the year 2025.

5. Discussion and resolution regarding the separate exoneration of each member of the Board of Directors and former board member Mr. Ömer Hulusi Topbaş, who resigned on November 18, 2025, about 2025 activities.

6. Discussion and voting on the approval of Mr. Ebubekir Topbaş, who was appointed to the board seat vacated by Mr. Ömer Hulusi Topbaş's resignation dated November 18, 2025, to serve as a board of directors member for the remainder of Mr. Ömer Hulusi Topbaş's term of office.

7. Discussion and resolution regarding the Board of Directors' proposal regarding the usage of 2025 profit, the dividend to be distributed, and the dividend distribution date.

8. Determination of the fees to be paid to the independent board of directors members.

9. Selection of the independent audit firm to audit the Company's 2026 activities and accounts, as per Article 399 of the Turkish Commercial Code and Article 9 of the Company's articles of association.

10. Approval of the independent audit firm to conduct the sustainability audit of the Company for the year 2025.

11. Disclosure to the general assembly of donations made in 2025 and determination of the annual donation cap for 2026.

12. Disclosure to the general assembly of the guarantees, pledges, mortgages, and bails provided by the Company in favor of third parties in 2025, as well as any income or benefits obtained therefrom.

13. Authorization of the board of directors members pursuant to Articles 395 and 396 of the Turkish Commercial Code regarding the prohibition of transactions with the company and the prohibition of competition, respectively.

14. Disclosure to the general assembly of transactions made by shareholders holding management control, board of directors members, managers with administrative responsibility, and their spouses and relatives by blood or marriage up to the second degree, within the scope of corporate governance principle (1.3.6) set forth in the annex to the Capital Markets Board's Corporate Governance Communiqué No. (II-17.1).

15. Other matters and closing.

Application to the CMB Regarding the Issuance Ceiling

As per the resolution of the Board of Directors of Değer Varlık Kiralama Anonim Şirketi dated 25.02.2026, it was resolved that, within the framework of the Communiqué on Lease Certificates (III-61.1) (the "Communiqué") issued by the Capital Markets Board (the "Board") and published in the Official Gazette dated 07.06.2013 and numbered 28670, lease certificates shall be issued — in which

Ebebek Mağazacılık A.Ş. shall act as the resource institution/fund user and Değer Varlık Kiralama A.Ş. shall act as the issuer — limited to an issuance ceiling of TRY 3,000,000,000 (Three Billion Turkish Liras) in nominal value, to be sold in tranches, based on a management agreement as set forth in Articles 4 and 6 of the Communiqué, with various maturities and terms, denominated in TRY and to be sold domestically through private placement and/or to qualified investors without a public offering; and that an application shall be made to the Capital Markets Board and other relevant authorities in this respect. Accordingly, an application has been made to the Capital Markets Board.

Sustainability — Appointment of the Independent Audit Firm

By the resolution of our Board of Directors dated February 25, 2026 and numbered 2026/28, it was resolved to appoint PwC Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. as the independent audit firm for the purpose of conducting the sustainability audit for the accounting period ended December 31, 2025, and this appointment was approved by the General Assembly.

Appointment of the Independent Audit Firm

By the resolution of our Board of Directors dated February 25, 2026 and numbered 2026/27, it was resolved, in accordance with the provisions of the Turkish Commercial Code No. 6102, the Capital Markets Law No. 6362, and the Communiqué on Independent Audit Standards in the Capital Market, to appoint PwC Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik Anonim Şirketi, located at Kılıçali Paşa Mahallesi Meclis-i Mebusan Caddesi No. 8 Inner Door No. 301 Beyoğlu-İstanbul, as the independent auditor for the audit of our company's 2026 financial statements and reports, and this appointment was approved by the General Assembly.

Land Located in Banaz, Uşak

Based on the Board of Directors' resolution dated May 30, 2024, and numbered 2024/57, a plot of land had been purchased in the Banaz District of Uşak Province to construct a logistics warehouse in order to more efficiently meet the logistics needs of ebebek stores located in Anatolia. At the current stage, taking into consideration the changes in the economic parameter forecasts that determine the balance of cash flow, equity investment, and leasing, it has been evaluated that constructing a new logistics warehouse of the projected size would divert the Company from its focus on efficient cash generation. Consequently, it has been decided to abandon the plan to construct a logistics warehouse on the aforementioned land located in the Banaz District of Uşak Province, and to initiate studies regarding alternative ways to utilize the land owned by our Company.

Manufacturing Operations of Tuna Çocuk Gereçleri Anonim Şirketi

The Board of Directors of our Company has resolved to cease the manufacturing operations of Tuna Çocuk Gereçleri Anonim Şirketi, our wholly-owned subsidiary, following the assessment conducted in accordance with profitability and efficiency criteria.

Amendment to Early Detection of Risk Committee Duties and Working Principles

A section titled 'Authority and Responsibilities Regarding Sustainability Risks and Opportunities' has been added to our company document titled 'Early Detection of Risk Committee Duties and Working Principles', following the section titled 'Duties and Responsibilities of the Committee.'' 'The Effective Date' section of the document has also been updated to reflect the aforementioned addition. The current valid version of the document is attached hereto.

Top Management Change

The request of Mr. Halil Erdoğmuş, who has been serving as a Member of the Board of Directors and Group CEO in our company, to resign from his Group CEO position effective as of March 16, 2026, has been approved by the resolution of our Company's Board of Directors dated January 20, 2026.

Mr. Halil Erdoğmuş will continue his current duty as a Member of the Board of Directors; however, the position of Group CEO will no longer be part of our company's organizational chart as of March 16, 2026.

2. Evaluation of Our Activities

1. Evaluation of Can Karadeniz, General Manager

Throughout our 25-year journey, we have taken every step with the awareness of the trust parents have placed in us. We concluded the second quarter of 2026, a period during which we worked with the determination to carry this deep-rooted quarter-century legacy into the future, as a meaningful term where we achieved our operational targets and made significant progress in our strategic priorities.

During this quarter of the year, in the most special periods such as Eid periods when parents come together with their families, we experienced the satisfaction of meeting their needs with an uninterrupted service approach. Notably, while reaching the highest monthly store traffic level in our history by hosting over 5.5 million visitors in our stores in May, we managed our growing commercial volume with the synergy provided by the harmony of our technological and logistical capabilities. By combining this operational efficiency with the advantages offered by economies of scale, we successfully reflected it positively on our profitability ratios. Showcasing our operational agility in product management as well, we planned seasonal transitions with a proactive approach, successfully managed the season transition in our textile category, and reaffirmed our promise to always offer the right solutions to parents.

June witnessed an exciting development in line with ebebek's global vision: our Mothercare launch. Offering the products of the global giant Mothercare exclusively under the ebebek umbrella in Türkiye, within the scope of our 10-year license agreement, has been a strategic step that strengthens ebebek's claim in the premium segment and its position as a gifting destination, while increasing our product diversity and profitability.

We solidified our market leadership in measurable categories such as baby bottle formula and baby diapers in this quarter as well. The unwavering trust consumers have in our brand continues to be the strongest guarantee of our sustainable growth in these strategic product groups. In the second quarter of 2026, our consolidated revenue reached TL 9.3 billion with an increase of 16.9% compared to the same period of the previous year. During the same period, while our gross profit reached TL 3.5 billion with an increase of 11.1% compared to the same period of 2025, we recorded a net profit of TL 304 million. As of the end of the first 6 months of 2026, while our consolidated revenue reached TL 18.3 billion with an increase of 19.7% compared to the same period of 2025, as a result of our disciplined management approach, our gross profit margin stood at 35.2%, and our EBITDA margin realized at 11.7%. During the same period, while our operating profit reached TL 131 million from previous year's TL 9 million, we recorded a net profit of TL 380 million at the end of the period.

This story, which has been growing with love for 25 years, is a result of producing and developing together, and remaining reliable under all circumstances. I would like to offer my most sincere thanks and respect to all our colleagues and business partners who have a share in this success, and to the millions of parents who consider us a part of their families. To many more 25 years together.

2. Türkiye Operational Summary

Number of Stores in Türkiye

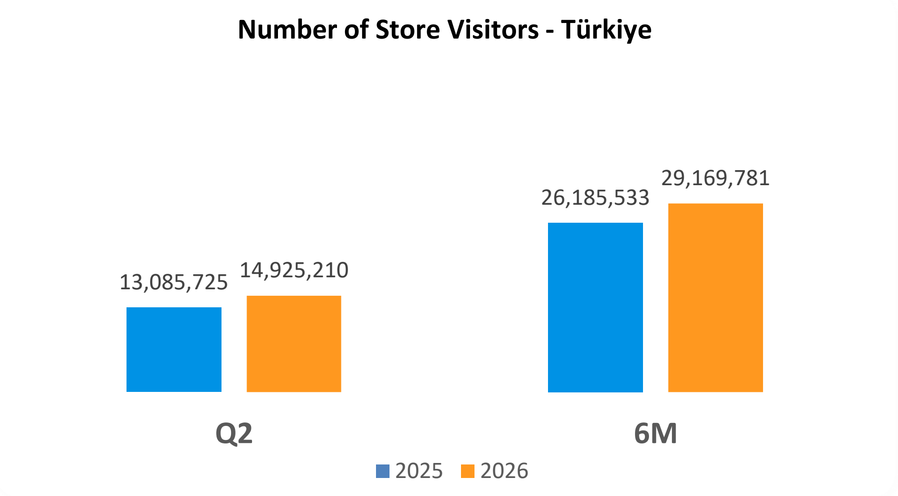
As of 31 March 2026, the Company operated a total of 305 stores in Türkiye, 281 of which are standard and 24 are mini concept stores. As of 30 June 2026, the number of stores reached 311, of which 282 are standard and 29 are mini concept stores.

Between 1 April and 30 June 2026, a total of 7 new stores were opened, 3 in İzmir, and 1 each in Bartın, İstanbul, Bursa and Antalya, and 1 store in Ankara was closed.

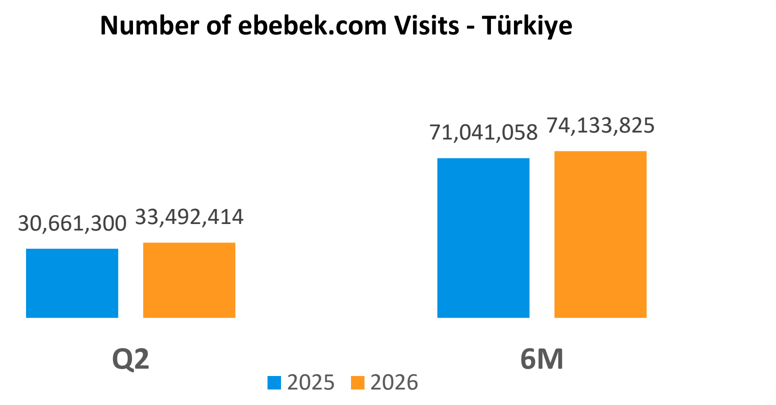
As of 30 June 2026, the Company had 3 stores in the United Kingdom and 1 store in Northern Iraq.

Number of Visitors in Türkiye

In the second quarter of 2026, the number of visitors to ebebek stores increased by 14.1% compared to the same period of the previous year, reaching 14,925,210. During the first six months ended June 2026, number of store visitors rose by 11.4% year-on-year to 29,169,781.

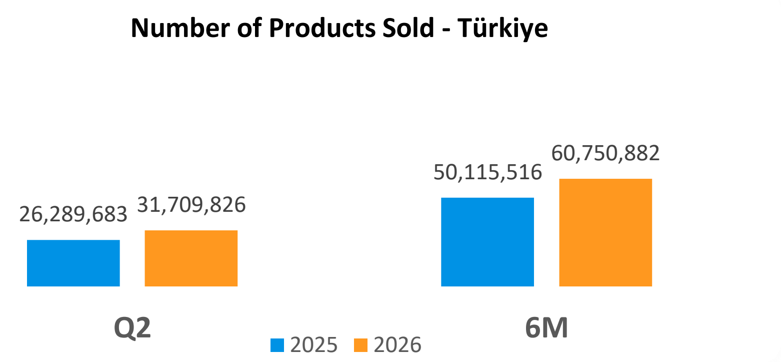


In the second quarter of 2026, number of visits to ebebek.com increased by 9.2% compared to the same period in 2025, reaching 33,492,414. For the first half of the year, the number of visits to ebebek.com grew by 4.4% year-on-year, totaling 74,133,825.

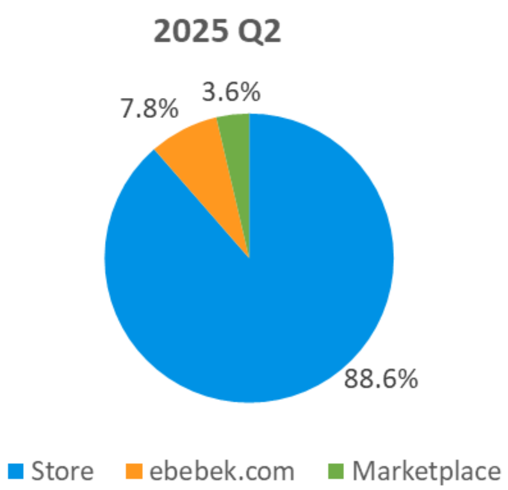


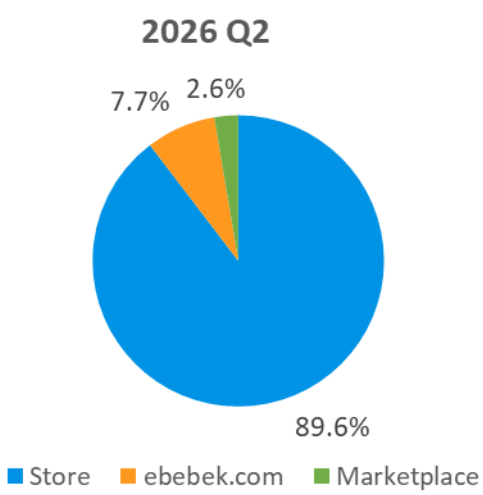
Number of Products Sold in Türkiye

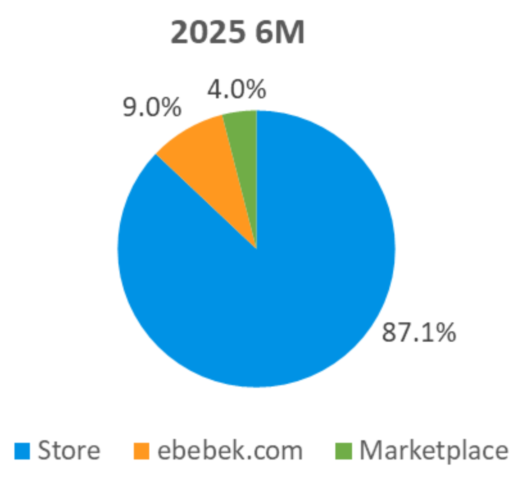
In the second quarter of 2026, the total number of products sold through ebebek stores in Türkiye and the e-commerce channel increased by 20.6% compared to the same period of 2025, reaching 31,709,826 units, while in the first six months of 2026, this figure rose by 21.2% year-on-year to 60,750,882 units.

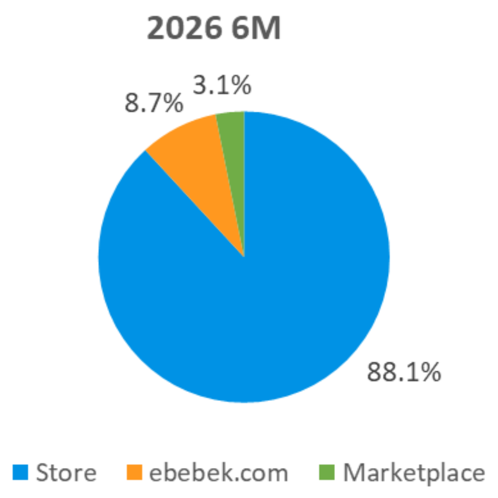


Breakdown of Total Units Sold by Sales Channels in Türkiye:

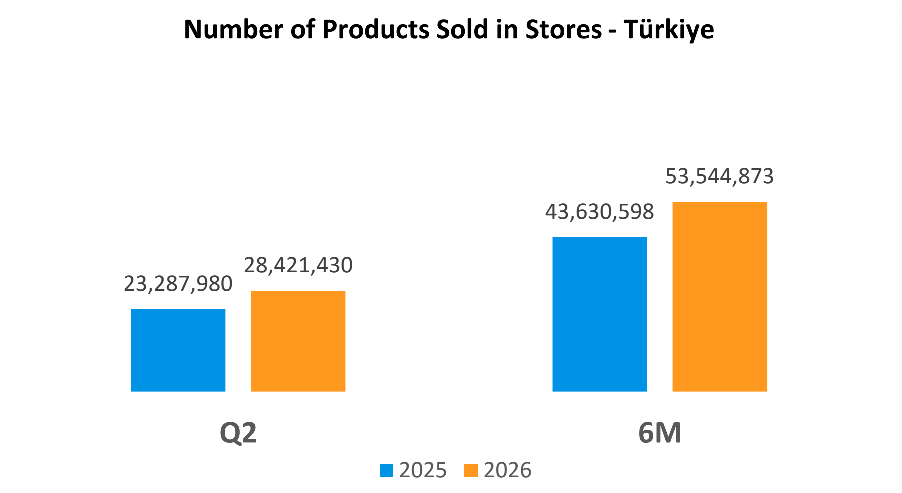




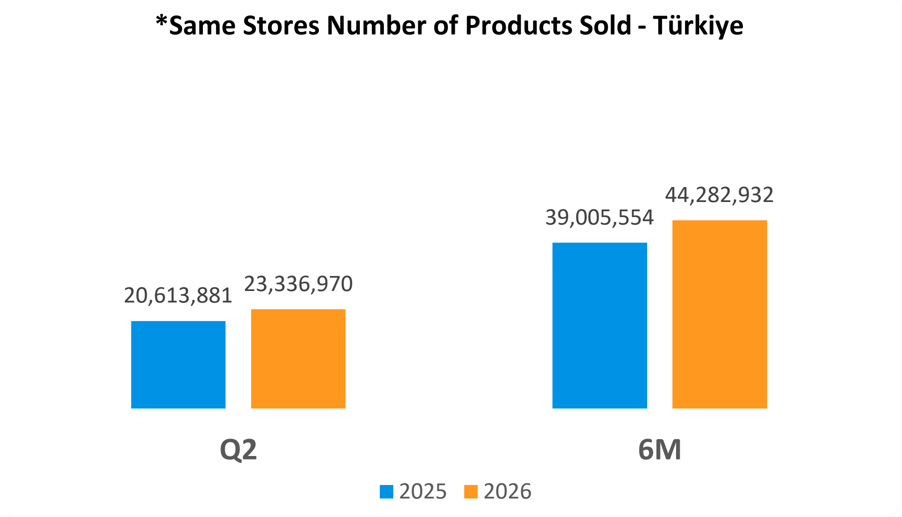




In the second quarter of 2026, the total number of products sold in ebebek stores in Türkiye increased by 22.0% compared to the same period of 2025, reaching 28,421,430 units, while in the first six months of 2026, this figure rose by 22.7% year-on-year to 53,544,873 units.

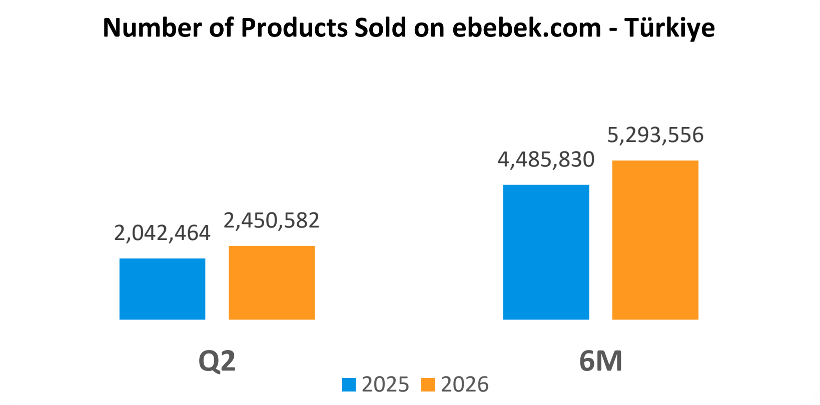


On a like-for-like basis, the total number of products sold in ebebek stores in Türkiye increased by 13.2% year-on-year to 23,336,970 in the second quarter of 2026, while in the first six months of 2026, this figure rose by 13.5% year-on-year to 44,282,932.

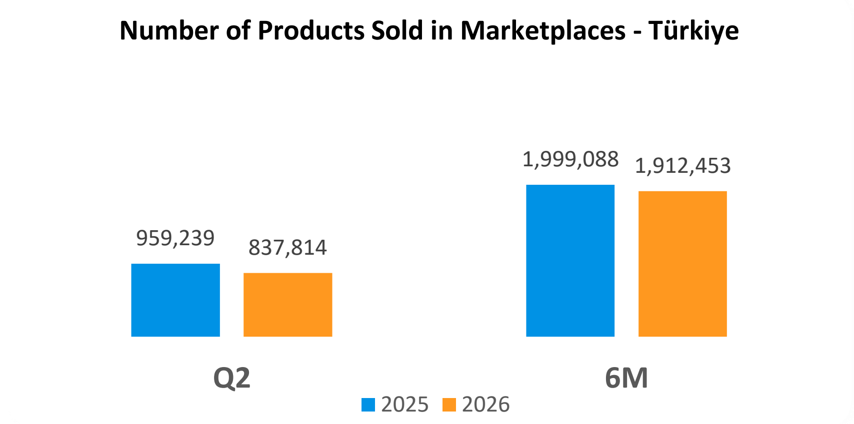


(*): Like-for-like figures are calculated based on the performance of stores that were open as of 30 June 2023 and continued their operations as of 30 June 2026.

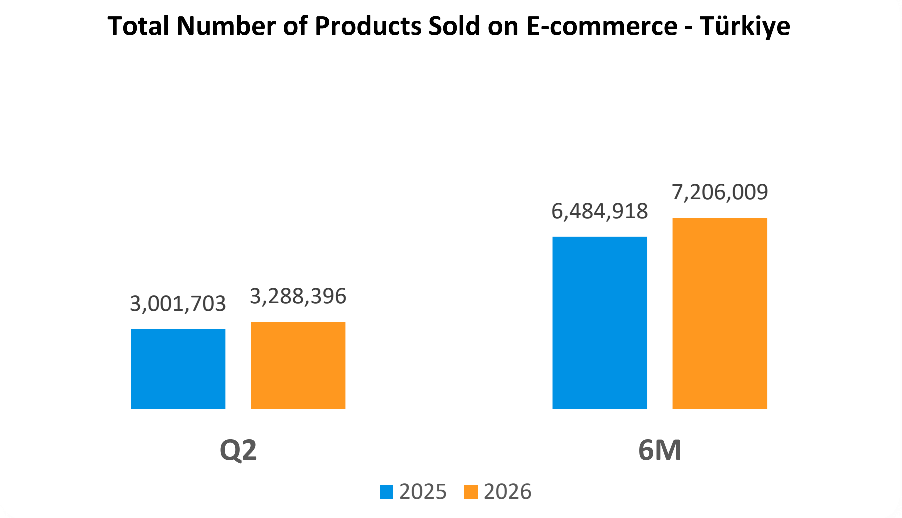
In the second quarter of 2026, the total number of products sold through ebebek.com website increased by 20.0% compared to the same period of 2025, reaching 2,450,582 units, while in the first six months of 2026, this figure rose by 18.0% year-on-year to 5,293,556 units.



In the second quarter of 2026, the total number of products sold through marketplaces in Türkiye decreased by 12.7% compared to the same period of 2025, reaching 837,814 units, while in the first six months of 2026, this figure declined by 4.3% year-on-year to 1,912,453 units.

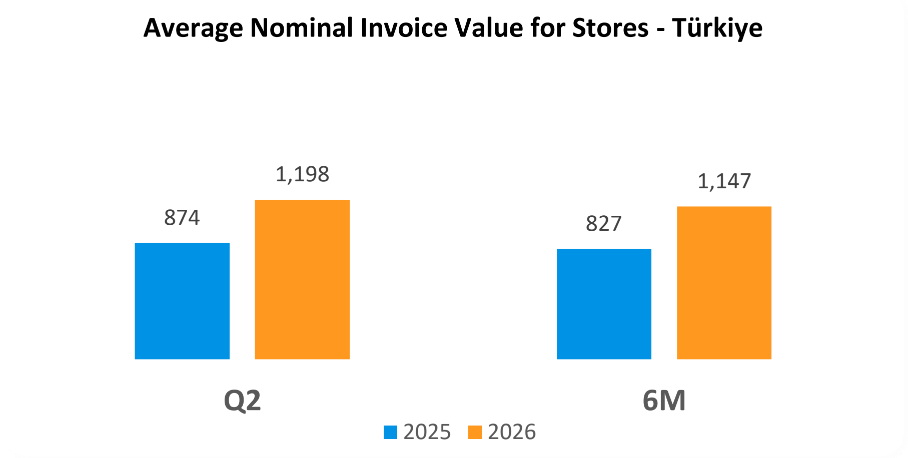


In the second quarter of 2026, the total number of products sold through e-commerce channels in Türkiye increased by 9.6% compared to the same period of 2025, reaching 3,288,396 units, while in the first six months of 2026, this figure rose by 11.1% year-on-year to 7,206,009 units.

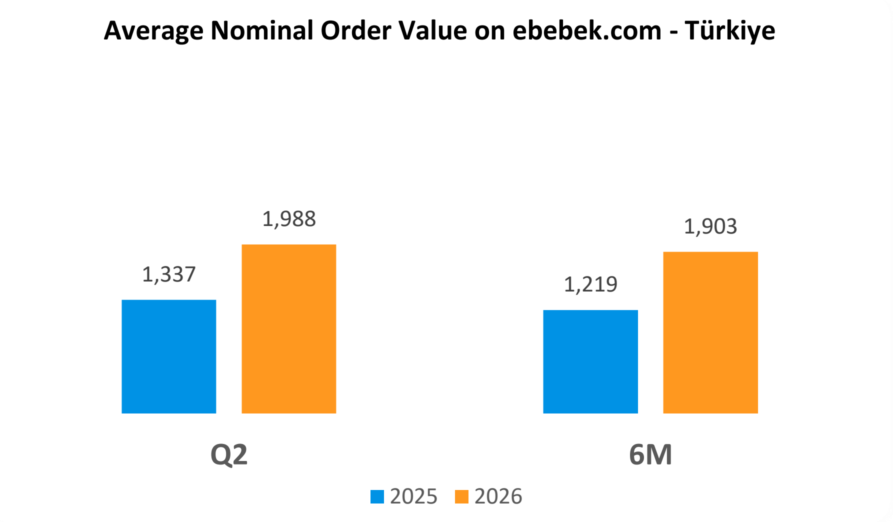


Stores Average Invoice Value and ebebek.com Average Order Value in Türkiye

The average nominal invoice value for stores increased by 37.1% year-on-year to TL 1,198 in the second quarter of 2026, while in the first six months of 2026, this figure rose by 38.6% year-on-year to TL 1,147.



The average nominal order value on ebebek.com increased by 48.7% year-on-year to TL 1,988 in the second quarter of 2026, while in the first six months of 2026, this figure rose by 56.2% year-on-year to TL 1,903.



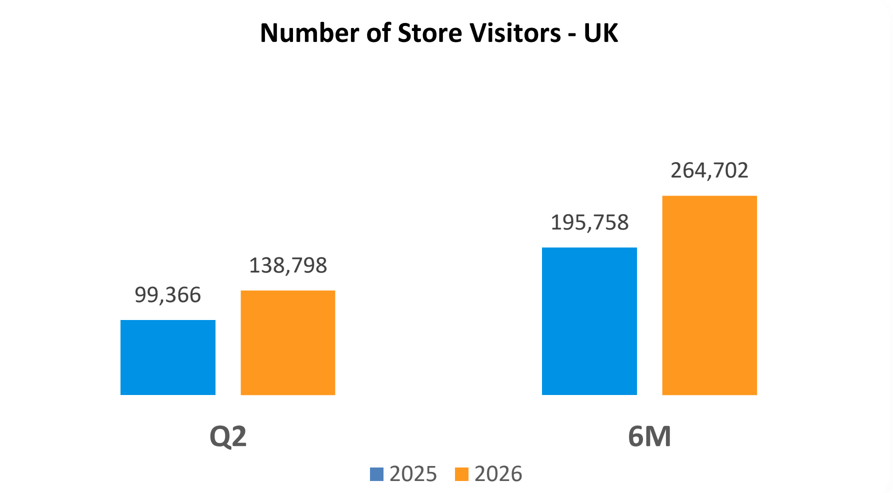
3. United Kingdom Operational Summary

Number of Stores in the United Kingdom

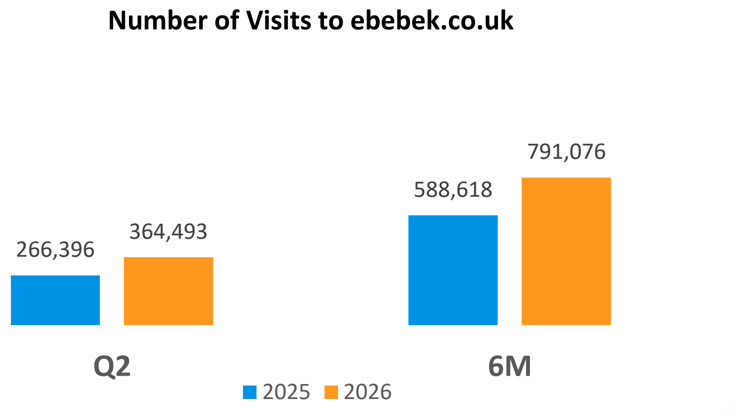
As of 30 June 2026, the Company had 3 stores in the United Kingdom.

Number of Visitors in the United Kingdom

In the second quarter of 2026, the number of visitors to ebebek stores in the United Kingdom increased by 39.7% year-on-year to 138,798, while during the first six months ended June 2026, this figure rose by 35.2% year-on-year to 264,702. The increase was mainly driven by the opening of the third store in Q2 2025.

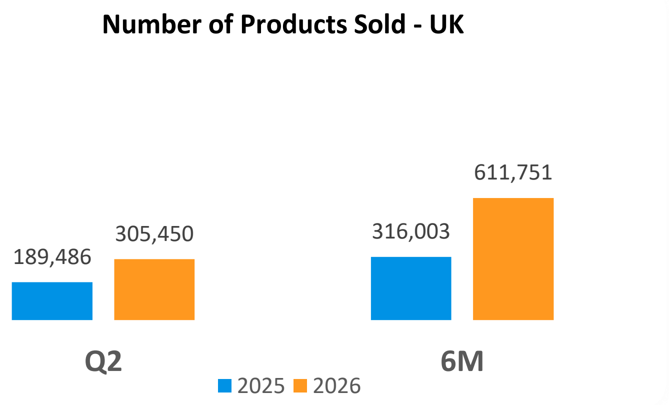


In the second quarter of 2026, the number of visits to ebebek.co.uk increased by 36.8% compared to the same period of 2025, reaching 364,493, while in the first six months of the year, this figure rose by 34.4% year-on-year to 791,076.

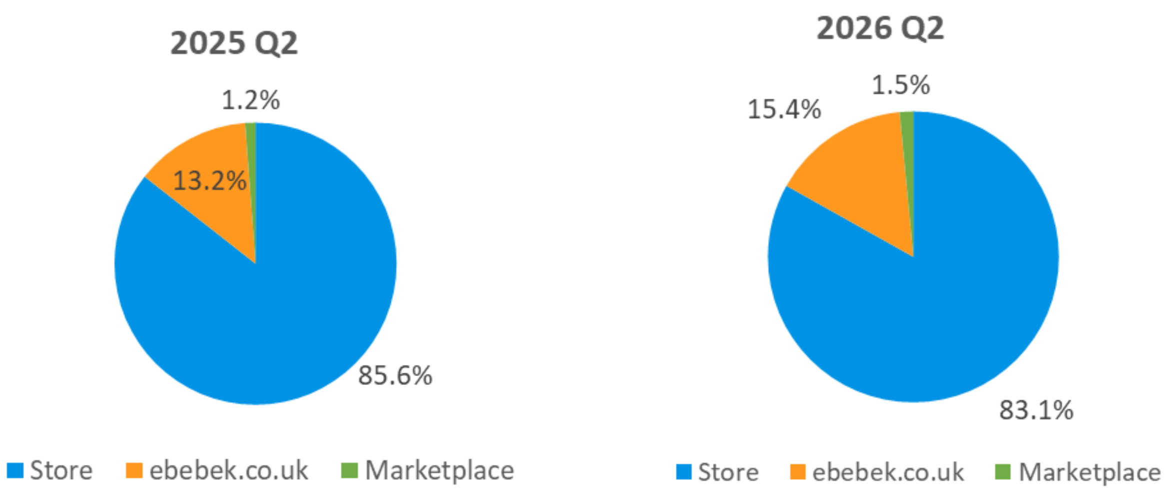


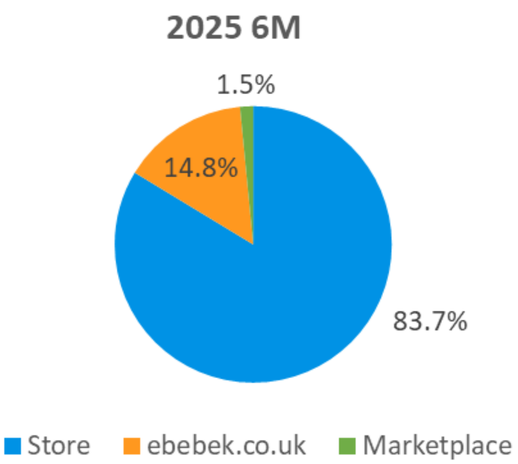
Number of Products Sold in the United Kingdom

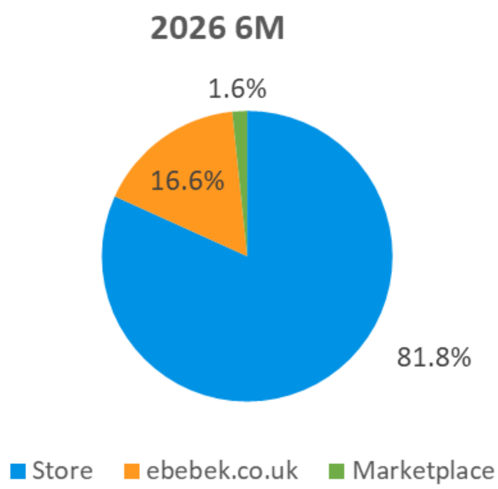
In the second quarter of 2026, the total number of products sold through ebebek stores and the e-commerce channel in the United Kingdom increased by 61.2% year-on-year to 305,450, while in the first six months of 2026, this figure rose by 93.6% year-on-year to 611,751.



Breakdown of Total Units Sold by Sales Channels in the UK:

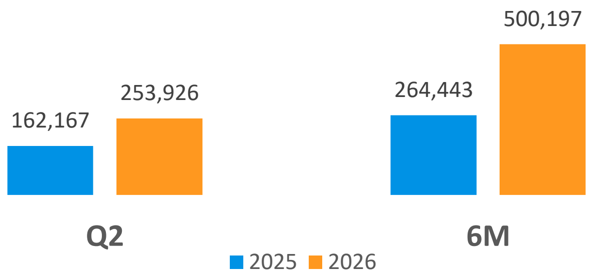






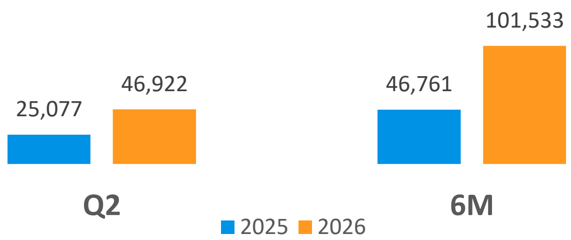
In the second quarter of 2026, the total number of products sold in ebebek stores in the United Kingdom increased by 56.6% year-on-year to 253,926, while in the first six months of 2026, this figure rose by 89.2% year-on-year to 500,197. The increase was mainly driven by the opening of the third store in Q2 2025.

Number of Products Sold in Stores - UK

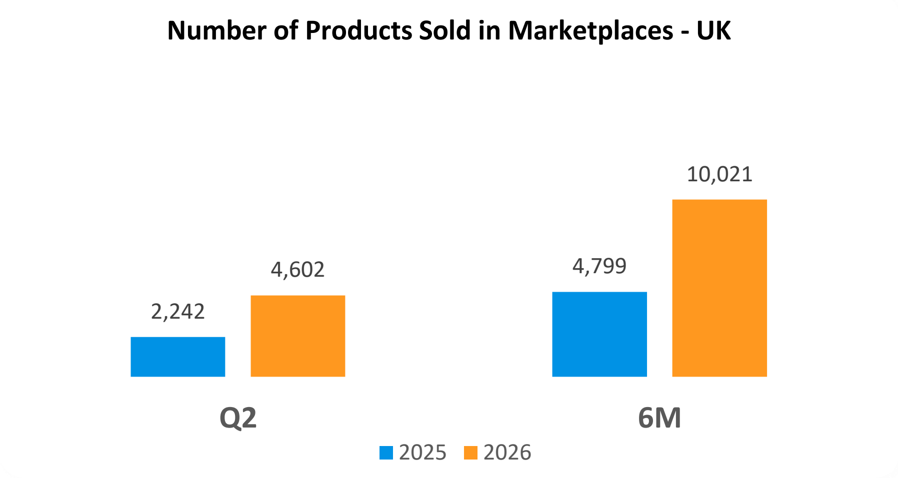


In the second quarter of 2026, the total number of products sold through the ebebek.co.uk website increased by 87.1% year-on-year to 46,922, while in the first six months of 2026, this figure rose by 117.1% year-on-year to 101,533. Efficiency-oriented digital marketing strategies were instrumental in this increase.

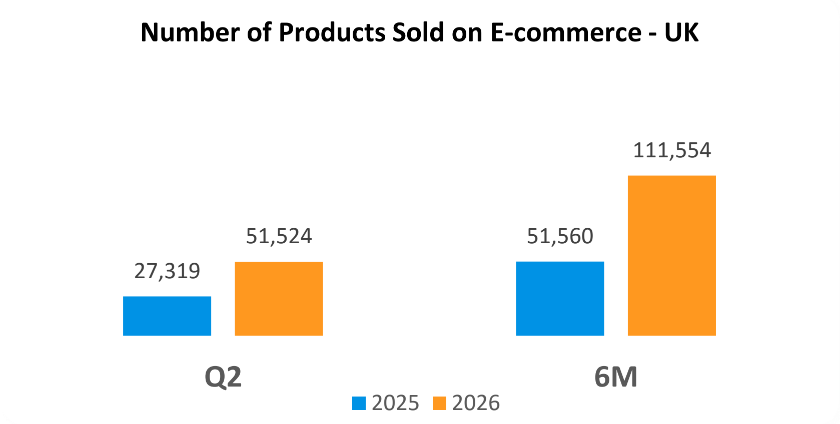
Number of Products Sold on ebebek.co.uk - UK



In the second quarter of 2026, the total number of products sold through marketplaces in the United Kingdom increased by 105.3% year-on-year to 4,602, while in the first six months of 2026, this figure rose by 108.8% year-on-year to 10,021.



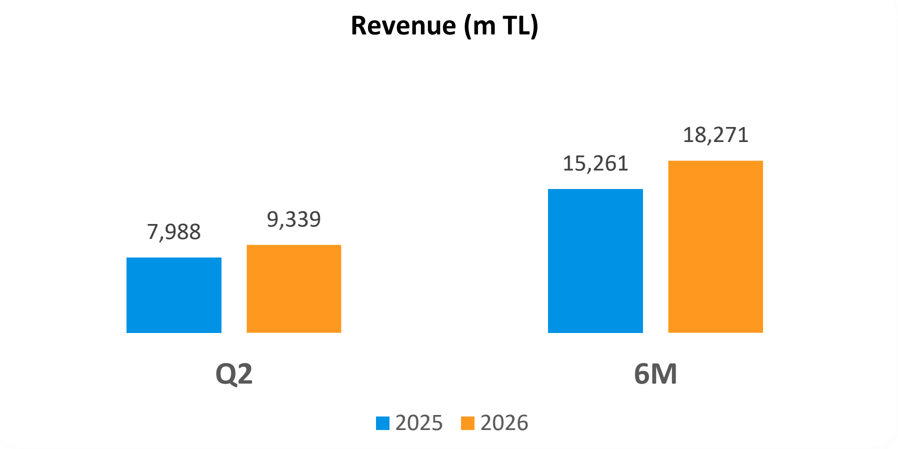
In the second quarter of 2026, the total number of products sold through e-commerce channels in the United Kingdom increased by 88.6% year-on-year to 51,524, while in the first six months of 2026, this figure rose by 116.4% year-on-year to 111,554.



4. Consolidated Financial Data

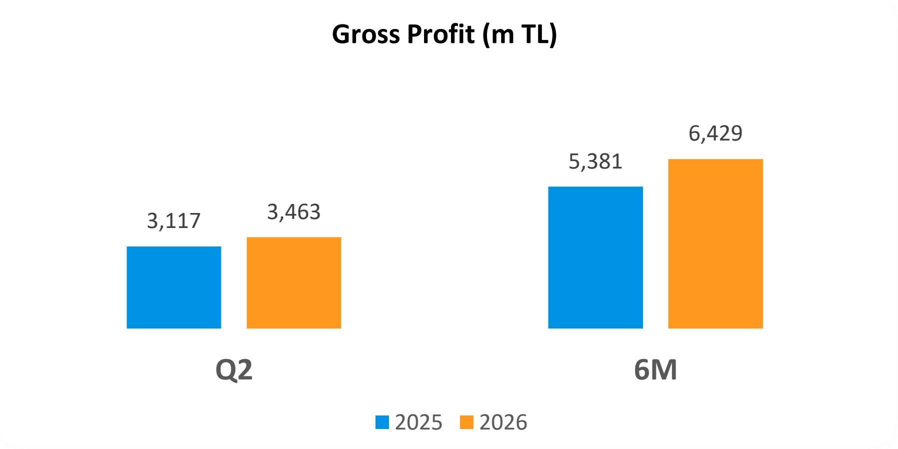
Revenue

In the second quarter of 2026, our consolidated revenue increased by 16.9% compared to the same period of 2025, reaching TRY 9.3 billion. In the first half of 2026, an increase of 19.7% was recorded compared to the same period of 2025.



Gross Profit

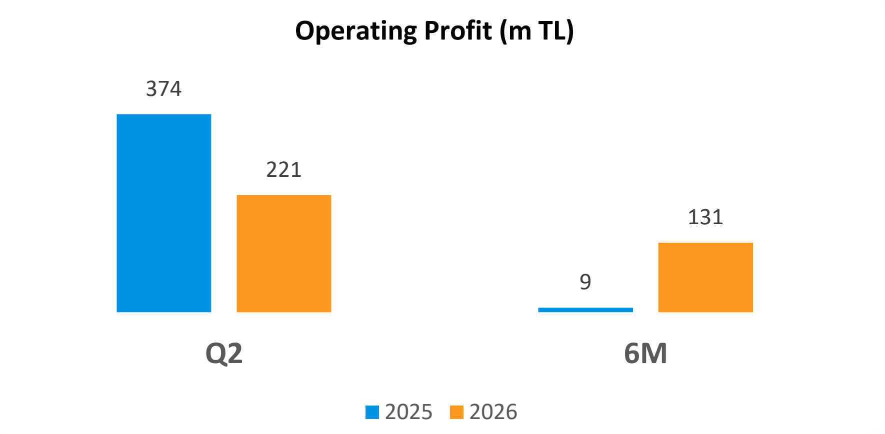
In the second quarter of 2026, while gross profit increased by 11.1% compared to the same period of 2025, reaching TRY 3.5 billion, the gross profit margin declined from 39.0% to 37.1%. Looking at the first half of 2026, gross profit rose by 19.5% to TRY 6.4 billion, while the gross profit margin showed a limited decline from 35.3% to 35.2%. Prior to the discounting effect, the nominal gross profit margin realized above the previous year's level. However, the decrease in financing expenses related to term purchases due to the decline in borrowing rates led to a reduction in the amount reclassified from cost of goods sold to other operating expenses, resulting in the reported gross profit margin materializing close to last year's levels.



Operating Profit

In the second quarter of 2026, operating profit decreased by 41.0% compared to the same period of 2025 to TRY 221 million, while the operating profit margin declined from 4.7% to 2.4%. Looking at the first half of 2026, operating profit increased to TRY 131 million, while the operating profit margin rose from 0.1% to 0.7%.

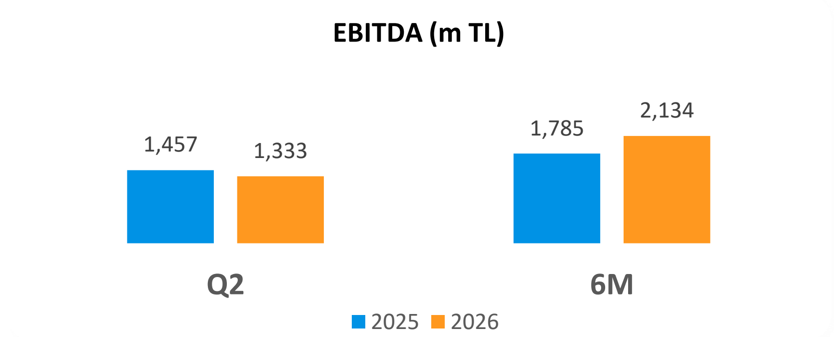
Of the approximately 0.6 percentage point improvement recorded in the operating profit margin in the first half, 0.5 percentage points stemmed from the decrease in the ratio of other net operating expenses to net revenue. The proportional decrease in financing expenses arising from term purchases, driven by the decline in borrowing rates, was the determining factor in this improvement. The remaining contribution of approximately 0.2 percentage points resulted from the decline in the ratio of depreciation expenses to net revenue.



EBITDA

In the second quarter of 2026, EBITDA decreased by 8.5% compared to the same period of 2025 to TRY 1,333 million. In the same period, the EBITDA margin declined from 18.2% to 14.3%. Looking at the first half of 2026, while EBITDA increased by 19.6% to TRY 2,134 million, the EBITDA margin remained stable at 11.7%.

Driven by the decrease in the reclassification amount under financing expenses arising from term purchases, the ratio of cost of goods sold to net revenue deteriorated by 1.8 percentage points. Conversely, a total improvement of 1.8 percentage points was recorded in the ratio of operating expenses, excluding the cost of goods sold, to net revenue.

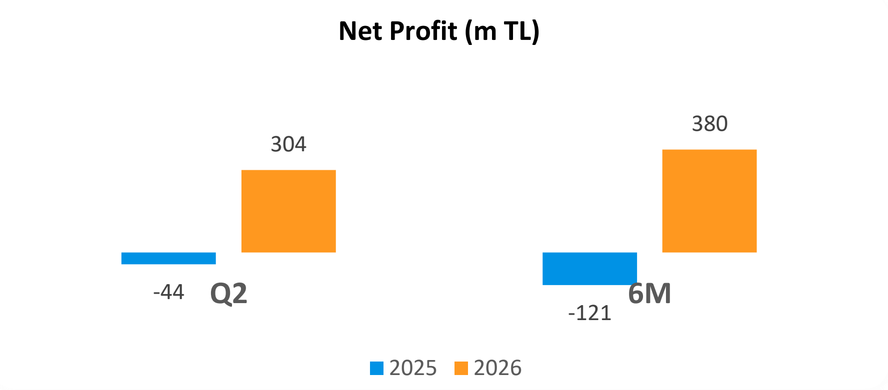


Net Profit

The net loss of TRY 44 million in the second quarter of 2025 turned into a net profit of TRY 304 million in the second quarter of 2026. In the same period, the net profit margin increased from -0.6% to 3.3%, with an improvement of 3.9 percentage points.

The net loss of TRY 121 million in the first six months of 2025 turned into a net profit of TRY 380 million in the first six months of 2026. The net profit margin also increased from -0.8% to 2.1%, with an improvement of 2.9 percentage points.

In addition to the 0.6 percentage point improvement in the operating profit margin, the increase in investment fund income contributed 0.3 percentage points to the ratio of income from investing activities to net revenue, while the monetary gain resulting from the application of inflation accounting contributed 2.5 percentage points. The decline in the ratio of financing expenses to net revenue also positively impacted the net profit margin by 1.0 percentage point. Conversely, the 1.5 percentage point increase in the ratio of tax expenses to net revenue partially limited these positive effects; as a result, the net profit margin for the period improved by a total of 2.9 percentage points.



Net Financial Debt

The Group's net financial debt position, which stood at a net debt level of TRY 391 million as of December 31, 2025, improved by TRY 575 million as of June 30, 2026, turning into a net financial asset position of TRY 184 million.

m TL	30.Jun.26	31.Dec.25
Cash and Cash Equivalents	3,497	2,759
Financial Investments	1,020	602
Short and long-term Borrowings	(2,877)	(2,276)
Short-term Lease Liabilities	(283)	(233)
Long-term Lease Liabilities	(1,173)	(1,243)
(Net Financial Debt) / Asset Position	184	(391)

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

During the period between January 1, 2026 and June 30, 2026, a total investment expenditure of TL 583,633,003 was realized.

As of June 30, 2026, there are no ongoing investment incentive certificates.

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

The Company has 4 subsidiaries. The Company also has a branch in the city of Erbil, Northern Iraq.

Trade Name	**Company's Share in Capital**	**Company's Share in Capital (%)**
Tuna Çocuk Gereçleri A.Ş.	15,333,000 TL	100
Ebebek UK Retail Services Ltd	12,929,717 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.26	%	31.Dec.25	%	31.Dec.24	%
Current Assets						
Cash and Cash Equivalents	3,497	18.6	2,759	16.0	1,962	12.7
Financial Investments	1,020	5.4	602	3.5	182	1.2
Trade Receivables	145	0.8	247	1.4	113	0.7
Inventories	6,483	34.5	6,105	35.4	6,672	43.1
Other	903	4.8	796	4.6	1,095	7.1
TOTAL CURRENT ASSETS	12,048	64.0	10,509	61.0	10,024	64.7
Non-Current Assets						
Right of Use Assets	2,469	13.1	2,452	14.2	1,955	12.6
Tangible and Intangible Assets	4,232	22.5	4,202	24.4	3,395	21.9
Other	66	0.4	60	0.3	124	0.8
TOTAL NON-CURRENT ASSETS	6,767	36.0	6,714	39.0	5,474	35.3
TOTAL ASSETS	18,815	100.0	17,223	100.0	15,498	100.0

	30.Jun.26	%	31.Dec.25	%	31.Dec.24	%
Short-Term Liabilities						
Short-Term Borrowings	2,877	15.3	2,193	12.7	943	6.1
Short-Term Lease Liabilities	283	1.5	233	1.4	247	1.6
Trade Payables	7,100	37.7	6,542	38.0	6,710	43.3
Current Tax Liabilities	149	0.8	116	0.7	133	0.9
Other	535	2.8	584	3.4	307	2.0
TOTAL SHORT-TERM LIABILITIES	10,944	58.2	9,668	56.1	8,340	53.8
Long-Term Liabilities						
Long-Term Borrowings	-	-	83	0.5	-	-
Long-Term Lease Liabilities	1,173	6.2	1,243	7.2	893	5.8
Long-Term Provisions	162	0.9	139	0.8	132	0.9
Deferred Tax Liabilities	795	4.2	713	4.1	542	3.5
Other	-	-	-	-	5	0.0
TOTAL LONG-TERM LIABILITIES	2,130	11.3	2,178	12.6	1,572	10.1
TOTAL EQUITY	5,741	30.5	5,377	31.2	5,586	36.0
TOTAL LIABILITIES AND EQUITY	18,815	100.0	17,223	100.0	15,498	100.0

Summary Profit/Loss Statement

mTL	1 January – 30 June 2026	%	1 January – 30 June 2025	%	1 April – 30 June 2026	%	1 April – 30 June 2025	%
Net Sales	18,271	100.0	15,261	100.0	9,339	100.0	7,988	100.0
Cost of Sales	(11,842)	(64.8)	(9,609)	(63.0)	(5,876)	(62.9)	(4,725)	(59.2)
Personnel Expenses	(2,458)	(13.5)	(2,158)	(14.1)	(1,216)	(13.0)	(1,070)	(13.4)
Advertising and Promotion Expenses	(475)	(2.6)	(355)	(2.3)	(269)	(2.9)	(161)	(2.0)
Energy Expenses	(105)	(0.6)	(114)	(0.7)	(47)	(0.5)	(50)	(0.6)
Cargo Expenses	(213)	(1.2)	(231)	(1.5)	(76)	(0.8)	(104)	(1.3)
Transportation Expenses	(109)	(0.6)	(121)	(0.8)	(33)	(0.4)	(56)	(0.7)
Other Operational Expenses	(935)	(5.1)	(889)	(5.8)	(489)	(5.2)	(365)	(4.6)
EBITDA	2,134	11.7	1,785	11.7	1,332	14.3	1,456	18.2
Depreciation and Amortization Expenses	(821)	(4.5)	(710)	(4.7)	(407)	(4.4)	(382)	(4.8)
Other Income/Expense from Operating Activities	(1,181)	(6.5)	(1,065)	(7.0)	(704)	(7.5)	(700)	(8.8)
OPERATING PROFIT/(LOSS)	131	0.7	9	0.1	222	2.4	374	4.7
Income/Expense from Investment Activities	65	0.4	15	0.1	38	0.4	11	0.1
Financial Income/Expense	(656)	(3.6)	(696)	(4.6)	(323)	(3.5)	(400)	(5.0)
Net monetary position gain/(loss)	1,175	6.4	592	3.9	518	5.5	(128)	(1.6)
PROFIT BEFORE TAX	716	3.9	(81)	(0.5)	454	4.9	(143)	(1.8)
Tax Income/Expense	(336)	(1.8)	(41)	(0.3)	(150)	(1.6)	99	1.2
NET INCOME FOR THE PERIOD	380	2.1	(121)	(0.8)	304	3.3	(44)	(0.6)

Selected financial ratios and key indicators calculated based on the data in the Company's unaudited consolidated financial statements for the period of 01.01.2026 – 30.06.2026:

	1 January - 30 June 2026	1 January - 30 June 2025
Gross Profit Margin	35.2%	35.3%
EBITDA Margin	11.7%	11.7%
Operating Profit Margin	0.7%	0.1%
Net Profit Margin	2.1%	-0.8%

	30 June 2026	31 December 2025
Current Ratio (Current Assets / Short-Term Liabilities)	**1.1**	**1.1**
Quick Ratio (Current Assets – Inventories / Short-Term Liabilities)	**0.5**	**0.5**
Leverage Ratio (Total Liabilities / Total Equity)	**2.3**	**2.2**
Debt Ratio (Total Liabilities / Total Assets)	**0.7**	**0.7**

Information on the profit distribution policy and, if no dividend distribution is proposed, the rationale for not distributing profits along with the Board’s proposal regarding the use of undistributed profits.

At the Ordinary General Assembly Meeting of the Company held on April 25, 2024, the Dividend Distribution Policy was approved. At the Ordinary General Assembly Meeting held on March 26, 2026, it was resolved, in accordance with Article 14 of the Company's Articles of Association, to distribute a gross dividend of TRY 200,000,000 to shareholders in two installments. The first installment is scheduled to be paid on October 15, 2026, and the second installment on December 15, 2026.

Ebebek Mağazacılık Anonim Şirketi Dividend Distribution Policy

The Dividend Distribution Policy of Ebebek Mağazacılık Anonim Şirketi has been determined in accordance with the provisions of the Turkish Commercial Code, capital markets legislation, and Article 14 of the Company’s Articles of Association regarding the determination and distribution of profit. The decision on profit distribution is taken by the General Assembly. The General Assembly may resolve to distribute all or part of the distributable net profit for the period, calculated in accordance with the Company’s Articles of Association, the Turkish Commercial Code, the Communiqué on Dividends, and tax legislation. Publicly traded companies whose shares are listed on Borsa İstanbul A.Ş. are not obliged to declare dividends. However, ebebek aims to establish a sustainable dividend distribution practice over time. This objective does not constitute a commitment. Dividends may be distributed in cash and/or in the form of bonus shares. The implementation of this policy and the amount of net profit to be distributed depend on various factors, including ebebek’s investment and financing strategies and needs, amendments in applicable legislation, market expectations, medium- and long-term strategic goals, capital and investment requirements of ebebek and/or its subsidiaries and affiliates, profitability level, financial position, indebtedness and liquidity status, as well as national and global economic conditions. The decision on whether to distribute dividends and, if so, at what rate, is made annually by the General Assembly based on the proposal of the Board of Directors, taking into account the prevailing circumstances of the aforementioned factors for the relevant year. ebebek does not practice the distribution of advance dividends.

Other Matters

July 2026 Number of Stores

As of June 30, 2026, our company has a total of 311 stores in Türkiye, 282 of which are standard and 29 are mini concept stores. As of July 31, 2026, the number of stores of our company has reached 316, of which 285 are standard and 31 are mini concept stores. Between July 1 and July 31, 2026; 5 stores were opened: 1 in Balıkesir, 1 in Denizli, 1 in Mersin, 1 in Sinop and 1 in Rize.

Our company has 3 stores in the United Kingdom and 1 store in Northern Iraq as of July 31, 2026.

July 2026 Number of Visitors

The number of visitors to ebebek stores in Türkiye in July 2026 is 4,969,587. In the same period of 2025, this number was 4,339,554.

The number of visitors to ebebek stores in Türkiye in the first 7 months of 2026 is 34,139,368. In the same period of 2025, this number was 30,525,087.

The number of visits to ebebek.com website in July 2026 is 11,010,560. In the same period of 2025, this number was 10,231,581.

The number of visits to ebebek.com website in the first 7 months of 2026 is 85,144,385. In the same period of 2025, this number was 81,272,639.

June 2026 Number of Products Sold

The number of products sold through ebebek stores and e-commerce channels in Türkiye in June 2026 is 10,706,591. In the same period of 2025, this number was 9,147,735.

The number of products sold through ebebek stores and e-commerce channels in Türkiye in the 6-month period ending in June 2026 is 60,750,882. In the same period of 2025, this number was 50,115,516.

About The Company

ebebek is a retail and e-commerce brand that meets all the needs of mothers and babies from pregnancy to the age of four through a comprehensive range of high-quality products, a friendly and knowledgeable team, high service standards, affordable prices, expert guidance, and post-purchase support—available 24/7 through its online platform and chain of stores. Starting its journey in 2001 as an e-commerce platform, ebebek expanded into physical retail in early 2003. Today, it continues to serve parents through its online store, ebebek.com, and its nationwide retail locations. Listed on Borsa Istanbul's Yıldız Market in 2023, the company's shares are traded under the ticker symbol EBEBK. For more information, please visit https://kurumsal.ebebek.com/en.

Investor Relations – Contacts

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Reservation

This document contains statements regarding Company's performance, which have been prepared based on currently available data. Whether Company's future performance aligns with expectations depends on various uncertainties and unforeseeable events that could significantly impact operations, including but not limited to changes in macroeconomic/geopolitical conditions, potential increases in tax rates, unexpected climate-related events, and natural disasters. Such uncertainties and unforeseeable events may lead to outcomes that differ materially from assessments provided in this document. The Company cautions recipients of this document that the assessments and information presented herein are based on current data and do not constitute a guarantee or commitment regarding the Company's future performance or financial results. Neither the Company, its board members, executives, nor employees shall be held liable for any damages arising from the use of the information contained in this document. The financial data included in this interim activity report regarding the Company's second quarter 2026 financial results have been adjusted for the effects of inflation in accordance with the relevant accounting principles set out in Turkish Accounting Standard 29 "Financial Reporting in Hyperinflationary Economies" (TAS 29) and have been subject to a limited review, in line with the decision of the Capital Markets Board dated 28 December 2023 and numbered 81/1820.

This statement 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.

Financial Report

The information contained in this information note is largely derived from the 30.06.2026 dated tables published on Public Disclosure Platform (KAP). The report published on KAP can be accessed from https://www.kap.org.tr/en/Bildirim/1599099

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