

## Material Event Disclosure 7 November 2023

### October 2023 Number of Products Sold

The number of products sold through ebebek stores and e-commerce channels in Turkey in October 2023 is 7.218.460. In the same period of 2022, this number was 6.276.475.

The number of products sold through ebebek stores and e-commerce channels in Turkey in the first 10 months of 2023 is 67.980.394. In the same period of 2022, this number was 58.212.420.

### About ebebek

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 internet sales site and physical stores. The shares of the Company, which went public in 2023, are traded on Borsa Istanbul's Stars Market under the code EBEBK. You can find more information about the company at <https://kurumsal.ebebek.com/en/>.

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