22 October 2026

Q3 2026 Earnings Release

1. Evaluation of Can Karadeniz, General Manager

Closely understanding the evolving needs of our parents and developing tailored solutions remain among the core priorities guiding our operations.

In the third quarter of 2026, our operations in Türkiye stood out with a strong performance. Unit sales in both our Baby Gear & Furniture and Textile categories recorded a year-over-year increase of approximately 21%. Reaching 33.6 million, our total quarterly unit sales grew by 22.2% compared to the same period last year, predominantly driven by the 14% volume growth in our like-for-like stores.

During the third quarter, we welcomed 15.1 million visitors to our stores, representing a 12% increase year-over-year. This surge in store foot traffic also translated into sales volumes, driving a 24.8% increase in our store unit sales compared to the third quarter of 2025. At ebebek.com, while the number of sessions saw a limited year-over-year increase of 1.8% in the third quarter of 2026, unit sales grew by 14.4%.

The number of parents who made at least one purchase between October 1, 2025, and September 30, 2026, grew by approximately 6% compared to the same period of the previous year, exceeding 3.5 million. A noticeable decline in store employee turnover rates led to an overall improvement in store performance metrics, which positively impacted our EBITDA. In this quarter, we also began to reap the positive outcomes of our initiatives aimed at enhancing the profitability of our mini-concept stores—such as rent optimization efforts and product portfolio rationalization—thereby increasing their average profitability margins.

Meanwhile, we have started to observe the positive impacts of the transformative efforts implemented across our international operations. Our unit sales in the United Kingdom recorded a year-over-year increase of over 42% in the third quarter. In our Iraq store, which became operational at the beginning of this year, we have achieved month-over-month improvements in unit sales and conversion rate indicators since its opening. This positive momentum was also accompanied by an upward trend in profitability.

Our operational performance was firmly reflected in our financial indicators. Including the impact of IAS 29, our consolidated revenue reached TRY 10.5 billion in the third quarter and amounted to TRY 29.8 billion for the first nine months of the year. Our gross profit margin continued to increase compared to the same periods of the previous year, realizing at 39.2% in the third quarter and 36.6% for the nine-month period. For the first nine months in total, our EBITDA margin reached 13.5%, while our net profit was realized at TRY 716 million. Our cash flow strengthened as our debt levels declined; these two developments significantly bolstered our financial outlook.

I would like to extend my gratitude to our colleagues and business partners who contributed to these results, and to our parents for their continuous trust in ebebek. For the remainder of the year,

developing solutions by prioritizing the needs and expectations of parents and enhancing our operational efficiency will remain our top priorities.

2. Türkiye Operational Summary

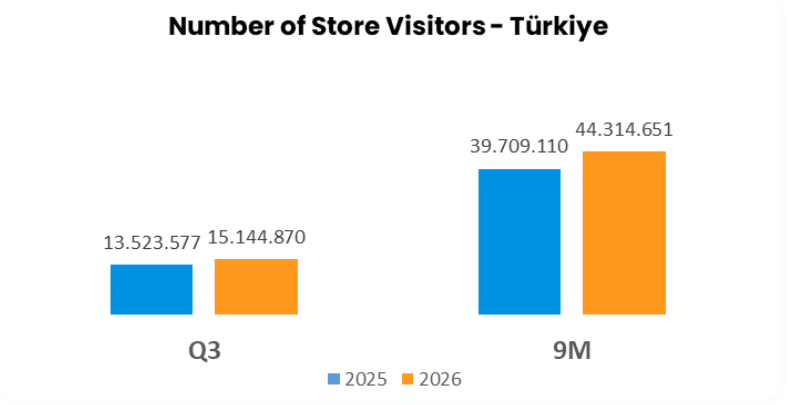
Number of Stores in Türkiye

Our Company, during the period July 1–September 30, 2026, with a total of 11 new stores—1 in Balıkesir, 1 in Denizli, 2 in Mersin, 1 in Sinop, 1 in Rize, 1 in Zonguldak, 1 in Aydın, 1 in Yozgat, 1 in Amasya and 1 in Tokat—and a total of 1 store closed in Mersin, increased its number of stores in Türkiye to 321; with 1 store opened in Birmingham, it increased its number of stores in the United Kingdom to 4. As of September 30, 2026, our total store status is as follows:

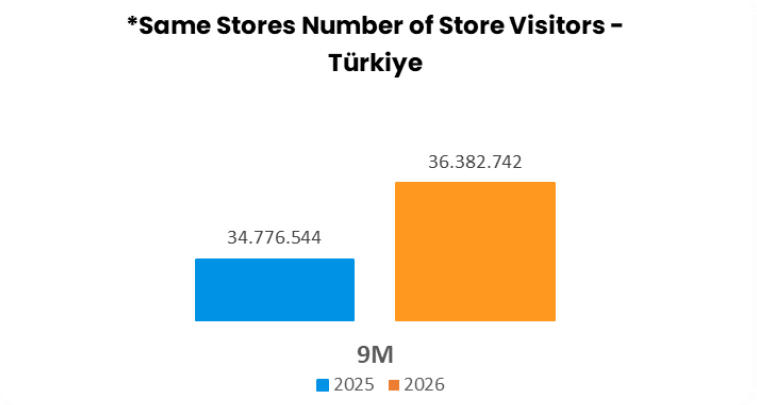
- Türkiye (321 stores): 2 mega, 282 standard, 37 mini
- Overseas (5 stores): 4 United Kingdom, 1 Northern Iraq

Number of Visitors in Türkiye

In the third quarter of 2026, the number of visitors to ebebek stores increased by 12.0% compared to the same period of the previous year, reaching 15,144,870. During the first nine months ended September 2026, number of store visitors rose by 11.6% year-on-year to 44,314,651.

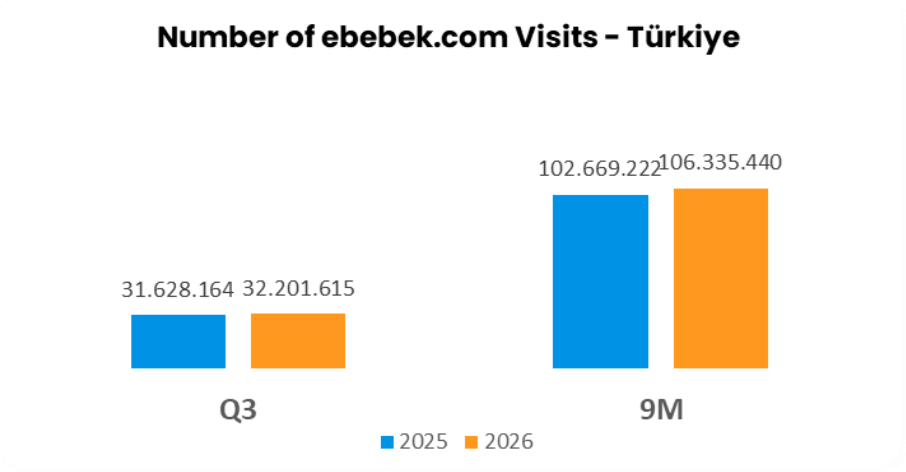


On a like-for-like basis, the total number of visitors to ebebek stores in Türkiye increased by 4.6% year-on-year to 36,382,742 in the first nine months of 2026.



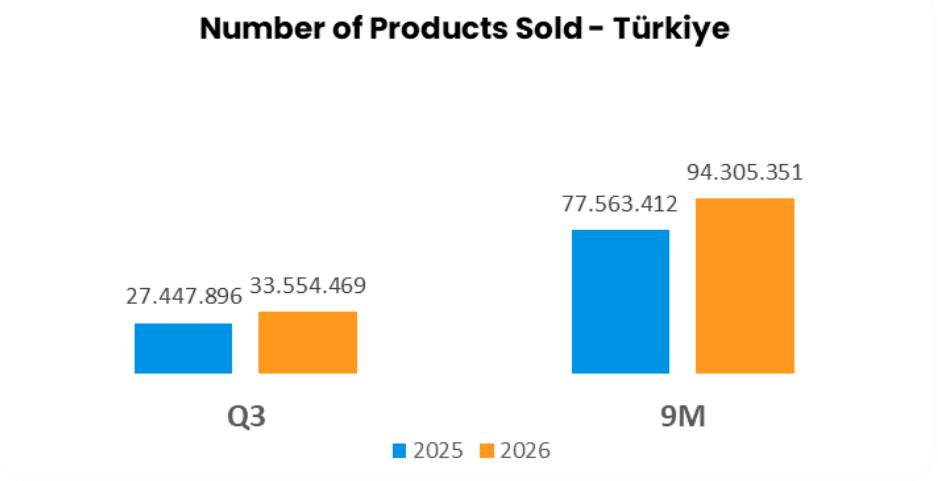
(*): Like-for-like figures are calculated based on the performance of stores that were open as of 30 September 2023 and continued their operations as of 30 September 2026.

In the third quarter of 2026, number of visits to ebebek.com increased by 1.8% compared to the same period in 2025, reaching 32,201,615. During the first nine months ended September 2026, the number of visits to ebebek.com grew by 3.6% year-on-year, totalling 106,335,440.

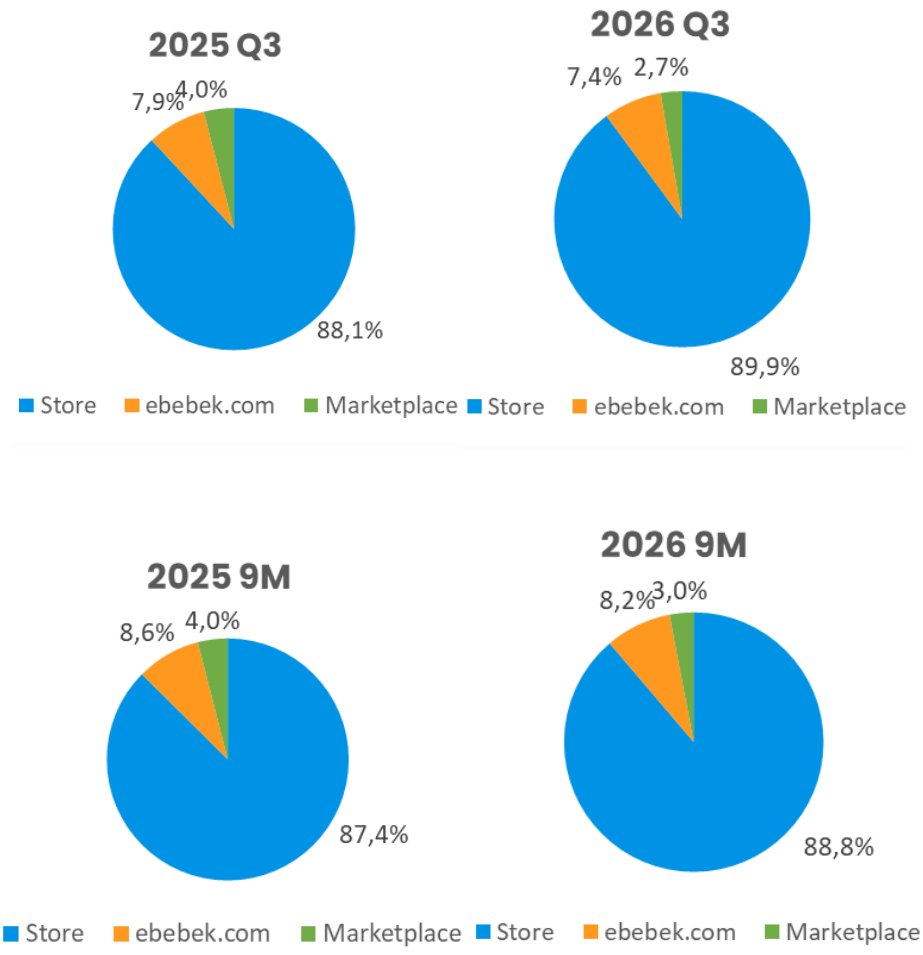


Number of Products Sold in Türkiye

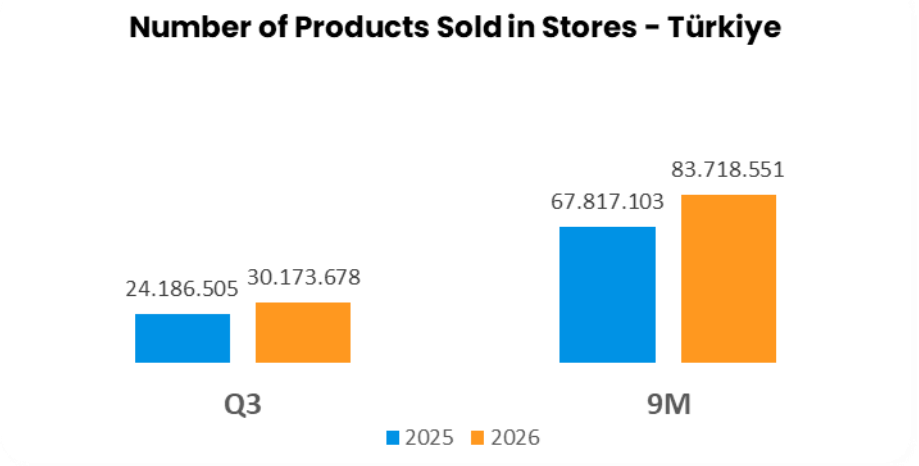
In the third quarter of 2026, the total number of products sold through ebebek stores in Türkiye and the e-commerce channel increased by 22.2% compared to the same period of 2025, reaching 33,554,469 units, while in the first 9 months of 2026, this figure rose by 21.6% year-on-year to 94,305,351 units.



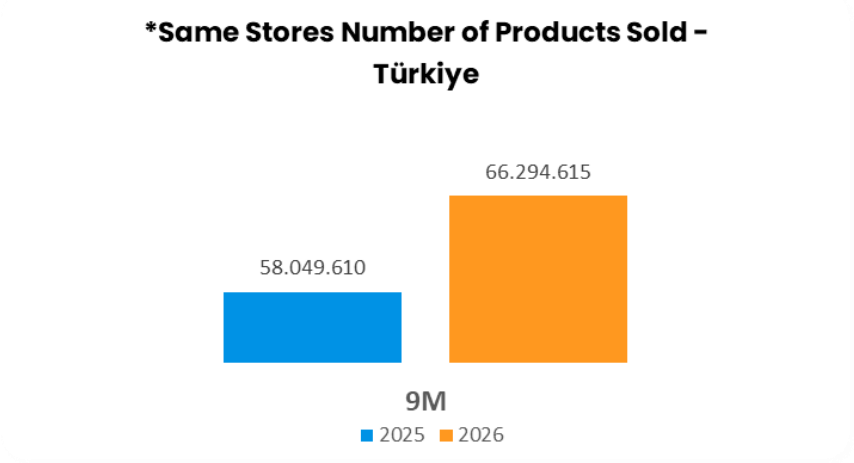
Breakdown of Total Units Sold by Sales Channels in Türkiye:



In the third quarter of 2026, the total number of products sold in ebebek stores in Türkiye increased by 24.8% compared to the same period of 2025, reaching 30,173,678 units, while in the first nine months of 2026, this figure rose by 23.4% year-on-year to 83,718,551 units.

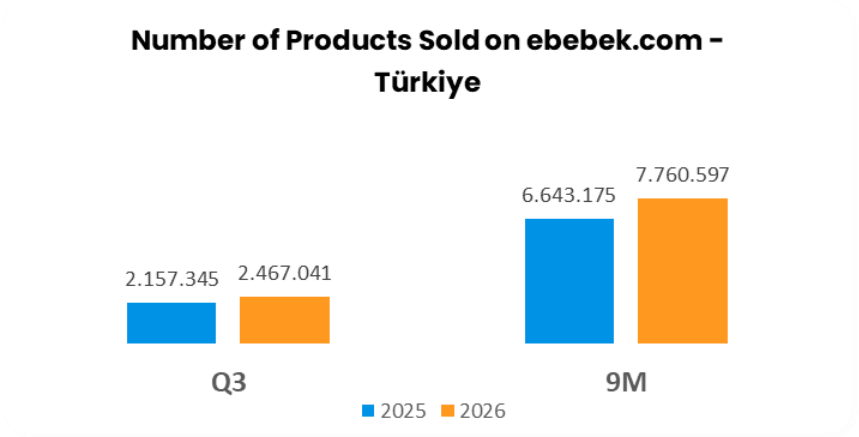


On a like-for-like basis, the total number of products sold in ebebek stores in Türkiye increased by 14.2% year-on-year to 66,294,615 in the first nine months of 2026.

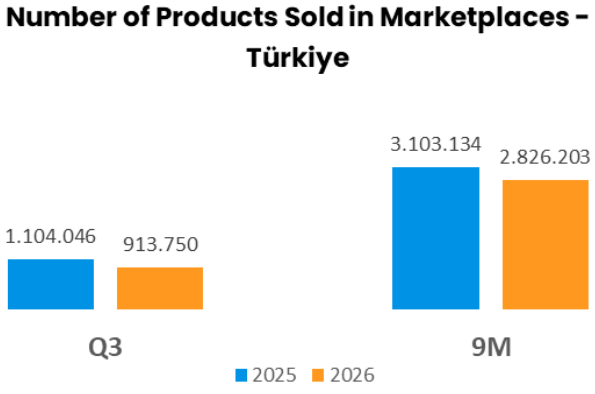


(*): Like-for-like figures are calculated based on the performance of stores that were open as of 30 September 2023 and continued their operations as of 30 September 2026.

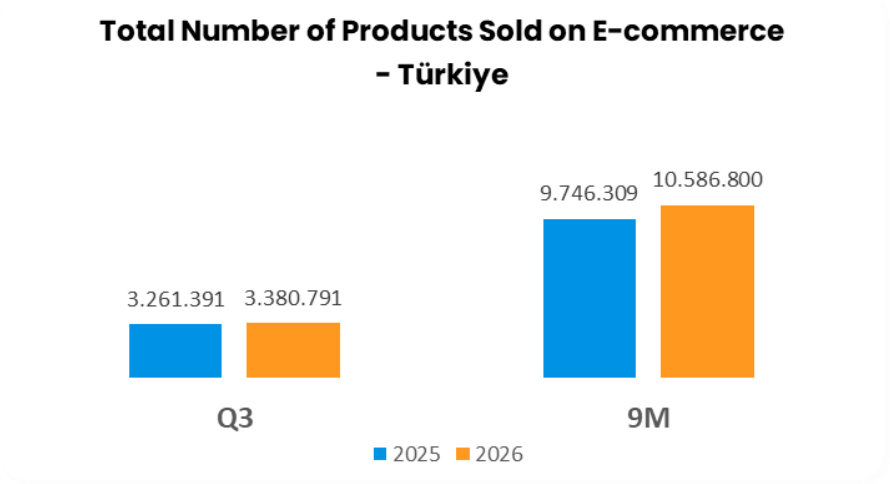
In the third quarter of 2026, the total number of products sold through ebebek.com website increased by 14.4% compared to the same period of 2025, reaching 2,467,041 units, while in the first nine months of 2026, this figure rose by 16.8% year-on-year to 7,760,597 units.



In the third quarter of 2026, the total number of products sold through marketplaces in Türkiye decreased by 17.2% compared to the same period of 2025, reaching 913,750 units, while in the first nine months of 2026, this figure declined by 8.9% year-on-year to 2,826,203 units.

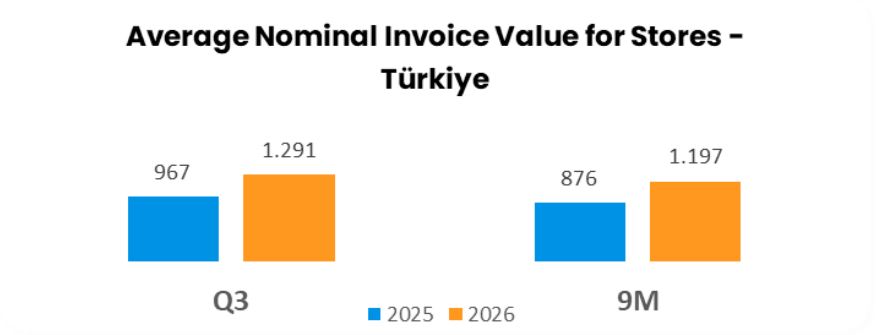


In the third quarter of 2026, the total number of products sold through e-commerce channels in Türkiye increased by 3.7% compared to the same period of 2025, reaching 3,380,791 units, while in the first nine months of 2026, this figure rose by 8.6% year-on-year to 10,586,800 units.

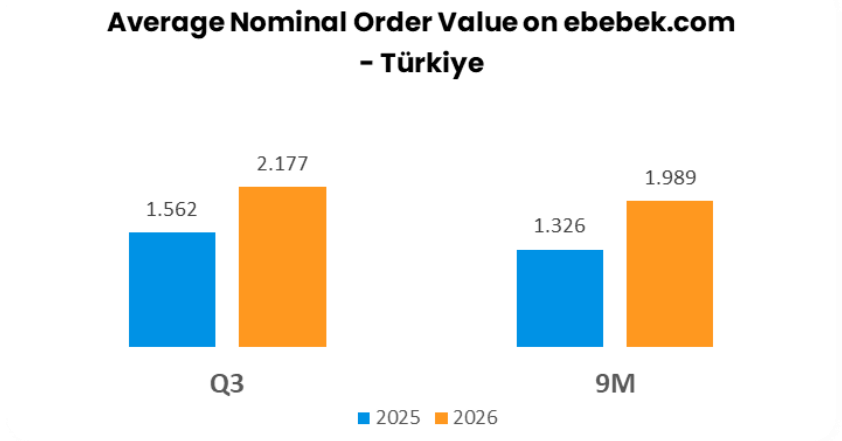


Stores Average Invoice Value and ebebek.com Average Order Value in Türkiye

The average nominal invoice value for stores increased by 33.5% year-on-year to TRY 1,291 in the third quarter of 2026, while in the first nine months of 2026, this figure rose by 36.7% year-on-year to TRY 1,197.



The average nominal order value on ebebek.com increased by 39.4% year-on-year to TRY 2,177 in the third quarter of 2026, while in the first nine months of 2026, this figure rose by 50% year-on-year to TRY 1,989.



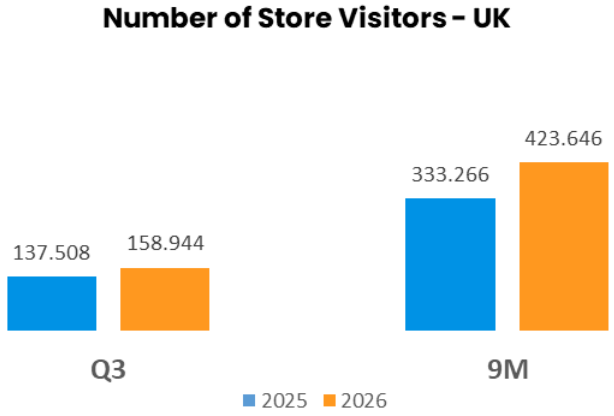
3. United Kingdom Operational Summary

Number of Stores in the United Kingdom

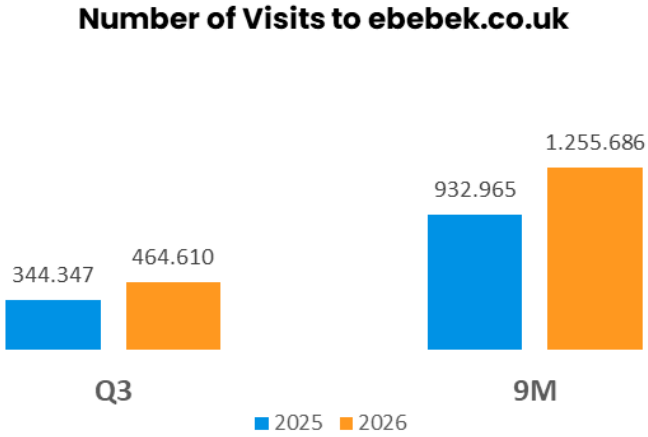
Our Company, during the period July 1–September 30, 2026, with 1 store opened in Birmingham, increased its number of stores in the United Kingdom to 4. As of 30 September 2026, the Company had 4 stores in the United Kingdom.

Number of Visitors in the United Kingdom

In the third quarter of 2026, the number of visitors to ebebek stores in the United Kingdom increased by 15.6% year-on-year to 158,944, while during the first nine months ended September 2026, this figure rose by 27.1% year-on-year to 423,646.



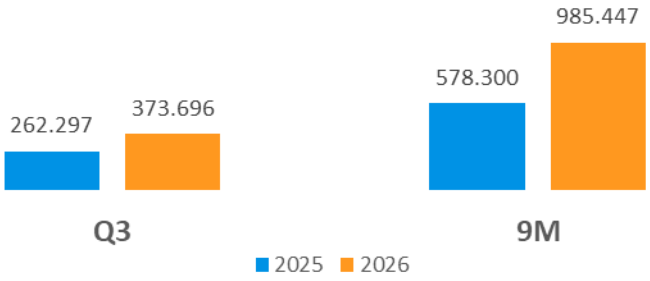
In the third quarter of 2026, the number of visits to ebebek.co.uk increased by 34.9% compared to the same period of 2025, reaching 464,610, while in the first nine months of the year, this figure rose by 34.6% year-on-year to 1,255,686.



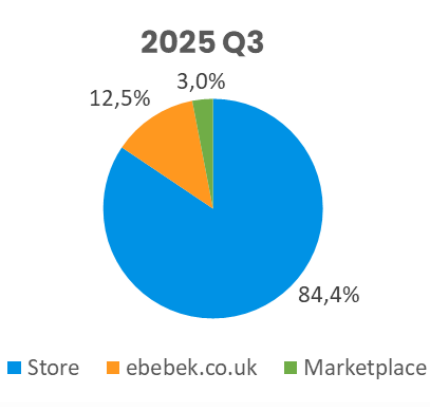
Number of Products Sold in the United Kingdom

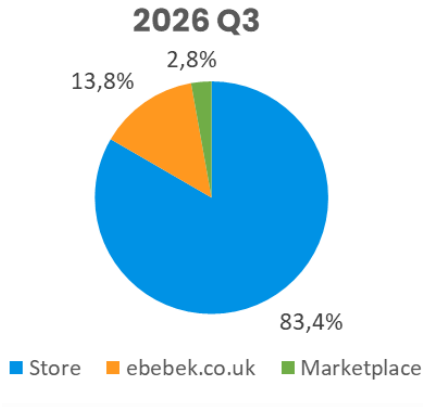
In the third quarter of 2026, the total number of products sold through ebebek stores and the e-commerce channel in the United Kingdom increased by 42.5% year-on-year to 373,696, while in the first nine months of 2026, this figure rose by 70.4% year-on-year to 985,447.

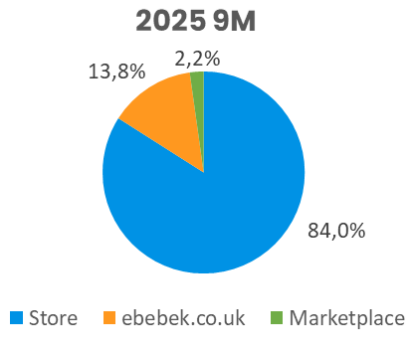
Number of Products Sold - UK

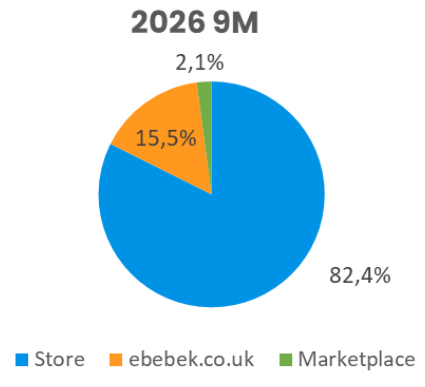


Breakdown of Total Units Sold by Sales Channels in the UK:

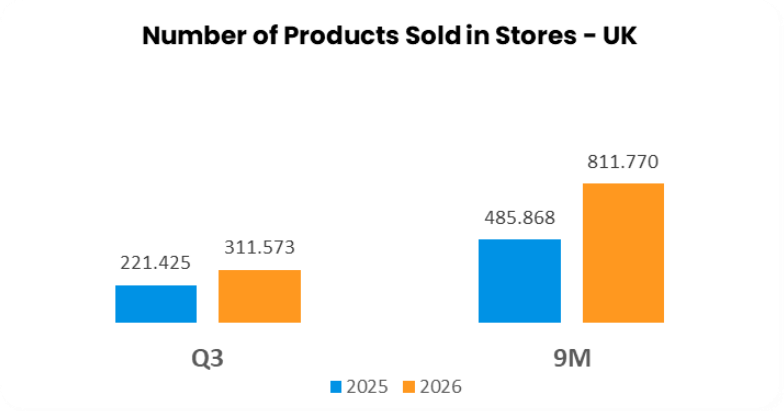




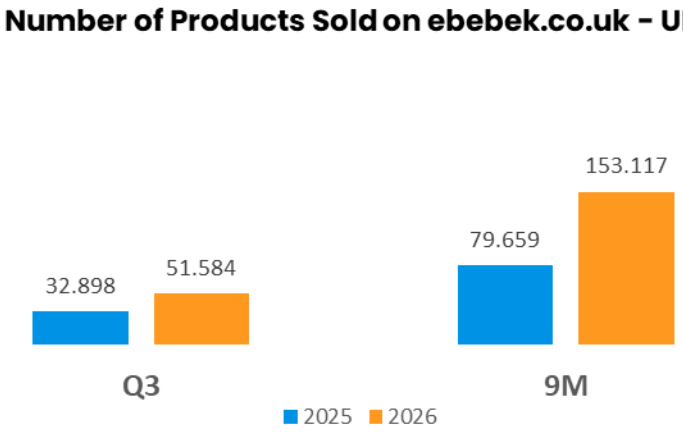




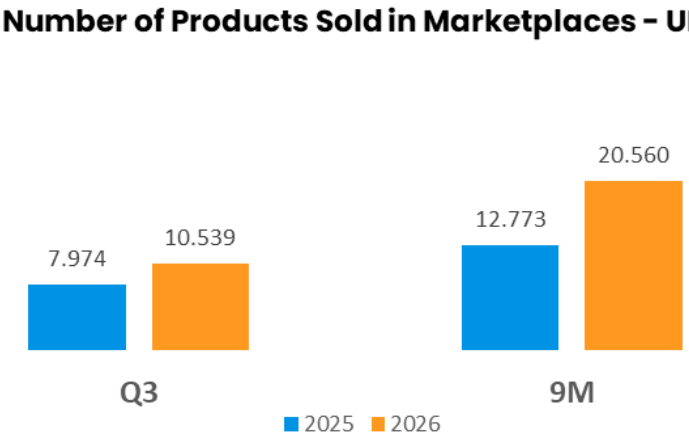
In the third quarter of 2026, the total number of products sold in ebebek stores in the United Kingdom increased by 40.7% year-on-year to 311,573, while in the first nine months of 2026, this figure rose by 67.1% year-on-year to 811,770.



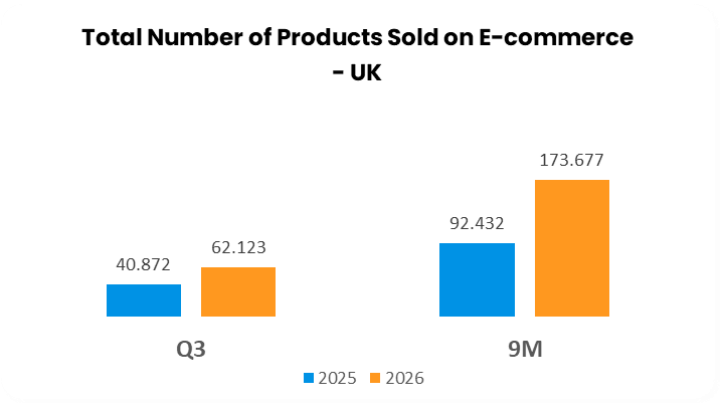
In the third quarter of 2026, the total number of products sold through the ebebek.co.uk website increased by 56.8% year-on-year to 51,584, while in the first nine months of 2026, this figure rose by 92.2% year-on-year to 153,117. Efficiency-oriented digital marketing strategies were instrumental in this increase.



In the third quarter of 2026, the total number of products sold through marketplaces in the United Kingdom increased by 32.2% year-on-year to 10,539, while in the first nine months of 2026, this figure rose by 61% year-on-year to 20,560.



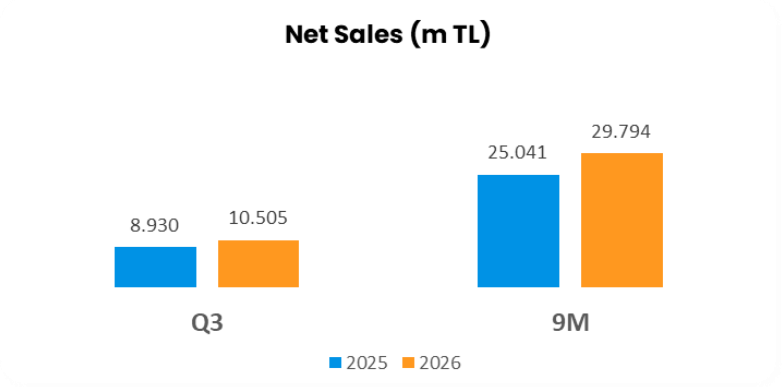
In the third quarter of 2026, the total number of products sold through e-commerce channels in the United Kingdom increased by 52% year-on-year to 62,123, while in the first nine months of 2026, this figure rose by 87.9% year-on-year to 173,677.



4. Consolidated Financial Data

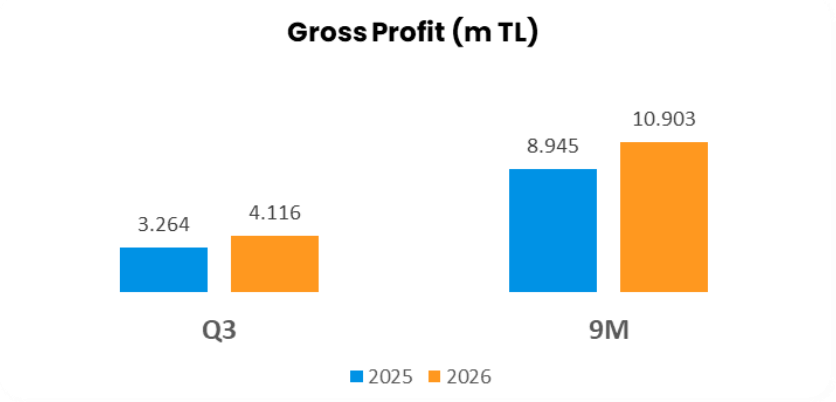
Revenue

In the third quarter of 2026, our consolidated revenue increased by 17.6% compared to the same period of 2025, reaching TRY 10.5 billion. In the first 9 months of 2026, an increase of 19.0% was recorded compared to the same period of 2025.



Gross Profit

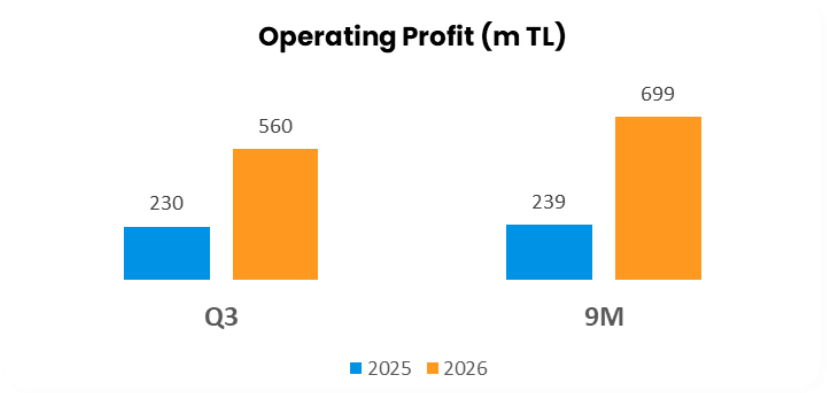
In the third quarter of 2026, while gross profit increased by 26.1% compared to the same period of 2025, reaching TRY 4.1 billion, the gross profit margin increased from 36.6% to 39.2%. Looking at the first 9 months of 2026, gross profit rose by 21.9% to TRY 10.9 billion, while the gross profit margin increased from 35.7% to 36.6%. The increase in gross profit margin was largely driven by changes in the product mix and favourable purchase prices.



Operating Profit

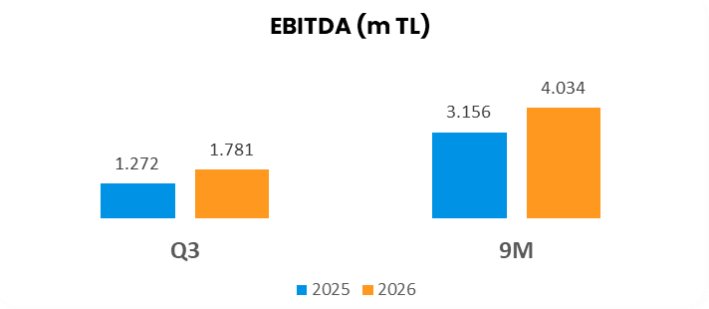
Compared to the same period of 2025, in the third quarter of 2026, operating profit increased by 144.0% to TRY 560 million, while the operating profit margin increased from 2.6% to 5.3%. Looking at the first 9 months of 2026, operating profit increased to TRY 699 million, while the operating profit margin rose from 1.0% to 2.3%.

The increase in operating profit margin was driven by higher gross profitability, the discontinuation of loss-making operations, and effective cost management.



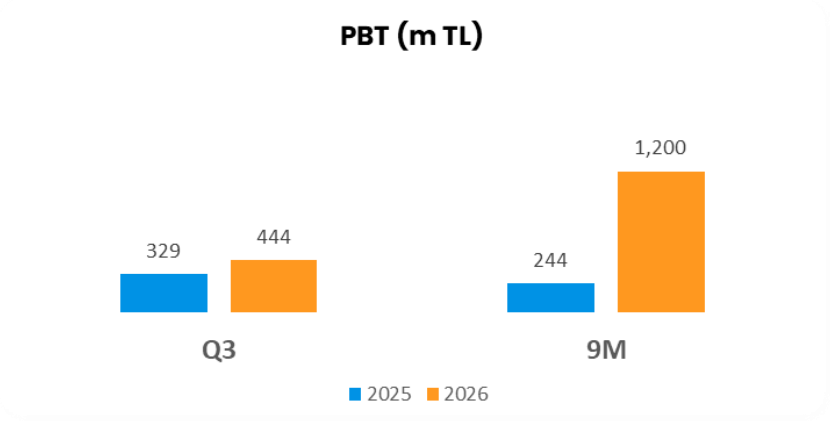
EBITDA

Compared to the same period of 2025, in the third quarter of 2026, EBITDA increased by 40.0% to TRY 1,8 billion. In the same period, the EBITDA margin increased from 14.2% to 17.0%. Looking at the first 9 months of 2026, while EBITDA increased by 27.8% to TRY 4 billion, the EBITDA margin increased to 13.5%. The increase in EBITDA, in line with the growth in operating profit, was driven by higher gross profitability, the discontinuation of loss-making operations, and effective cost management.



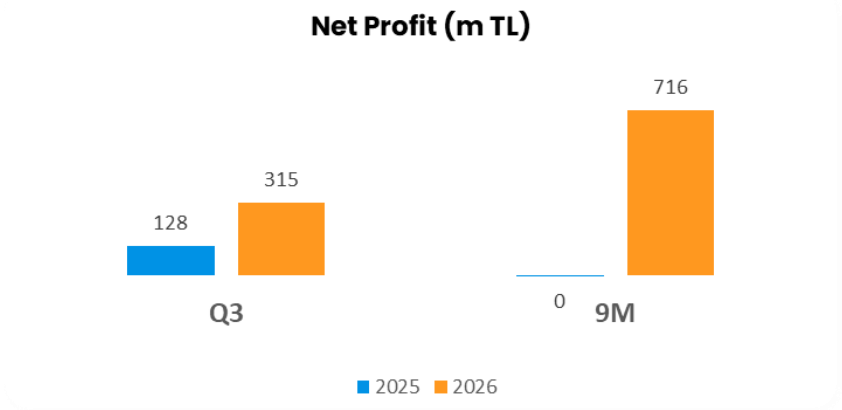
Profit Before Tax

The PBT of TRY 329 million in the third quarter of 2025 turned into an PBT of TRY 444 million in the third quarter of 2026. In the same period, the PBT increased from 3.7% to 4.2%, with an improvement of 0.5 percentage points. The PBT of TRY 244 million in the first nine months of 2025 increased to a PBT of TRY 1.2 billion in the first nine months of 2026. Profit before tax margin also increased from 1.0% to 4.0%, with an improvement of 3.0 percentage points. This increase was driven by higher operating profit, effective management of finance costs resulting in a lower finance-cost-to-revenue ratio, and higher monetary gains.



Net Profit

The net profit of TRY 128 million in the third quarter of 2025 increased to a net profit of TRY 315 million in the third quarter of 2026. In the same period, the net profit margin increased from 1.4% to 3.0%, with an improvement of 1.6 percentage points. While no net profit was realized in the first nine months of 2025, a net profit of TRY 716 million was generated in the first nine months of 2026. The net profit margin also increased to 2.4%, with an improvement of 2.4 percentage points.



Net Financial Debt

The Group's net financial debt position, which stood at a net debt level of TRY 414 million as of December 31, 2025, improved by TRY 897 million turning into a net financial asset position of TRY 483 million as of September 30, 2026.

m TRY	30.Sep.26	31.Dec.25
Cash and Cash Equivalents	4.113	2.912
Financial Investments	978	635
Short and long-term Borrowings	(3.024)	(2.403)
Short-term Lease Liabilities	(296)	(246)
Long-term Lease Liabilities	(1.288)	(1.312)
(Net Financial Debt) / Asset Position	483	(414)

Summary Statement of Financial Position

mTRY	30.Sep.26	%	31.Dec.25	%	31.Dec.24	%
Current Assets						
Cash and Cash Equivalents	4.113	19,6	2.912	16,0	2.072	12,7
Financial Investments	978	4,7	635	3,5	192	1,2
Trade Receivables	206	1,0	260	1,4	119	0,7
Inventories	7.761	37,0	6.445	35,4	7.044	43,1
Other	819	3,9	842	4,6	1.157	7,1
TOTAL CURRENT ASSETS	13.877	66,1	11.094	61,0	10.584	64,7
Non-Current Assets						
Right of Use Assets	2.688	12,8	2.589	14,2	2.064	12,6
Tangible and Intangible Assets	4.370	20,8	4.436	24,4	3.584	21,9
Other	57	0,3	63	0,3	130	0,8
TOTAL NON-CURRENT ASSETS	7.115	33,9	7.088	39,0	5.778	35,3
TOTAL ASSETS	20.992	100,0	18.182	100,0	16.362	100,0

	30.Sep.26	%	31.Dec.25	%	31.Dec.24	%
Short-Term Liabilities						
Short-Term Borrowings	3.024	14,4	2.315	12,7	996	6,1
Short-Term Lease Liabilities	296	1,4	246	1,4	261	1,6
Trade Payables	8.251	39,3	6.907	38,0	7.083	43,3
Current Tax Liabilities	91	0,4	122	0,7	141	0,9
Other	613	2,9	616	3,4	324	2,0
TOTAL SHORT-TERM LIABILITIES	12.275	58,5	10.206	56,1	8.805	53,8
Long-Term Liabilities						
Long-Term Borrowings	-	-	88	0,5	-	-
Long-Term Lease Liabilities	1.288	6,1	1.312	7,2	942	5,8
Long-Term Provisions	184	0,9	147	0,8	140	0,9
Deferred Tax Liabilities	844	4,0	753	4,1	573	3,5
Other	-	-	-	-	5	0,0
TOTAL LONG-TERM LIABILITIES	2.316	11,0	2.300	12,6	1.660	10,1
TOTAL EQUITY	6.401	30,5	5.676	31,2	5.897	36,0
TOTAL LIABILITIES AND EQUITY	20.992	100,0	18.182	100,0	16.362	100,0

Summary Profit/Loss Statement

mTRY	1 January – 30 September 2026	%	1 January – 30 September 2025	%	1 July – 30 September 2026	%	1 July – 30 September 2025	%
Net Sales	29.794	100,0	25.041	100,0	10.506	100,0	8.930	100,0
Cost of Sales	(18.891)	(63,4)	(15.704)	(62,7)	(6.390)	(60,8)	(5.560)	(62,3)
Personnel Expenses	(3.874)	(13,0)	(3.389)	(13,5)	(1.279)	(12,2)	(1.110)	(12,4)
Advertising and Promotion Expenses	(689)	(2,3)	(508)	(2,0)	(187)	(1,8)	(133)	(1,5)
Energy Expenses	(189)	(0,6)	(209)	(0,8)	(78)	(0,7)	(89)	(1,0)
Cargo Expenses	(368)	(1,2)	(369)	(1,5)	(143)	(1,4)	(126)	(1,4)
Transportation Expenses	(218)	(0,7)	(189)	(0,8)	(103)	(1,0)	(61)	(0,7)
Other Operational Expenses	(1.531)	(5,1)	(1.517)	(6,1)	(544)	(5,2)	(578)	(6,5)
EBITDA	4.034	13,5	3.156	12,6	1.781	17,0	1.272	14,2
Depreciation and Amortization Expenses	(1.281)	(4,3)	(1.144)	(4,6)	(414)	(3,9)	(395)	(4,4)
Other Income/Expense from Operating Activities	(2.054)	(6,9)	(1.773)	(7,1)	(807)	(7,7)	(648)	(7,3)
OPERATING PROFIT/(LOSS)	699	2,3	239	1,0	561	5,3	229	2,6
Income/Expense from Investment Activities	40	0,1	40	0,2	(29)	(0,3)	24	0,3
Financial Income/Expense	(1.124)	(3,8)	(1.161)	(4,6)	(431)	(4,1)	(426)	(4,8)
Net monetary position gain/(loss)	1.584	5,3	1.126	4,5	343	3,3	502	5,6
PROFIT BEFORE TAX	1.200	4,0	244	1,0	444	4,2	329	3,7
Tax Income/Expense	(484)	(1,6)	(244)	(1,0)	(130)	(1,2)	(201)	(2,3)
NET INCOME FOR THE PERIOD	716	2,4	(0)	(0,0)	315	3,0	128	1,4

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 in 2023, the company's shares are traded under the ticker symbol EBEBK in Main Market. For more information, please visit https://kurumsal.ebebek.com/en.

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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 information note regarding the Company's third 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 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.

Financial Report

The information contained in this information note is largely derived from the 30.09.2026 dated tables published on Public Disclosure Platform (KAP). The report published on KAP can be accessed from https://www.kap.org.tr/en/Bildirim/1685984