6 August 2026

Q2 2026 Earnings Release

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

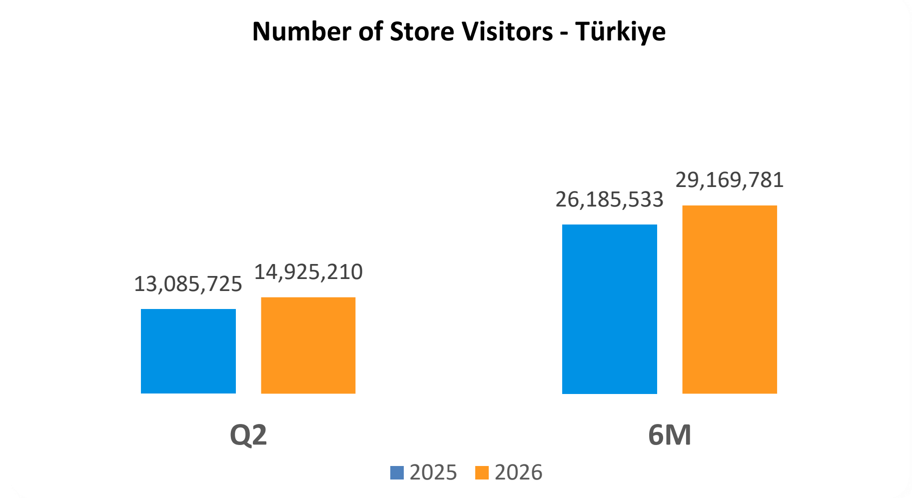
As of 31 March 2026, the Company operated a total of 305 stores in Türkiye, 281 of which are standard and 24 are mini concept stores. As of 30 June 2026, the number of stores reached 311, of which 282 are standard and 29 are mini concept stores.

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.

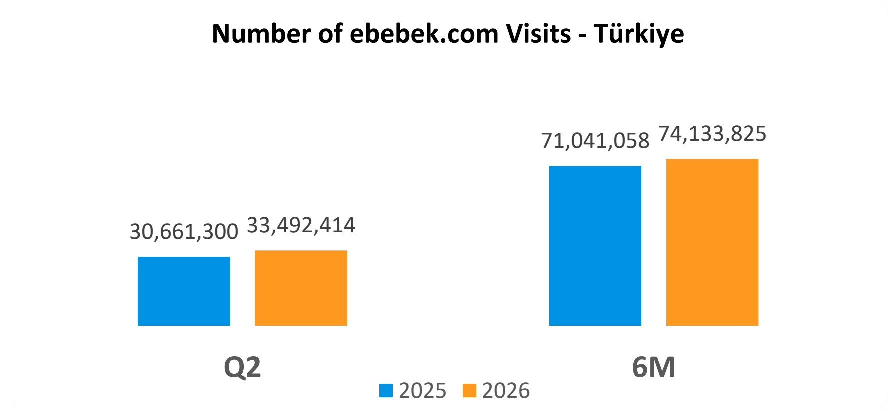
As of 30 June 2026, the Company had 3 stores in the United Kingdom and 1 store in Northern Iraq.

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.

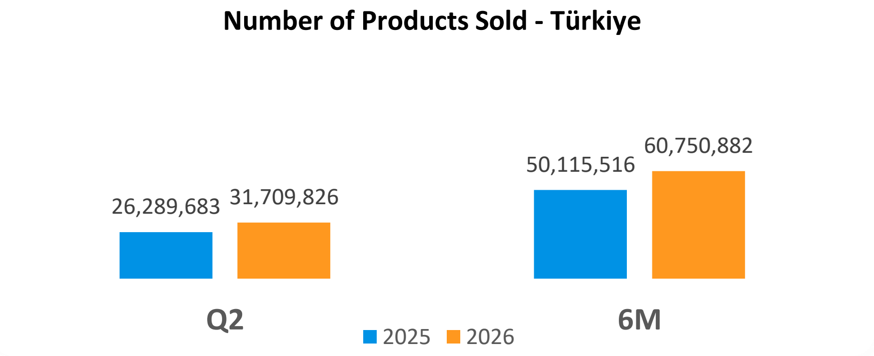


In the second quarter of 2026, number of visits to ebebek.com increased by 9.2% compared to the same period in 2025, reaching 33,492,414. For the first half of the year, the number of visits to ebebek.com grew by 4.4% year-on-year, totaling 74,133,825.

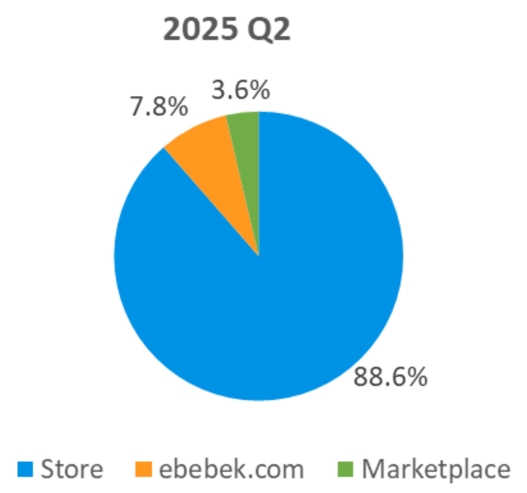


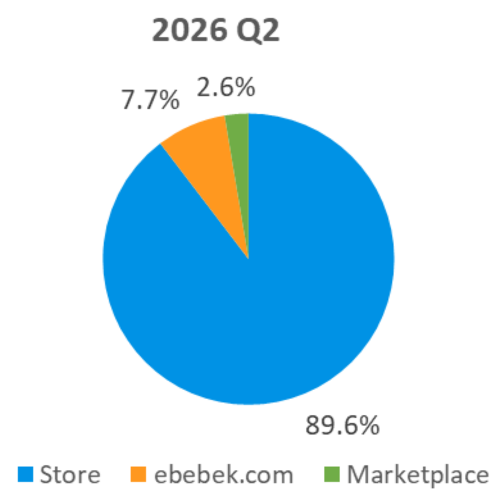
Number of Products Sold in Türkiye

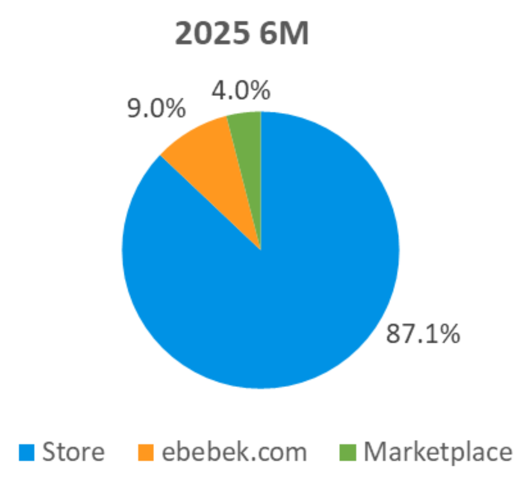
In the second quarter of 2026, the total number of products sold through ebebek stores in Türkiye and the e-commerce channel increased by 20.6% compared to the same period of 2025, reaching 31,709,826 units, while in the first six months of 2026, this figure rose by 21.2% year-on-year to 60,750,882 units.

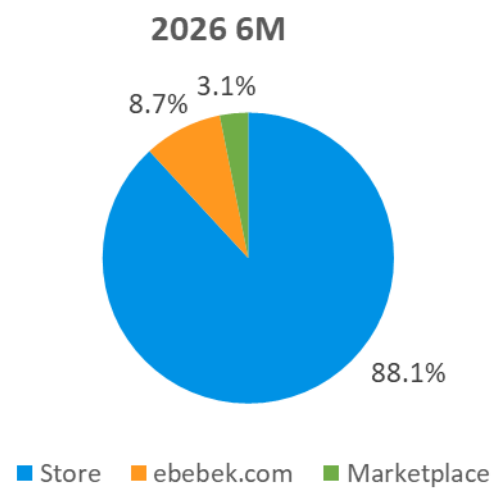


Breakdown of Total Units Sold by Sales Channels in Türkiye:

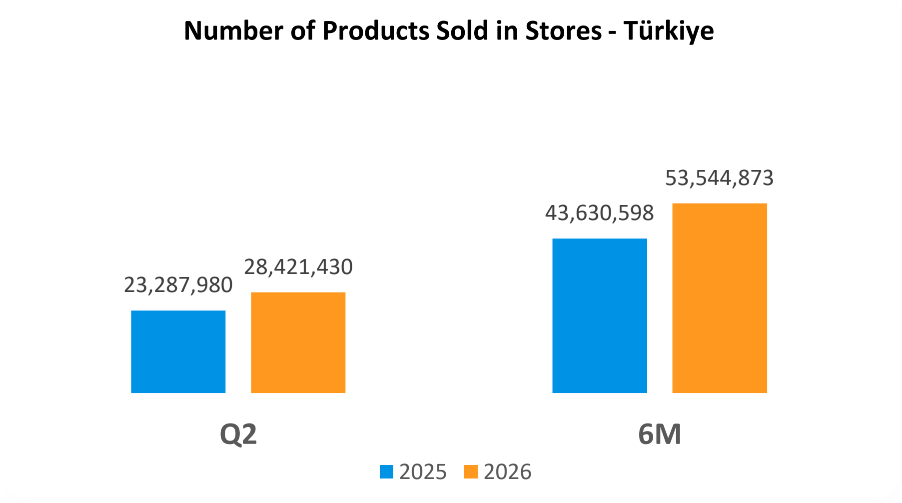




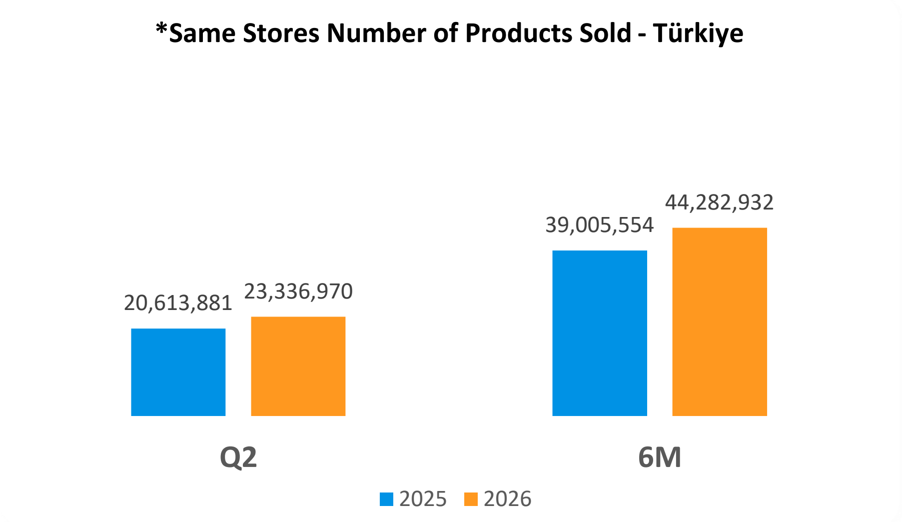




In the second quarter of 2026, the total number of products sold in ebebek stores in Türkiye increased by 22.0% compared to the same period of 2025, reaching 28,421,430 units, while in the first six months of 2026, this figure rose by 22.7% year-on-year to 53,544,873 units.

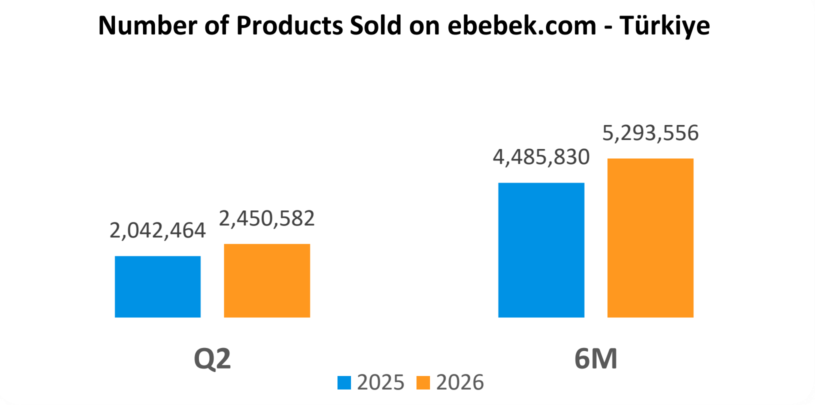


On a like-for-like basis, the total number of products sold in ebebek stores in Türkiye increased by 13.2% year-on-year to 23,336,970 in the second quarter of 2026, while in the first six months of 2026, this figure rose by 13.5% year-on-year to 44,282,932.

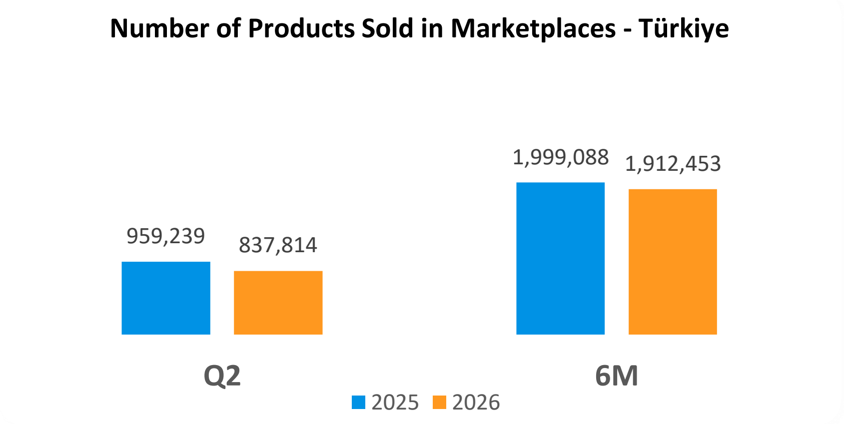


(*): Like-for-like figures are calculated based on the performance of stores that were open as of 30 June 2023 and continued their operations as of 30 June 2026.

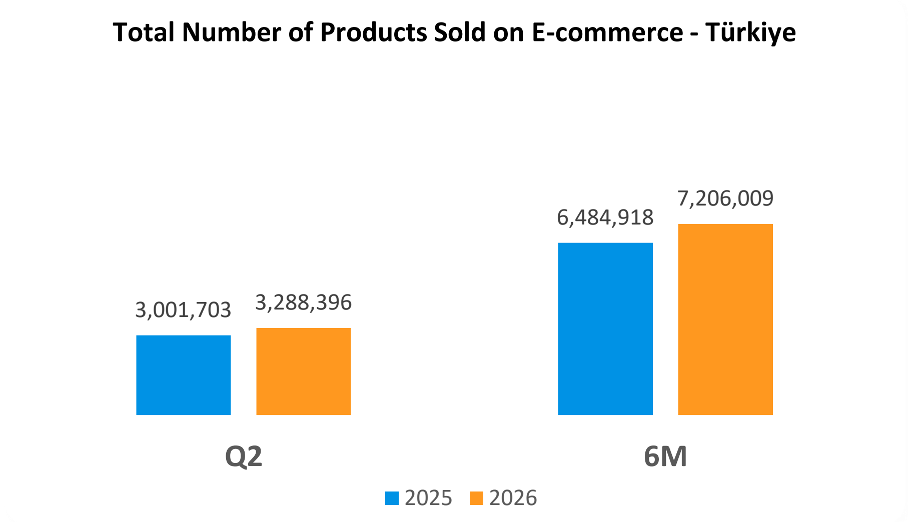
In the second quarter of 2026, the total number of products sold through ebebek.com website increased by 20.0% compared to the same period of 2025, reaching 2,450,582 units, while in the first six months of 2026, this figure rose by 18.0% year-on-year to 5,293,556 units.



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.

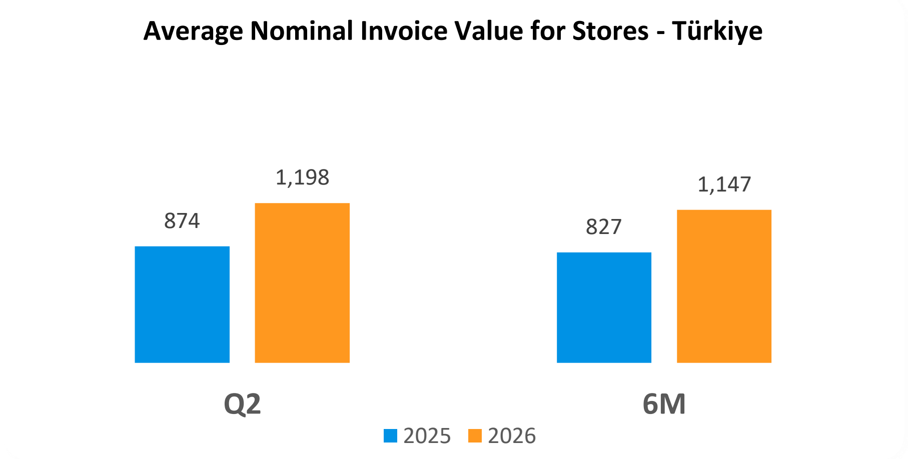


In the second quarter of 2026, the total number of products sold through e-commerce channels in Türkiye increased by 9.6% compared to the same period of 2025, reaching 3,288,396 units, while in the first six months of 2026, this figure rose by 11.1% year-on-year to 7,206,009 units.

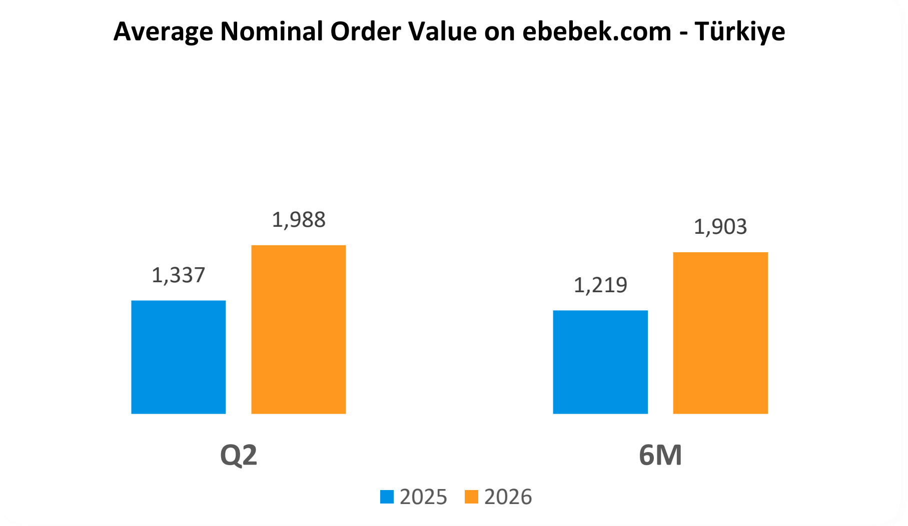


Stores Average Invoice Value and ebebek.com Average Order Value in Türkiye

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.



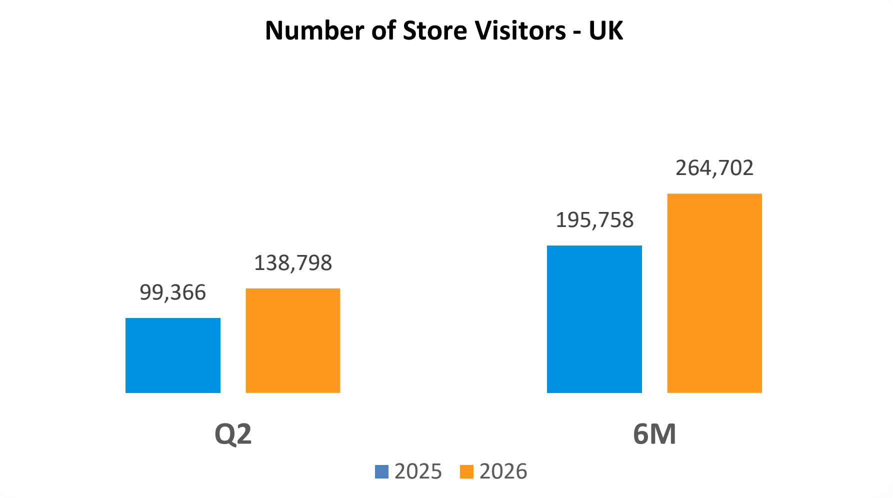
3. United Kingdom Operational Summary

Number of Stores in the United Kingdom

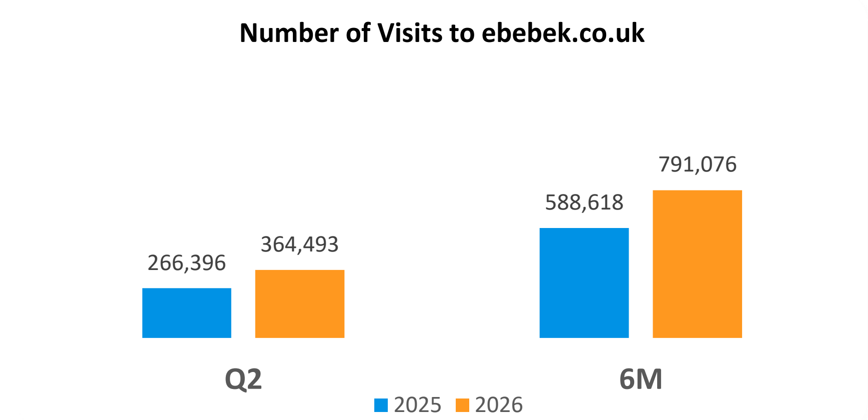
As of 30 June 2026, the Company had 3 stores in the United Kingdom.

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.

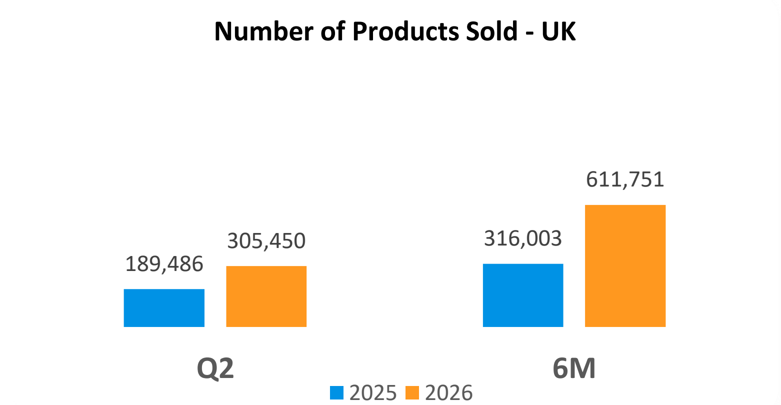


In the second quarter of 2026, the number of visits to ebebek.co.uk increased by 36.8% compared to the same period of 2025, reaching 364,493, while in the first six months of the year, this figure rose by 34.4% year-on-year to 791,076.

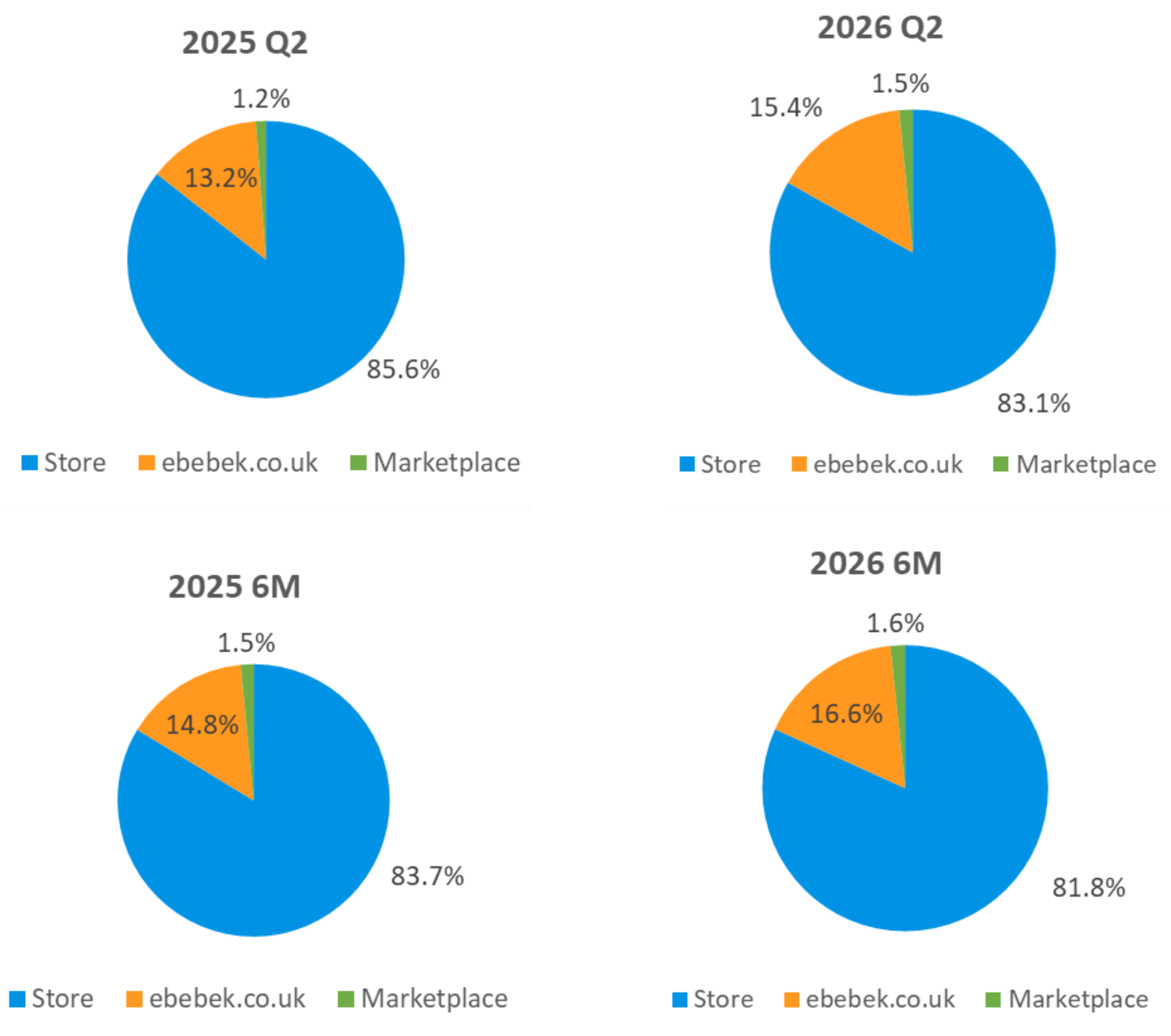


Number of Products Sold in the United Kingdom

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.

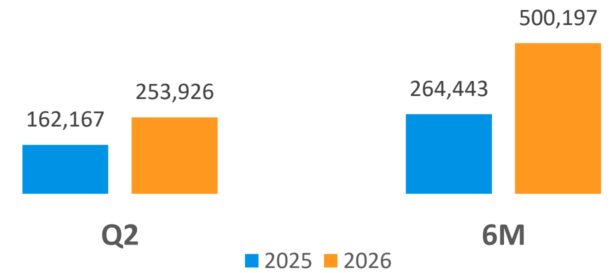


Breakdown of Total Units Sold by Sales Channels in the UK:

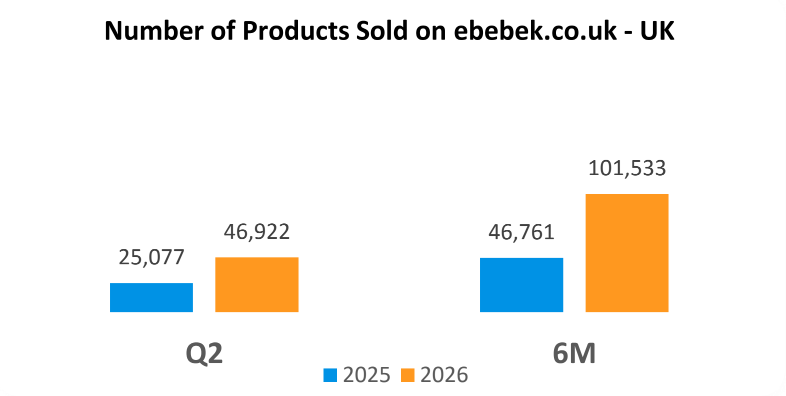


In the second quarter of 2026, the total number of products sold in ebebek stores in the United Kingdom increased by 56.6% year-on-year to 253,926, while in the first six months of 2026, this figure rose by 89.2% year-on-year to 500,197. The increase was mainly driven by the opening of the third store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

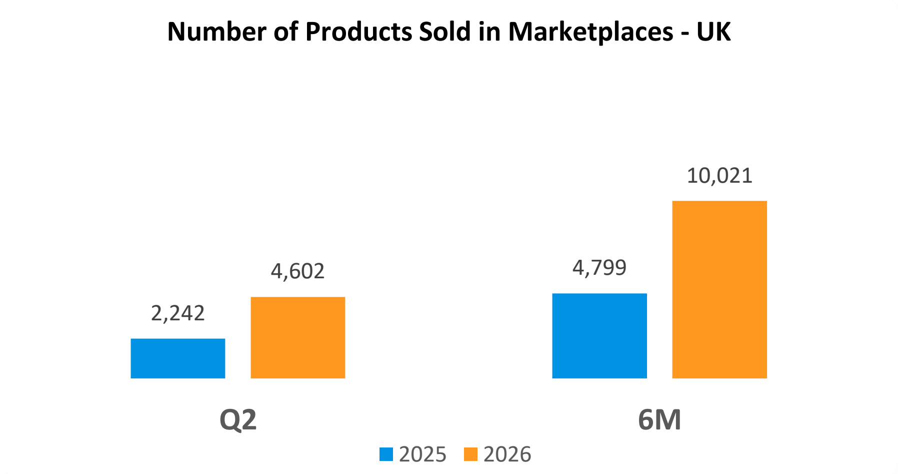
Number of Products Sold in Stores - UK



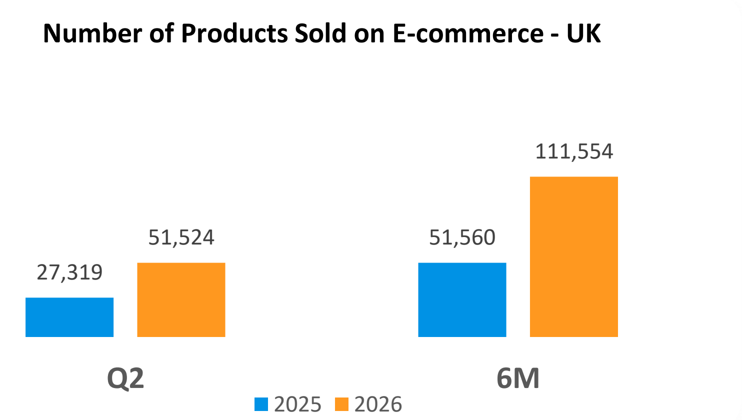
In the second quarter of 2026, the total number of products sold through the ebebek.co.uk website increased by 87.1% year-on-year to 46,922, while in the first six months of 2026, this figure rose by 117.1% year-on-year to 101,533. Efficiency-oriented digital marketing strategies were instrumental in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



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.



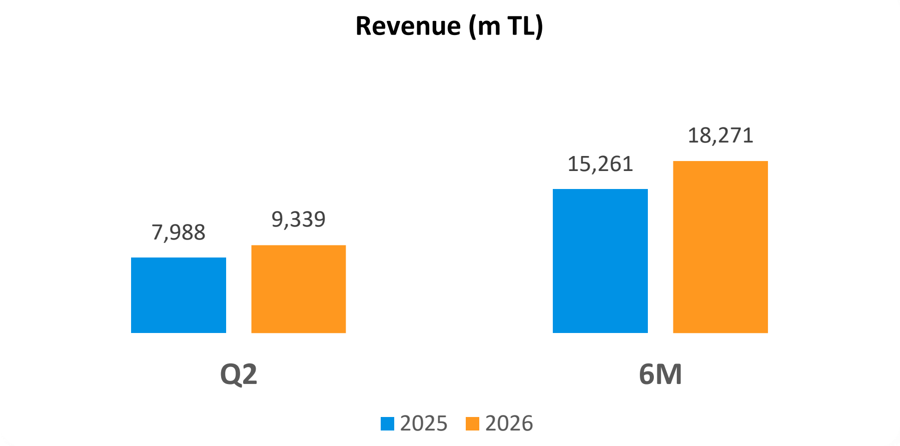
In the second quarter of 2026, the total number of products sold through e-commerce channels in the United Kingdom increased by 88.6% year-on-year to 51,524, while in the first six months of 2026, this figure rose by 116.4% year-on-year to 111,554.



4. Consolidated Financial Data

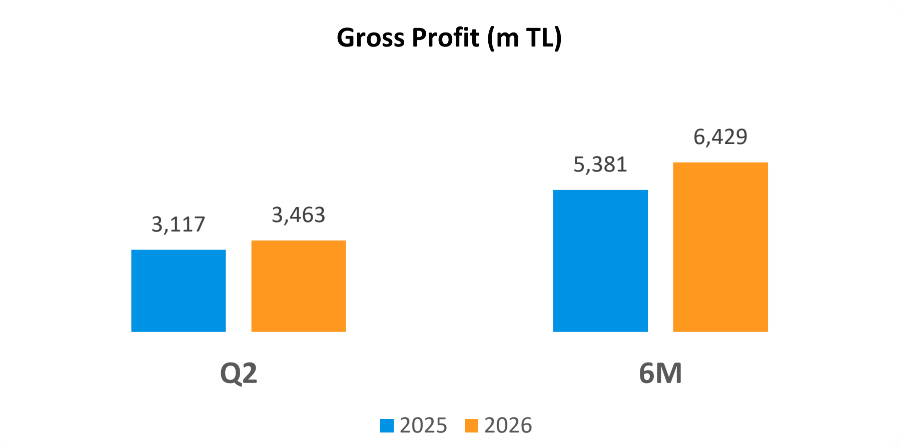
Revenue

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

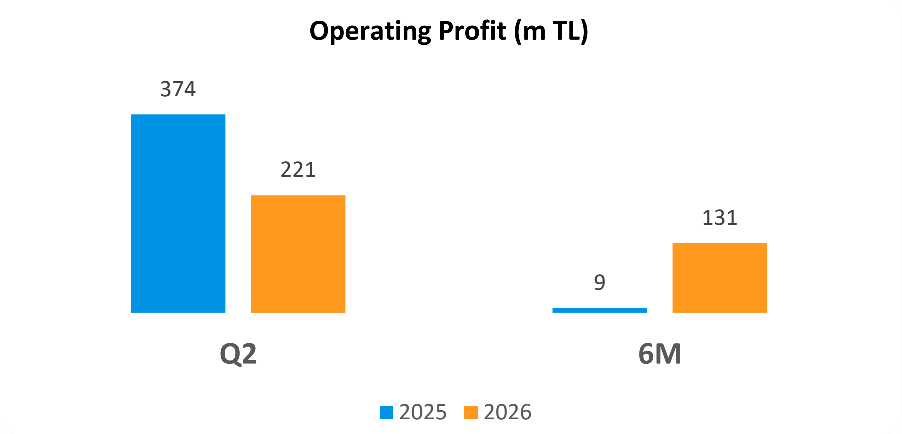
In the second quarter of 2026, while gross profit increased by 11.1% compared to the same period of 2025, reaching TRY 3.5 billion, the gross profit margin declined from 39.0% to 37.1%. Looking at the first half of 2026, gross profit rose by 19.5% to TRY 6.4 billion, while the gross profit margin showed 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%.

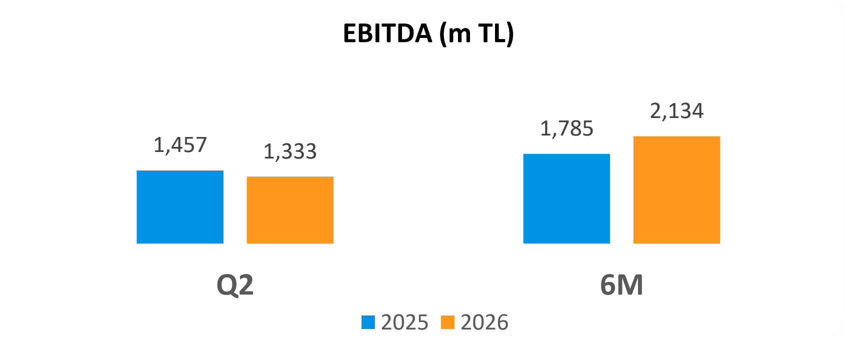
Of the approximately 0.6 percentage point improvement recorded in the operating profit margin in the first half, 0.5 percentage points stemmed from the decrease in the ratio of other net operating expenses to net revenue. The proportional decrease in financing expenses arising from term purchases, driven 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.

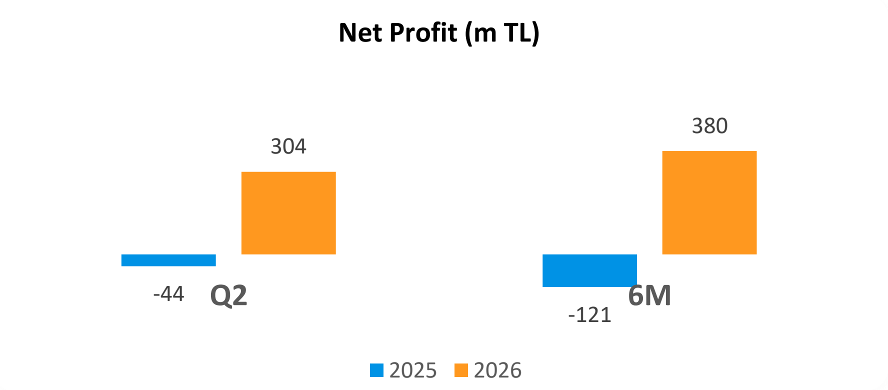


Net Profit

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)

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)

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 "barent"s 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

Tolga Koyuncu	Pınar Topsakal Eşici
Financial and Administrative Affairs Director	Planning, Analysis and Investor Relations Director
Tel: (216) 325 73 25	Tel: (216) 325 73 25
investorrelations@ebebek.com	investorrelations@ebebek.com

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 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/1644602