



## Material Event Disclosure 2 April 2025

### March 2025 Number of Stores

As of February 28, 2025, our company has a total of 271 stores in Türkiye, 258 of which are traditional and 13 are mini concept stores. As of March 31, 2025, the number of stores of our company has reached 273, of which 260 are traditional and 13 are mini concept stores. Between March 1 and March 31, 2025; 2 stores were opened in İzmir, Türkiye.

Our company has 2 stores in the United Kingdom as of March 31, 2025.

*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.*

#### 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/>.

#### Investor Relations – Contact

Tolga Koyuncu  
Financial and Administrative Affairs Director  
Tel: (216) 325 73 25  
investorrelations@ebebek.com

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