



KAMUYU AYDINLATMA PLATFORMU

EBEBEK MAĞAZACILIK A.Ş. New Business Relation

Summary

New License Agreement



**MERKEZİ KAYIT
İSTANBUL**

Türkiye Sermaye Piyasası - Merkezi
Saklama ve Veri Depolama Kuruluşu

New Business Relation

Related Companies

Related Funds

New Business Relation	
Update Notification Flag	Hayır (No)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	-
Postponed Notification Flag	Hayır (No)
Announcement Content	
Nature Of The Other Party With Which New Business Relation Will Start	Diğer (Other)
Name Surname Or Company Title Of Customer Or Supplier	Mothercare Global Brand Limited
If Exists Share Of Customer Or Supplier In Net Sales Or Cost Of Goods Sold On Latest Disclosed Profit Or Loss And Other Comprehensive Income Statement Of Company	-
If Exists Share Of Customer Or Supplier In Trade Receivables Or Debts On Latest Disclosed Statement of Financial Position Of Company	-
Expected Starting Date Of New Business Relation	19/06/2025
If Exist Significant Provisions Of The Contract	It is a 10-year exclusive agreement.
Impact Of New Business Relation On Company Activities	It is expected to have a positive impact on our company's revenue and profitability during the term of the agreement.
Explanations	

Our company signed a ten-year license agreement with Mothercare Global Brand Limited on June 19, 2025 for the licensed production and sale of Mothercare products in Türkiye. Mothercare is a UK-based global brand specializing in baby and children's products.

The right to use the Mothercare brand in the Turkish market will be exclusively held by our company throughout the term of the license agreement. Additionally, ebebek-branded products may also be sold in Mothercare stores and sales points in various countries.

This agreement is expected to positively contribute to our company's revenue and profitability during the term of the contract, while also supporting ebebek's journey toward becoming an international brand.

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.

We proclaim that our above disclosure is in conformity with the principles set down in "Material Events Communiqué" of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we're personally liable for the disclosures.