



## Material Event Disclosure 2 January 2025

### December 2024 Number of Stores

As of November 30, 2024, our company has a total of 261 stores in Turkey, 249 of which are traditional and 12 are mini concept stores. As of December 31, 2024, the number of stores of our company has reached 270, of which 257 are traditional and 13 are mini concept stores. Between December 1 and December 31, 2024; a total of 9 stores were opened: 2 in Sakarya, 1 in Konya, 1 in Isparta, 2 in Mardin, 1 in Malatya, 1 in Adana, and 1 in İstanbul.

Our company has 1 store in the United Kingdom as of December 31, 2024. Between December 1 and December 31, 2024; 1 store was opened in London.

*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/>.

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