



Material Event Disclosure 13 September 2024

Signing a Rent Agreement to Open a Store in The UK

In line with our company's retailing strategy in the UK market, which was announced to the public on 08.11.2023, a rent agreement has been signed today to open the first store in London, England. The store is planned to open in the first quarter of 2025.

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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