

## Material Event Disclosure 1 February 2024

### January 2024 Number of Stores

As of December 31, 2023, our company has a total of 235 stores in Turkey, 228 of which are traditional and 7 are mini concept stores. As of January 31, 2024, the number of stores of our company has reached 237, of which 230 are traditional and 7 are mini concept stores.

Between January 1 and January 31, 2024; a total of 2 stores were opened: 1 in Ankara, and 1 in Mersin.

*This statement has been translated into English for informational purposes. In case of a discrepancy between the Turkish and the English versions of this disclosure statement, 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

Eser Taşçı  
Investor Relations Coordinator  
Tel: (216) 325 73 25  
investorrelations@ebebek.com