



## Material Event Disclosure 4 June 2025

### May 2025 Number of Visitors

The number of visitors to ebebek stores in Türkiye in May 2025 is 4.299.060. In the same period of 2024, this number was 3.890.987.

The number of visitors to ebebek stores in Türkiye in the first 5 months of 2025 is 21.776.115. In the same period of 2024, this number was 20.588.798.

The number of visitors to ebebek.com website in May 2025 is 10.216.785. In the same period of 2024, this number was 9.580.004.

The number of visitors to ebebek.com website in the first 5 months of 2025 is 61.971.998. In the same period of 2024, this number was 56.291.572.

*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 2024, 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