(Originally Issued in Turkish)

Ebebek Mağazacılık A.Ş. Interim Report

01.01.2023 - 30.09.2023

ebebek

General Information

1. Company Profile

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 Stars Market under the code EBEBK. You can find more information about the company at https://kurumsal.ebebek.com.

2. Accounting Period to which the Report Relates: 1 January 2023 – 30 September 2023

Trade Name of the Company	5
Registration Number Head Office Address	: 439123 : İçerenköy Mh. Değirmen Yolu Cd.No:37 D:6 Ataşehir / İstanbul
Branches	: Our company has 224 stores.

Contact Information

Phone	:0216 325 73 25
Fax	:0216 428 33 54
Website	:www.ebebek.com

3. Company's Organization, Share Capital and Shareholder Structures and Related Changes During the Period

Authorized Capital	: 205.000.000 TL
Paid-in/Issued Capital	: 160.000.000 TL

Our company increased its paid-in capital from 17.500.000 TL to 41.000.000 TL on 27.01.2023. 310,964.27 TL of the increased capital of 23,500,000 TL was covered from the special funds account and the remaining part was covered from retained earnings. The capital increase was registered as of 27.01.2023 and was published on Turkish Trade Registry Gazette dated 27.01.2023 and numbered 10757.

Our company has switched to the registered capital system with the permission of the Capital Markets Board (CMB) dated 30.03.2023 and numbered 20/404. Registered capital ceiling permission is valid for 5 (five) years, between 2023-2027.

Our company increased its paid-in capital from 41,000,000 TL to 136,000,000 TL on 18.05.2023. The entire increased part was covered from retained earnings, and the capital increase was registered as of 18.05.2023 and published on Turkish Trade Registry Gazette dated 18.05.2023 and numbered 10834.

Following the public offering of our company's shares, the process regarding the amendment of the articles of association within the scope of Article 25/1, clause ç of the Share Communiqué numbered VII-128.1, regarding the increase of our issued capital from 136,000,000 TL to 160,000,000 TL, continues, within the registered capital ceiling of 205,000,000 TL.

Company's Shareholder Structure:

The changes in the company's partnership structure in the first nine-months of 2023 are listed below:

	<u>30 September 2023</u>		<u>31 De</u>	<u>ecember 2022</u>
	Share	Share Amount	Share	Share Amount
	%	TL	%	TL
Ahmet Afif Topbaş	16.51	26,409,567	25.59	4,477,500
Mahmud Muhammed Topbaş	15.60	24,960,000	19.60	3,429,500
Musa Topbaş	15.60	24,960,000	19.59	3,427,500
Halil Erdoğmuş	10.74	17,181,730	13.42	2,349,000
Fatma Hande Topbaş	5.85	9,352,856	7.43	1,300,000
Fatma Zehra Ülker	5.85	9,352,856	7.43	1,300,000
Kamal Antony Hatoum	3.13	5,012,845	4.91	860,047
Mustafa Latif Topbaş	0.46	738,284	0.54	95,000
Others	1.27	2,031,862	1.49	261,453
Public	25.00	40,000,000	-	-
	100	160,000,000	100	17,500,000

4. Information on Privileged Shares

Company shares are represented by two separate share groups, Group A and B, each equal and with a nominal value of 1 TL. Group A shares provide the shareholder with the privilege of voting rights and the privilege of nominating candidates to the Board of Directors. Each Group A share gives its owner 5 voting rights, while Group B shares gives its owner 1 voting right. Additionally, in the formation of the Board of Directors, half of the members of the Board of Directors will be elected from among Group A shareholders or the candidates they nominate. If the number corresponding to half of the number of Board of Directors members does not correspond to a whole number, this number will be rounded down to a lower number and the resulting number of members will be selected among Group A shareholders or the candidates they nominate. The Chairman of the Board of Directors is elected among the members of the Board of Directors nominated by Group A shareholders. Group B shares have no privileges.

5. Information regarding cross-shareholdings where the direct participation rate in capital exceeds 5%

There is no mutual participation relationship.

6. Changes Made in the Articles of Association During the Period and Their Reasons

The general assembly resolution dated 18.01.2023 regarding the increase of our company's issued capital from 17.500.000 TL to 41.000.000 TL and the amendment of Article 6 of the Company's Articles of Association titled Capital was published on Turkish Trade Registry Gazette dated 27.01.2023 and numbered 10757.

With the permission of the Capital Markets Board (CMB) dated 30.03.2023 and numbered 20/404, in order for our company to switch to the registered capital system and to increase its paid-in capital from 41,000,000 TL to 136,000,000 TL, the resolution of the Board of Directors dated 12.05.2023 and numbered 42 regarding the amendment of Article 6 of the Company's Articles of Association titled Capital was published on Turkish Trade Registry Gazette dated 18.05.2023 and numbered 10834.

Following the public offering of our company's shares, the process regarding the amendment of the articles of association within the scope of Article 25/1, clause ç of the Share Communiqué numbered VII-128.1, regarding the increase of our issued capital from 136,000,000 TL to 160,000,000 TL continues, remaining within the registered capital ceiling of 205,000,000 TL.

At our company's board of directors meeting dated 06.02.2023, the amendment of articles no. 3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19 of our Company's Articles of Association was accepted, the new version of the articles of association was published on Turkish Trade Registry Gazette dated 08.05.2023 and numbered 10826. At our board of directors meeting dated 12.05.2023, the amendment of Article 6 of our Company's Articles of Association was accepted, and the new version of the articles of association was published on Turkish Trade Registry Gazette dated 18.05.2023 and numbered 10834. Since the amendment to the articles of association is very comprehensive and the final version of our articles of association has been published on the Public Disclosure Platform and on our website as an annex to the Prospectus, the table regarding the changes is not included in this interim activity report.

7. Information about the Board of Directors

At the Company's Extraordinary General Assembly Meeting held on 15.03.2023, it was resolved that board members would be elected to serve for a period of 3 (three) years. Two more board members were appointed on 08.05.2023 and they were authorized to serve until 15.03.2026. According to Article 7 of the articles of association, members of the board are elected to serve for a period of three years.

Name Surname	Duty		Duties Taken Outside the Partnership	
Halil Erdoğmuş	Chairman of the Board of Directors	CEO	Evidea Mağazacılık A.Ş. Board Member, founding member of the Baby Equipment Manufacturers, Importers and Retailers Association, and member of GYIAD and TÜSİAD.	Executive Member
Mahmud Muhammed Topbaş	Vice Chairman of the Board of Directors	-	BİM Birleşik Mağazalar A.Ş. Chairman of the Board of Directors and board member of various companies.	Non- Executive Member
Musa Topbaş	Board Member		Board member of various companies.	Non- Executive Member
Ömer Hulusi Topbaş	Board Member		Board member of various companies including BİM Birleşik Mağazalar A.Ş.	Non- Executive Member
Can Karadeniz	Board Member	General Manager	Tuna Çocuk Gereçleri A.Ş. board member	Executive Member

By the resolution of our Company's Board of Directors dated 11.10.2023; since we do not have an Audit Committee yet, Board Member Can Karadeniz was appointed as the Board Member responsible for financials until the Audit Committee is established.

8. Information on the Number of Senior Managers and Personnel

Information about the senior managers who have left office during the period or are still on duty is below:

Name and surname	Title
Can Karadeniz	General Manager
Tolga Koyuncu	Financial and Administrative Affairs Director
Sevda Demir	Marketing Director
Müge Tekin*	Trade Director
Gönenç Rüştü Şener	E-commerce Director
Kenan Şahan	Human Resources Director
Onur Topgül	Supply Chain Director
Pınar Topsakal Eşici	Planning and Analysis Director
Erkan Kızılkaya	Store Operations Director
Fahrettin Sami Bakkaloğlu	Store Operations Director
Pınar Küçüktürköz	Textiles Director
Mahmut İlker Naimoğlu	Internal Control, Risk Management and Internal Audit Director
Abidder Emin Şimşek	Project Office Director
Yusuf Ediz Kömüryakan	UK Country Director
Barış Şimşek	Information Technologies Director
* By the decision of the Board dated 11 10	2023: it has been decided to accent the resignation of Trade Director Görkem Eskin and

* By the decision of the Board dated 11.10.2023; it has been decided to accept the resignation of Trade Director Görkem Eskin and to appoint Müge Tekin as Trade Director, effective as of 16.10.2023.



9. Number of Personnel, Collective Bargaining Practices and Rights and Benefits Provided to Personnel and Workers

The number of employees of the Company as of September 30, 2023 is 3,678 (December 31, 2022: 3,545). The number of employees of the Group as of 30 September 2023 is 3,869 (31 December 2022: 3,663).

Provision for severance pay is calculated as 80,132,274 TL as of September 30, 2023 (December 31, 2022: 48,428,040).

Financial Rights Provided to Members of the Governing Body and Senior Managers

At the Company's General Assembly meeting held on 19.07.2023, it was resolved that no attendance fee would be paid to the members of the Board of Directors for the 2023 activity year and at the subsequent Ordinary General Assembly meeting.

Between January 1, 2023 - September 30, 2023, the total amount of financial rights and other payments provided to Board members and senior managers is 28,312,262 TL.

Research and Development Studies of the Company

Within the scope of the Technology Zones Development Law No. 4691, software development activities are carried out to meet internal company requirements.

Company Activities and Important Developments Regarding Activities

1. Important Developments in the First 9 Months of 2023

IPO

The public offering, led by Ünlü Menkul consortium, received a demand of 7.7 times the total allocation amount. The size of the public offering was 1,860,000,000 TL. A total of 3,917,194 applications were made for the public offering and distribution was made to 3,804,835 of them. Foreign institutional investors also received a 25 percent share of the public offering with sales of 465 million TL. Company shares offered to the public with a nominal value of 40,000,000 TL started to be traded on the Star Market as of 07.09.2023 with a base price of 46.50 TL/share and the code "EBEBK.E".

Credit Rating Score

Credit rating agency JCR Eurasia Rating has assigned our company's Long-Term National Institution Credit Rating as A (tr) / (Stable Outlook), Short-Term National Institution Credit Rating as J1 (tr) / (Stable Outlook), Long-Term International Foreign Currency and Local Currency. It determined the Credit Rating as BB / (Negative Outlook), in line with Turkey's country rating.

Investor Relations Unit

As of 08.09.2023, Eser Taşcı started to work as Investor Relations Coordinator in our company.

Investor Relations Contact Information Phone: 0216 325 73 25 E-mail: yatirimciiliskileri@ebebek.com

2. Evaluation of our activities

Evaluation of Halil Erdoğmuş, Ebebek Mağazacılık A.Ş. Chairman of the Board and Group CEO

"With the strength we received from approximately 4 million investors who participated in our successful public offering in September 2023, we hosted 12 million visitors in our 224 stores and nearly 30 million visitors on our ebebek.com website in the third quarter of 2023. As our public offering shows, we are a retail brand that appeals to a very large audience. Reflecting this success in our operating results, we increased our sales in Turkey by 9%, our consolidated sales revenues by 92%, and our operating profit by 71% in the third quarter. As we enter the last quarter of the year, we aim to maintain the successful results we have achieved in the first 9 months with the momentum of our ongoing store openings, strong e-commerce growth and developing organizational structure in the fourth quarter."

Our number of stores increased to 224 as of September 30.

As of August 25, 2023, our company has a total of 220 stores in Turkey, 217 of which are traditional and 3 are mini concept stores. As of September 30, 2023, the number of stores of our company has reached 224, of which 220 are traditional and 4 are mini concept stores.

Between 26 August - 30 September 2023; a total of 4 stores, 1 of which is mini (1 in Istanbul, 1 in Denizli, 2 in Manisa (1 Salihli and 1 Turgutlu)) were opened.



Manisa Salihli

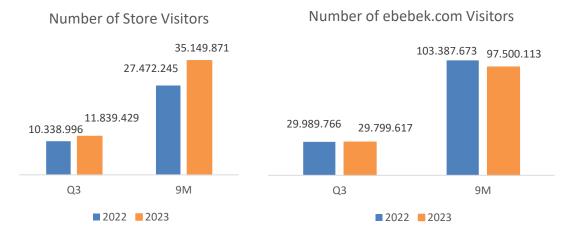
Manisa Turgutlu AVM

Number of Store and Website Visitors in the 3rd Quarter and the First 9 Months

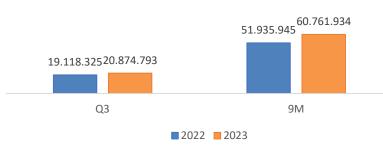
The number of visitors to ebebek stores in the third quarter of the year increased by 14.5% compared to the same period of the previous year, reaching 11,839,429. In the first 9-month

period ending in September 2023, the number of visitors to ebebek stores increased by 27.9%, reaching 35,149,871.

The number of ebebek.com visitors in the third quarter of 2023 decreased by 0.6% compared to the same period of 2022, reaching 29,799,617. The number of visitors to the ebebek.com website in the first 9 months of the year decreased by 5.7% to 97,500,113. The decrease in visitors on the website is a result of the digital marketing strategy shaped with the aim of increasing the customer conversion rate. ebebek.com sales volumes increased in both the 3rd quarter and the first 9 months of 2023 compared to the same periods of 2022.

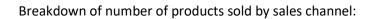


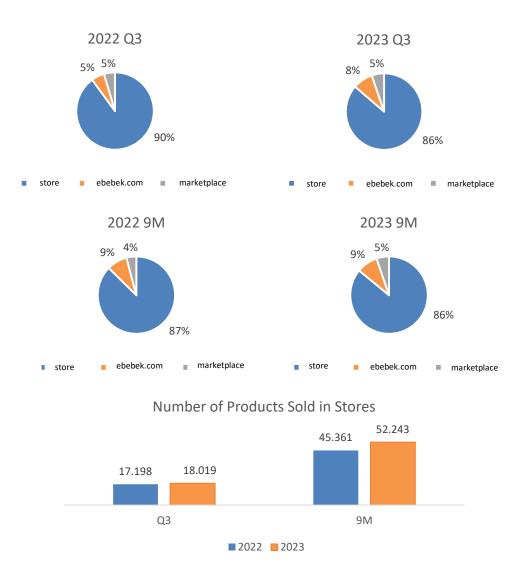
3rd Quarter and First 9 Month Store and E-commerce Number of Products Sold



Number of Products Sold

In the third quarter of 2023, the total number of products sold through ebebek stores and ecommerce channels in Turkey increased by 9% compared to the same period of 2022, reaching 20,874,793, while in the first 9 months of 2023, this number increased by 17% compared to the same period of 2022, reaching 60,761,934.

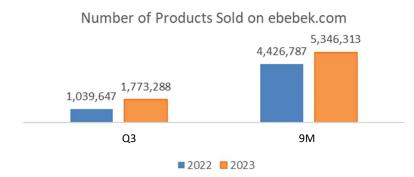




In the third quarter of 2023, the total number of products sold in ebebek stores in Turkey increased by 5% compared to the same period of 2022, reaching 18,019,374, while in the first 9 months of 2023, this number increased by 15% compared to the same period of 2022, reaching 52,243,412.

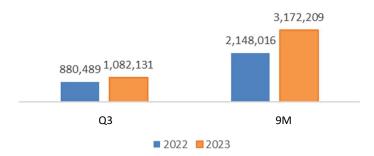
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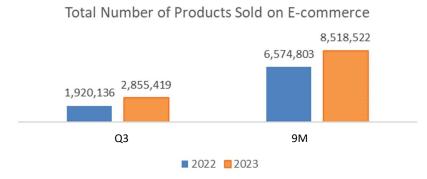


While the total number of products sold on ebebek.com in the third quarter of 2023 increased by 71% compared to the same period of 2022, reaching 1,773,288, in the first 9 months of 2023, this number increased by 21% compared to the same period of 2022, reaching 5,346,313.

Number of Products Sold in Marketplaces



While the total number of products sold from marketplaces in the third quarter of 2023 increased by 23% compared to the same period of 2022, reaching 1,082,131, in the first 9 months of 2023, this number increased by 48% compared to the same period of the previous year, reaching 3,172,209.



While the total number of products sold through e-commerce channels in the third quarter of 2023 increased by 49% compared to the same period of 2022, reaching 2,855,419, in the first 9 months of 2023, this number increased by 30% compared to the same period of 2022, reaching 8,518,522.



In the third quarter, our revenue increased by 92% and reached 2.5 billion TL.

In the third quarter of 2023, our revenue increased by 92% compared to the same quarter of the previous year, reaching 2.5 billion TL, thanks to increasing number of stores and sales volumes. Sales revenues in the first 9 months of the year increased by 107% and reached 6.3 billion TL.

While gross profit increased by 112% to 1.0 billion TL in the third quarter of the year, gross profit margin improved by 390 basis points and reached 40.5%. The most important reason for this increase is the effect of financing expenses related to forward purchases, which increased due to increasing financing costs. Financing expenses related to forward purchases are classified under other operating expenses.

In the first 9 months of the year, gross profit increased by 121% to 2.3 billion TL. Gross profit margin in the same period increased by 230 basis points and reached 36.5%.

An operating profit of 232 million TL was recorded in the third quarter.



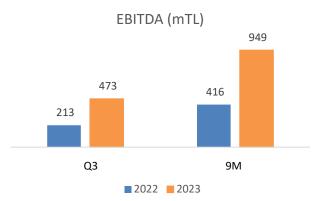
In the third quarter of 2023, operating profit increased by 71% and reached 232 million TL.

The operating profit margin decreased by 110 basis points to 9.3%. When this decrease is examined, the items that show significant differences compared to the previous period are as follows:



- The ratio of personnel expenses to revenue increased from 10.4% to 12%. The main reasons for this increase are the reflection of the 34% minimum wage increase, effective as of July 2023, on the wages of all employees and the increase in the number of personnel employed to work in foreign investment projects compared to 2022.
- The ratio of energy expenses to revenue decreased from 2.0% to 1.2%.
- The ratio of advertising expenses to revenue decreased from 1.9% to 1.5% as a result of the changing digital marketing strategy.

In the first 9 months of the year, the main operating profit increased by 105% and reached 467 million TL, and the main operating profit margin was 7.4%, in line with 2022.



EBITDA increased by 122% and reached 473 million TL.

In the third quarter of 2023, EBITDA increased by 122% compared to the same period of the previous year and reached 473 million TL. In the same period, EBITDA margin increased by 250 basis points to 19%. The most important reason for this increase is the increase in gross profitability and limited operating expenses thanks to efficiency-oriented purchasing strategies. In the first 9 months of the year, EBITDA increased by 128% and reached 949 million TL, and the EBITDA margin increased from 13.6% to 15%.

102 million TL net profit was made in the 3rd quarter.

Net profit increased by 47% in the third quarter of the year, reaching 102 million TL, and net profit margin decreased by 120 basis points to 4.1% in the same period. In addition to the decline in the operating profit margin, increased financing costs as a result of monetary tightening also caused a decrease in the net profit margin. In the first 9 months of the year, net profit increased by 139% to 187 million TL, while net profit margin increased from 2.6% to 3% in the same period.

Financial Debt Status

While the Group's net financial debt is at 506 million TL as of December 31, 2022, as of September 30, 2023, the Group has no net financial debt and has a net cash position of 143 million TL. Excluding the net cash inflow resulting from the public offering as of September 30, 2023, the net

financial debt is calculated as 919 million TL. The Net Financial Debt/EBITDA ratio was 0.8 on both December 31, 2022 and September 30, 2023, excluding the net cash inflow resulting from the public offering.

m TL	31 December 2022	30 September 2023
Cash and Cash Equivalents	54	466
Financial Investments	-	524
Short-Term Borrowings	(316)	(415)
Short-Term Lease Liabilities	(41)	(56)
Long-Term Lease Liabilities	(203)	(376)
Net Cash / (Net Financial Debt) Position	(506)	143
Net Cash Inflow from Public Offering	-	1.062
Net Financial Debt Excluding Cash Inflow from IPO	(506)	(919)

3. Information regarding the investments and incentives made by the company in the relevant accounting period

A total of 254,790,634 TL investment expenditure was made between January 1, 2023 - September 30, 2023, largely including store investments.

As of September 30, 2023, there is no ongoing investment incentive certificate.

4. Information regarding the company's direct or indirect subsidiaries and share percentages The company has 4 subsidiaries.

Trade name	de name Company's Share in Capital		
Tuna Çocuk Gereçleri A.Ş.	10.733.100 TL	70	
Ebebek UK Retail Services Ltd	12.500 GBP	100	
Ebebek Deutschland Retail Services GmbH	25.000 EUR	100	
Ebebek USA Retail Services Inc	10.000 USD	100	

5. The financial resources of the business and the nature and amount of capital market instruments issued, if any

The demand for our public offering, which was held under the leadership of Ünlü Menkul consortium, was 7.7 times our total allocation amount. Our public offering size was



1,860,000,000 TL. A total of 3,917,194 applications were made to our public offering and distribution was made to 3,804,835 of them. Foreign institutional investors also received a 25 percent share of our public offering with sales of 465 million TL.

Company shares started to be traded on Star Market as of 07/09/2023 with a base price of 46.50 TL/share, code "EBEBK.E" and continuous transaction method. The maximum order value in the relevant order is determined as 1,000,000 TL.

Ebebek Mağazacılık shares started to be traded on Borsa Istanbul Star Market as of 07/09/2023, and as of that date, have been included in the indices BIST All, BIST All-100, BIST Stars, BIST Public Offering, BIST Participation All, BIST Services and BIST Trade. In the calculation of the indices, the number of shares of the company was 160,000,000 and the rate of shares in actual circulation was 25%.

Financial Position

1. Information and forward-looking expectations regarding the company's sales during the year, productivity, revenue generation capacity, profitability and debt/equity ratio, as well as other matters that will give an idea about the results of the company's activities, in comparison with previous years.



Summary Statement of Financial Position

	30 September		31	
mTL	2023	%	December 2022	%
Current Assets				
Cash and Cash Equivalents	466	9,7	54	2,4
Financial Investments	411	8,6	-	-
Trade Receivables	62	1,3	36	1,6
Inventories	2.395	49,8	1.389	60,8
Other	463	9,6	233	10,2
TOTAL CURRENT ASSETS	3.797	79,0	1.711	74,9
Non-Current Assets				
Long-Term Financial Investments	112	2,3	-	-
Right-of-Use Assets	370	7,7	214	9,4
Tangible and Intangible Non-Current Assets	485	10,1	306	13,4
Deferred Tax Assets	38	0,8	50	2,2
Other	1	0,0	2	0,1
TOTAL NON-CURRENT ASSETS	1.007	21,0	572	25,1
TOTAL ASSETS	4.805	100,0	2.284	100,0
Short-Term Liabilities				
Short-Term Borrowings	415	8,6	316	13,8
Short-Term Lease Liabilities	56	1,2	41	1,8
Trade Payables	2.235	46,5	1.348	59,0
Current Income Tax Liabilities	33	0,7	0	0,0
Other	84	1,8	51	2,2
TOTAL SHORT-TERM LIABILITIES	2.824	58,8	1.755	76,9
Long Term Liabilities				
Long-Term Lease Liabilities	376	7,8	203	8,9
Long-Term Provisions	120	2,5	69	3,0
Deferred Tax Liabilities	2	0,0	3	0,1
Other	11	0,2	10	0,4
TOTAL LONG-TERM LIABILITIES	508	10,6	284	12,5
TOTAL EQUITY	1.472	30,6	244	10,7
TOTAL LIABILITIES AND EQUITY	4.805	100,0	2.284	100,0

Summary Profit/Loss Statement

	2022 9		2023 9		2022		2023	
mTL	Months	%	Months	%	Q3	%	Q3	%
Net Sales	3.053	100,0	6.322	100,0	1.295	100,0	2.484	100,0
Cost of Sales	(1.948)	(63 <i>,</i> 8)	(3.904)	(61,8)	(789)	(60,9)	(1.423)	(57,3)
Personnel Expenses Advertising and Promotion	(331)	(10,8)	(756)	(12,0)	(135)	(10,4)	(299)	(12,0)
Expenses	(56)	(1,8)	(109)	(1,7)	(24)	(1,9)	(36)	(1,5)
Energy Expenses	(51)	(1,7)	(78)	(1,2)	(26)	(2,0)	(30)	(1,2)
Other Operational Expenses	(251)	(8,2)	(526)	(8,3)	(107)	(8,3)	(222)	(8,9)
EBITDA	416	13,6	949	15,0	213	16,5	473	19,0
Depreciation and Amortization Expenses Other Income/Expense from	(79)	(2,6)	(137)	(2,2)	(24)	(1,9)	(54)	(2,2)
Operating Activities	(109)	(3,6)	(345)	(5,5)	(54)	(4,1)	(187)	(7,5)
OPERATING PROFIT	228	7,5	467	7,4	135	10,5	232	9,3
Income/Expense from Investment Activities	0	0,0	18	0,3	0	0,0	16	0,6
Financial Income/Expense	(120)	(3,9)	(231)	(3,7)	(47)	(3,6)	(109)	(4,4)
PROFIT BEFORE TAX	109	3,6	254	4,0	88	6,8	139	5,6
Tax Income/Expense	(31)	(1,0)	(67)	(1,1)	(20)	(1,5)	(37)	(1,5)
NET INCOME FOR THE PERIOD	78	2,6	187	3,0	69	5,3	102	4,1

	1 January- 30 September 2023	1 January- 30 September 2022
Gross Profit Margin	36,5%	34,2%
EBITDA Margin	15,0%	13,6%
Operating Profit Margin	7,4%	7,5%
Net Profit Margin	3,0%	2,6%
	30 September 2023	31 December 2022
Current Ratio (Current Assets /		
Short-Term Liabilities)	1,34	0,97
Acid Test Ratio (Current Assets- Stocks/Current Liabilities)	0,50	0,18
Leverage Ratio (Total Liabilities /	0,50	0,10
Total Equity)	2,26	8,35
Debt Ratio (Total Liabilities / Total		
Assets)	0,69	0,89

Some financial ratios and basic indicators calculated based on the information in the Company's unaudited consolidated financial statements for the period 01.01.2023 - 30.09.2023

Other Matters End of the Price Stability Process

The shares of Ebebek Mağazacılık A.Ş., which were offered to the public by aggregating demand on 29-31 August and 1 September 2023, started to be traded on the BIST Star Market with the continuous transaction method as of 7 September 2023. The 30-day period stated in the prospectus and announced for the price stability transactions planned to be carried out by our Institution expired on October 6, 2023. The price stabilization process was not carried out because the Stock Exchange price did not fall below the public offering price of 46.50 TL within the 30-day period following the start of trading of the company's shares.

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