

TEKNOSA

INVESTOR PRESENTATION

2022 FINANCIAL RESULTS



OUR BUSINESS MODEL AND STRATEGY

TEKNOSA



Turkey's Most Widespread and Reliable Technology Partner

Comprehensive Omnichannel Structure



Revenue by Sales Channels, 2022



A Digital CE Retail Platform with Physical Presence & Unique Customer Experience

Transforming from a “traditional retailer” to “**Phygital**”

Broad tech offering and **unique customer experience** both online and in-store

Evolving from a “product driven customer relation” to a “**holistic customer experience owner for tech**”

Reaching Millions of Customers with Value Oriented Businesses



Turkey's most comprehensive technology private label brand

> 1,000
SKU

Turkey's
virtual network operator

> 400K
subscribers

Royalty program

> 1.4 million
members

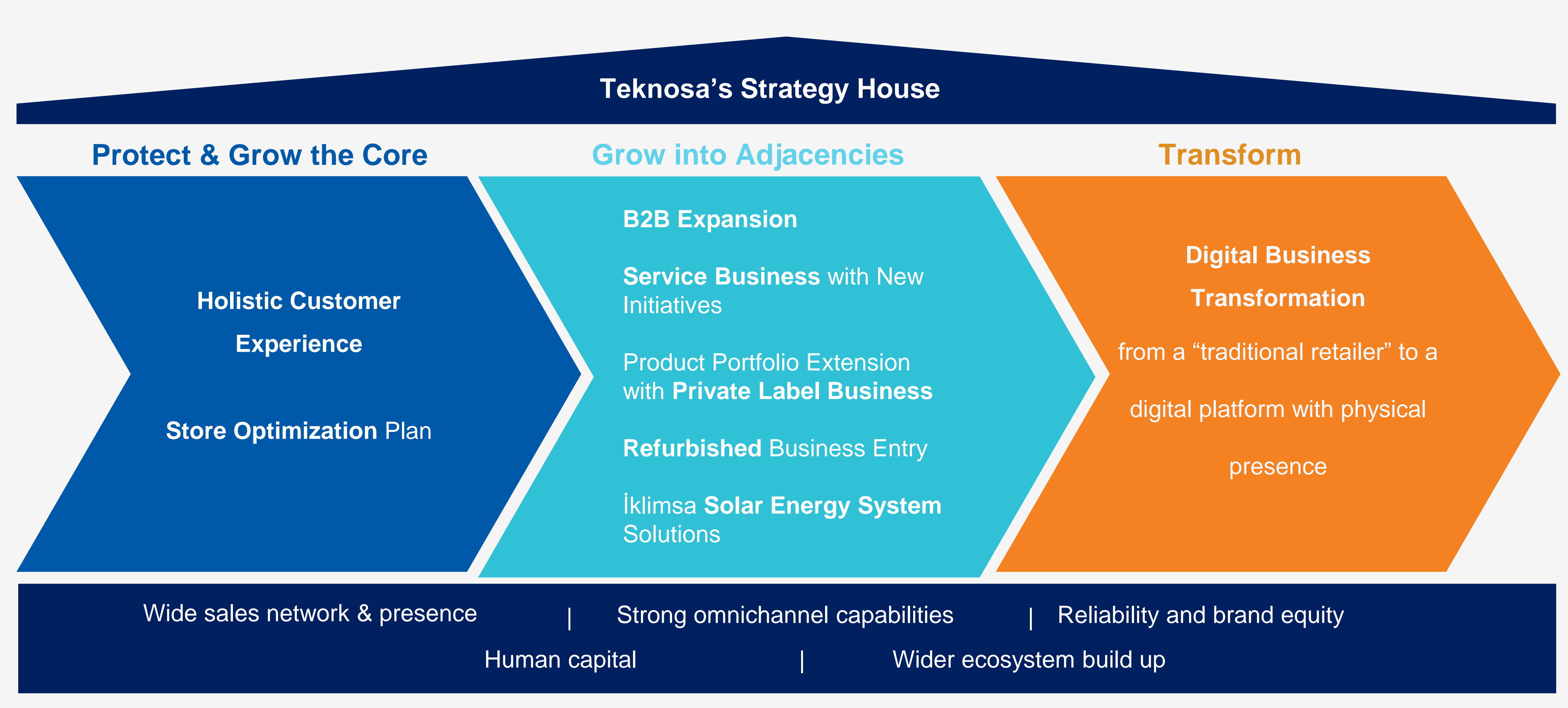
TeknoGuarantee and
maintenance-repair services
to
minimize environmental
impact

Refurbished phone sales
Rental services for ~200
products with
kiralabunu.com

Heating-Cooling Systems
Solar Energy
B2B Sales for Electronic Products

5 BRANDS
> 200 MODELS

We Exist to Bring Happy Moments by Providing the World's Technology to Everyone



Transformation Programs for Our Vision “Teknosa of New Generation”

Protect & Grow the Core














Grow into Adjacencies



Transform



☑ Financial & Operational Transformation (Aug-Dec '19)

☑ Service & Private Label Transformation ('20-'21)

In Progress

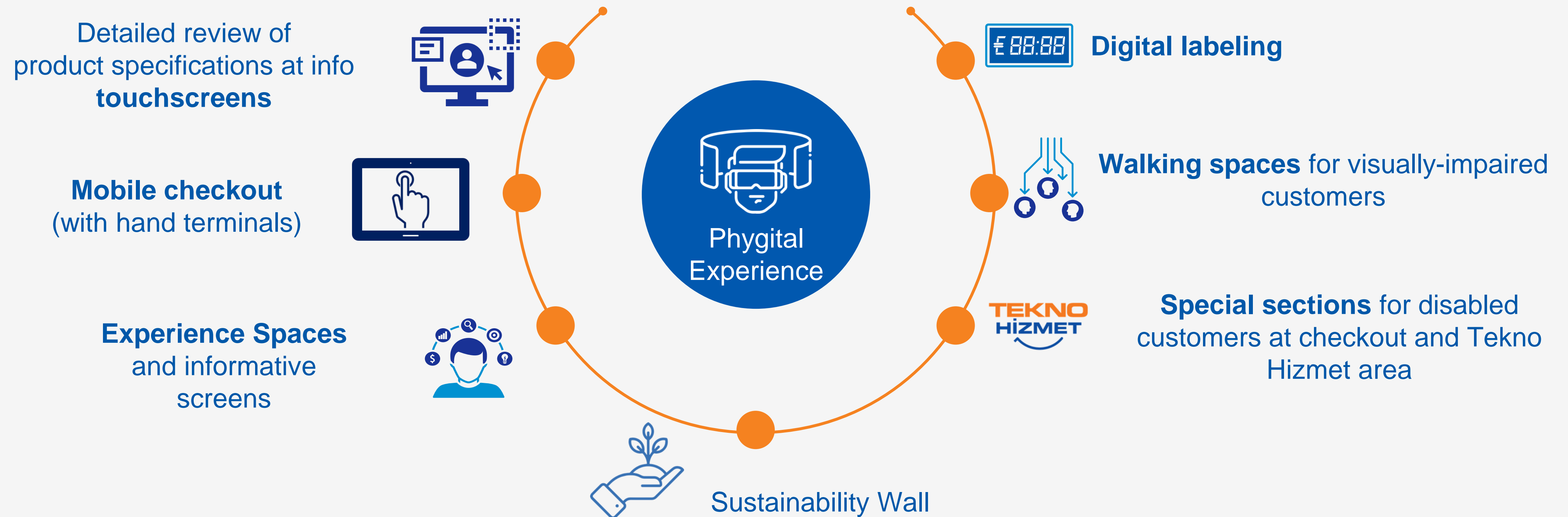
Category Transformation	Sales Transformation	Stock Management	Cost Management	HQ Transformation
 Complementary Product Sales Focus	 Store Performance Improvement System	 Stock Management System Uplift	 Rent Re-negotiations	 Target Setting & Incentive System
 Price and Promotion Management	 Salesforce Effectiveness		 Cost Discipline in OPEX items	 Holistic Company Performance Tracking
 Fact – Based Negotiations	 Store Network Optimization		 Financial Cost Reduction	
	 E-Commerce Acceleration			

New Growth Streams
 Service Transformation
 Private Label Transformation

Marketplace Transformation
 Initial Offering
 Ramp-Up: Differentiating Capabilities
 Full-Fledge Offering

Cultural Change

Omnichannel: Re-Inventing the In-Store Customer Experience

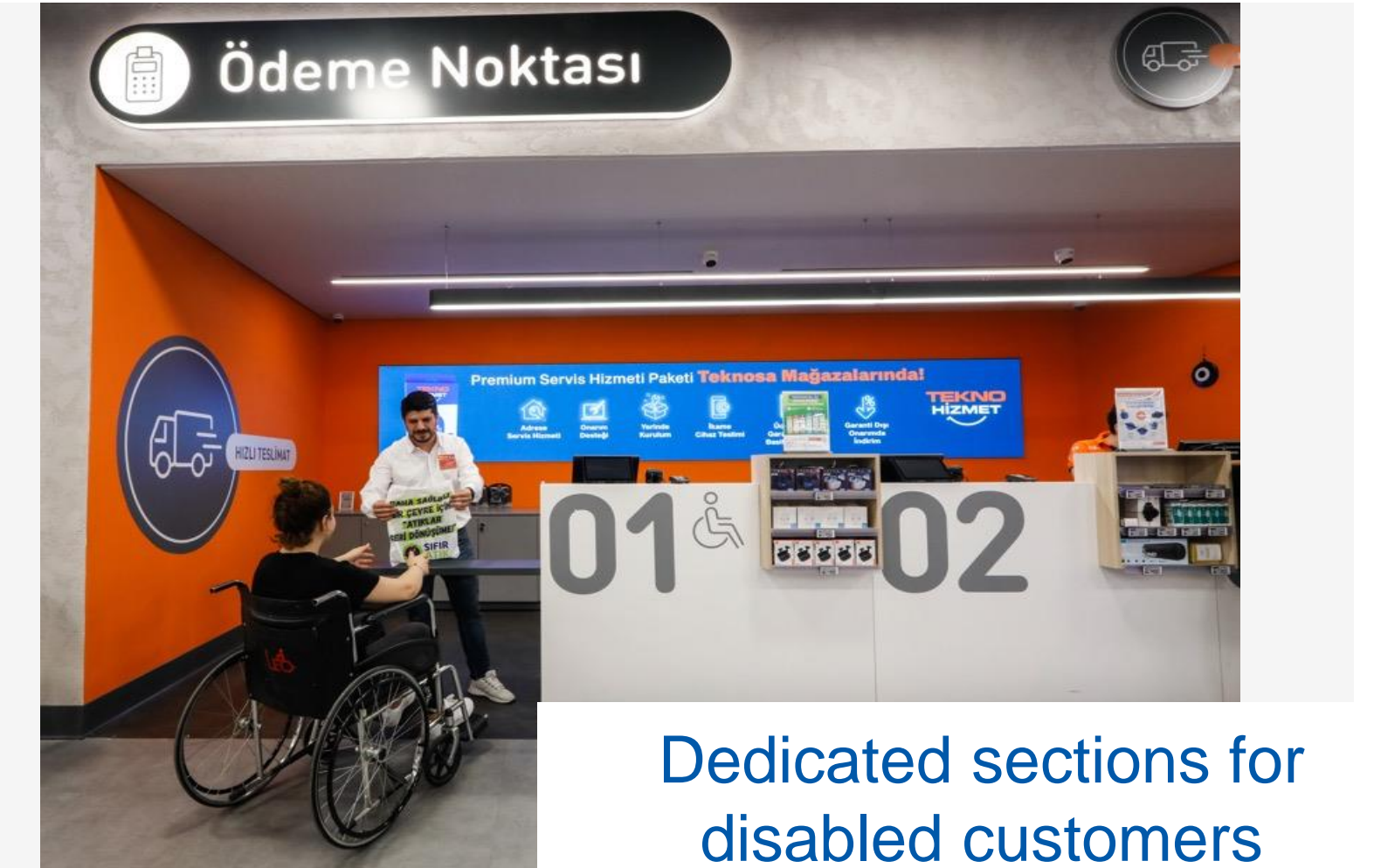


Combining our store and digital platform capabilities to maximize in-store engagement and deliver a unique customer experience

- ▶ İstanbul City's Kozyatağı
- ▶ Ankara Nata Vega
- ▶ İstanbul İstinye Park
- ▶ İzmir Agora
- ▶ Trabzon Forum



Experience Spaces



Dedicated sections for disabled customers



Informative screens



MP Sales Area



Sustainability Wall

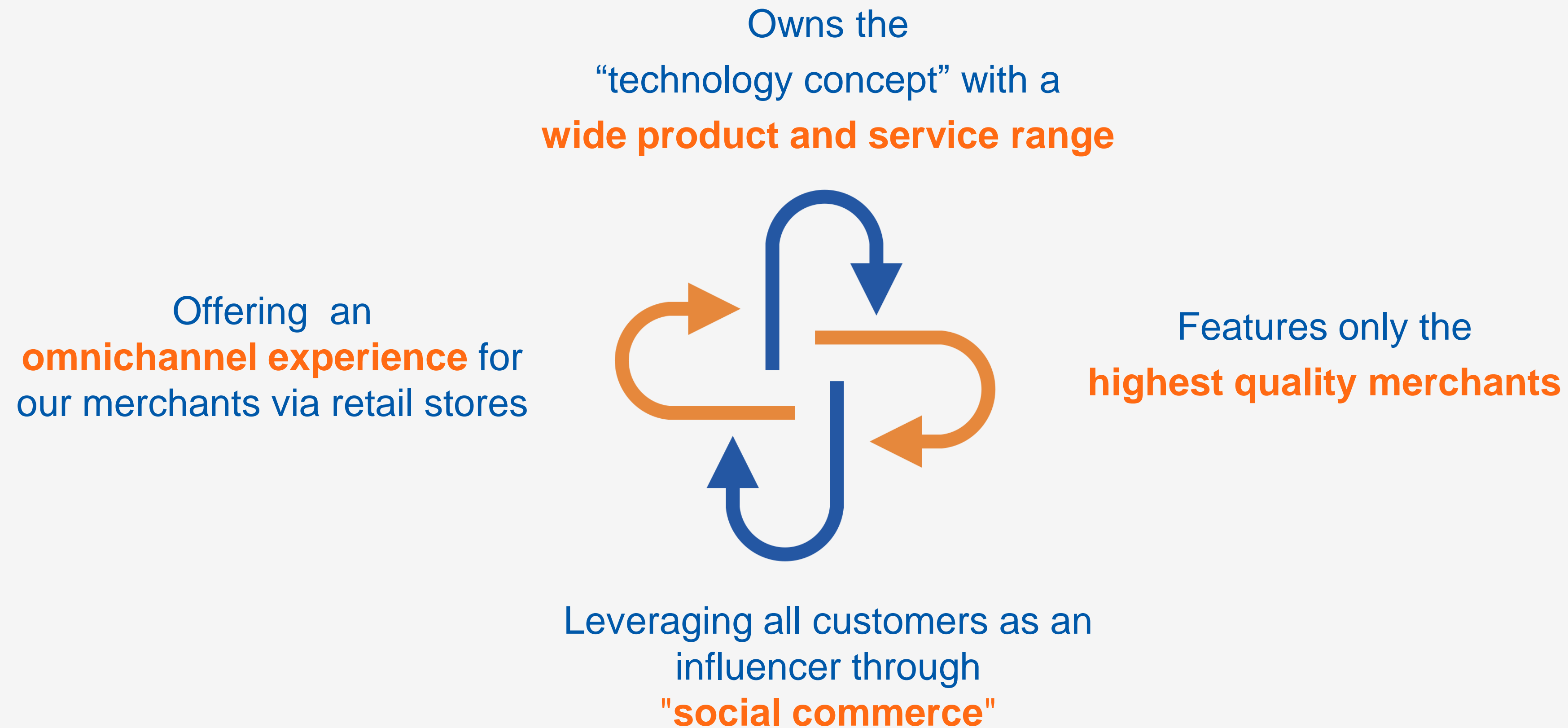


- ▶ Launched Solar Energy Systems operations in 2022 in line with our **focus on sustainability**.
- ▶ **Synergies** with wide dealer and service network, expertise and client pool in the A/C sector.
- ▶ **End-to end SES services** to individual and corporate clients including:
 - Project solutions and designs
 - On-site implementation
 - After sales services

Main stages of SES projects



Digital Transformation Milestone: Teknosa's Unique Marketplace



Using AI algorithms and data analytics to excel customer experience and enhance operational efficiency

Solid Results Achieved with Turkey's First Tech-Focused Marketplace

Marketplace Targets



5x increase in 3 years in GMV, minimum 300K SKU

Main Operating Pillars of Marketplace

☑ Initial Offering

☑ Ramp-Up: Differentiating Capabilities

Full-Fledge
Offering

Merchant &
Product Portfolio
Growth

Merchant
Satisfaction
Actions

Web & Mobile
Improvements

Teknosa
Social Commerce

Store Sales of MP
Products

Teknosa Partner
Solutions

Creating Total Brand Value with Growth Across all Key Indicators

Significant YoY Growth in KPIs (2022)



22x
SKU increase
~250 merchants



MP/Teknosa.com GMV **above**
global benchmarks ¹



GMV up by **136** % to **3.3**
bn TL



38% YoY
traffic growth

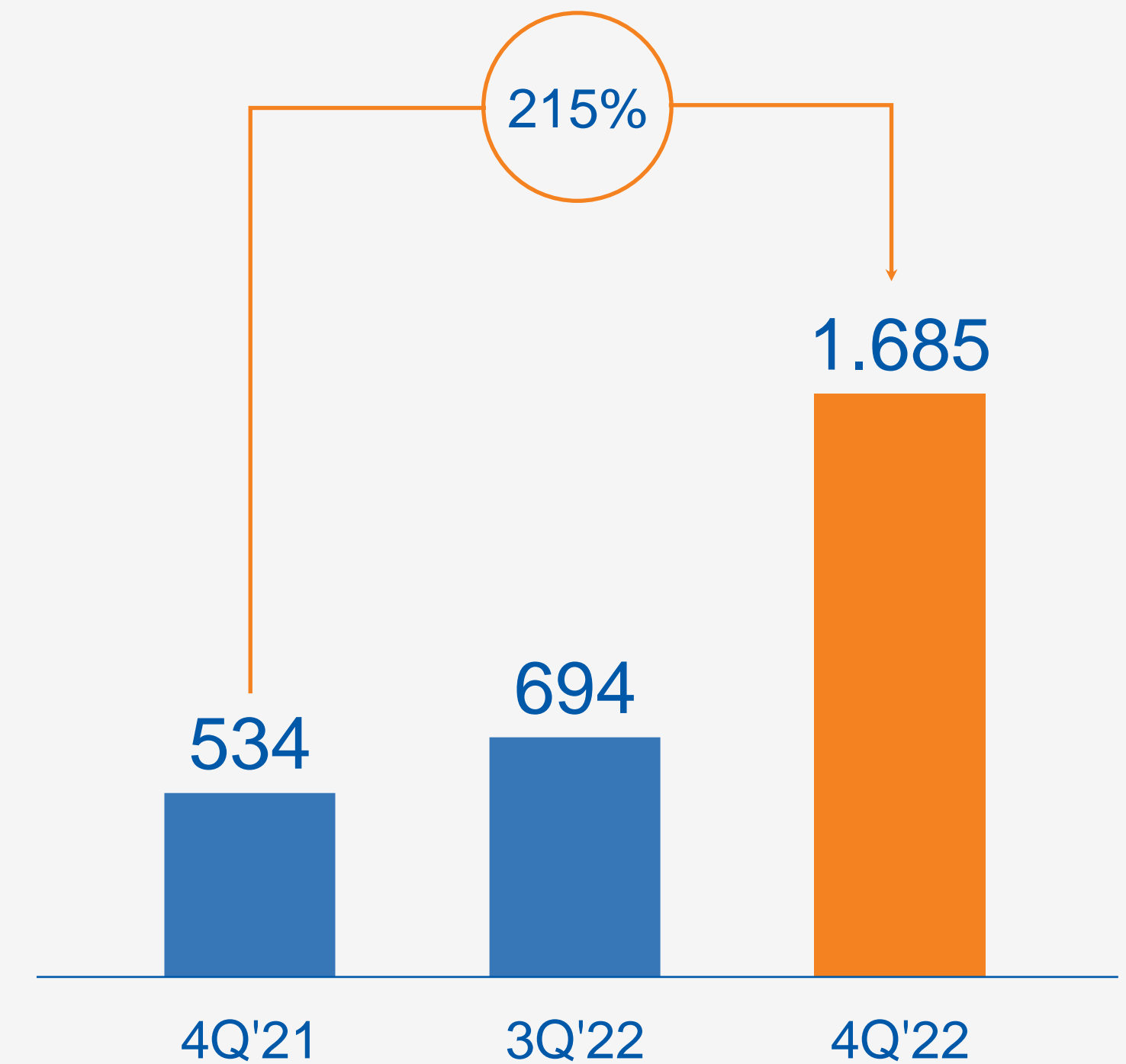


17%
Increase in Store Visitors



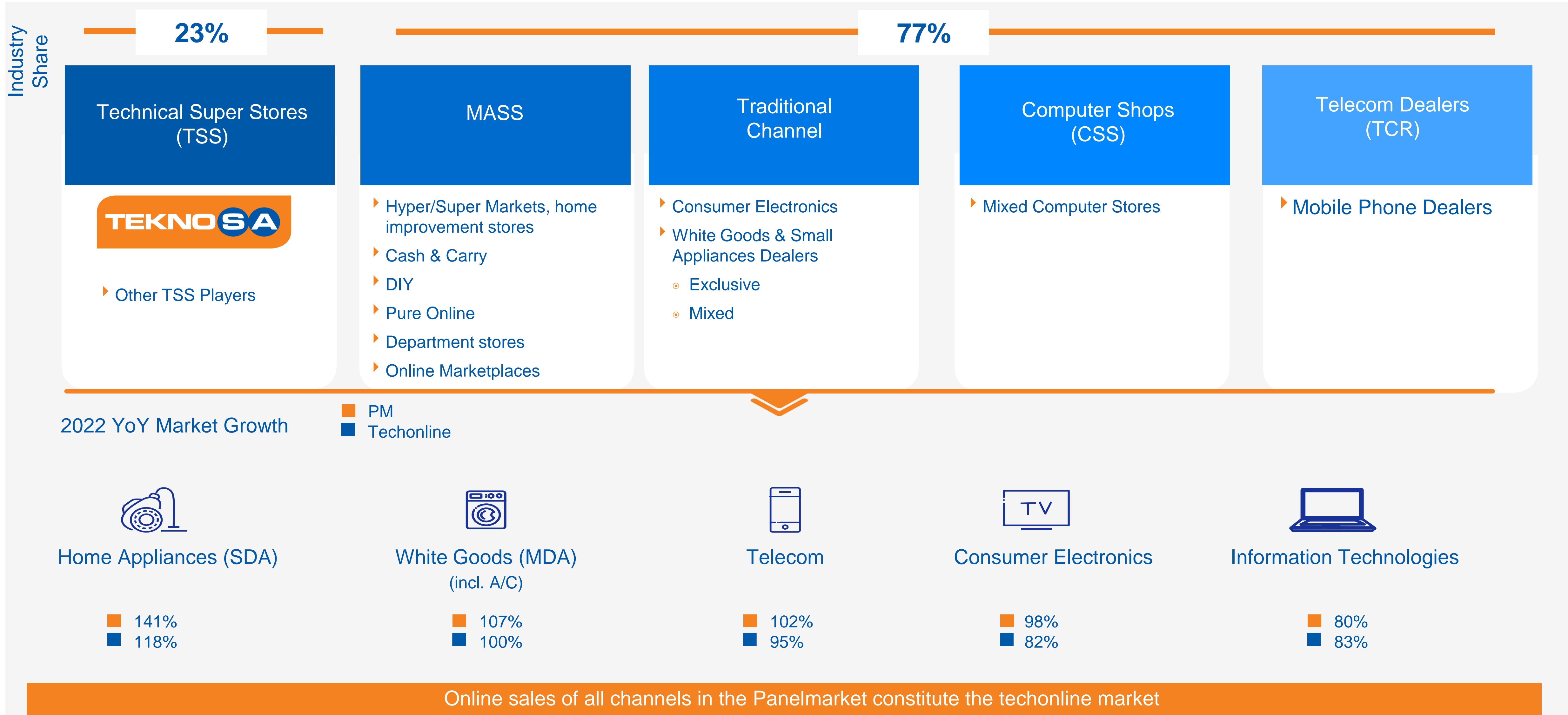
2M
New Customers

Accelerating Gross Merchandise Value (GMV)



⁽¹⁾ Benchmarks : Magazine Luiza from Brazil, FNAC and Darty from France

Panel and Techonline Markets Almost Doubled YoY in 2022



Source: GFK

Teknosa Outperformed Both Panel and Techonline Markets

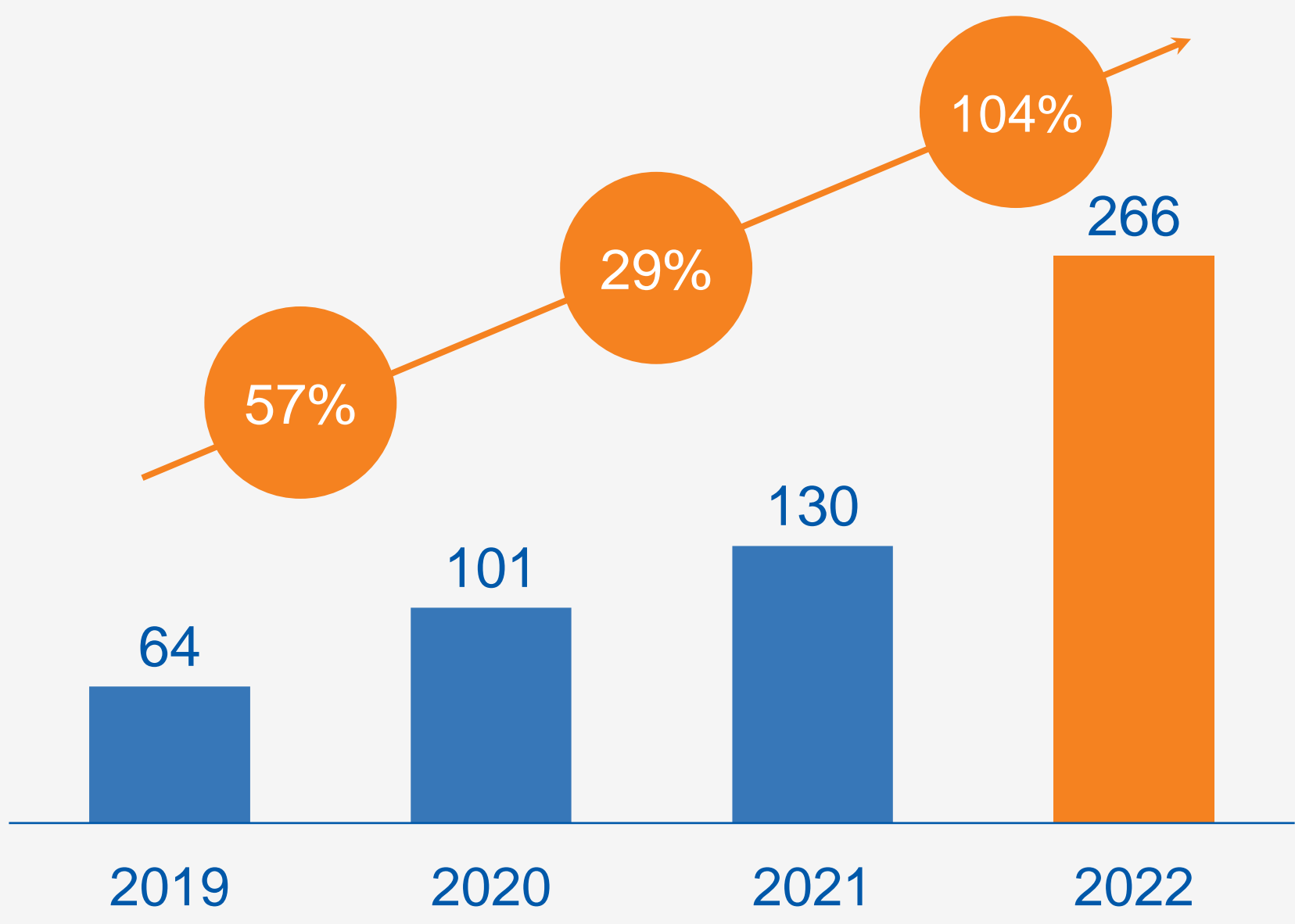
Levers of growth

- Omnichannel strategy
- Customer satisfaction
- Hit list SKU focus
- Marketplace launch
- SKU growth
- Pricing strategy

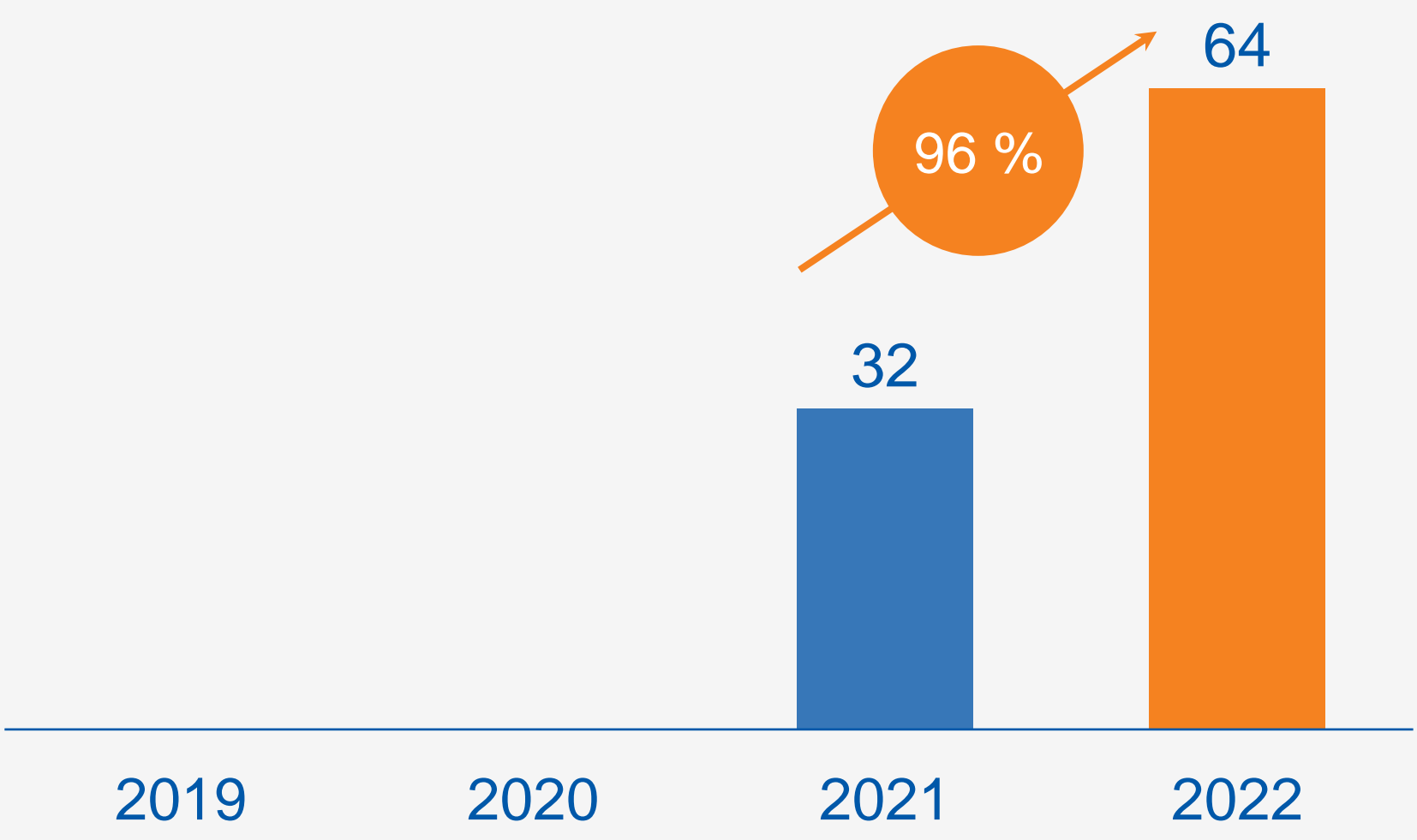
132% YoY
Teknosa revenue
Increase
in '22

Market Revenue Growth, Billion TL

Panel Market



Techonline Market *

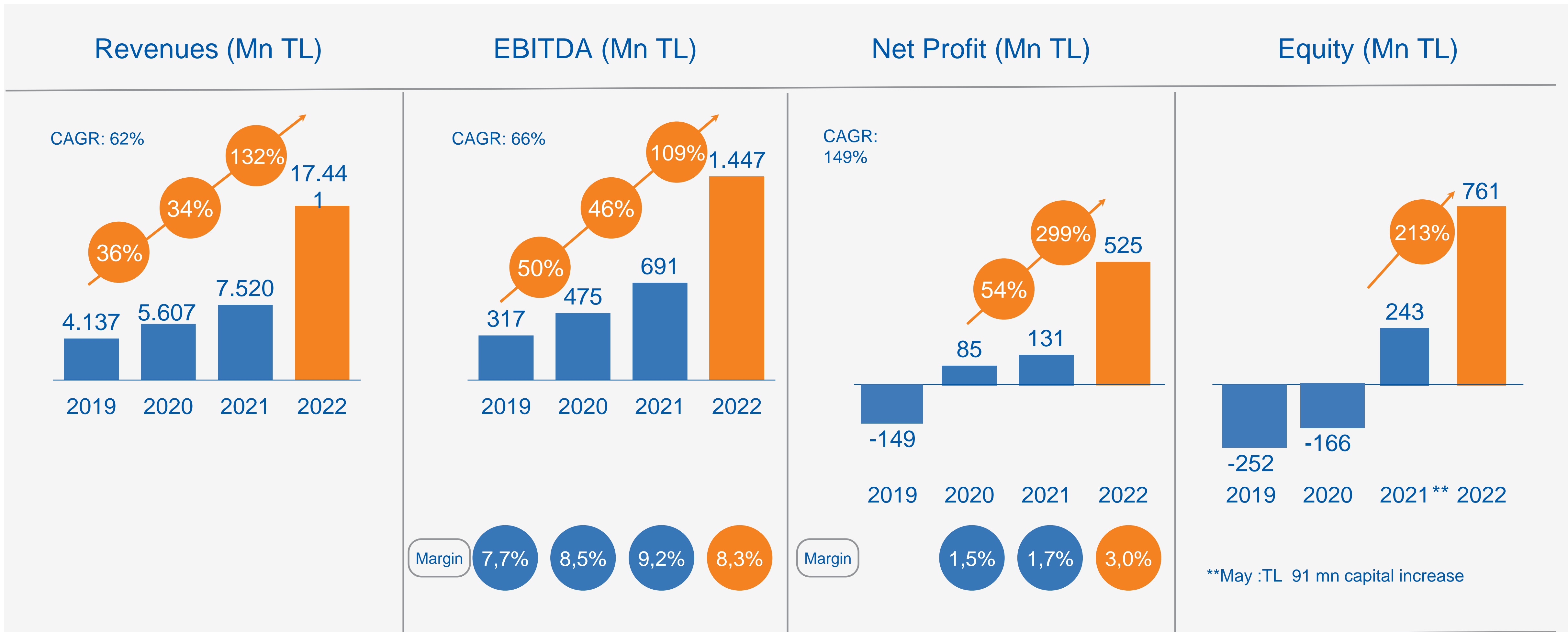


Source: GFK

*Techonline data available since 2021



Accelerated Results with Excellent Execution of the Transformation Program*



*Transformation Program launched in 2019

We Add Value to Our World, Society and Employees Through Our Business

We are committed to achieving Net Zero by 2050 in all our operations.



12 mn TL

Environmental Investments



1 mn TL

Social Investments



118

Environmentally friendly products and services



214 mn TL

Revenue from environmentally friendly products and services



3.65 mn kWh

Energy saving with store automation system

In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office



33%

Women directors on our Board (as of 2023)



39%

Women employees in STEM roles



2,651

Women benefiting from our Technology for Women, Solidarity for All program

Source: Teknosa Sustainability Report, 2022

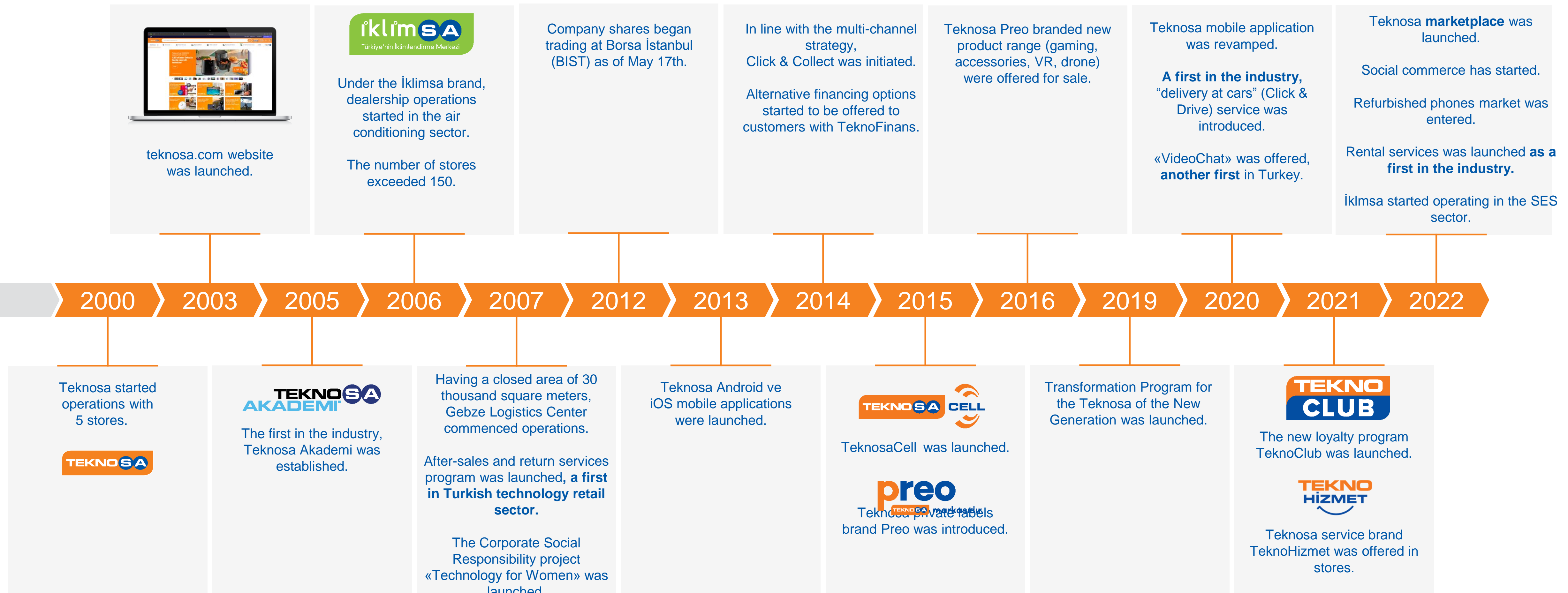
APPENDIX

TEKNOSA MILESTONES

TEKNOSA



Constantly Evolved by Creating its Own Technology Ecosystem



FY RESULTS

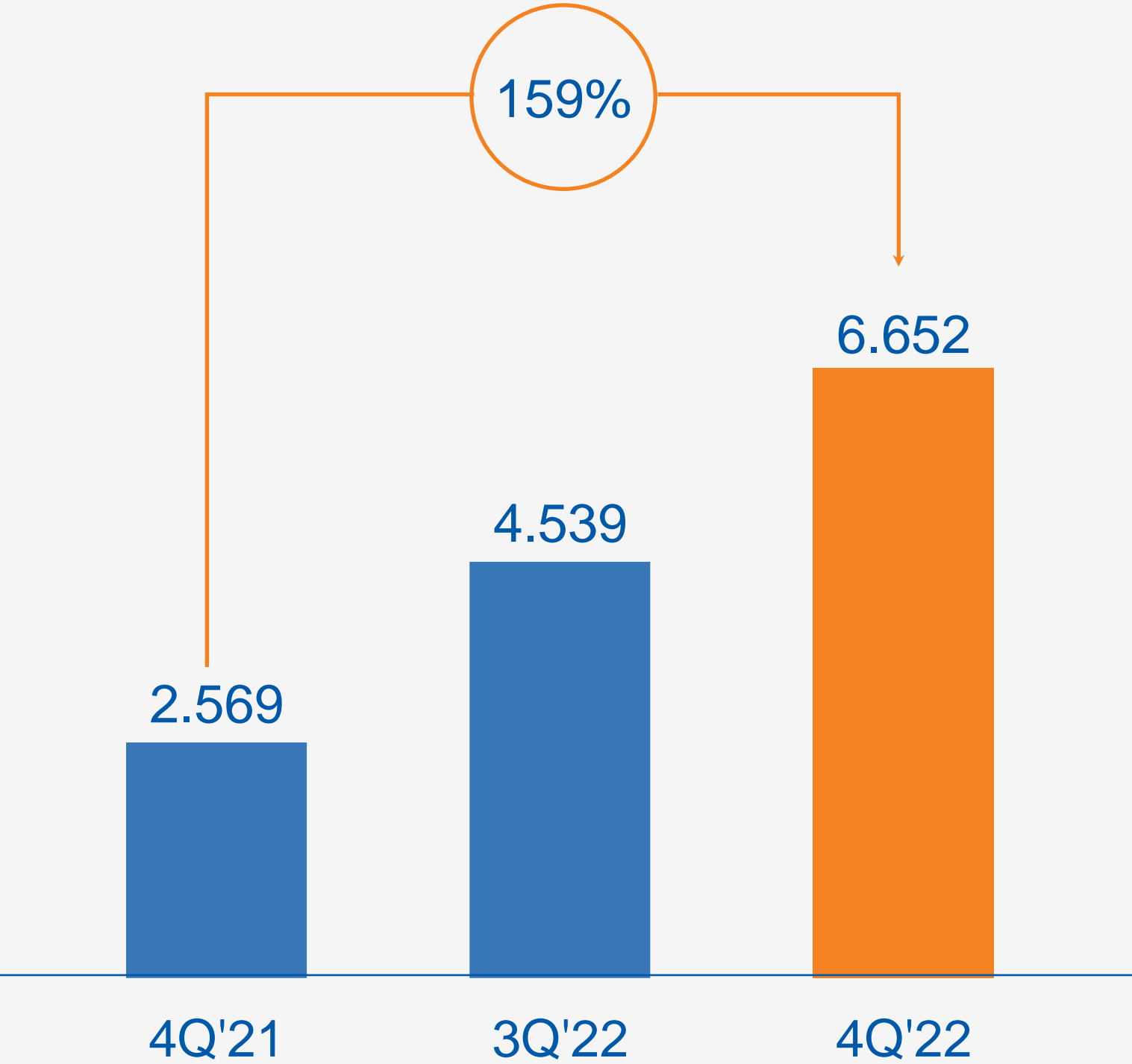
TEKNOSA



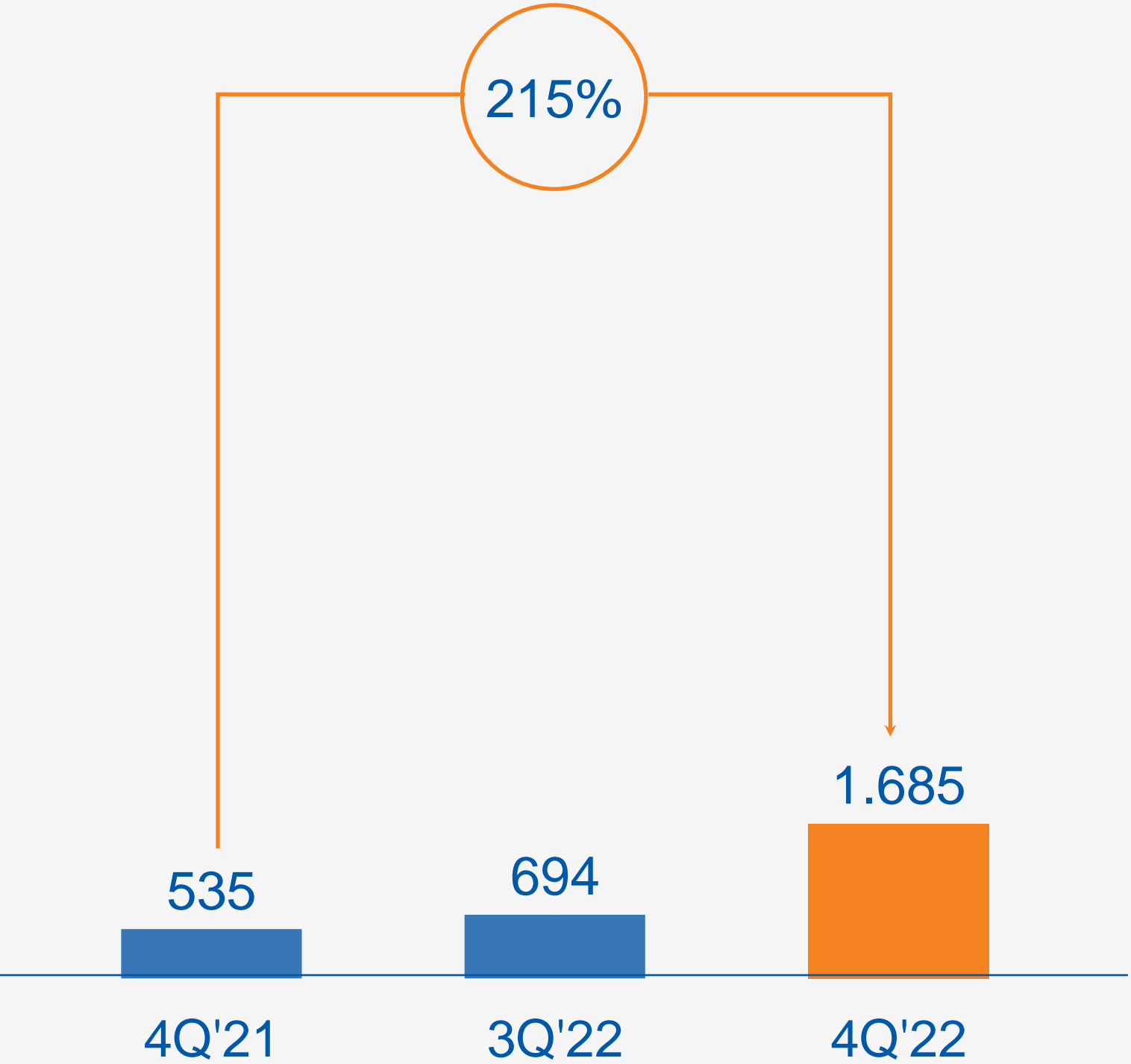
Strong QoQ and YoY Revenue Growth

(Million TL)

Revenues (Million TL)



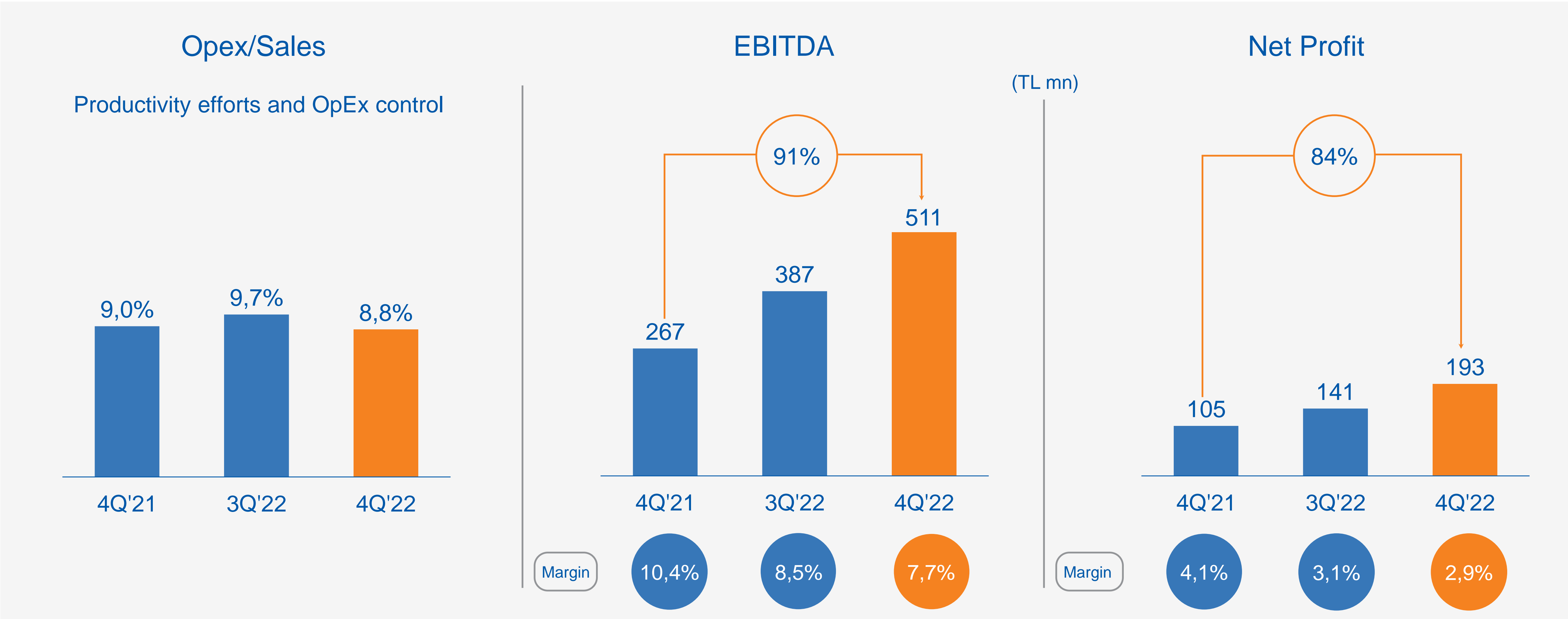
E-Commerce Gross Merchandise Value (GMV)



136 % YoY GMV growth
2022
TL 3.3 billion
2021
TL 1.4 billion

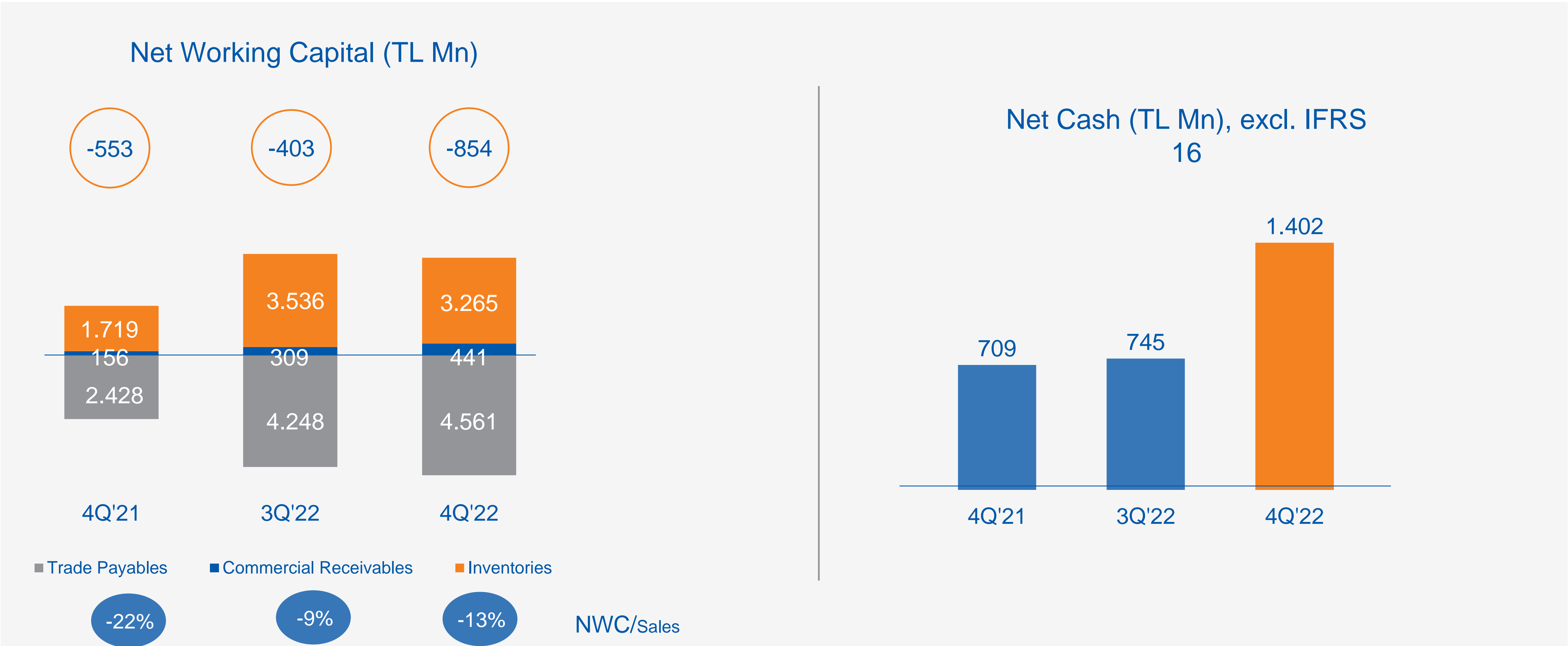
Wide product range, new customers and effective pricing strategy

Stringent Cost Management Supported Profitability



Sustainable profitability through product mix, effective pricing strategy and strong OpEx control

Healthy Balance Sheet



Strong NWC management despite rising interest rates and financing costs with hedging and operational productivity

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