

TEKNOSA

INVESTOR PRESENTATION

2Q23 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

> 2.3 million
members

TeknoGuarantee and
maintenance-repair
services to
minimize
environmental impact

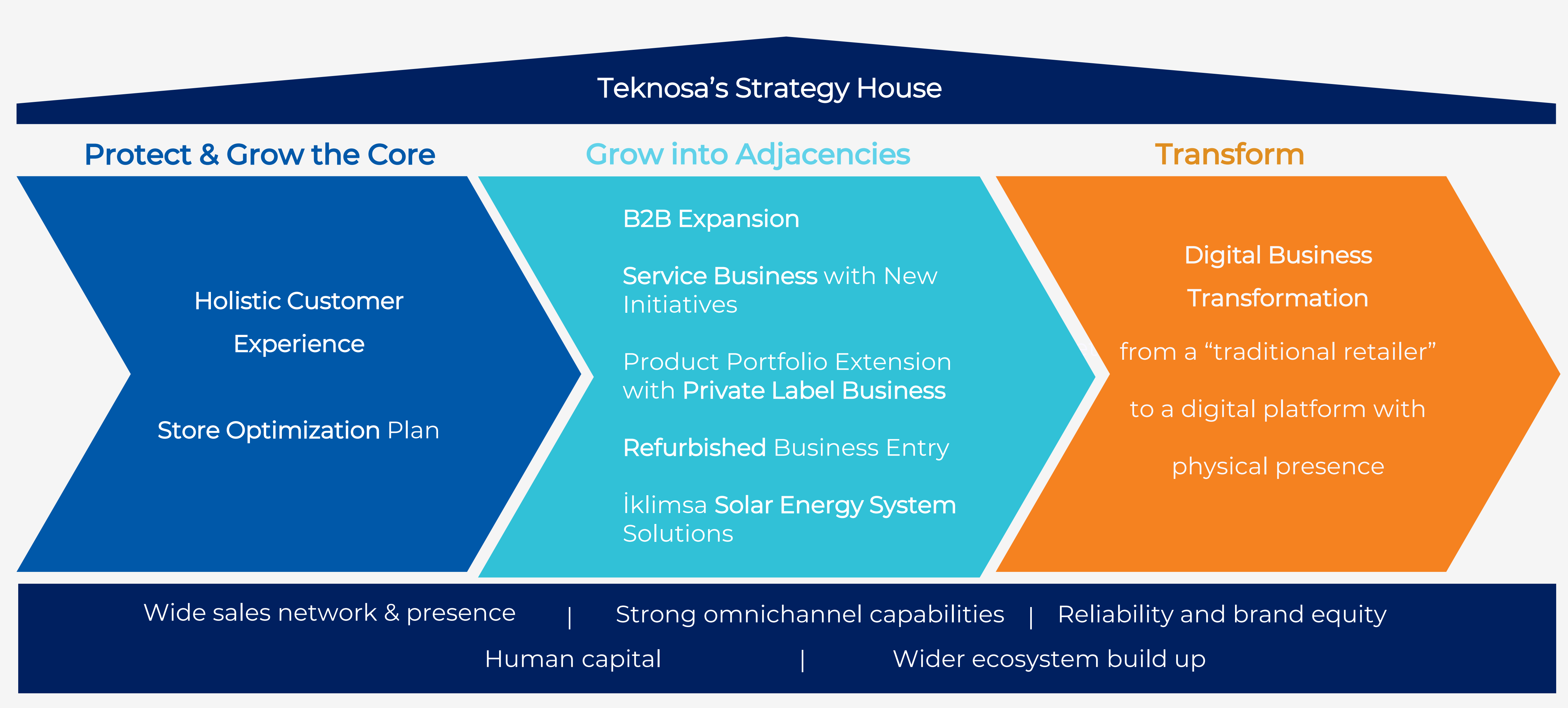
Refurbished phone
sales

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

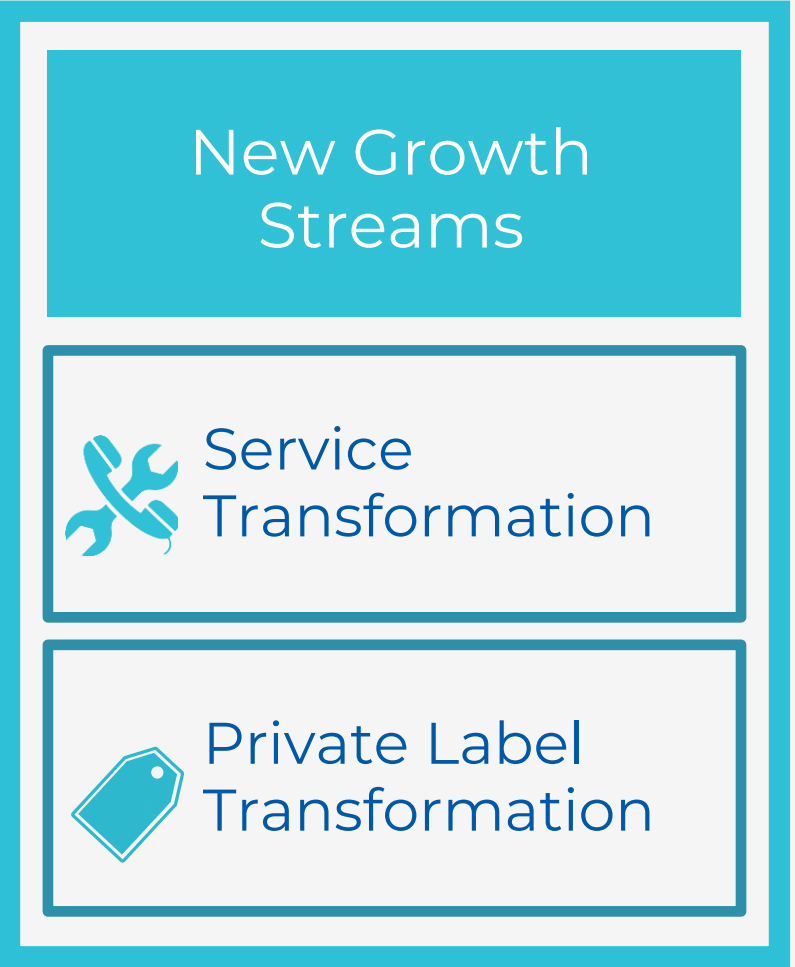
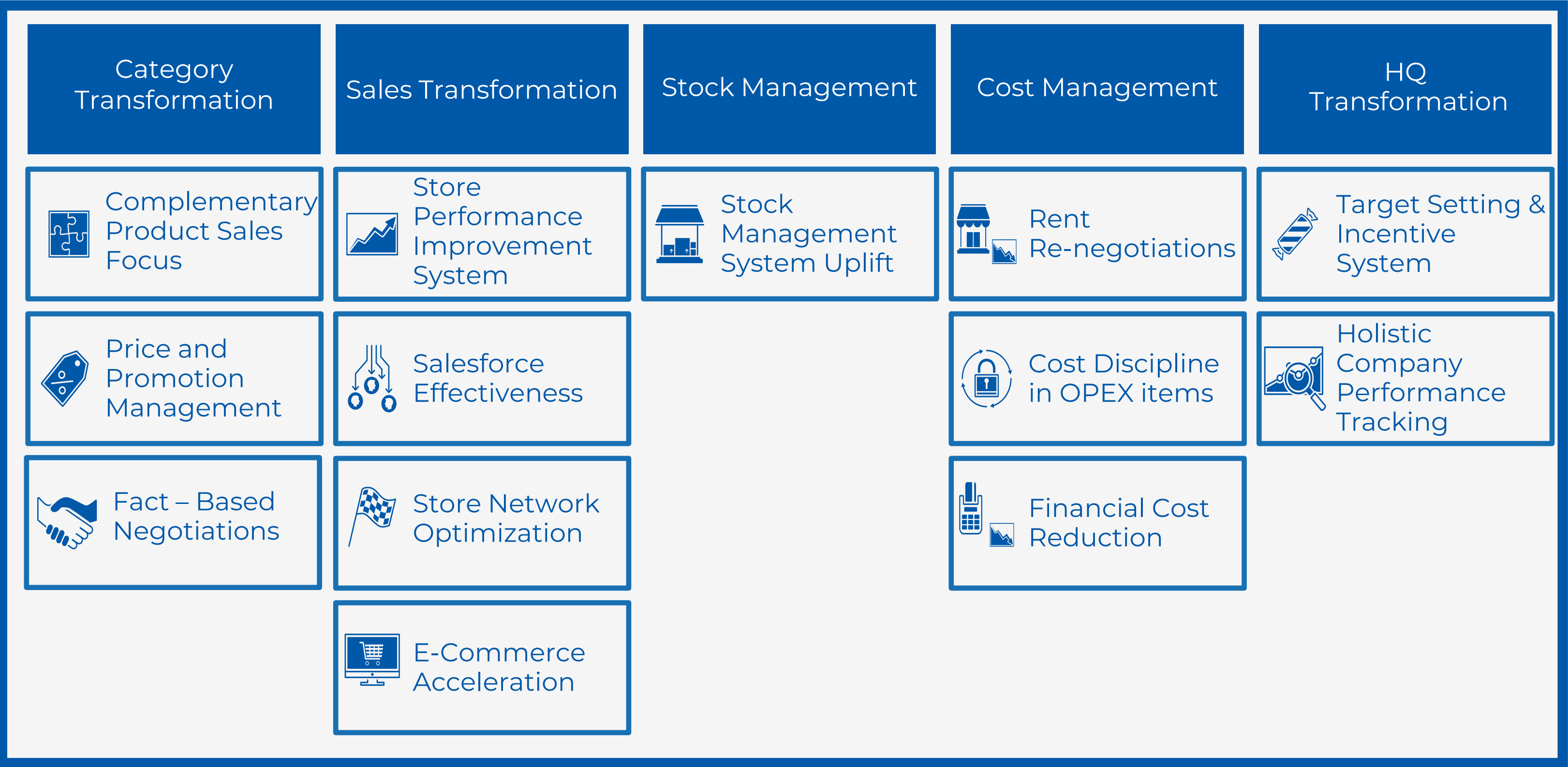
Grow into Adjacencies

Transform

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

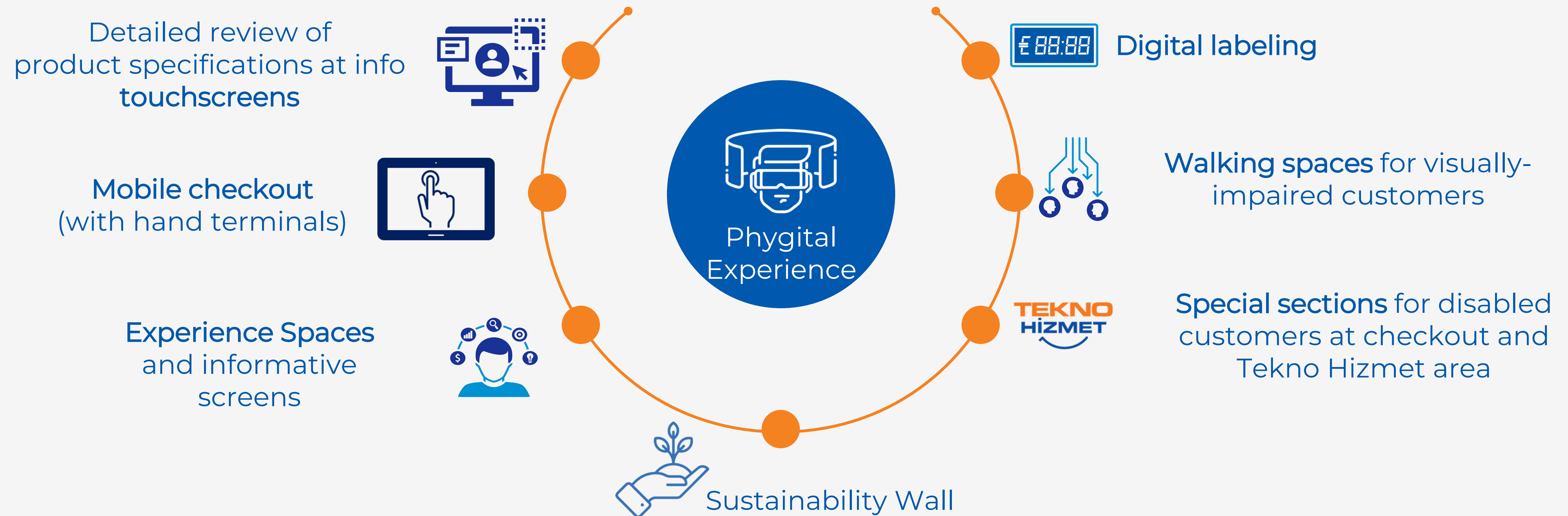
✓ Service & Private Label Transformation ('20-'21)

In Progress



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

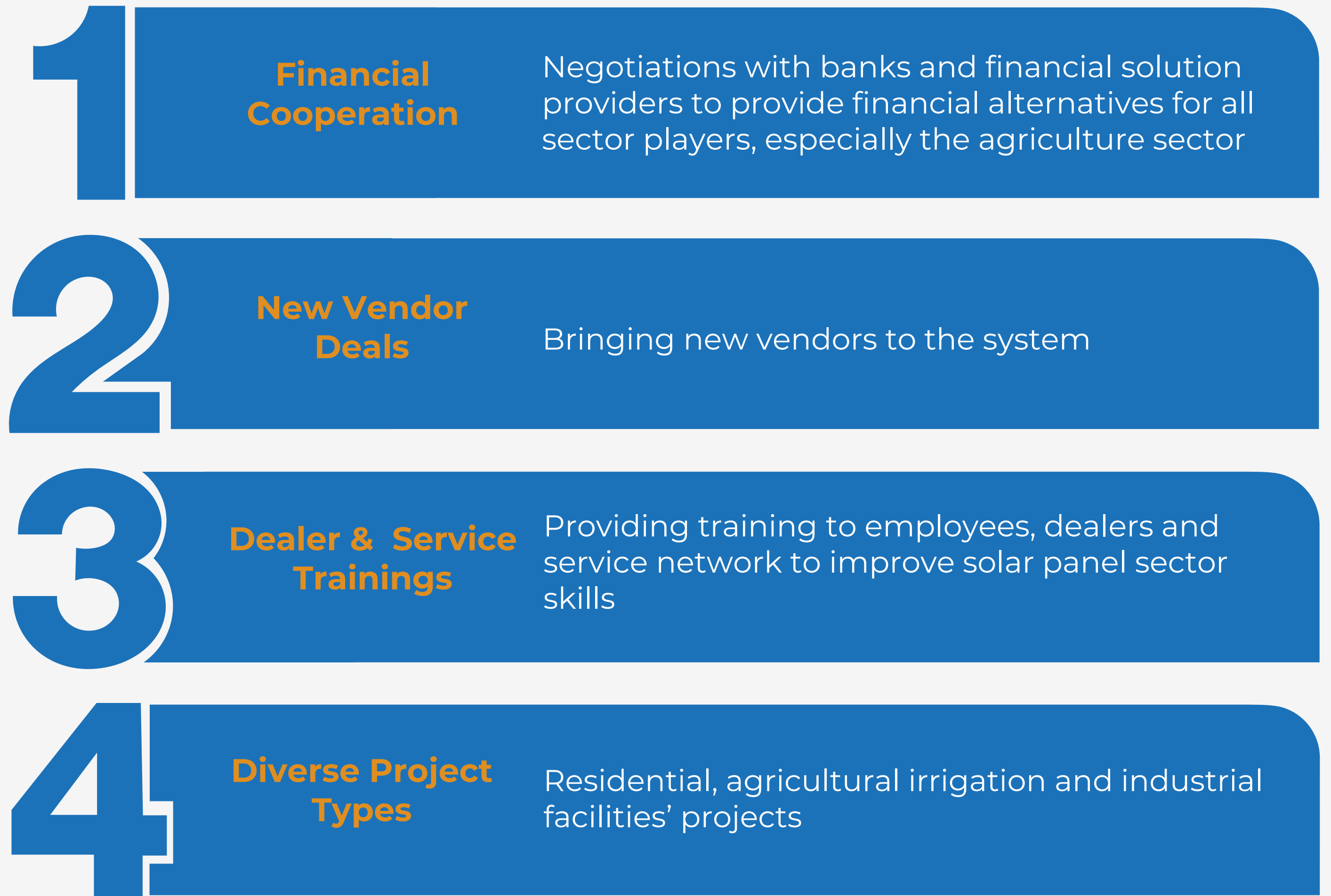


Sustainability Wall

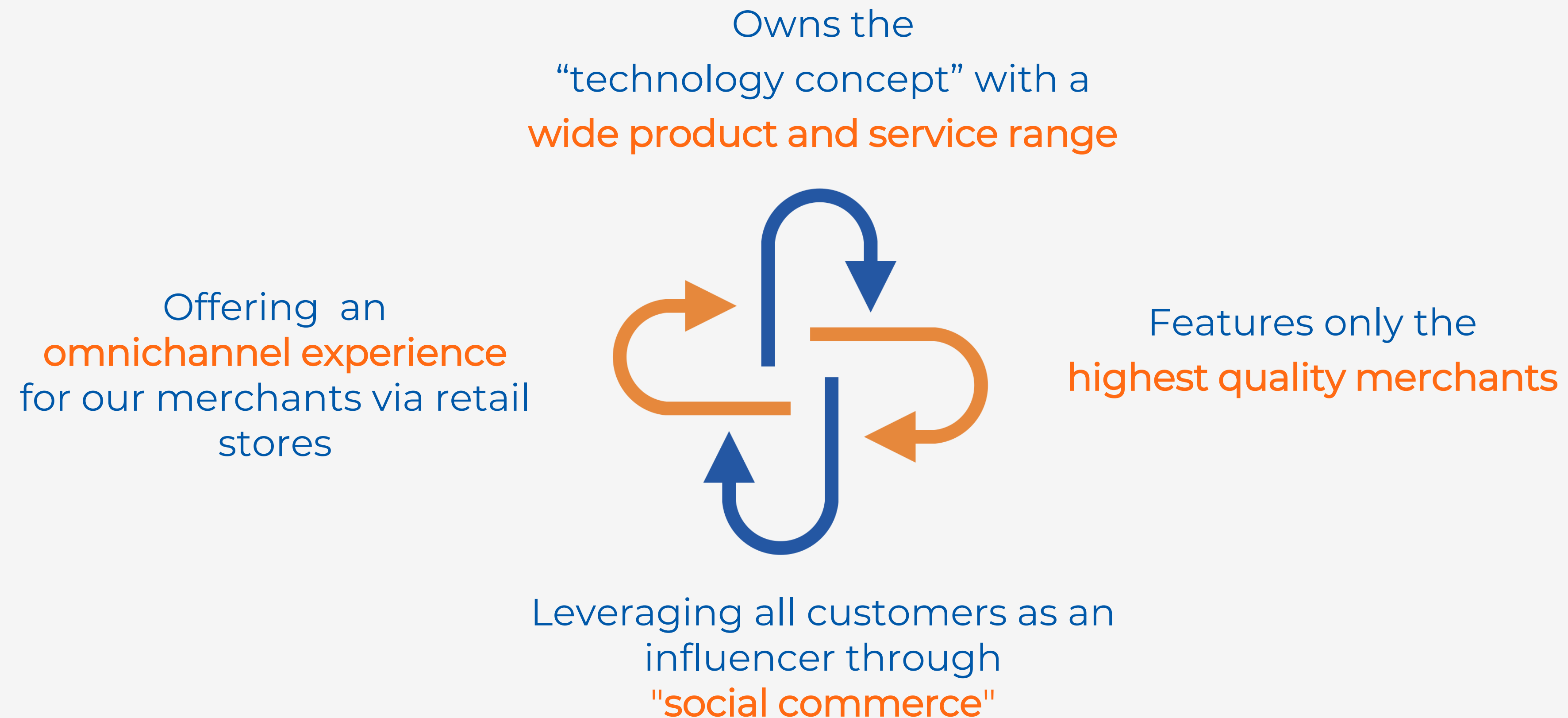


- ▶ Launched Solar Energy Systems operations in 2022 in line with our focus on sustainability.
- ▶ **Synergies** with wide dealer and service network, expertise and client pool in the A/C sector.
- ▶ **End-to end SES services** to individual and corporate clients including:
 - ◉ Project solutions and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

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

Significant YoY Growth in KPIs (2022)

**22x**

SKU increase

~**250 merchants**

MP/Teknosa.com GMV
above
global benchmarks¹



GMV up by **136** % to

3.3 bn TL

38% YoY
traffic growth

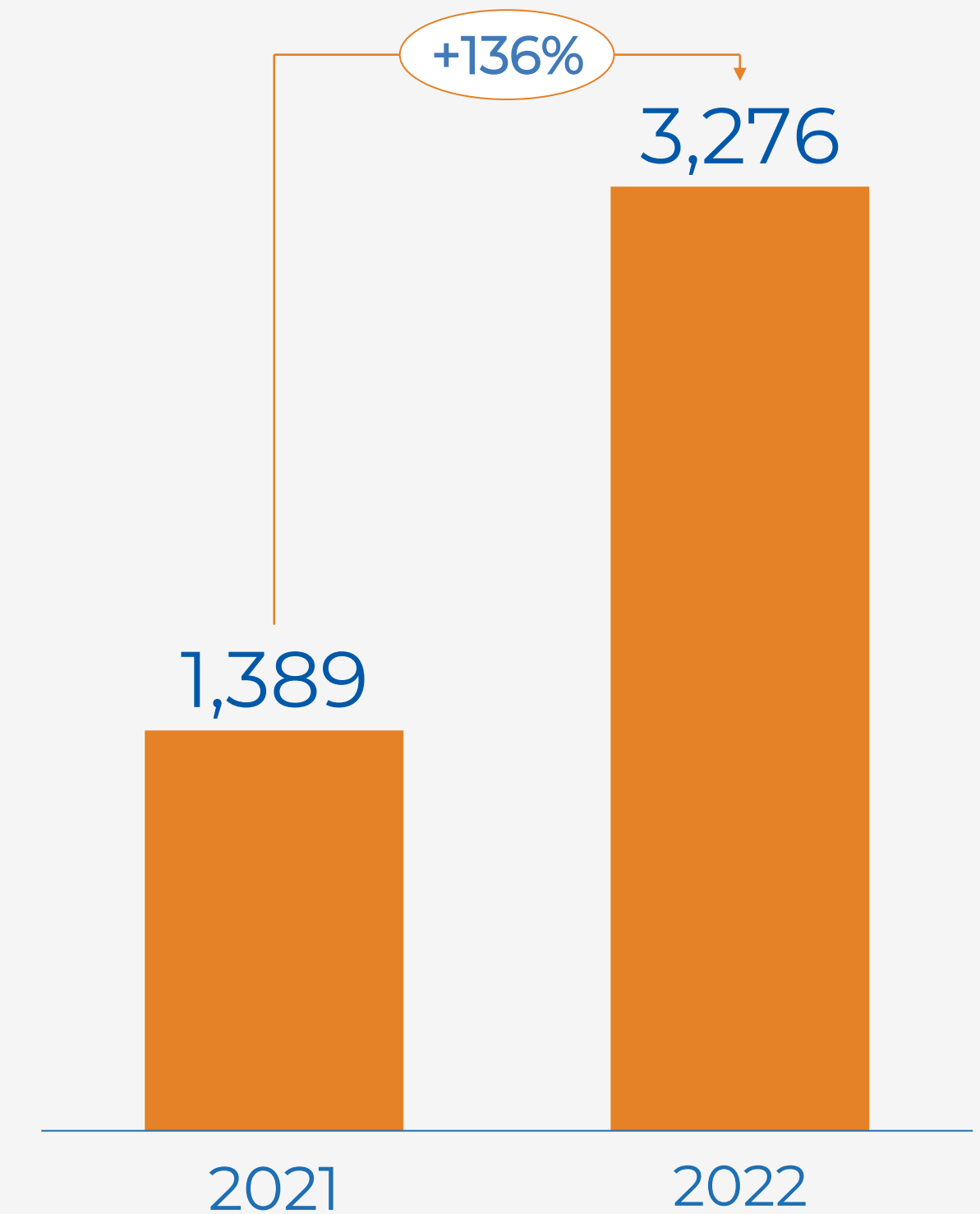


17%
Increase in Store
Visitors



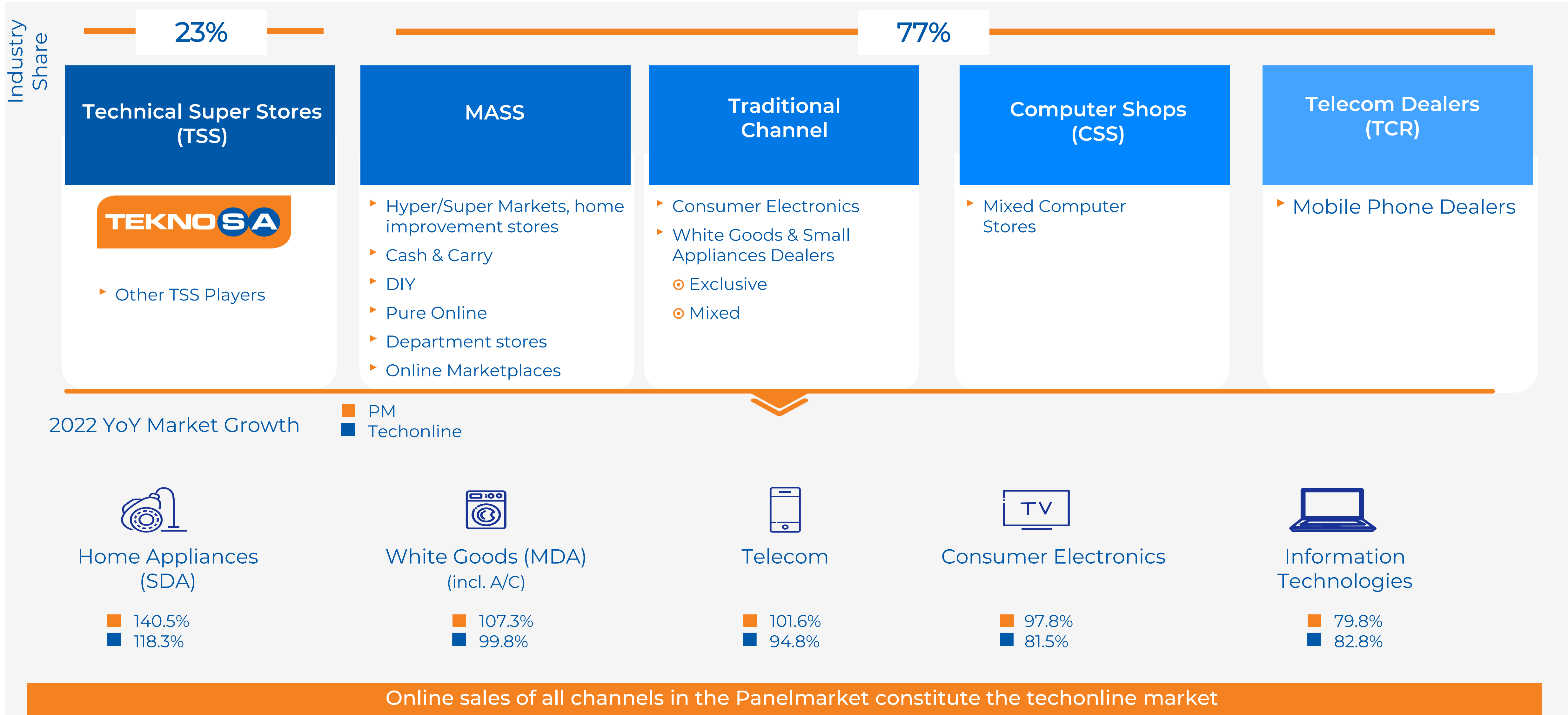
2M
New Customers

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

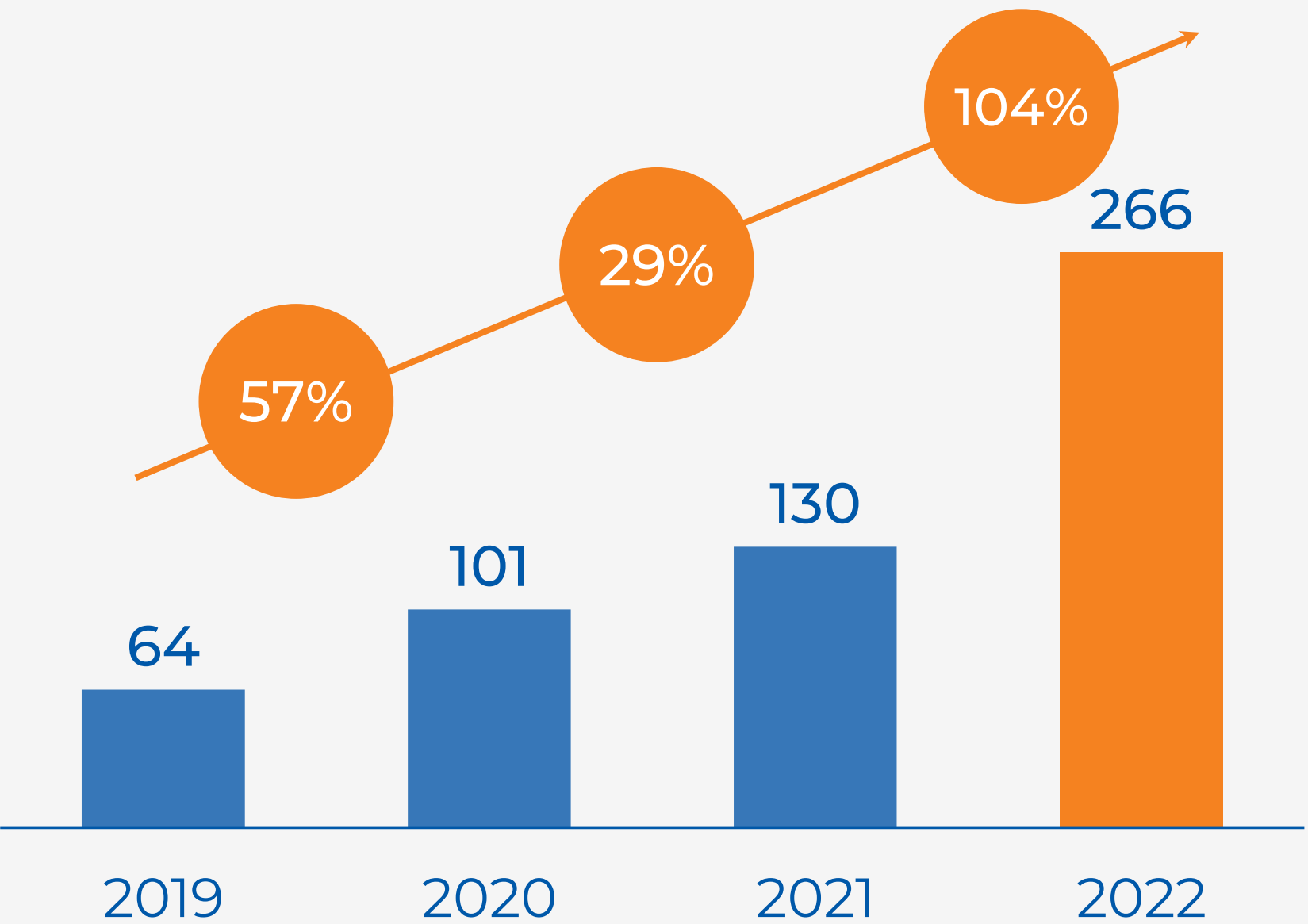
Levers of growth

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

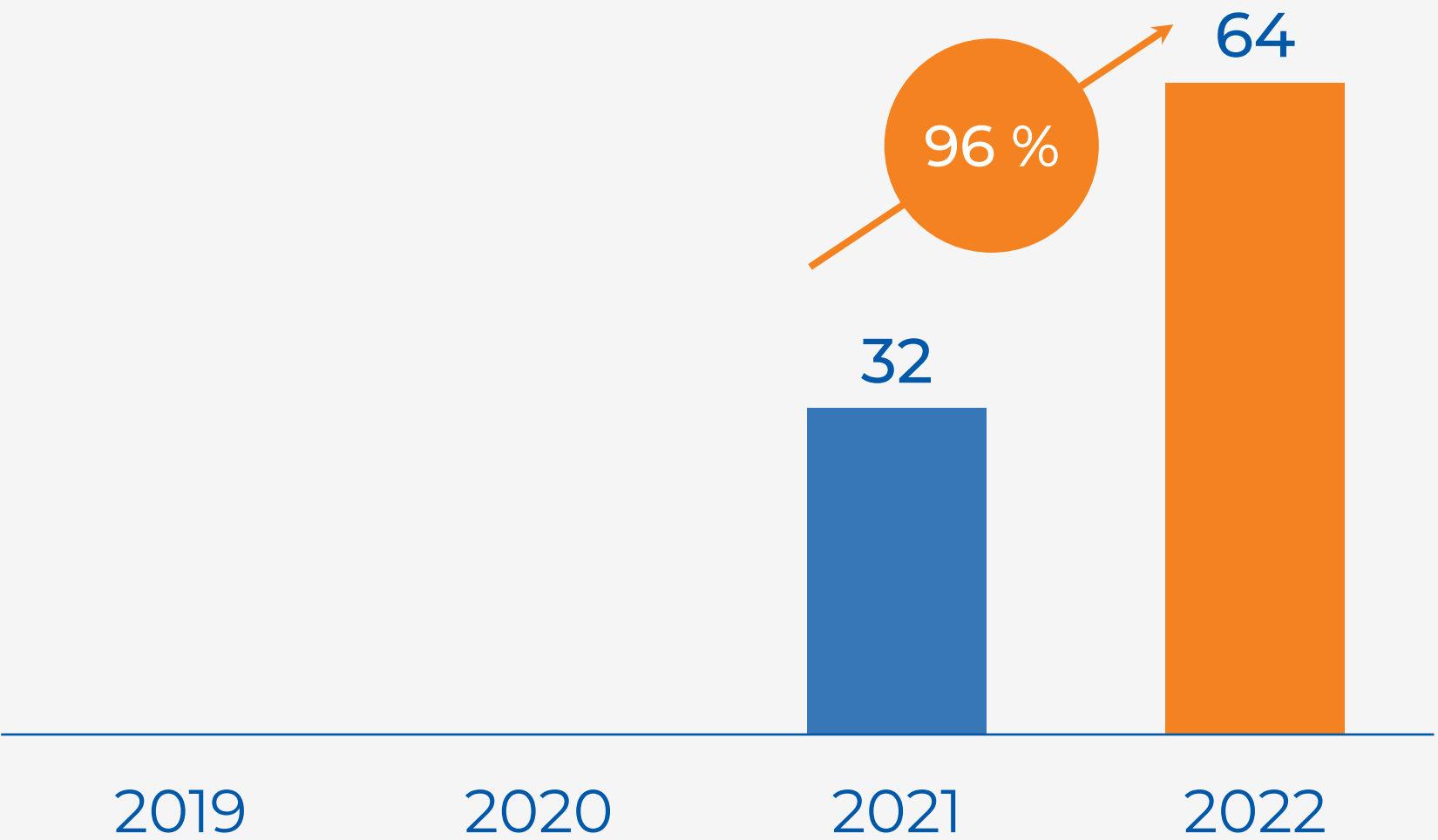
132% YoY
Teknosa revenue increase in '22

Market Revenue Growth, Billion TL

Panel Market



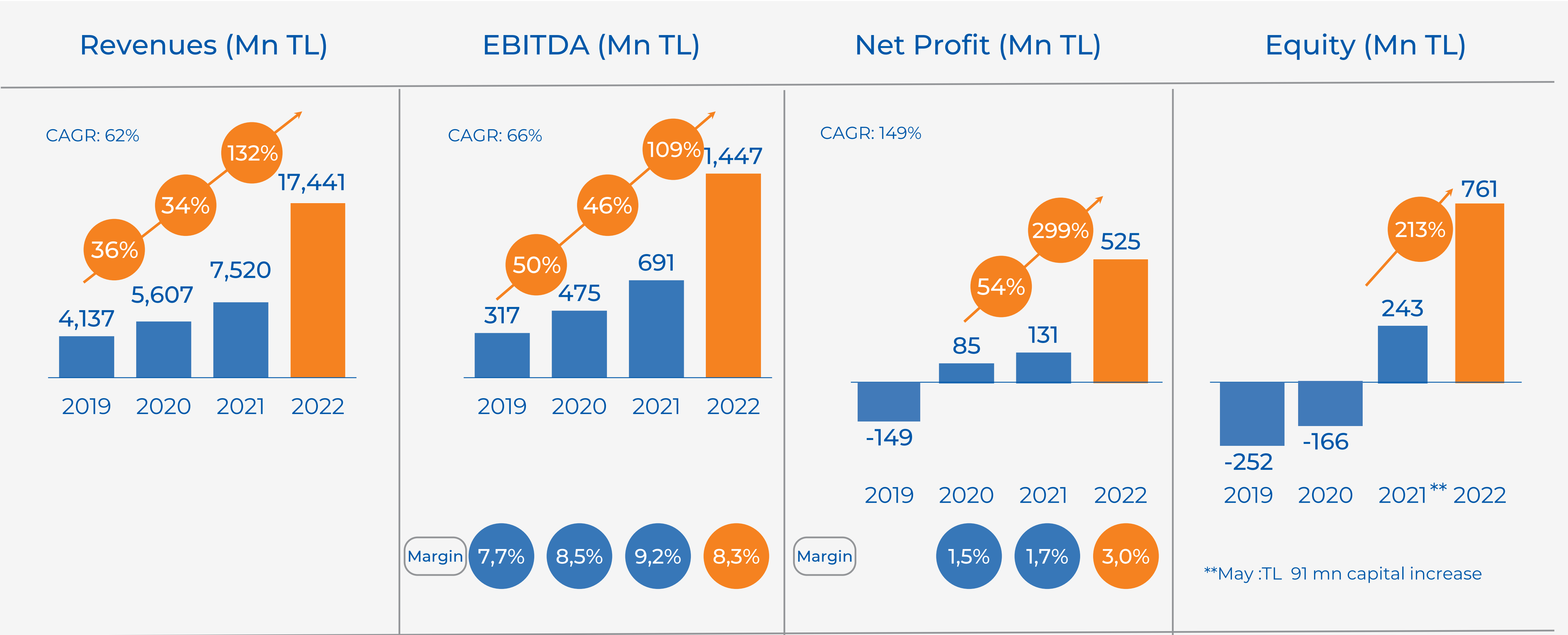
Techonline Market *



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.



26 mn TL

Environmental Investments



3.3 mn TL

Social Investments



170

Environmentally friendly products and services



630 mn TL

Revenue from environmentally friendly products and services



4.59 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)



37%

Women employees in administrative roles

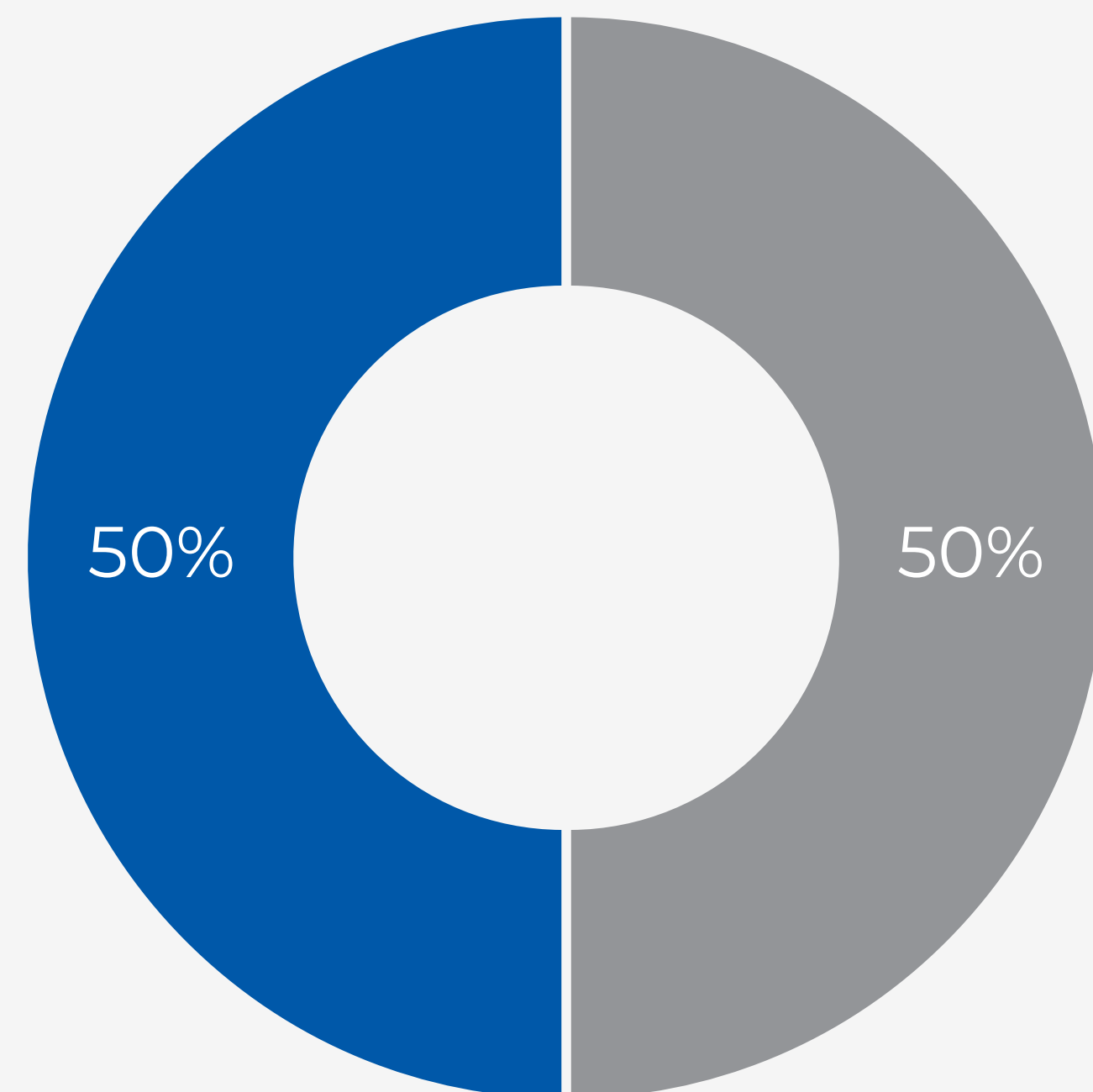


2,217

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

Source: Teknosa Sustainability Report, 2022

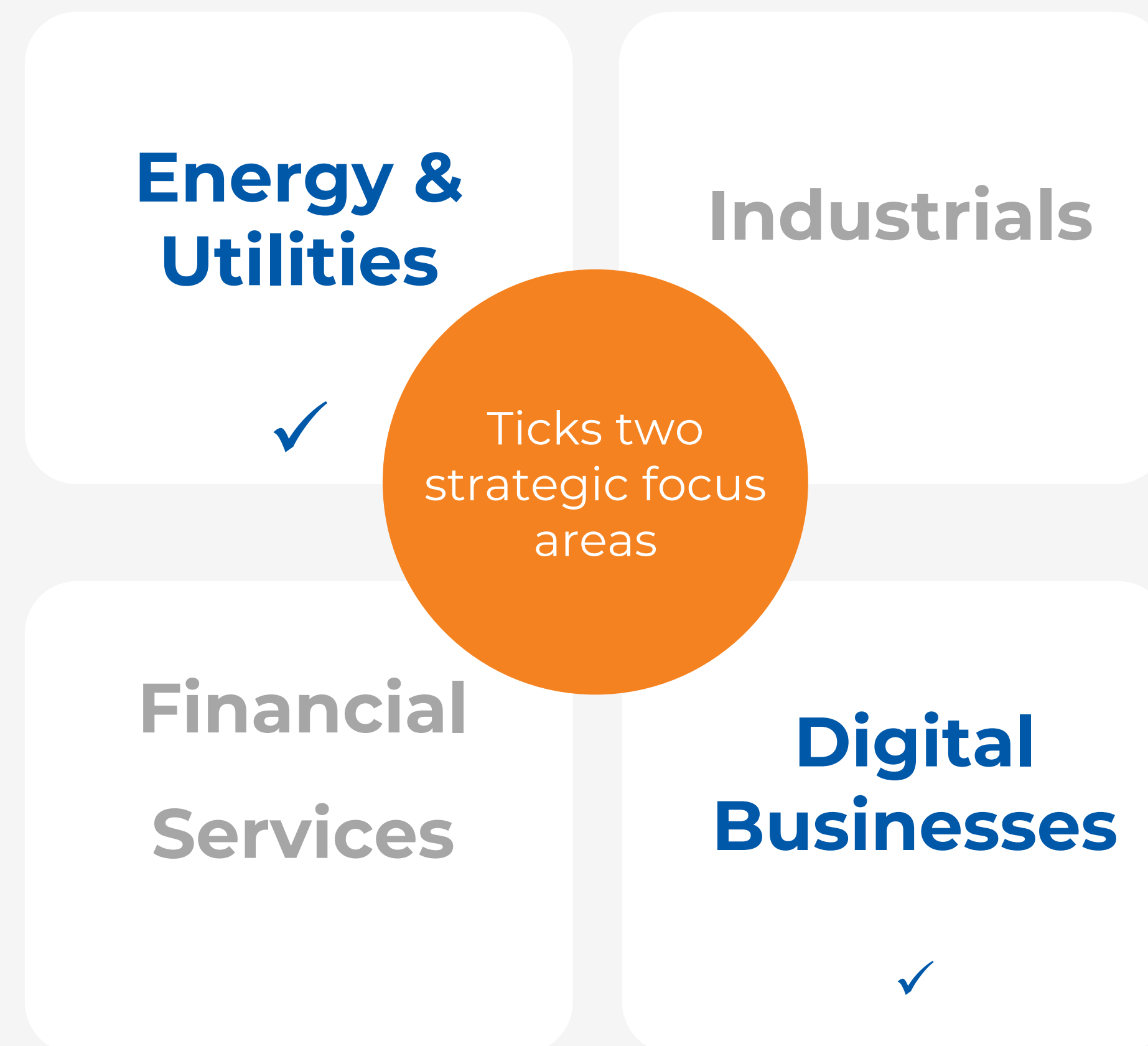
High Free Float Supporting Liquidity



■ Hacı Ömer Sabancı Holding

■ Free Float

Well-Positioned in Sabancı Holding Portfolio



Excellent Proxy to Turkey's Dynamic CE Market With Its Unique Business Model

Highly competent management with execution power

- Excellent track record in executing transformation strategy
- Truly global approach with international C-level expertise

Driving value through digitalization

- Launch of Turkey's first technology specialist marketplace to further grow omnichannel capabilities
- In-store digital experience to maximize customer engagement
- Continuous investment in IT infrastructure and systems

Delivering Unique Customer Experience

- Phygital transformation for impactful and unique customer experience
- Better usage of retail data to enhance customer satisfaction and loyalty
- Holistic end-to-end service capability

Transformation Accelerating Financial Returns

- Above-market volume and revenue growth with cost efficient expansion
- Strong liquidity with NWC optimization
- Measures to balance inflationary pressures

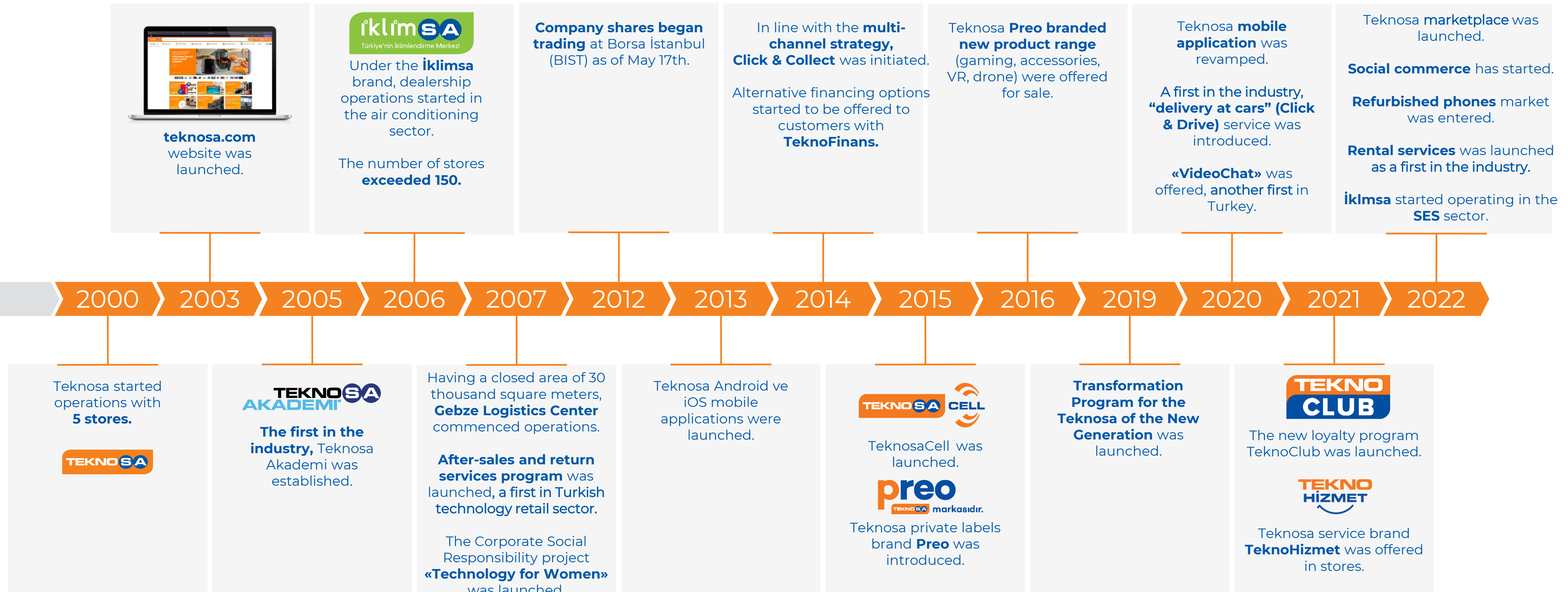
APPENDIX

TEKNOSA MILESTONES

TEKNOSA



Constantly Evolved by Creating its Own Technology Ecosystem

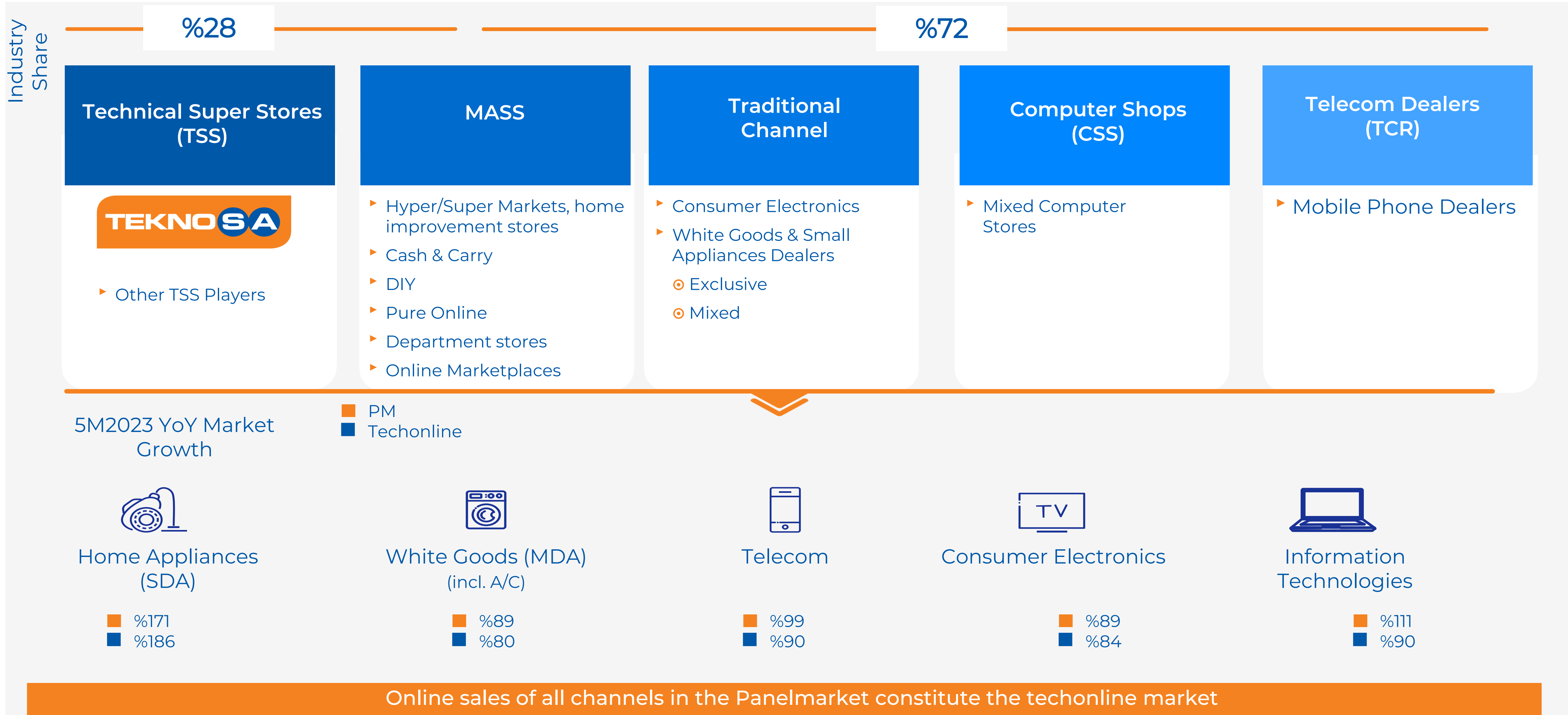


Q2 RESULTS

TEKNOSA



Panel and Techonline Markets grew >2 times in 5M2023 compared to last year



Source: GFK

Teknosa Outperformed Both Panel and Techonline Markets

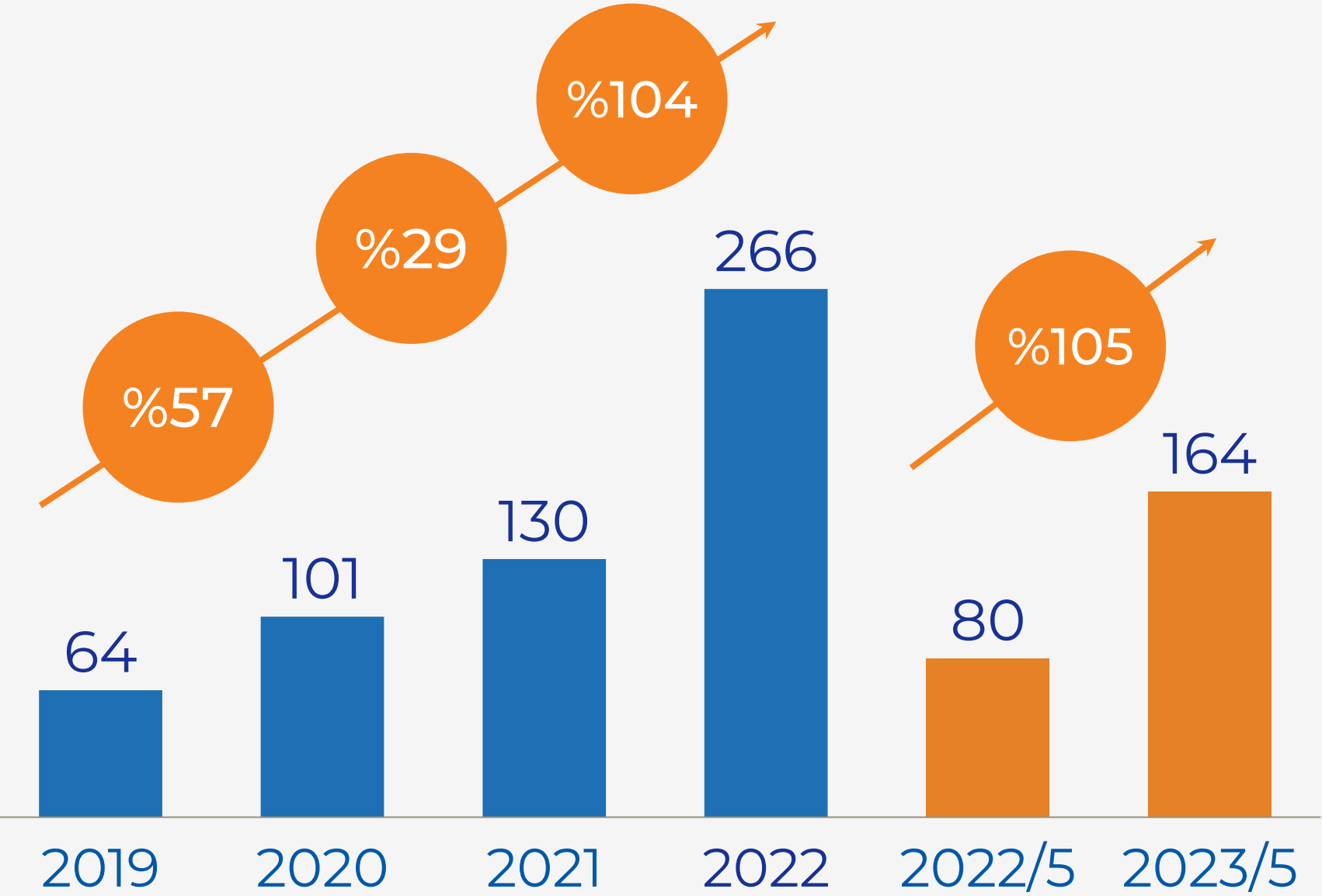
Levers of growth

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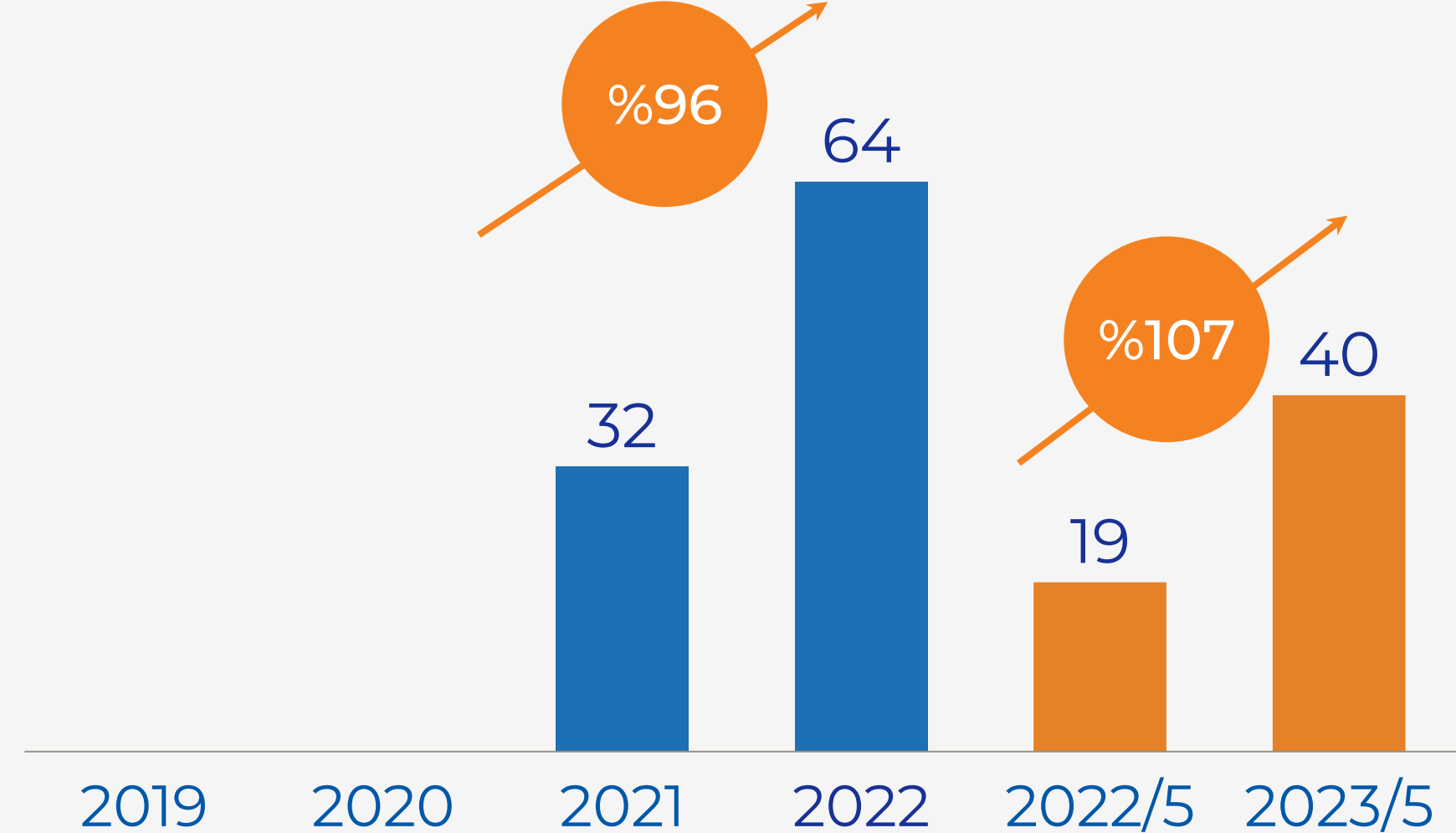
131% YoY
Teknosa revenue
increase
in 1H23

Market Revenue Growth, Billion TL

Panel Market



Techonline Market *

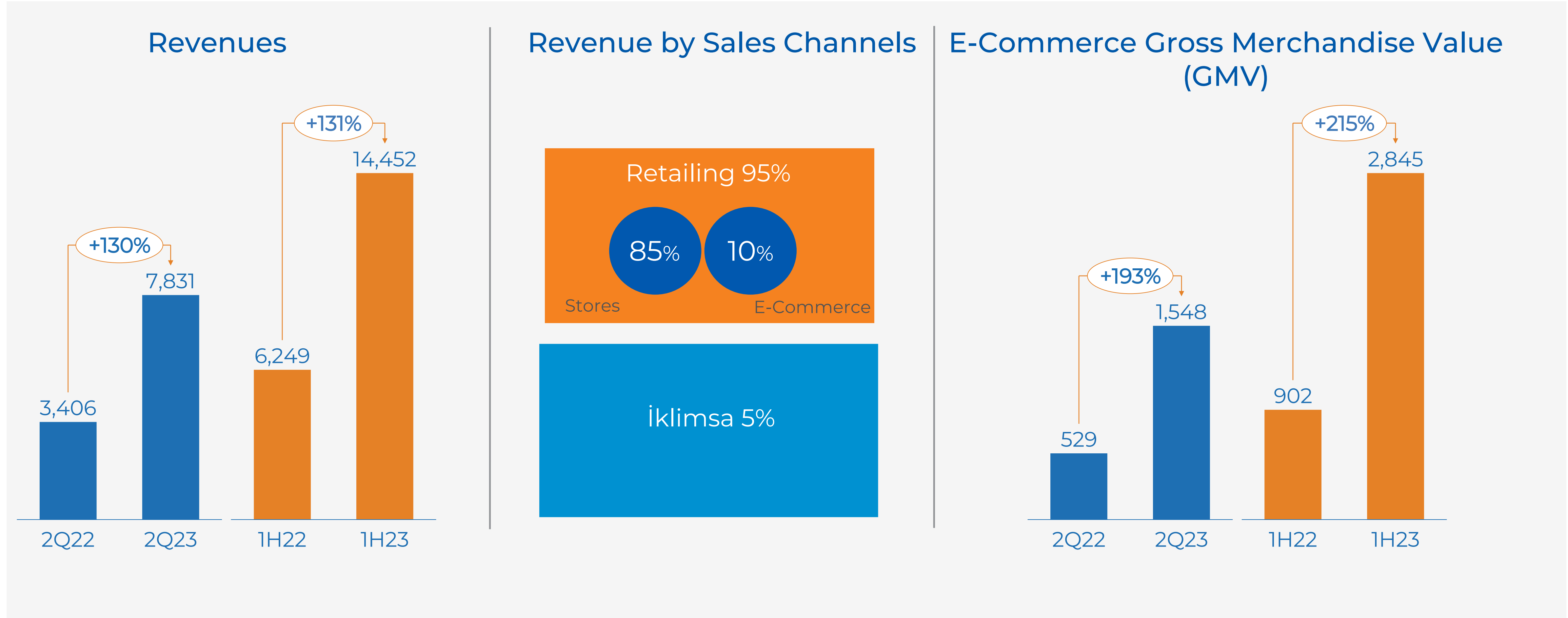


Source: GFK

*Techonline data available since 2021

Teknosa Continued Its Strong Growth In the Second Quarter

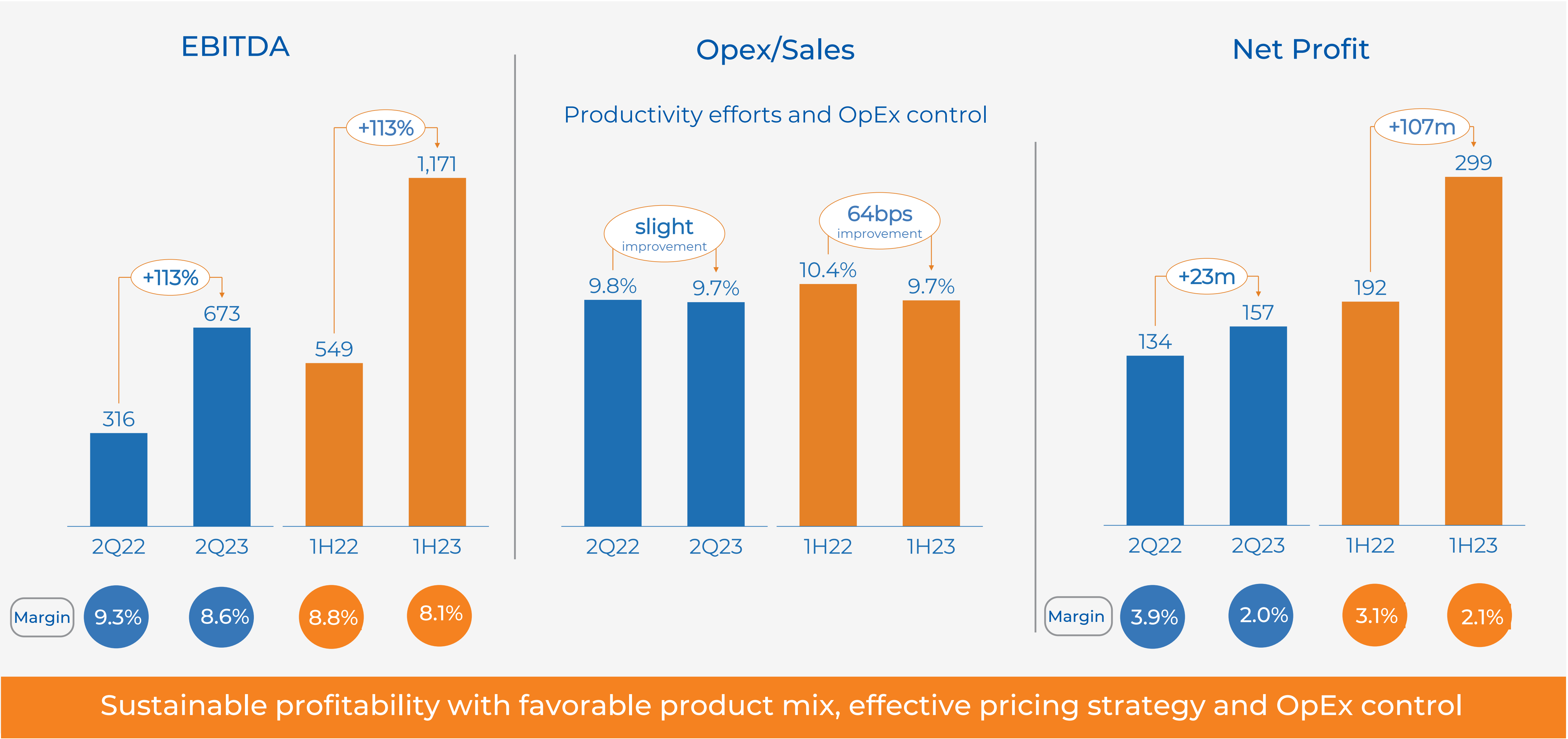
(Million TL)



Wide product range, new customers and effective pricing strategy

Sustainable Growth in Profitability Thanks to Effective Expense Management

(Million TL)



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