
TEKNOSA

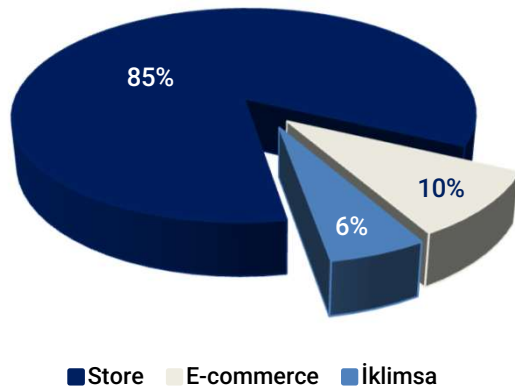
1Q22 Results



April, 2022

Teknosa at a Glance

Share in Sales

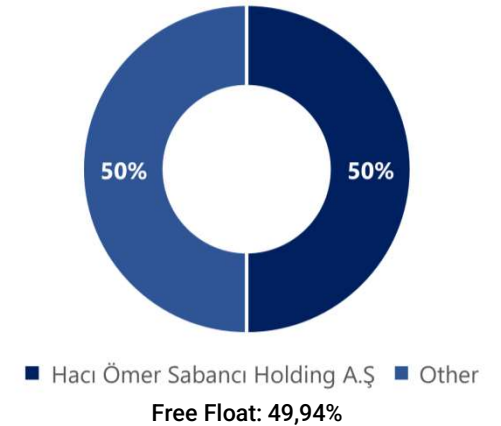


- Store + e-commerce (Retail)
- Dealers (İklimsa)

Turkey's most widespread technology retailer

69 Cities	198 Stores	2.345 Employees
101.4 k Sales Area m ²	215 İklimsa Franchise Stores	274 İklimsa Service

Shareholders



Teknosa's Strategy



Protect & Grow the Core

- Enhancing current core business with improved customer experience, building loyalty with TeknoClub and continuation of profit oriented working model
- Building up Teknosa private label business with product portfolio extension and elevation of PL mgmt. capabilities
- Strengthening corporate sales with in-store sales points, service offering and loyalty program
- Improving iklimsa business with network growth

Grow Into Adjacencies

Service Transformation

Establishing a holistic after sales service offering ecosystem with partners to provide a "holistic customer experience for tech"

İklimsa Solar Panel Transformation

Developing new product range & solar panel business

Transform Business

Marketplace Transformation

Establishing to a completely unique tech-focused marketplace to transform from a "traditional retailer" to a "digital platform with physical presence"

Core Competencies

Wide sales network & presence

Strong omnichannel capabilities

Reputation for "trust" and brand image

Enablers

Human capital

Wider ecosystem build up

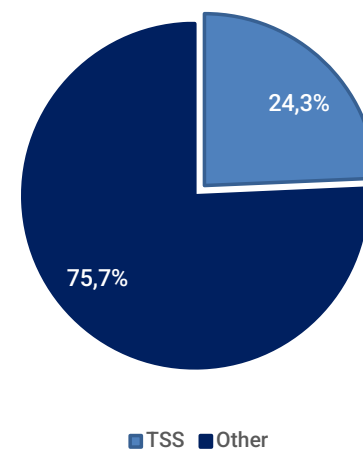
Technology cooperation

Electronics Retail Market and Teknosa

- ❑ The electronics retail market(*) grew by 66,7% LfL reaching TL 28 bn in 2022 February
- ❑ Growth by segments: MDA 99,8%, SDA 81,1%, Telecom 64,5% , Consumers Electronics 56,7% and IT 22,5%
- ❑ TSS channel accounts for 24,3% (including MDA) of PM(Panel Market) in 2022 February

(*) Including electronic retail chains, telecom dealers, traditional MDA&SDA dealers, and Technical Super Stores

Electronics Retail Market



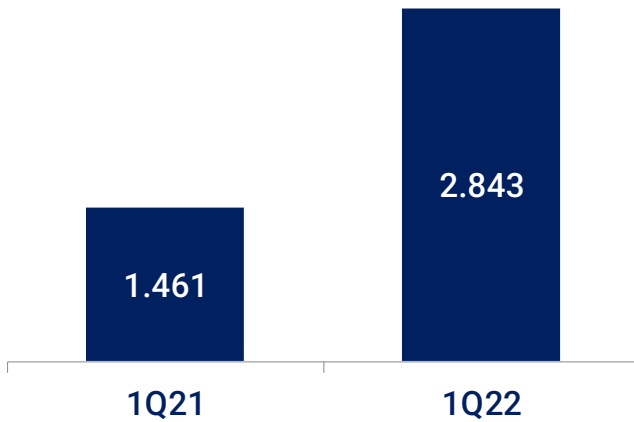
Financial and Strategic Improvements

- ❑ Strong balance sheet with top-line growth and record first quarter profitability
- ❑ The first marketplace model in its sector in Turkey-Live in 2022 February
- ❑ The positive impact of digitalization, unique customer experience and sustainability on financial performance
- ❑ Steps to becoming Turkey's largest service ecosystem in electronic products
- ❑ With Marketplace, the number of the products offered increased by 12 times compared to the beginning of the year
- ❑ The new phases of marketplace- integration of store, social commerce etc are coming out
- ❑ İklimsa started to serve in Solar Energy Systems with individual and corporate solutions

Sales Performance

Total Sales (mn TL)

+ 95%



E-Commerce Sales (mn TL) and % of Retail Total Sales

14,6%

+ 35%

10,2%



E-Commerce Sales (mn TL)

Sales
1,3 TIMES
INCREASE



Number of Visit
74%
INCREASE

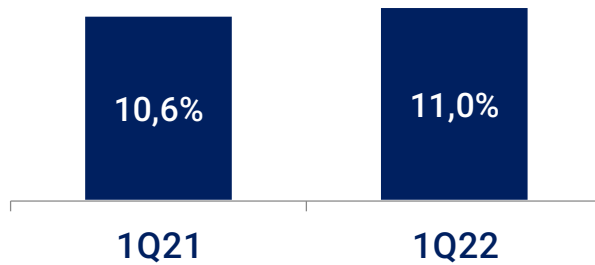


Number of Order
5 TIMES
INCREASE



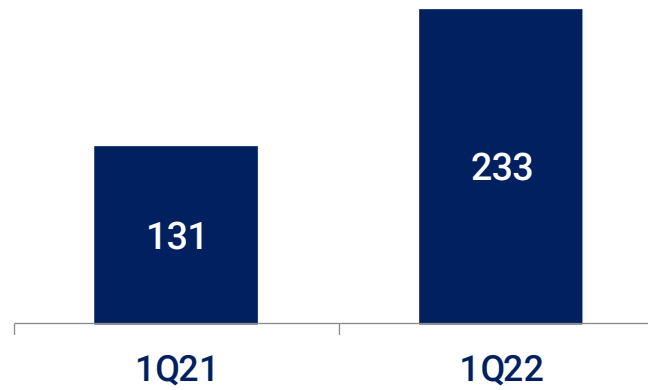
Financial Performance

Operational Expense/Sales



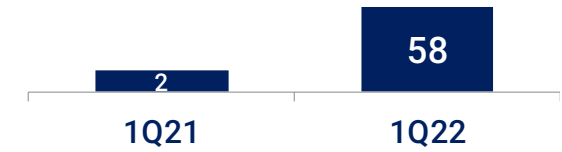
EBITDA (mn TL)

+ 78%



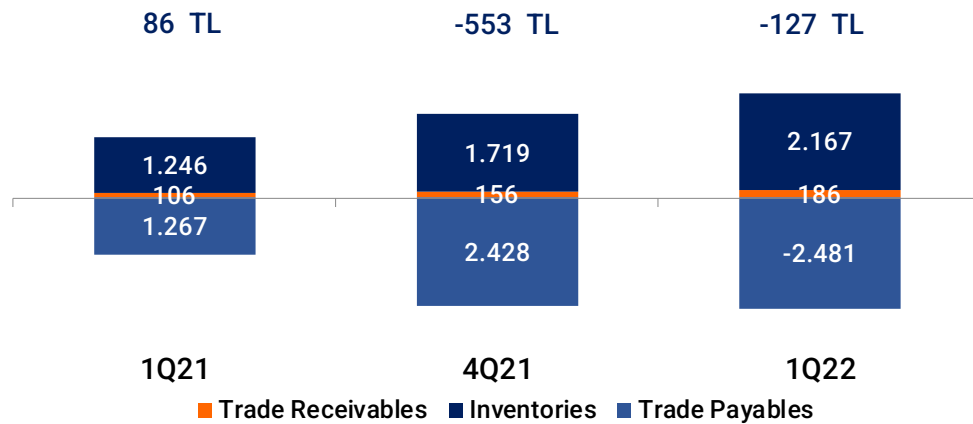
Net Profit (mn TL)

+ 2359%



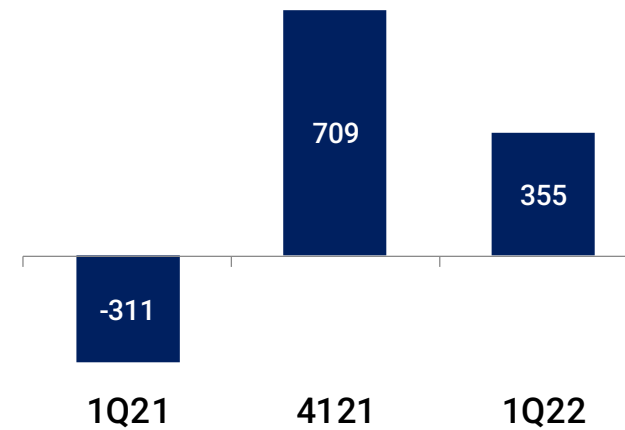
Working Capital and Cash Position

Working Capital Requirement (mn TL)



- Sustainable negative net working capital management

Net Cash / (Debt) (mn TL)



- Controlled working capital management and normalization after Covid-19 restrictions, positively effected cash generation compared to same period of the previous year.

Balance Sheet Summary

Assets (in TL mn)	Mar-21	Dec-21	Mar-22
Current Assets	1.408	2.624	2.969
Cash and Cash Equivalents	30	709	553
Trade Receivables	106	156	186
Inventories	1.246	1.719	2.167
Other Current Assets	26	39	63
Non-current Assets	392	378	372
Investment Property	30	35	35
Property, Plant and Equipment	61	84	84
Intangible Assets	38	50	52
Deferred Income Tax Assets	44	37	28
Right of Use Assets	220	166	169
Other Non-current Assets	1	4	4
Total Assets	1.800	3.001	3.341

Liabilities (in TL mn)	Mar-21	Dec-21	Mar-22
Current Liabilities	1.794	2.627	2.901
Financial Liabilities	341	0	198
Current Portion of Long-Term Lease	112	96	92
Trade Payables	1.267	2.428	2.481
Other Current Liabilities	74	103	130
Non-current Liabilities	170	131	140
Total Equity	-163	243	0
Total Liabilities	1.800	3.001	3.041

Income Statement Summary

(TL mn)	1Q21	4Q21	1Q22	QoQ (%)	FY20	FY21	YoY (%)
Net Sales	1.461	2.569	2.843	95%	5.607	7.520	34%
Gross Profit	251	452	497	98%	931	1.267	36%
Gross Profit Margin	17,2%	17,6%	17,5%	0,3pp	16,6%	16,8%	0,2pp
EBITDA	131	267	233	78%	475	691	46%
EBITDA Margin	9,0%	10,4%	8,2%	-0,8pp	8,5%	9,2%	0,7pp
Other	-35	-56	-41	-20%	-33	-152	-365%
Financial Expenses	-59	-57	-70	-18%	-208	-248	-19%
Profit Before Tax	4	107	73	1981%	111	139	25%
Tax	-1	-2	-15	-1218%	-26	-8	69%
Net Profit	2	105	58	2359%	85	131	54%
Net Profit Margin	0,2%	4,1%	2,0%	1,9pp	1,5%	1,7%	0,2pp

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