

# TEKNOSA

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2Q 2023 EARNINGS  
RESULTS PRESENTATION





# TEKNOSA AT A GLANCE

TEKNOSA





# Turkey's Most Widespread and Reliable Technology Partner

## Comprehensive Omnichannel Structure



## Revenue by Sales Channels



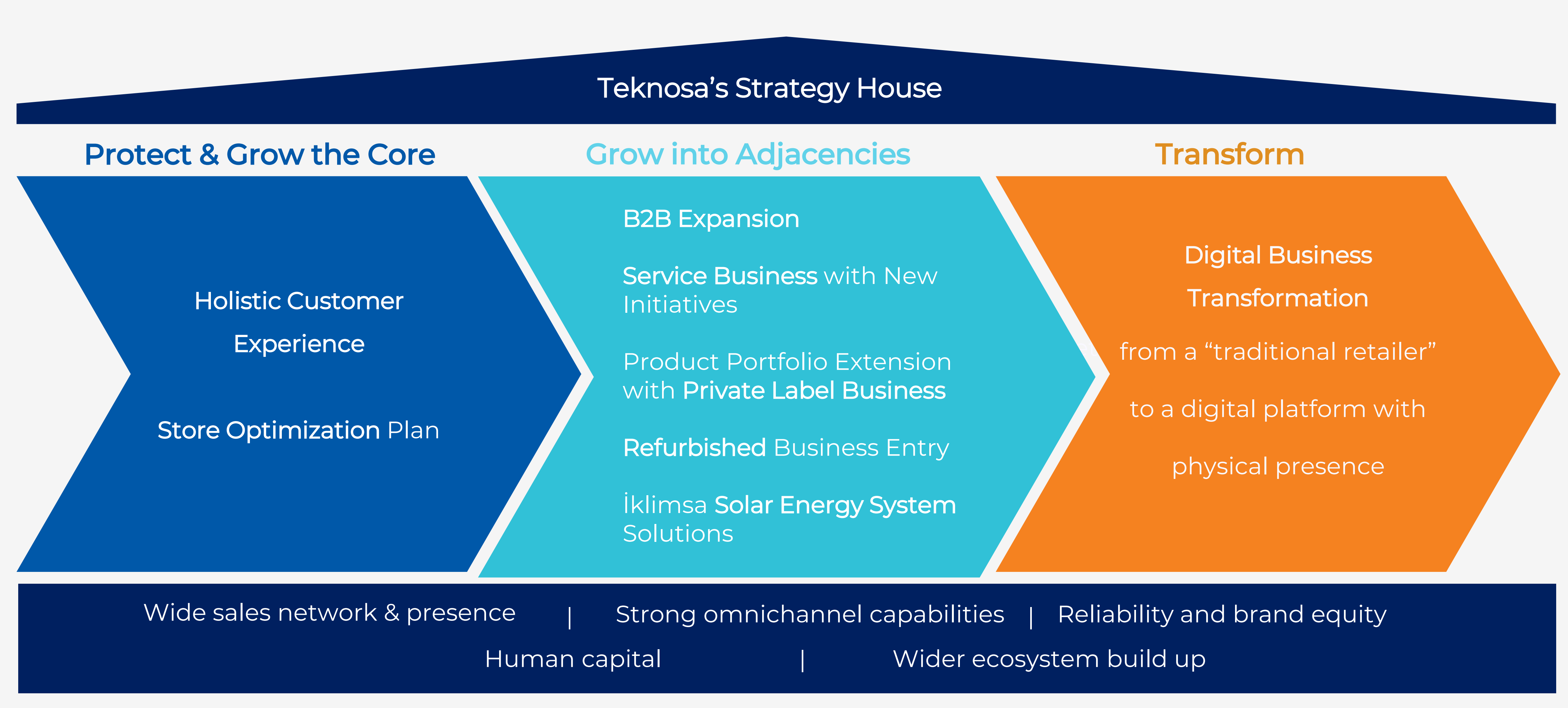
## A Digital CE Retail Platform with Physical Presence & Unique Customer Experience

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”

# 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

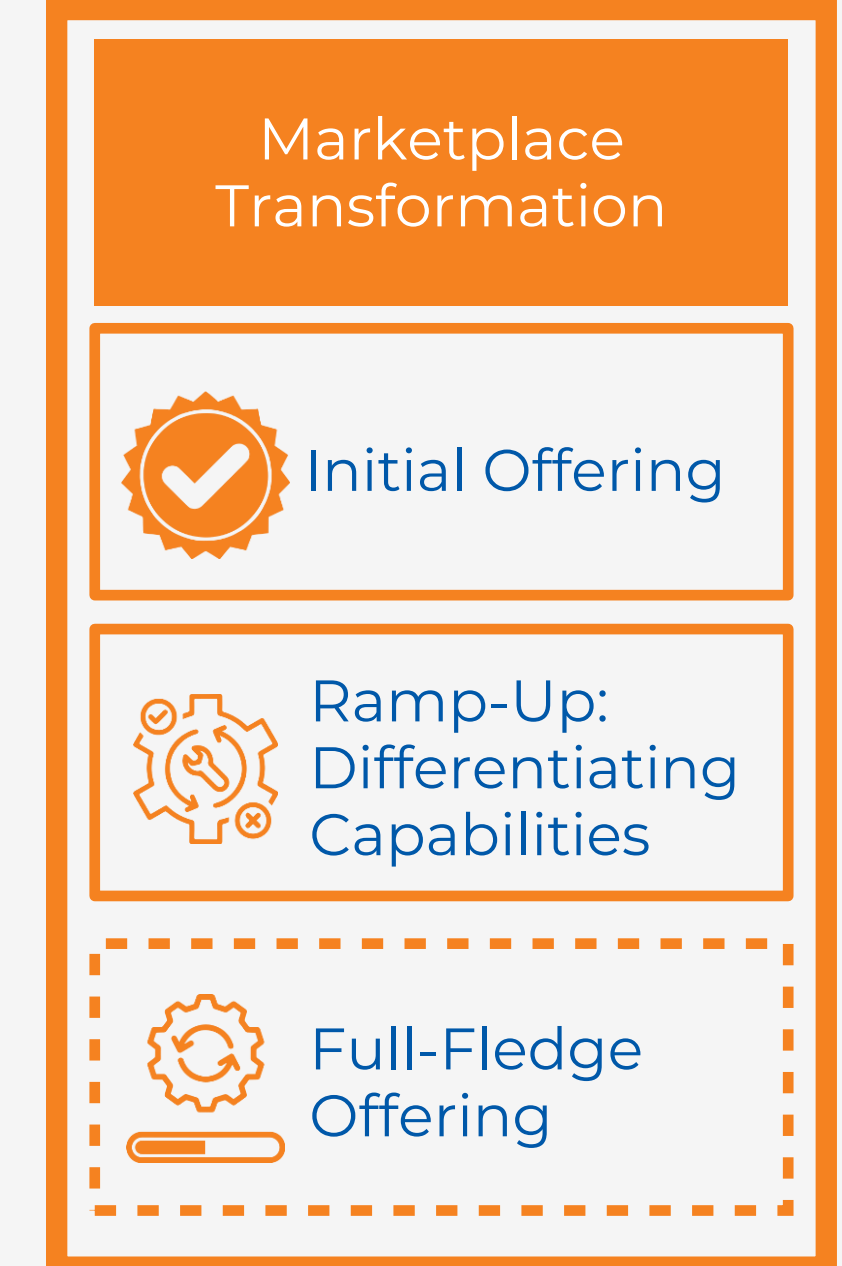
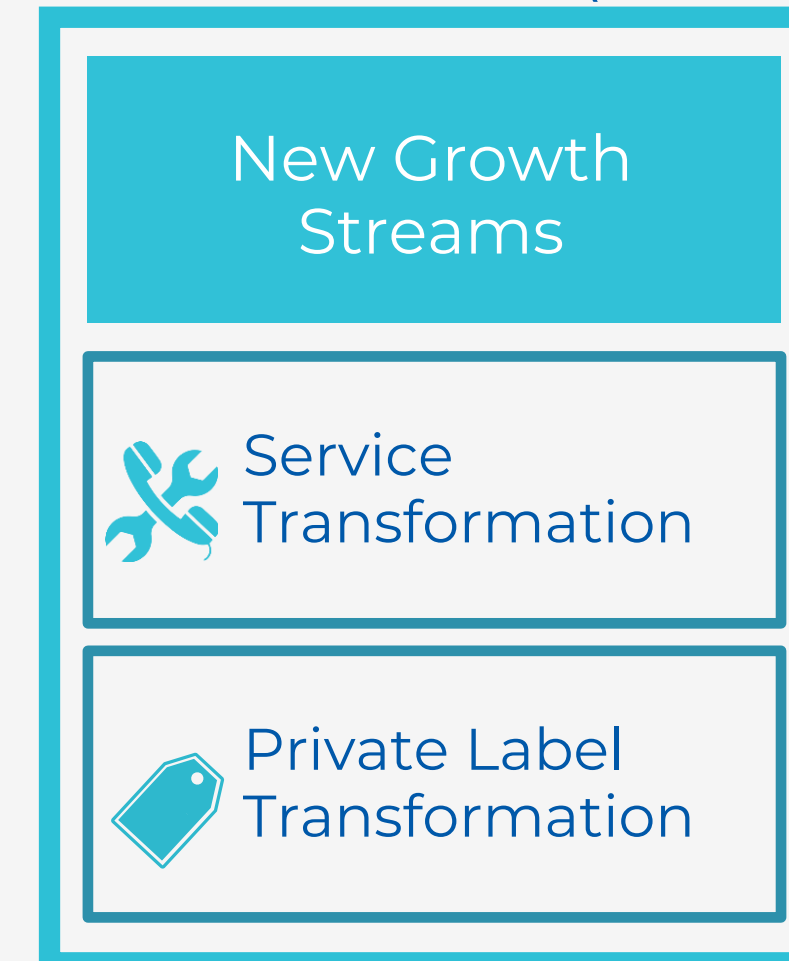
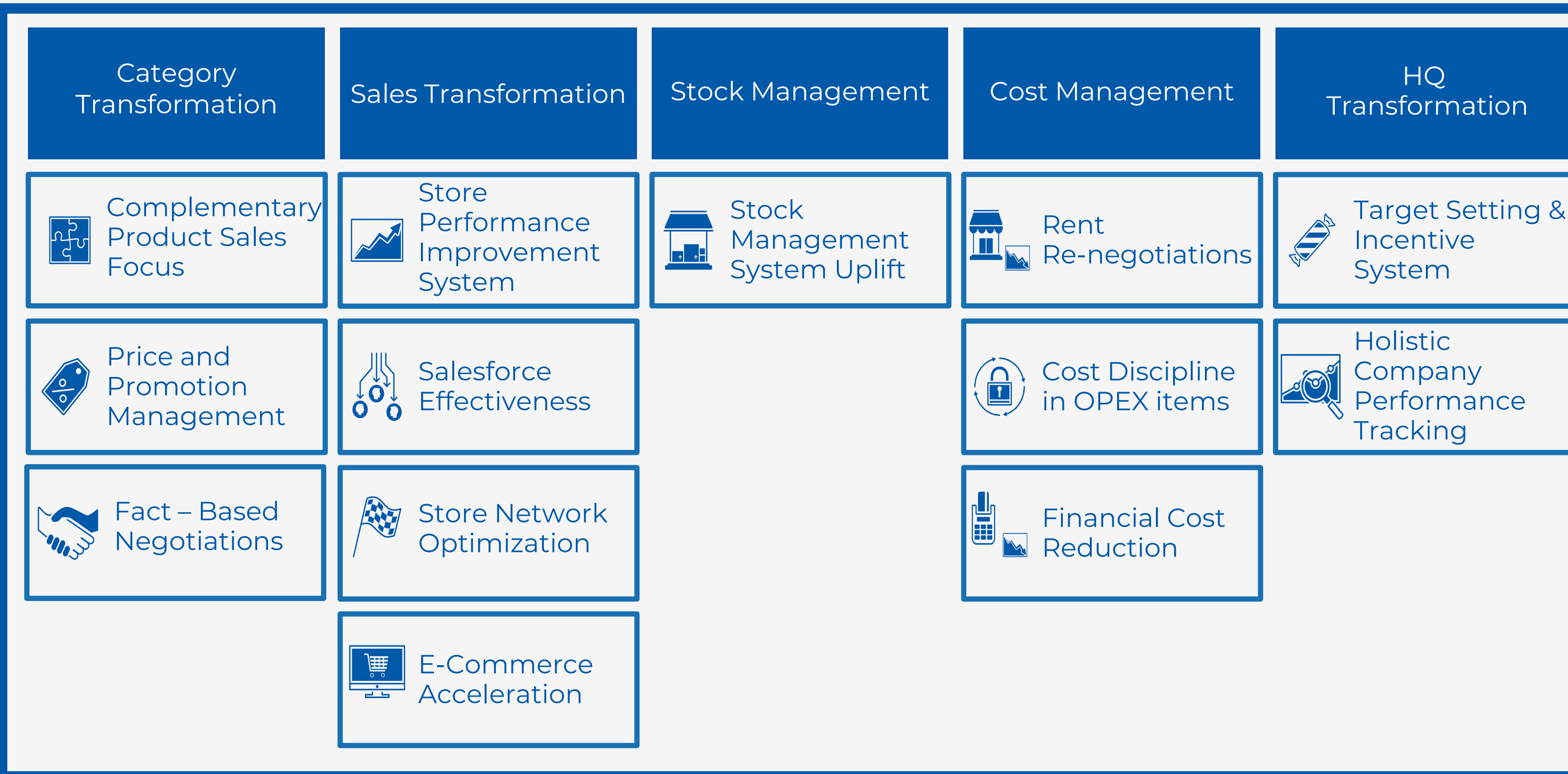
## Grow into Adjacencies

## Transform

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

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

In Progress



Cultural Change

# 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

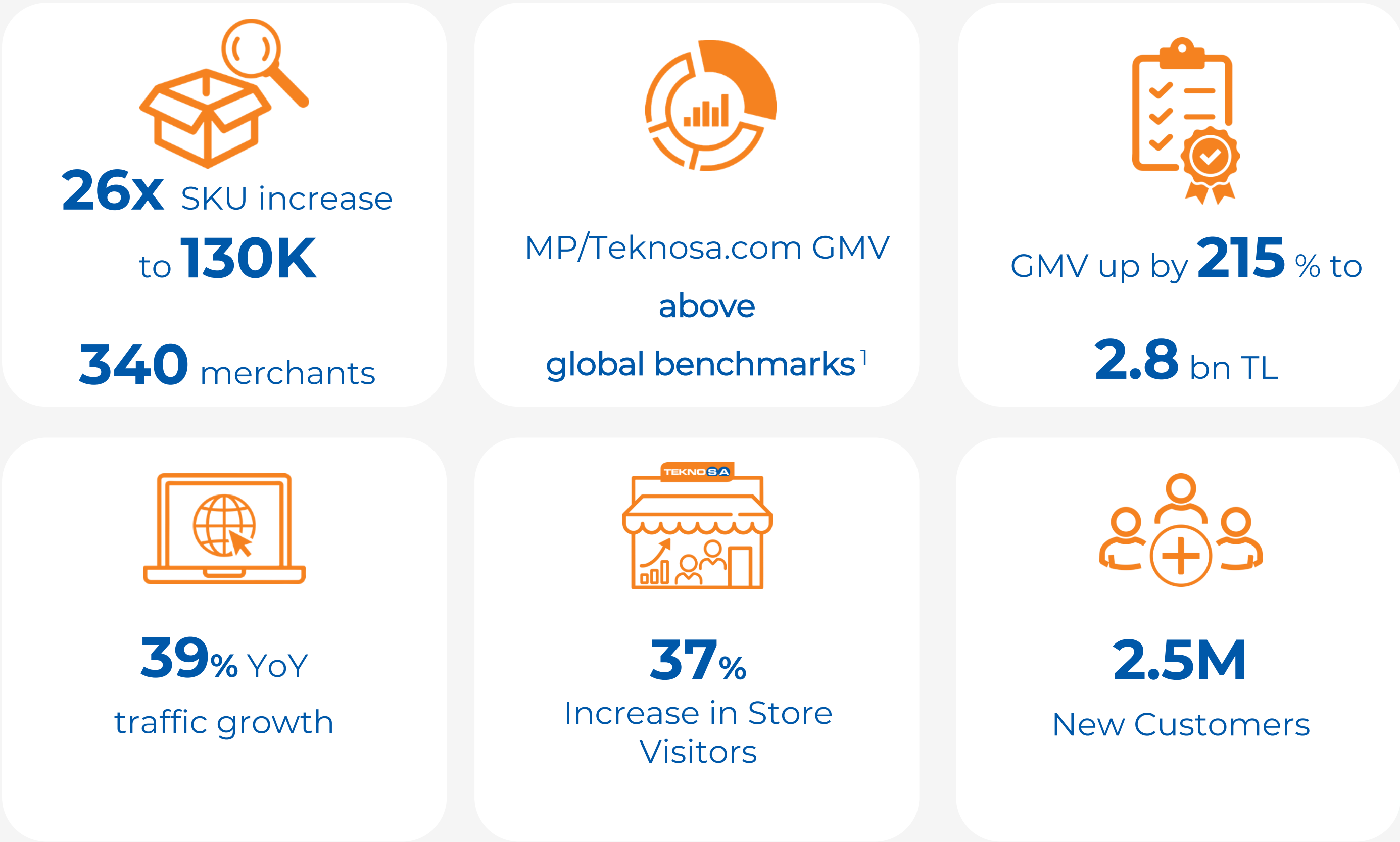
Teknosa Social Commerce

Store Sales of MP Products

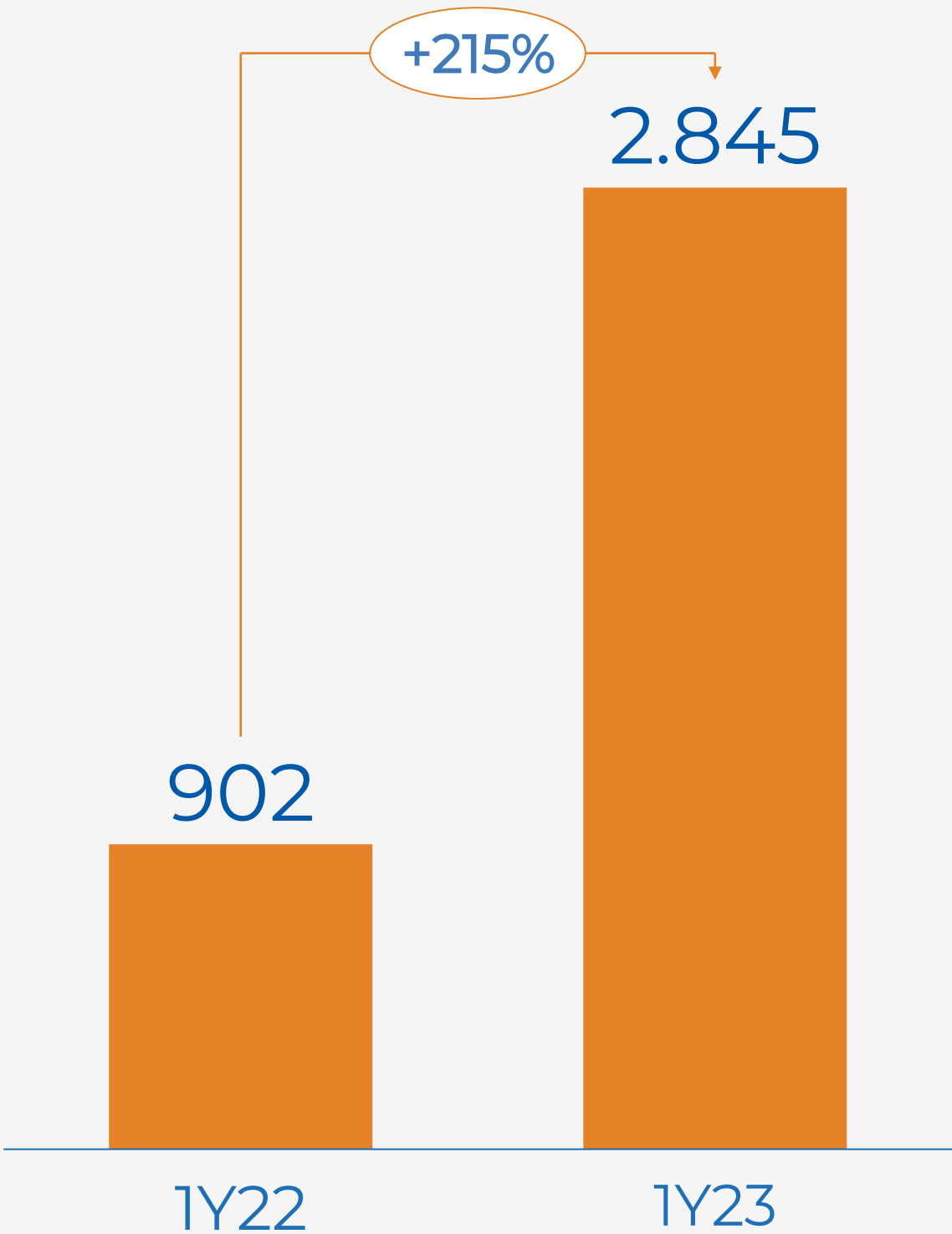
Teknosa Partner Solutions

# Creating Total Brand Value with Growth Across all Key Indicators

## Significant YoY Growth in KPIs (1H23)



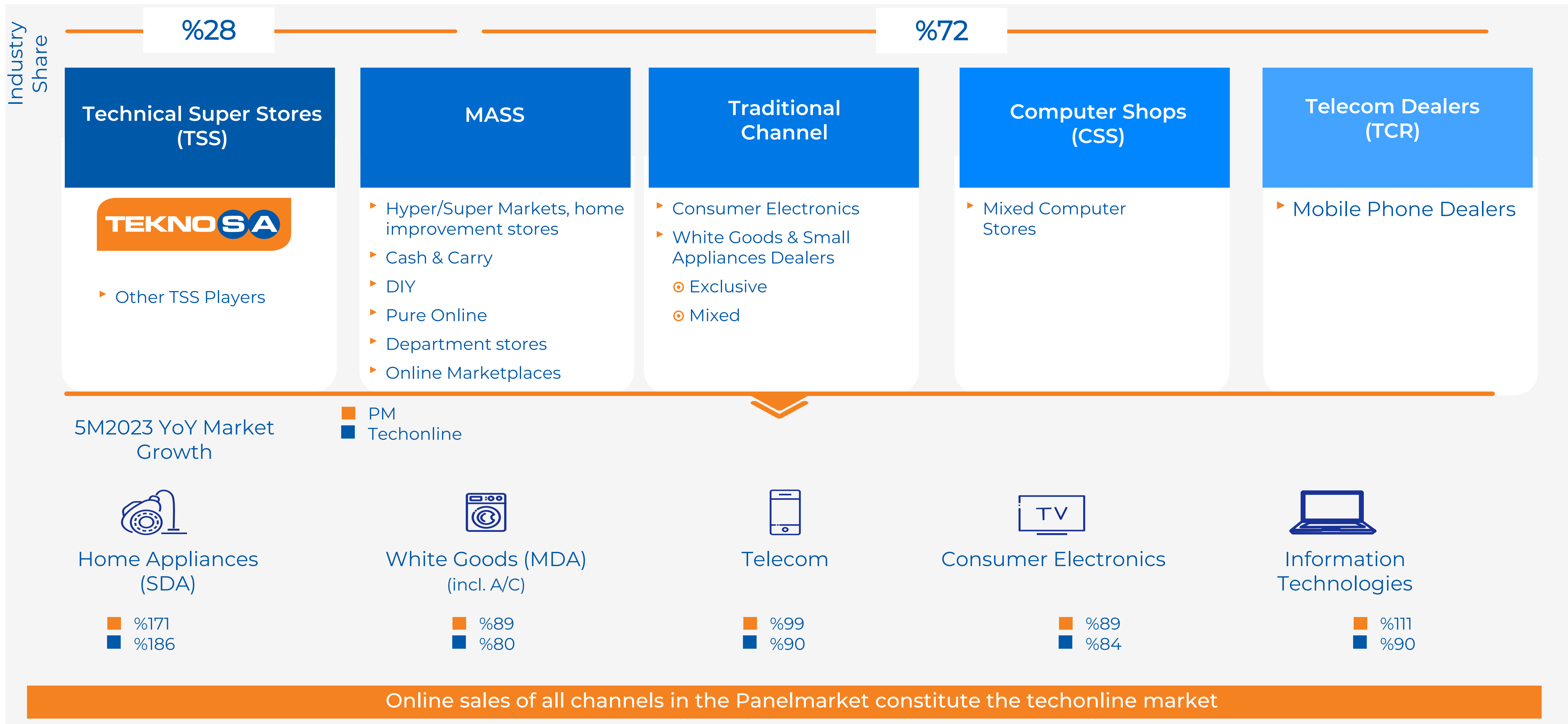
## Accelerating Gross Merchandise Value (GMV)



<sup>(1)</sup> Benchmarks : Magazine Luiza from Brazil, FNAC and Darty from France



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



Source: GFK



# Teknosa Outperformed Both Panel and Techonline Markets

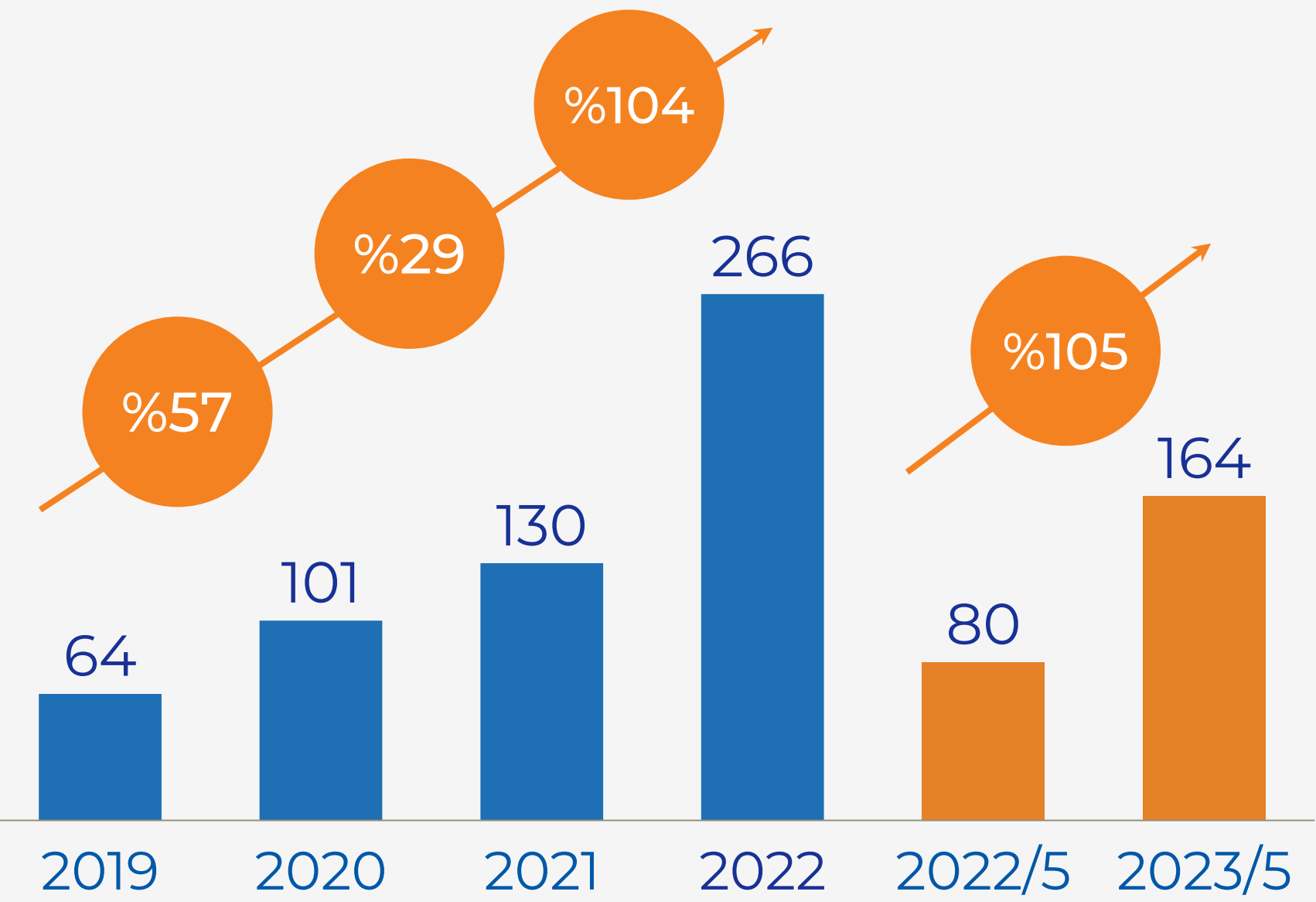
## Levers of growth

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

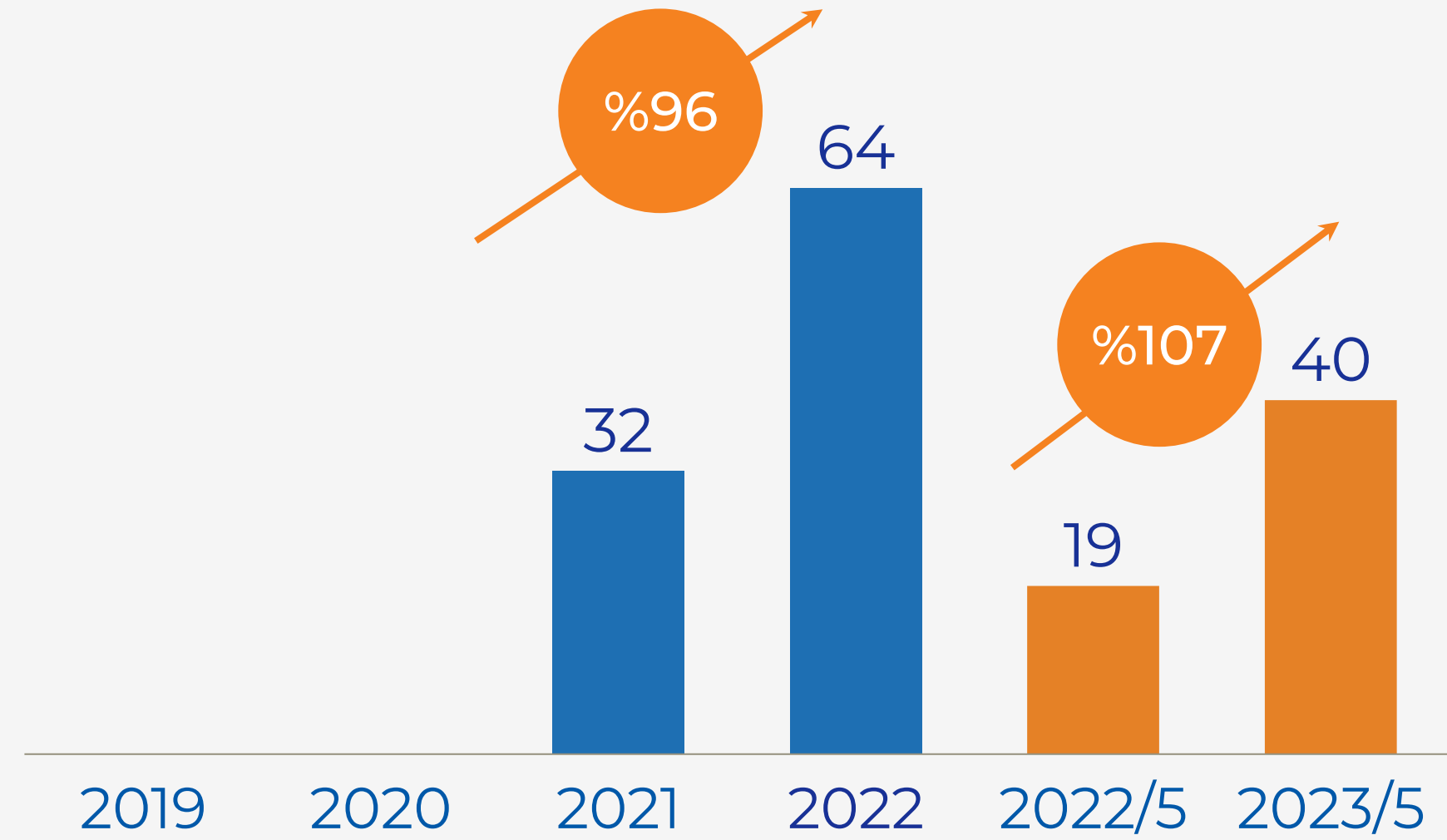
**131%** YoY  
Teknosa revenue  
Increase  
in 1H23

### Market Revenue Growth, Billion TL

#### Panel Market



#### Techonline Market \*



Source: GFK

\*Techonline data available since 2021





# 2Q RESULTS

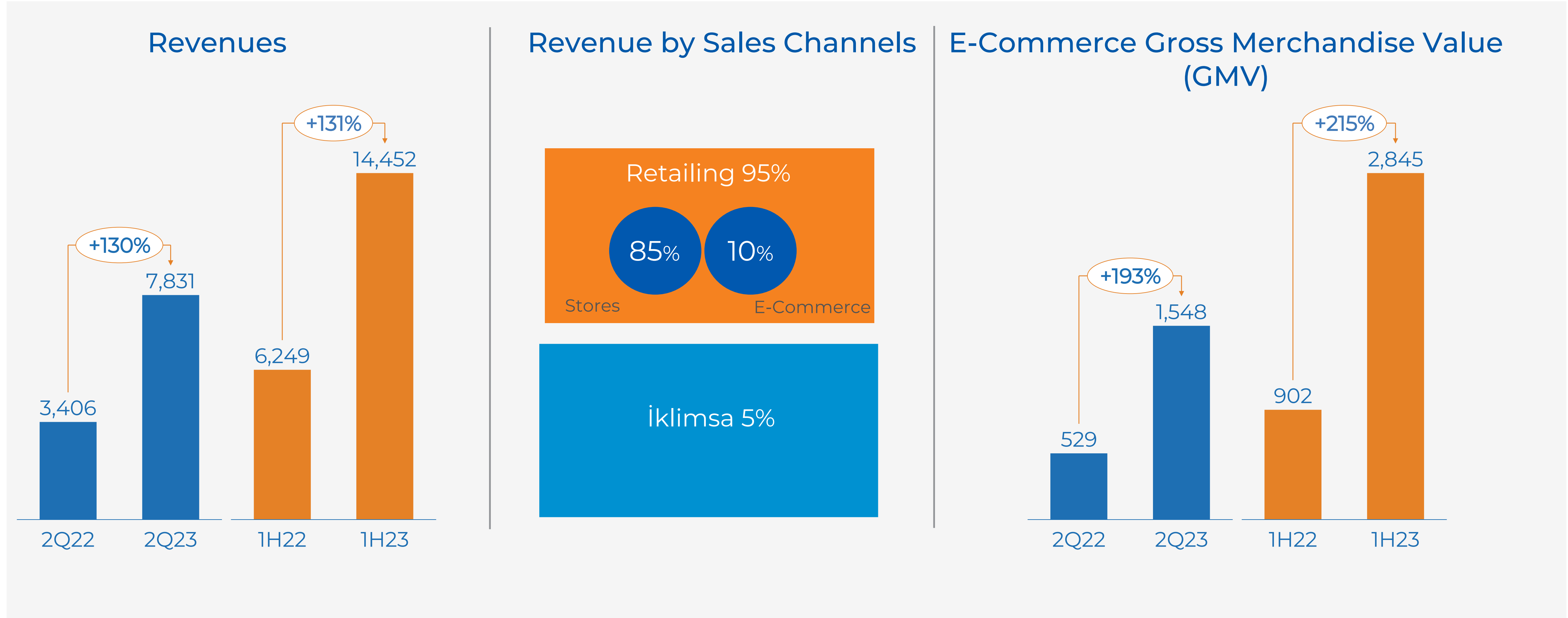
**TEKNO**SA





# Teknosa Continued Its Strong Growth In the Second Quarter

(Million TL)

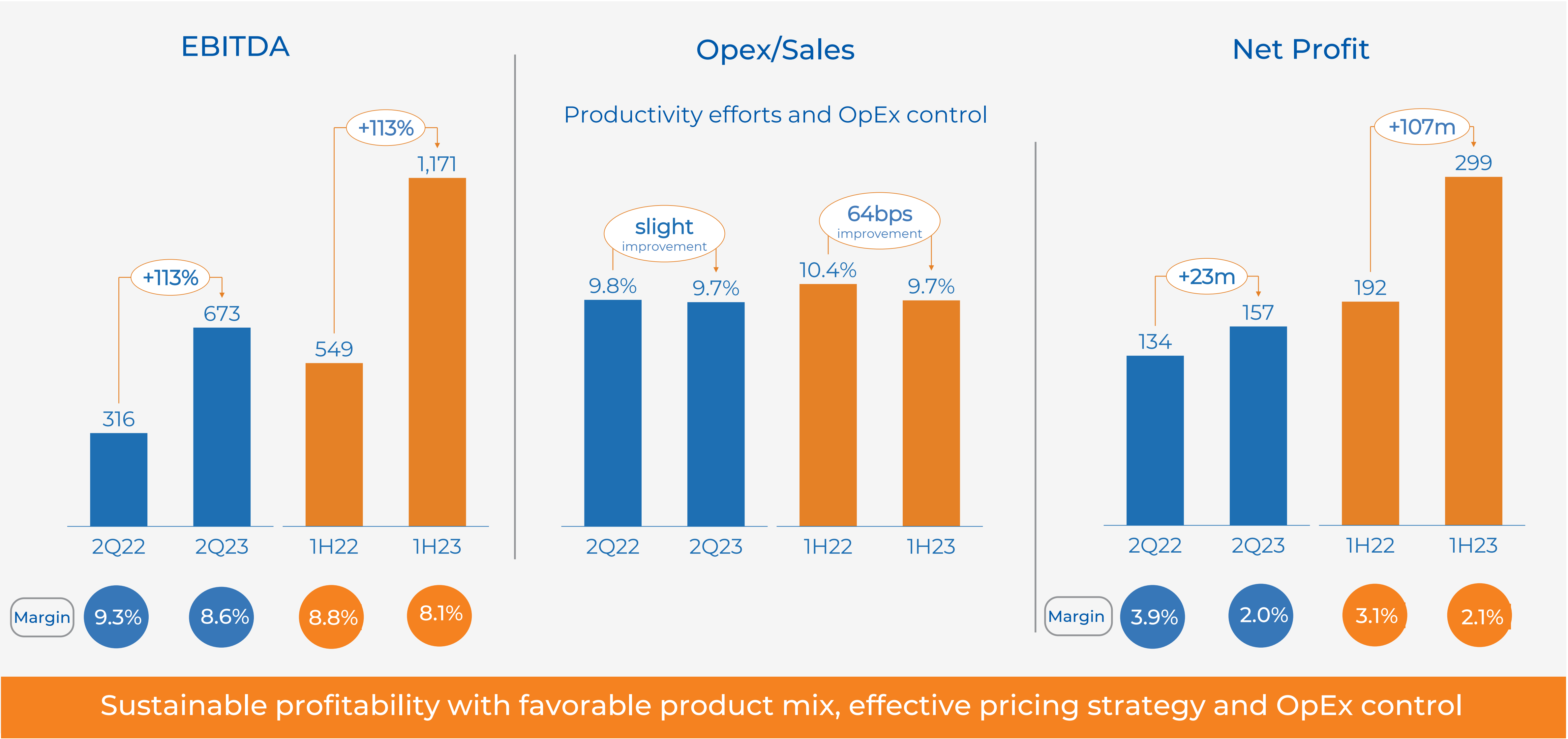


Wide product range, new customers and effective pricing strategy



# Sustainable Growth in Profitability Thanks to Effective Expense Management

(Million TL)



# 1H 2023 Key Takeaways



Achieved **growth** beyond panel and techonline markets



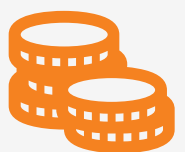
Both **stores** and **e-commerce** sales contributed to the strong topline growth



**Solid performance** in key metrics achieved with **operational excellence**



**Cost optimization** and **cash management**



Maintaining **sustainable profitability** and **net cash position**

# Q&A

Investor Relations e-mail  
[yatirimciiliskileri@teknosa.com](mailto:yatirimciiliskileri@teknosa.com)

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