



**CEPTE
ŞOK**



ŞOK

1Q2023
WEBCAST PRESENTATION
May 10th, 2023

Agenda



**1Q'23
Highlights**



**Operational
Overview**



**Financial
Overview**



**Sustainable
Business Model**



**2023
Guidance**



Q&A

1Q'23 Highlights



Net Sales

20,8 billion TL

Net Sales Growth

103,6%

LFL Growth

88,3%



New Store
Openings

163*

Total Number
of Stores
10.214

EBITDA

(exc. IFRS 16)

774,8 million TL

EBITDA Margin

3,7%

EBITDA

(inc. IFRS 16)

1,2 billion TL

EBITDA Margin

6,0%

Net Income

(exc. IFRS 16)

443,6 million TL

Margin

2,1%

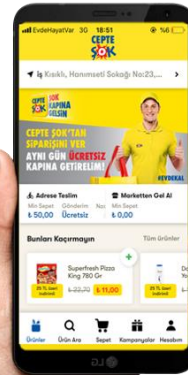
Net Income

(inc. IFRS 16)

399,1 million TL

Margin

1,9%



CAPEX

**422,8
million TL**



Net Cash

(exc. IFRS 16)

**1.584,9
million TL**

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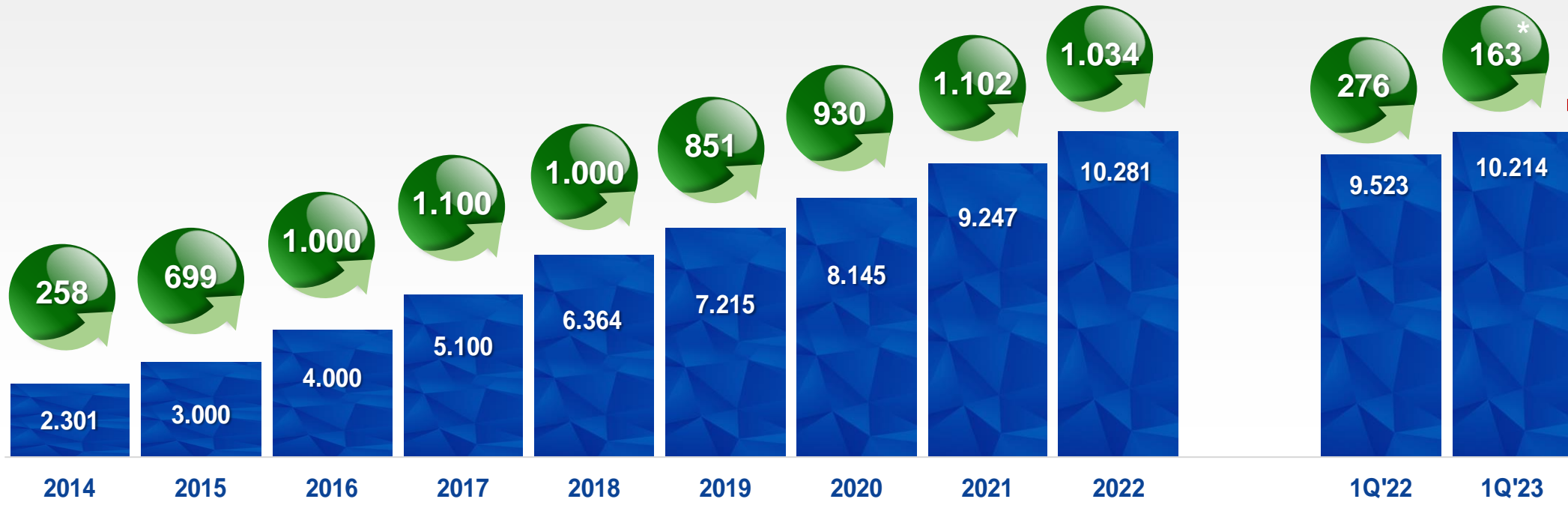


Q&A

Store Expansion



New Store Openings



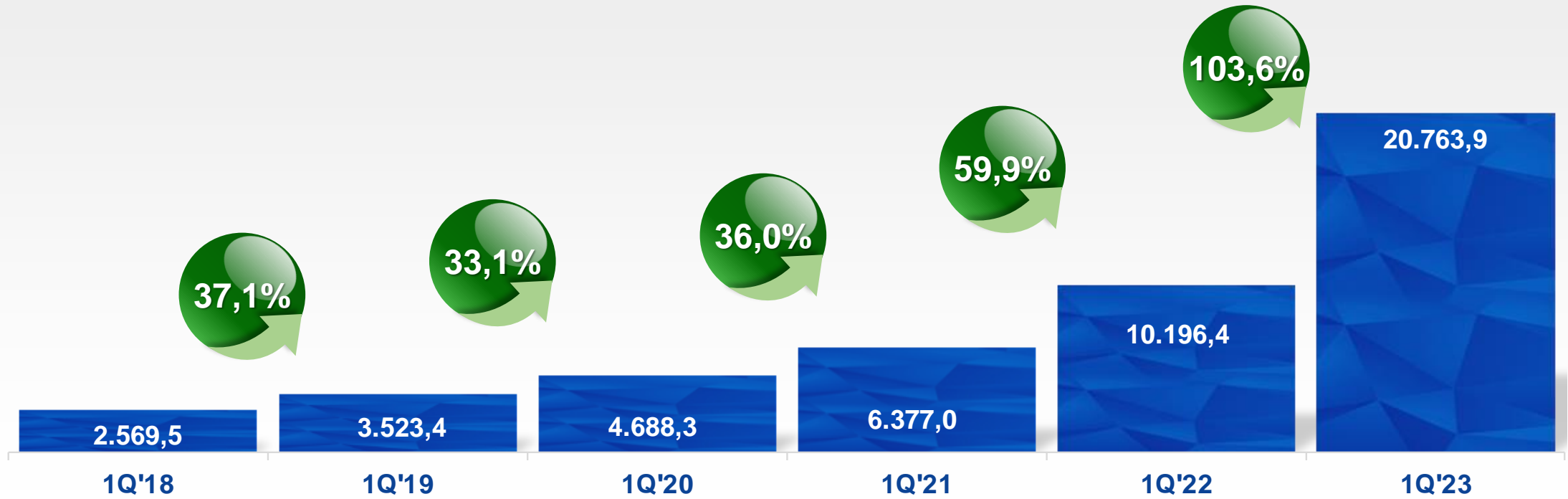
Notes: As of March 31, 2022, The Group has a total of 10.214 Stores and 38 Warehouses.

(*) During the period, 163 stores were opened. When 230 stores permanently closed due to the earthquake are taken into account, the net store change is -67.

Sustainable Revenue Growth



Net Sales (TLm)



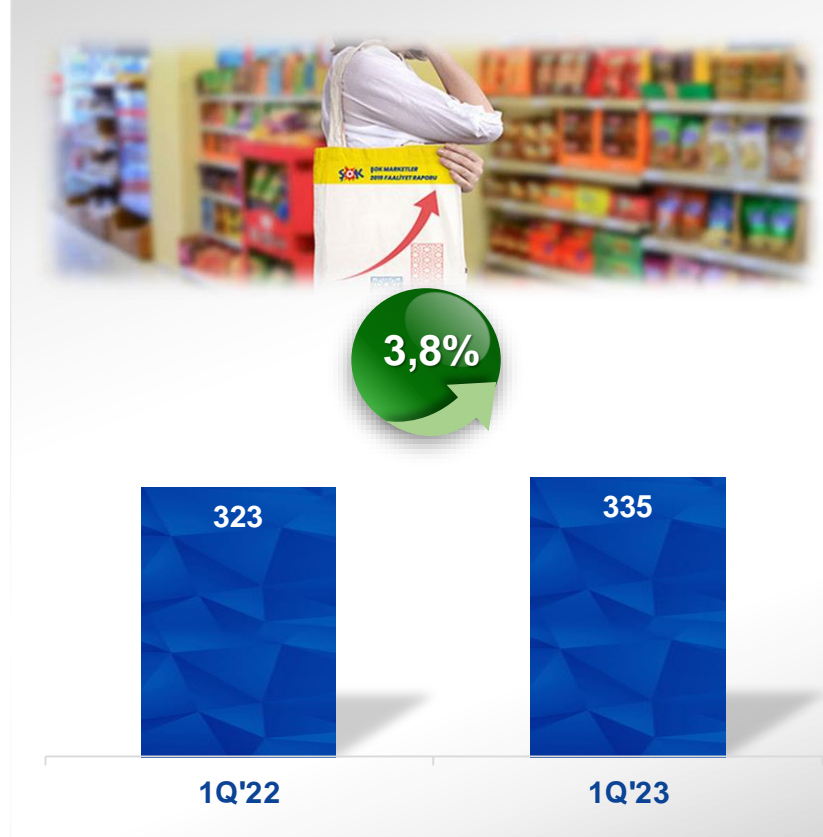
Continuing Growth in LFL Store Sales



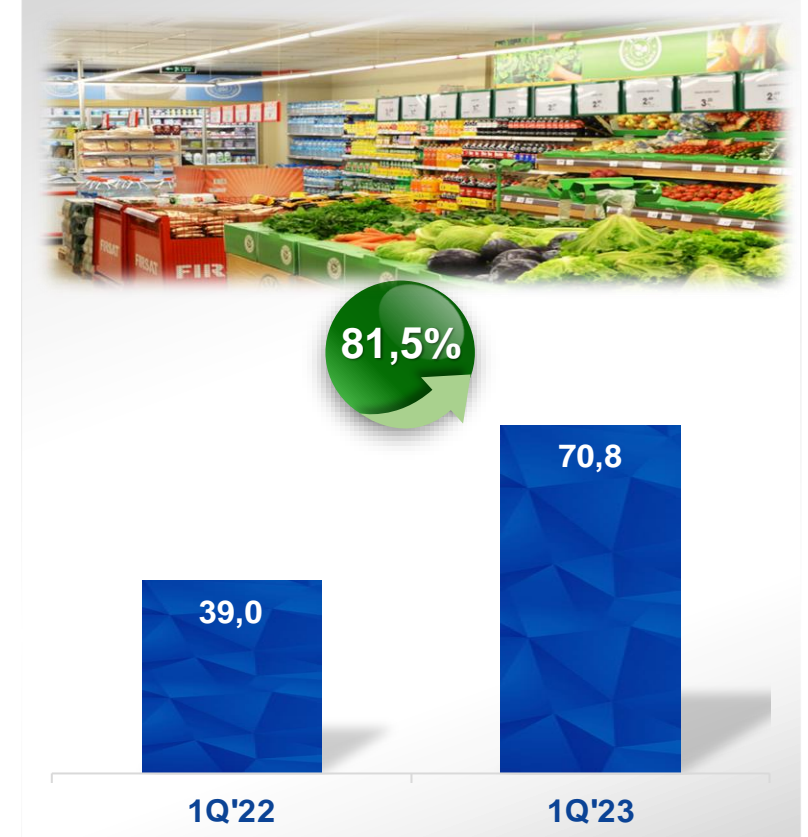
LFL Daily Average Sales / Store (TL)



LFL Daily Average Customer / Store



LFL Daily Avg. Basket Size / Store (TL)



Note: The above Like-for-like daily figures (sales, customer & basket size) for 1Q are calculated on the basis of daily figures generated in 1Q2023 over 1Q2021 by 7.972 stores operating on 1Q2021 and that were still open on 1Q2023. The calculations are made over 90 days in each period.

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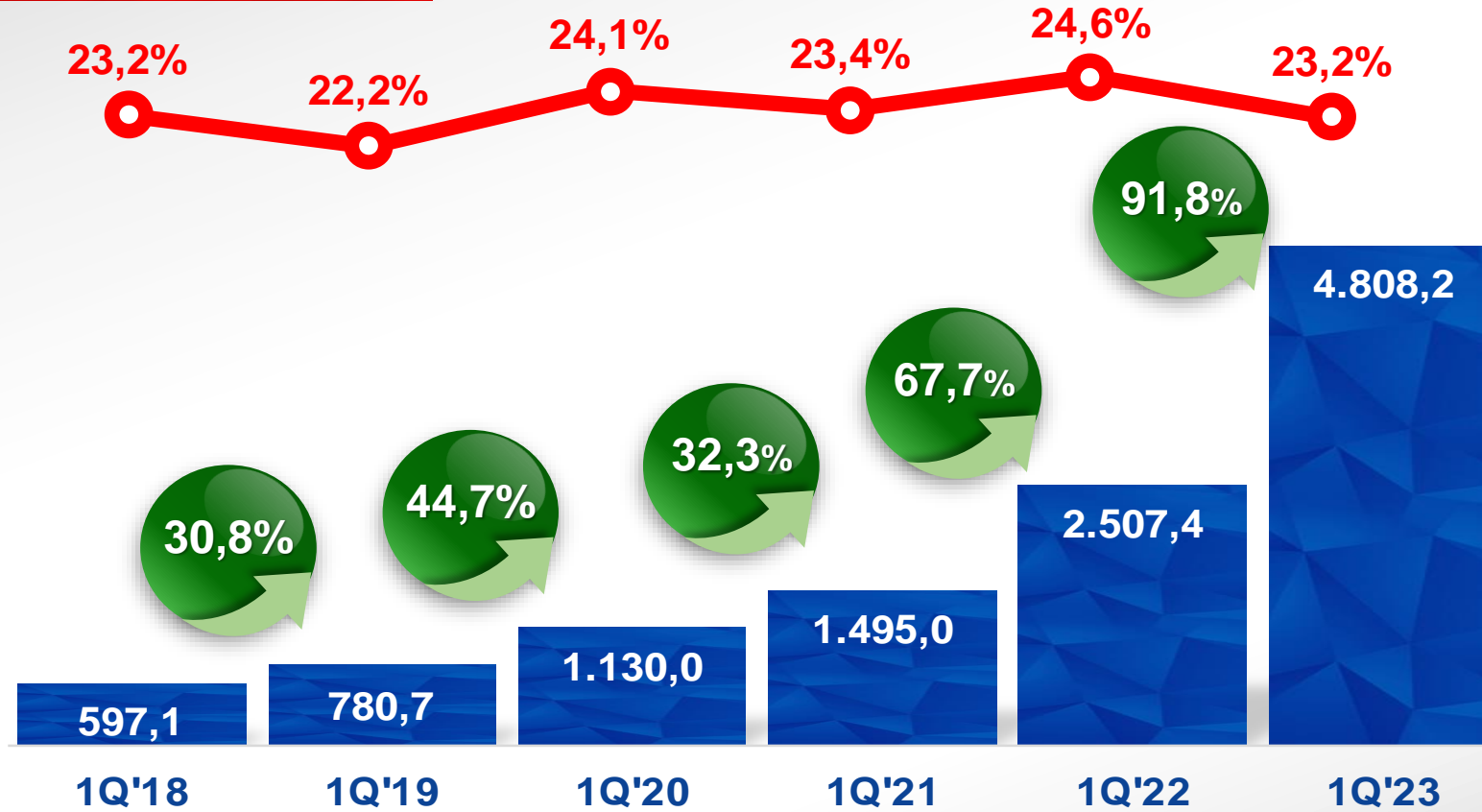


Q&A

Gross Profit & Margin



Gross Profit (TLm)

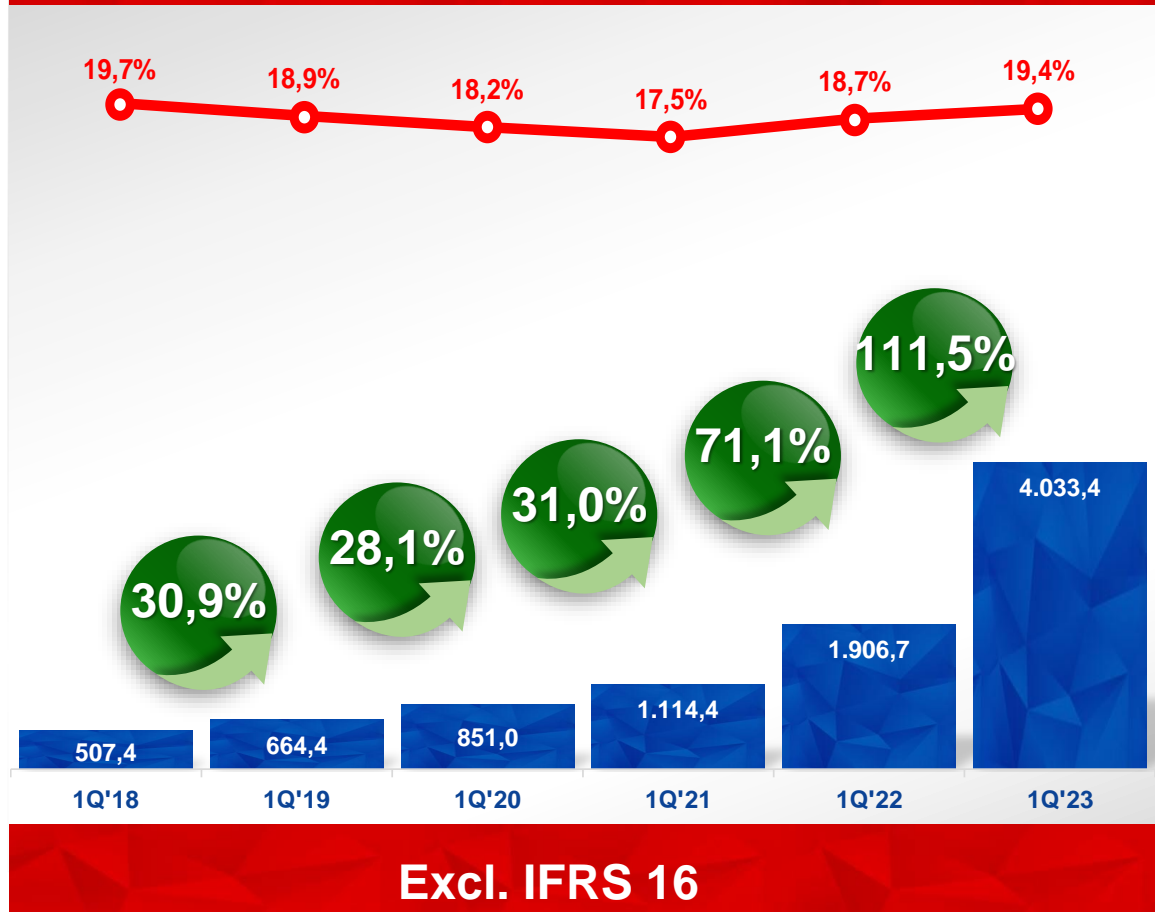


●— Gross Margin (%)

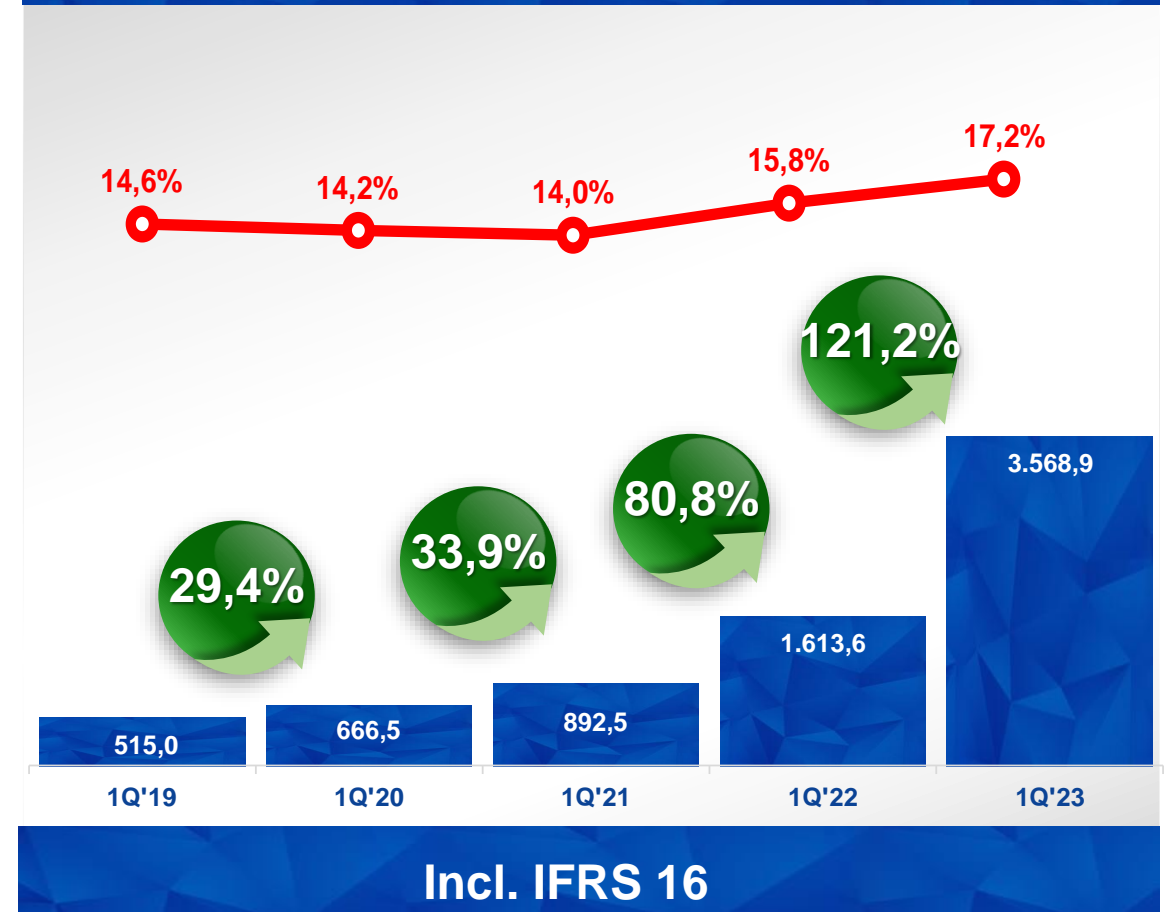
Operating Expenses & Opex/Sales Margin



Operating Expenses (TLm) (excl Amortisation)

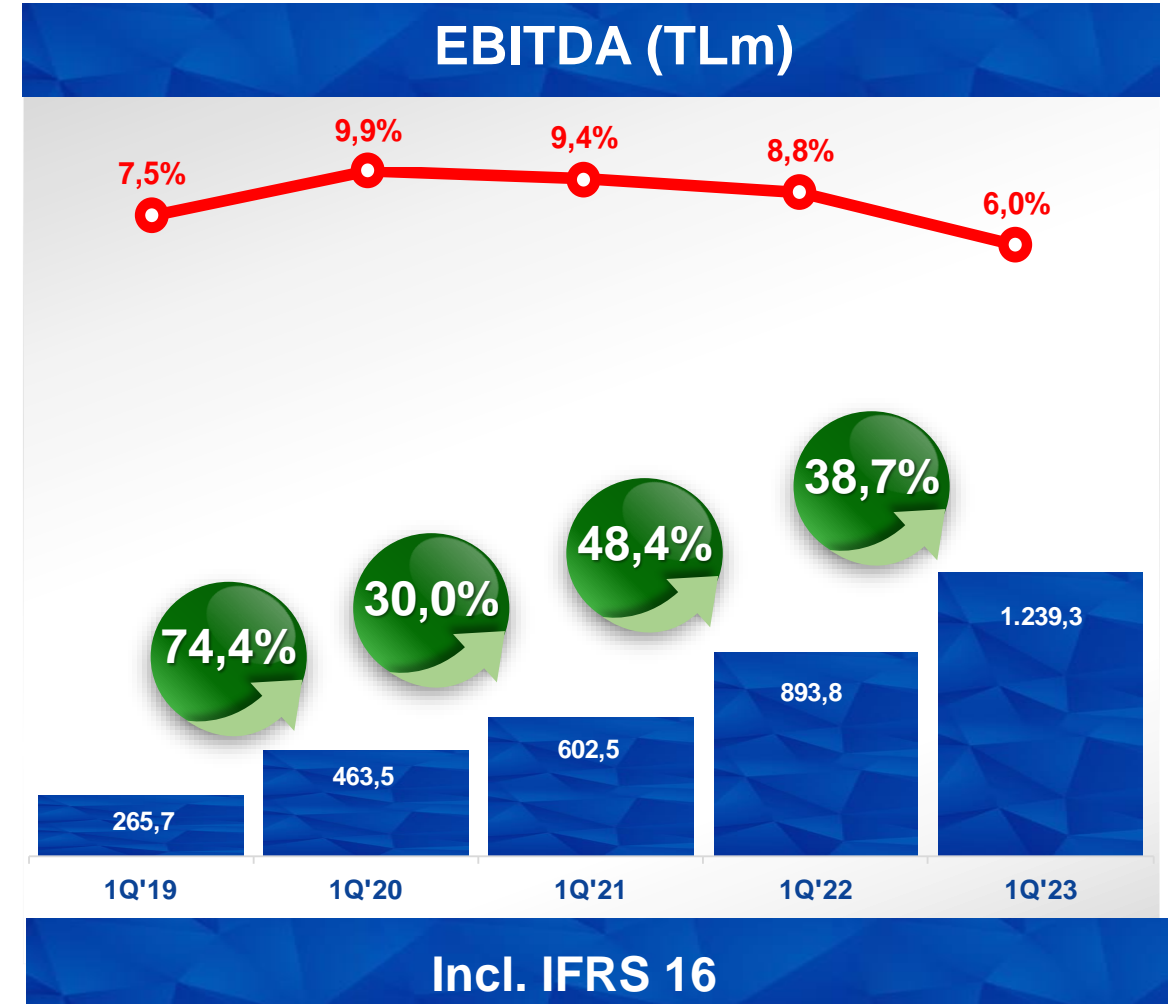
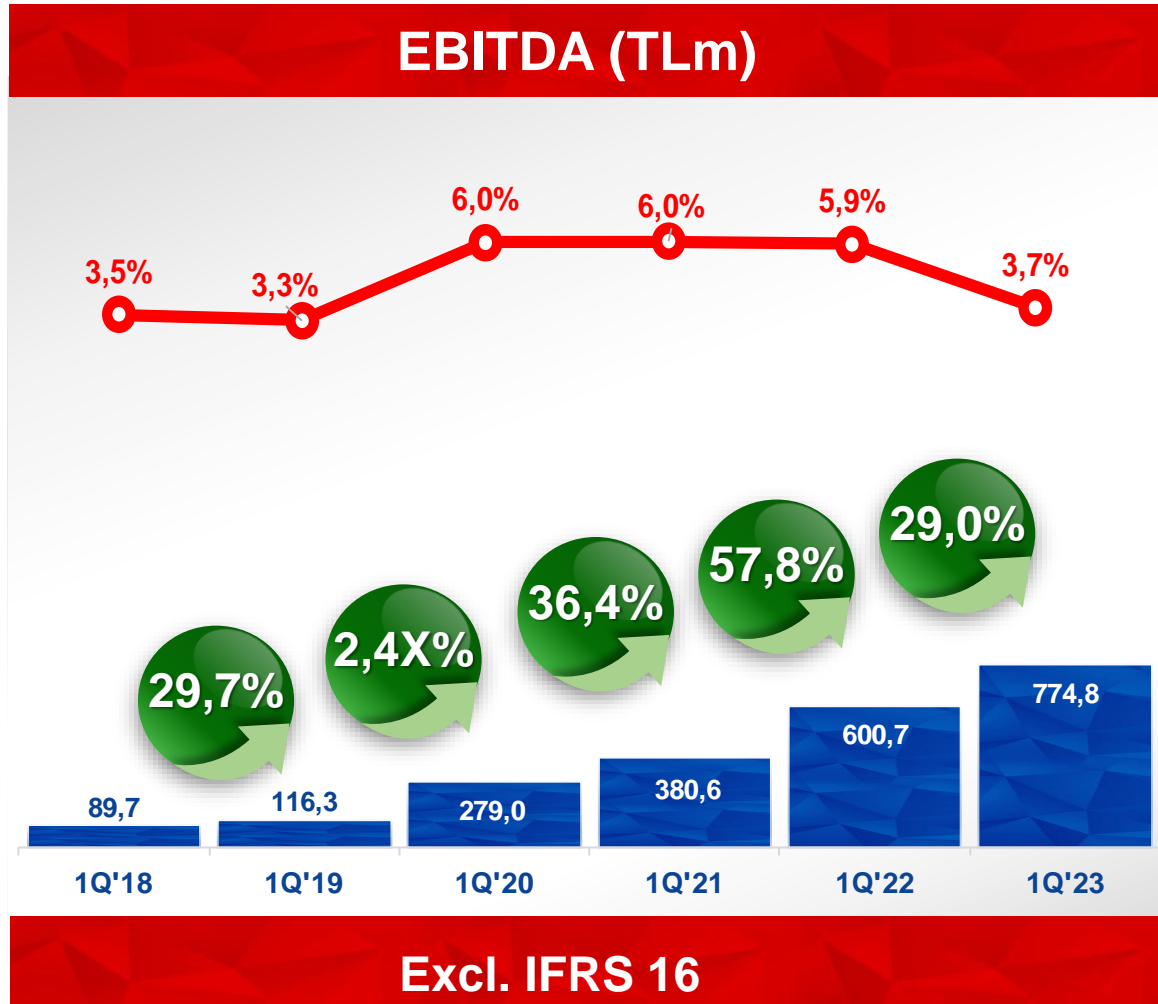


Operating Expenses (TLm) (excl Amortisation)



—●— OPEX/Sales (%)

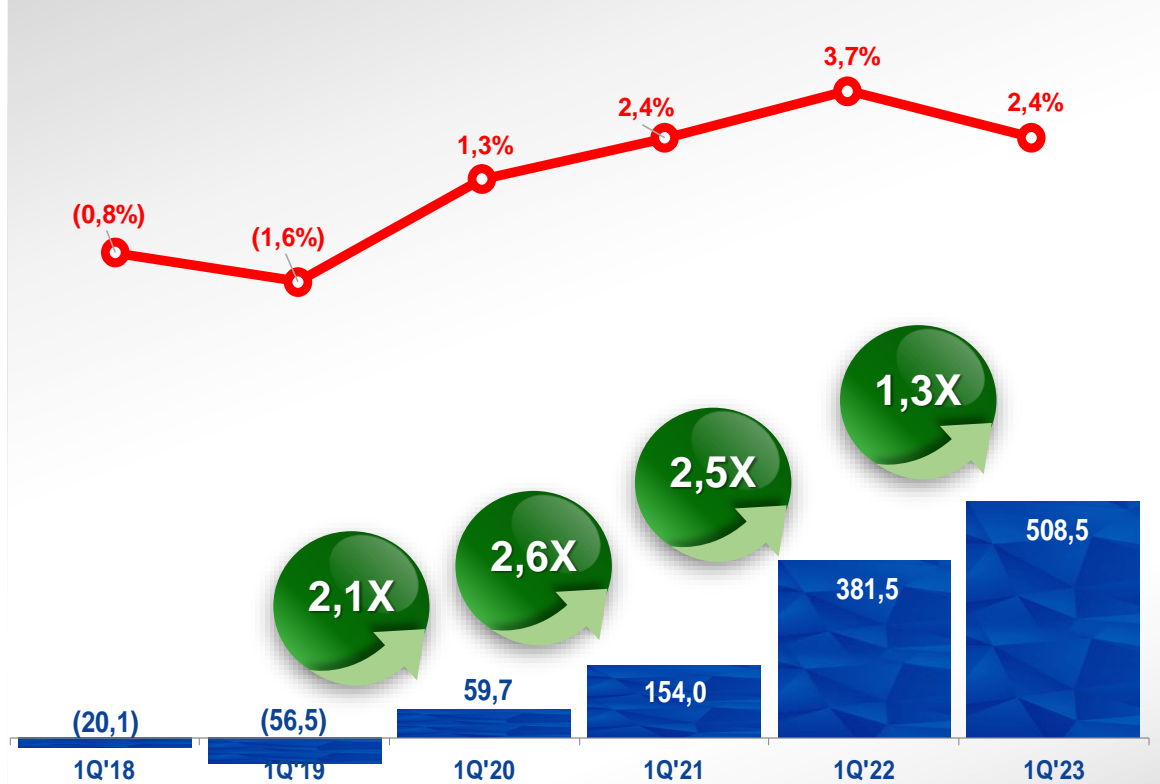
EBITDA & EBITDA Margin



EBIT & EBIT Margin

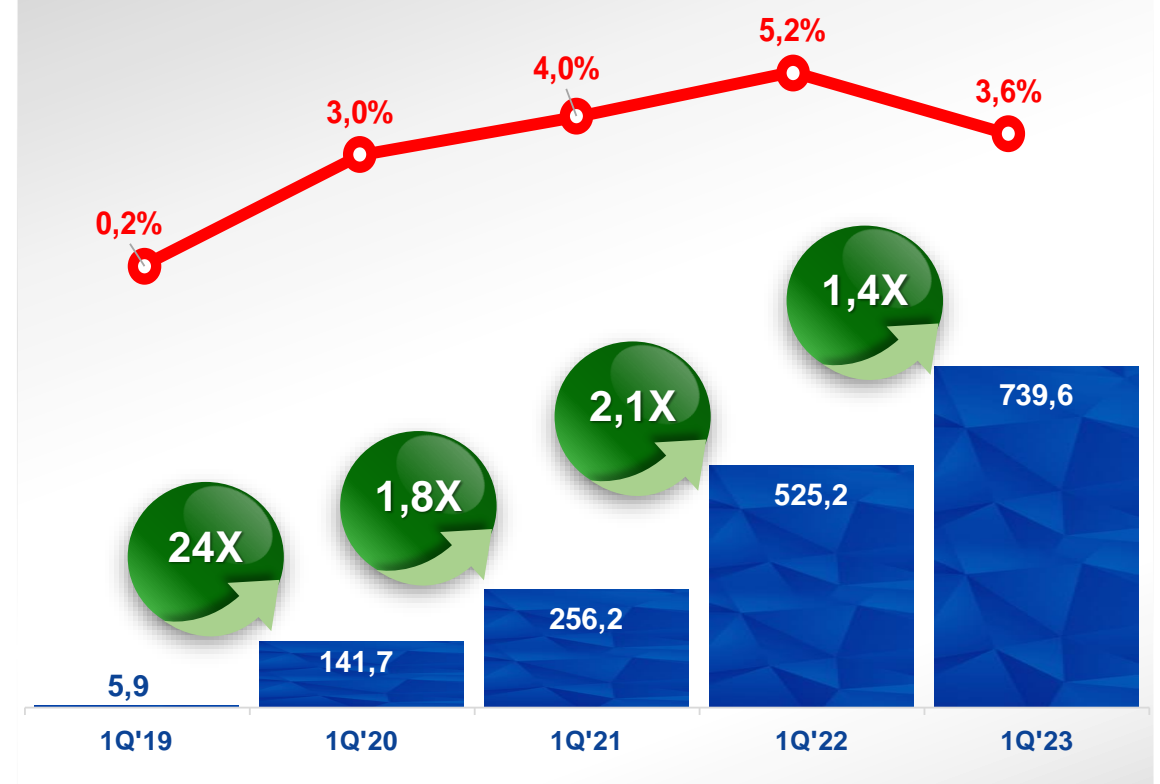


Operating Profit (EBIT) (TLm)



Excl. IFRS 16

Operating Profit (EBIT) (TLm)



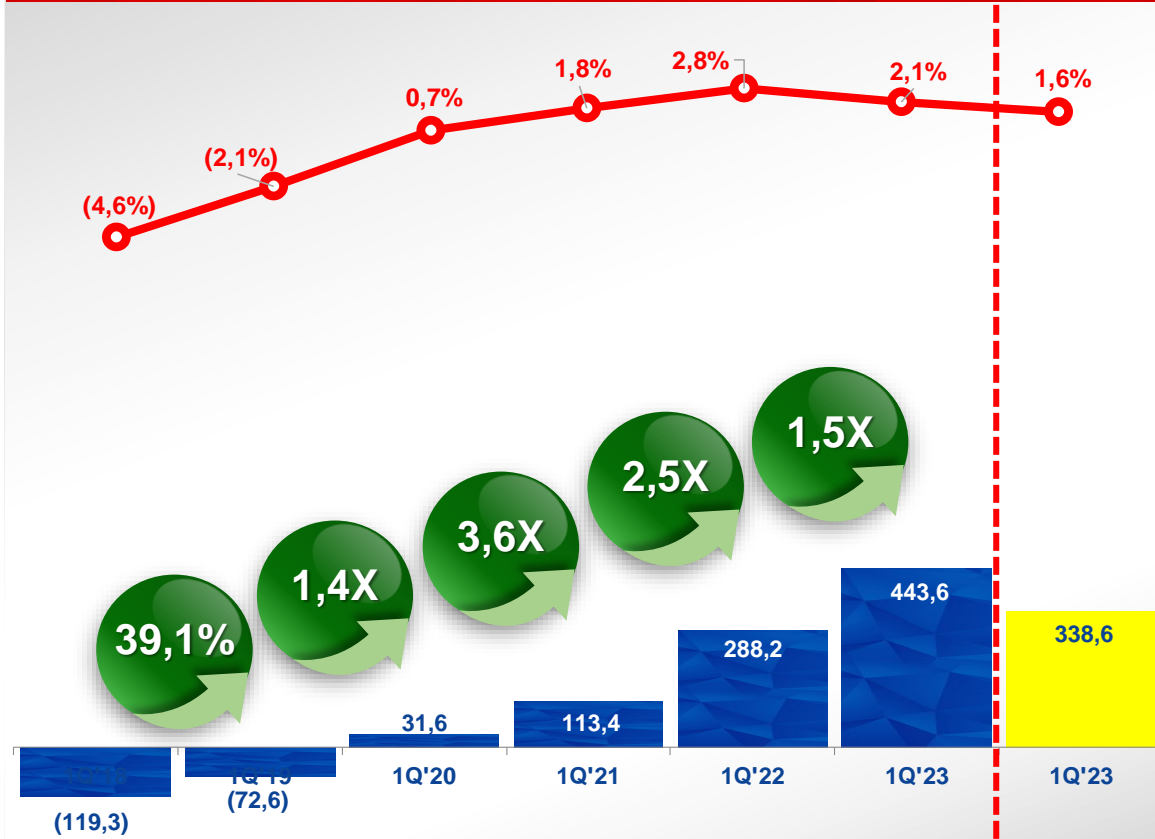
Incl. IFRS 16

● EBIT Margin(%)

Net Profit & Net Profit Margin



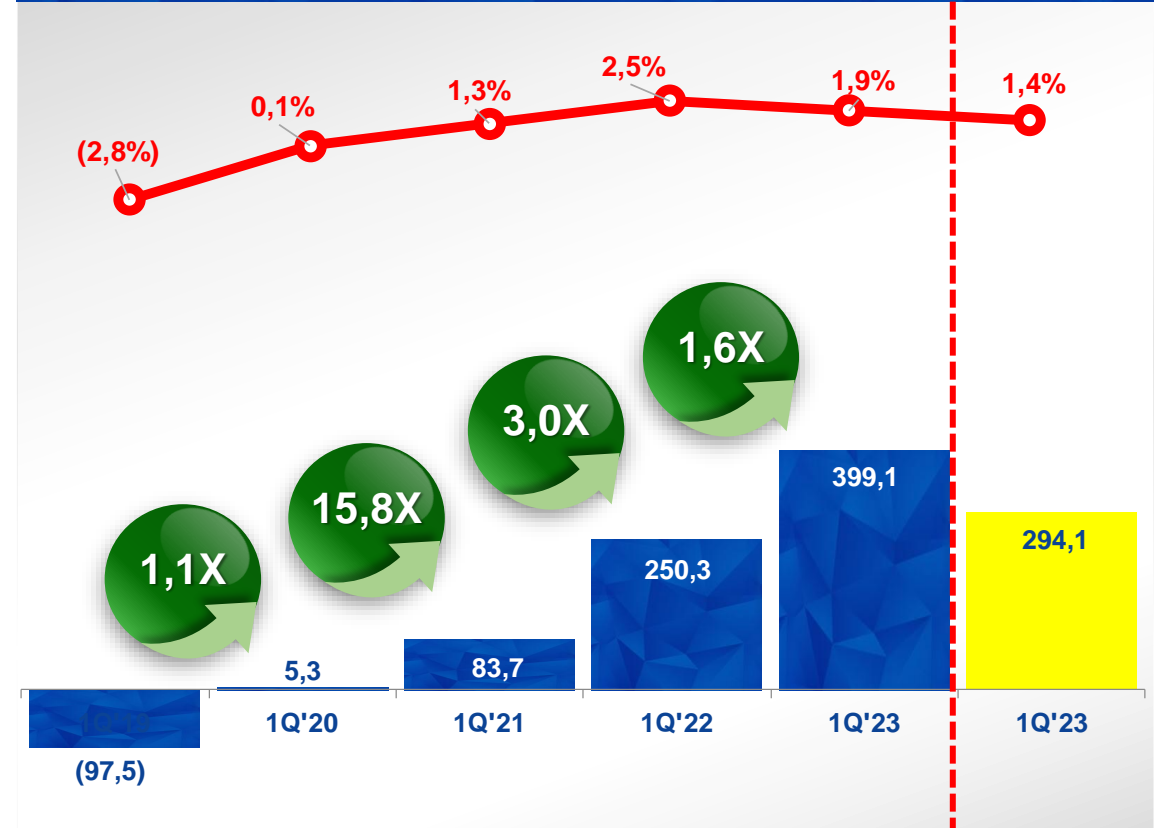
Net Profit (TLm)



Excl. IFRS 16

*Adjusted net profit is calculated as TL 338,6 mn (1.6%) in 1Q23, excluding one-off tax income (1Q23: TL 105 mn).

Net Profit (TLm)



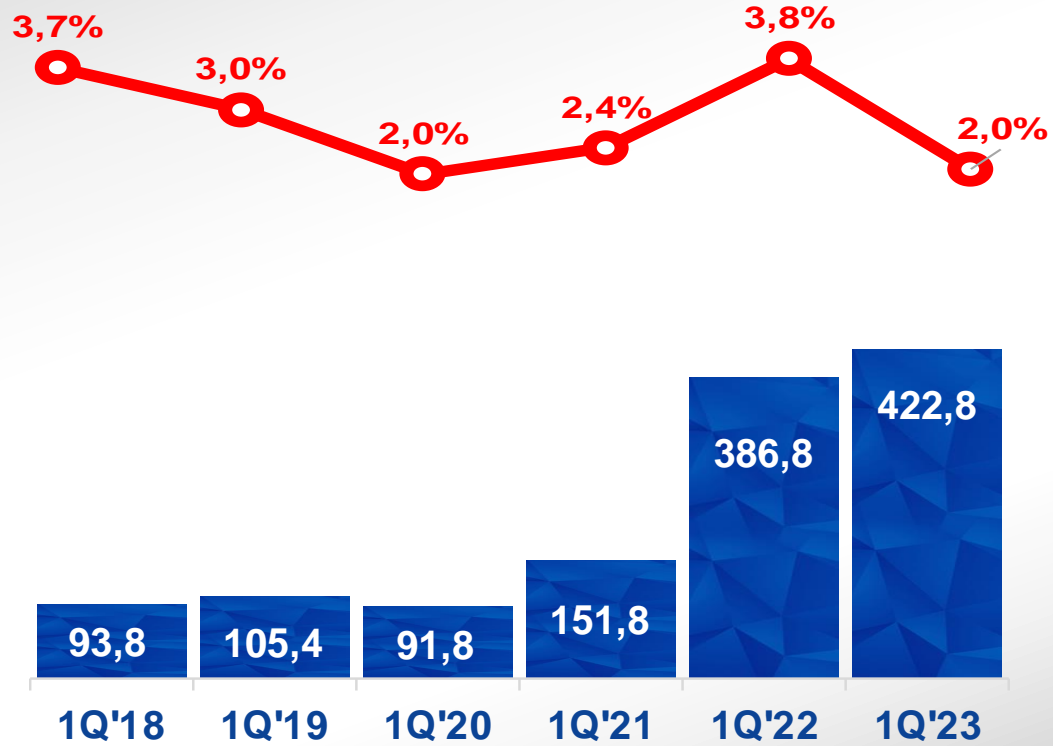
Incl. IFRS 16

*Adjusted net profit is calculated as TL 294,1 mn (1.4%) in 1Q23, excluding one-off tax income (1Q23: TL 105 mn).

CAPEX

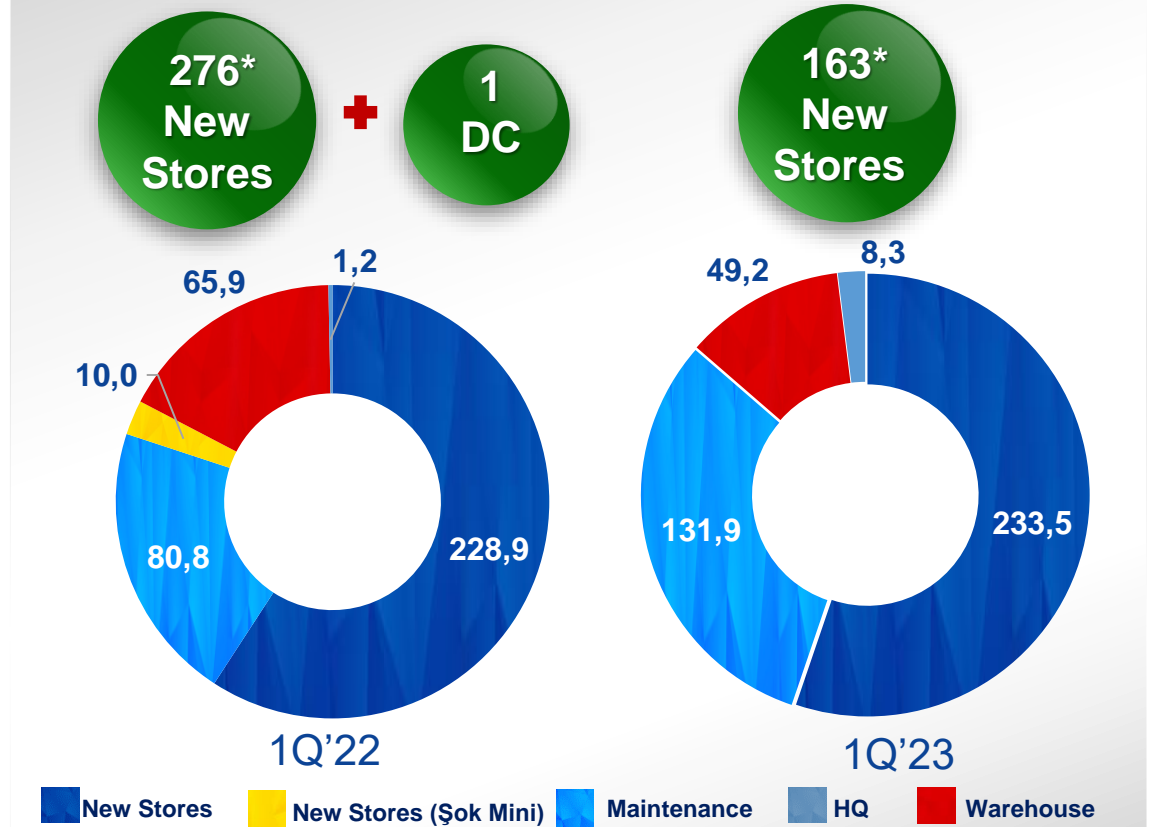


CAPEX (TLm)



● CAPEX/ Sales (%)

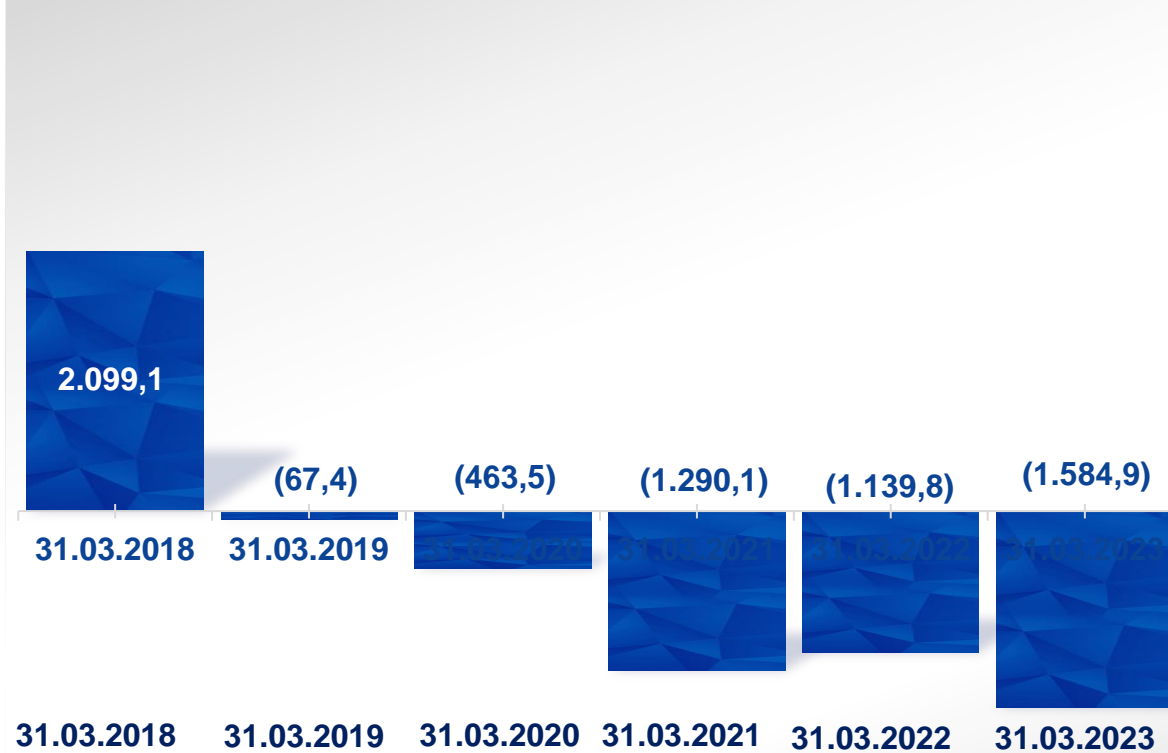
CAPEX Breakdown



Cash Position



Net Debt / (Cash) (TLm) – Excl. IFRS 16



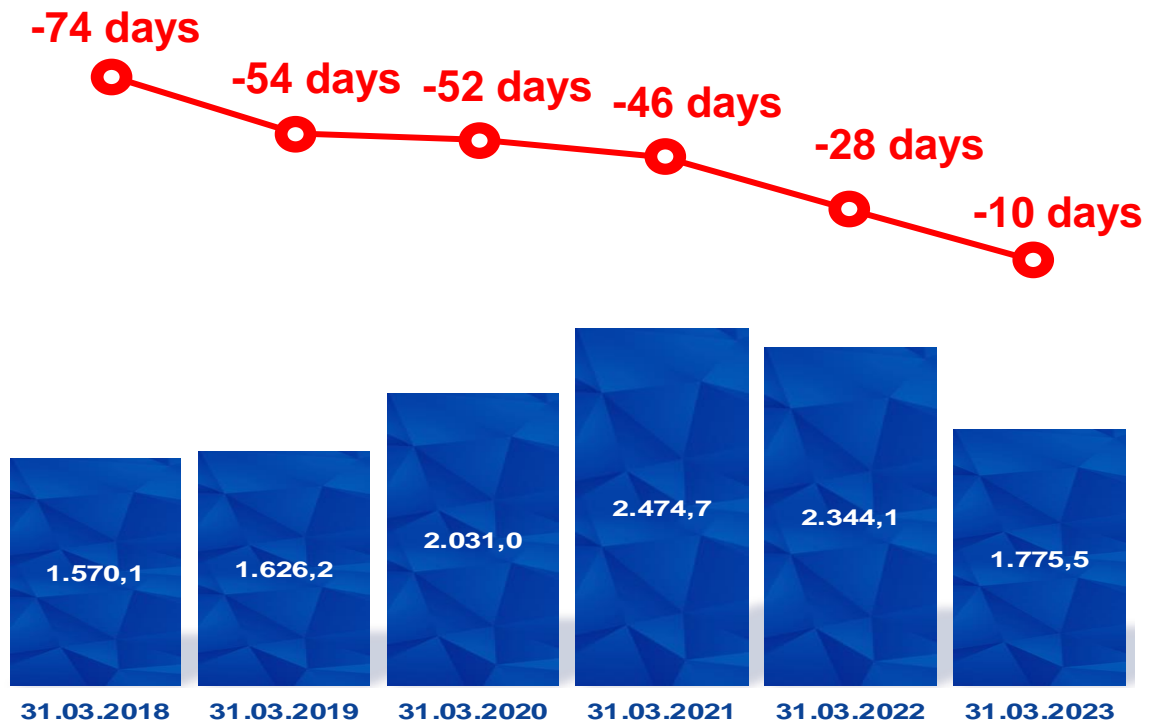
Net Debt / Cash Breakdown (TLm) – Excl. IFRS 16

TLm	31.03.2018	31.03.2019	31.03.2020	31.03.2021	31.03.2022	31.03.2023
Borrowings	1.879,3	75,4	0,0	0,0	0,0	0,0
Obligations Under Financial Lease	283,6	183,8	86,9	20,7	0,0	0,0
Total Debt	2.162,9	259,2	86,9	20,7	0,0	0,0
Cash & Cash Equivalents	(63,7)	(326,4)	(550,4)	(1.310,8)	(1.139,8)	(1.584,9)
Net Debt	2.099,1	(67,4)	(463,5)	(1.290,1)	(1.139,8)	(1.584,9)

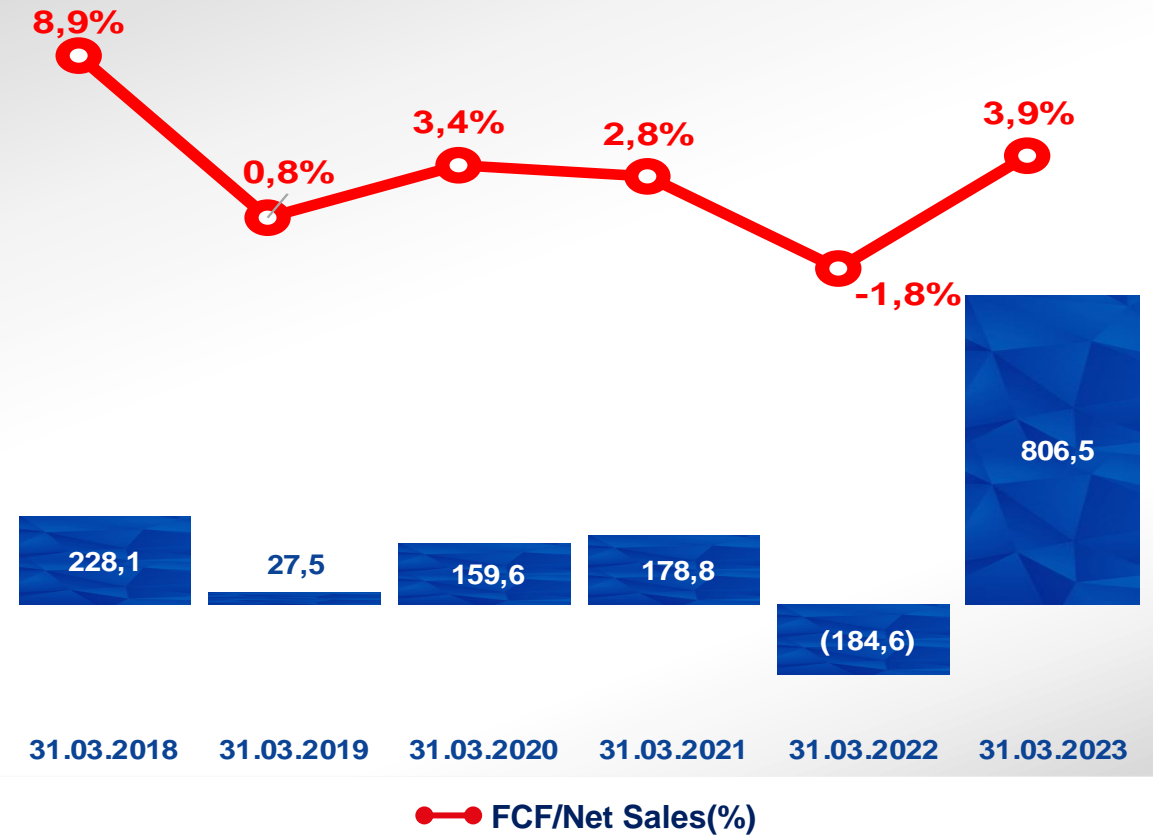
Negative Working Capital & FCF Generation



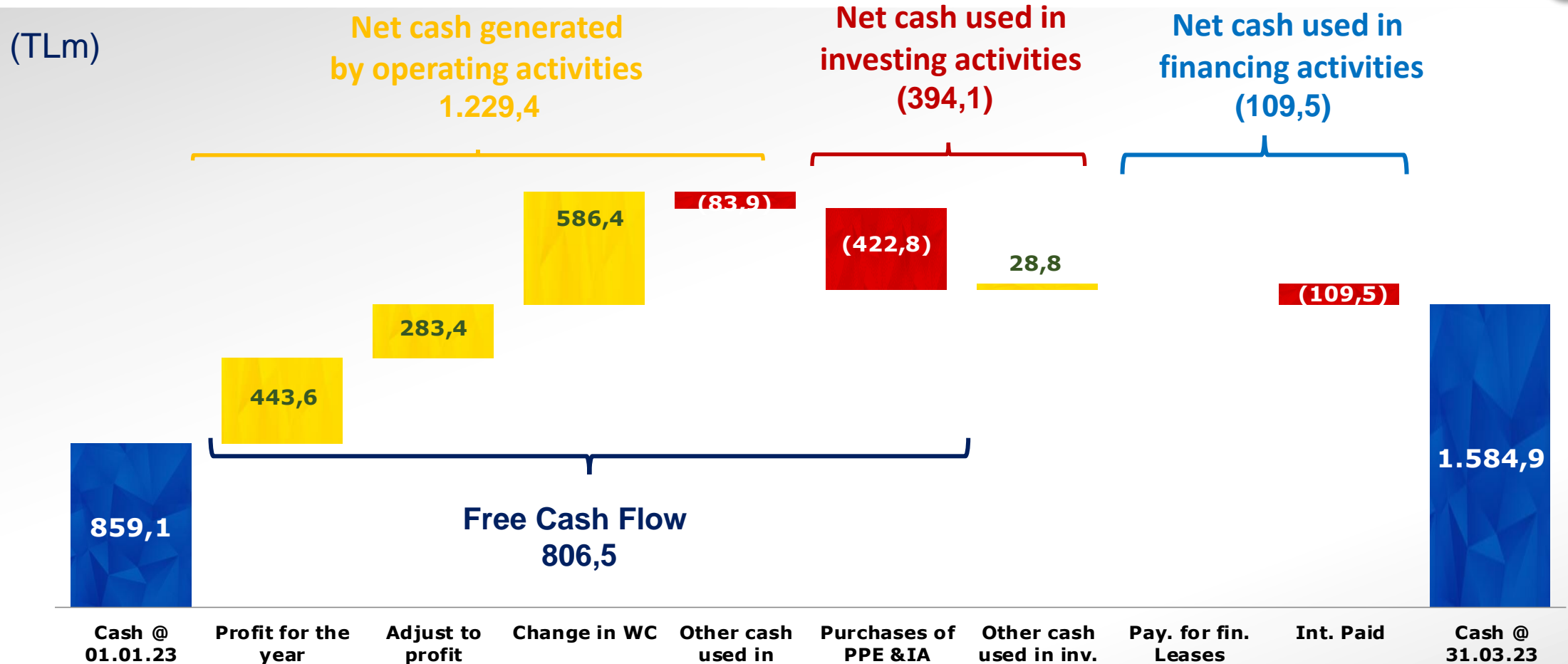
Net Working Capital (TLm) – Excl. IFRS 16



Free Cashflow (TLm) – Excl. IFRS 16



Cash Flow (exc. IFRS 16)



(*) Details of cash flow are also reported at IFRS Report (Page 56.)

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ENVIRONMENT



Reusable Boxes Project

~ 7 million reusable plastic crates used in 2022

Energy Consumption

Decreased Electricity Consumption

- ❖ Smart stores

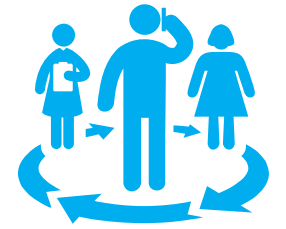


FAIR
AGRICULTURE

Social Responsibility

- ❖ Contribution to employment
~ 45.000+ employees (31.12.2022)
- ❖ Gender Equality
~ # of female employee increased to 51%

SOCIAL



Gender Equality

Female
51%

Male
49%



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ECONOMY



ENVIRONMENT



Reusable Boxes Project

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FAIR
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Gender Equality

Female

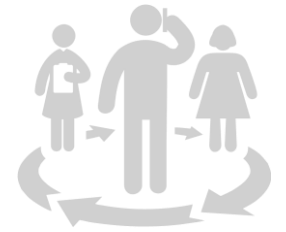
Male

51%

49%



SOCIAL



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ECONOMY



Cepte ŞOK (Şok in Mobile) Unique Online Home Delivery Model



Value Proposition

- ❖ Extensive Coverage
- ❖ Free Delivery
- ❖ %100 Electric Vehicles
- ❖ Discount Store Price
- ❖ Alternative Order Methods
- ❖ Alternative Payment Methods
- ❖ Loyalty Program

Alternative Payment Methods

Online Payment



Cash on Delivery



Credit Card at the Door



Alternative Order Methods

Mobile App



Phone



Web

www.sokmarket.com.tr/



Cepte ŞOK (Şok in Mobile) Business Model



Light CAPEX Structure



❖ Existing Stores



❖ Existing Supply Chain & Warehouses



❖ Existing Inventory



❖ Existing Brand Awareness



❖ Light OPEX Structure



❖ Light Operating Expenses



❖ Inhouse Delivery Fleet



❖ Effective Personnel Cost Management



❖ Light Marketing Expenses

Cepte \$OK KPI's 2023 Q1 vs 2022 Q1



Online Orders

1,9x ↑



Revenue

3,3x ↑



Delivery

81 Cities



Total
Membership

1,9x ↑



of Customers

1,5x ↑



ŞOK EXTRA Omnichannel Non-Food Home Delivery Model

1st Model
Via Supplier

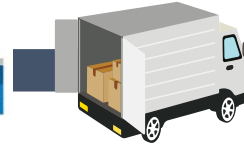
Customer



Order



Supplier



Delivery

Customer



Cargo

2nd Model
Via Şok DC

Customer



Order



Supplier

Supply



Şok DC



Delivery

Customer



Cargo

ENVIRONMENT



Reusable Boxes Project

~ **7 million** reusable plastic crates used in 2022

Energy Consumption

Electricity Consumption

- ❖ Smart stores



FAIR
AGRICULTURE

SOCIAL



Social Responsibility

- ❖ Contribution to employment
~ 45.000+ employees (31.12.2022)

Gender Equality

~ # of female employee increased to 51%

Gender Equality

Female

Male

51%

49%



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ECONOMY



Vertical Integration in Agri-Business



Value Creation For All Stakeholders

Supporting Turkish Agriculture & Farmers



Farmer

- ❖ Contracted farming
- ❖ Financial support
- ❖ Purchasing guarantee



- ❖ Customer satisfaction
- ❖ Customer loyalty
- ❖ Traffic contribution
- ❖ Profitability

Customer

- ❖ Controlled process
- ❖ high-quality
- ❖ affordable price

Contributing To Economy



Controlling the end-to-end process - From cultivation to harvest



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Q&A

2023 Guidance Reminder



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ÜCRETİ
YOK!**

**CEPTE
ŞOK**

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*50 TL ve üzeri alışverişlerde CepTe Şok teslimatı ücretsizdir. Gerekli kısıtlara tabidir.

Net Sales

80% (+/- 5%)

EBITDA Margin
(Incl. IFRS 16)

7.5% - 8.0%

CAPEX

~ 2.5 billion TL
(+/- 100 million TL)

Store Openings

750 stores
(+/- 50 stores)



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Q&A



Consolidated Income Statement Summary

1Q'22 & 1Q'23 Consolidated Income Statement Summary (TLm)						
	Excl. IFRS 16			Incl. IFRS 16		
million TL	1Q'22	1Q'23	Δ (%)	1Q'22	1Q'23	Δ (%)
Net Sales	10.196,4	20.763,9	103,6%	10.196,4	20.763,9	103,6%
Gross Profit	2.507,4	4.808,2	91,8%	2.507,4	4.808,2	91,8%
Gross Profit %	24,6%	23,2%	-1,4 Ppt	24,6%	23,2%	-1,4 Ppt
Marketing, Selling & GA expenses (-)	(1.998,2)	(4.166,4)	108,5%	(1.854,5)	(3.935,3)	112,2%
Amortisation	(91,5)	(133,0)	45,4%	(241,0)	(366,5)	52,1%
Marketing, Selling & GA expenses (-) (Excl Amortisation)	(1.906,7)	(4.033,4)	111,5%	(1.613,6)	(3.568,9)	121,2%
EBITDA	600,7	774,8	29,0%	893,8	1.239,3	38,7%
EBITDA %	5,9%	3,7%	-2,2 Ppt	8,8%	6,0%	-2,8 Ppt
Operating Profit (EBIT)	381,5	508,5	33,3%	525,2	739,6	40,8%
Income/(Expenses) From Investing Activities	40,9	28,3	-30,8%	40,9	28,3	-30,8%
Financial Expense	(60,0)	(109,5)	82,5%	(250,9)	(396,5)	58,0%
Profit Before Tax	362,4	427,3	17,9%	315,2	371,3	17,8%
Net Profit For The Period	288,2	443,6	53,9%	250,3	399,1	59,4%

*In 1Q23 adjusted net profit excluding one-off tax income (TL 105 mn) is calculated as TL 338,6 mn (1.6%) excl. IFRS 16 and TL 294.1 mn (1.4%) incl. IFRS 16.

Consolidated Balance Sheet Summary



	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2022	31.03.2023	31.12.2022	31.03.2023
Cash & cash equivalents	859,1	1.584,9	859,1	1.584,9
Trade receivables	136,0	139,1	136,0	139,1
Inventories	8.828,5	10.353,3	8.828,5	10.353,3
Other current assets	639,6	845,8	634,8	841,1
Total Current Assets	10.463,2	12.923,1	10.458,4	12.918,4
Property & equipment	3.044,2	3.329,5	3.044,2	3.329,5
Intangible assets	724,1	728,2	724,1	728,2
Other non-current assets	778,0	869,5	4.550,2	4.773,3
Non-Current Assets	4.546,4	4.927,3	8.318,6	8.831,1
Total Assets	15.009,5	17.850,4	18.777,0	21.749,5

Consolidated Balance Sheet Summary



	Excl. IFRS 16		Inc. IFRS 16	
	31.12.2022	31.03.2023	31.12.2022	31.03.2023
million TL				
Short term financial liabilities	0,0	0,0	0,0	0,0
Trade payables	10.269,2	12.267,9	10.269,2	12.267,9
Other current payables	1.064,3	1.510,4	2.528,8	3.000,8
Total Current Liabilities	11.333,5	13.778,4	12.797,9	15.268,7
Total Non Current Liabilities	302,2	308,0	3.113,6	3.269,5
Shareholder's equity	3.373,8	3.764,1	2.865,4	3.211,3
Non-controlling interests	0,0	0,0	0,0	0,0
Total Equity	3.373,8	3.764,1	2.865,4	3.211,3
Total Liabilities and Equity	15.009,5	17.850,4	18.777,0	21.749,5

Consolidated Cash Flow Summary



	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.03.2022	31.03.2023	31.03.2022	31.03.2023
Profit for the period	288,2	443,6	250,3	399,1
Adjustments related to reconciliation of net profit / (loss) for the period	301,9	283,4	633,0	792,4
Cash generated by / (used in) operations before changes in working capital	590,1	726,9	883,3	1.191,5
Changes in working capital	(60,0)	586,4	(59,3)	586,4
Cash used in operations	530,2	1.313,3	824,0	1.777,8
Taxes, payments for lawsuits, retirement benefits and unused vacs. etc.	(327,9)	(83,9)	(327,9)	(83,9)
A-Net cash generated by operating activities	202,2	1.229,4	496,1	1.693,9
Purchases of property and equipment	(384,7)	(414,1)	(384,7)	(414,1)
Purchases of intangible assets	(2,2)	(8,7)	(2,2)	(8,7)
Free cash flow	(184,6)	806,5	109,2	1.271,1
Other	41,3	28,8	41,3	28,8
B-Net cash used in investing activities	(345,5)	(394,1)	(345,5)	(394,1)
C-Net cash (used in) / generated from financing activities	(60,7)	(109,5)	(354,5)	(574,0)
NET CHANGE IN CASH AND CASH EQUIVALENTS (A+B+C)	(204,0)	725,8	(204,0)	725,8
D-CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE PERIOD	1.343,8	859,1	1.343,8	859,1
E-CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD (A+B+C+D)	1.139,8	1.584,9	1.139,8	1.584,9

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