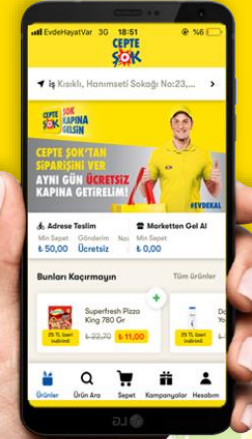




CEPTE
ŞOK



YILDIZ HOLDING

ANALYST DAY PRESENTATION

November 26th, 2024

3Q'24 Highlights – Incl. & Excl. TAS 29



3Q'24 – Incl. TAS 29*

Total Number
of Stores
10.961

Net Sales
Growth
7,9%

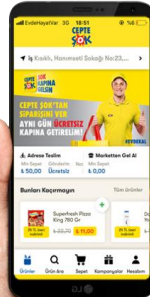
Net Sales
50,8 billion TL


New Store
Openings
36

EBITDA
(inc. IFRS 16)
-383 million TL
EBITDA Margin
-0,8%

Net Income
(inc. IFRS 16)
30 million TL
Margin
0,1%


CAPEX
2,3 billion TL
CAPEX to Sales
4,6%



Net Sales Growth
65,1%
LFL Growth
57,6%

EBITDA
(inc. IFRS 16)
2,1 billion TL
EBITDA Margin
4,2%

Net Sales
49,3 billion TL

Net Income
(inc. IFRS 16)
11 million TL
Margin
0,0%


New Store
Openings
36


CAPEX
1,7 billion TL
CAPEX to Sales
3,5%

3Q'24 – Excl. TAS 29*

9M'24 Highlights – Incl. & Excl. TAS 29



9M'24 – Incl. TAS 29*

Total Number
of Stores
10.961

Net Sales
Growth
3,8%

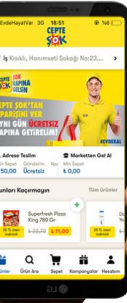
Net Sales
142,7 billion TL


New Store
Openings
236

EBITDA
(inc. IFRS 16)
-1,7 billion TL
EBITDA Margin
-1,2%

Net Income
(inc. IFRS 16)
210 million TL
Margin
0,1%


CAPEX
4,5 billion TL
CAPEX to Sales
3,1%



Net Sales Growth
69,7%

EBITDA
(inc. IFRS 16)
5,0 billion TL
EBITDA Margin
3,9%

Net Sales
128,4 billion TL

Net Income
(inc. IFRS 16)
126 million TL
Margin
0,1%

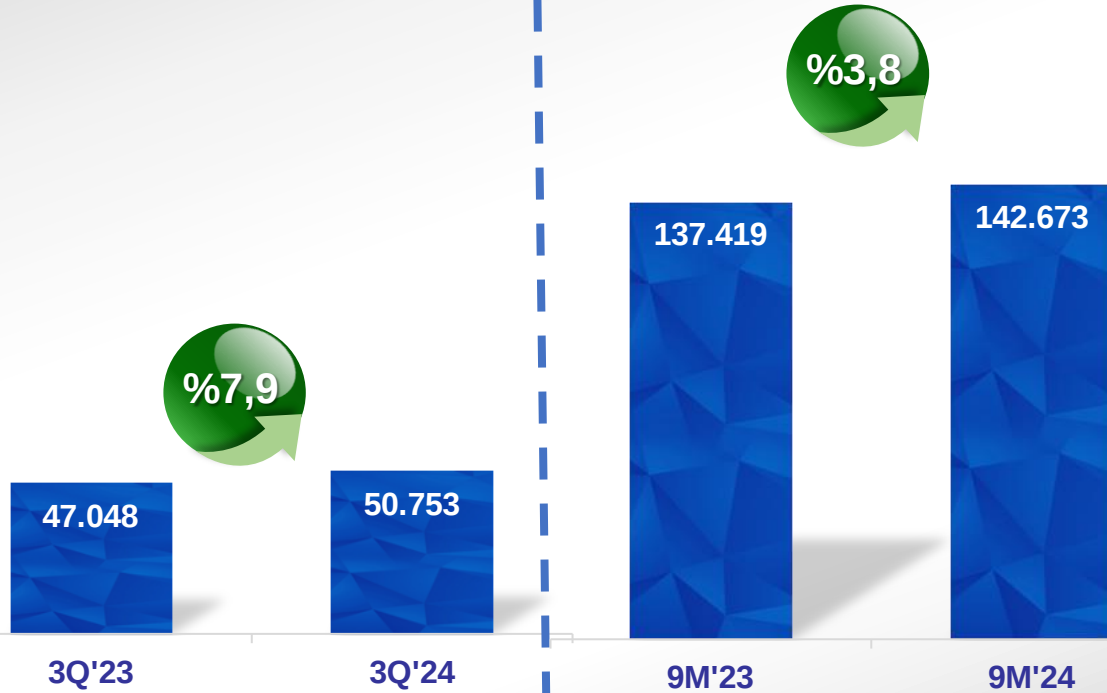

New Store
Openings
236


CAPEX
3,3 billion TL
CAPEX to Sales
2,6%

Sales Revenue Growth

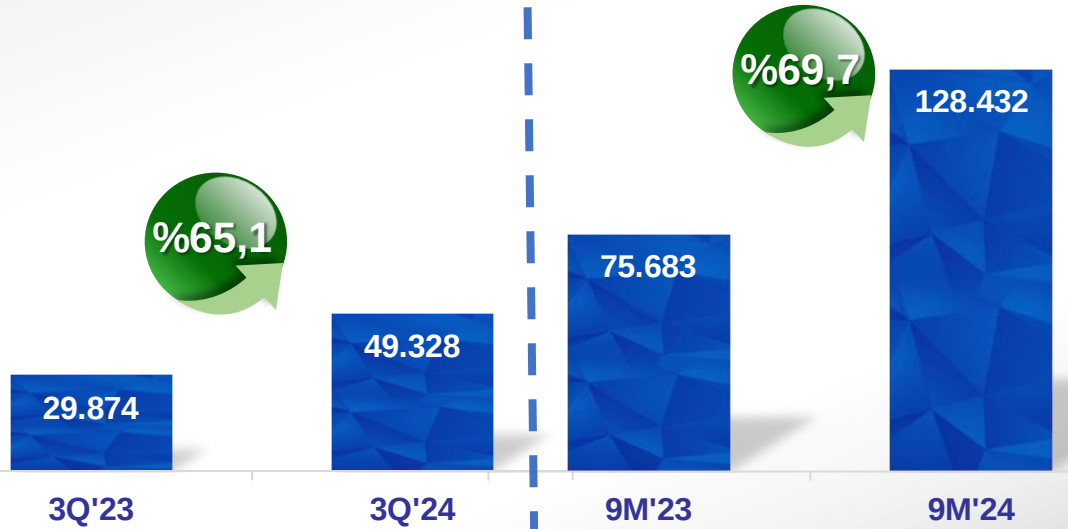


Net Sales (TLm)



Incl. TAS 29*

Net Sales (TLm)

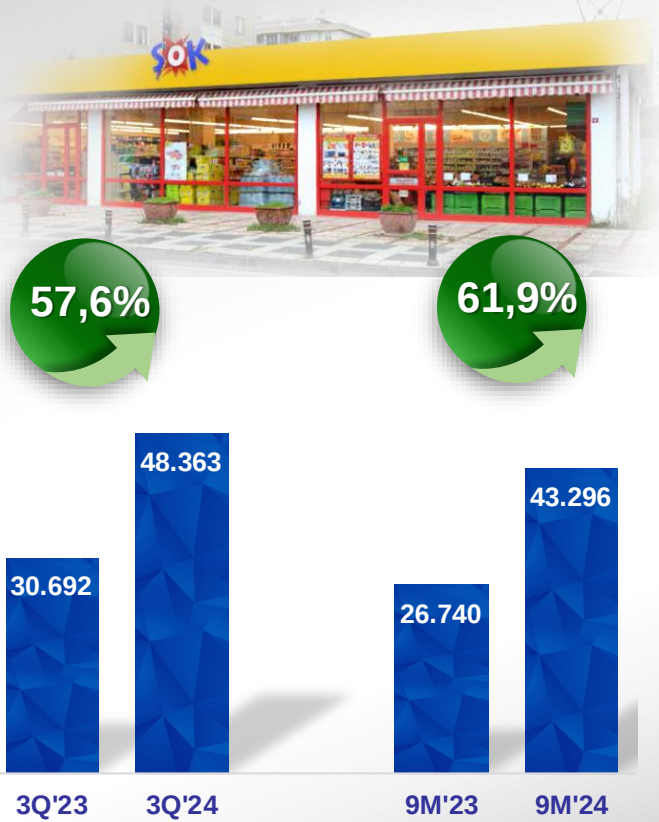


Excl. TAS 29*

LFL Store Sales – Excl. TAS 29*



LFL Daily Average Sales / Store (TL)



LFL Daily Average Customer / Store



LFL Daily Average Basket Size / Store (TL)



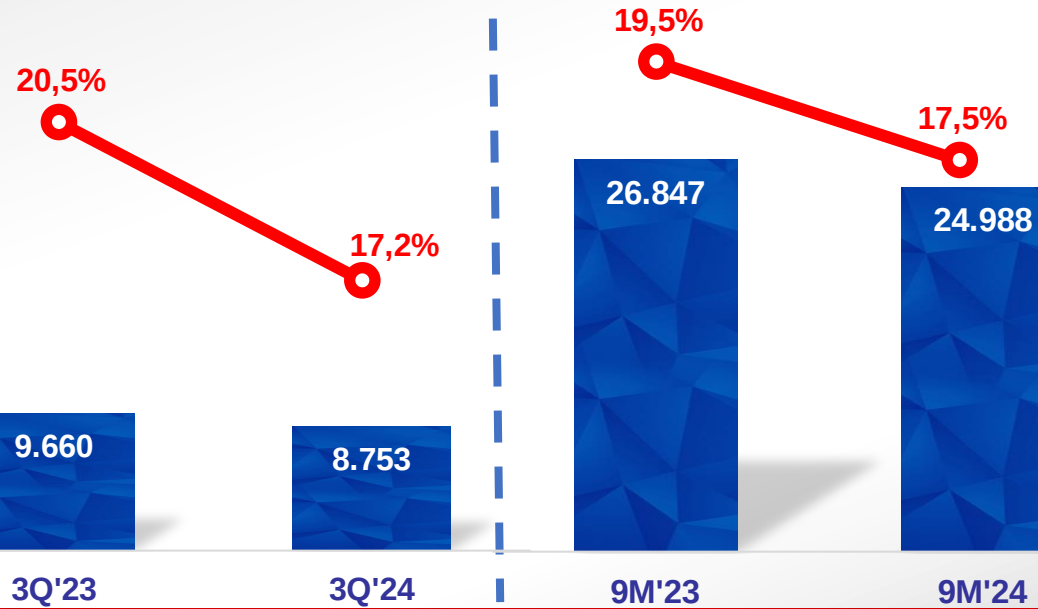
* Figures excluding TAS 29 have not been audited.

(1) The above Like-for-like daily figures (sales, customer & basket size) for 3Q & 9M are calculated on the basis of daily figures generated in 3Q'24 & 9M'24 over 3Q'22 & 9M'22 by 9,485 stores operating on 30.09.2022 and that were still open on 30.09.2024. The calculations are made over 270 days in each period.

Gross Profit

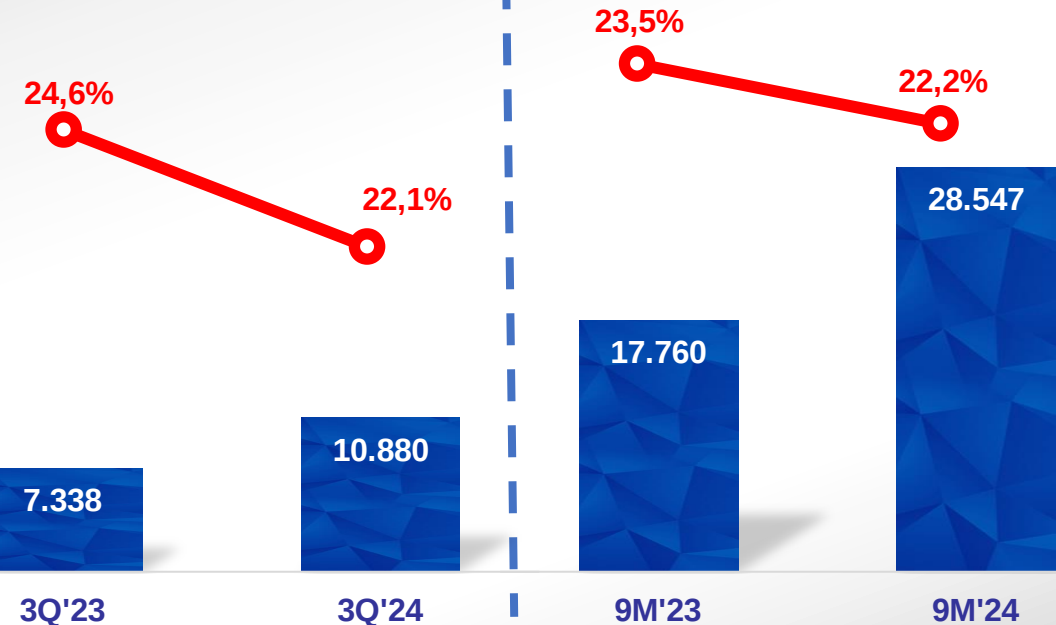


Gross Profit (TLm)



Incl. TAS 29*

Gross Profit (TLm)



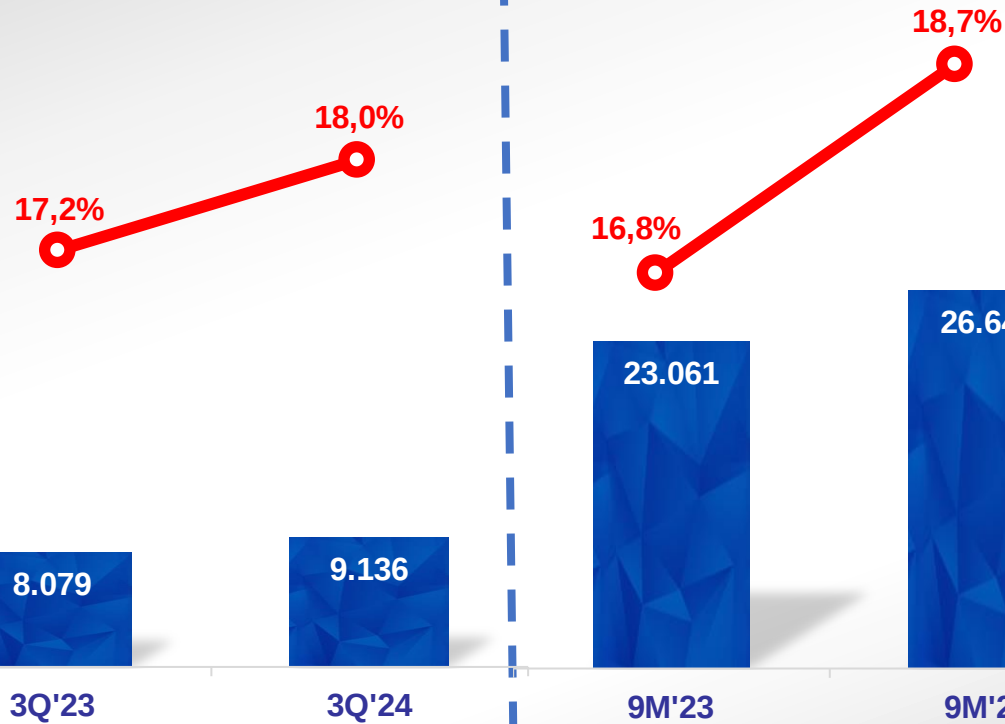
Excl. TAS 29*

—●— Gross Margin (%)

Operating Expenses

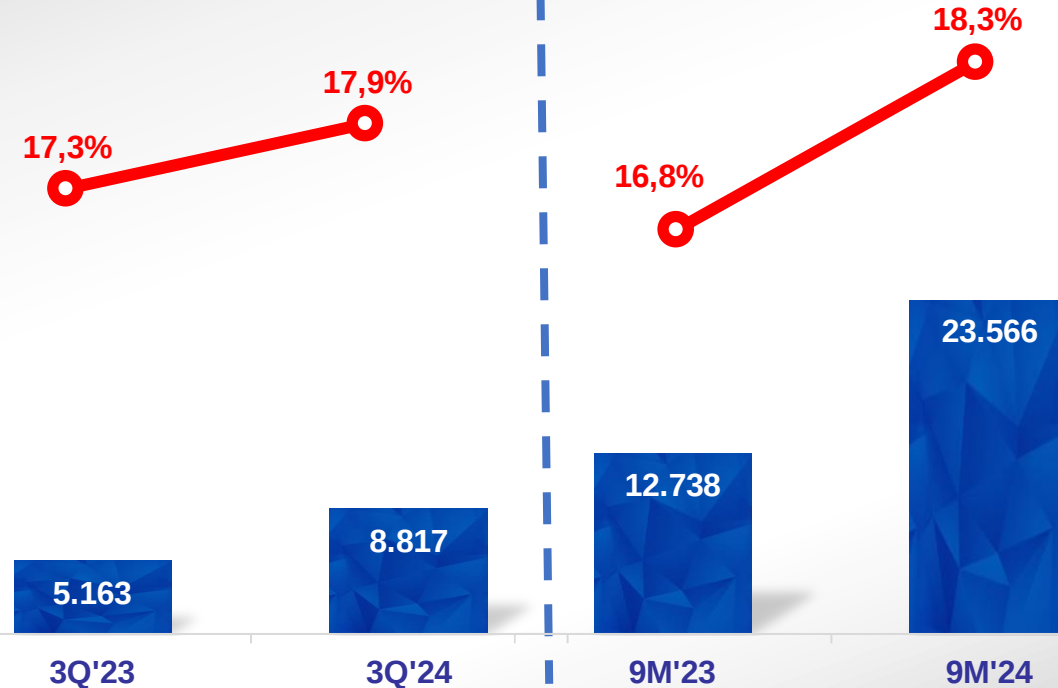


Operating Expenses (TLm) (Excl. amort.) – Incl. TAS 16



Incl. TAS 29*

Operating Expenses (TLm) (Excl. amort.) – Incl. TAS 16



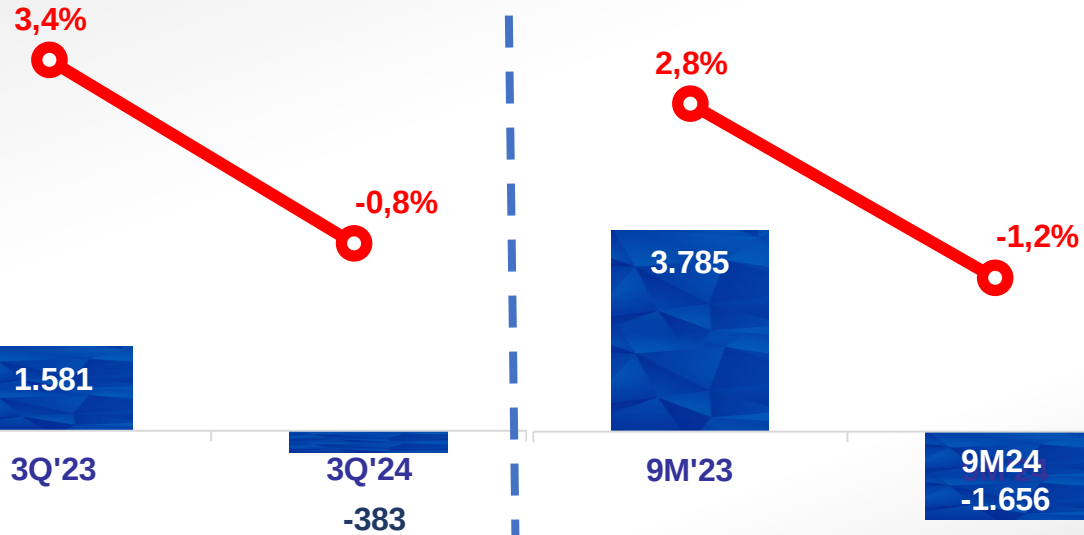
Excl. TAS 29*

●—● OPEX/Sales (%)

EBITDA

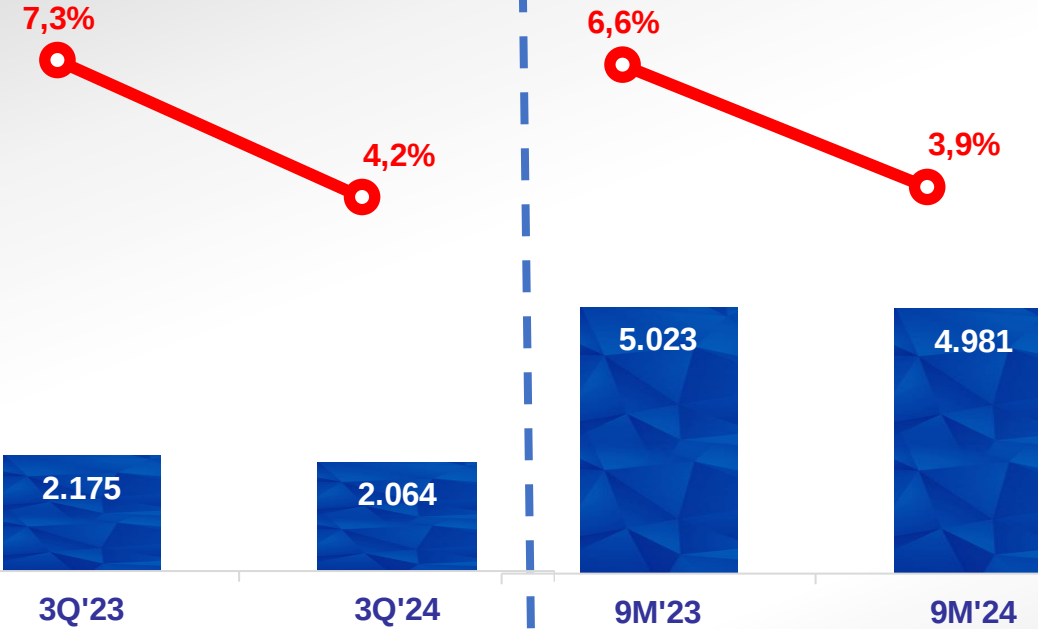


EBITDA (TLm) – Incl. TAS 16



Incl. TAS 29*

EBITDA (TLm) – Incl. TAS 16



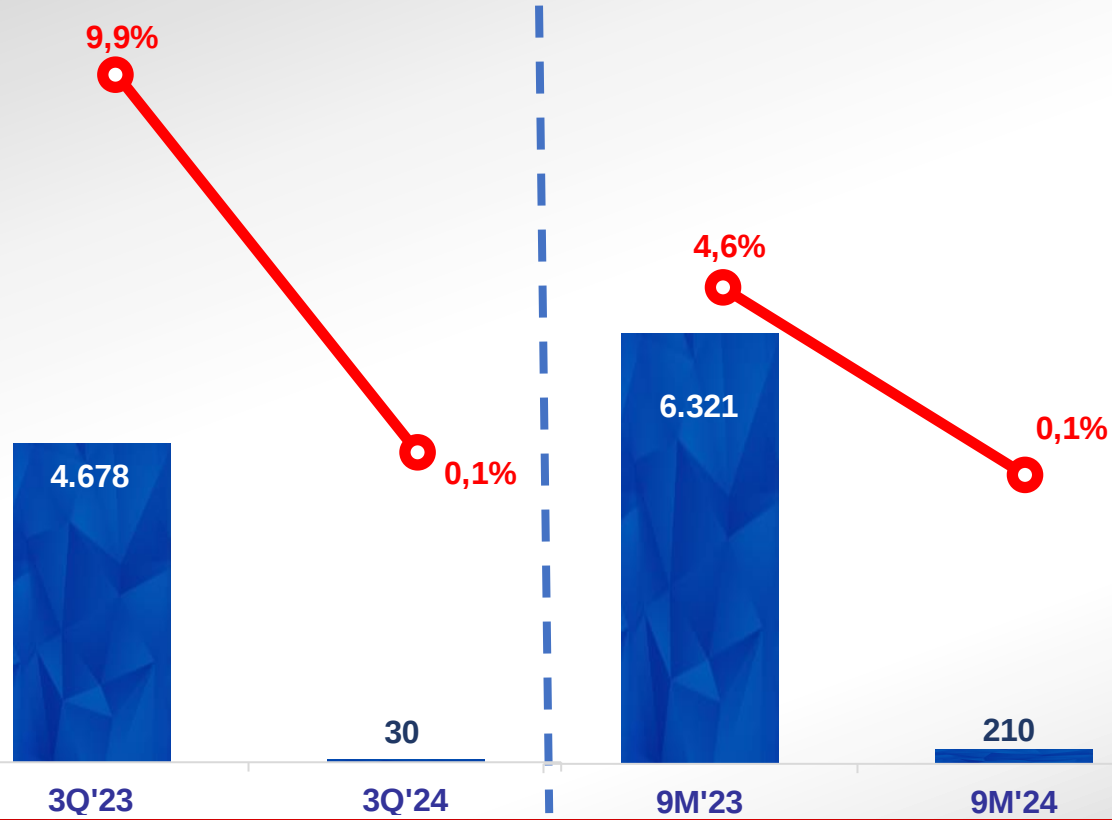
Excl. TAS 29*

●—● EBITDA Margin (%)

Net Profit

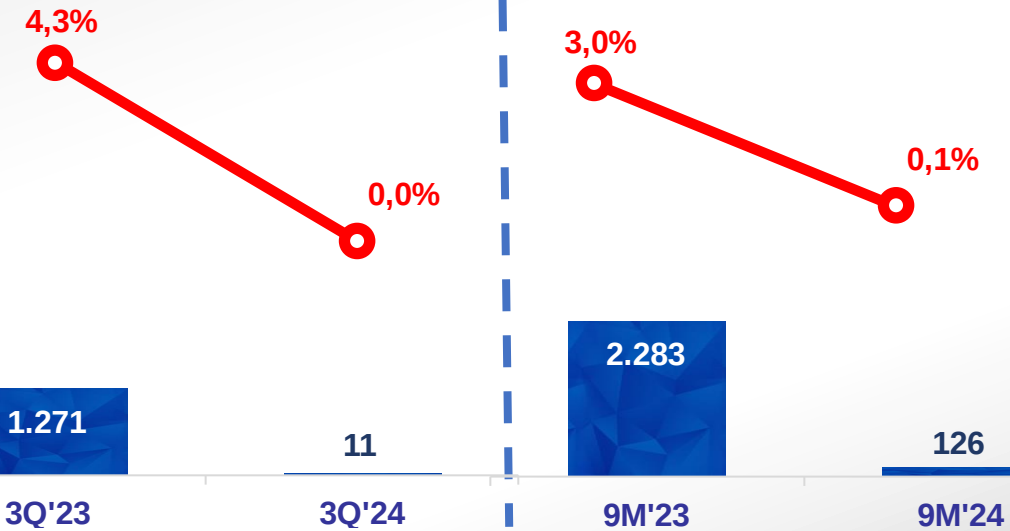


Net Profit (TLm) – Incl. TAS 16



Incl. TAS 29*

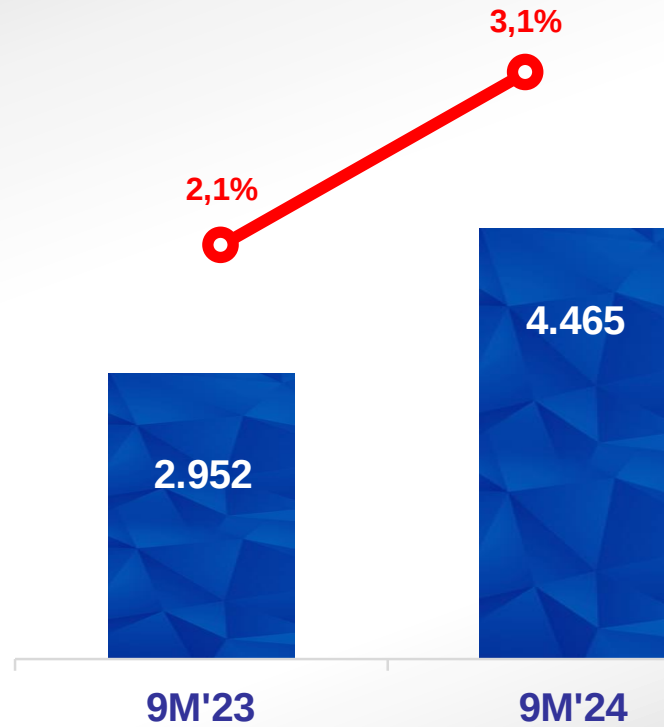
Net Profit (TLm) – Incl. TAS 16



Excl. TAS 29*

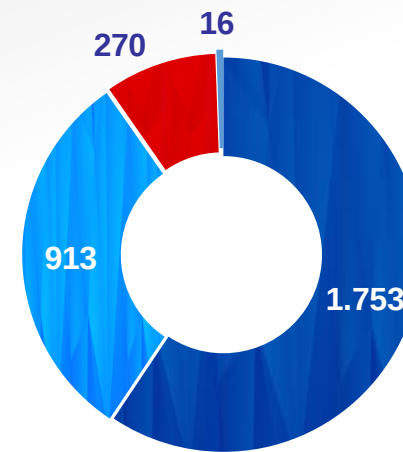
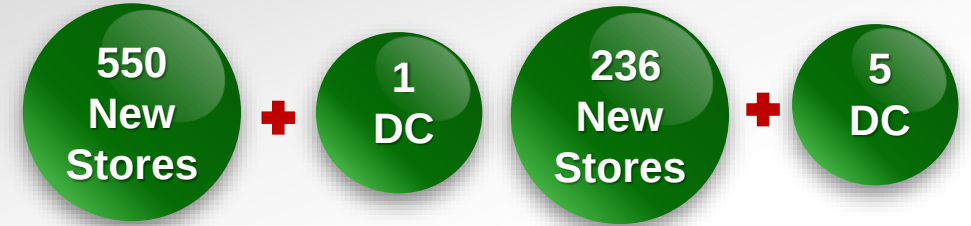
● Net Profit Margin (%)

CAPEX (TLm) - Incl. TAS 29*

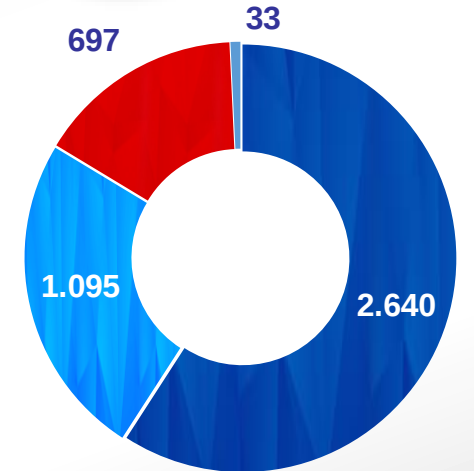


— CAPEX/Sales (%)

CAPEX Breakdown



9M'23

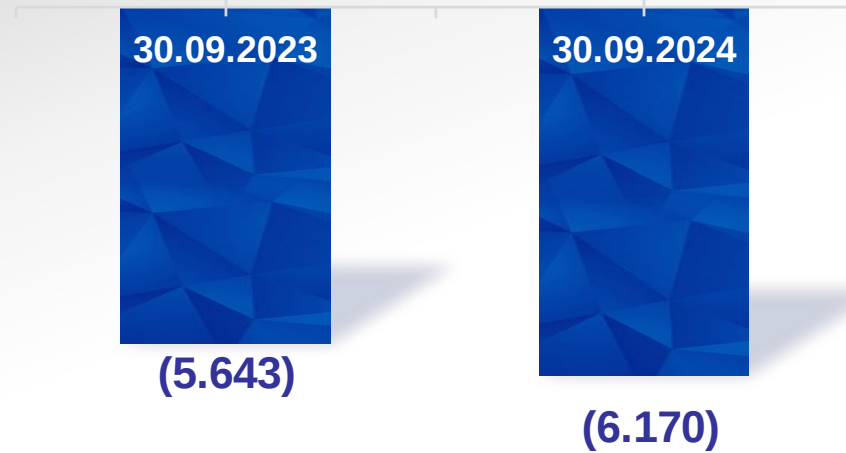


9M'24

Cash Position



Net Debt / (Cash) (TLm) – Incl. TAS 29*



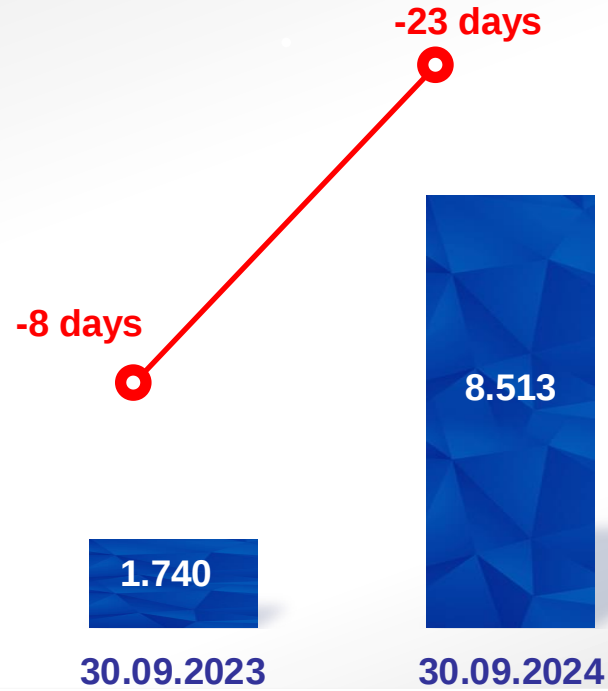
Net Debt/Cash Breakdown (TLm) – Incl. TAS 29*

TLm	30.09.2023	30.09.2024
Short Term Borrowings	0,0	0,0
Obligations Under Financial Lease	0,0	0,0
Total Debt	0,0	0,0
Cash & Cash Equivalents	(5.643,2)	(6.170,0)
Net Debt	(5.643,2)	(6.170,0)

Net Working Capital & FCF

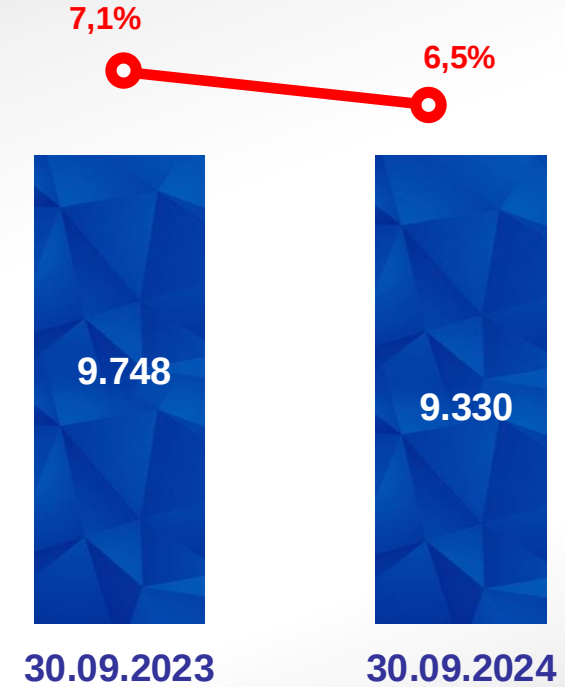


Net Working Capital (TLm) – Excl. TAS 29*



Net Working Capital = Trade receivables + Inventories - Trade payables

Free Cashflow (TLm) – Incl. TAS 29*



● FCF/Net Sales (%)

Sustainability Performance

* 2023 Sustainability report
<https://kurumsal.sokmarket.com.tr/uploads/20240809173337301.pdf>



ENVIRONMENT



We are included in the BIST sustainability index, and we are constantly working to improve our score.



FAIR AGRICULTURE

We support our farmers and ensure the continuity of production with the Right Agriculture from Field to Table project.

YILDIZ ★ HOLDING

Reusable Boxes Project

- ❖ ~ 7 million reusable plastic crates used in 2023

Energy Consumption

Decreasing electricity consumption

- ❖ 12 – 15% energy savings achieved with our store energy efficiency project

Social Responsibility

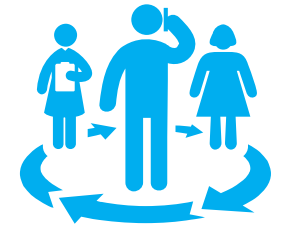
- ❖ Contribution to employment
48.000+ employees (30.09.2024)
- ❖ Gender Equality
of female employee increased to 54%
- ❖ With the project «SOK Count Me In» we support women's entry into business life

Gender Equality

Female **54%** Male **46%**



SOCIAL



We are among the biggest companies in Turkey with the total number of employees and the percentage of female employees.

ECONOMY



We contribute to our customers' budgets with our lowprice policy every day.



* Except for the number of personnel, other figures are as of 31.12.2023.

Cepte ŞOK (ŞOK in Mobile)

Unique Online Home Delivery Model



Value Proposition		CEPTE ŞOK	Others	
❖ Extensive Coverage ❖ Free Delivery ❖ Couriers & Electric Vehicles ❖ Discount Store Price ❖ Alternative Order Methods ❖ Alternative Payment Methods ❖ Loyalty Program (Win)	Alternative Payment Methods	Online Payment 		
		Cash on Delivery 		
		Credit Card at the Door 		
	Alternative Sales Channels	Mobile App 		
		Phone 		
Web www.sokmarket.com.tr/ 				

Available
 None
 Some of them



81
Cities

Cepte ŞOK KPIs 9M24 vs 9M23



Revenue

%95 ↑



Total
Membership

%49 ↑



of Customer

%3 ↑



Delivery

81 City

ŞOK EXTRA

Omnichannel Non-Food Home Delivery Model





Customer Loyalty
driving
Repeat Purchase

Wallet

Customer Data
enabling
Personalized
Communication



Win - Loyalty Program Powered by QR Code and Cepteşok

Get & Spend Cash Back Omnichannel

1. Store



Get & spend cashback in **store** by introducing yourself via **QR Code**.

2. Cepteşok



Get & spend cashback via **home delivery** through **Cepteşok**.

3. Wallet Load



Get cashback on **wallet load** (1TL per each 100TL load to wallet.)

«ŞOK Count Me In» (ŞOK'ta Ben de Varım) We are supporting women entrepreneurs

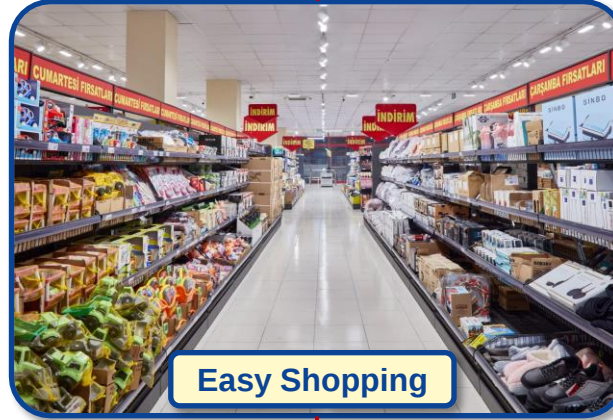


- We developed and enriched the scope of our «ŞOK Count me In» project, which we started in 2019.
- We worked with women's cooperatives from many parts of Turkey, but mostly in the earthquake zone.
- We offered handmade products produced by women for sale in nearly 100 of our stores.
- We supported the budgets of our women by participating in employment.
- We contributed to our country's economy by offering locally marked and sustainable products for sale in our stores.

New Store Concept – Şok 2.0



FRESHNESS



CHOICE



Ready to Eat



Bakery



Coffee

2024 Guidance (Excl. TAS 29)



NE ARARSAN ŞOK MARKET FİYATINA
CEPTE ŞOK'TA

TESLİMAT ÜCRETİ YOK!

İSTER KAPIDA NAKİT
İSTER BANKA / KREDİ KARTI

CEPTE ŞOK

ARA 0 850 808 00 00
TIKLA sokmarket.com.tr
İNDİR

	16.04.2024 2024	10.09.2024 2024
Net Sales	65% (+/- 5%)	65% (+/- 5%)
EBITDA Margin (Incl. IFRS 16)	6,0% (+/- 0,5%)	4,0% (+/- 0,5%)
Capex	2,5 – 3,0% of sales	2,5 – 3,0% of sales



2024 Guidance (Incl. TAS 29)



NE ARARSAN ŞOK MARKET FİYATINA
CEPTE ŞOK'TA

TESLİMAT ÜCRETİ YOK!



İSTER KAPIDA NAKİT
İSTER BANKA / KREDİ KARTI

CEPTE ŞOK

ARA 0 850 808 00 00
TIKLA sokmarket.com.tr
İNDİR

	29.05.2024 2024	10.09.2024 2024
Net Sales	5% (+/- 2,5%)	5% (+/- 2,5%)
EBITDA Margin (Incl. IFRS 16)	2,5% (+/- 1,0%)	0,5% (+/- 0,5%)
Capex	2,5 – 3,0% of sales	2,5 – 3,0% of sales

