

hepsiburada

Q1 2023 Results Presentation

May 25, 2023



Disclaimer

Restatement of Financial Information

Pursuant to the International Accounting Standard 29, Financial Reporting in Hyperinflationary Economies (“IAS 29”), the financial statements of entities whose functional currency is that of a hyperinflationary economy must be adjusted for the effects of changes in a general price index. Turkish companies reporting under International Financial Reporting Standards (“IFRS”), including the Company, have been required to apply IAS 29 to their financial statements for periods ending on and after June 30, 2022.

The Company’s interim financial statements as of March 31, 2023, including figures corresponding to the same period of the prior year, have been restated pursuant to IAS 29. Under IAS 29, the Company’s financial statements are presented in terms of the measuring unit current as of March 31, 2023. All the amounts included in the balance sheet which are not stated in terms of the measuring unit current as of the date that the financial statements are restated applying the general price index. Adjustments for inflation have been calculated considering the price indexes published by the Turkish Statistical Institute (TurkStat). For the indices used, please refer to the press release. The information contained in documents we have previously filed or furnished with the U.S. Securities and Exchange Commission (“SEC”) is not directly comparable to the information presented below on an adjusted basis.

Non-IFRS Financial Measures

This presentation includes certain non-IFRS financial measures, including but not limited to Gross Contribution, IAS 29-Unadjusted Gross Contribution, IAS 29-Unadjusted Revenue, EBITDA, IAS 29-Unadjusted EBITDA, Free Cash Flow and Net Working Capital. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as an alternative to profit/loss for the period or other measures of profitability, liquidity or performance under IFRS. You should be aware that the Company’s presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. We believe that these measures provide useful information to investors in understanding and evaluating our operating results in the same manner as our management and board of directors. In particular, we have included IAS 29-Unadjusted Revenue, IAS 29-Unadjusted Gross Contribution and IAS 29-Unadjusted EBITDA in this presentation because we believe their inclusion facilitates the understanding of Revenue, Gross Contribution and EBITDA restated in accordance with IAS 29 as well as our year on year growth and profitability guidance. See “Presentation of Financial and Other Information” in this presentation for a reconciliation of certain of these non-IFRS measures to the most directly comparable IFRS measure.

Statement Regarding Unaudited Financial Information

This presentation includes unaudited quarterly financial information as of and for the three months ended March 31, 2023 and 2022. The quarterly information has not been audited or reviewed by the Company’s auditors. The unaudited consolidated financial statements include the accounts of the Company and its subsidiaries. All periods presented have been accounted for in conformity with IFRS and pursuant to the regulations of the SEC.

Forward Looking Statements

This presentation, the conference call webcast, press release and related communications include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Safe Harbor provisions of the US Private Securities Litigation Reform Act of 1995, and encompasses all statements, other than statements of historical fact contained in these communications, including but not limited to statements regarding (a) our future financial performance, including our revenue, operating expenses and our ability to achieve and maintain profitability; (b) our expectations regarding current and future GMV and EBITDA; (c) potential disruptions to our operations and supply chain that may result from (i) epidemics or natural disasters; (ii) global supply challenges; (iii) the ongoing conflict in Ukraine; (iv) changes in the competitive landscape in the industry in which the Company operates; (v) the rising inflationary environment and/or (vi) currency devaluation; (d) the anticipated launch of new initiatives, businesses or any other strategic projects; (e) our expectations and plans for short- and long-term strategy, including our anticipated areas of focus and investment, market expansion, product and technology focus, and projected growth and profitability; (f) our ability to respond to the ever-changing competitive landscape in the industry in which we operate; (g) our liquidity, substantial indebtedness, and ability to obtain additional financing; (h) our strategic goals and plans, including our relationships with existing customers, suppliers, merchants and partners, and our ability to achieve and maintain them; (i) our ability to improve our technology platform, customer experience and product offerings to attract and retain merchants and customers; (j) the outcome of litigation, including the final approval of the proposed class action settlement and execution of the final class action settlement agreement; (k) our ability to expand our base of Hepsiburada Premium members, and grow and externalize the services of our strategic assets; (l) regulatory changes in the e-commerce law and (m) the post-election environment in Türkiye. These forward-looking statements can be identified by terminology such as “may”, “could”, “will,” “expects,” “anticipates,” “aims,” “future,” “intends,” “plans,” “believes,” “estimates,” “seek”, “targets”, “likely to” and similar statements. Among other things, quotations from management in this announcement, as well as our outlook and guidance, strategic and operational plans, contain forward-looking statements.

These forward-looking statements are based on management’s current expectations. However, it is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors and circumstances that may cause Hepsiburada’s actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including conditions in the U.S. capital markets, negative global economic conditions, potential negative developments resulting from epidemics or natural disasters, other negative developments in Hepsiburada’s business or unfavorable legislative or regulatory developments. We caution you therefore against relying on these forward-looking statements, and we qualify all of our forward-looking statements by these cautionary statements. For a discussion of additional factors that may affect the outcome of such forward looking statements, see our 2022 annual report filed with the SEC on Form 20-F (File No.001-40553), and in particular the “Risk Factors” section, as well as the other documents filed with or furnished to the SEC by the Company from time to time. Copies of these filings are available online from the SEC at www.sec.gov, or on the SEC Filings section of our Investor Relations website at <https://investors.hepsiburada.com>. These and other important factors could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Any such forward-looking statements represent management’s estimates as of the date of this presentation. These forward-looking statements should not be relied upon as representing the Company’s views as of any date subsequent to the date of this presentation. All forward-looking statements in this presentation are based on information currently available to the Company, and the Company and its authorized representatives assume no obligation to update these forward-looking statements in light of new information or future events. Accordingly, undue reliance should not be placed upon the forward-looking statements.

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Business Update



Q1 2023 Highlights: Solid Performance and Milestones Reached

IAS 29-Unadjusted GMV
Growth

78% YoY
+15.1% YoY
inflation-adjusted growth⁽¹⁾

IAS 29-Unadjusted EBITDA
as a % GMV

1.2%
+4.8pp YoY

IAS 29-Unadjusted Gross
Contribution as a % GMV⁽²⁾

10.5%
+2.2pp YoY

Total Orders

24.1M

↑ **60.9% YoY**

Frequency

7.5

↑ **51.6% YoY**

Market Leader in NPS⁽³⁾

75 in Q1 2023

through logistics services and
affordability solutions

HB Premium Program⁽⁴⁾

Over 1M members

in 10 months

See "Certain Definitions" in the Appendix of this presentation for IAS 29-Unadjusted GMV, IAS 29-Unadjusted EBITDA, Number of Orders and Frequency definitions. Revenue increased by 15.8% in Q1 2023 compared to Q1 2022 to TRY 4,629.5 million.

Net loss is TRY 192.8 million for Q1 2023 and TRY 1,220.0 million for Q1 2022. IAS 29-Unadjusted EBITDA is a non-IFRS measure. For reconciliation to the most comparable IFRS measure, please refer to the Appendix at the end of this presentation.

(1): Growth rate of GMV adjusted for inflation in Q1 2023 compared to Q1 2022.

(2): IAS 29-Unadjusted Gross Contribution as a % of IAS 29-Unadjusted GMV is the result of TRY 1,551.6 mn divided by TRY 14.8 bn. For further information, please refer to our Form 6-K, furnished on May 25, 2023.

(3): According to the market research of FutureBright at the request of the Company. The NPS question is "How likely are you to recommend us on a scale from 0 to 10", and the calculation is to subtract the percentage of detractors (score 0 to 6) from the percentage of promoters (score 9 to 10). So, the score can be a number from -100 to 100.

(4): As of April 30, 2023.

Q1 2023 Guidance: Breakeven Guidance Surpassed on Positive EBITDA

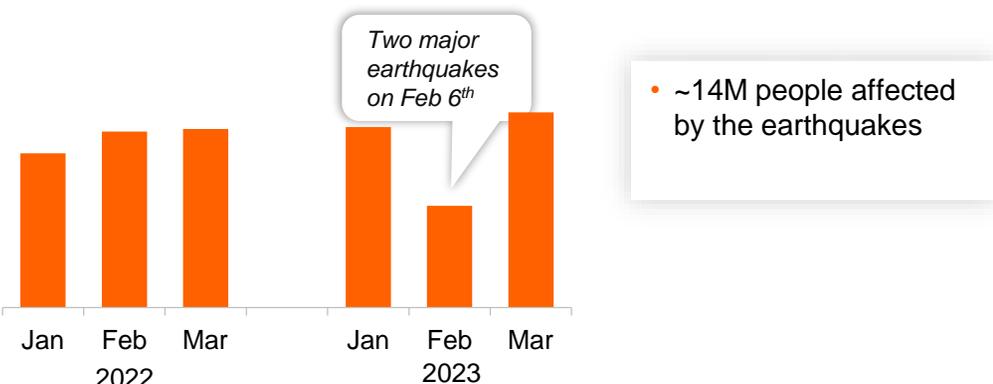
| | Guidance | Actual |
|---------------------------|------------|---|
| GMV ⁽¹⁾ Growth | ~70% | 78% ✓ |
| EBITDA ⁽¹⁾ | Break-even | TRY 176 million ✓ 1.2% as a % of GMV |

Customer Frequency and Engagement: Continued Rise Fuels Sustainable Growth

(LTM) Active Customers⁽¹⁾

Q1'22 **11.98M** → Q1'23 **11.94M**
nearly flat YoY

Monthly Active Customers⁽²⁾



(Order) Frequency⁽³⁾

Q1'22 **4.9** → Q1'23 **7.5**
52% YoY

Total Orders⁽⁴⁾

Q1'22 **15.0M** → Q1'23 **24.1M**
61% YoY

Our Merchants: Digitizing E-Commerce

Active Merchants⁽¹⁾

Q1'22
82.9K → **100.7K**
Q1'23
21% YoY

Number of SKUs⁽²⁾

Q1'22
110.7M → **180.0M**
Q1'23
63% YoY

End-to-End Value Proposition for our Merchants

hepsiJET **hepsiJET_{XL}** **hepsilojistik**
hepsiAd **hepsiburada işOrtağım**

Earthquake Disaster – Our Support for Our Merchants

- 6.5K merchants in the earthquake zone
- 1,950 merchants temporarily closed their stores
- Advanced due payments in February
- Prioritized fulfillment services for women entrepreneurs in-need
- No commission or transaction fees charged on the sales of merchants in the earthquake zone⁽³⁾



Hepsiburada's Long-Term Commitment to the Region

- “Trade and Technology Empowerment for the Earthquake Region” program launched on March 6, 2023 in collaboration with other entities
- Support campaigns to cover a total of 10,000 merchants in the affected region as well as women entrepreneurs
- Steps taken towards establishing an e-commerce specialization center

Our Strategy Recapped: Executing Diligently On The Priorities

1

Win with customer loyalty and optimize marketing and advertising spend



2

Clear differentiation with affordability & lending solutions as well as high-quality service levels on our platform and superior delivery services



3

Pursue profitability through focus on core operations and step change in operating expenses

4

Offer best in class payment, lending & last-mile delivery services to other retailers (Win with online retail growth beyond marketplaces)

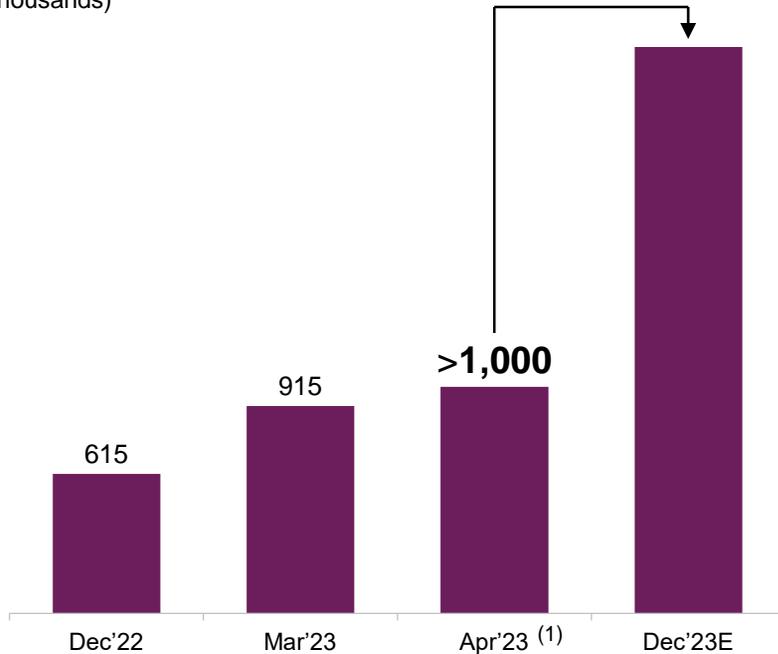


1 Win with Customer Loyalty: HB Premium Program Hits 1M Members

Building Loyalty

Hepsiburada Premium Members

(Thousands)



Driving Retention & Efficiency

- Program that enables reduced advertising spend
- Higher frequency generation upon joining the program

HB Premium Program – Order Frequency (Q1'23)⁽²⁾

Before $\xrightarrow{1.5x}$ After



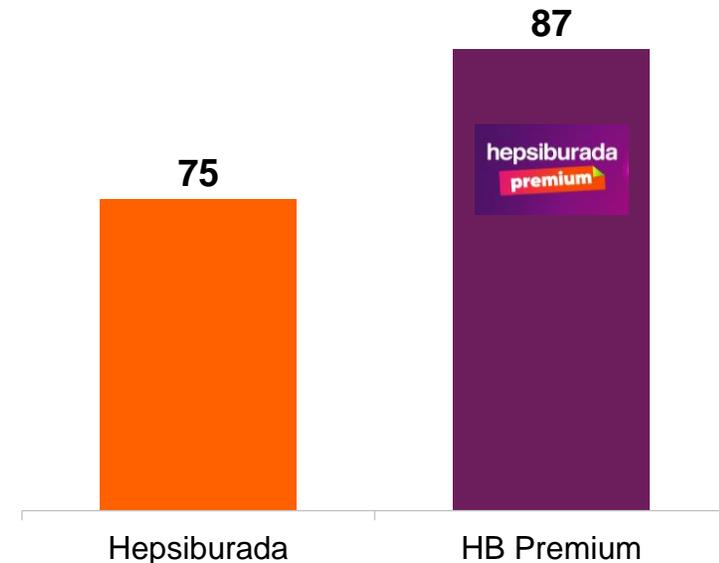
1 Win with Customer Loyalty: HB Premium Program with a Strong Offering

HB Premium Benefits

- Compelling value at TRY14.90/month (~\$0.75)
- A wide range of benefits⁽¹⁾
 - ✓ Free shipment
 - ✓ 3% cashback
 - ✓ Blutv membership
 - ✓ Discounted furniture assembly service
 - ✓ Discounted tire assembly service
 - ✓ Free return pick-up by appointment
 - ✓ Free scheduled delivery
 - ✓ Prioritized call center

Strong Satisfaction

Net Promoter Score (NPS)⁽²⁾ – March 2023



2 Differentiated by Affordability Solutions: Hepsipay

Offering Multiple Payment Options

Hepsiburada Check-Out Page

The screenshot displays the Hepsiburada check-out page. At the top, it says 'Secure Payment'. Under 'Delivery options', there are 'Saved Addresses' (Hepsimat) and an 'Add New Address' button. A dropdown menu shows 'Evim / Sanyer / Istanbul' and 'Fatura adresim: Evim23212 / Sanyer'. The 'Payment options' section is highlighted with a purple border and includes the Hepsipay logo and tagline 'Tek tıkla al | Sonra öde | Hızlı iade'. It features 'Saved Cards' and 'New Card' tabs. A saved card is shown: 'Selma vatansaver', '4370 43... 8700 VISA'. Below the card, there is a green checkmark and the text '3d security onayına gerek kalmadan güvenle ödenir.' Three payment options are listed: 'Pay with balance' (selected) with 'Hepsipay Balance: 9,76 TL', 'Pay with Card', and 'Buy Now Pay Later' (Pay in 30 days with up to 12 installments). There are also 'Shopping loan' and 'Other payment options' sections. At the bottom, it shows 'Delivery options' and 'Total Payment 13,211,03 TL' with a 'Confirm Order' button.

Fintech Advantage

- In-house Fintech strength: Win with affordability solutions
- Unique licensing advantage: The only e-retailer with licenses in payments and consumer finance as well as first in market BNPL solution
- Collaborations: Strategic integration with banks
- Convenient payment options: Wide range of options
- Continued customer focus: Tailoring solutions

2

Differentiated by Affordability Solutions: Solid Progress in KPIs



Hepsipay Wallet

Wallet Base⁽¹⁾
(Millions)



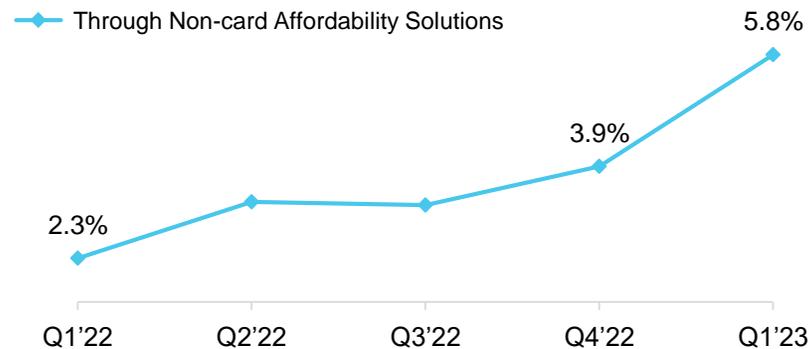
Penetration as a % of GMV⁽²⁾

87% in Q1'23
Hepsipay Clients

+10pp YoY

Affordability Solutions

Affordability Solutions GMV Penetration⁽³⁾
(%)



**Buy Now
Pay in 3 Months**
for all payments
methods

180K+
used their BNPL
limit as of Q1'23

152K
orders through our
affordability solutions⁽⁴⁾

(1): 11.8 million represents those users who have opened their wallet account by giving required consent to Hepsipay.

(2): Percentage represents total payments by Hepsipay clients in GMV generated during the specified period. Includes payments through credit and debit card, BNPL, shopping loans and e-money accounts.

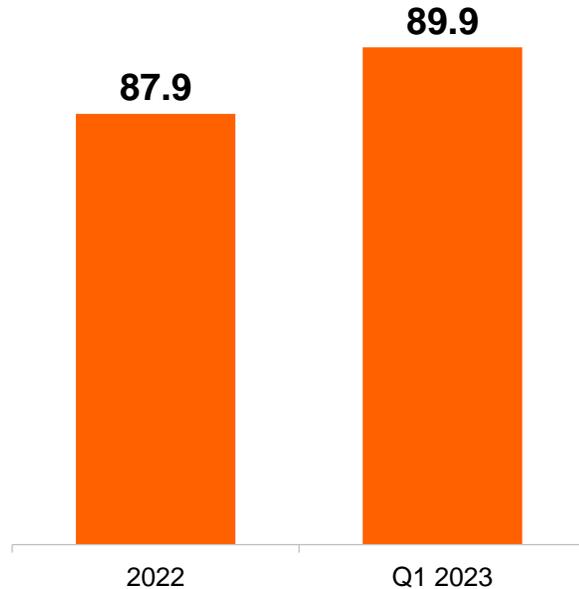
(3): Percentage represents total payments through BNPL and shopping loans in GMV generated during the specified period.

(4): Represents total number of orders where either BNPL or a shopping loan was used during Q1 2023.

2 Differentiated by Services: Superior Delivery Services with HepsiJet

hepsiJET

HepsiJet Net Promoter Score (NPS)⁽¹⁾



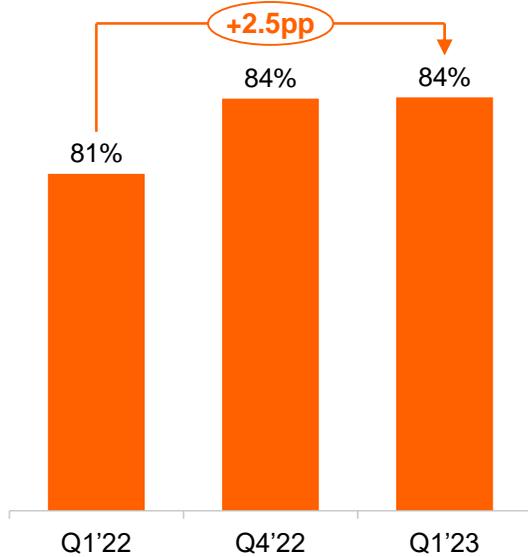
Flexible Delivery Options with HepsiJet

- Next-Day Delivery
- Same Day & Scheduled Next-Day Delivery
- Return Pick-Up Services From Customer's Address
- Parcel Live-Tracking
- Change in Delivery Address While en Route
- Cancellation Option While In Transit
- Delivery to Neighbor
- **New in Q1 2023:**
 - Delivery Rescheduling
 - Payment at the door (for its third-party customer)

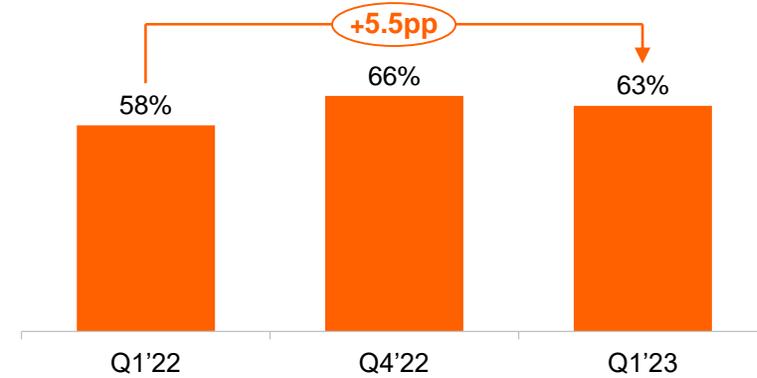
2 Differentiated Services: Solid Progress in KPIs

Fast and Reliable Service Through Hepsijet

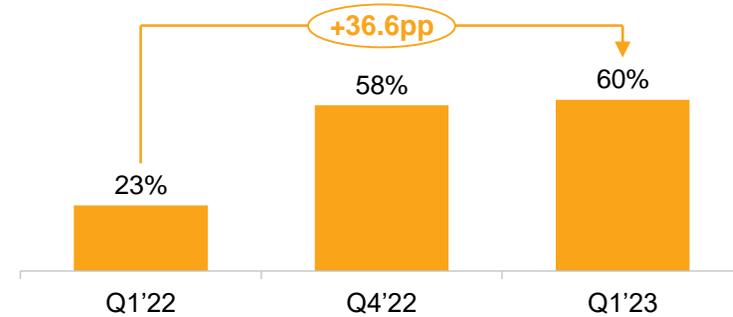
HJ - % Next Day Delivery⁽¹⁾



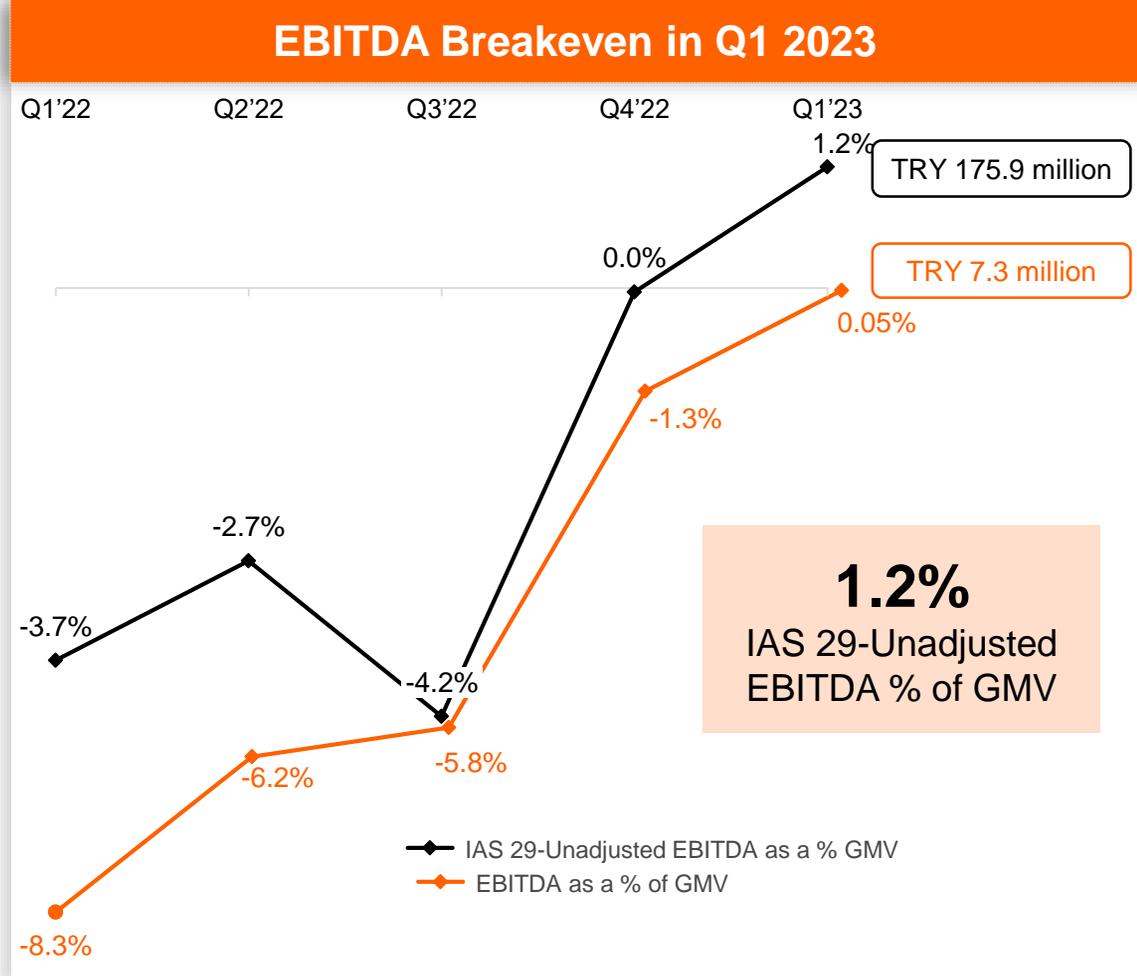
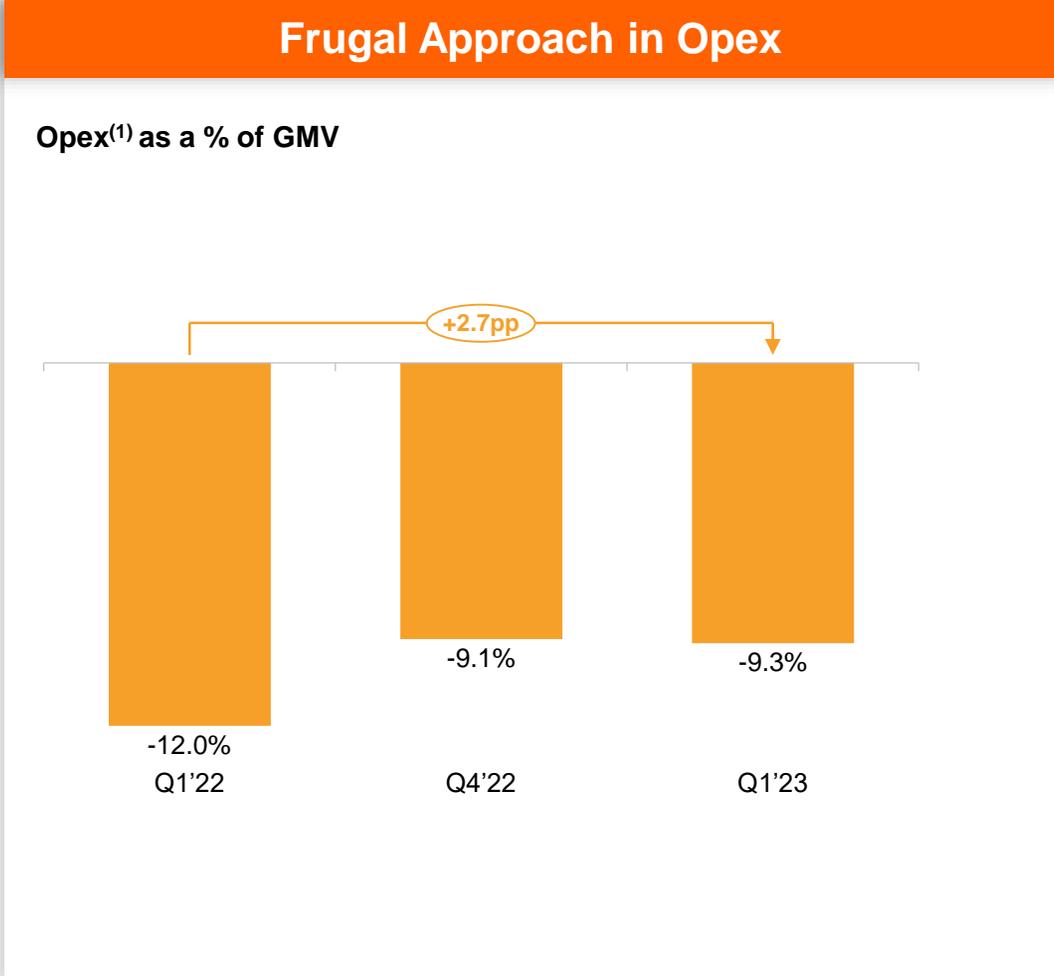
HJ - % Total Parcels Delivered ⁽²⁾



HJ XL- % Orders Delivered ⁽³⁾



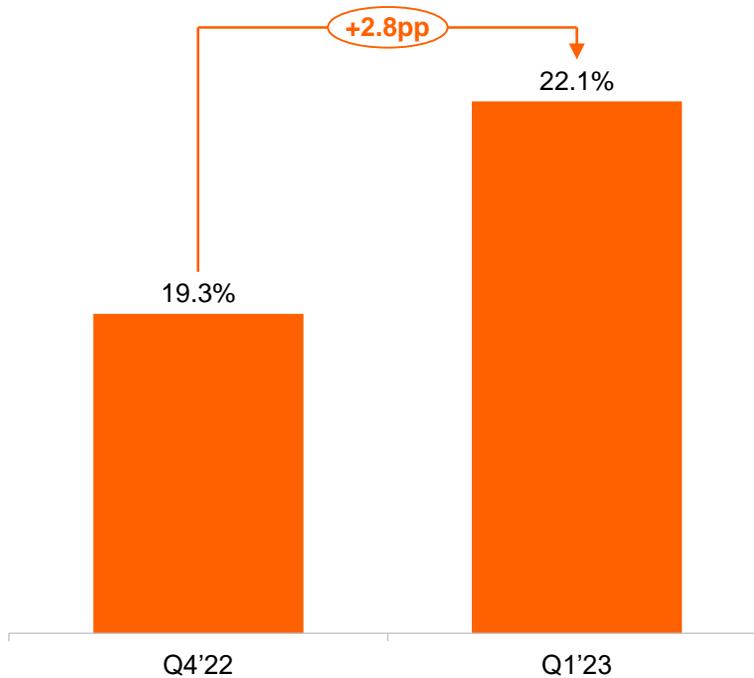
3 Pursuing Profitability: Positive EBITDA Achieved in Q1 2023



Moving Off-Platform with our Logistics and Fintech Services: Hepsijet

Hepsijet Serves Third Parties

HJ - % Volume of External Customers⁽¹⁾



Moving Off-Platform with our Logistics and Fintech Services:

Hepsipay

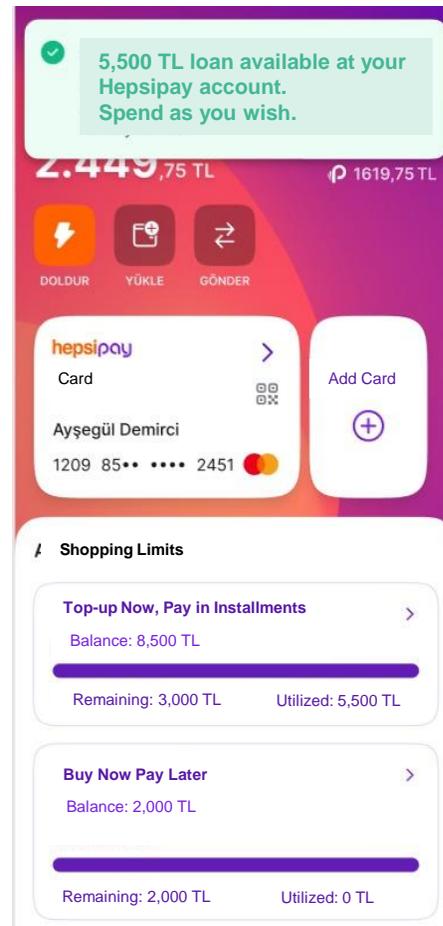
Live post Q1 2023

- Hepsipay debit card to be used both in physical and online transactions
- QR payments for off-platform payments
- Top-up to wallet with consumer loans via integration with banks

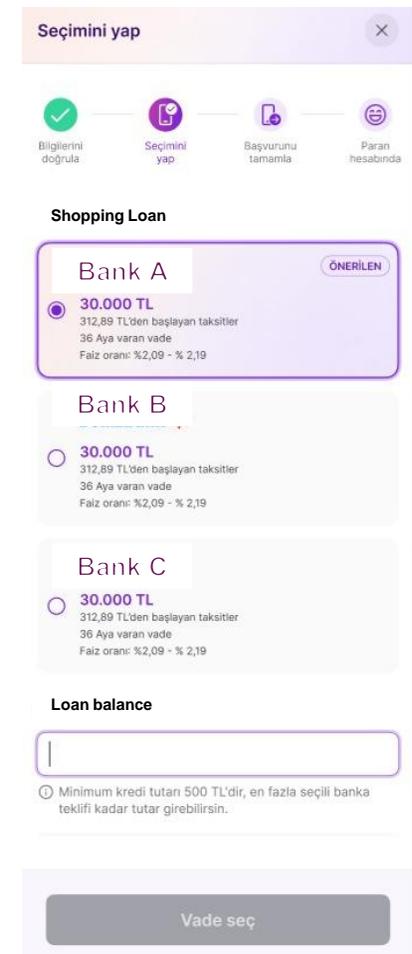
Upcoming

- 1-click check-out (Pay with Hepsipay) integrations with merchants
- Shopping loan at check-out of non-Hepsiburada merchants

Hepsipay New Features



Top-up to Wallet with Consumer Loan



Live

Upcoming

Q2 2023 Outlook: Building on a Robust Start to the Year

Q2 2023

- ~95% GMV⁽¹⁾ growth compared to Q2 2022
- EBITDA⁽¹⁾ as a % of GMV within the range of 0.5% to 1.0%

In 2023, we intend to remain focused on sustainable GMV growth and our path to profitability with a prudent approach to capital allocation.

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Financial Performance



Q1 2023: Robust Performance Across All Key Metrics

| IAS 29-Unadjusted GMV | IAS 29-Unadjusted Revenue | IAS 29-Unadjusted Gross Contribution ⁽¹⁾ | IAS 29-Unadjusted EBITDA |
|-----------------------|---------------------------|---|--------------------------|
| TRY 14.8Bn | TRY 4.5Bn | 10.5% of GMV | 1.2% of GMV |
| 78% YoY | 79% YoY | +2.2 pp YoY | +4.8 pp YoY |

24.1M Orders with 61% YoY Growth

Q1 2023: Robust Performance Across All Key Metrics (cont.)

Adjusted for Inflation

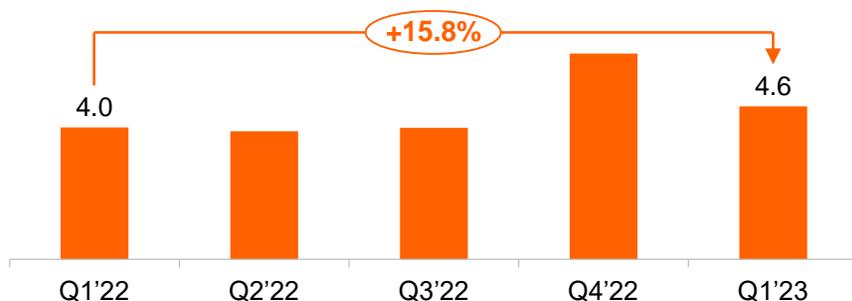
| GMV | Revenue | Gross Contribution | EBITDA |
|------------|-----------|--------------------|--------------|
| TRY 15.1Bn | TRY 4.6Bn | 9.3% of GMV | 0.05% of GMV |
| 15% YoY | 16% YoY | +5.6 pp YoY | +8.3 pp YoY |

24.1M Orders with 61% YoY Growth

Path to Profitability: Consistent Progress

Solid revenue growth with continued rise in gross contribution margin in high inflationary environment and...

Revenue (TRY billion)

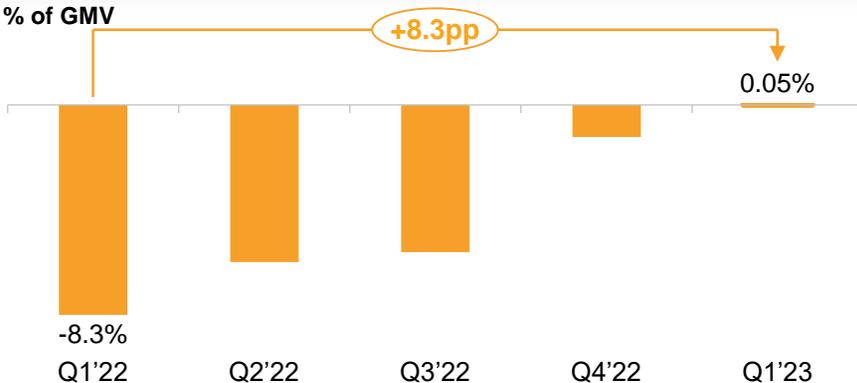


Gross Contribution % of GMV

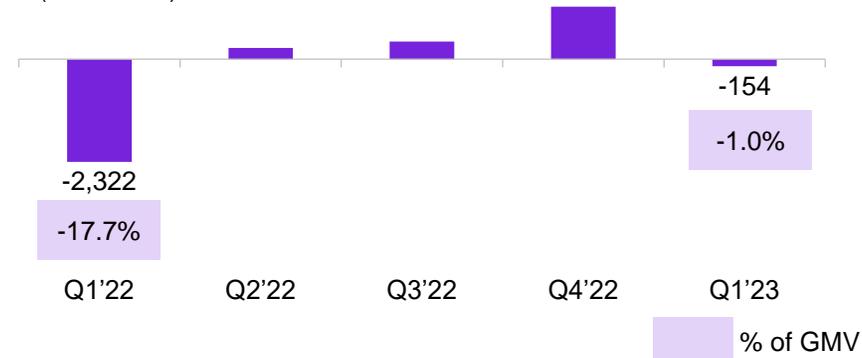


...substantial improvement in EBITDA that turned positive under disciplined cost management in addition to higher cash generation year-on-year

EBITDA % of GMV



Free Cash Flow (TRY million)

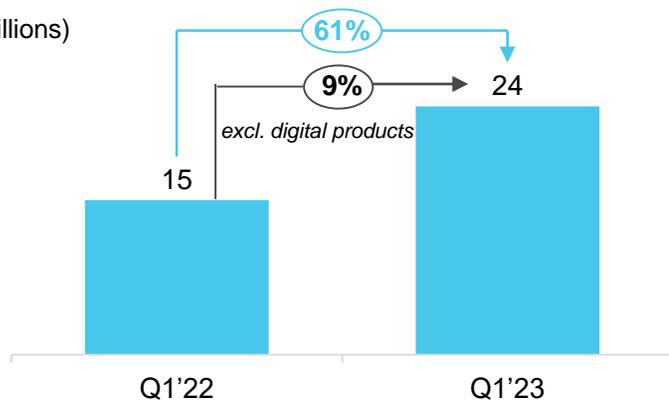


GMV: Solid Growth and Rise in Share of Non-Electronics

Solid Operational KPIs..

Number of Orders

(millions)

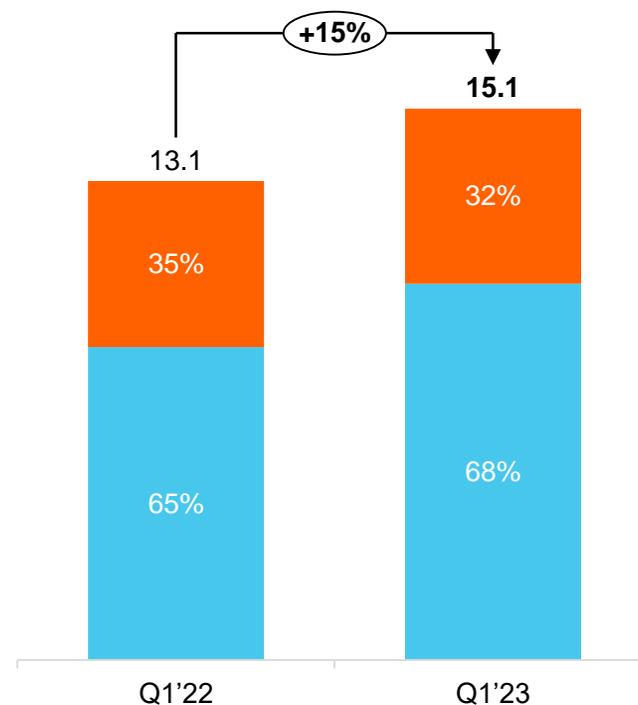


| | Q1'23 | Q1'22 |
|---|-------|-------|
| Active Customers (millions) ⁽¹⁾ | 11.9 | 12.0 |
| Frequency ⁽²⁾ | 7.5 | 4.9 |
| Active Merchants (thousands) ⁽³⁾ | 100.7 | 82.9 |
| Number of SKUs (millions) ⁽⁴⁾ | 180.0 | 110.7 |

...resulting in strong GMV growth

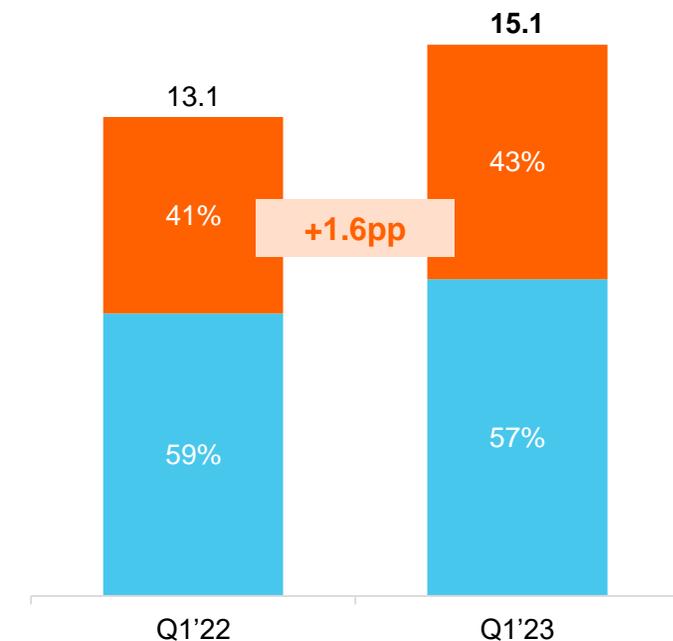
(TRY Billion)

1P GMV
3P GMV



(TRY Billion)

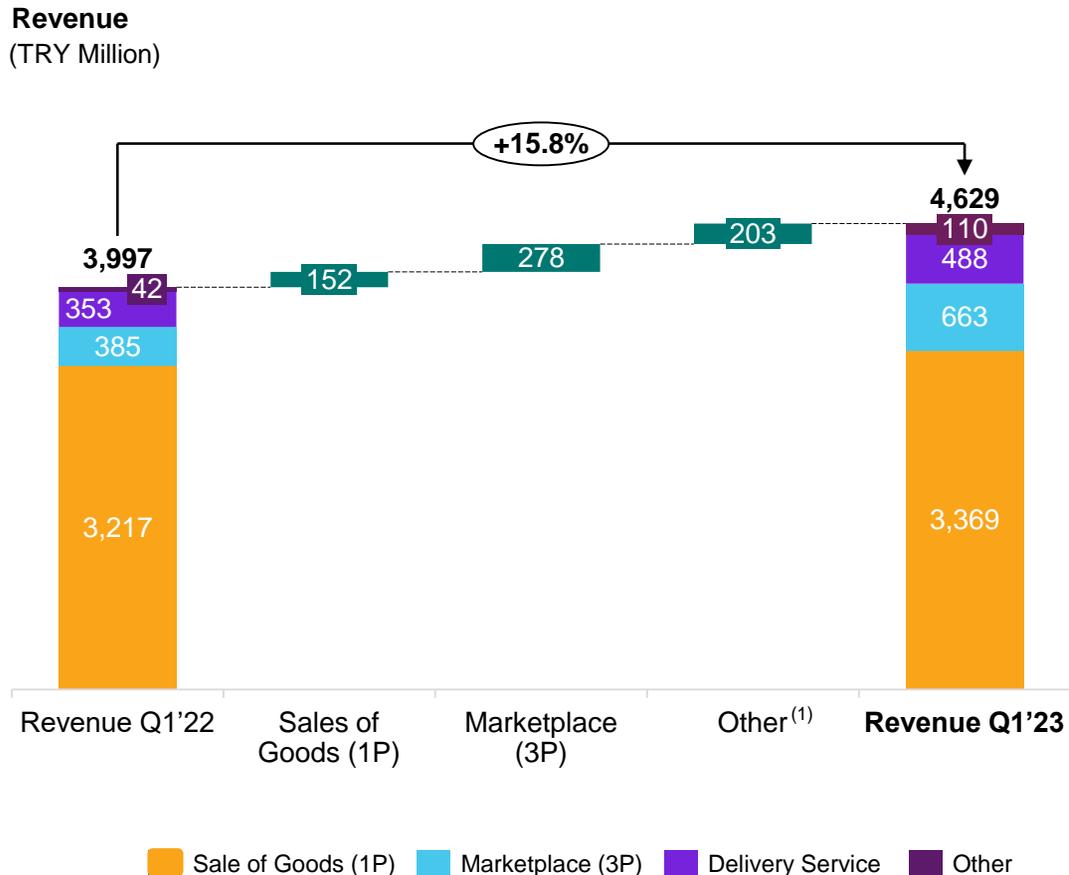
Non-Electronics GMV
Electronics GMV



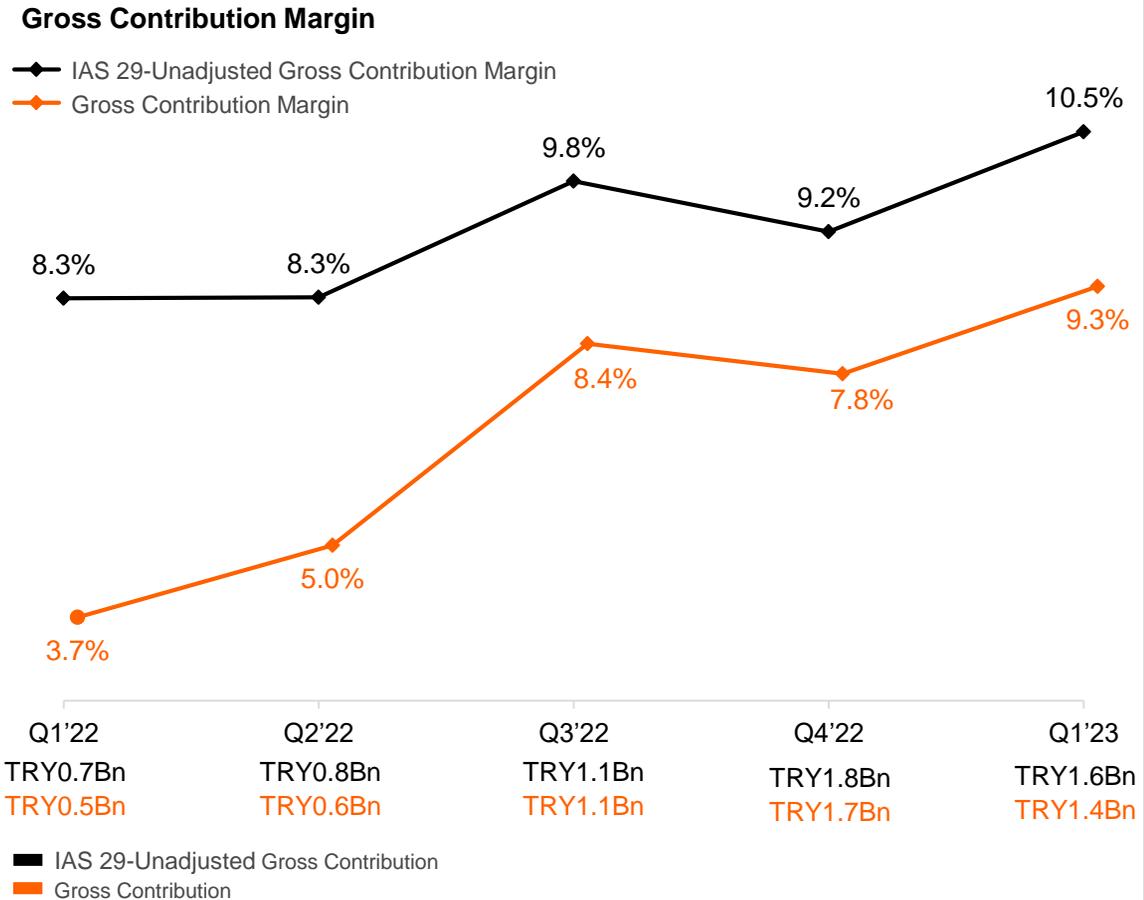
See "Certain Definitions" in the Appendix of this presentation for GMV and order definitions.

Revenue and Gross Contribution Margin: Continued Momentum in A High Inflationary Environment

Revenue Breakdown and Bridge

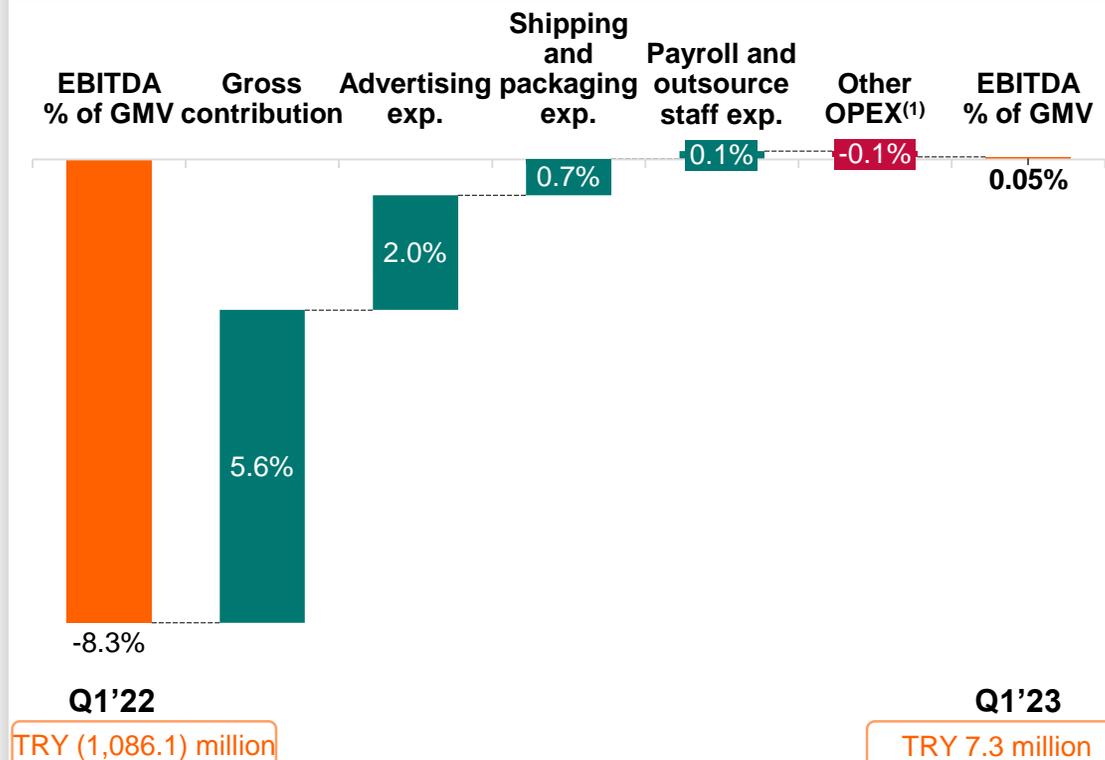


Gross Contribution Performance

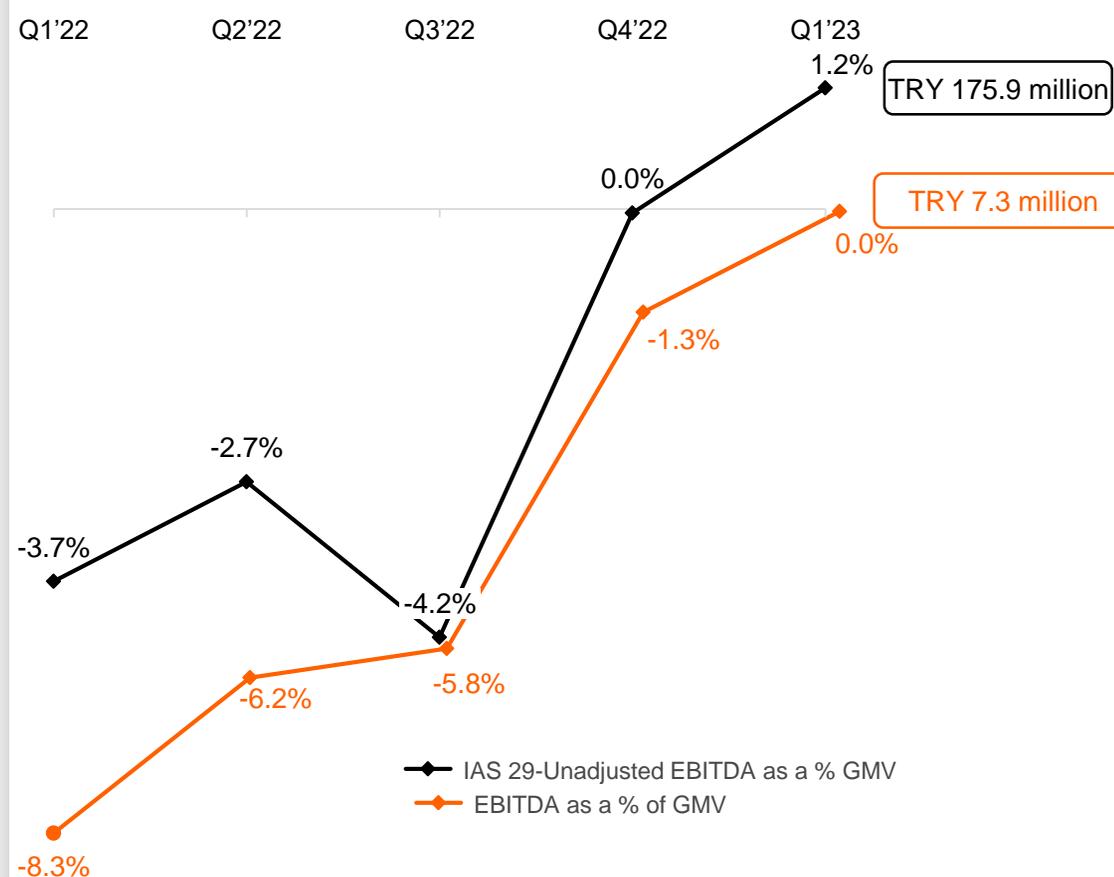


EBITDA Performance: Reaching Positive EBITDA in Q1 2023

EBITDA as a % of GMV Bridge



EBITDA as a % of GMV



EBITDA, TRY million

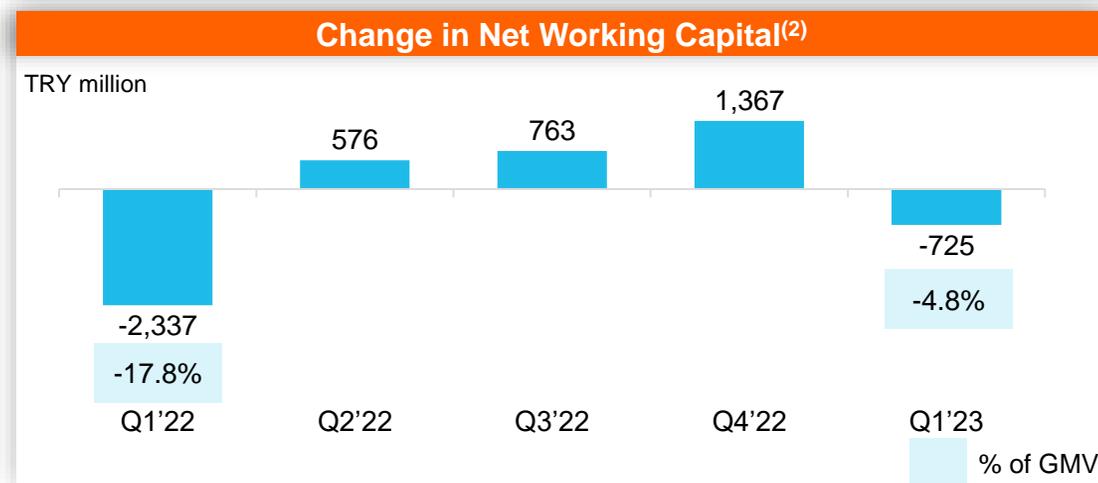
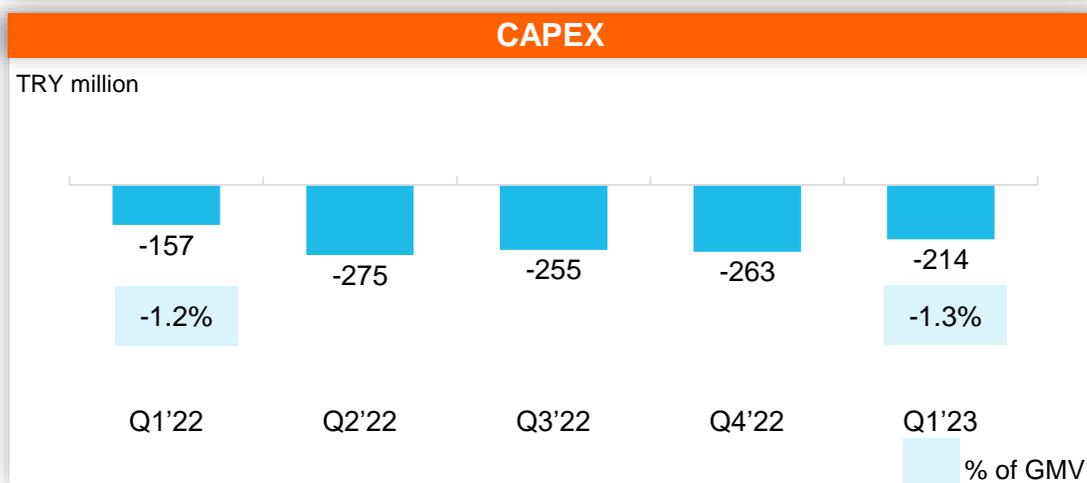
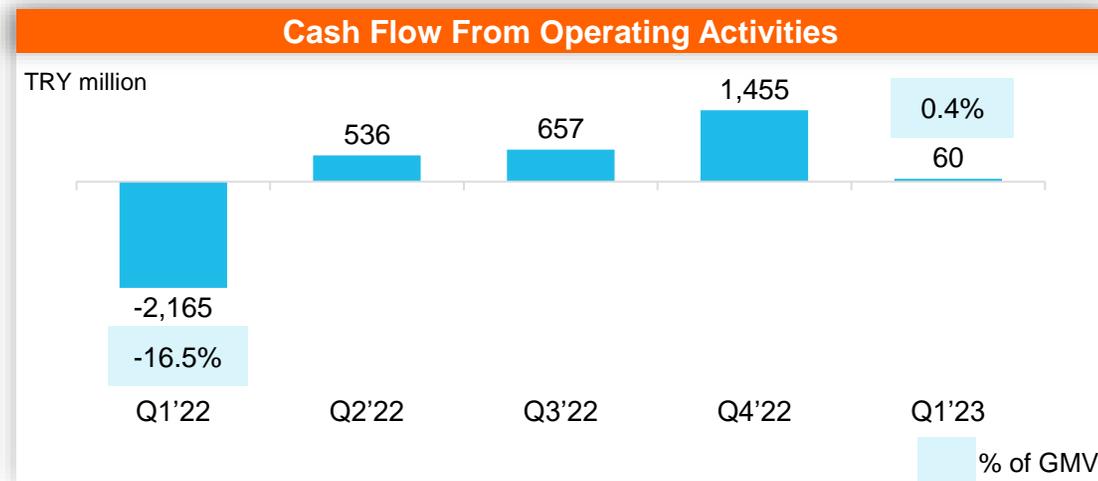
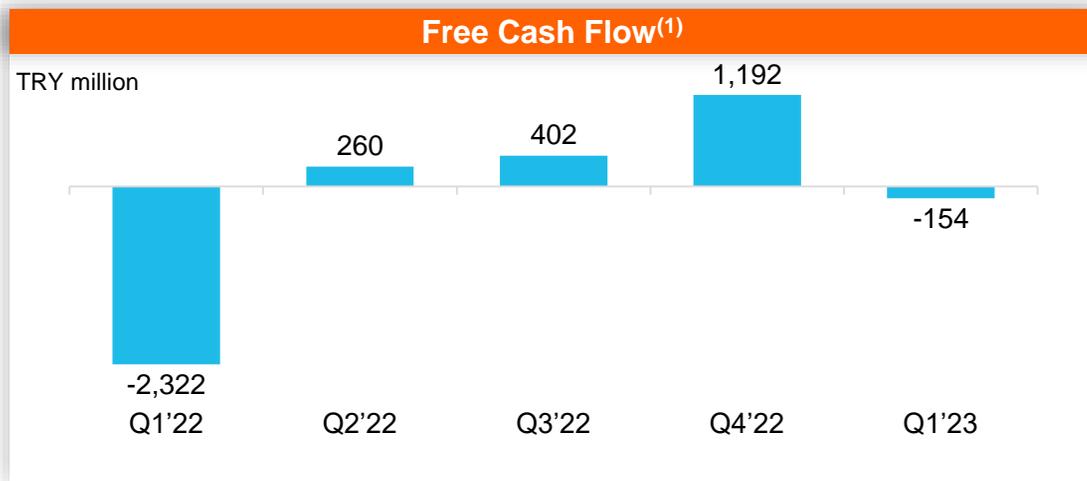


Net loss for Q1'23 is TRY 192.8 million. EBITDA and IAS 29-Unadjusted EBITDA are a non-IFRS measures. For reconciliations to the most comparable IFRS measures, please refer to the appendix at the end of this presentation.

See "Certain Definitions" in the appendix of this presentation for EBITDA and IAS 29-Unadjusted EBITDA as a percentage of GMV definition.

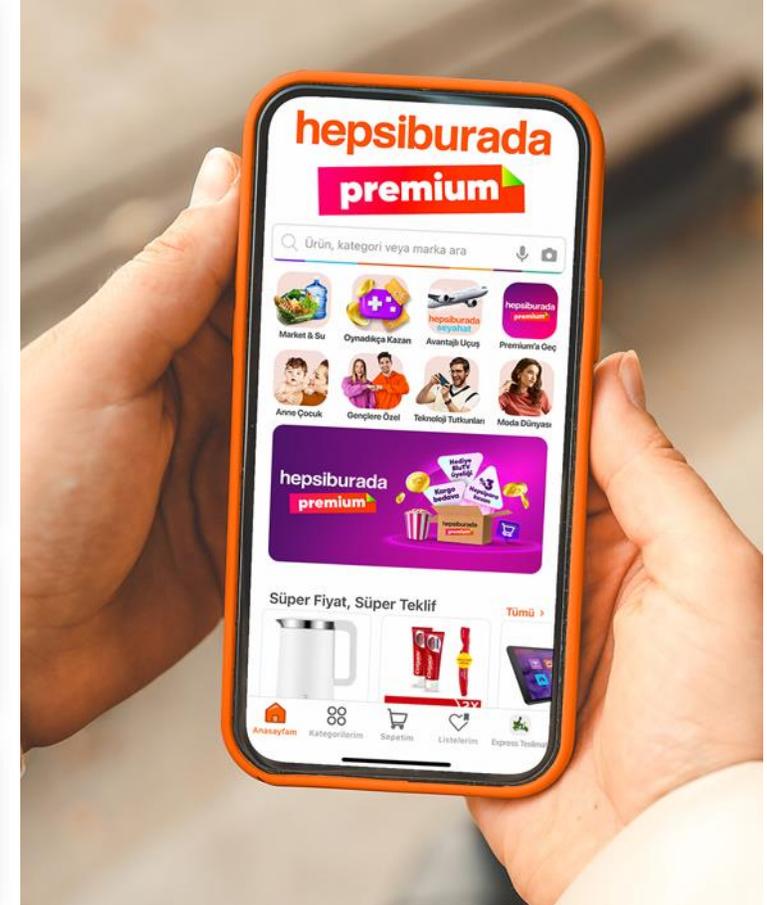
(1): Includes technology expenses, other operating expenses.

Free Cash Flow: Improved Significantly YoY With Higher Cash Generation



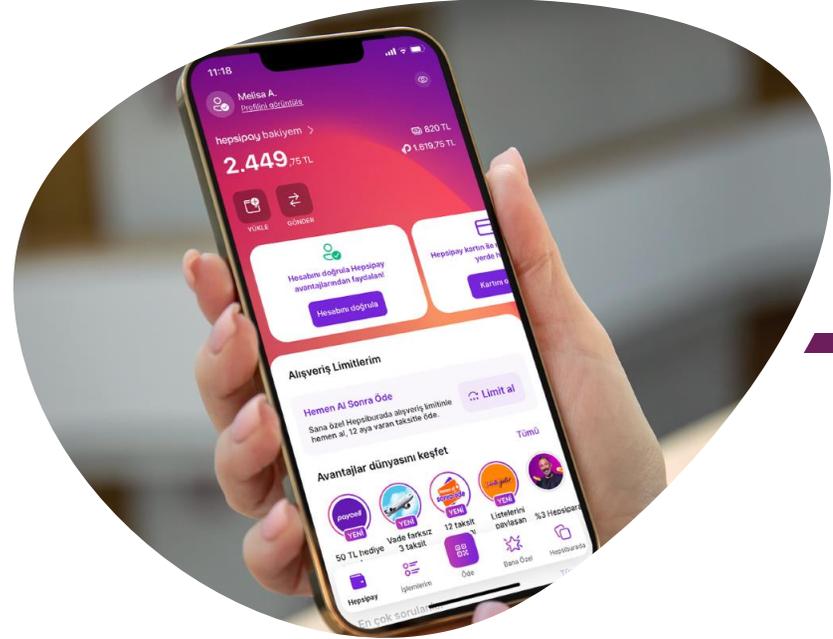
Q1 2023: Key Takeaways

- 1 The highest EBITDA since IPO at TRY 176 M, exceeding guidance for Q1 2023
- 2 Strong execution on our well-defined priorities, delivering results
- 3 5.6pp improvement in Gross Contribution and 8.3pp rise in EBITDA as % of GMV
- 4 Positive cash flow from operations, resulting in substantial improvement in FCF in Q1 2023
- 5 Generating B2B revenue through moving logistics and fintech services off-platform



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Q&A



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Appendix

Consolidated Financial Statements

*Presentation of Financial
and Other Information*

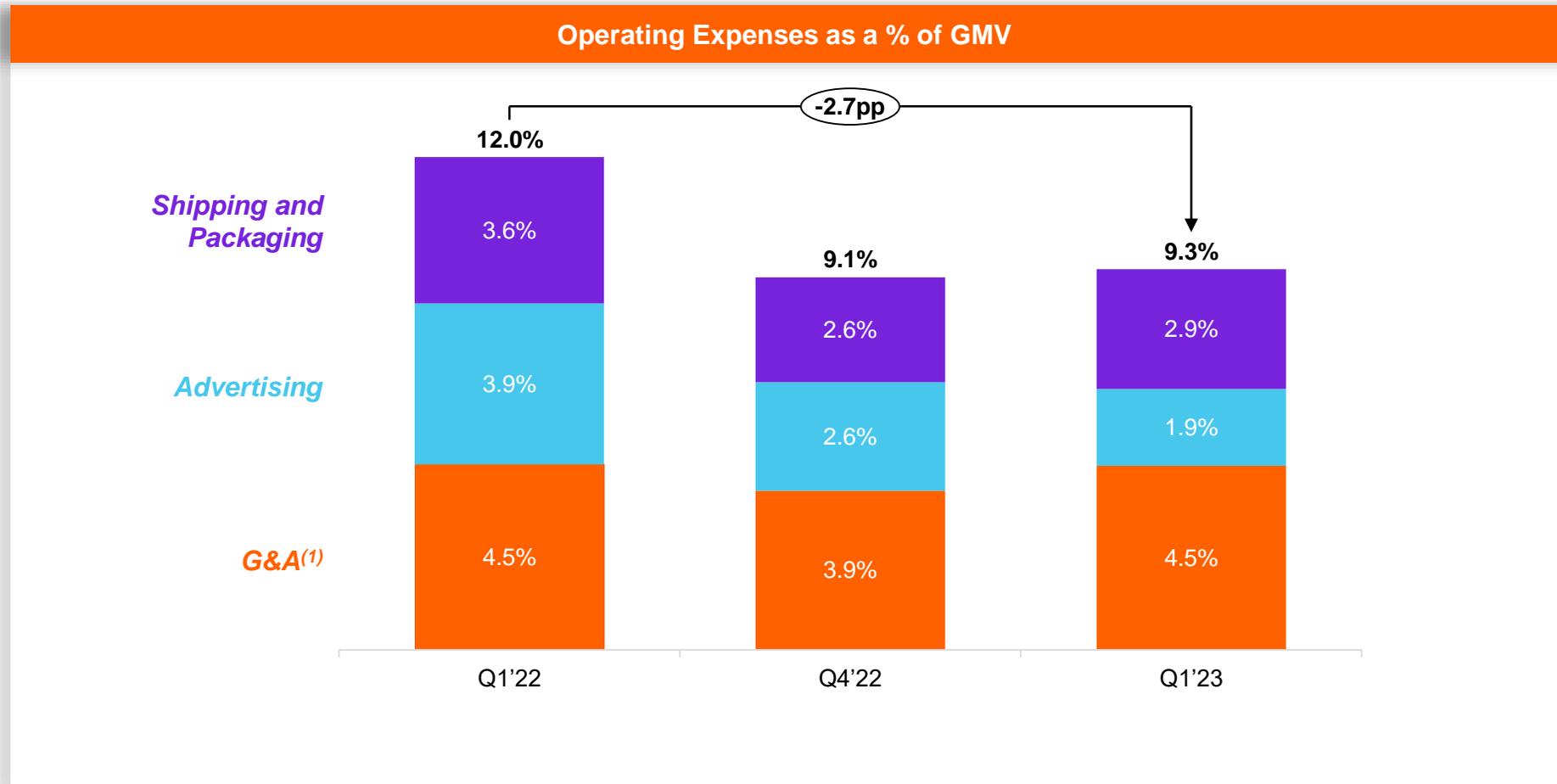


Summary Financials

| TRY million | (unaudited) Q1'23 | (unaudited) Q4'22 | (unaudited) Q1'22 | YoY | QoQ |
|--|----------------------|----------------------|----------------------|----------------|----------------|
| Revenue | 4,629.5 | 6,228.3 | 3,997.4 | 15.8% | (25.7%) |
| Gross Contribution | 1,409.1 | 1,711.8 | 490.4 | 187.4% | (17.7%) |
| <i>Gross Contribution margin⁽¹⁾</i> | <i>9.3%</i> | <i>7.8%</i> | <i>3.7%</i> | <i>5.6pp</i> | <i>1.5pp</i> |
| Operating Expenses⁽²⁾ (Opex) | (4,800.2) | (6,712.7) | (5,207.4) | (7.8%) | (28.5%) |
| <i>Opex as a % of GMV</i> | <i>(31.8%)</i> | <i>(30.8%)</i> | <i>(39.7%)</i> | <i>7.9pp</i> | <i>(1.0pp)</i> |
| Net Loss for the Period | (192.8) | (623.1) | (1,220.0) | (84.2%) | (69.1%) |
| EBITDA⁽³⁾ | 7.3 | (283.5) | (1,086.1) | n.m. | n.m. |
| <i>EBITDA as a % of GMV</i> | <i>0.05%</i> | <i>(1.3%)</i> | <i>(8.3%)</i> | <i>8.3pp</i> | <i>1.3pp</i> |

Amounts expressed in thousands of Turkish lira (TRY) in terms of the purchasing power of the TRY at March 31, 2023.

Operating Expenses



Note: Totals may differ due to rounding.

(1): Includes payroll and outsource staff expenses, technology expenses, other operating expenses.

Consolidated Statements of Comprehensive Loss

Consolidated Statements of Comprehensive Loss

(Amounts expressed in thousands of Turkish lira (TRY) in terms of the purchasing power of the TRY at 31 March 2023 unless otherwise indicated.)

| | unaudited | unaudited |
|--------------------------------------|------------------------------|------------------------------|
| | 1 January - 31 March 2023 | 1 January – 31 March 2022 |
| Revenues | 4,629,486 | 3,997,425 |
| Cost of inventory sold | (3,220,379) | (3,506,973) |
| Shipping and packaging expenses | (441,163) | (468,604) |
| Payroll and outsource staff expenses | (489,059) | (443,175) |
| Advertising expenses | (282,966) | (514,554) |
| Technology expenses | (59,928) | (48,350) |
| Depreciation and amortization | (177,884) | (123,875) |
| Other operating expenses | (154,883) | (123,361) |
| Other operating income | 26,149 | 21,532 |
| Operating loss | (170,627) | (1,209,935) |
| Financial income | 161,600 | 701,792 |
| Financial expenses | (311,980) | (489,903) |
| Monetary (losses)/ gains | 128,172 | (221,995) |
| Loss before income taxes | (192,835) | (1,220,041) |
| Taxation on income | - | - |
| Loss for the period | (192,835) | (1,220,041) |

Consolidated Balance Sheets

Consolidated Balance Sheets

(Amounts expressed in thousands of Turkish lira (TRY) in terms of the purchasing power of the TRY at 31 March 2023 unless otherwise indicated.)

| | unaudited | audited |
|--|-------------------|-------------------|
| | 31 March 2023 | 31 December 2022 |
| Assets: | | |
| Cash and cash equivalents | 4,971,751 | 5,925,396 |
| Restricted cash | 103,095 | 120,879 |
| Financial investments | - | 19,755 |
| Trade receivables | 542,147 | 747,392 |
| Due from related parties | 2,123 | 1,933 |
| Loan receivables | 2,207 | 3,954 |
| Inventories | 1,963,037 | 2,012,164 |
| Contract assets | 21,094 | 17,270 |
| Other current assets | 520,528 | 578,485 |
| Total current assets | 8,125,982 | 9,427,228 |
| Property and equipment | 359,522 | 380,312 |
| Intangible assets | 1,069,945 | 951,723 |
| Right of use assets | 472,097 | 493,455 |
| Loan receivables | 2,524 | 4,341 |
| Other non-current assets | 24,800 | 70,909 |
| Total non-current assets | 1,928,888 | 1,900,740 |
| Total assets | 10,054,870 | 11,327,968 |
| Liabilities: | | |
| Bank borrowings | 26,303 | 14,683 |
| Lease liabilities | 153,830 | 177,124 |
| Wallet deposits | 108,016 | 127,705 |
| Trade payables and payables to merchants | 5,796,296 | 6,623,627 |
| Due to related parties | 12,677 | 6,277 |
| Provisions | 401,572 | 444,489 |
| Employee benefit obligations | 66,282 | 175,611 |
| Contract liabilities and merchant advances | 632,388 | 718,513 |
| Other current liabilities | 446,035 | 427,615 |
| Total current liabilities | 7,643,399 | 8,715,644 |
| Bank borrowings | 7,798 | 12,292 |
| Lease liabilities | 106,487 | 118,095 |
| Employee benefit obligations | 23,290 | 18,518 |
| Other non-current liabilities | 157,667 | 164,953 |
| Total non-current liabilities | 295,242 | 313,858 |
| Total liabilities | 7,938,642 | 9,029,502 |
| Share capital | 340,530 | 340,530 |
| Other capital reserves | 385,753 | 362,844 |
| Share premium | 9,890,532 | 9,890,532 |
| Accumulated deficit | (8,500,586) | (8,295,440) |
| Total equity | 2,116,229 | 2,298,466 |
| Total equity and liabilities | 10,054,870 | 11,327,968 |

Consolidated Statements of Cash Flows

Consolidated Statements of Cash Flows

(Amounts expressed in thousands of Turkish lira (TRY) in terms of the purchasing power of the TRY at 31 March 2023 unless otherwise indicated.)

| | Unaudited 1 January - 31 March 2023 | Unaudited 1 January - 31 March 2022 |
|---|--|--|
| Loss before income taxes | (192,835) | (1,220,041) |
| Adjustments to reconcile loss before income taxes to cash flows from operating activities: | 977,621 | 1,392,281 |
| Interest and commission expenses | 295,003 | 304,304 |
| Depreciation and amortization | 177,884 | 123,875 |
| Interest income on time deposits | (45,679) | (18,216) |
| Interest income on credit sales | (37,737) | (23,095) |
| Provision for unused vacation liability | (1,916) | 13,989 |
| Provision for personnel bonus | 34,201 | 24,562 |
| Provision for legal cases | 1,451 | 190 |
| Provision for doubtful receivables | 7,456 | 2,083 |
| Provision for impairment of trade goods, net | 11,152 | (17,985) |
| Provision for post employment benefits | 1,939 | 1,345 |
| Provision for share based payment | 22,909 | 45,181 |
| Adjustment for impairment loss of financial investments | (901) | (22,114) |
| Non cash charges | - | (1,325) |
| Net foreign exchange differences | (65,716) | (492,271) |
| Change in provisions due to inflation | (75,317) | (72,797) |
| Monetary effect on non-operating activities | 652,892 | 1,524,565 |
| Changes in net working capital | | |
| Change in trade payables and payables to merchants | (827,331) | (2,214,657) |
| Change in inventories | 37,975 | 144,500 |
| Change in trade receivables | 201,180 | (68,089) |
| Change in contract liabilities and merchant advances | (86,125) | (22,186) |
| Change in contract assets | (3,824) | 578 |
| Change in other liabilities | (48,038) | (78,464) |
| Change in other assets and receivables | 125,413 | (2,623) |
| Change in due from related parties | (190) | (704) |
| Change in due to related parties | 6,400 | (9,422) |
| Post employment benefits paid | (7,516) | (855) |
| Payments for concluded litigation | (1,233) | (106) |
| Payments for personnel bonus | (119,882) | (84,173) |
| Payments for unused vacation liabilities | (1,301) | (901) |
| Net cash provided by/ used in operating activities | 60,214 | (2,164,872) |
| Investing activities: | | |
| Purchases of property and equipment and intangible assets | (215,102) | (157,125) |
| Proceeds from sale of property and equipment | 979 | 63 |
| Purchase of financial instruments | - | (240,381) |
| Proceeds from sale of financial investment | 18,431 | 222,215 |
| Interest received on credit sales | 50,428 | 16,233 |
| Interest received on time deposits | 37,737 | 23,095 |
| Payment for acquired businesses, net of cash acquired | - | (5,175) |
| Net cash used in investing activities | (107,527) | (141,075) |
| Financing activities: | | |
| Proceeds from borrowings | 16,352 | 513,657 |
| Repayment of borrowings | (7,177) | (539,811) |
| Interest and commission paid | (279,206) | (280,965) |
| Lease payments | (51,922) | (54,301) |
| Net cash used in financing activities | (321,953) | (361,420) |
| Net increase/(decrease) in cash and cash equivalents | (369,266) | (2,667,367) |
| Cash and cash equivalents at 1 January | 5,918,412 | 7,047,172 |
| Inflation effect on cash and cash equivalents | (651,845) | (1,189,573) |
| Effects of exchange rate changes on cash and cash equivalents and restricted cash | 72,215 | 311,073 |
| Cash and cash equivalents at 31 March | 4,969,516 | 3,501,305 |

Non-IFRS Metrics Reconciliation (I/IV)

EBITDA

| (TRY million) | Three months ended March 31, | |
|-------------------------------|------------------------------|------------------|
| | 2023 | 2022 |
| Net loss for the period | (192.8) | (1,220.0) |
| Taxation on income | - | - |
| Financial income | 161.6 | 701.8 |
| Financial expenses | (312.0) | (489.9) |
| Depreciation and amortization | (177.9) | (123.9) |
| Monetary gains/(losses) | 128.2 | (221.9) |
| EBITDA | 7.3 | (1,086.1) |

Amounts expressed in million of Turkish lira (TRY) in terms of the purchasing power of the TRY at March 31, 2023.

Non-IFRS Metrics Reconciliation (II/IV)

IAS 29-Unadjusted EBITDA

| (TRY million) | Three months ended March 31, | | | | | |
|---------------------------------|------------------------------|-------------------------------|------------------------|-----------|-------------------------------|------------------------|
| | 2023 | Reversal of IAS 29 Adjustment | IAS 29 Unadjusted 2023 | 2022 | Reversal of IAS 29 Adjustment | IAS 29 Unadjusted 2022 |
| Net loss for the period | (192.8) | (112.7) | (80.1) | (1.220,0) | (980.3) | (239.7) |
| Taxation on income | - | - | - | - | - | - |
| Financial income | 161.6 | 2.8 | 158.8 | 701,8 | 268.7 | 433.1 |
| Financial expenses | (312.0) | (1.5) | (310.5) | (489,9) | (182.3) | (307.6) |
| Depreciation and amortization | (177.9) | (73.7) | (104.2) | (123,9) | (61.5) | (62.3) |
| Monetary gains/(losses) | 128.2 | 128.2 | - | (221,9) | (221.9) | - |
| IAS 29-Unadjusted EBITDA | | | 175.9 | | | (302.9) |

Amounts expressed in million of Turkish lira (TRY) in terms of the purchasing power of the TRY at March 31, 2023.

Non-IFRS Metrics Reconciliation (III/IV)

REVENUE

| (TRY million) | Three months ended March 31, | |
|----------------------------------|------------------------------|----------------|
| | 2023 | 2022 |
| Revenue | 4,629.5 | 3,997.4 |
| Reversal of IAS 29 adjustment | 96.0 | 1,469.4 |
| IAS 29-Unadjusted Revenue | 4,533.5 | 2,528.0 |

GROSS CONTRIBUTION

| (TRY million) | Three months ended March 31, | | | | | |
|---|------------------------------|-------------------------------|------------------------|-----------|-------------------------------|------------------------|
| | 2023 | Reversal of IAS 29 Adjustment | IAS 29-Unadjusted 2023 | 2022 | Reversal of IAS 29 Adjustment | IAS 29-Unadjusted 2022 |
| Revenue | 4,629.5 | 96.0 | 4,533.5 | 3,997.4 | 1,469.5 | 2,527.9 |
| Cost of inventory sold | (3,220.4) | (238.5) | (2,981.9) | (3,507.0) | (1,667.4) | (1,839.6) |
| IAS 29-Unadjusted Gross Contribution | | | 1,551.6 | | | 688.3 |

Non-IFRS Metrics Reconciliation (IV/IV)

Free Cash Flow

| (TRY million) | Three months ended March 31, | |
|--|------------------------------|------------------|
| | 2023 | 2022 |
| Net cash provided by /(used in) operating activities | 60.2 | (2,164.9) |
| Capital expenditures | (215.1) | (157.1) |
| Proceeds from the sale of property and equipment | 1.0 | 0.1 |
| Free Cash Flow | (153.9) | (2,322.0) |

Net Working Capital

| (TRY million) | As of March 31, 2023 | As of December 31, 2022 |
|----------------------------|----------------------|-------------------------|
| Current assets | 8,126.0 | 9,427.2 |
| Cash and cash equivalents | (4,971.8) | (5,925.4) |
| Financial investments | 0.0 | (19.8) |
| Current liabilities | (7,643.4) | (8,715.6) |
| Bank borrowings, current | 26.3 | 14.7 |
| Lease liabilities, current | 153.8 | 177.1 |
| Net Working Capital | (4,309.1) | (5,041.8) |

Certain Definitions

We provide a number of key operating performance indicators used by our management and often used by competitors in our industry. We define certain terms used in this presentation as follows:

- **GMV** as gross merchandise value which refers to the total value of orders/products sold through our platform over a given period of time (including value added tax (“VAT”) without deducting returns and cancellations), including cargo income (shipping fees related to the products sold through our platform) and excluding other service revenues and transaction fees charged to our merchants;
- **Marketplace GMV** as total value of orders/products sold through our Marketplace over a given period of time (including VAT without deducting returns and cancellations), including cargo income (shipping fees related to the products sold through our platform) and excluding other service revenues and transaction fees charged to our merchants;
- **Share of Marketplace GMV** as the portion of GMV sold through our Marketplace represented as a percentage of our total GMV;
- **IAS 29-Unadjusted GMV** as GMV presented on an unadjusted for inflation basis;
- **IAS 29-Unadjusted Revenue** as Revenue presented on an unadjusted for inflation basis;
- **Gross Contribution** as revenues less cost of inventory sold;
- **IAS 29-Unadjusted Gross Contribution** as Gross Contribution presented on an unadjusted for inflation basis;
- **Gross Contribution margin** as Gross Contribution represented as a percentage of GMV;
- **EBITDA** as profit or loss for the period plus taxation on income less financial income plus financial expenses, plus depreciation and amortization plus monetary gains/losses;
- **IAS 29-Unadjusted EBITDA** as EBITDA presented on an unadjusted for inflation basis;
- **IAS 29-Unadjusted EBITDA as a percentage of GMV** as IAS 29-Unadjusted EBITDA represented as a percentage of IAS 29-Unadjusted GMV;
- **Free Cash Flow** as net cash provided by operating activities less capital expenditures plus proceeds from sale of property and equipment;
- **Number of Orders** as the number of orders we received through our platform including returns and cancellations;
- **Frequency** are to the average number of orders per Active Customer over a 12-month period preceding the relevant date;
- **Active Merchants** as merchants who sold at least one item within the 12-month period preceding the relevant date, including returns and cancellations; and
- **Active Customers** are users (both unregistered users and members) who purchased at least one item within the 12-month period preceding the relevant date, including returns and cancellations.
- **Digital products** are non-cash games on our platform, such as sweepstakes and gamified lotteries and the first monthly payment of Hepsiburada Premium membership subscription.