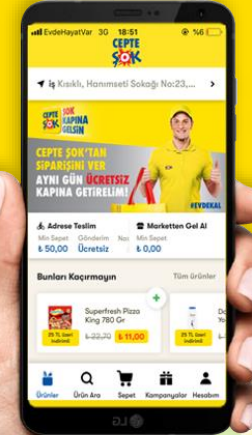




**CEPTE
ŞOK**



ŞOK

1Q2022
WEBCAST PRESENTATION
May 10th, 2022

Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Sustainable
Business**



**2022
Guidance**



Q&A

1Q'22 Highlights – Strong Performance



Net Sales

10,2 billion TL

Net Sales Growth

59,9%

LFL Growth

44,4%



New Store
Openings

276

**Total Number
of Stores
9.523**

EBITDA

(exc. IFRS 16)

600,7 million TL

EBITDA Margin

5,9%

EBITDA

(inc. IFRS 16)

893,8 million TL

EBITDA Margin

8,8%

Net Income

(exc. IFRS 16)

288,2 million TL

Margin

2,8%

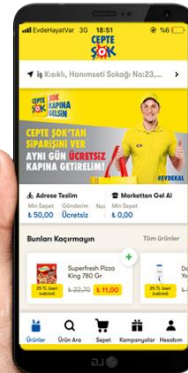
Net Income

(inc. IFRS 16)

250,3 million TL

Margin

2,5%



CAPEX

**386,8
million TL**



Net Cash

(exc. IFRS 16)

**1.139,8
million TL**

Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Sustainable
Business**



**2022
Guidance**



Q&A

Store Expansion Continues



New Store Openings (net)

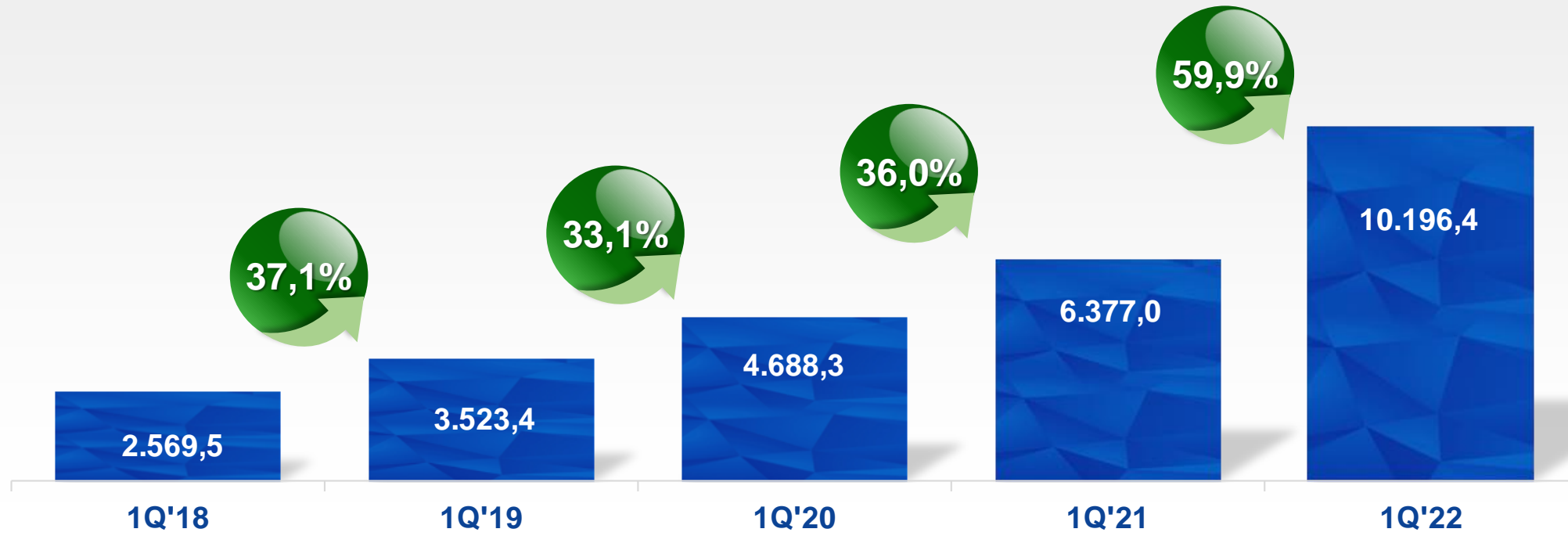


(*) As of March 31, 2022, The Group has a total of 9.523 Stores (9.116 Şok Stores, 407 Şok Mini Stores) and 32 Warehouses.

Sustainable Revenue Growth



Net Sales (TLm)



Continuing Growth in LFL Store Sales



LFL Daily Average Sales / Store (TL)



44,4%

9.031

13.039

1Q'21

1Q'22

LFL Daily Average Customer / Store



2,4%

326

334

1Q'21

1Q'22

LFL Daily Avg. Basket Size / Store (TL)



41,1%

27,7

39,0

1Q'21

1Q'22

(1) The above Like-for-like daily figures (sales, customer & basket size) for 1Q are calculated on the basis of daily figures generated in 1Q2022 over 1Q2020 by 6.838 stores operating on 1Q2020 and that were still open on 1Q2022. The calculations are made over 90 days in each period.

Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Sustainable
Business**



**2022
Guidance**

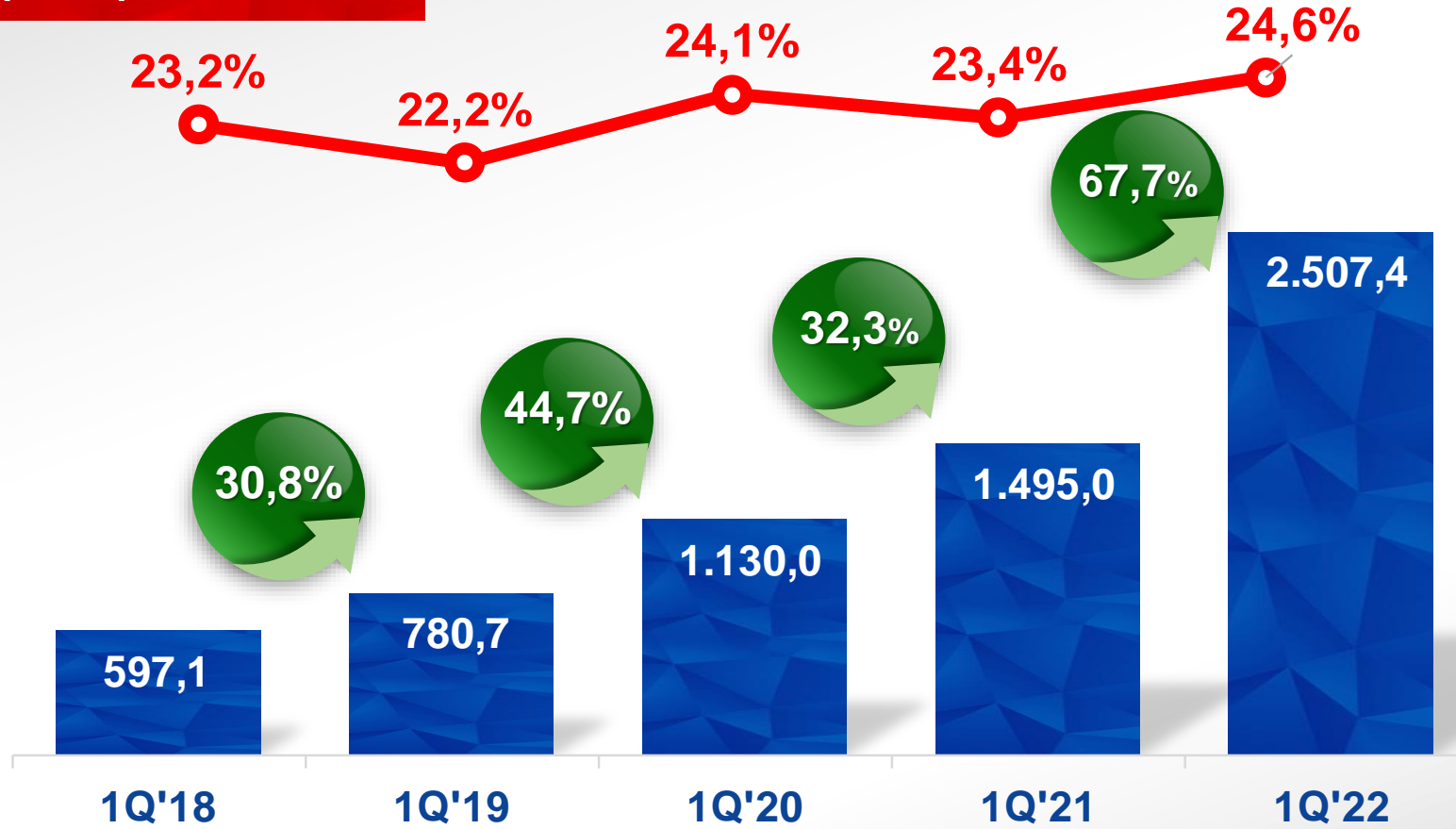


Q&A

Gross Profit Improvement

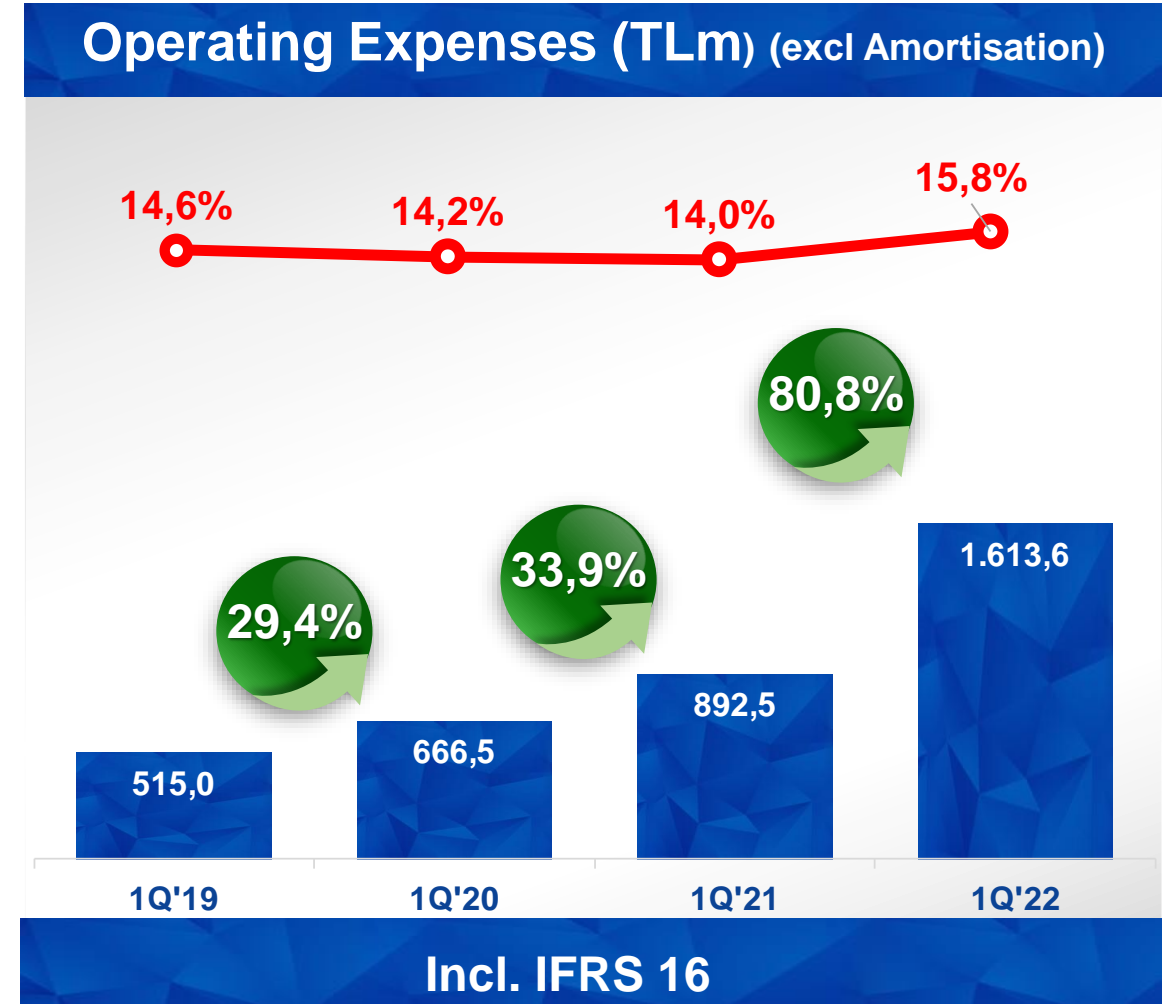
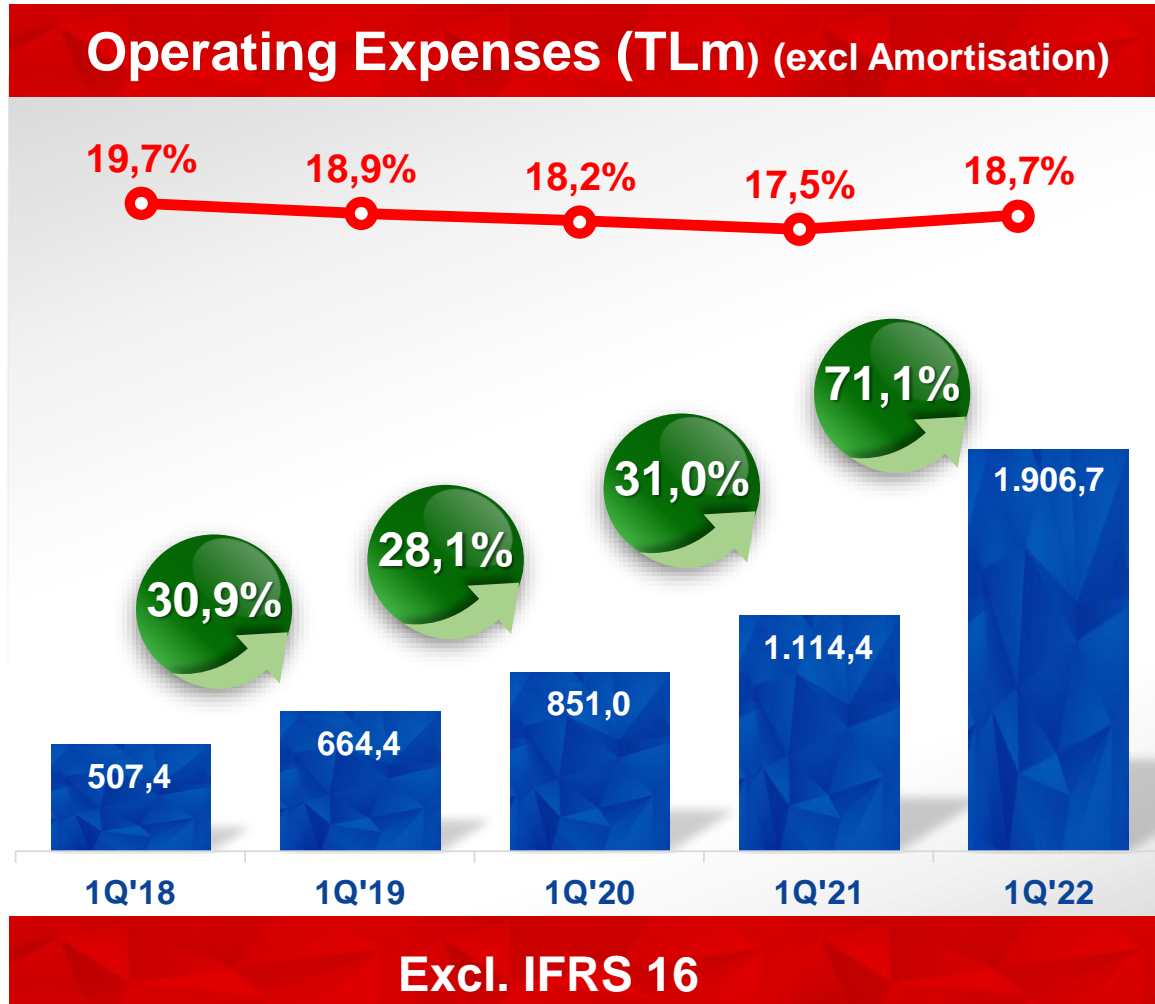


Gross Profit (TLm)



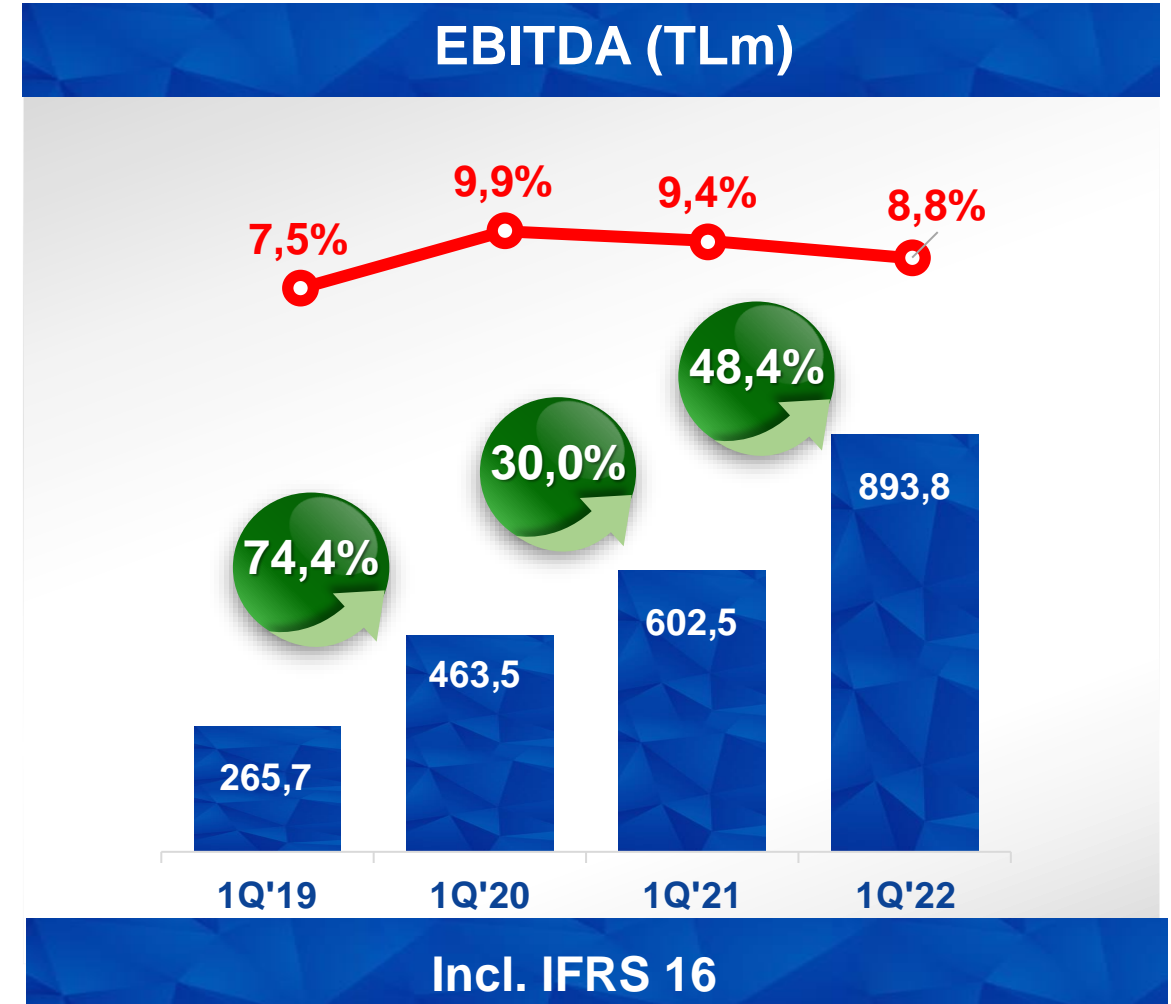
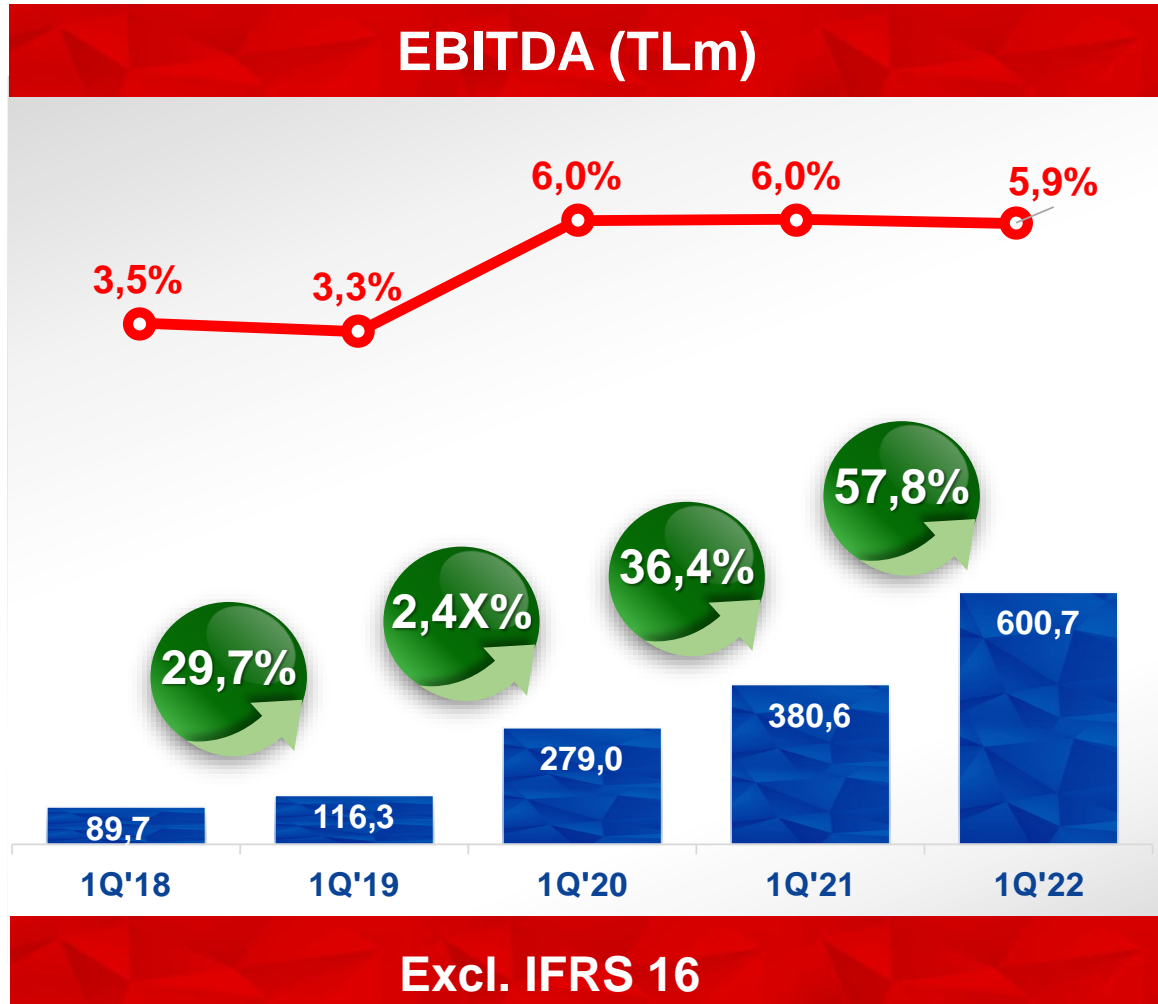
—●— Gross Margin(%)

Cost management & Operating Leverage

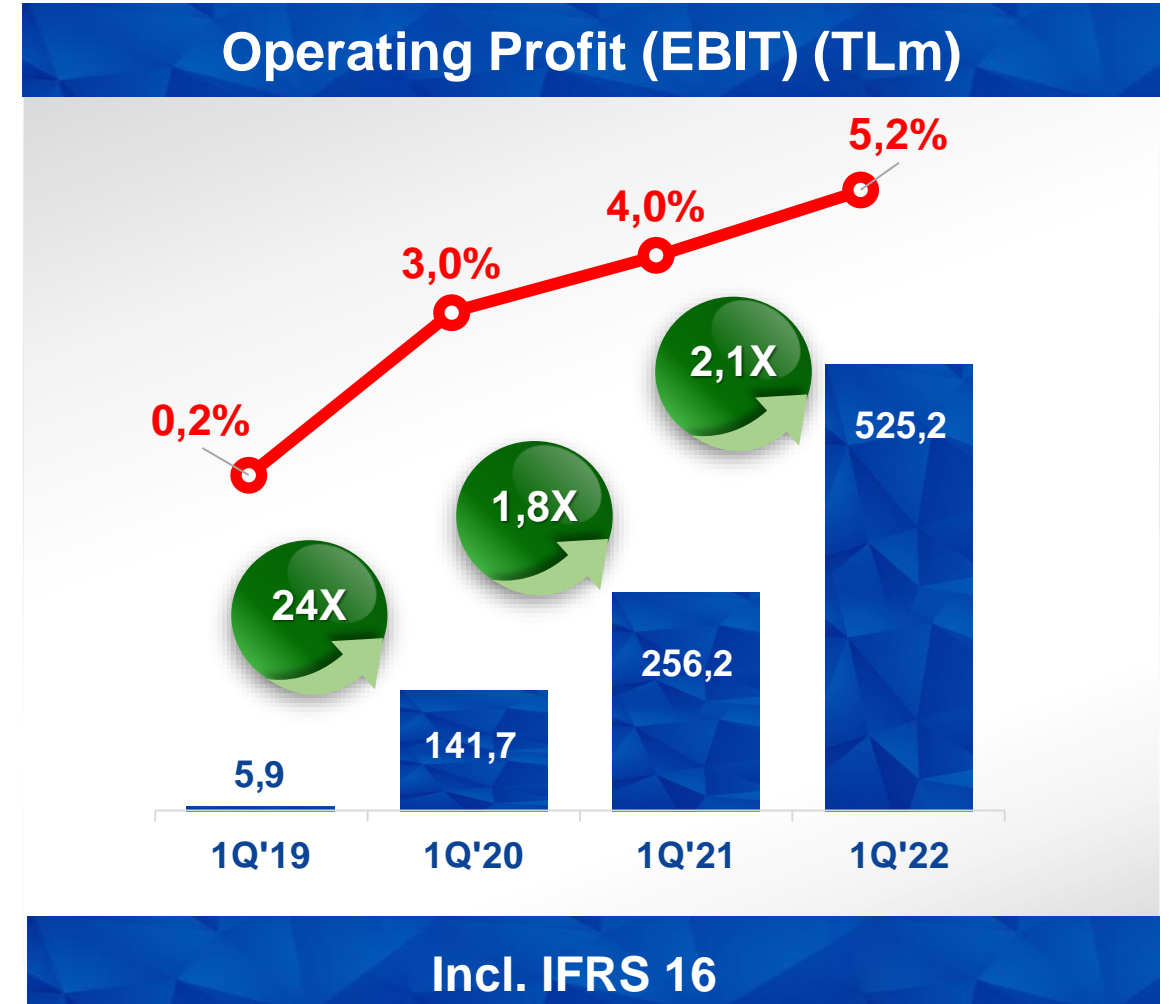
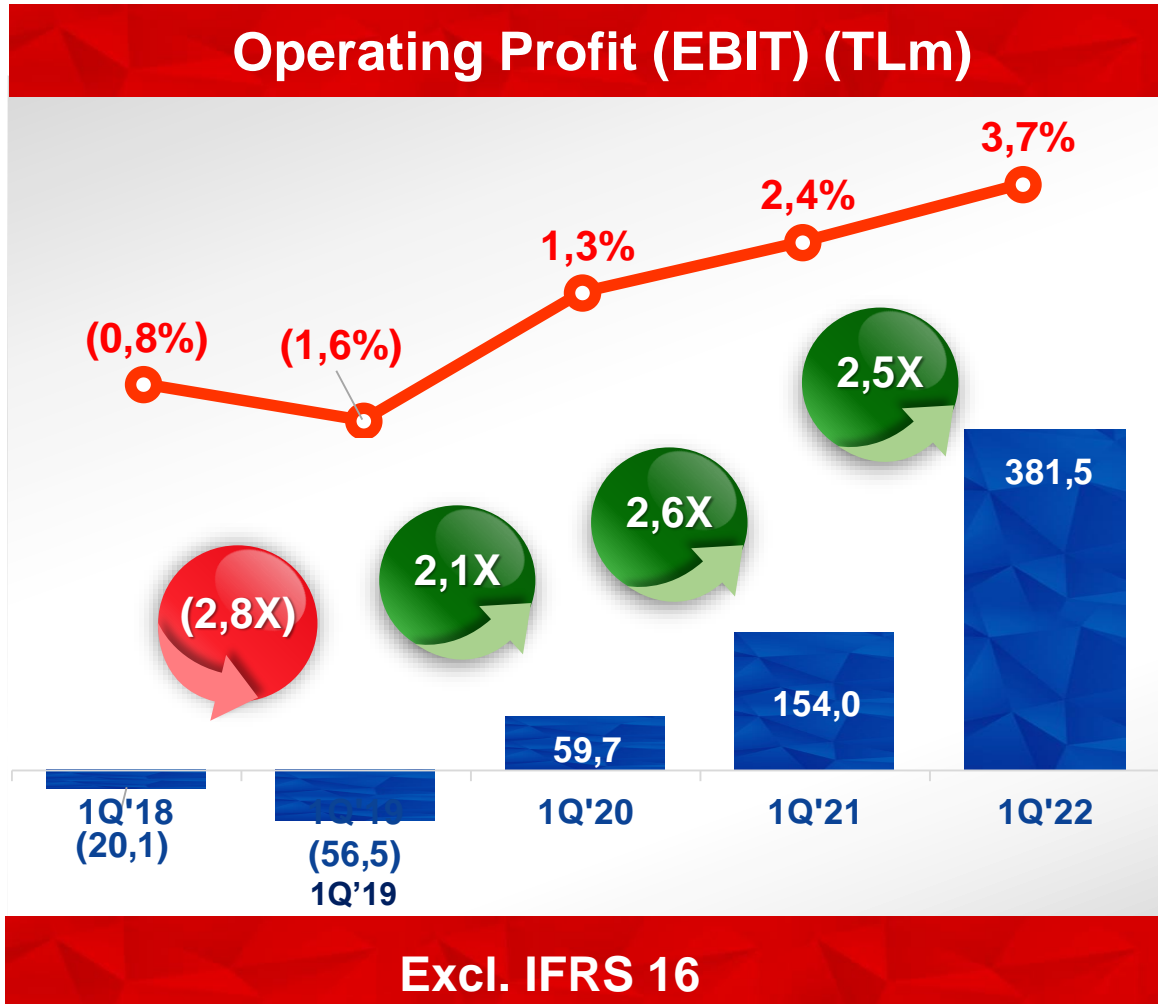


—●— OPEX/Sales(%)

EBITDA Improvement

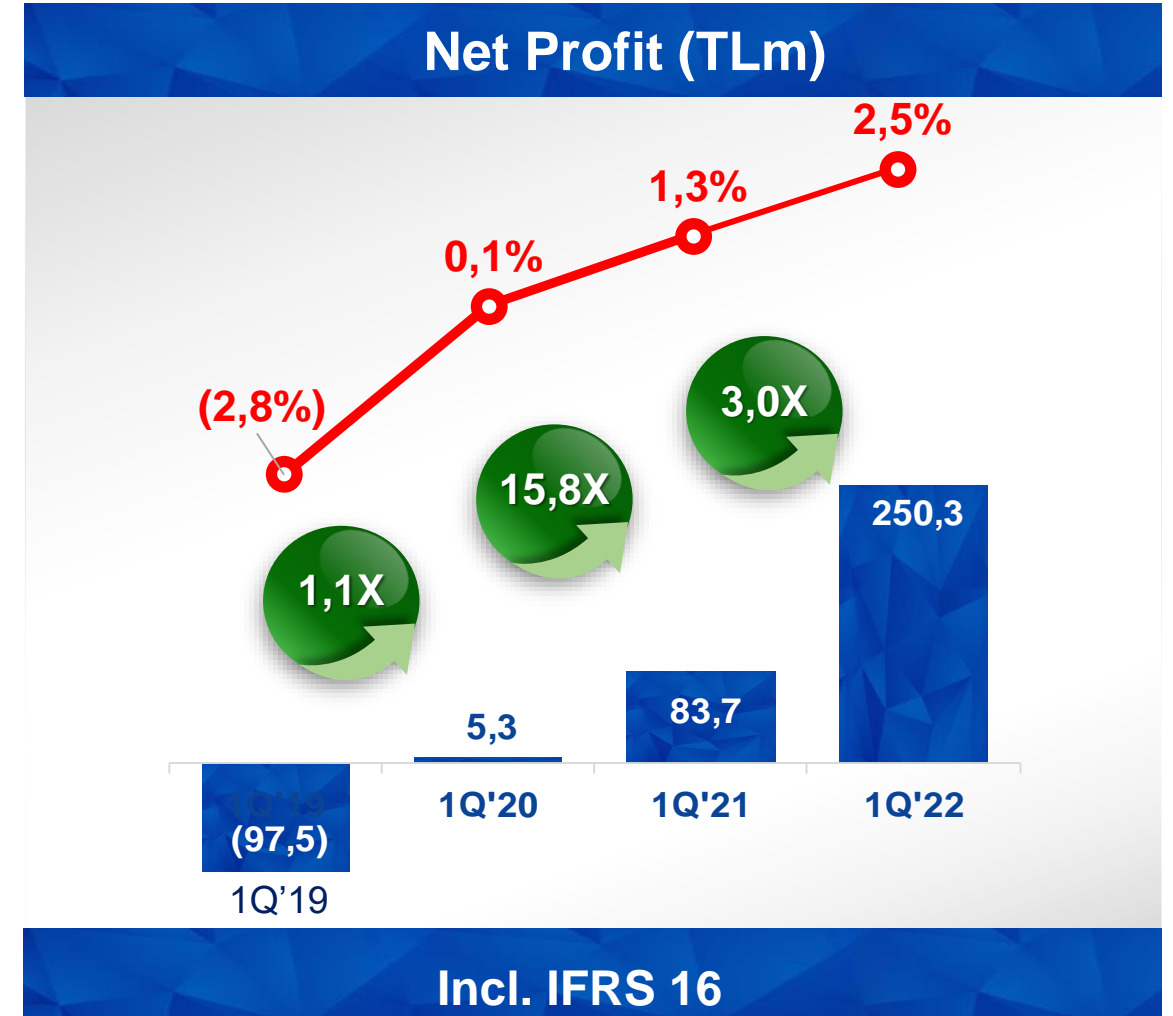
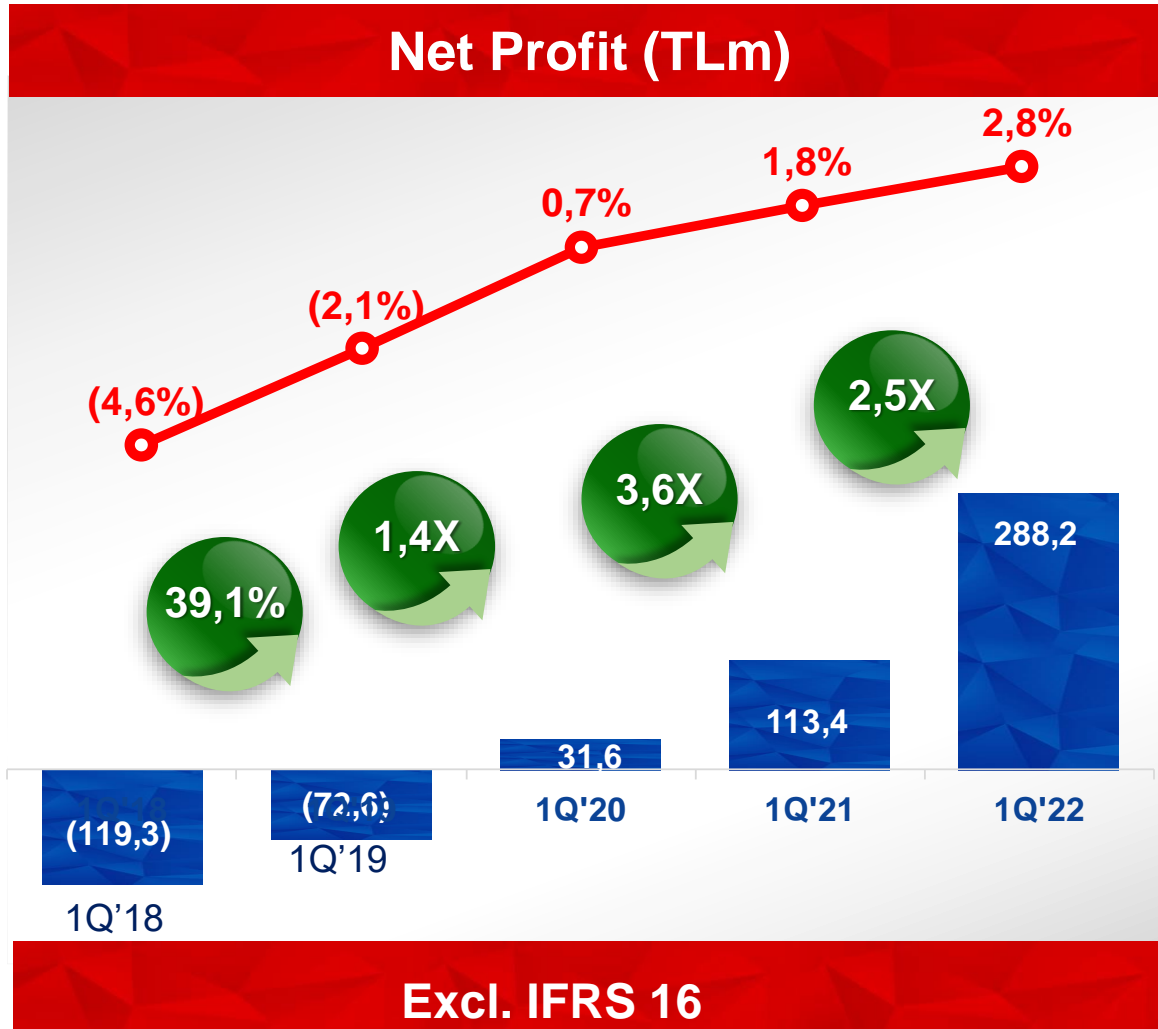


EBIT Improvement



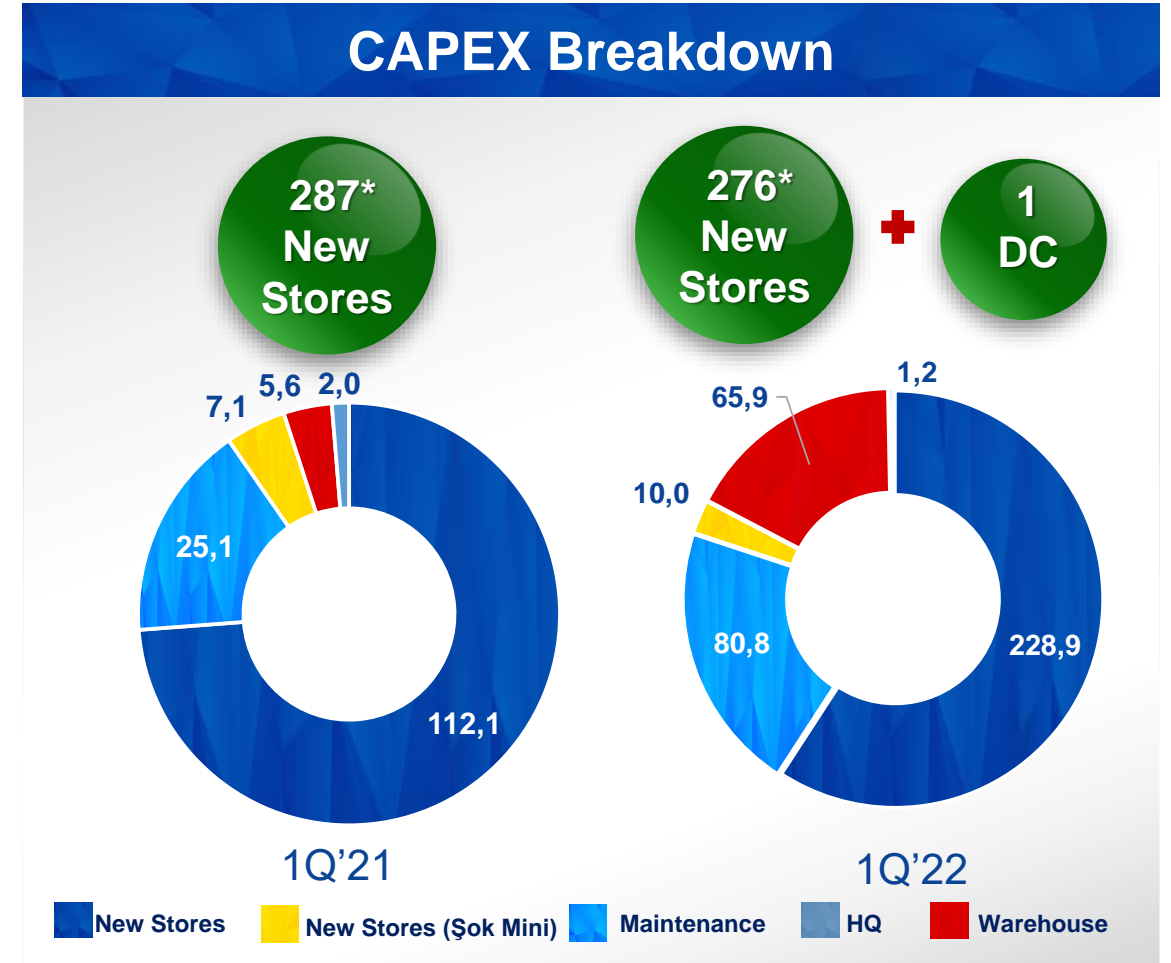
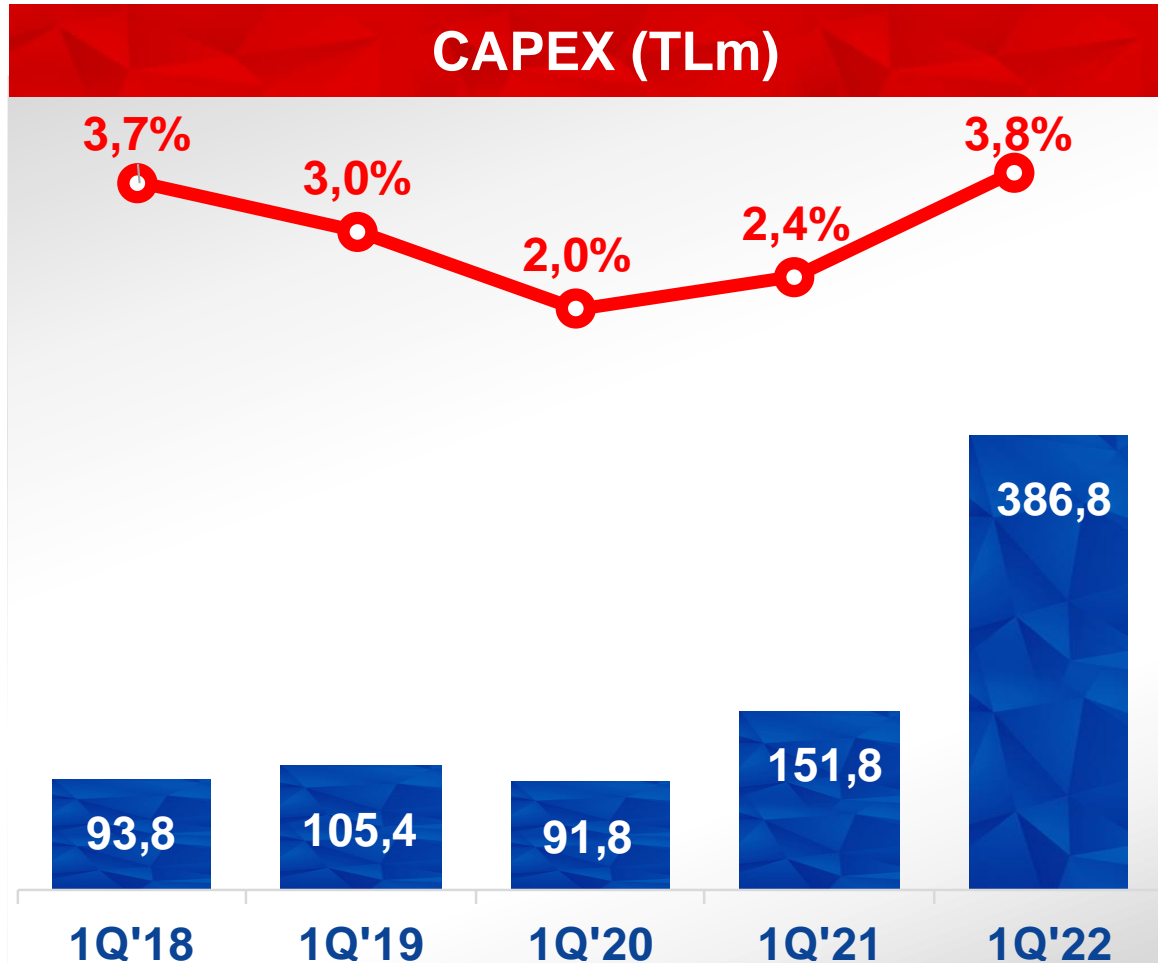
● EBIT Margin(%)

Net Profit Improvement



● Net Profit Margin(%)

CAPEX Management



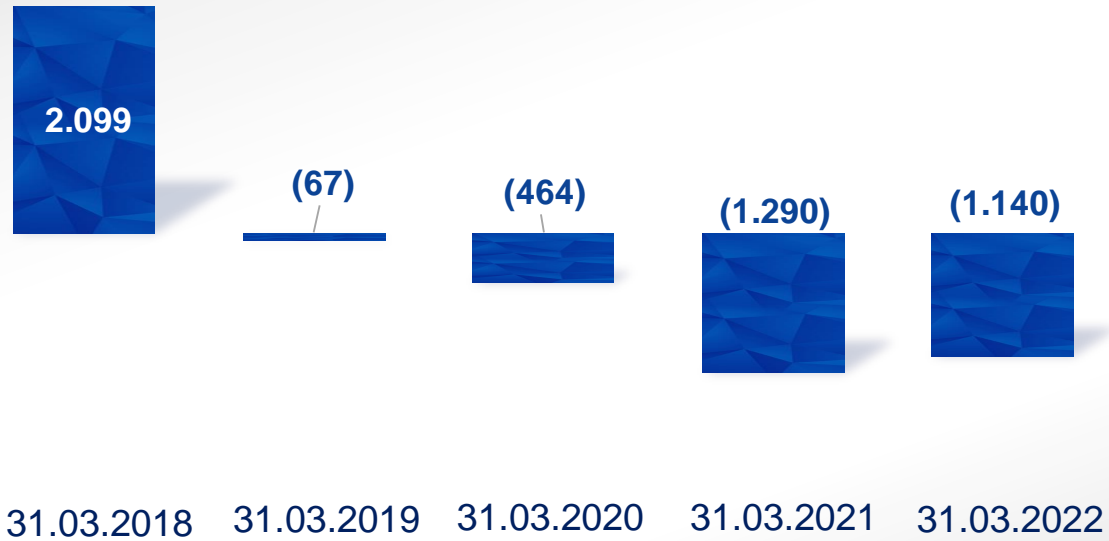
(*) Including Şok and Şok Mini, net of closings

—●— CAPEX/ Sales (%)

Strong 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
Short Term Borrowings	1.879,3	75,4	0,0	0,0	0,0
Obligations under Financial Lease	283,6	183,8	86,9	20,7	0,0
Total Debt	2.162,9	259,2	86,9	20,7	0,0
Cash & Cash Equivalents	(63,7)	(326,4)	(550,4)	(1.310,8)	(1.139,8)
Net Debt	2.099,1	(67,4)	(463,5)	(1.290,1)	(1.139,8)

Negative Working Capital & FCF Generation



Net Working Capital (TLm) – Excl. IFRS 16



1.570

1.626

2.031

2.475

2.344

31.03.2018

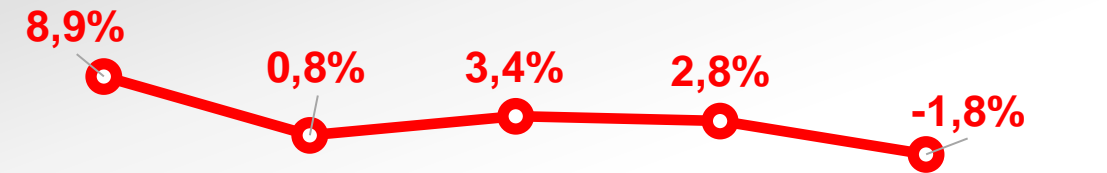
31.03.2019

31.03.2020

31.03.2021

31.03.2022

Free Cashflow (TLm) – Excl. IFRS 16



228,1

27,5

159,6

178,8

(184,6)

31.03.2018

31.03.2019

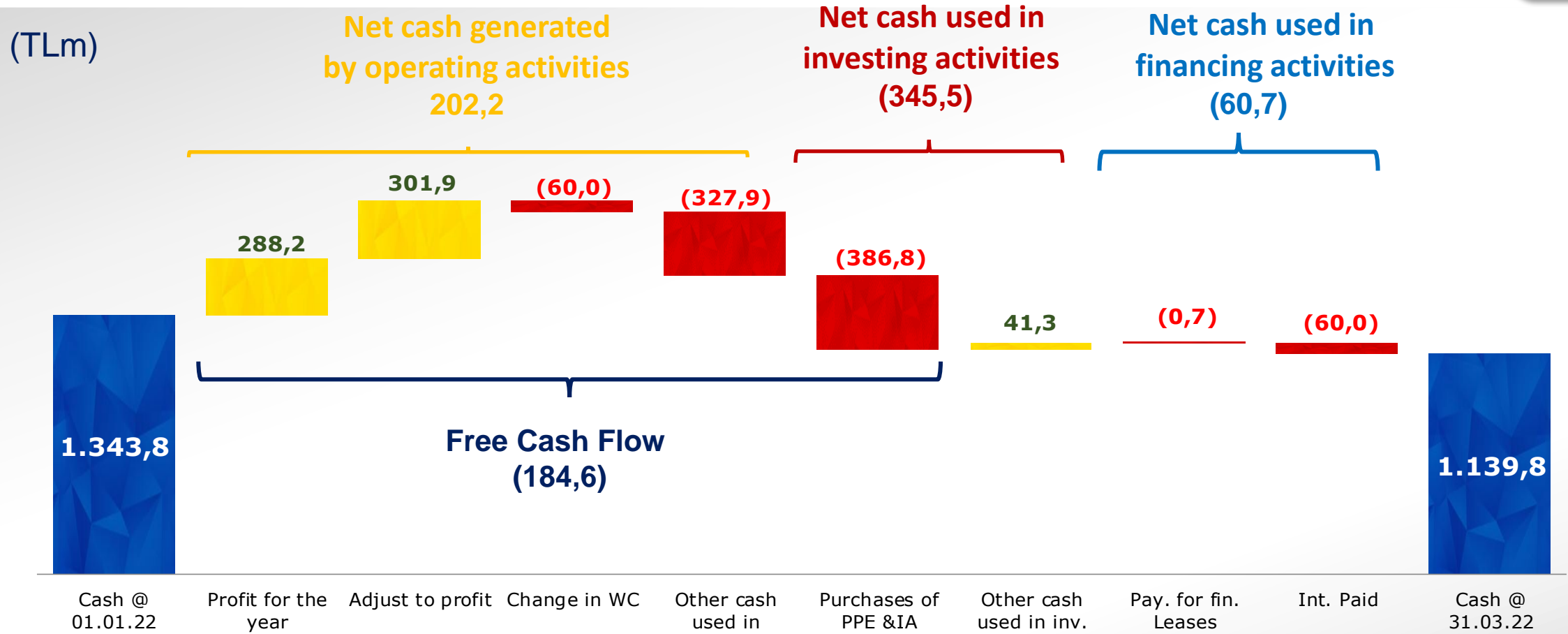
31.03.2020

31.03.2021

31.03.2022

● FCF/Net Sales(%)

Strong Cash Flow (exc. IFRS 16)



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

Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Sustainable
Business**



**2022
Guidance**



Q&A

ENVIRONMENT



Reusable Boxes Project

~ **19 million** cardboard or plastic box waste were prevented in 2020

Energy Consumption

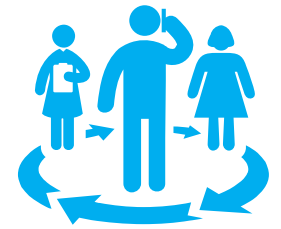
Electricity Consumption

- ❖ Smart stores



**FAIR
AGRICULTURE**

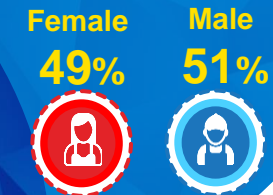
SOCIAL



Social Responsibility

- ❖ Contribution to employment
~ **40.000** employees
- ❖ Supporting housewife
~ **7.500** hand-made shopping bag were sold in 2020.

Gender Equality



ECONOMY



ENVIRONMENT



Reusable Boxes Project

~ **19 million** cardboard or plastic box waste were prevented in 2020

Energy Consumption

Electricity Consumption

- ❖ Smart stores



FAIR
AGRICULTURE



SOCIAL



Social Responsibility

- ❖ Contribution to employment
~ **40.000** employees
- ❖ Supporting housewife
~ **7.500** hand-made shopping bag were sold in 2020.

Gender Equality

Female	Male
49%	51%
	



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



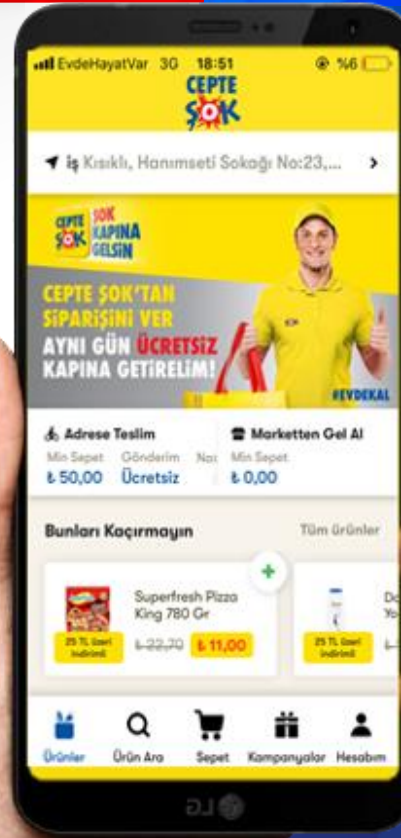
❖ Existing Supply Chain & Warehouses



❖ Existing Inventory



❖ Existing Brand Awareness



❖ Light OPEX Structure



❖ Light Operating Expenses



❖ Inhouse Delivery Fleet



❖ Effective Personnel Cost Management



❖ Light Marketing Expenses

Cepte ŞOK (Şok in Mobile) Next Steps



Next Steps



Increasing delivery capacity
w/h light CAPEX spending



Improving customer
experience through
operational excellence



Increasing number of
customer through investing
in ATL/BTL marketing



Customer retention through
«Loyalty Program»



Online Loyalty Program

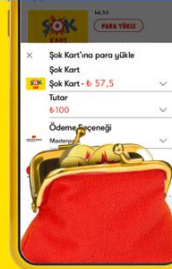


Earning & Using «Şok Stars»

- ❖ Easy to earn and spend
- ❖ Earn 1 «Şok Star» for loading each 100TL on the wallet
- ❖ 1 Şok Star = 1 TL
- ❖ Spend your stars both in online channel & stores with QR code



**ŞOK CÜZDAN'LA
ÖNCE KAZAN,
SONRA HARCA!**



**HER 100 TL'LİK
YÜKLEMENE
1 TL DEĞERİNDE
ŞOK YILDIZ KAZAN!**



**İSTER
CEPTE
ŞOK'TAN**



**İSTER QR İLE
MAĞAZADA
HARCA!**

Cepte ŞOK KPI's 2022 Q1 vs 2021 Q1



Online Orders

2,3x ↑



Revenue

3,0x ↑



Delivery

81 Cities



Total
Membership

2,1x ↑



of Customers

2,5x ↑

ENVIRONMENT



Reusable Boxes Project

~ **19 million** cardboard or plastic box waste were prevented in 2020

Energy Consumption

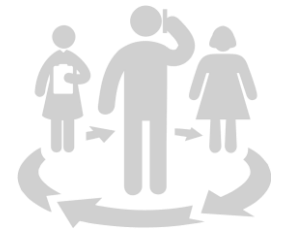
Electricity Consumption

- ❖ Smart stores



FAIR
AGRICULTURE



SOCIAL



Social Responsibility

- ❖ Contribution to employment
~ **40.000** employees
- ❖ Supporting housewife
~ **7.500** hand-made shopping bag were sold in 2020.

Gender Equality

Female	Male
49%	51%
	



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



Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Strategic
Developments**



**2022
Guidance**



Q&A

2022 Revised Guidance



Net Sales

Initial
45% (+/- 5%)

Revised
65% (+/- 5%)



EBITDA Margin
(incl. IFRS 16)

9,0% (+/- 0,5%)

9,0% (+/- 0,5%)



Capex

~ 1,5 billion TL
(+/- 100 million TL)

~ 1,6 billion TL
(+/- 100 million TL)



Agenda



**1Q'22
Highlights**



**Operational
Overview**



**Financial
Overview**



**Strategic
Developments**



**2022
Guidance**



Q&A



Consolidated Income Statement Summary

	Excl. IFRS 16			Incl. IFRS 16		
million TL	1Q'21	1Q'22	Δ (%)	1Q'21	1Q'22	Δ (%)
Net Sales	6.377,0	10.196,4	59,9%	6.377,0	10.196,4	59,9%
Gross Profit	1.495,0	2.507,4	67,7%	1.495,0	2.507,4	67,7%
Gross Profit %	23,4%	24,6%	1,1 Ppt	23,4%	24,6%	1,1 Ppt
Marketing, selling & GA expenses (-)	(1.185,7)	(1.998,2)	68,5%	(1.083,6)	(1.854,5)	71,1%
Amortisation	(71,3)	(91,5)	28,3%	(191,0)	(241,0)	26,2%
Marketing, selling & GA expenses (-) (Excl Amortisation)	(1.114,4)	(1.906,7)	71,1%	(892,5)	(1.613,6)	80,8%
EBITDA	380,6	600,7	57,8%	602,5	893,8	48,4%
EBITDA %	6,0%	5,9%	-0,1 Ppt	9,4%	8,8%	-0,7 Ppt
Operating Profit (EBIT)	154,0	381,5	147,7%	256,2	525,2	105,0%
Income from investing activities	32,8	40,9	24,6%	32,8	40,9	24,7%
Financial Expense	(38,7)	(60,0)	55,0%	(177,7)	(250,9)	41,2%
Profit / (Loss) Before Tax	148,2	362,4	144,6%	111,3	315,2	183,1%
Net Profit / (Loss) for the Period	113,4	288,2	154,2%	83,7	250,3	198,9%

Consolidated Balance Sheet Summary



	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2021	31.03.2022	31.12.2021	31.03.2022
Cash & cash equivalents	1.343,8	1.139,8	1.343,8	1.139,8
Trade receivables	100,0	73,0	100,0	73,0
Inventories	2.849,4	4.319,5	2.849,4	4.319,5
Other current assets	81,4	160,4	76,7	155,0
Total Current Assets	4.374,5	5.692,7	4.369,8	5.687,3
Property & equipment	1.828,8	2.124,1	1.828,8	2.124,1
Intangible assets	703,7	703,5	703,7	703,5
Other non-current assets	177,8	198,0	2.832,6	3.024,2
Non-Current Assets	2.710,3	3.025,5	5.365,1	5.851,8
Total Assets	7.084,7	8.718,2	9.734,8	11.539,1

Consolidated Balance Sheet Summary



	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2021	31.03.2022	31.12.2021	31.03.2022
Short term financial liabilities	0,7	0,0	0,7	0,0
Trade payables	5.321,4	6.736,6	5.321,4	6.736,6
Other current payables	785,2	722,0	1.743,7	1.764,3
Total Current Liabilities	6.107,3	7.458,6	7.065,8	8.500,9
Total Non Current Liabilities	122,2	117,9	2.173,2	2.293,7
Shareholder's equity	859,5	1.153,3	500,5	756,5
Non-controlling interests	(4,3)	(11,6)	(4,6)	(12,0)
Total Equity	855,2	1.141,7	495,9	744,5
Total Liabilities and Equity	7.084,7	8.718,2	9.734,8	11.539,1

Consolidated Cash Flow Summary



	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2021	31.03.2022	31.12.2021	31.03.2022
Profit/(loss) from continued operations	444,7	288,2	318,9	250,3
Adjustments related to reconciliation of net profit / (loss) for the period	856,5	301,9	1.976,7	633,0
Cash generated by / (used in) operations before changes in working capital	1.301,3	590,1	2.295,6	883,3
Changes in working capital :	(76,4)	(60,0)	(74,0)	(59,3)
Cash used in operations	1.224,9	530,2	2.221,5	824,0
Taxes, Payments for lawsuits, retirement benefits and unused vacs. etc.	(84,0)	(327,9)	(84,0)	(327,9)
A- Net cash generated by operating activities:	1.140,9	202,2	2.137,6	496,1
Purchases of property and equipment	(777,0)	(384,7)	(777,0)	(384,7)
Purchases of intangible assets	(19,9)	(2,2)	(19,9)	(2,2)
Free Cash Flow	344,0	(184,6)	1.340,7	109,2
Other	134,1	41,3	135,7	41,3
B-Net cash used in investing activities	(662,8)	(345,5)	(661,1)	(345,5)
C-Net cash (used in) / generated from financing activities	(283,4)	(60,7)	(1.281,7)	(354,5)
NET CHANGE IN CASH AND CASH EQUIVALENTS (A+B+C)	194,7	(204,0)	194,7	(204,0)
D.CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE PERIOD	1.149,1	1.343,8	1.149,1	1.343,8
E.CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD (A+B+C+D)	1.343,8	1.139,8	1.343,8	1.139,8

Disclaimer



This presentation contains forward-looking statements which are based on certain expectations and assumptions at the time of publication of this presentation and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in these materials. Many of these risks and uncertainties relate to factors that are beyond Şok Marketler Ticaret A.Ş.'s (Şok Marketler) ability to control or estimate precisely, such as future market and economic conditions, the behavior of other market participants, the ability to successfully integrate acquired businesses and achieve anticipated cost savings and productivity gains as well as the actions of government regulators. Readers are cautioned not to place undue reliance on these forward-looking statements, which apply only as of the date of this presentation. Şok Marketler does not undertake any obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date of these materials.

This presentation merely serves the purpose of providing information. It neither represents an offer for sale nor for subscription of securities in any country including Turkey. This presentation does not include an official offer of shares; an offering circular will not be published.

This presentation is not allowed to be reproduced, distributed or published without permission agreement of Şok Marketler.

The figures in this presentation are rounded to provide a better overview. The calculation of deviations is based on figures including fractions. Therefore rounding differences can occur.

Neither Şok Marketler nor any of its managers or employees nor any other person shall have any liability whatsoever for any loss arising from the use of this presentation



Contact Information



Nihan Sena ALTINTAŞ
Investor Relations Manager



+90 850 221 6755



sena.altintas@sokmarket.com.tr



www.sokmarketyatirimciiliskileri.com

Ziya KAYACAN
CFO



+90 850 221 11 00



ziya.kayacan@sokmarket.com.tr



www.sokmarketyatirimciiliskileri.com