4Q2021

WEBCAST PRESENTATION

February 18th, 2022

Agenda

- Highlights
- Operational Overview
- Financial Overview
- Sustainable Business
- 2022 Guidance
- Q&A

4Q'21 &12M'21 Highlights

Total Number of Stores
9.247

4Q'21

Net Sales Growth
34,0%
LFL Growth
19,8%

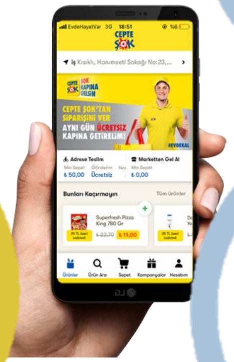
Net Sales
8,0 billion TL

New Store Openings
249

EBITDA
(inc. IFRS 16)
721,3 million TL
EBITDA Margin
9,0%

Net Income
(inc. IFRS 16)
8,9 million TL
Margin
0,1%

CAPEX
263,9 million TL



12M'21

Net Sales Growth
33,1%
LFL Growth
20,0%

Net Sales
28,4 billion TL

New Store Openings
1.102

EBITDA
(inc. IFRS 16)
2,6 billion TL
EBITDA Margin
9,2%

Net Income
(inc. IFRS 16)
318,9 million TL
Margin
1,1%

CAPEX
796,9 million TL

2021 Guidance vs Actual

9.247 Stores +

	2021 Guidance		2021 Actual
	11.03.2021	18.08.2021	
Net Sales	*25%(+/-2%)*	*28%(+/-2%)*	*33%*
EBITDA Margin (excl. IFRS 16)	*6,0%(+/-0,5%)*	*6,0%(+/-0,5%)*	*5,7%*
EBITDA Margin (incl. IFRS 16)	*9,5%(+/-0,5%)*	*9,5%(+/-0,5%)*	*9,2%*
Capex	*~ 550 million TL (+/-50 million TL)*	*~ 750 million TL (+/-50 million TL)*	*797 million TL*

Agenda

Highlights

Operational Overview

Financial Overview

Sustainable Business

2022 Guidance

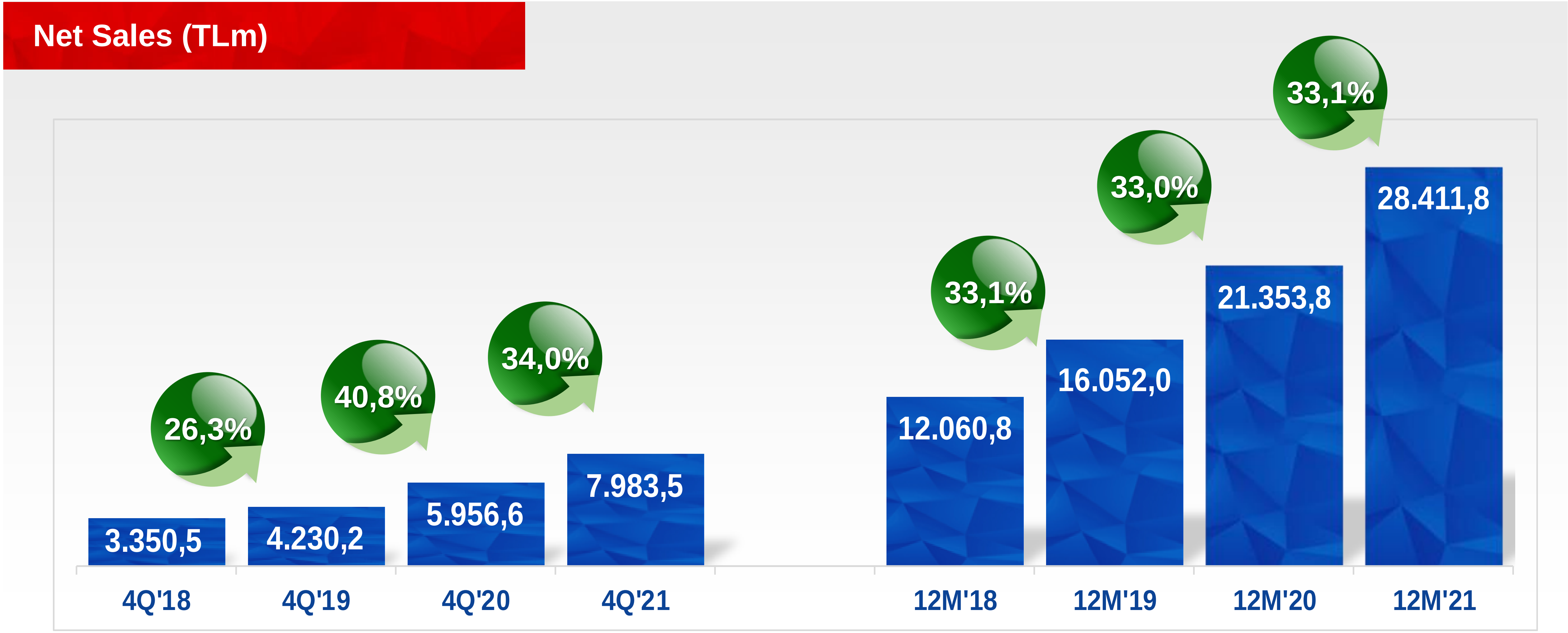
Q&A

Store Expansion Continues

New Store Openings (net)

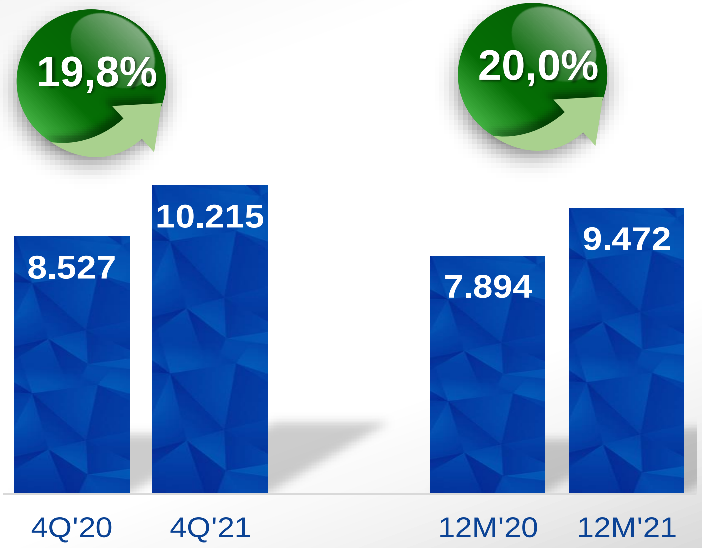
(*) As of December 31, 2021, Şok has a total of 9.247 stores (8.852 Şok Stores, 395 Şok Mini Stores) and 31 warehouses.

Sustainable Revenue Growth

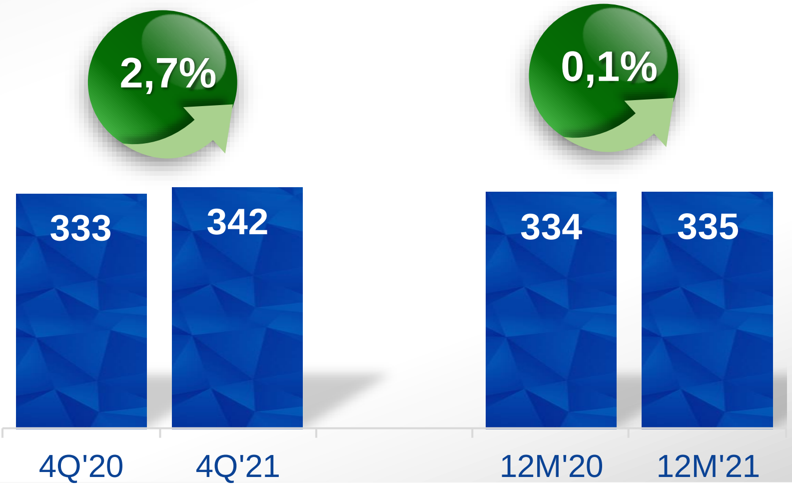


Continuing Growth in LFL Store Sales

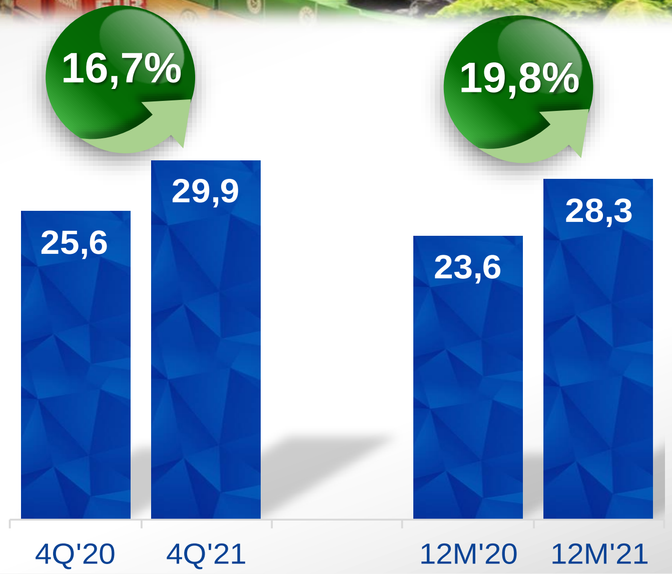
LFL Daily Average Sales / Store (TL)



LFL Daily Average Customer / Store



LFL Daily Avg. Basket Size / Store (TL)



(1) The above like-for-like daily figures (sales, customer & basket size) for 4Q & 12M are calculated on the basis of daily figures generated in 4Q'21 & 12M'21 over 4Q'20 & 12M'20 by 6.623 stores operating on 31.12.2019 and that were still open on 31.12.2021. The calculations are made over 365 days in each period.

YILDIZ HOLDING

Agenda

Highlights

Operational Overview

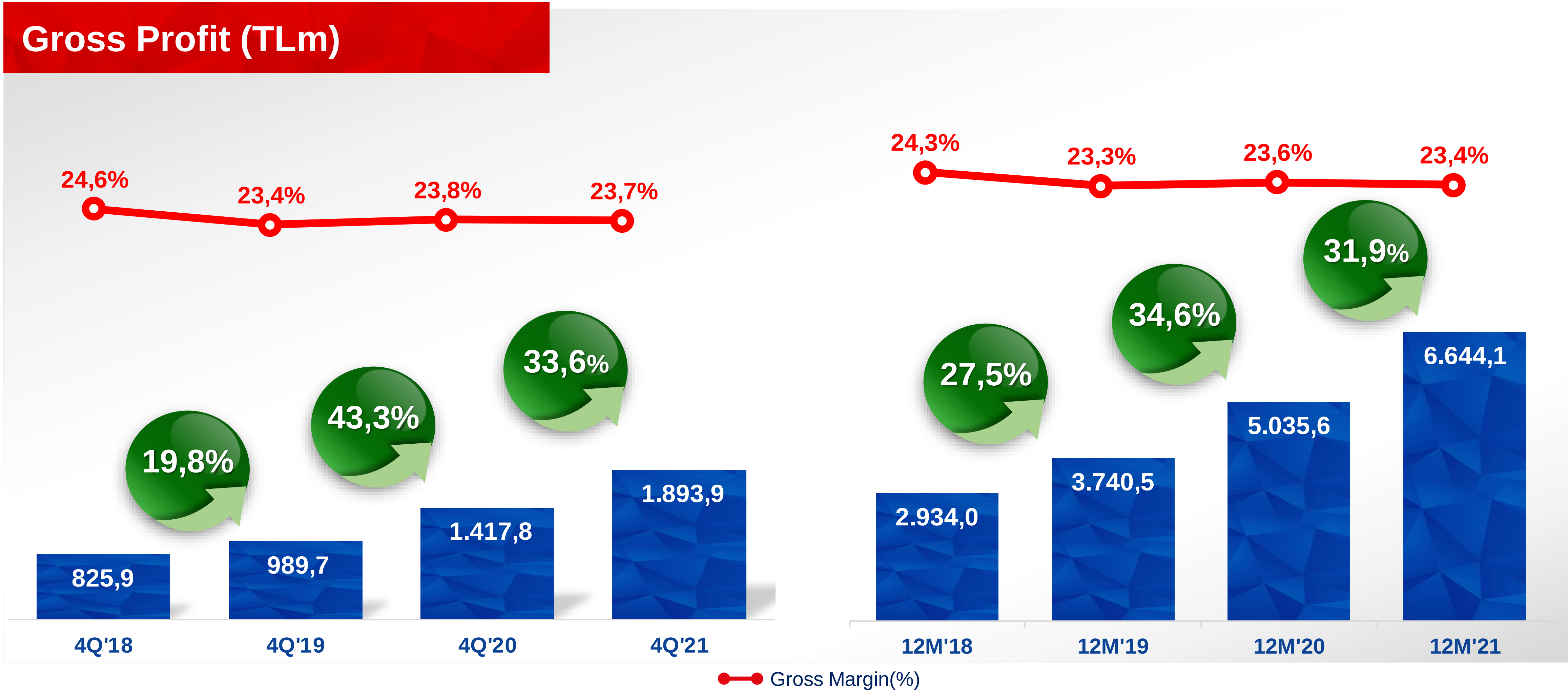
Financial Overview

Sustainable Business

2022 Guidance

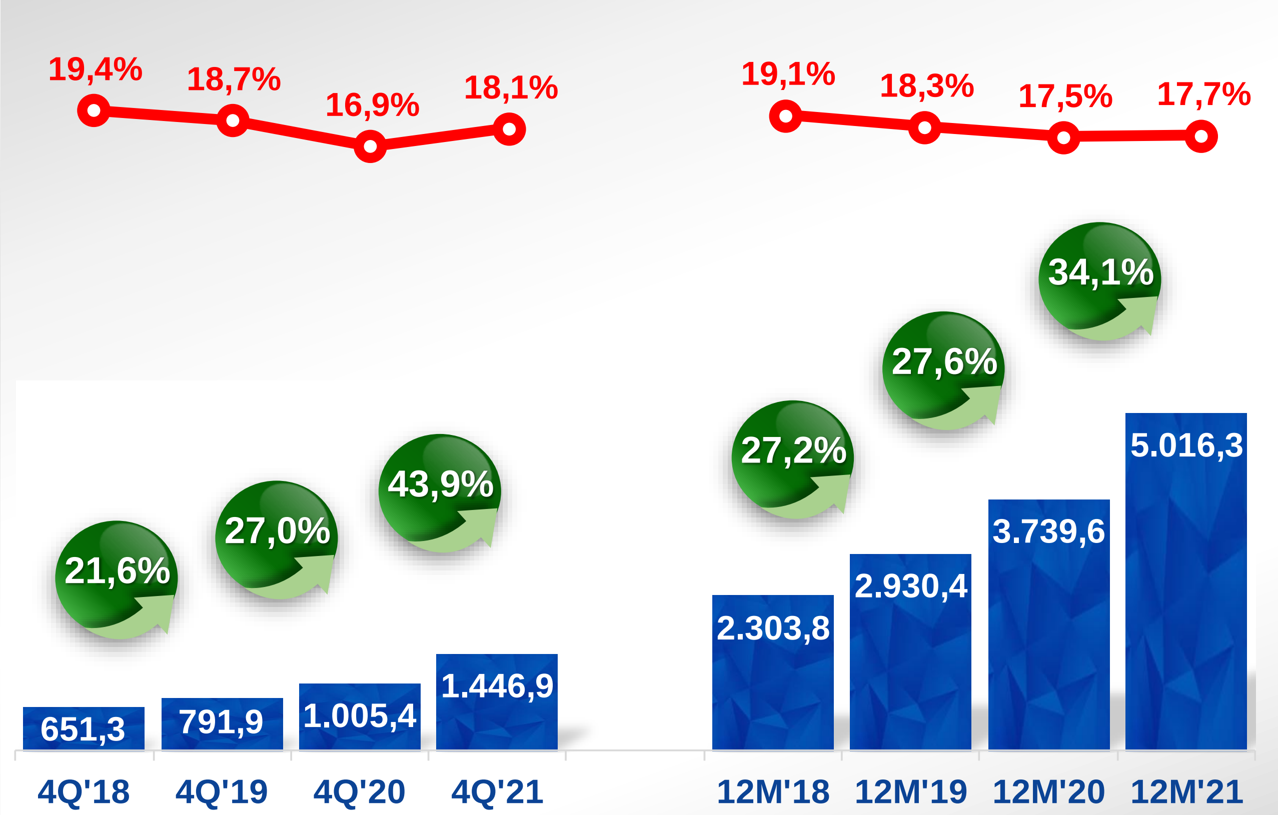
Q&A

Gross Profit



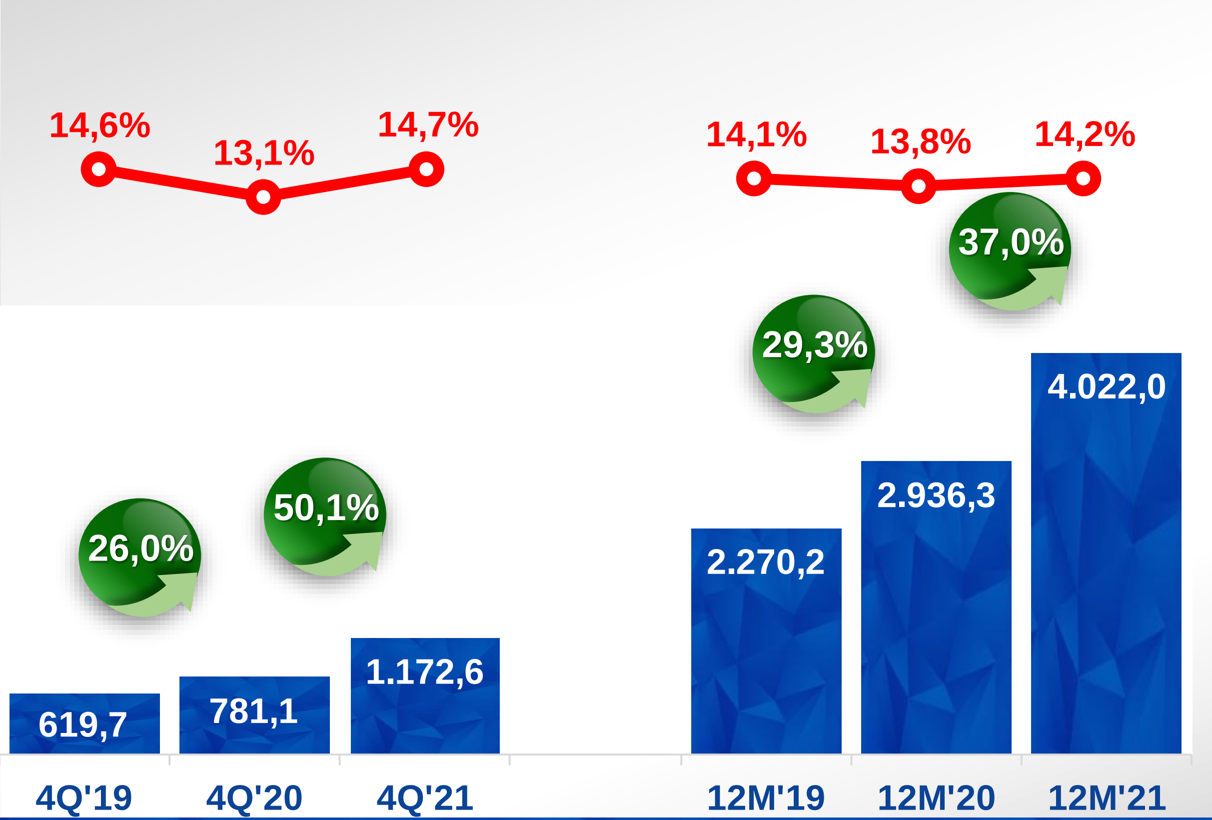
Cost Management & Operating Leverage

Operating Expenses (TLm) (excl Amortisation)



Excl. IFRS 16

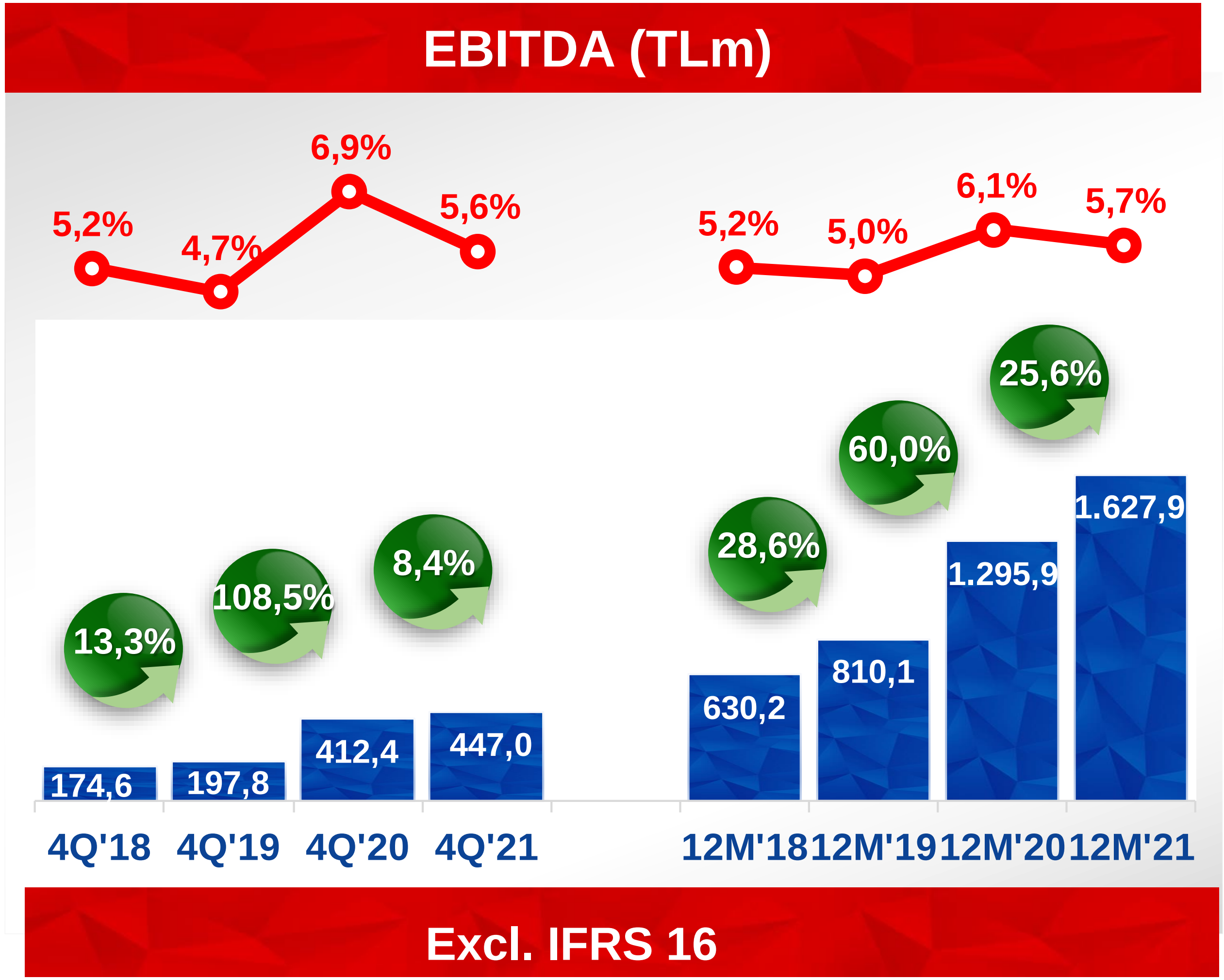
Operating Expenses (TLm) (excl Amortisation)

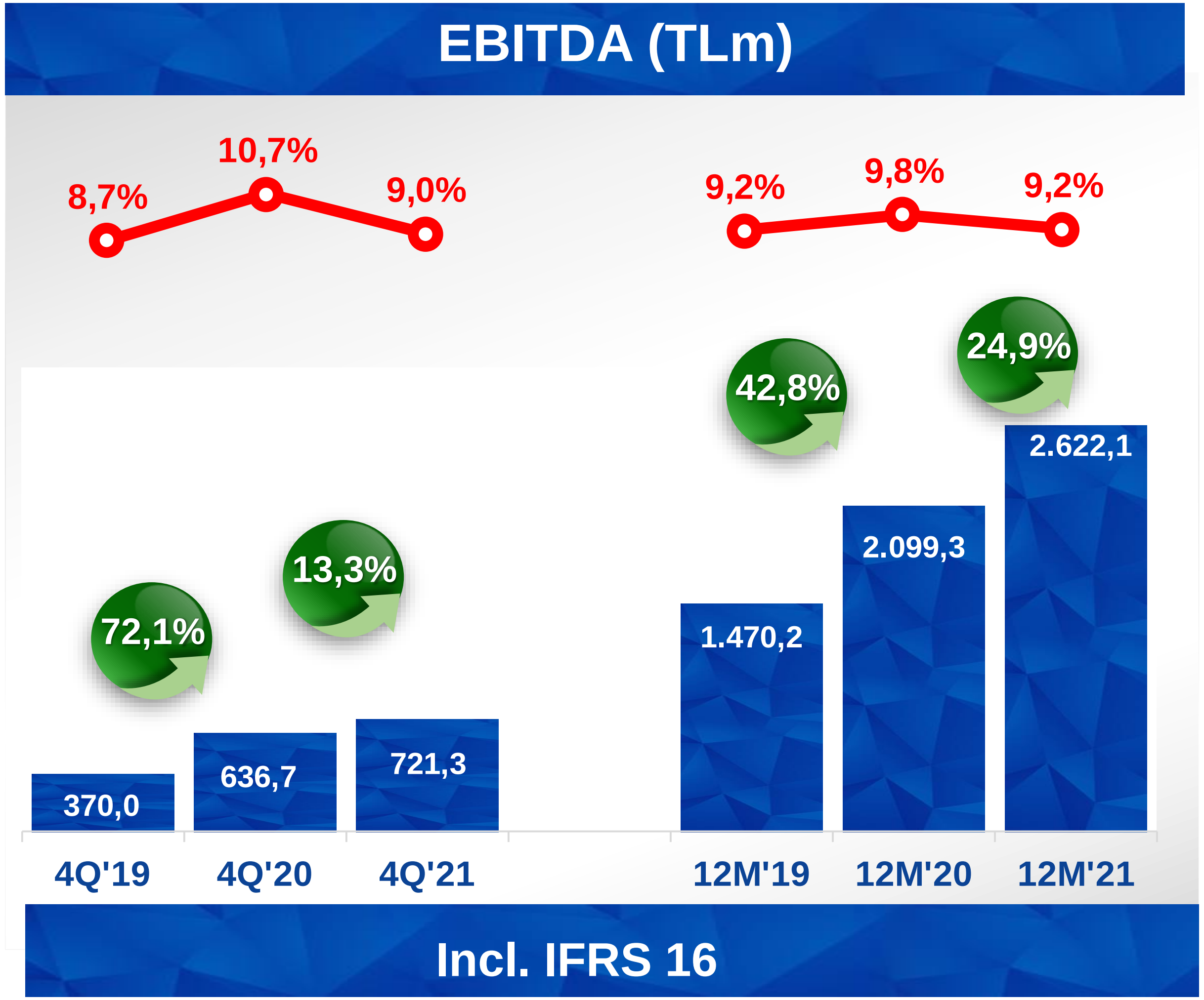


Incl. IFRS 16

OPEX/Sales(%)

EBITDA Improvement

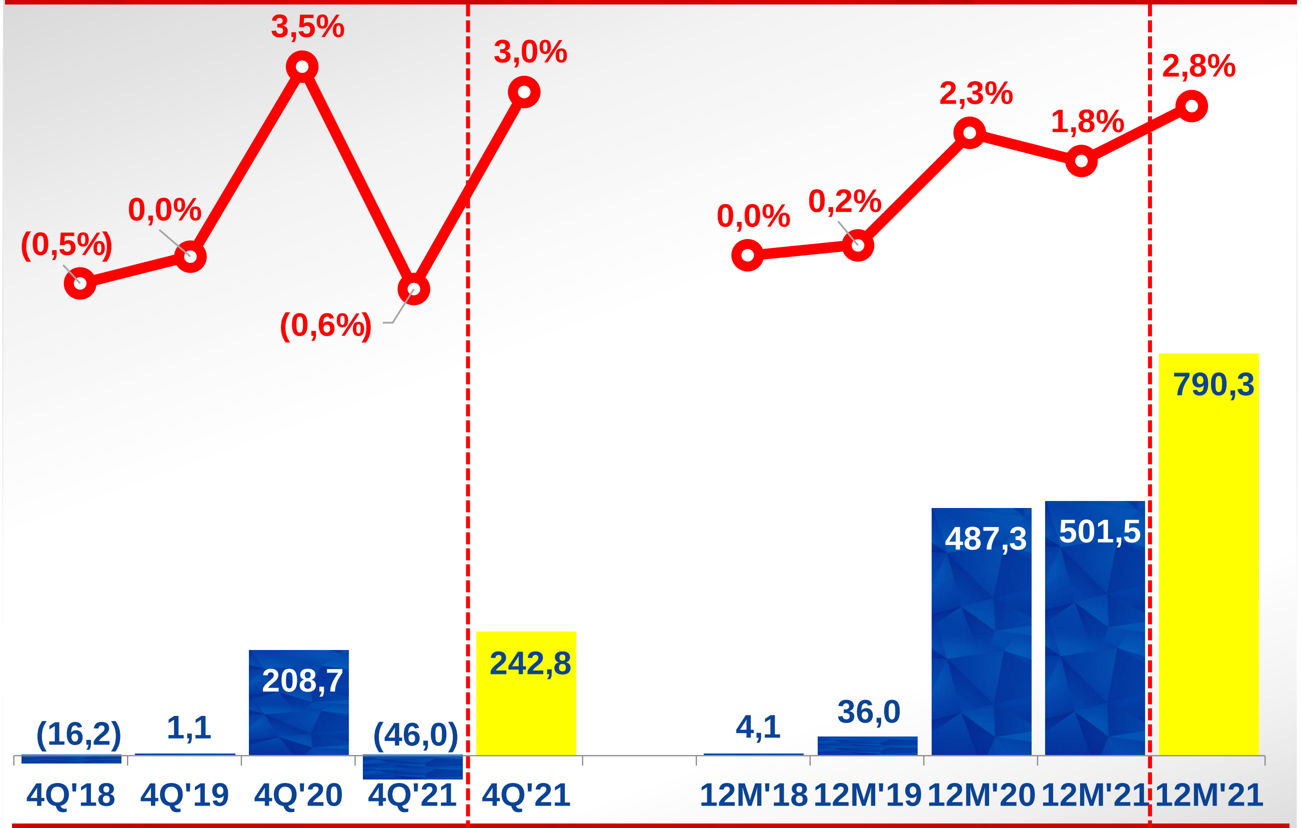




EBITDA Margin(%)

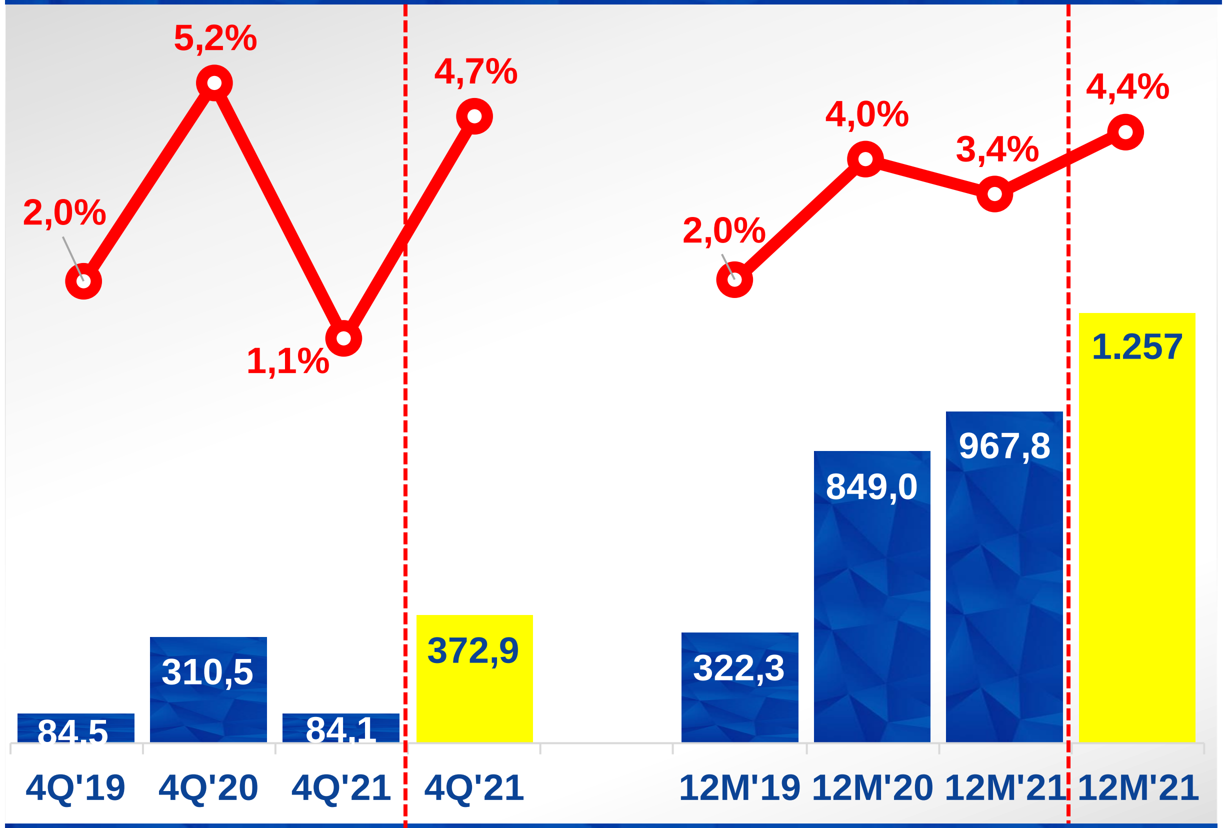
EBIT Improvement

Operating Profit (EBIT) (TLm)



Excl. IFRS 16

Operating Profit (EBIT) (TLm)



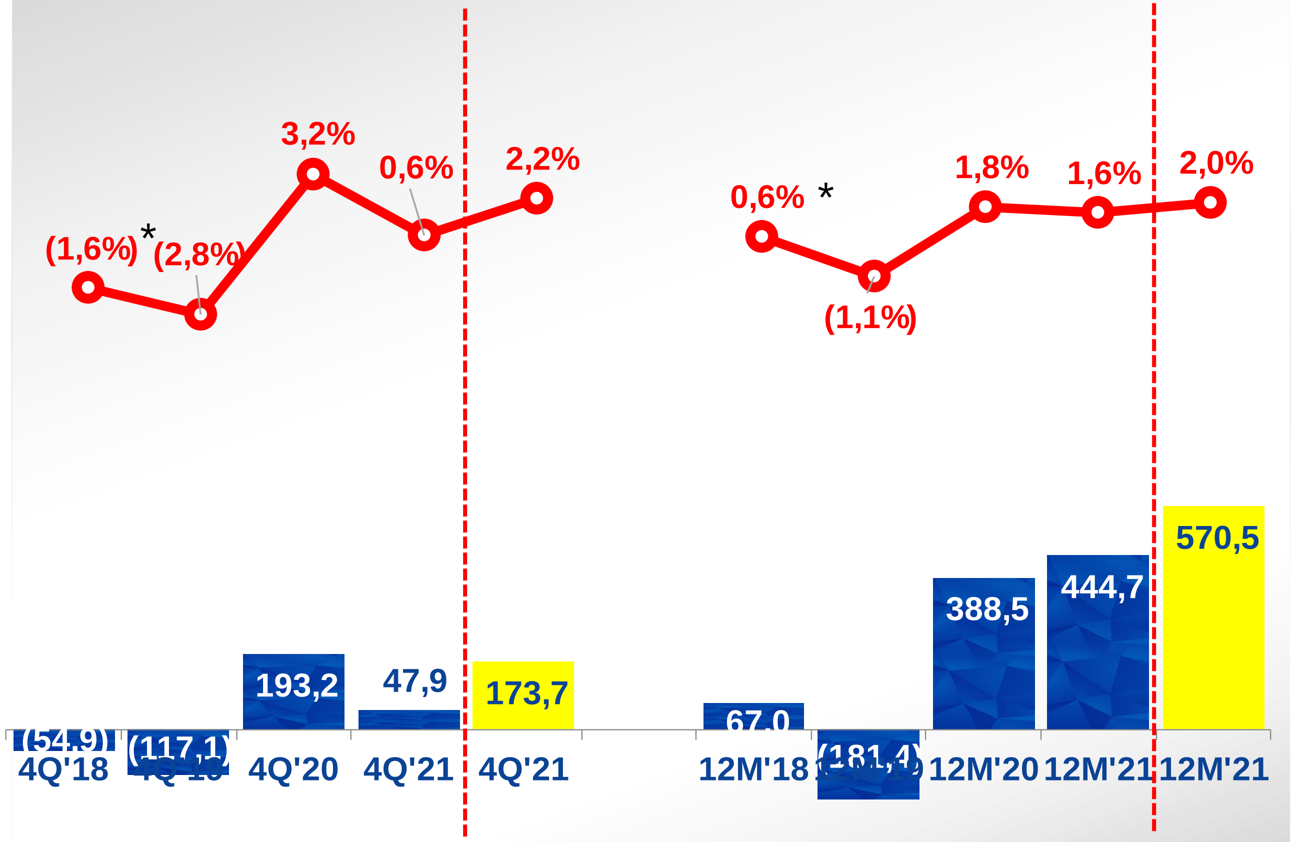
Incl. IFRS 16

Excl. one-off provision for competition authority fine (-TL 288,8 mn)

EBIT Margin(%)

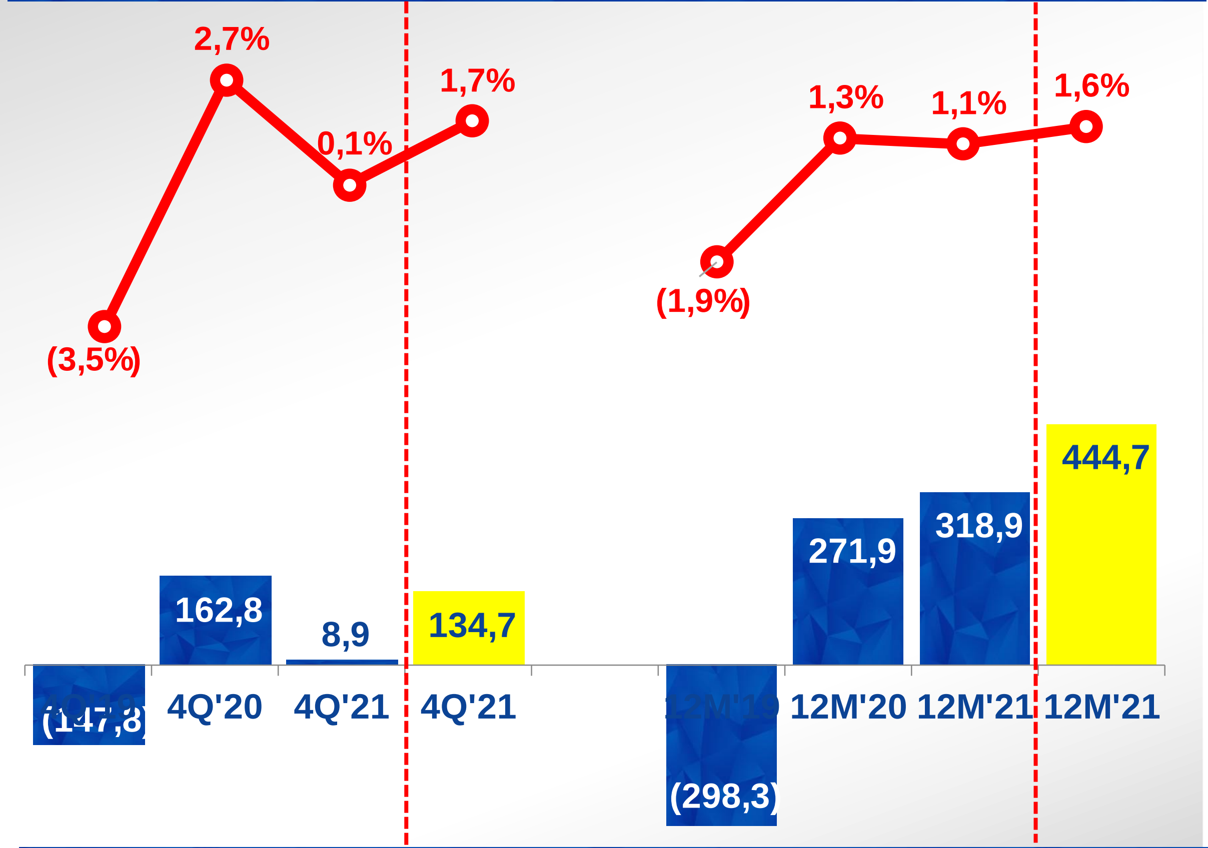
Net Profit Improvement

Net Profit (TLm)



Excl. IFRS 16

Net Profit (TLm)



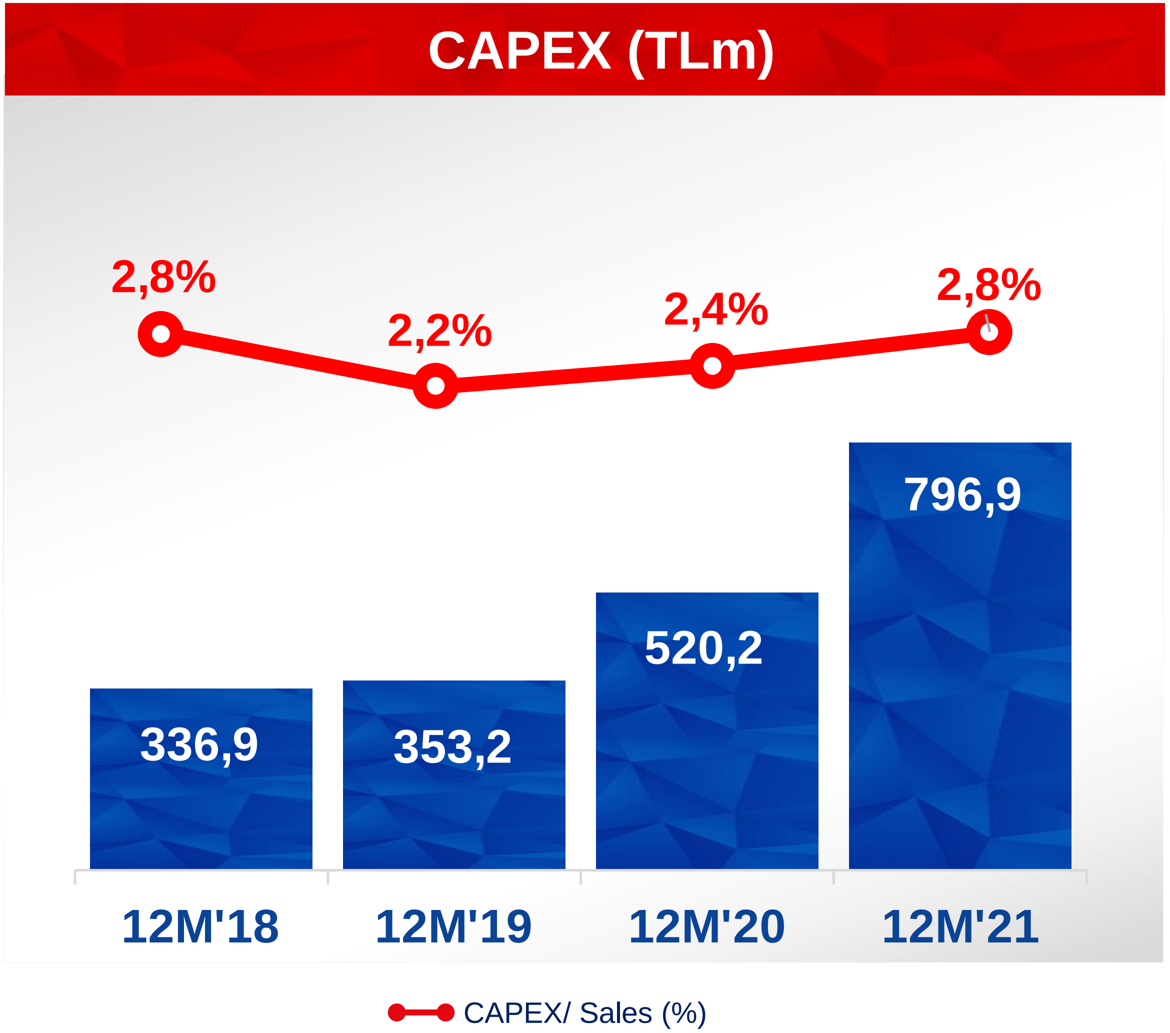
Incl. IFRS 16

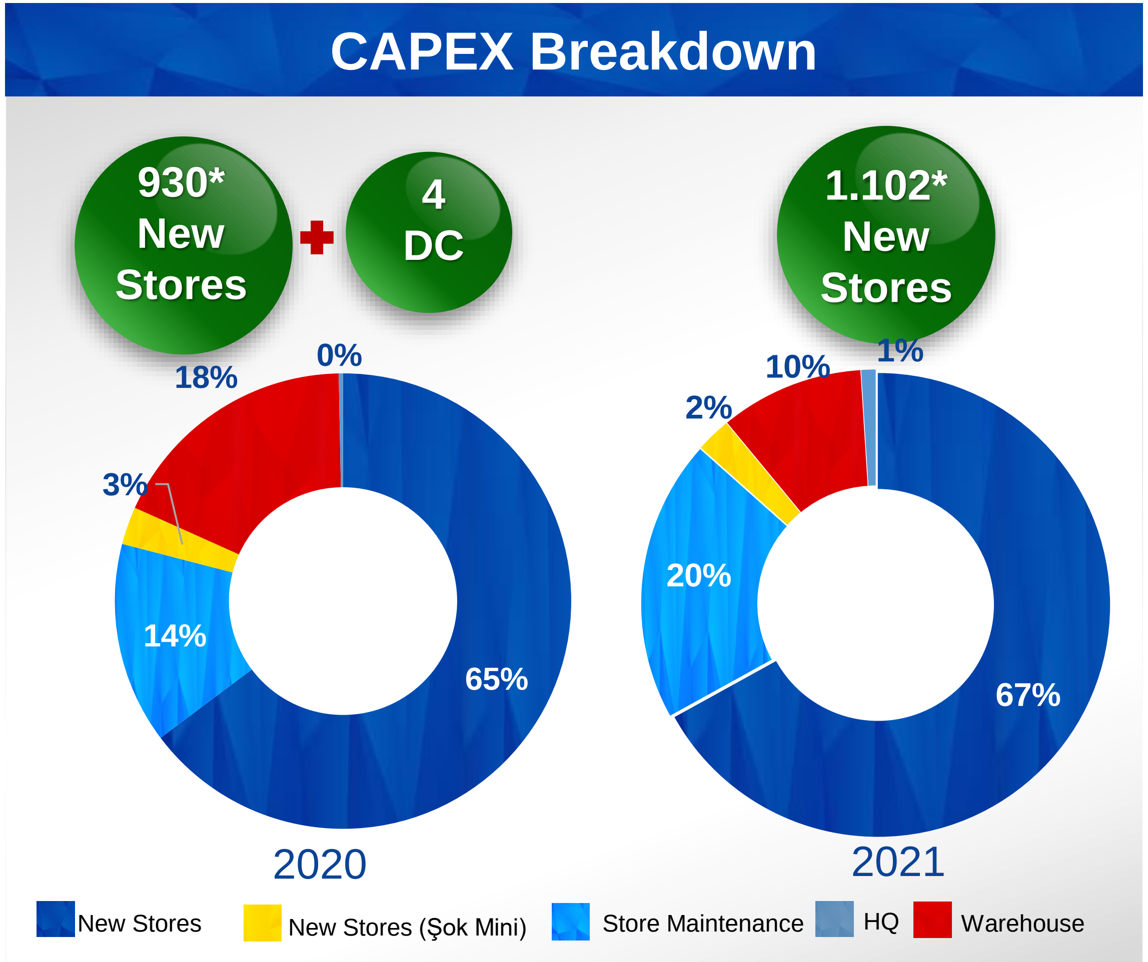
* 2018 net profit figure includes one off Deferred Tax Income of 331 million TL resulting from carried forward tax losses

Net Profit Margin (%)

Excl. one-off provision for competition authority fine (-TL 288,8 mn) & deferred tax income (+TL 163,0 mn), total net TL 125,8 mn

CAPEX Management

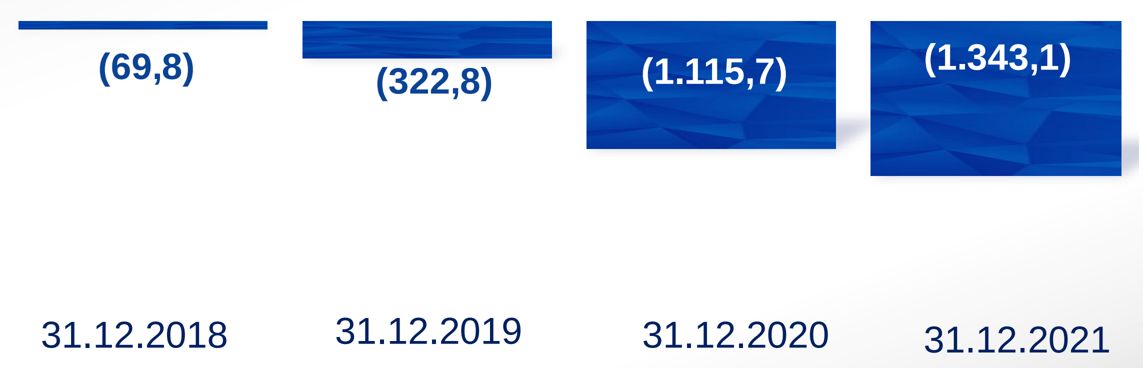




(*) Including Şok and Şok Mini, net of closings

Strong Cash Position

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

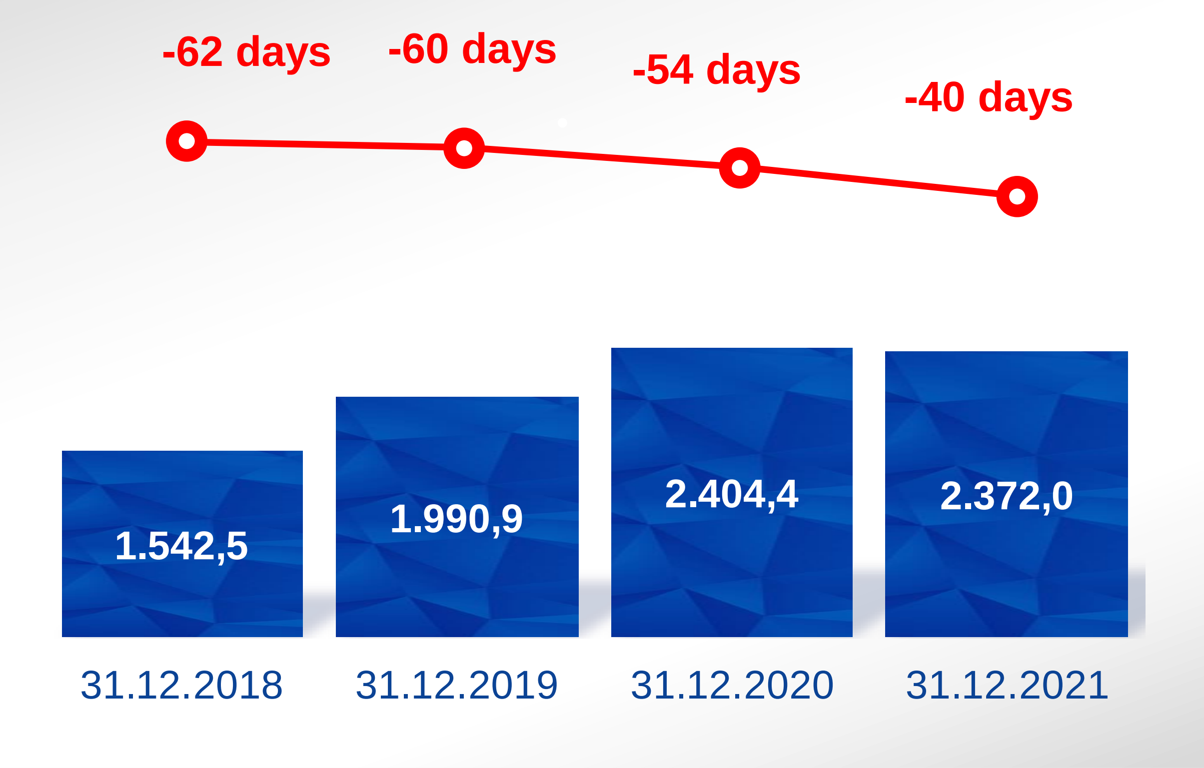


Net Debt/Cash Breakdown (TLm) – Excl. IFRS 16

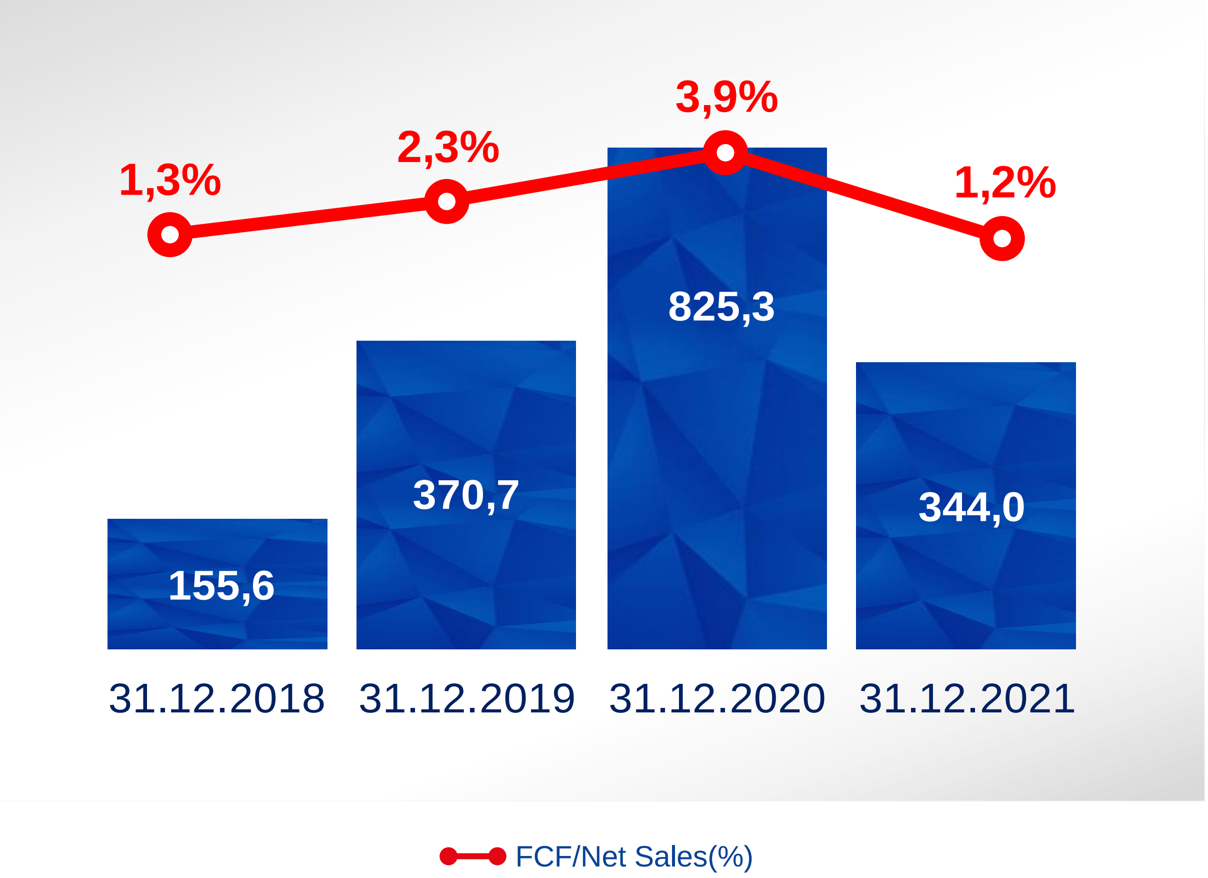
TLm	31.12.2018	31.12.2019	31.12.2020	31.12.2021
Short Term Borrowings	75,4	0,0	0,0	0,0
Financial Lease	208,8	108,5	33,4	0,7
Total Debt	**284,2**	**108,5**	**33,4**	**0,7**
Cash & Cash Equivalents	(354,1)	(431,3)	(1.149,1)	(1.343,8)
Net Debt	**(69,8)**	**(322,8)**	**(1.115,7)**	**(1.343,1)**

Negative Working Capital & FCF Generation

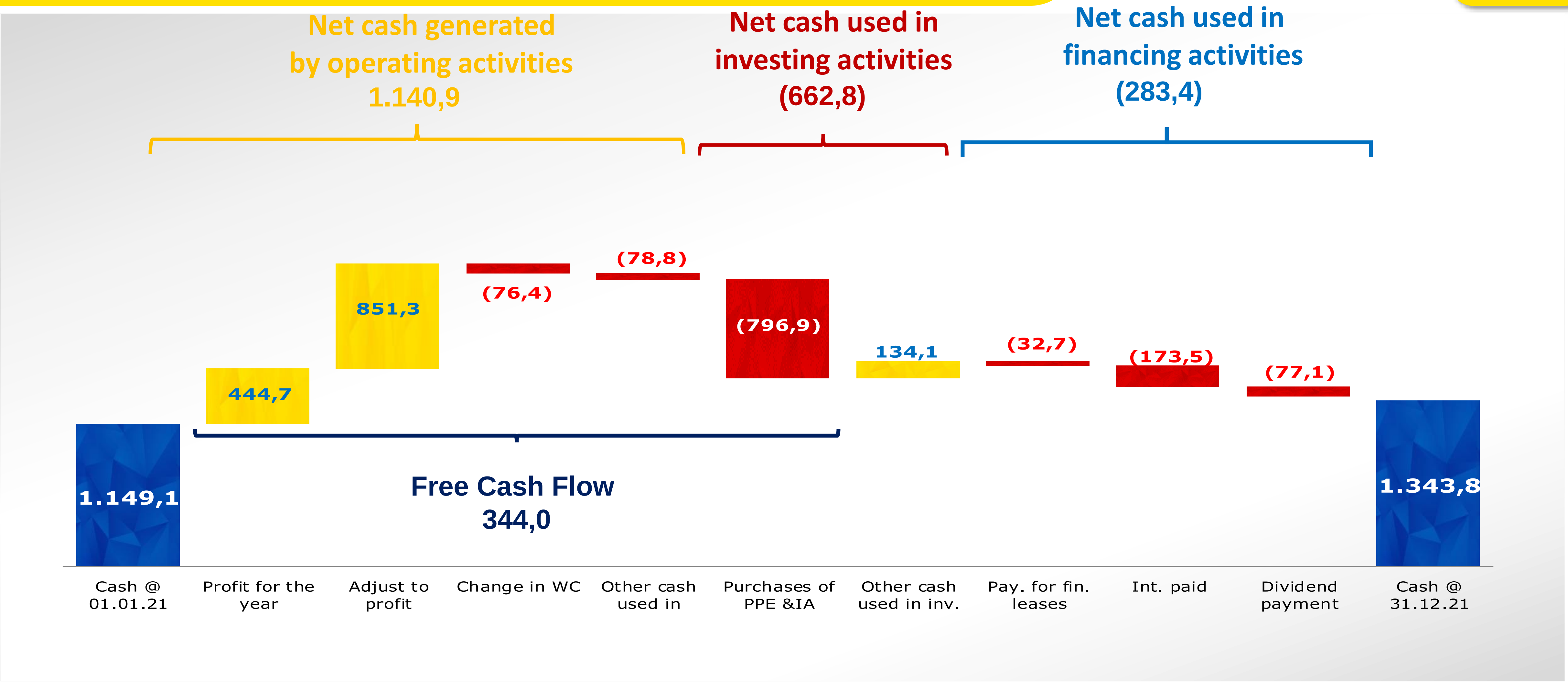
Net Working Capital (TLm) – Excl. IFRS 16



Free Cashflow (TLm) – Excl. IFRS 16



Cash Flow (exc. IFRS 16)



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

Agenda

Highlights

Operational Overview

Financial Overview

Sustainable Business

2022 Guidance

Q&A

Sustainability Performance

ENVIRONMENT

Reusable Boxes Project

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

Energy Consumption

Decreased Electricity Consumption

- Smart stores

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%

FAIR AGRICULTURE

CEPTE ŞOK

ECONOMY

YILDIZ ★ HOLDING

Sustainability Performance

ENVIRONMENT

Reusable Boxes Project

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

Energy Consumption

Decreasing 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%

CEPTE ŞOK

ECONOMY

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

Value Propositon

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

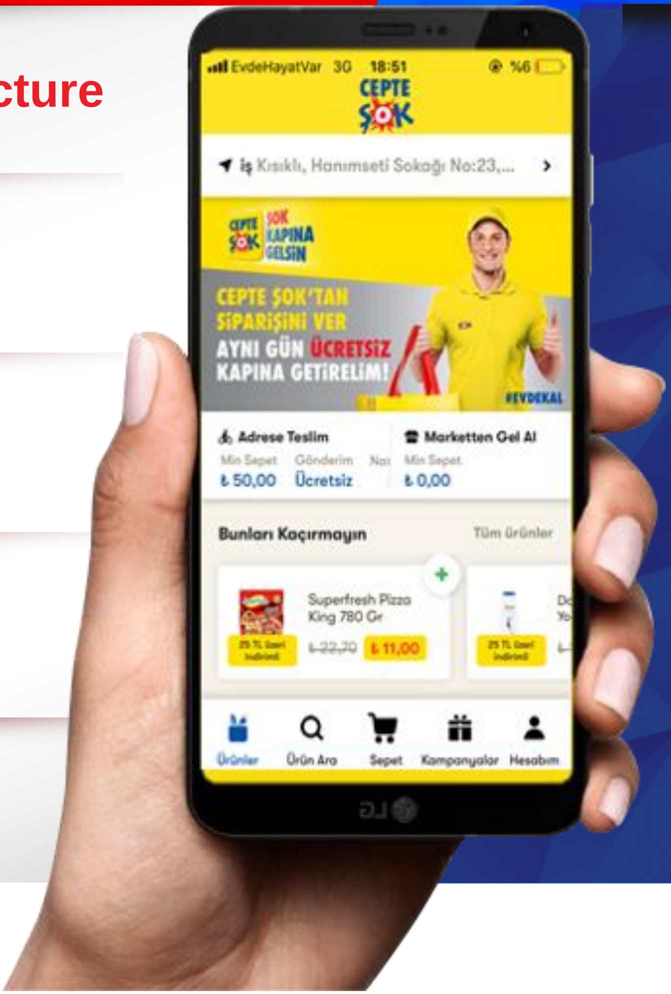
		CEPTE ŞOK	Others
Alternative Payment Methods	Online Payment	Available	Available
	Cash on Delivery	Available	None
	Credit Card at the Door	Available	Some of them
Alternative Order Methods	Mobile App	Available	Available
	Phone	Available	None
	Web www.sokmarket.com.tr/	Available	Some of them

Available / None / Some of them

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

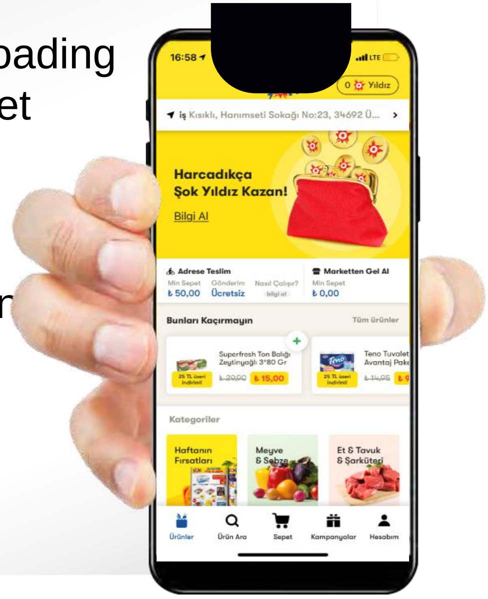
Next Steps

- 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



Cepte ŞOK (Şok in Mobile) Rebranding

TV Communications

Digital Comm.

Cepte Şok KPI's 2021 vs 2020

Online Orders

2,7x

Revenue

2,8x

Delivery

81 Cities

Total Membership

2,2x

# of Customers

2,0x

Sustainability Performance

ENVIRONMENT

Reusable Boxes Project

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

Energy Consumption

Electricity Consumption

- Smart stores

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%

CEPTE ŞOK

ECONOMY

FAIR AGRICULTURE

Vertical Integration in Agri- Business

Value Creation For All Stakeholders

Supporting Turkish Agriculture & Farmers

Farmer

- Contractual farming
- Financial support
- Purchasing guarantee

ŞOK

- 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

* 2020 Sustainability report has been published
https://kurumsal.sokmarket.com.tr/uploads/2021073016042348448.pdf

Agenda

Highlights

Operational Overview

Financial Overview

Strategic Developments

2022 Guidance

Q&A

2022 Guidance

	2022
Net Sales	***45% (+/- 5%)***
EBITDA Margin *(Incl. IFRS 16)*	***9,0% (+/- 0,5%)***
Capex	***1,5 billion TL (+/- 100 million TL)***

Agenda

Highlights

Operational Overview

Financial Overview

Strategic Developments

2022 Guidance

Q&A

Consolidated Income Statement Summary

4Q'20 & 4Q'21 Consolidated Income Statement Summary (TLm)						
	Excl. IFRS 16			Incl. IFRS 16		
million TL	**4Q'20**	**4Q'21**	**∆ (%)**	**4Q'20**	**4Q'21**	**∆ (%)**
Net Sales	5.956,6	7.983,5	34,0%	5.956,6	7.983,5	34,0%
Gross Profit	1.417,8	1.893,9	33,6%	1.417,8	1.893,9	33,6%
Gross Profit %	23,8%	23,7%	-0,1 Ppt	23,8%	23,7%	-0,1 Ppt
Marketing, selling & GA expenses (-)	(1.073,9)	(1.531,1)	42,6%	(972,2)	(1.401,1)	44,1%
Amortisation	(68,5)	(84,2)	22,9%	(191,0)	(228,5)	19,6%
Marketing, selling & GA expenses (-) (Excl Amortisation)	(1.005,4)	(1.446,9)	43,9%	(781,1)	(1.172,6)	50,1%
EBITDA	412,4	447,0	8,4%	636,7	721,3	13,3%
EBITDA %	6,9%	5,6%	-1,3 Ppt	10,7%	9,0%	-1,7 Ppt
Operating Profit (EBIT)	208,7	(46,0)	-122,1%	310,5	84,1	-72,9%
Income from investing activities	11,5	25,3	119,9%	9,1	26,9	194,6%
Financial Expense	(21,2)	(47,6)	124,4%	(162,3)	(228,1)	40,6%
Profit / (Loss) Before Tax	199,0	(68,4)	-134,4%	160,9	(117,1)	-172,8%
Net Profit / (Loss) for the Period	193,2	47,9	-75,2%	162,8	8,9	-94,5%

Consolidated Income Statement Summary

12M'20 & 12M'21 Consolidated Income Statement Summary (TLm)						
	Excl. IFRS 16			Incl. IFRS 16		
million TL	**12M'20**	**12M'21**	**∆ (%)**	**12M'20**	**12M'21**	**∆ (%)**
Net Sales	21.353,8	28.411,8	33,1%	21.353,8	28.411,8	33,1%
Gross Profit	5.035,6	6.644,1	31,9%	5.035,6	6.644,1	31,9%
Gross Profit %	23,6%	23,4%	-0,2 Ppt	23,6%	23,4%	-0,2 Ppt
Marketing, selling & GA expenses (-)	(3.995,4)	(5.322,2)	33,2%	(3.633,8)	(4.855,8)	33,6%
Amortisation	(255,8)	(305,9)	19,6%	(697,5)	(833,8)	19,5%
Marketing, selling & GA expenses (-) (Excl Amortisation)	(3.739,6)	(5.016,3)	34,1%	(2.936,3)	(4.022,0)	37,0%
EBITDA	1.295,9	1.627,9	25,6%	2.099,3	2.622,1	24,9%
EBITDA %	6,1%	5,7%	-0,3 Ppt	9,8%	9,2%	-0,6 Ppt
Operating Profit (EBIT)	487,3	501,5	2,9%	849,0	967,8	14,0%
Income from investing activities	19,2	130,0	576,3%	21,9	131,7	502,2%
Financial Expense	(67,0)	(173,5)	159,1%	(577,0)	(798,6)	38,4%
Profit / (Loss) Before Tax	439,6	458,0	4,2%	293,9	300,9	2,4%
Net Profit / (Loss) for the Period	388,5	444,7	14,5%	271,9	318,9	17,3%

Consolidated Balance Sheet Summary

	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2020	31.12.2021	31.12.2020	31.12.2021
Cash & cash equivalents	1.149,1	1.343,8	1.149,1	1.343,8
Trade receivables	106,2	100,0	106,2	100,0
Inventories	2.090,3	2.849,4	2.090,3	2.849,4
Other current assets	33,8	81,4	31,5	76,7
Total Current Assets	3.379,4	4.374,5	3.377,0	4.369,8
Property & equipment	1.352,7	1.828,8	1.352,7	1.828,8
Intangible assets	692,0	703,7	692,0	703,7
Other non-current assets	167,0	177,8	2.340,1	2.832,6
Non-Current Assets	2.211,7	2.710,3	4.384,8	5.365,1
Total Assets	5.591,0	7.084,7	7.761,8	9.734,8

Consolidated Balance Sheet Summary

	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2020	31.12.2021	31.12.2020	31.12.2021
Short term financial liabilities	32,7	0,7	32,7	0,7
Trade payables	4.600,8	5.321,4	4.600,8	5.321,4
Other current payables	367,3	785,2	1.112,7	1.743,7
Total Current Liabilities	5.000,9	6.107,3	5.746,2	7.065,8
Total Non Current Liabilities	102,7	122,2	1.761,7	2.173,2
Shareholder's equity	486,4	859,5	253,1	500,5
Non-controlling interests	1,0	(4,3)	0,8	(4,6)
Total Equity	487,4	855,2	253,9	495,9
Total Liabilities and Equity	5.591,0	7.084,7	7.761,8	9.734,8

Consolidated Cash Flow Summary

	Excl. IFRS 16		Inc. IFRS 16	
million TL	31.12.2020	31.12.2021	31.12.2020	31.12.2021
Profit/(loss) from continued operations	388,5	444,7	271,9	318,9
Adjustments related to reconciliation of net profit / (loss) for the period	451,7	856,5	1.371,7	1.976,7
Cash generated by / (used in) operations before changes in working capital	840,2	1.301,3	1.643,6	2.295,6
Changes in working capital :	544,4	(76,4)	544,4	(74,0)
Cash used in operations	1.384,6	1.224,9	2.188,0	2.221,5
Taxes, Payments for lawsuits, retirement benefits and unused vacs. etc.	(39,1)	(84,0)	(39,1)	(84,0)
A- Net cash generated by operating activities:	1.345,5	1.140,9	2.148,9	2.137,6
Purchases of property and equipment	(506,2)	(777,0)	(506,2)	(777,0)
Purchases of intangible assets	(14,1)	(19,9)	(14,1)	(19,9)
Free Cash Flow	825,3	344,0	1.628,6	1.340,7
Other	25,0	134,1	27,7	135,7
B-Net cash used in investing activities	(495,2)	(662,8)	(492,6)	(661,1)
C-Net cash (used in) / generated from financing activities	(132,5)	(283,4)	(938,5)	(1.281,7)
NET CHANGE IN CASH AND CASH EQUIVALENTS (A+B+C)	717,8	194,7	717,8	194,7
D.CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE PERIOD	431,3	1.149,1	431,3	1.149,1
E.CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD (A+B+C+D)	1.149,1	1.343,8	1.149,1	1.343,8

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 67 55
sena.altintas@sokmarket.com.tr
www.sokmarketyatirimciiliskileri.com

Ziya KAYACAN
CFO

+90 850 221 11 00
ziya.kayacan@sokmarket.com.tr
www.sokmarketyatirimciiliskileri.com