2Q & 1H 2026
WEBCAST PRESENTATION

August 18, 2026

Disclaimer

Pursuant to the Capital Markets Board of Türkiye (“CMB”) decision dated December 28, 2023 (No. 81/1820), issuers and capital market institutions subject to the CMB’s financial reporting regulations and preparing their financial statements in accordance with Turkish Accounting Standards / Turkish Financial Reporting Standards (“TAS/TFRS”) are required to apply inflation accounting in accordance with TAS 29, effective from the annual financial statements for the year ended December 31, 2023.

Accordingly, ŞOK Marketler Ticaret A.Ş. (“ŞOK Marketler”) has prepared its consolidated financial statements as of June 30, 2025 and June 30, 2026 in accordance with TAS 29 and presented the relevant financial information on a comparative basis. Unless otherwise stated, all financial information presented herein, including prior-period figures, is expressed in Turkish Lira in terms of the purchasing power as of June 30, 2026. Certain selected figures excluding the impact of inflation accounting are also presented solely for informational purposes.

This presentation contains information relating to the Company’s operations and financial results. It may also include forward-looking statements, expectations, opinions, estimates and projections that reflect management’s current views and assumptions as of the date of this presentation. Such statements are subject to risks, uncertainties and other factors, and actual results may differ materially from those expressed or implied herein.

Neither the Company, its Board of Directors, employees, nor any of its affiliates shall be held liable for any loss or damage arising from the use or the interpretation of the information contained herein.

Figures presented herein may be subject to rounding. Accordingly, totals may not add up exactly to the sum of the individual figures, and percentages may not precisely reflect the corresponding absolute amounts.

Agenda

Key Financial Highlights (Including TAS 29)

2Q26 Results

NET SALES	TL 86.1 bn	6.6% YoY Real Growth
EBITDA	TL 918.4 mn	1.1% Margin
NET INCOME	TL -564 mn	-0.7% Net Margin
CAPEX	TL 2.0 bn	2.4% Capex/Sales
FREE CASH FLOW	TL 7.5 bn	8.8% FCF/Sales

1H26 Results

NET SALES	TL 167.8 bn	7.0% YoY Real Growth
EBITDA	TL 1.4 bn	0.8% Margin
NET INCOME	TL -1.4 bn	-0.8% Net Margin
CAPEX	TL 3.4 bn	2.0% Capex/Sales
FREE CASH FLOW	TL 13.3 bn	7.9% FCF/Sales

Store Network

11,175 Stores

+

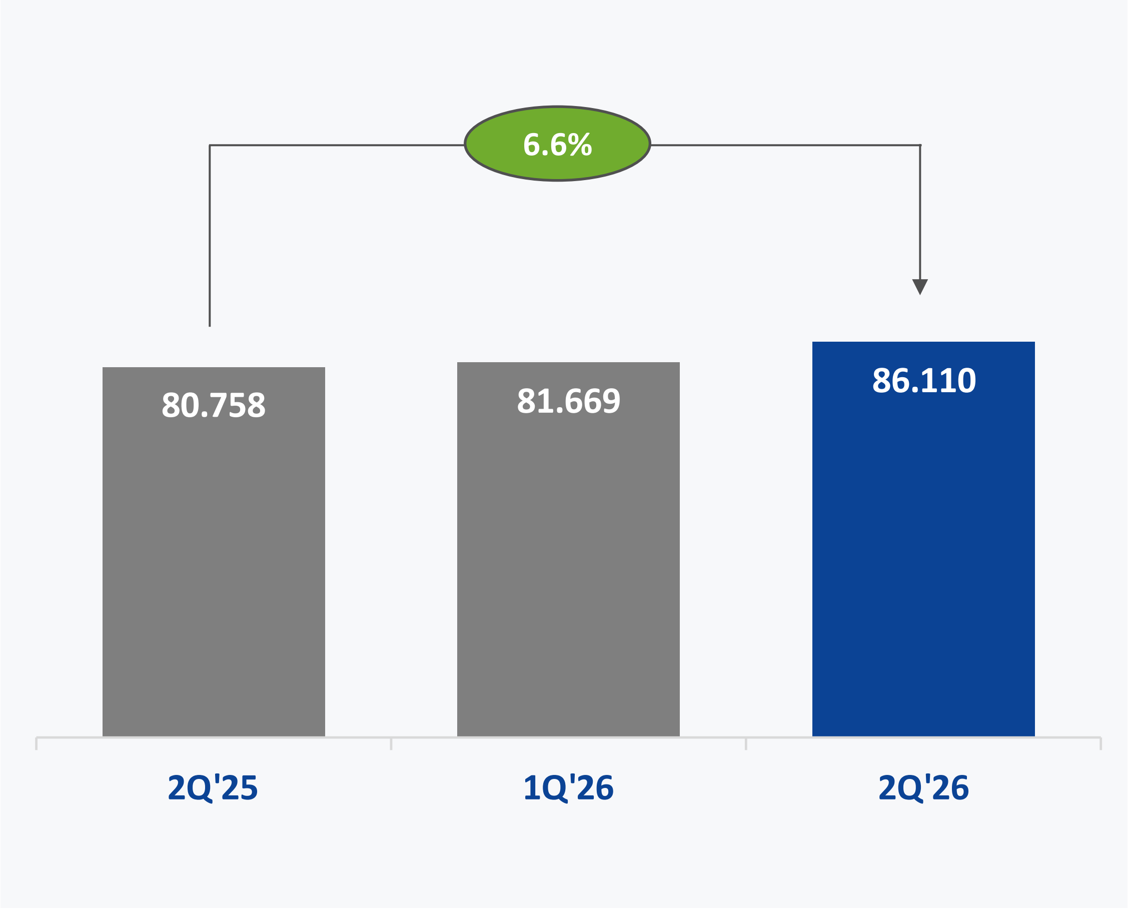
E-commerce

CEPTE ŞOK

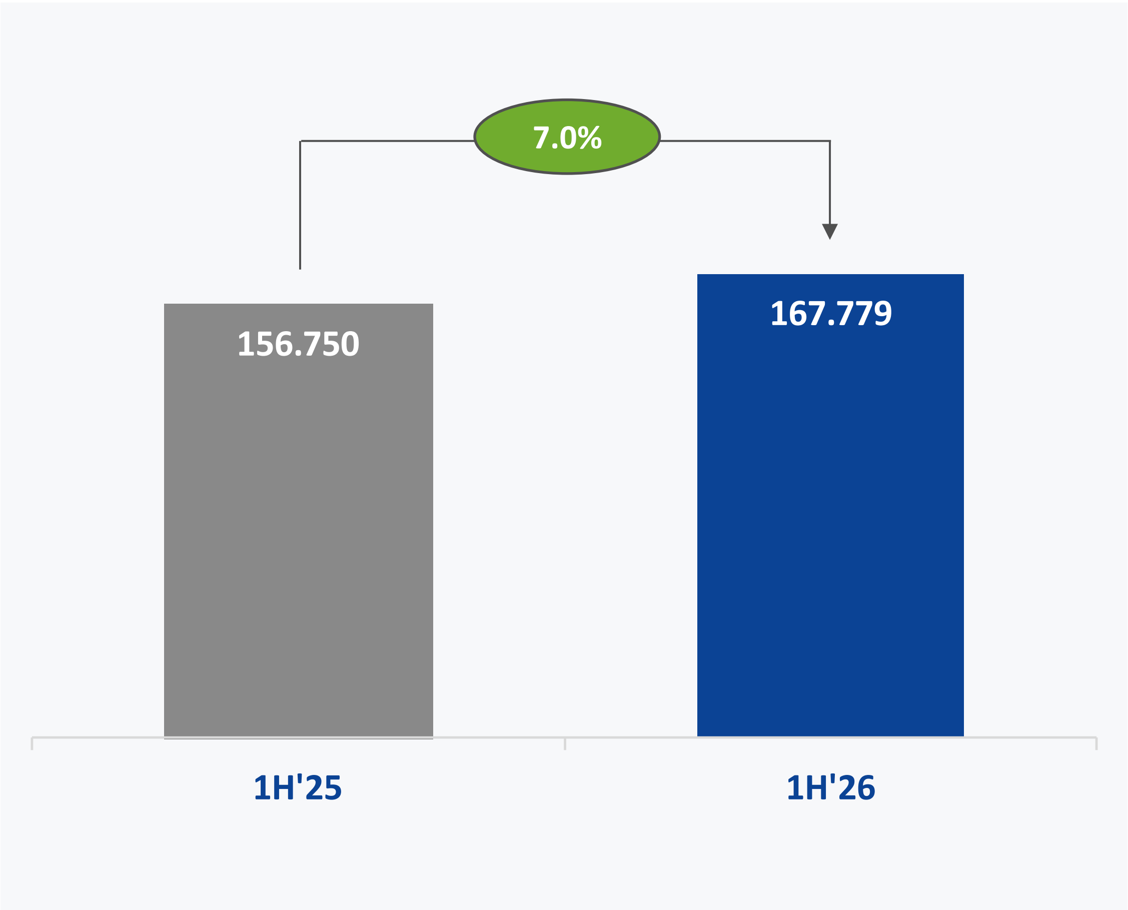
Agenda

Net Sales (Including TAS 29)

Quarterly Net Sales* (TL mn)



Cumulative Net Sales* (TL mn)



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Net Sales (Excluding TAS 29)

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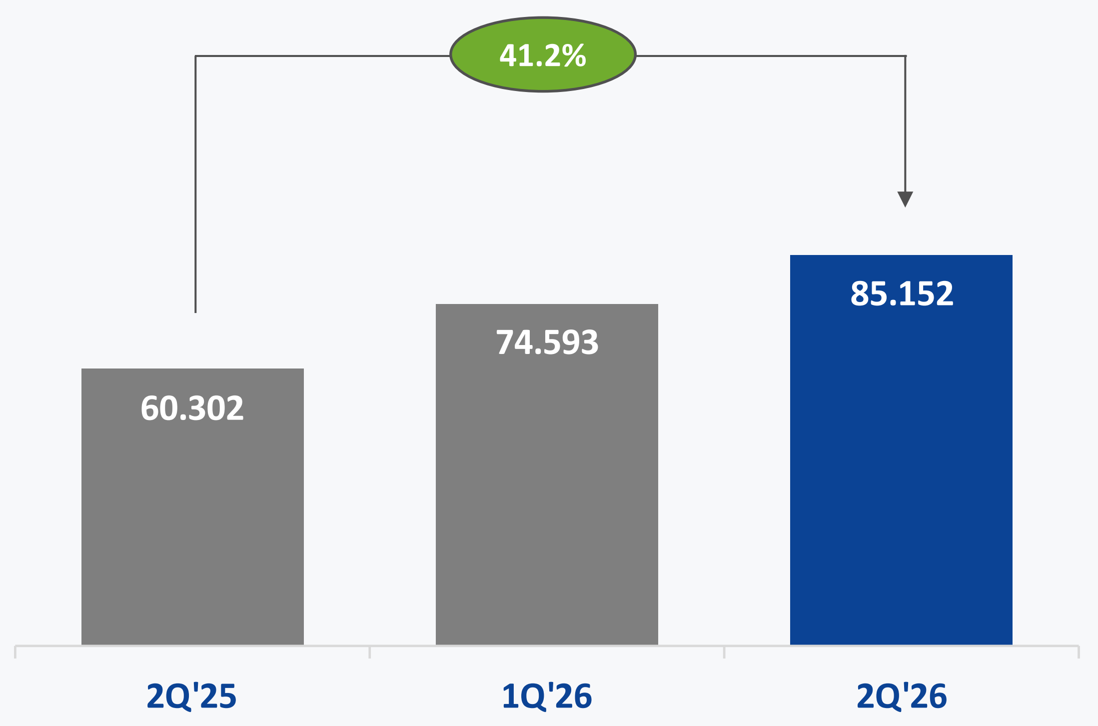

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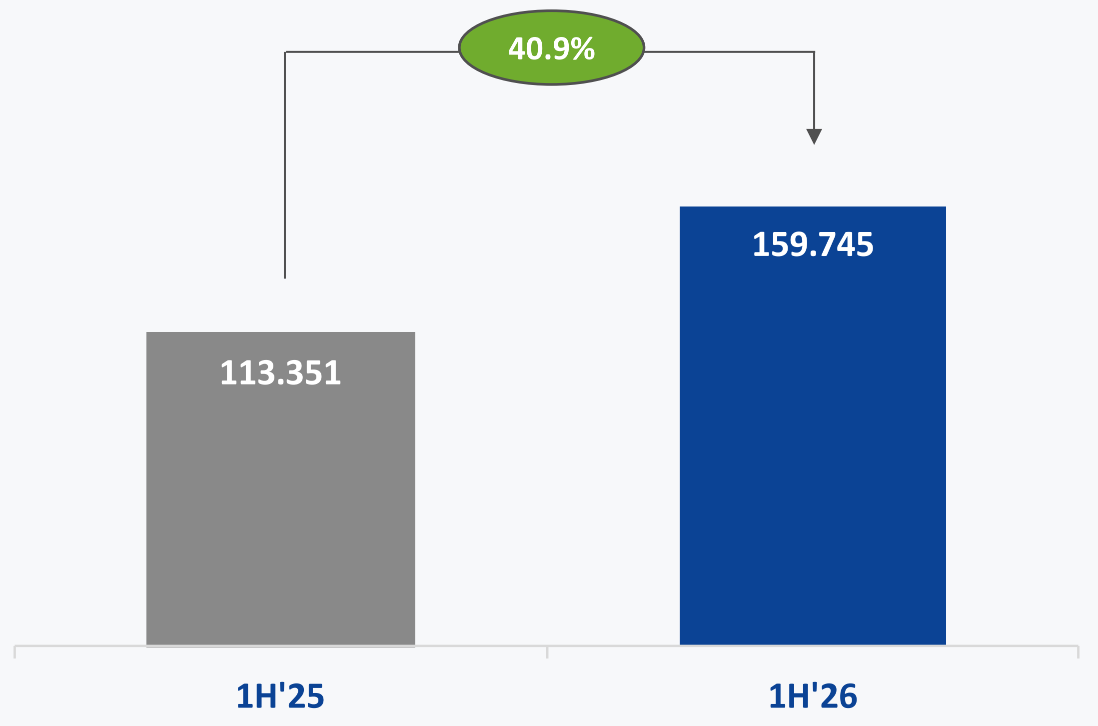
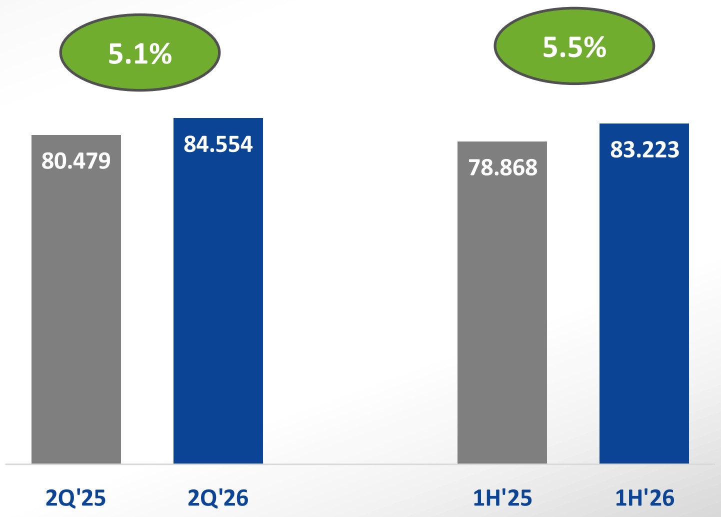


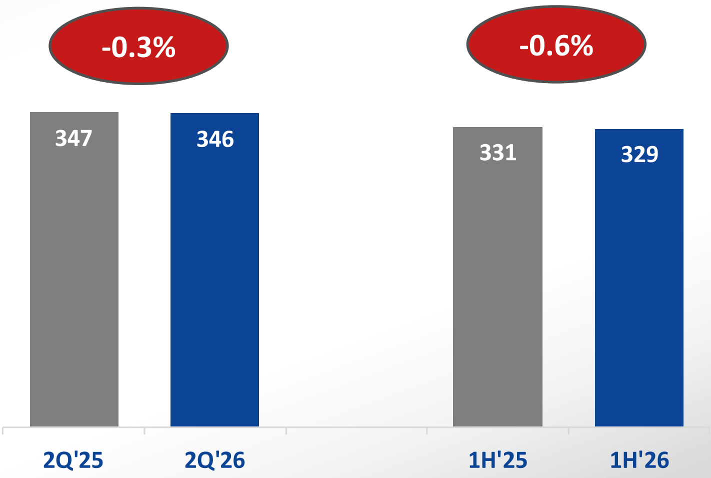
** Pre-inflation accounting figures are based on the Company's own calculations.*

LFL Store Sales* - Real Growth Rates (Including TAS 29)

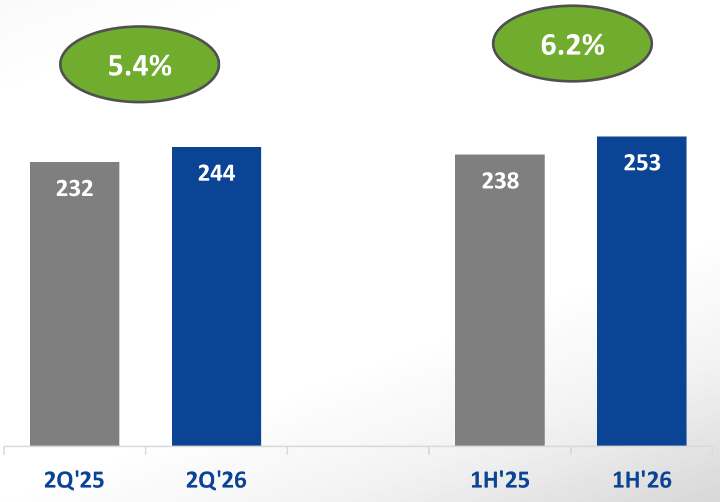
LFL Daily Average Sales/Store (TL)



LFL Daily Average Customer/Store



LFL Daily Average Basket Size/Store (TL)



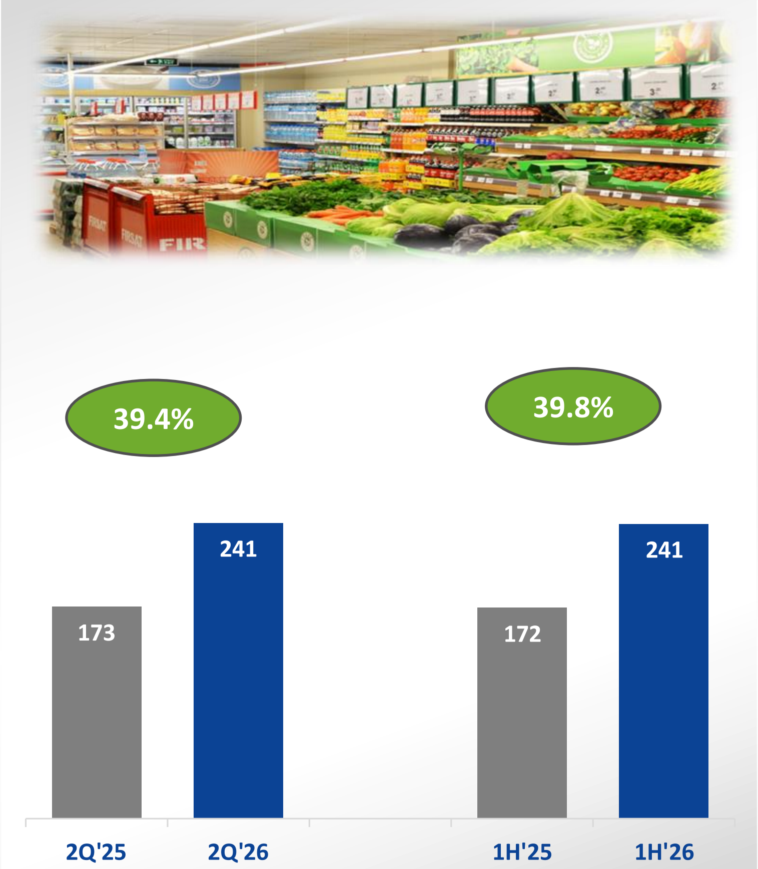
* All like-for-like daily figures for 2Q and 1H are derived from the sales of 10,362 LFL stores that were open on June 30, 2024 and remained operational as of June 30, 2026. The figures have been calculated by the Company.

LFL Store Sales* - Nominal Growth Rates

LFL Daily Average Sales/Store (TL)

LFL Daily Average Customer/Store

LFL Daily Average Basket Size/Store (TL)



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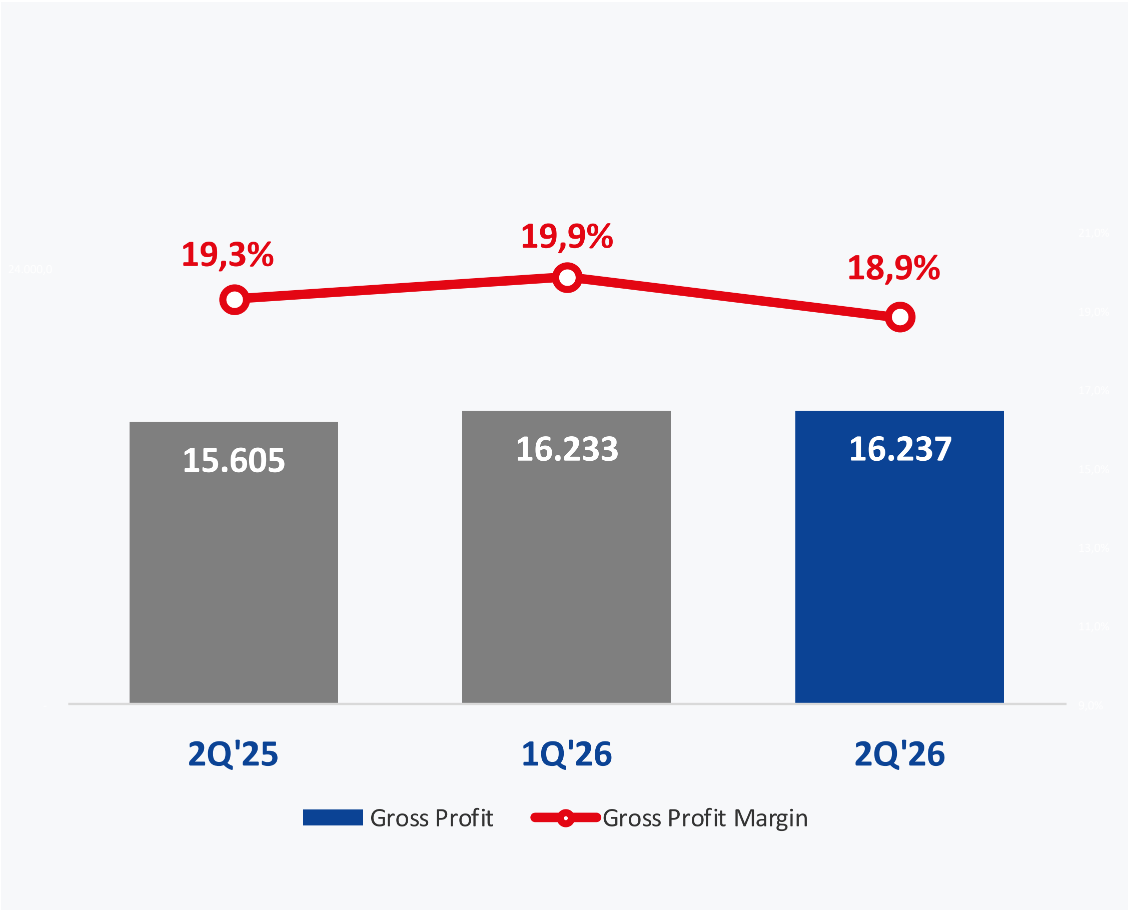
Gross Profit (Including TAS 29)

Quarterly Gross Profit* (TL mn)



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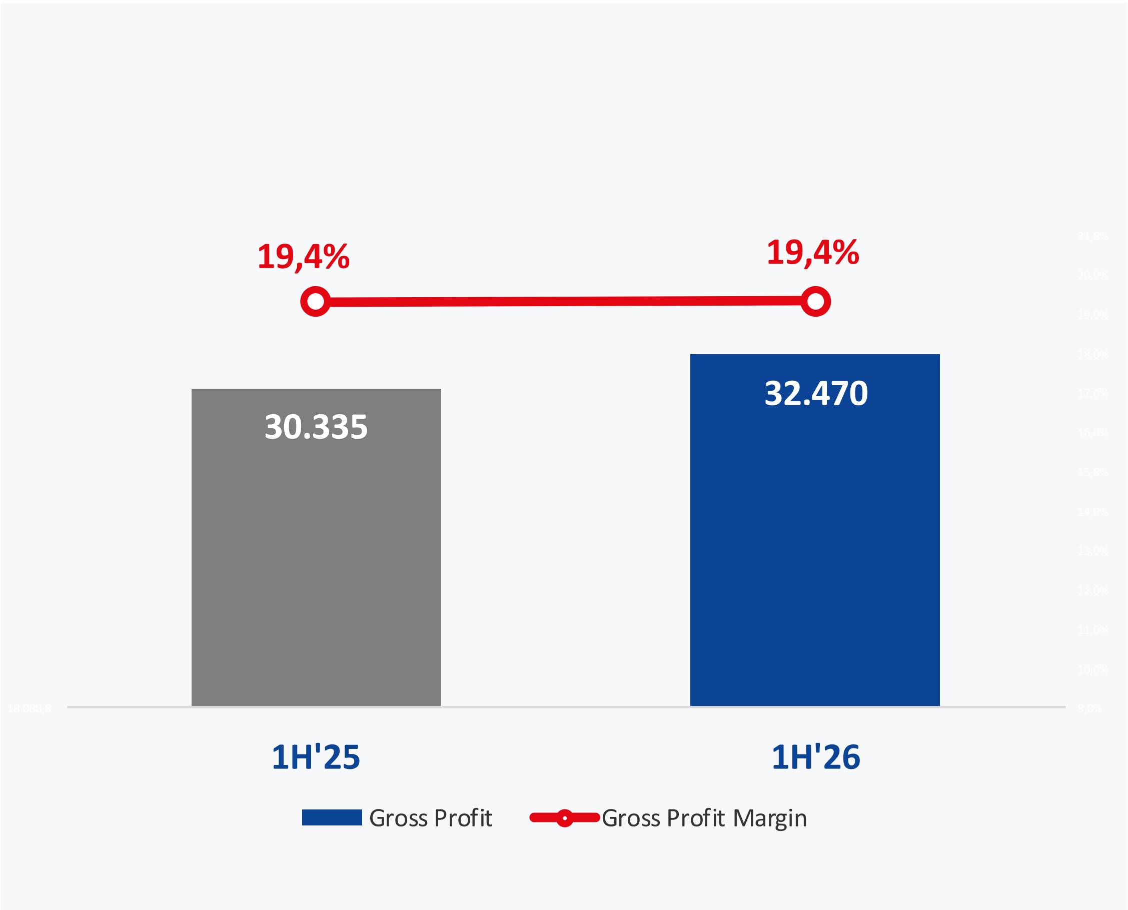

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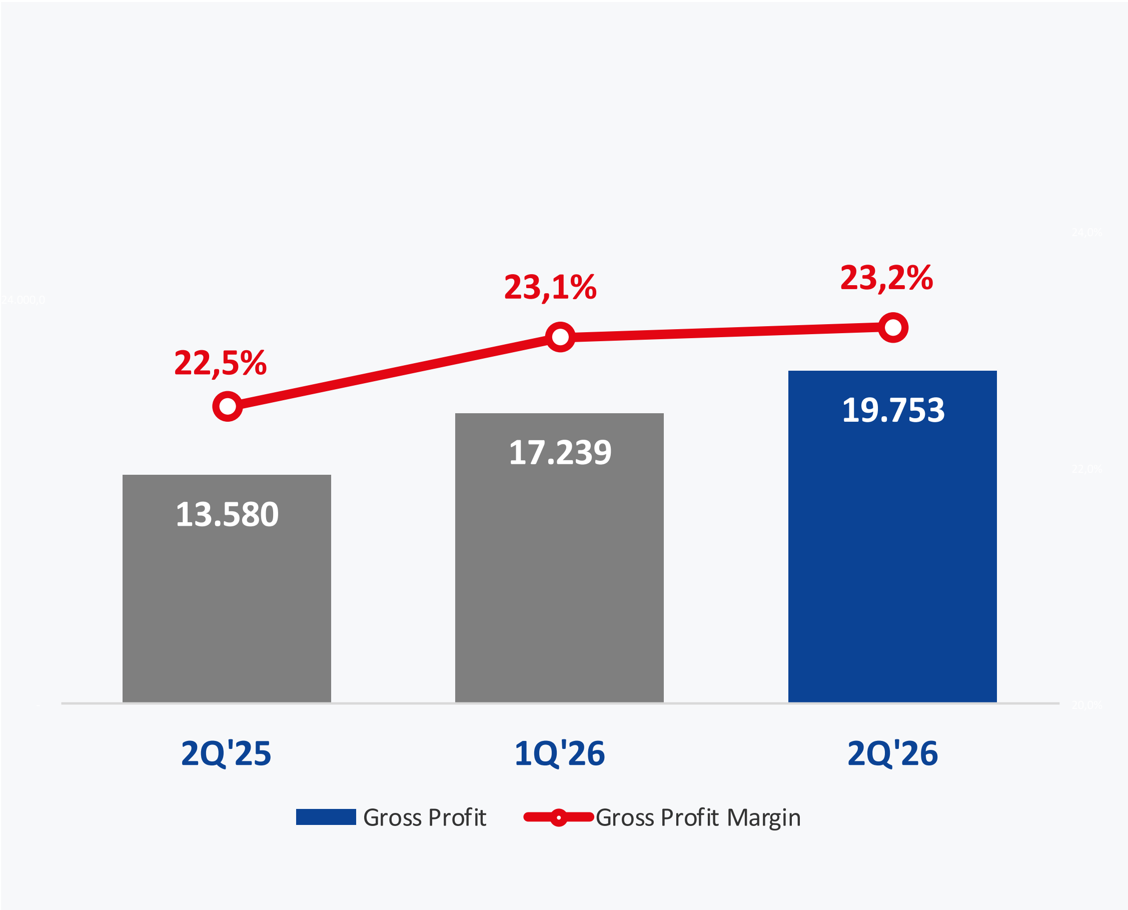

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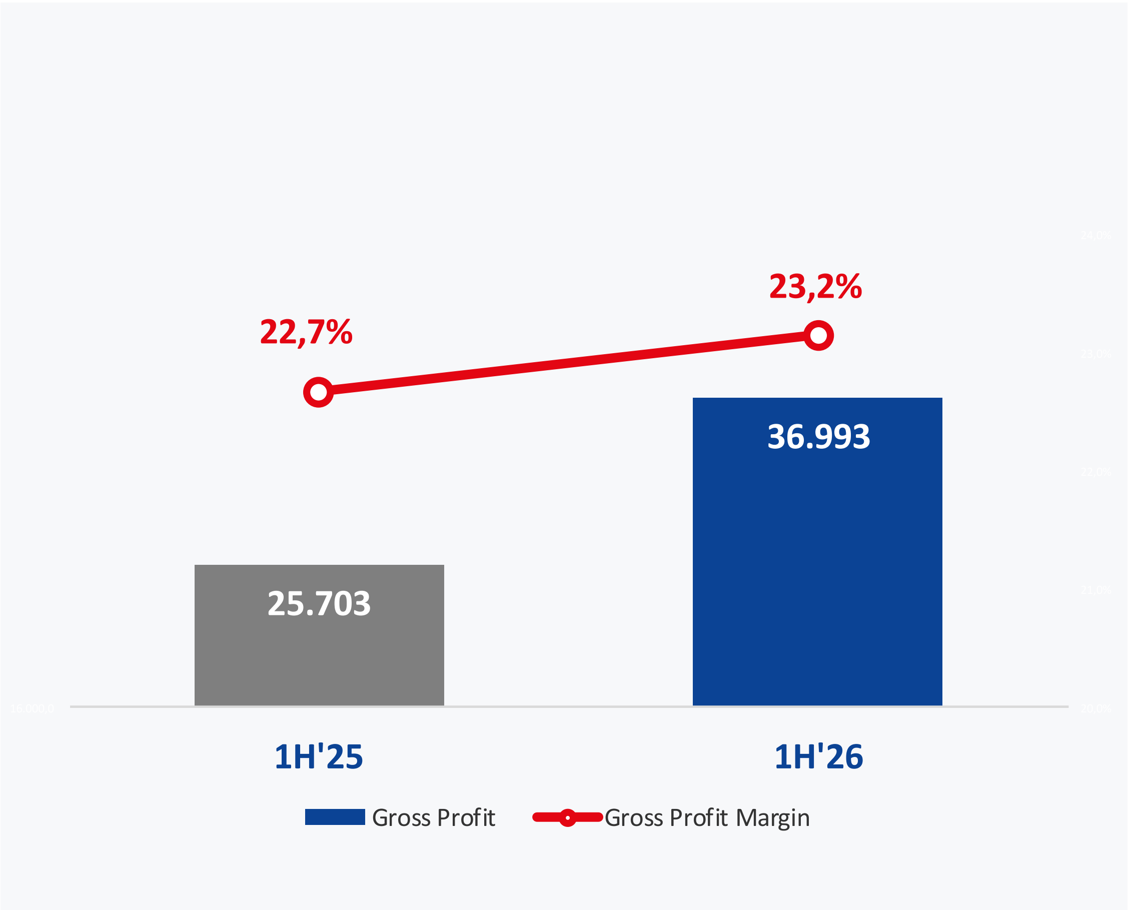

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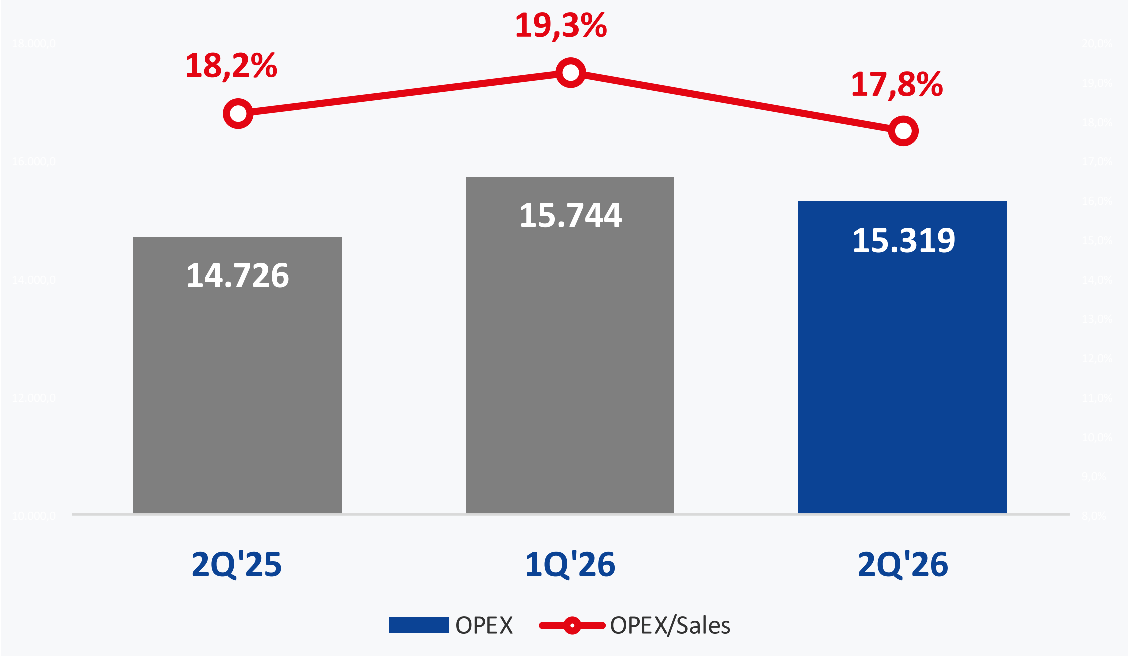
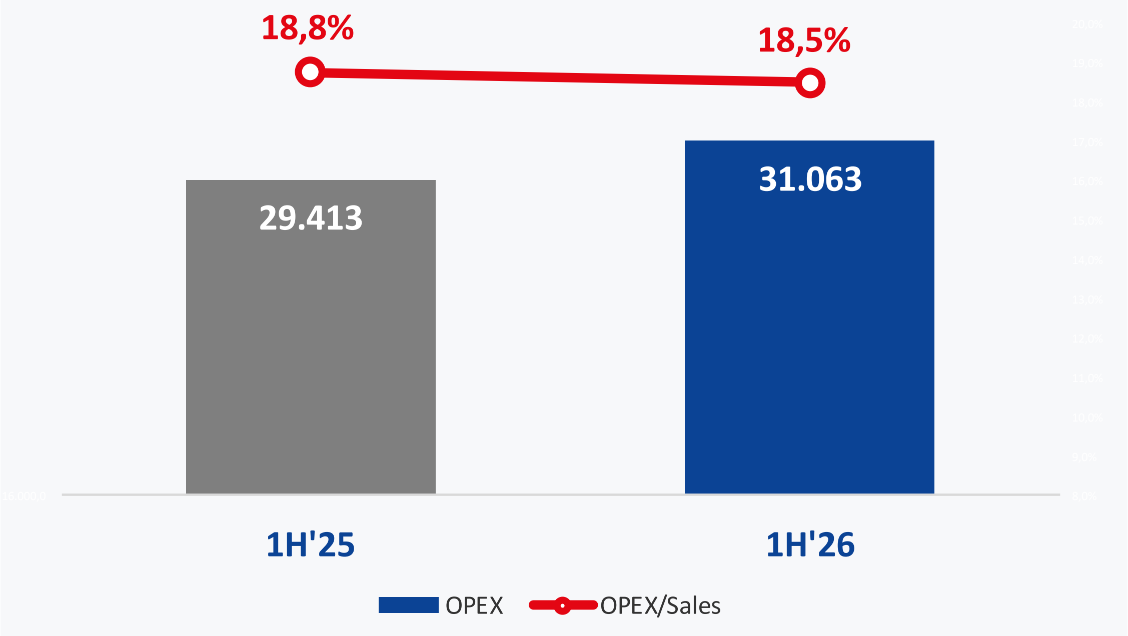
Operating Expenses (Including TAS 29)

Quarterly Operating Expenses* (TL mn) (Excluding D&A)



Cumulative Operating Expenses* (TL mn) (Excluding D&A)



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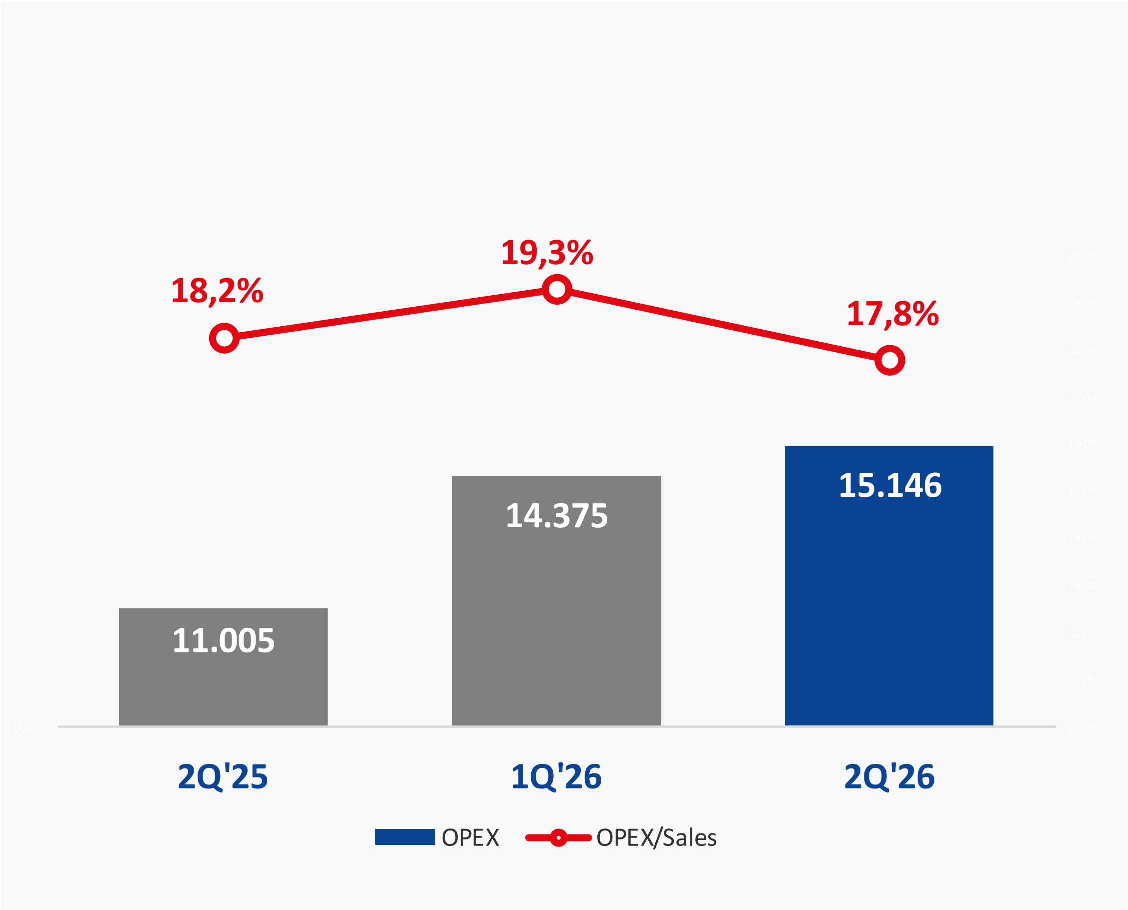

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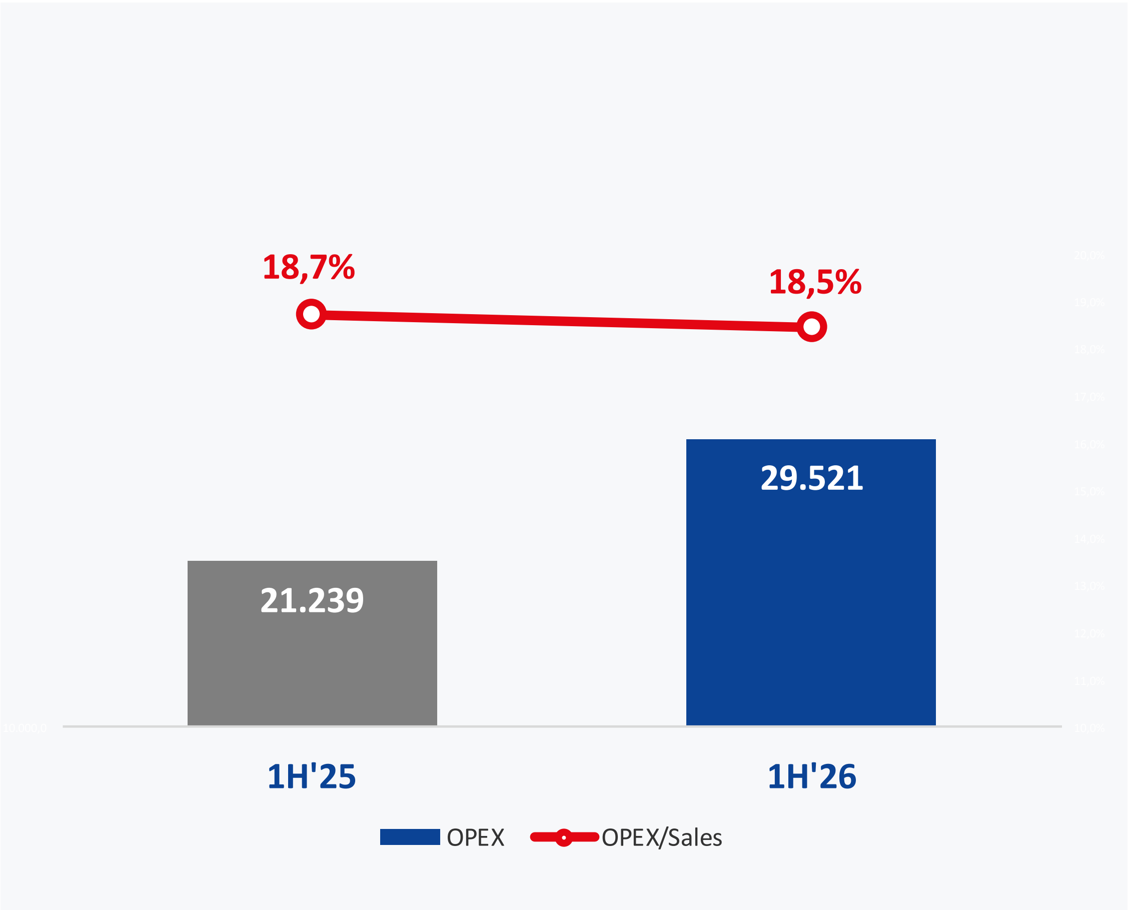

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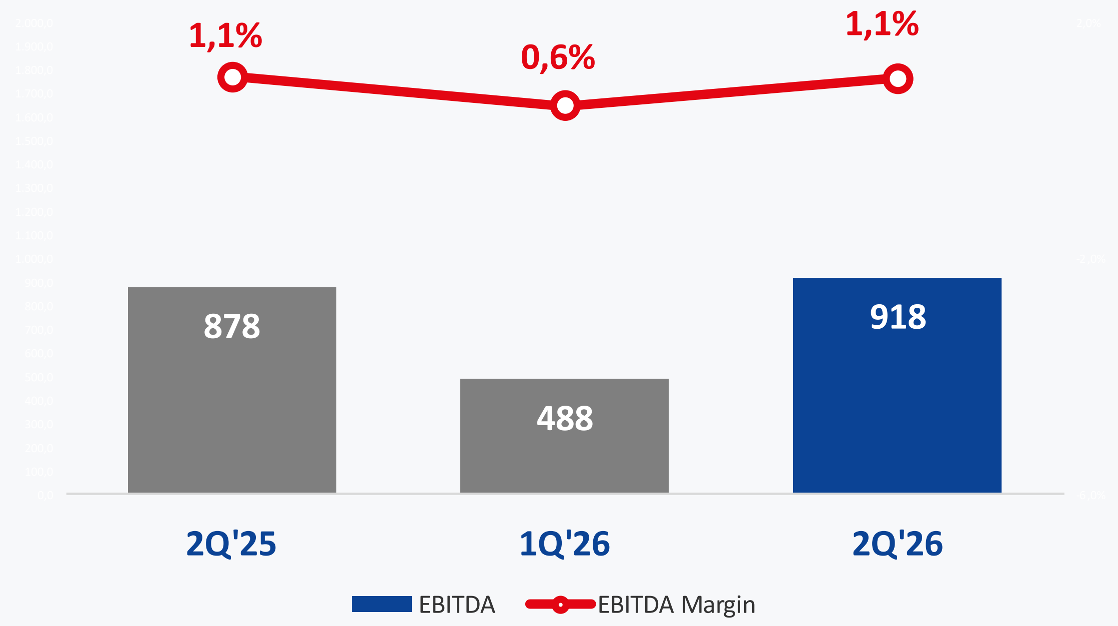
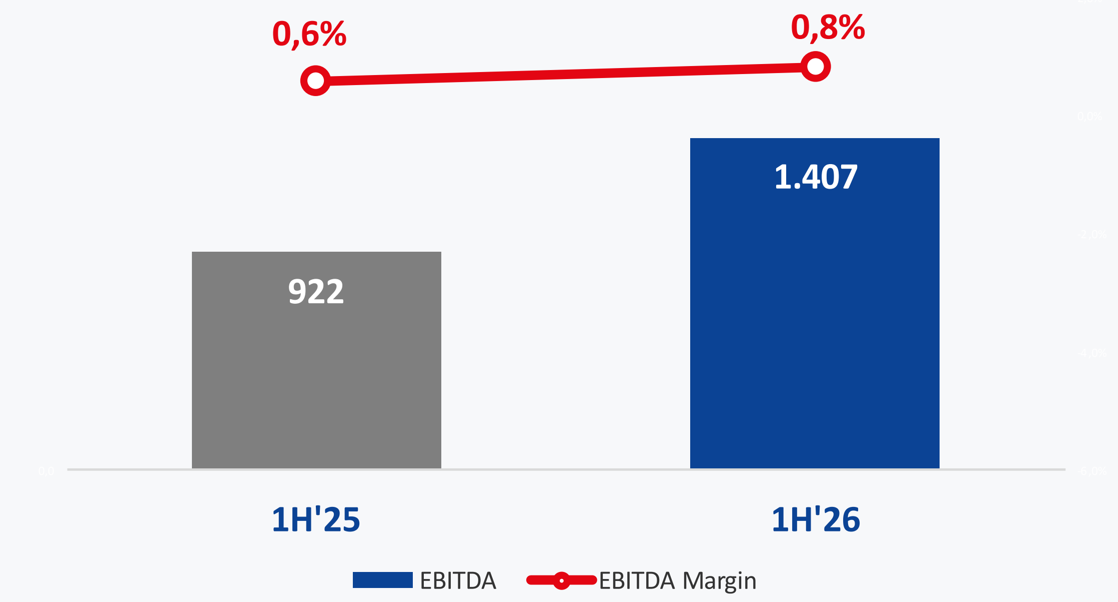
EBITDA (Including TAS 29)

Quarterly EBITDA* (TL mn)



Cumulative EBITDA* (TL mn)



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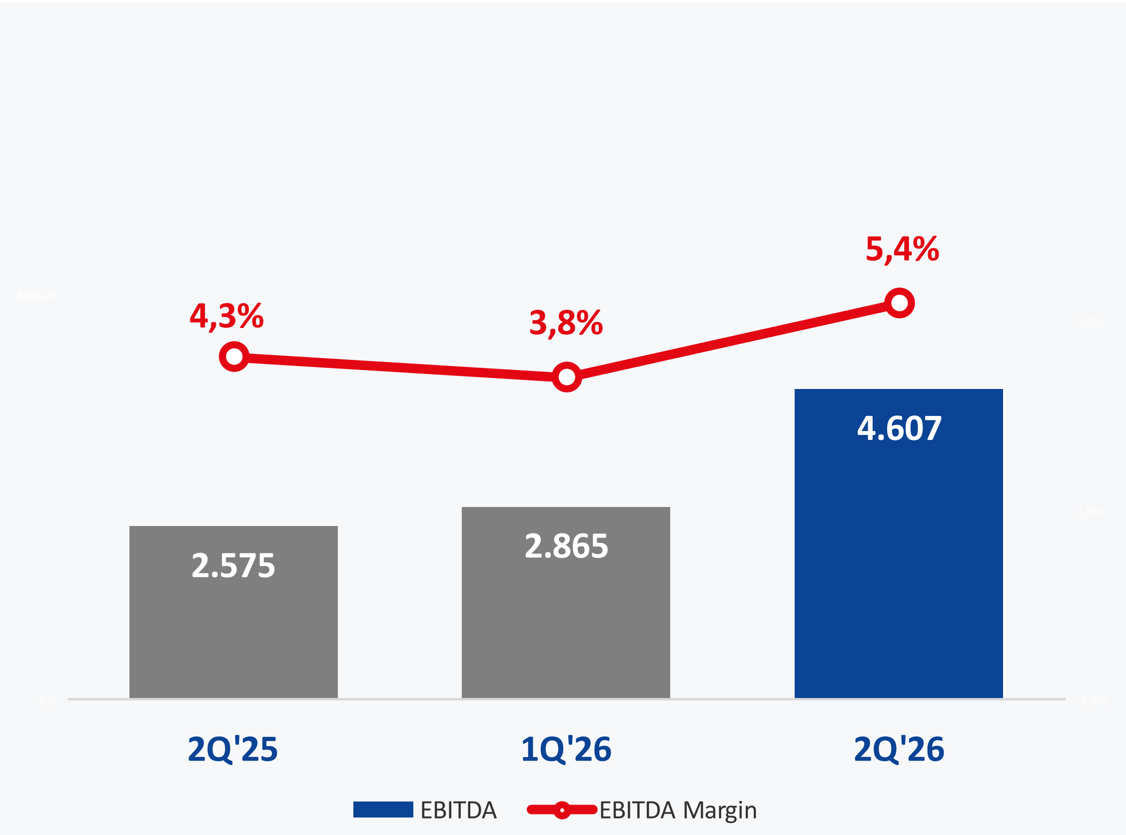
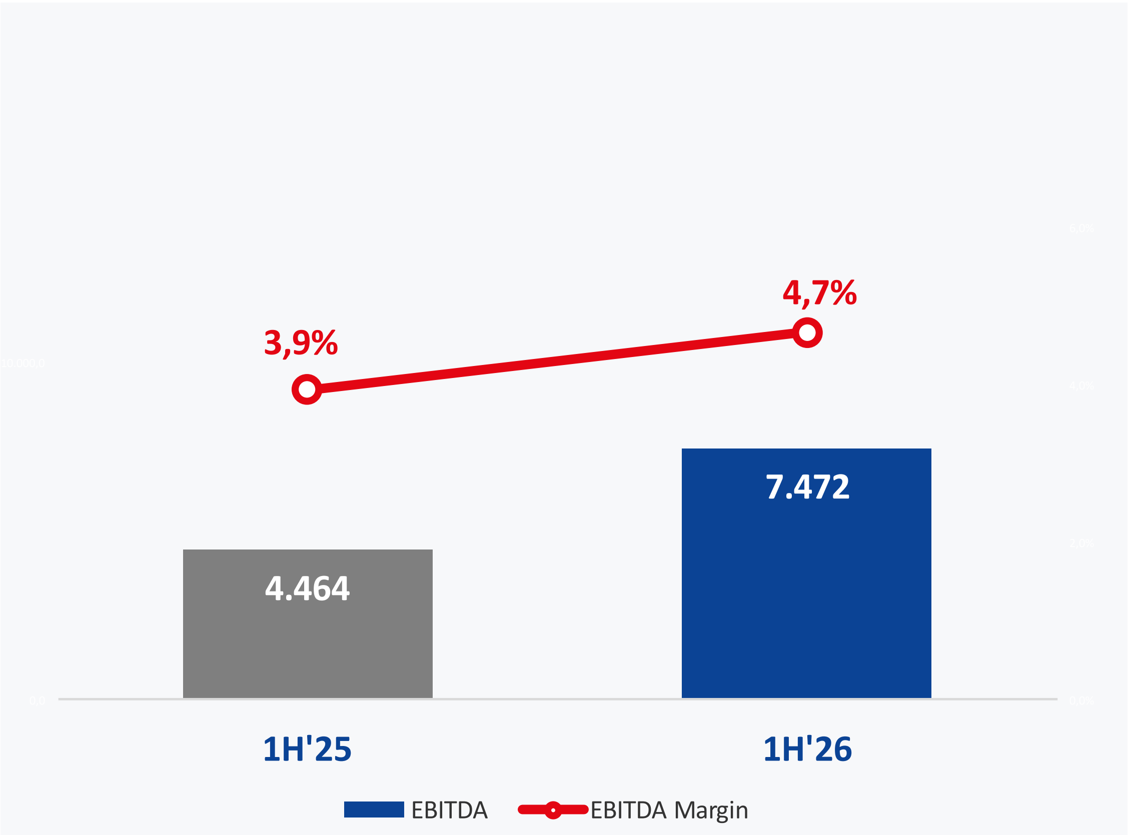


Cumulative EBITDA* (TL mn)



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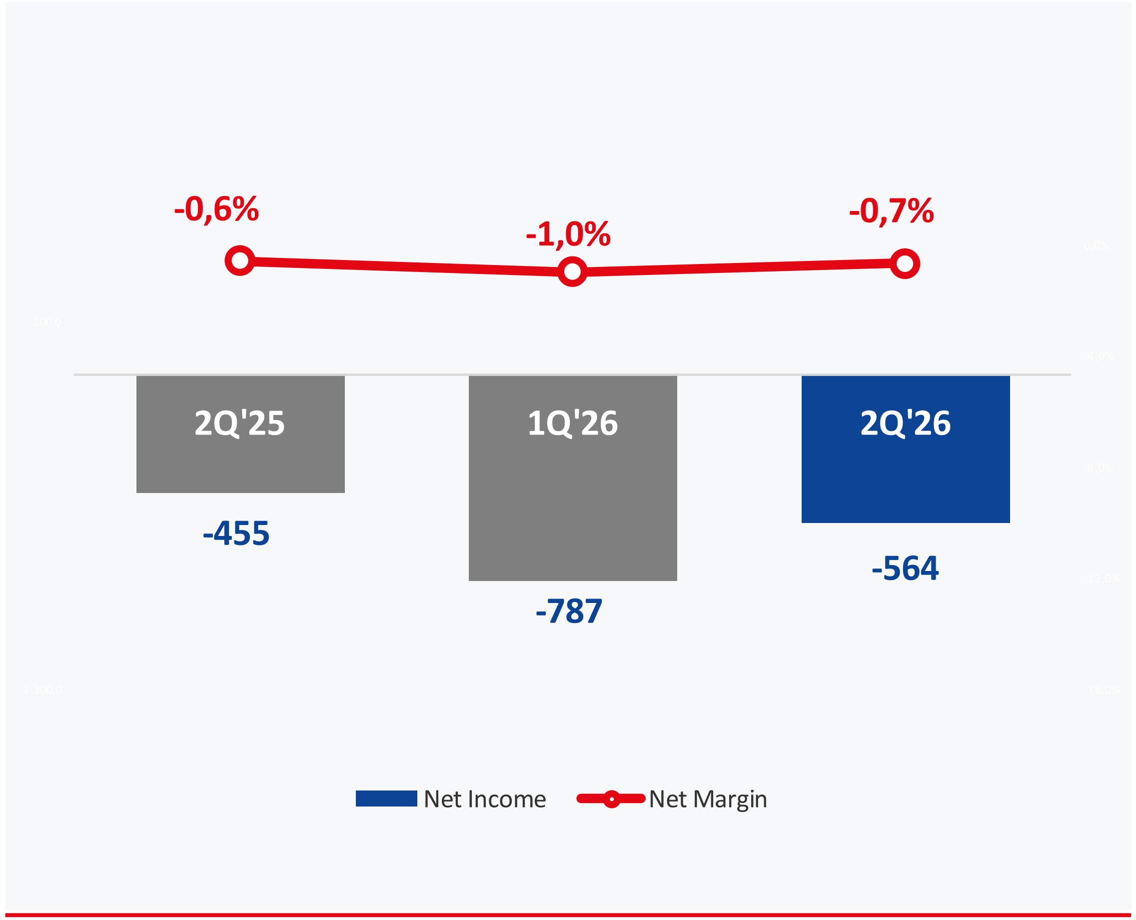
Net Profit (Including TAS 29)

Quarterly Net Profit* (TL mn)



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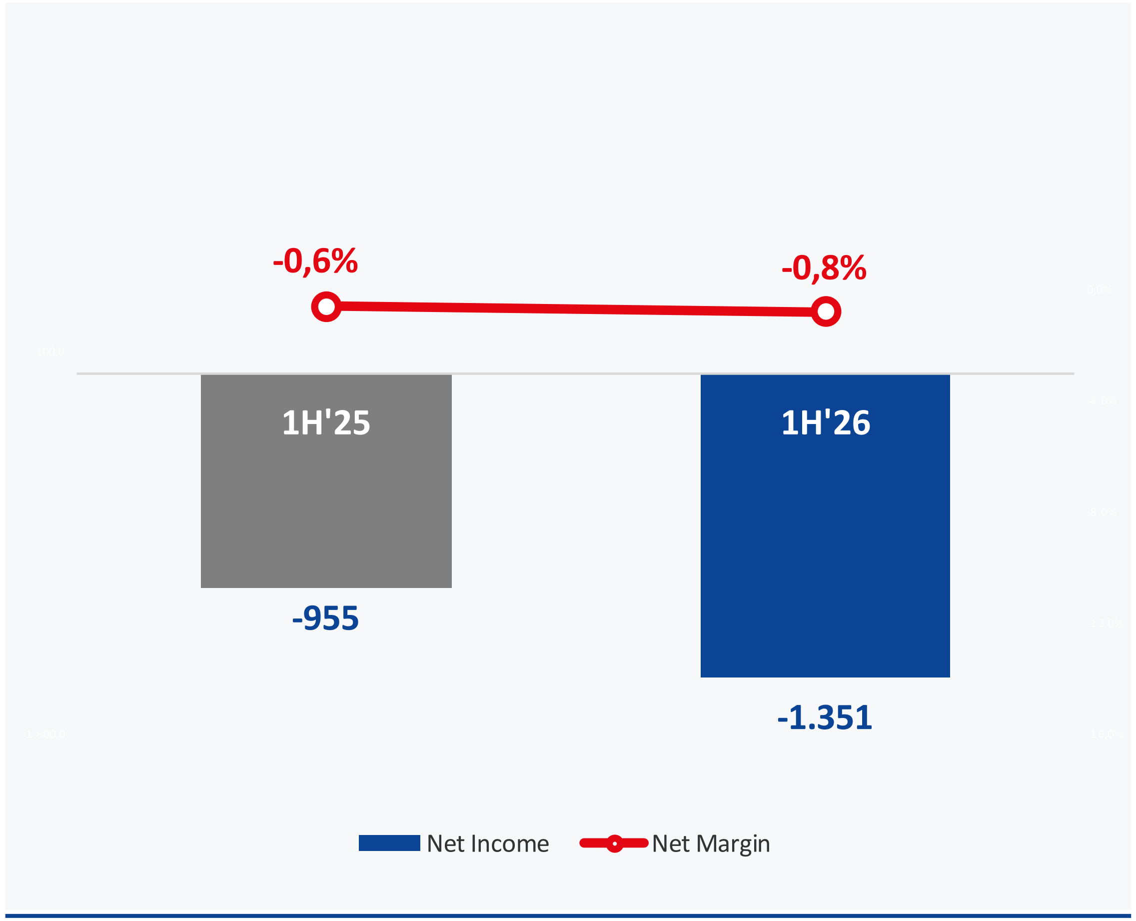

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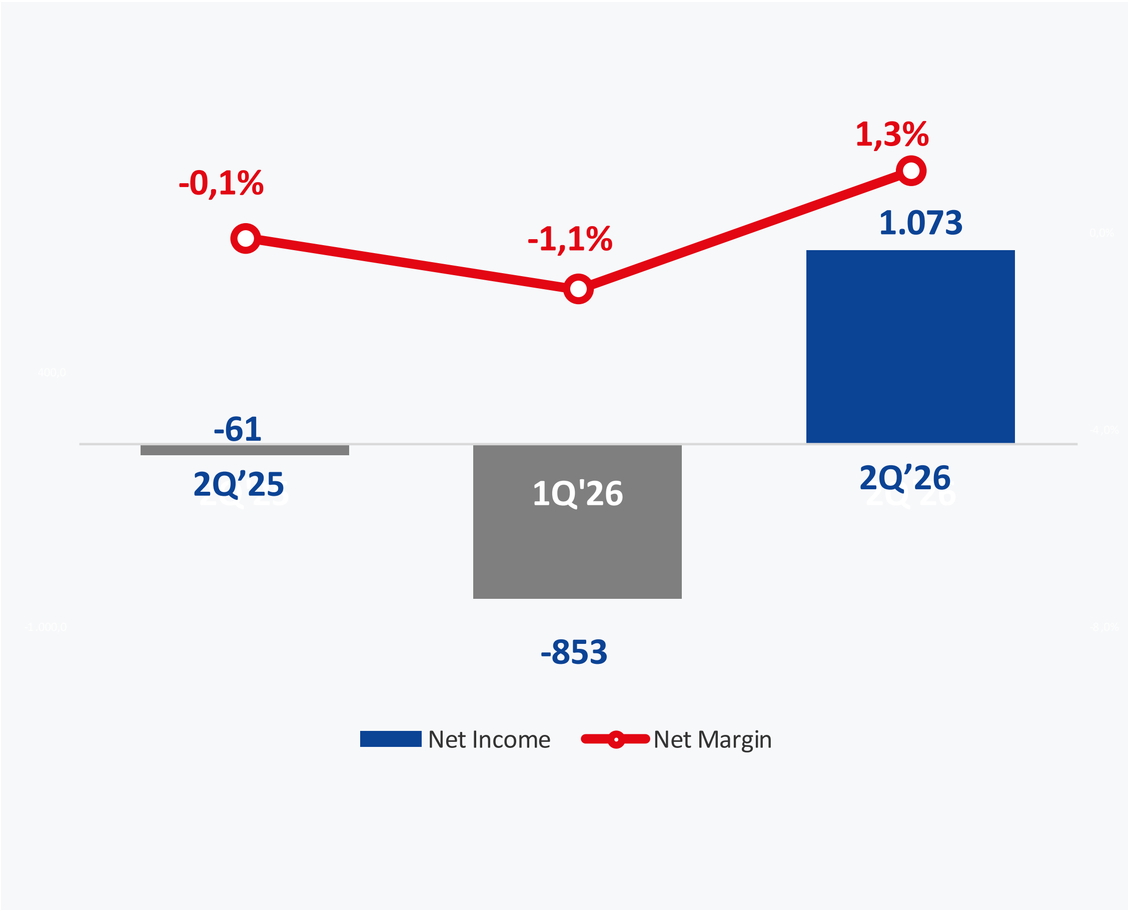
Net Profit (Excluding TAS 29)

Quarterly Net Profit* (TL mn)



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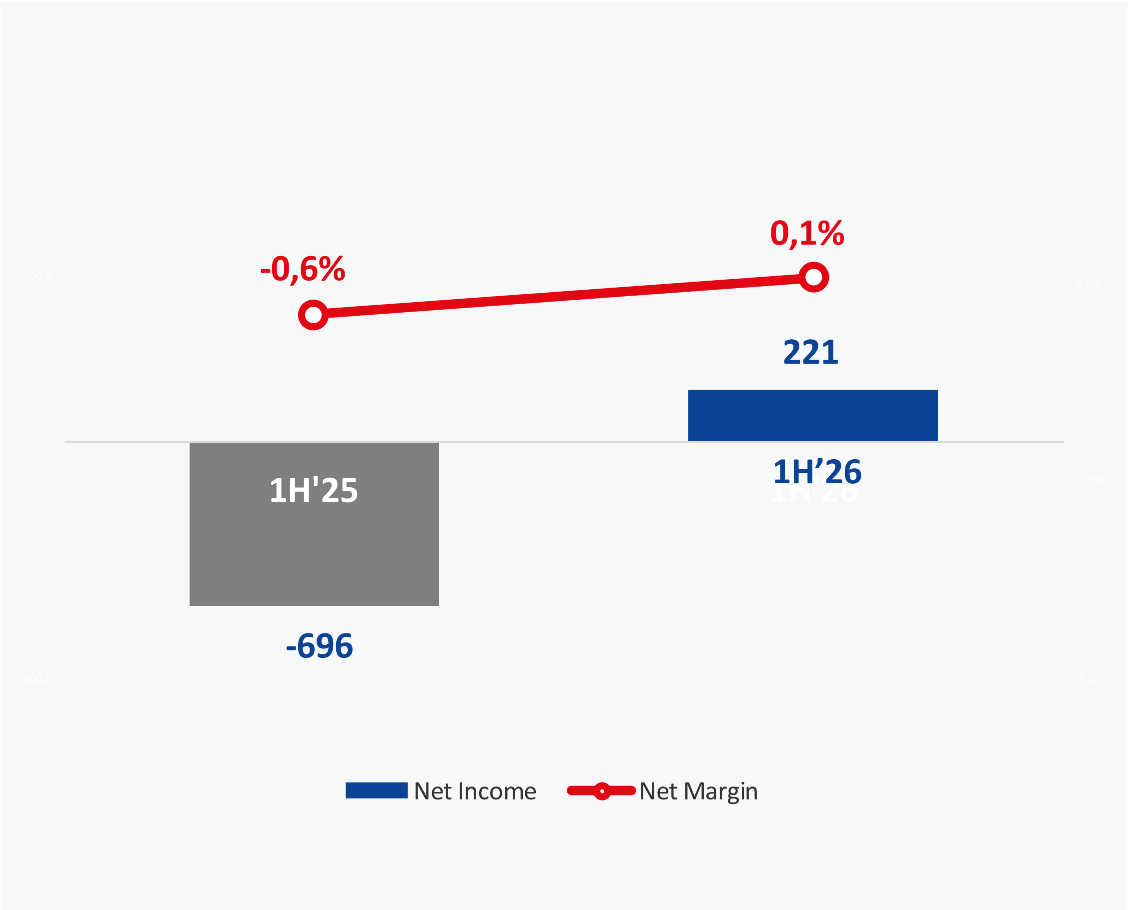

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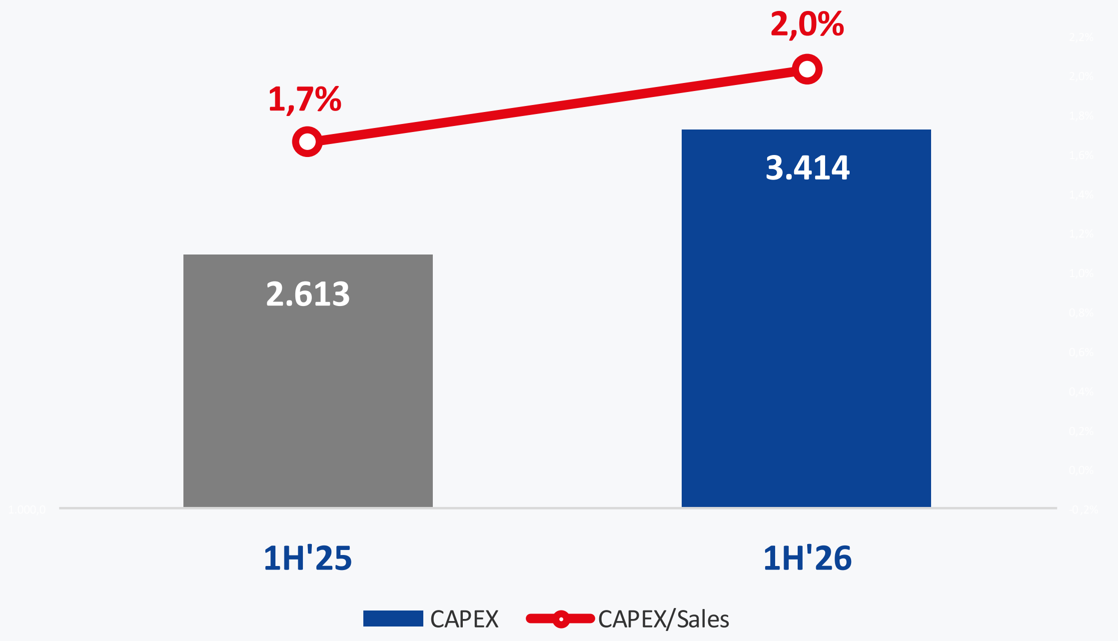
Capex (Including TAS 29)

Capex* (TL mn)



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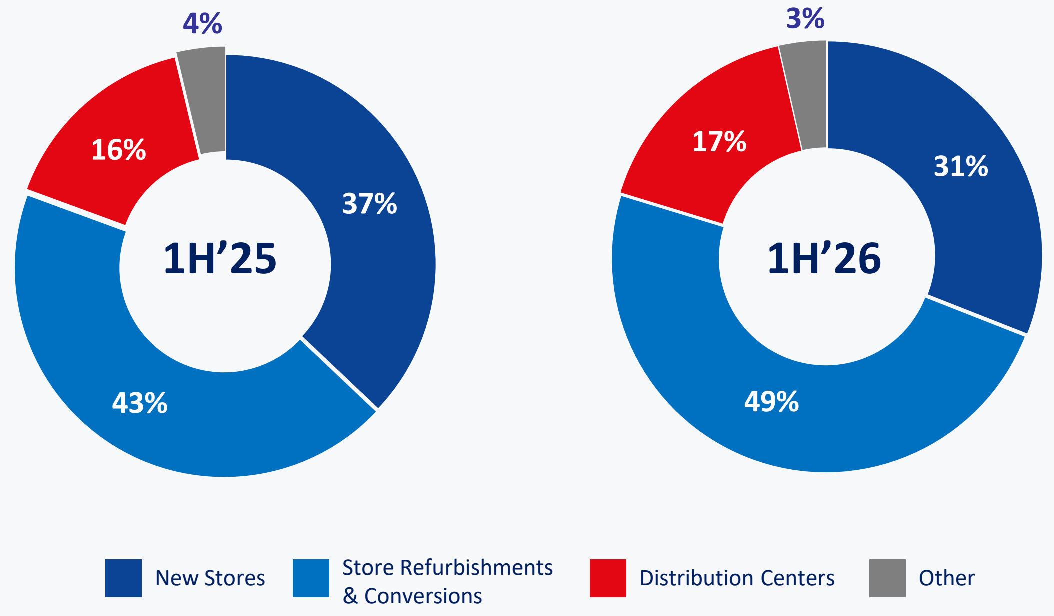
Capex Breakdown



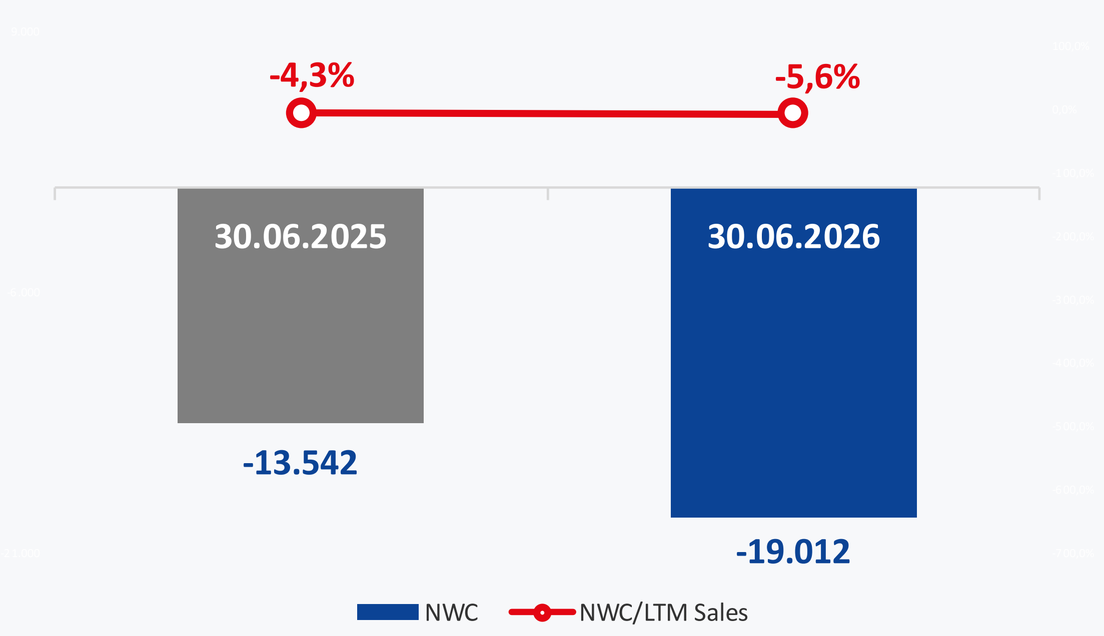
	31.12.2025	Additions*	30.06.2026
# of Stores	11,074	101	11,175
# of DCs	51	1	52

** Net of closures*

Net Working Capital & Cash Conversion Cycle (Including TAS 29)

Net Working Capital (NWC)* (TL mn)

Net Working Capital = Trade receivables + Inventories - Trade payables



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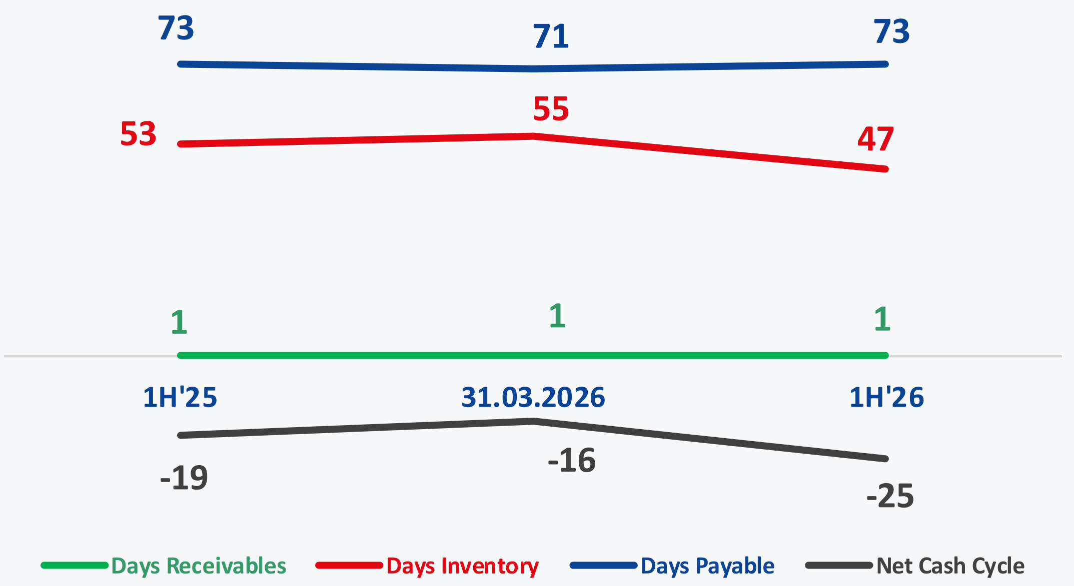
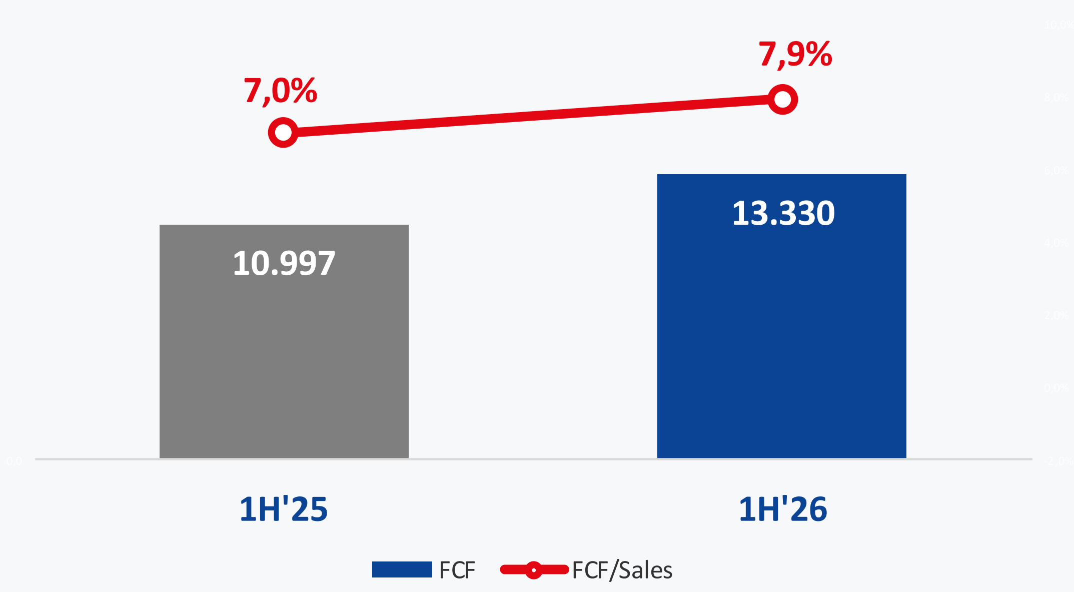
Net Cash Conversion Cycle - (Days)



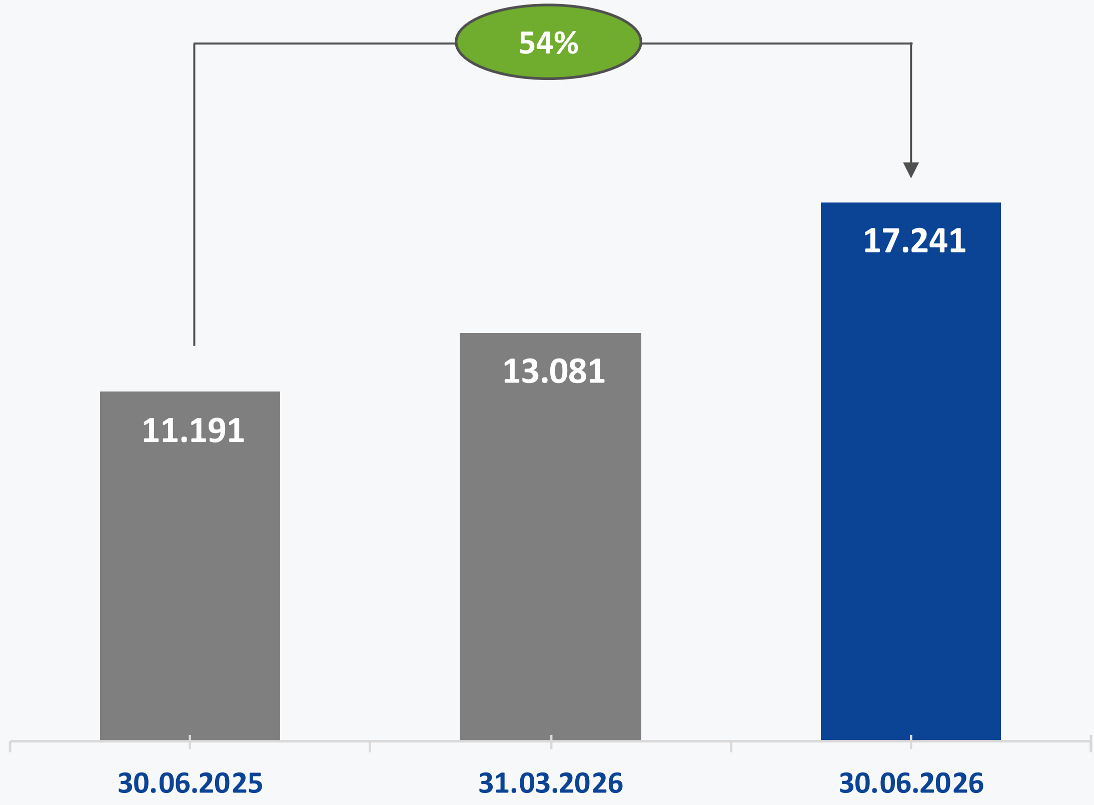
Free Cash Flow & Cash Position (Including TAS 29)

Free Cash Flow (FCF)* (TL mn)

Free Cash Flow = Net Cash Flow from Operating Activities – Capital Expenditures



Net Cash Position* (TL mn) (Excluding IFRS 16)



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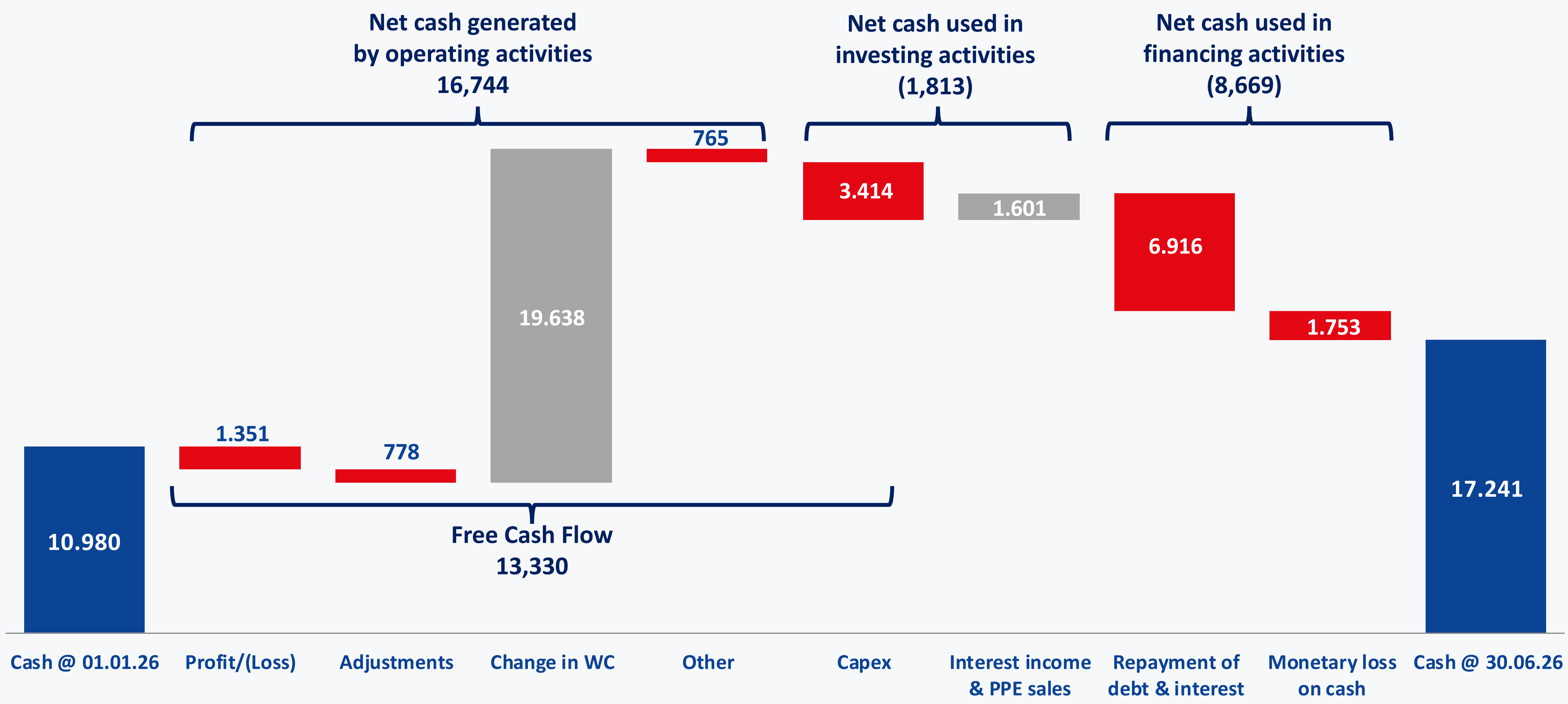
Cash Flow Bridge (Including TAS 29, TL mn)



Agenda

Şok 2.0 Stores

Enhancing the shopping experience while preserving Şok's core value proposition

Larger stores + expanded assortment + stronger fresh offering + added services

Easy & pleasant shopping journey

Wider aisles, optimized shelf layout, enhanced lighting and easy access to products

Expanded fresh

Refrigerated displays

Frozen & dairy products

Wider offer

Meat & poultry products

Increased category breadth

Fresh bakery

In-store bakery corner

Ready-to-eat

Food-to-go convenience

Coffee corner

New service touchpoint

850+	~40%	~40%	10-20%	Omnichannel
Stores as of 2Q26-end	Conversions from existing network	Larger area vs. regular stores	SKU expansion vs. regular stores	Online fulfillment hub

WIN – Omnichannel Customer Loyalty Program

Unified Loyalty Ecosystem Across All Channels

In-Store

Earn & redeem cashback instantly via QR scan at checkout

- Available across 11,000+ locations
- Exclusive member campaigns & offers

Cepte Şok

Earn & redeem cashback on online purchases with full Win integration

- Seamless omnichannel experience
- Personalized push notifications

Digital Wallet

Rewards for prepaid wallet top-ups

- 1 TL reward per 100 TL loaded
- Drives recurring engagement

Basket & Shopping Frequency
>2x higher vs. non-members

Offers
Data-driven offers & promotions

Experience
Single experience across channels

Retention
Stronger retention & loyalty

Cepte Şok – Grocery Home Delivery Model

Leveraging extensive store network for home delivery to enhance customer convenience, drive traffic and strengthen loyalty

Value Proposition

Nationwide coverage
Across all 81 provinces

Store-based fulfillment
Asset-light business model

In-store prices
Same value proposition online

Multi channel ordering
App, phone and web

Flexible payment
Online, cash or card at the door

Win integration
Fully connected to loyalty program

Cepte Şok vs. Others

	CEPTE ŞOK	OTHERS
Alternative Payment Options		
Online Payment	✓	✓
Cash on Delivery	✓	✗
Credit Card at the Door	✓	✗
Alternative Sales Channels		
Mobile App	✓	✓
Phone	✓	✗
Web (sokmarket.com.tr)	✓	✗

~1,300	~2,000	TL 325	<60 min
Online stores	SKUs	Minimum order value	Average delivery time

Şok'tan İste Gelsin – Non-Food Home Delivery Model

Flexible fulfillment model expanding non-food assortment without compromising the convenience of home delivery

1. Direct Shipment from Supplier (Dropshipping)

Asset-light model enabling a broader assortment

1. Consumer Order
2. Stores / Şok App
3. Supplier Picks & Packs
4. Cargo to Customer
5. Delivery at Door

2. Shipment from Şok Warehouse

Procurement-backed delivery with controlled inventory management

1. Consumer Order
2. Stores / Şok App
3. Supplier Procurement
4. ŞOK DC – Inventory & Dispatch
5. Cargo Shipment
6. Delivery at Door

Sustainability Across the Value Chain

Sustainability priorities are embedded across operations, stakeholders and customer value proposition

Environment

Focus: *Energy efficiency, water conservation, sustainable packaging and waste reduction*

- **803.8 MWh*** energy savings
- **7.36%** reduction in water consumption
- **9,939** Zero Waste-certified locations
- **187.7 tons** of plastic eliminated

Social & Stakeholders

Focus: *Inclusive employment, community development and shared value creation*

- **51,000+** employees with a strong **61%** women representation
- Among Turkey's **top 5** companies in employment
- Increase in employee satisfaction from **74%** to **81%**
- **40%** increase in training hours (15.6→21.6h)
- Active support and empowerment for local farmers and women's cooperatives

Business Model & Governance

Focus: *Budget-friendly retail, omnichannel access, quality controls and customer experience*

- Extensive reach with **11,175** stores across all 81 provinces
- Seamlesss omnichannel access via Cepte Şok
- Customer budget protection via EDLP & various promotions
- Regular and strict supply chain and quality audits
- Enhanced value proposition via Şok 2.0 and WIN loyalty ecosystem

803.8 MWh	9,939	61%	81%	11,175	+27%
Energy savings	Zero Waste locations	Women Representation	Employee satisfaction	Stores, 81 provinces	Sustainable product revenue

* All figures are as of 31 December 2025, except for store count, and are available in the Company's 2025 Annual Report: https://sokmarketyatirimciiliskileri.com/images/PDFs/AnnualReports/SOK_Marketler_EFR25_EN_16_web.pdf

Enhancing Food Safety: In-House Pesticide Analysis

Faster, fully transparent, preventive in-house quality control for fresh produce

In-House Labs For Pesticide Testing

Pesticide testing laboratories established at four fresh produce procurement platforms in Antalya, Adana and Bursa

Speed & Pre-Shipment Control

On-site testing cut analysis time to ~30 minutes, every batch is verified against Turkish Food Codex limits before shipment; non-compliant produce is blocked at source.

Full Transparency

Approved products feature a QR code accessible via the Cepte ŞOK app, providing customers with instant access to the lab results.

Supply Chain Development

Non-compliant products are rejected while farmers receive actionable feedback and expert guidance, supporting continuous improvement in production quality.

Scalable Roll-Out

Launched with tomatoes, then expanded to peppers and citrus fruits, with further roll-out planned across additional fresh produce categories.

4
Procurement platforms

~30 min
Analysis time

100%
Tested pre-shipment

QR
Report visibility

Agenda

2026 Full-Year Guidance (Including TAS 29) - Reminder

	2025 Actual	2026 Guidance
Real Revenue Growth (YoY)	5.4%	5.0% (+/- 1.0%)
EBITDA Margin	2.8%	3.0% (+/- 0.5%)
Capex / Sales	1.9%	~ 2.0% of sales

Agenda

Summary Consolidated Income Statements (Including TAS 29)

Summary Consolidated Income Statement - TL mn (Incl. TAS 29)	2Q 2025	2Q 2026	YoY Δ (%)	1H 2025	1H 2026	YoY Δ (%)
Net Sales	**80.758**	**86.110**	**6,6%**	**156.750**	**167.779**	**7,0%**
Gross Profit	**15.605**	**16.237**	**4,1%**	**30.335**	**32.470**	**7,0%**
Gross Profit Margin	***19,3%***	***18,9%***	***-0,5 Ppt***	***19,4%***	***19,4%***	***0,0 Ppt***
Selling, General & Administrative Expenses	(17.757)	(19.062)	7,3%	(35.736)	(38.063)	6,5%
Depreciation & Amortisation	(3.031)	(3.743)	23,5%	(6.322)	(7.000)	10,7%
Selling, General & Administrative Expenses (Excl. D&A)	(14.726)	(15.319)	4,0%	(29.413)	(31.063)	5,6%
Net Other Income/(Expense) from Operating Activities	(550)	(600)	9,1%	(1.229)	(1.820)	48,1%
Operating Profit/(Loss) (EBIT)	**(2.703)**	**(3.425)**	**26,7%**	**(6.629)**	**(7.413)**	**11,8%**
Operating Profit/(Loss) Margin	***-3,3%***	***-4,0%***	***-0,6 Ppt***	***-4,2%***	***-4,4%***	***-0,2 Ppt***
EBITDA	**878**	**918**	**4,6%**	**922**	**1.407**	**52,6%**
EBITDA Margin	***1,1%***	***1,1%***	***0,0 Ppt***	***0,6%***	***0,8%***	***0,3 Ppt***
Net Income/(Expense) From Investing Activities	820	1.057	29,0%	1.260	1.569	24,5%
Financial Expenses	(2.370)	(2.507)	5,8%	(4.654)	(4.926)	5,8%
Net Monetary Gain	3.471	4.141	19,3%	8.784	9.655	9,9%
Profit/(Loss) Before Tax	**(782)**	**(733)**	**-6,3%**	**(1.240)**	**(1.116)**	**-10,0%**
Taxes	328	169	-48,3%	285	(235)	n.m.
Net Profit/(Loss) For the Period	**(455)**	**(564)**	**24,0%**	**(955)**	**(1.351)**	**41,5%**
Net Profit/(Loss) Margin	***-0,6%***	***-0,7%***	***-0,1 Ppt***	***-0,6%***	***-0,8%***	***-0,2 Ppt***

Summary Consolidated Balance Sheets (Including TAS 29)

Summary Consolidated Balance Sheet - TL mn (Incl. TAS 29)	31.12.2025	30.06.2026
Total Current Assets	**55.828**	**54.583**
Cash & Cash Equivalents	10.980	17.241
Trade Receivables	383	496
Inventories	41.425	35.089
Other Current Assets	3.039	1.756
Total Non-current Assets	**68.606**	**69.551**
Property & Equipment	26.147	27.160
Right of Use Assets (IFRS 16)	28.341	28.205
Intangible Assets	13.967	14.048
Other Non-current Assets	151	138
TOTAL ASSETS	**124.434**	**124.134**
Total Current Liabilities	**64.815**	**68.470**
Short-term Financial Liabilities	-	-
Short-term Lease Liabilities (IFRS 16)	5.123	6.854
Trade Payables	53.867	54.598
Other Current Payables	5.826	7.019
Total Non-current Liabilities	**17.860**	**15.618**
Long-term Lease Liabilities (IFRS 16)	11.870	9.990
Other Non-current Payables	5.989	5.628
Total Equity	**41.759**	**40.045**
Shareholders' Equity	41.759	40.045
Non-controlling Interests	-	-
TOTAL LIABILITIES & EQUITY	**124.434**	**124.134**

Summary Consolidated Cash Flow Statements (Including TAS 29)

Summary Consolidated Cash Flow - TL mn (Incl. TAS 29)	1H 2025	1H 2026
Profit/(Loss) For the Period	**(955)**	**(1.351)**
Adjustments Related to Reconciliation of Net Profit/(Loss) For the Period	905	(778)
Cash Generated By/(Used in) Operations Before Changes in Working Capital	(49)	(2.129)
Changes in Working Capital	**14.007**	**19.638**
Funds From Operations	13.958	17.509
Taxes & Other Payments	(347)	(765)
A. Net Cash Flows From Operating Activities	**13.610**	**16.744**
Purchases of Property & Equipment	(2.397)	(3.181)
Purchases of Intangible Assets	(216)	(233)
Free Cash Flow	**10.997**	**13.330**
Interest Received & Proceeds From Sale of Tangible and Intangible Assets	1.304	1.601
B. Net Cash Flows From Investing Activities	**(1.310)**	**(1.813)**
C. Net Cash Flows From Financing Activities	**(8.720)**	**(6.916)**
Monetary Loss on Cash and Cash Equivalents	(1.302)	(1.753)
Net Change in Cash and Cash Equivalents (A+B+C)	2.278	6.261
D. Cash and Cash Equivalents at the Beginning of the Period	**8.913**	**10.980**
Cash and Cash Equivalents at the End of the Period (A+B+C+D)	**11.191**	**17.241**

Annex: Impact of Net Monetary Gains/(Losses) on Income Statement (Footnote 30)

	1H 2026			1H 2025			
Income Statement (TL million)	Reported (A)	Net Monetary Gains/(Losses) (Footnote 30) (B)	Excl. Net Monetary Gains/(Losses)[1] (A+B)	Reported (A)	Net Monetary Gains/(Losses) (Footnote 30) (B)	Adjustment For Annual CPI Indexation Effect (C)	Excl. Net Monetary Gains/(Losses)[2] (A+B+C)
Revenue	**167.779**	**(8.033)**	**159.745**	**156.750**	**(7.004)**	**(36.396)**	**113.351**
Cost of sales (-)	(135.309)	12.557	(122.752)	(126.415)	10.624	28.143	(87.648)
Gross Profit	**32.470**	**4.523**	**36.993**	**30.335**	**3.621**	**(8.253)**	**25.703**
Gross Profit Margin %	***19,4%***		***23,2%***	***19,4%***			***22,7%***
Marketing and sales expenses (-)	(36.401)	5.150	(31.251)	(34.264)	4.828	7.154	(22.281)
General administrative expenses (-)	(1.662)	87	(1.576)	(1.472)	60	343	(1.069)
Other income from operating activities	111	(5)	106	124	(10)	(28)	86
Other expenses from operating activities (-)	(1.931)	140	(1.791)	(1.353)	94	306	(953)
Operating profit / (loss)	**(7.413)**	**9.894**	**2.481**	**(6.629)**	**8.592**	**(477)**	**1.485**
Income from investing activities	1.570	(54)	1.516	1.260	(45)	(295)	920
Expenses from investing activities (-)	(1)	0	(1)	(0)	0	0	(0)
Profit / (loss) before finance expenses	**(5.844)**	**9.840**	**3.996**	**(5.370)**	**8.547**	**(772)**	**2.405**
Finance expenses (-)	(4.926)	236	(4.691)	(4.654)	208	1.081	(3.365)
Monetary gain	9.655	(9.655)	-	8.784	(8.784)	-	-
Profit / (loss) from continuing operations before taxation	**(1.116)**	**421**	**(695)**	**(1.240)**	**(29)**	**308**	**(960)**
Tax income / (expense)	(235)	1.151	916	285	64	(85)	264
Profit / (loss) for the period	**(1.351)**	**1.572**	**221**	**(955)**	**35**	**224**	**(696)**
EBITDA[3]	**1.407**		**7.472**	**922**			**4.464**
EBITDA Margin %	***0,8%***		***4,7%***	***0,6%***			***3,9%***

[1] 1H 2026 figures excluding net monetary gains/(losses) are derived by adding back the amounts disclosed in Footnote 30 ***("Explanations Regarding Net Monetary Position Gains/(Losses)")*** *to the reported income statement items for the period.*

[2] Unadjusted 1H 2025 figures are derived by adding the reported income statement items, net monetary gains/(losses) disclosed in Footnote 30, and the annual CPI indexation adjustment, calculated based on the annual CPI index of 1.3211.

[3] EBITDA figures are calculated by the Company.

Agenda

Q&A

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