



4Q2018 and YE2018 WEBCAST PRESENTATION

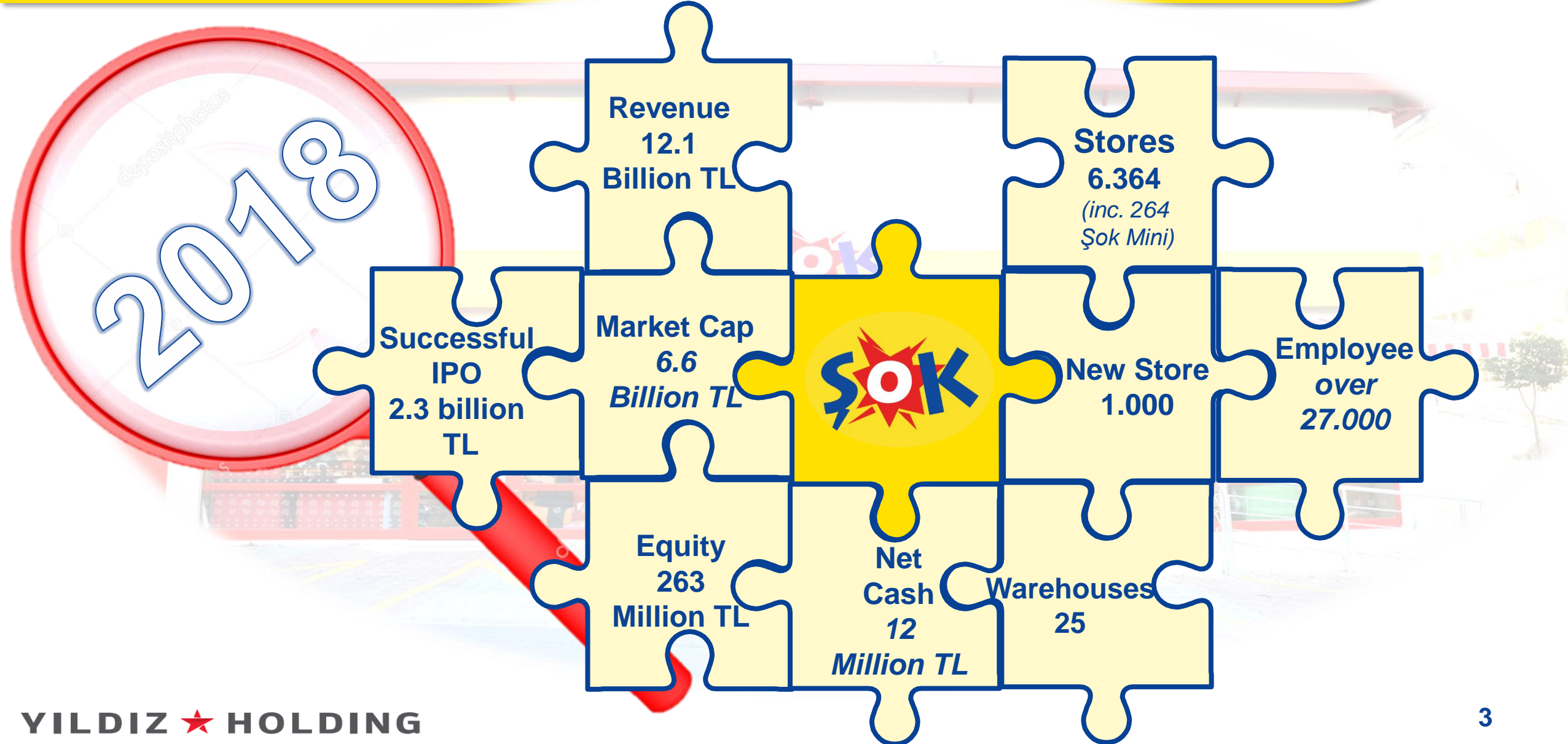
Uğur DEMİREL- CEO
Ziya KAYACAN- CFO

March 7th, 2019

- Q4 & YE2018 Highlights
- General Overview
- Financial Results
- Q&A



ŞOK 2018 Highlights





Continuing growth story

Q4'18

TL 3,4bn
Net Sales

35,4%
Net Sales
Growth

19,8%
LFL Sales ⁽²⁾
Growth Per
Store

TL 174,6m
EBITDA ⁽³⁾
5.2% EBITDA
Margin⁽⁴⁾

149
New
Şok Stores ⁽¹⁾

12M'18

TL12,1bn
Net Sales

35,2%
Net Sales
Growth

17,0%
LFL Sales ⁽²⁾
Growth Per
Store

TL 630,2m
EBITDA ⁽³⁾
5,2% EBITDA
Margin⁽⁴⁾

1.000
New
Şok Stores ⁽¹⁾

6.364
Stores ⁽⁵⁾

(1) Net ŞOK Store openings in 4Q2018 & 12M2018.

(2) LFL sales for 31 December 2018 calculated on the basis of daily net sales generated in 2018 by stores operating on 31 December 2016 and that were still open on 31 December 2018.

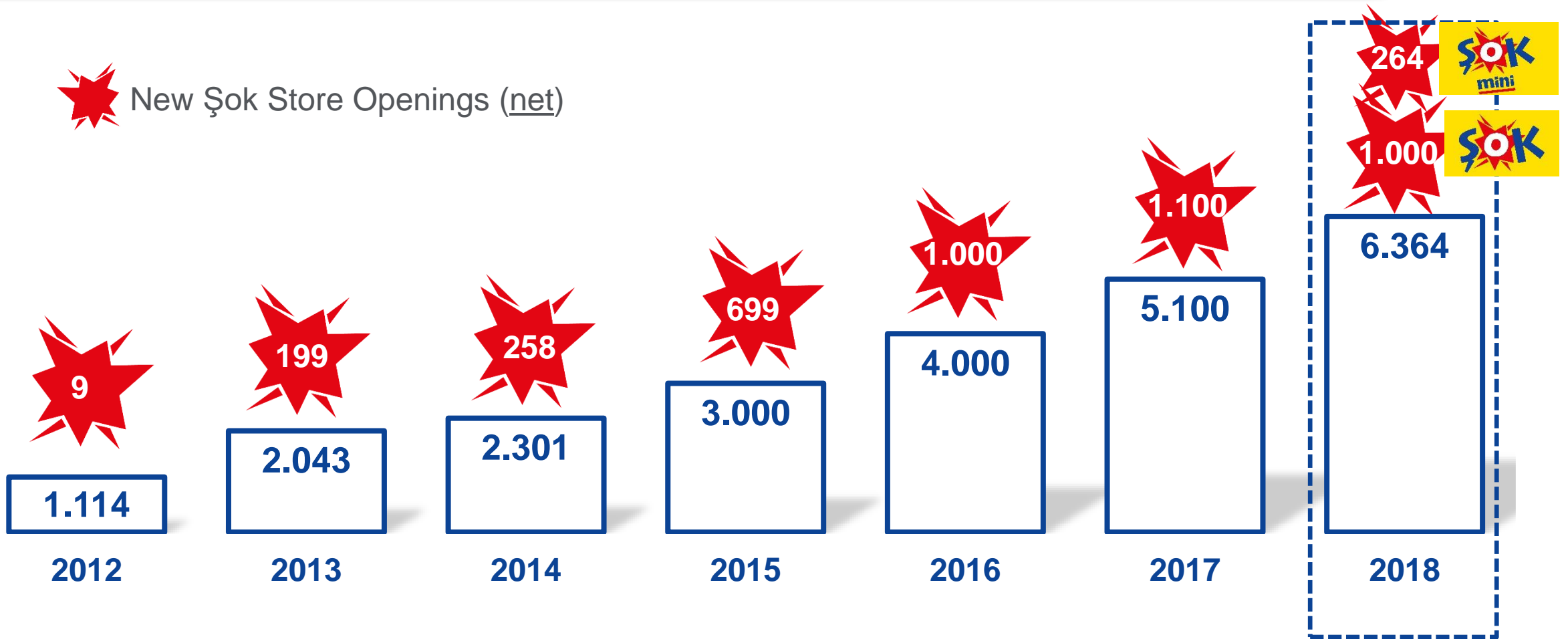
(3) Refers to the Company's Consolidated EBITDA (earnings before interest, tax, depreciation and amortization, other income and expense royalty expense effect and Teközel wholesale operation)

(4) Refers to the Company's Consolidated EBITDA Margin divided by net sales revenue.

(5) 6.364 stores include 264 Şok Mini stores.

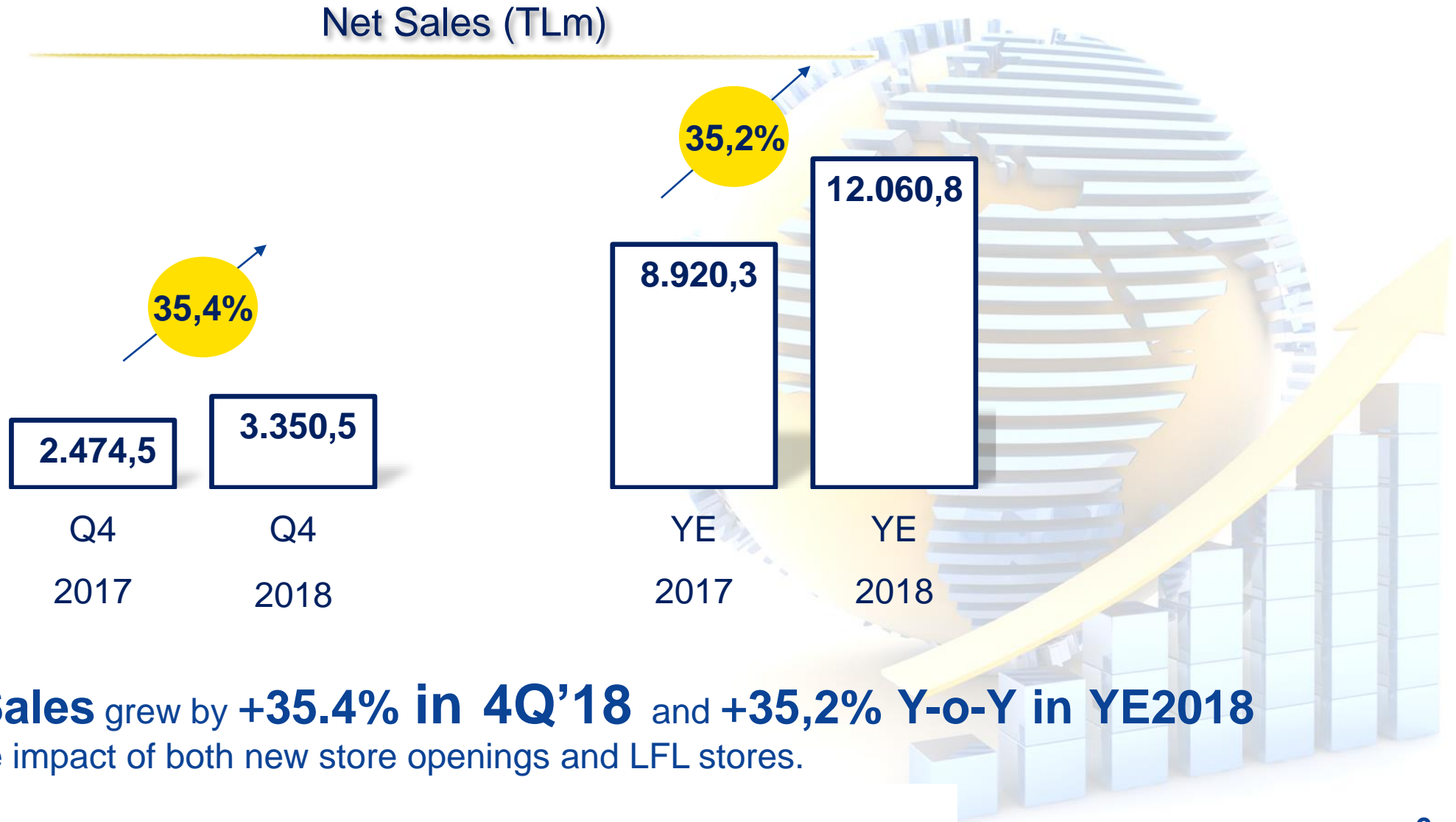
ŞOK Continuing Store Expansion!

 New Şok Store Openings (net)



- (1) As of December 31, 2018, the Group has a total of 6,364 stores (6.100 Şok Stores, 264 Şok Mini Stores) and 25 warehouses.
(2) As of December 31, 2017, Group has 5.100 stores and 24 warehouses.

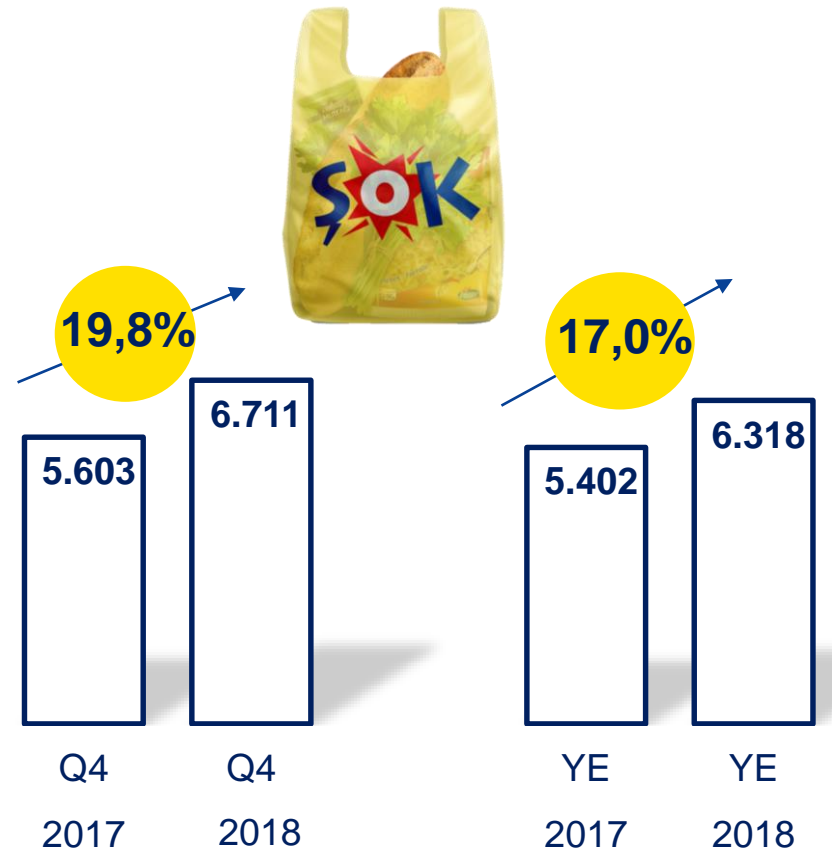
Sustainable revenue growth



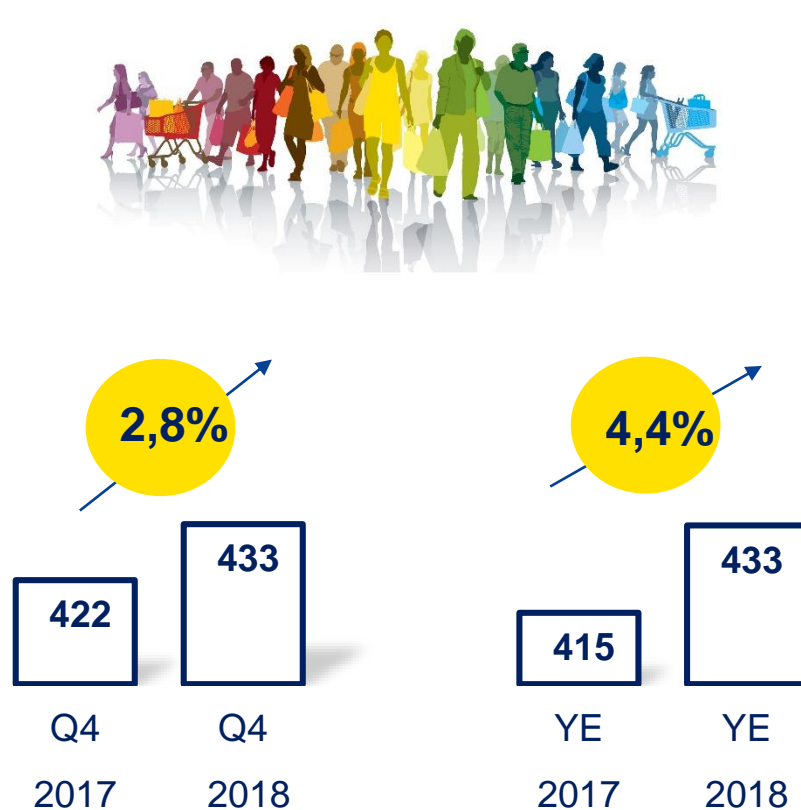
Net Sales grew by **+35.4% in 4Q'18** and **+35,2% Y-o-Y in YE2018** with the impact of both new store openings and LFL stores.

Continuing growth in LFL Store Sales

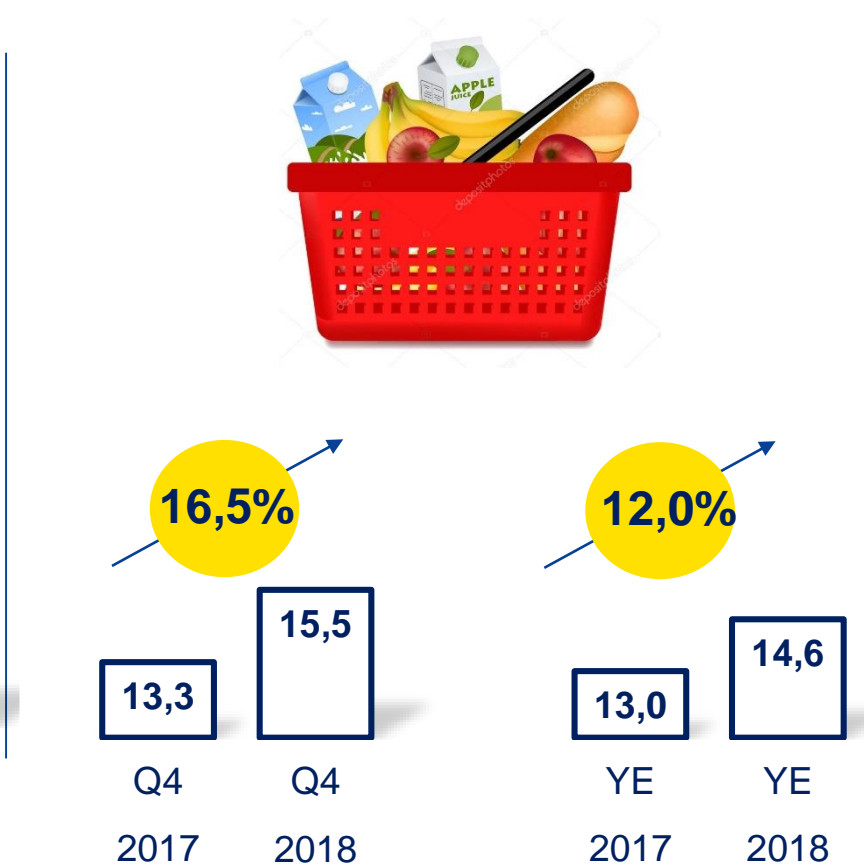
LFL Daily Average Sales / Store (TL)



LFL Daily Average Customer / Store

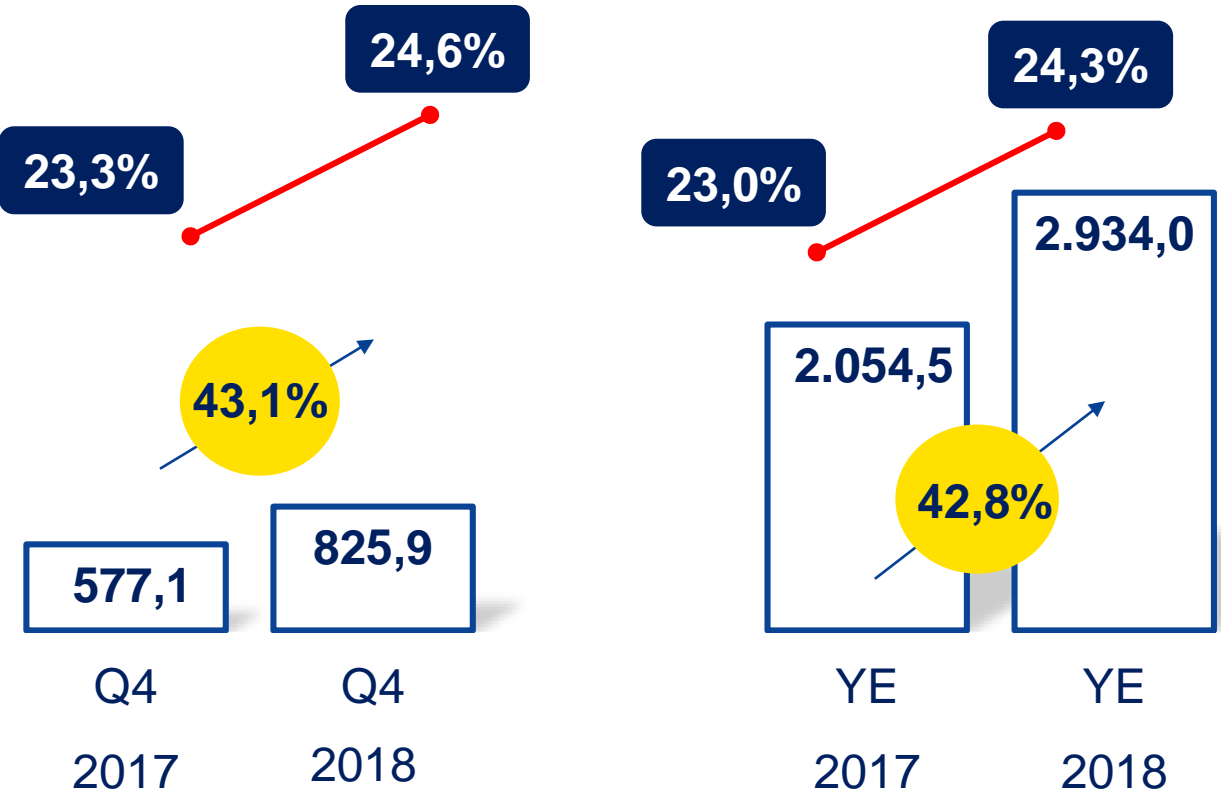


LFL Daily Avg. Basket Size / Store (TL)



Strong Gross Profit Improvement

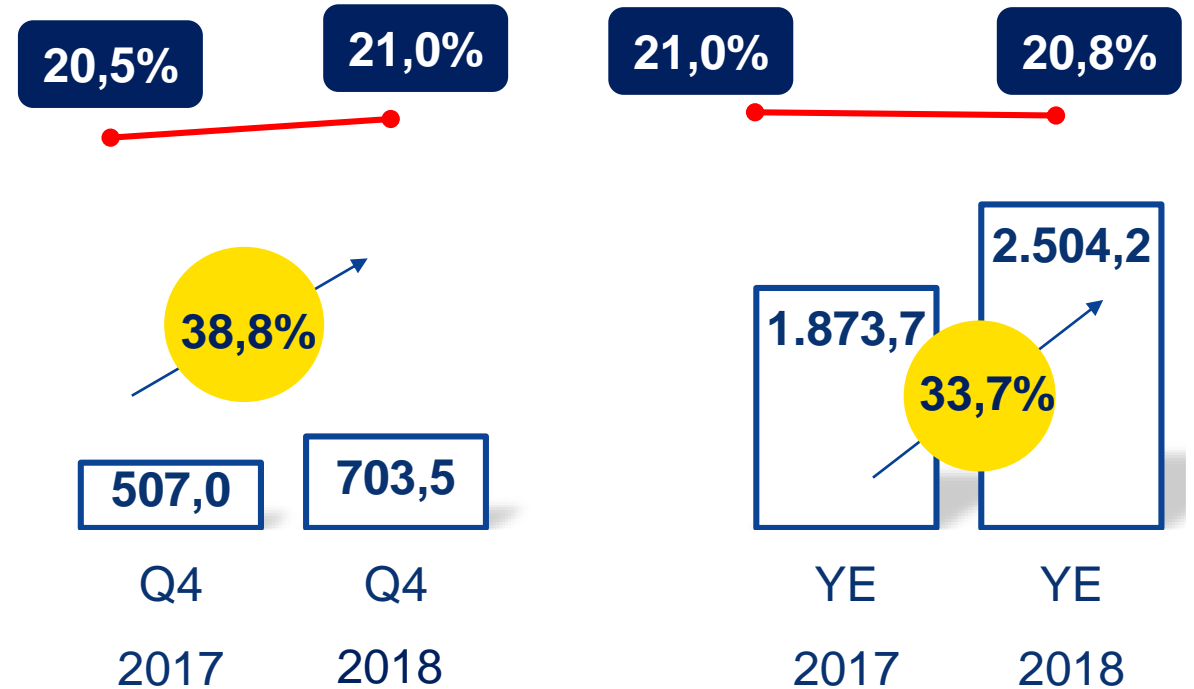
Gross Profit (TLm)



 Gross Profit  Gross Profit Margin (%)

 Gross profit margin **improved by 1,3 ppt** Y-o-Y in 4Q'18 from 23,3% to 24,6%

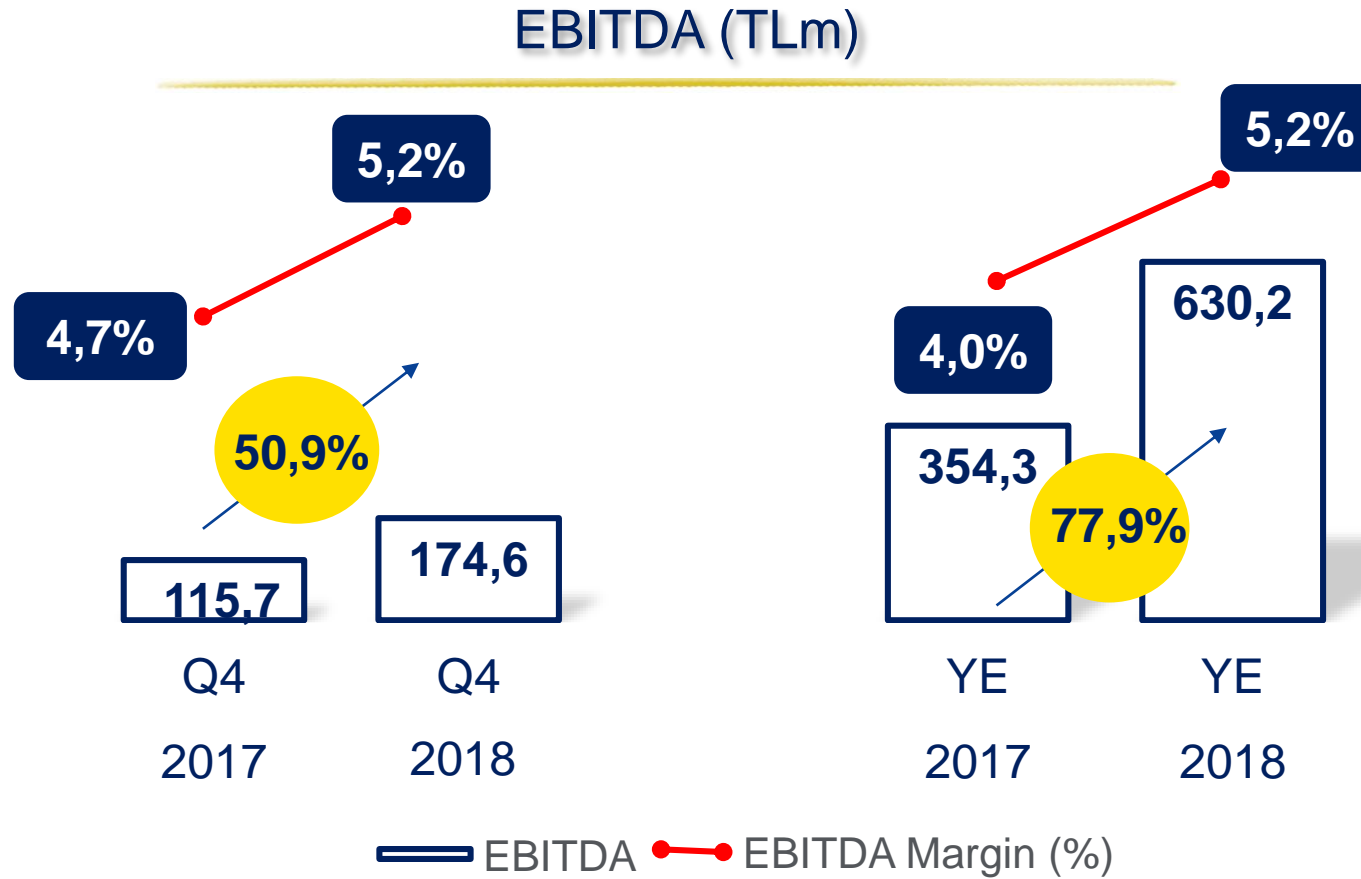
Operating Expenses (TLm)



 Op. Exp.  Op. Exp. / Net Sales (%)

 Op. Exp./ Net Sales **decreased to 20,8%** Y-o-Y as a result of higher operational efficiency and successful expense management

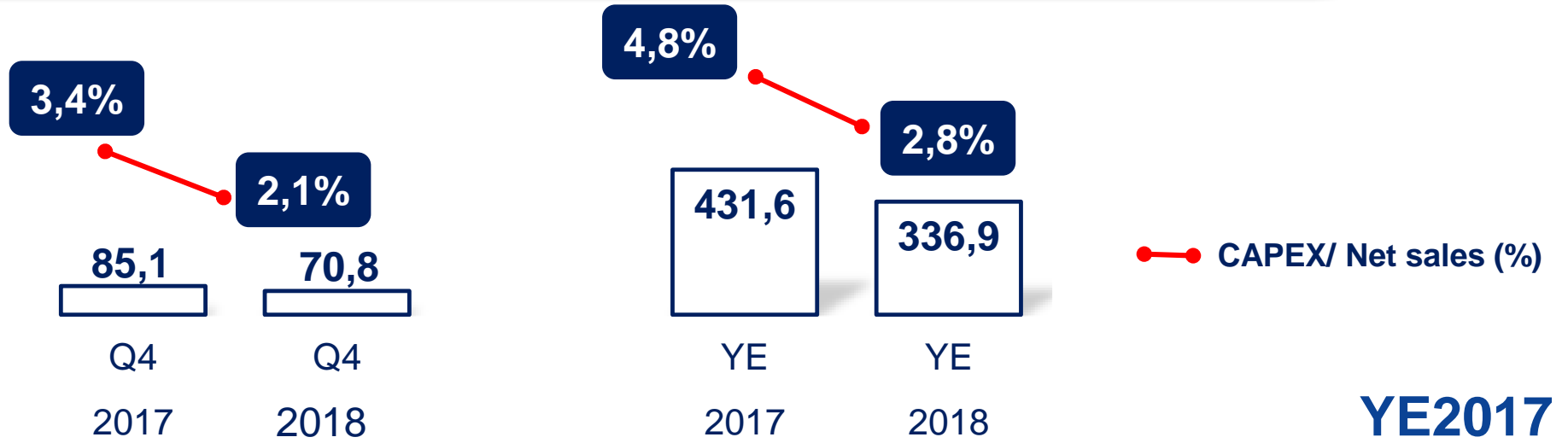
Strong EBITDA & Accelerating EBITDA Margin



 EBITDA **grew by 77,9% in 2018** on top of revenue and gross profit

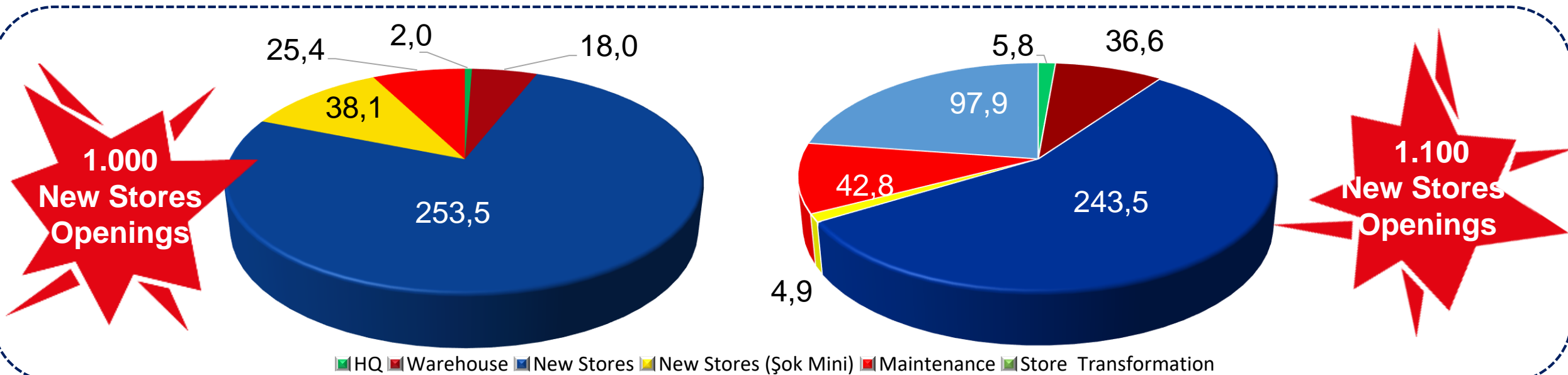
 EBITDA margin **accelerated by 1,3ppt y-o-y to 5,2%** in 2018

Effective CAPEX Management (TLm)



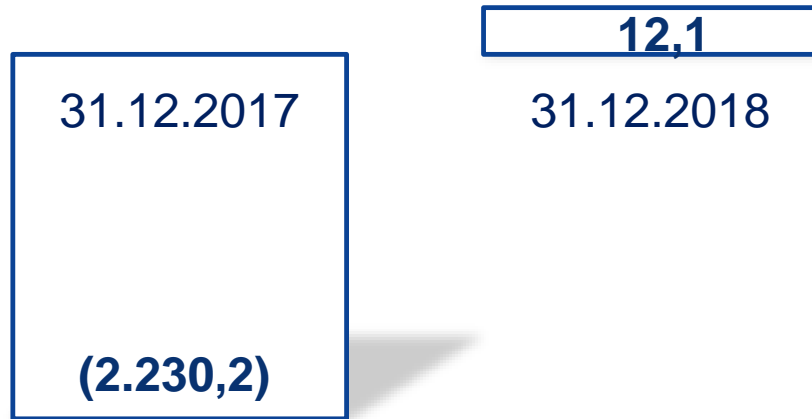
YE2018

YE2017



Strong Balance Sheet

Net Debt (TLm)



6,4X

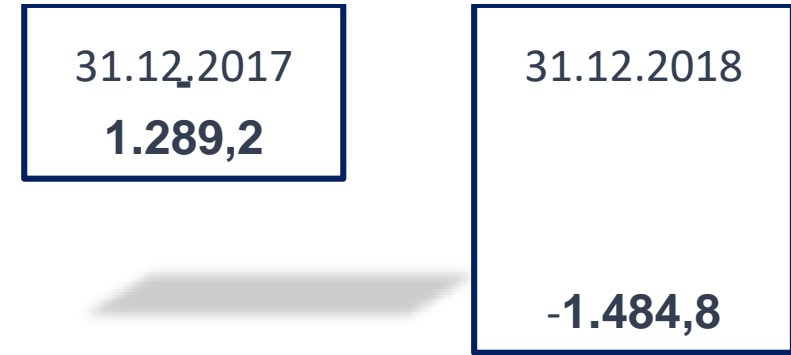
Net Debt / EBITDA

31.12.18 31.12.17

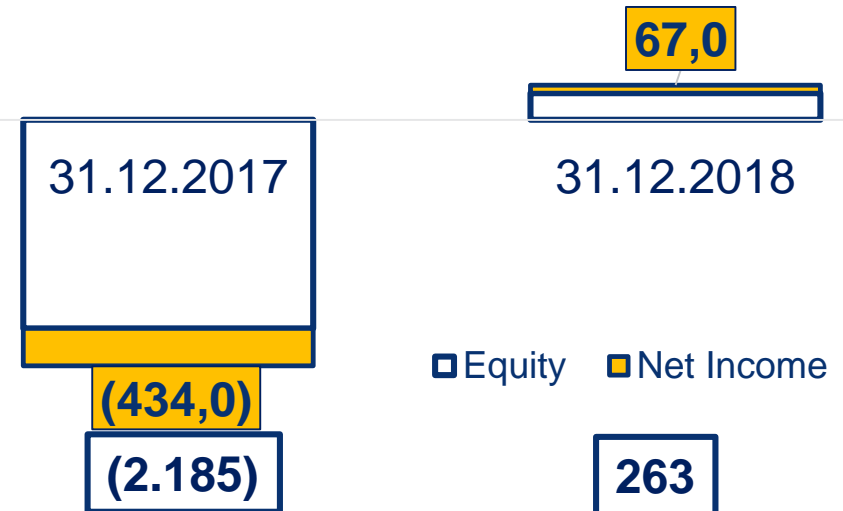
TLm

Short Term Borrowings	75,4	1.402,4
Obligations under Financial Lease ⁽¹⁾	208,8	306,6
Related Party Debt	-	613,3
Total Debt	284,2	2.322,3
Cash & Cash Equivalents	296,4	92,1
Net Cash / (Debt)	12,1	(2.230,2)

Net Working Capital (TLm)



Total Equity & Net Income (TLm)



Equity Net Income



Consolidated Income Statement

Consolidated Income Statement Summary (TLm)	Q4	Q4		YE	YE	
	2017	2018	Δ (%)	2017	2018	Δ (%)
Net Sales	2.474,5	3.350,5	35,4%	8.920,3	12.060,8	35,2%
Gross Profit	577,1	825,9	43,1%	2.054,5	2.934,0	42,8%
Gross Profit %	23,3%	24,6%	1,3 Ppt	23,0%	24,3%	1,3 Ppt
Marketing, selling & GA expenses (-)	507,0	703,5	38,8%	1.873,7	2.504,2	33,7%
EBITDA (adjusted)	115,7	174,6	50,9%	354,3	630,2	77,9%
EBITDA %	4,7%	5,2%	0,5 Ppt	4,0%	5,2%	1,3 Ppt
EBITDAR	231,6	324,0	39,9%	764,8	1.176,7	53,9%
EBITDAR %	9,4%	9,7%	0,3 Ppt	8,6%	9,8%	1,2 Ppt
Net Profit / (Loss) for the Period	(124,0)	(54,9)	55,8%	(434,0)	67,0	115,4%

Balance Sheet (Assets)

Consolidated Balance Sheet Summary (TLm)	31.12.17	31.12.18
Cash & cash equivalents	92,1	296,4
Trade receivables	267,6	127,2
Inventories	636,2	872,5
Other current assets	82,0	19,2
Total Current Assets	1.078,0	1.315,3
Property & equipment	849,5	977,6
Intangible assets	677,0	684,7
Other non-current assets	5,7	284,3
Non-Current Assets	1.532,3	1.946,6
Total Assets	2.610,3	3.261,9



Balance Sheet (Liabilities and Equity)

Consolidated Balance Sheet Summary (TLm)	31.12.17	31.12.18
Short term financial liabilities	1.504,9	177,4
Trade payables	2.193,1	2.484,5
Other current payables	795,7	183,2
Total Current Liabilities	4.493,6	2.845,1
Total Non Current Liabilities	301,7	153,8
Shareholder's equity	(2.022,5)	261,8
Non-controlling interests	(162,4)	1,2
Total Equity	(2.185,0)	263,0
Total Liabilities and Equity	2.610,3	3.261,9



Q&A



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Investor Relations

Çağrı DEMİREL

Investor Relations Manager

t: +90 850 221 6755

e: cagri.demirel@sokmarket.com.tr

w: www.sokmarketyatirimciiliskileri.com

Ziya Kayacan

CFO

t: +90 850 221 11 00

e: ziya.kayacan@sokmarket.com.tr

w: www.sokmarketyatirimciiliskileri.com