Q2/H1 2026 PERIOD

Analyst *Presentation*

AUGUST 14, 2026

Disclaimer

With the Capital Markets Board Bulletin dated December 28, 2023 and numbered 2023/81, it was publicly announced that issuers and capital market institutions subject to the financial reporting regulations of the Capital Markets Board are required to apply inflation accounting by applying the provisions of TAS 29, starting from their annual financial reports for the accounting periods ending on or after December 31, 2023. Unless otherwise stated in this presentation prepared regarding the financial results for the accounting period of January 1, 2026 - June 30, 2026, the financial data of our Company, which applies the Turkish Accounting/Financial Reporting Standards in accordance with the Decision of the Capital Markets Board dated December 28, 2023, restated for inflation accounting in accordance with the provisions of TAS 29, have been used as a basis.

This presentation has been prepared for informational purposes only and is not intended to constitute a basis for any investment decision. This presentation contains "forward-looking statements". "Forward-looking statements" are subject to the effects of risks, uncertainties, and other material factors that are beyond the Company's control or over which it has limited control. These factors may cause the Company's future results, performance, or achievements to differ materially from the results, performance, or achievements expressed in the "forward-looking statements". The "forward-looking statements" contained in this presentation reflect the Company's views as of the date the presentation was prepared. The Company, the Company's Management or its employees, or other related parties cannot be held liable for any direct or indirect loss or damage that may arise from the use of such statements.

Despite Ongoing Geopolitical Tensions and Macroeconomic Challenges in Q2 2026

Resilient Performance

Consolidated Sales Q2 2026	9.1 Billion TRY	
Consolidated Gross Profit Margin	58.4%	**Türkiye Gross Profit Margin** 59.3%
Consolidated EBITDA Margin(*)	23.4%	
Free Cash Flow(**)	834 Million TRY	

Q2 2026 was a period in which the effects of the conflicts in the Middle East continued, fluctuations in energy and commodity prices **increased inflationary pressure, and exchange rate increases remained significantly below inflation in Türkiye**. In this challenging period, **consolidated sales amounted to TRY 9.1 billion**.

Sales in Türkiye contracted in Q2 2026 on weak consumer demand, while **international sales**, on the other hand, **continued to accelerate its growth trend** on the back of operational improvements despite suppressed exchange rates, recording **4% real growth**.

Despite the partial contraction in sales and the increase in costs due to geopolitical tensions, purchasing costs were kept below inflation, and the **gross profit margin realized at 58.4%**.

Despite the impact of rising energy, freight, and logistics costs and lower foreign exchange gains, the **EBITDA margin realized at 23.4%** thanks to disciplined operating expense management.

With the acceleration in operations and effective inventory management, a cash flow of **TRY 834 million** was generated in Q2 2026.

(*) EBITDA calculation method used in financial reports: profit (loss) before tax + financial income (expenses) + interest expenses on credit purchases (net) + income (expenses) from investing activities + depreciation and amortization expenses - net monetary position.
(**) Free cash flow is calculated by deducting the cash flows used in investing activities from the cash flows generated from operating activities included in the consolidated cash flow statements.

In the H1 2026 Period

Improvement in Operational Efficiency and Cash Flow

9.2 % ↑
Türkiye
sqm efficiency
(in USD terms)

10.2 % ↑
International
sqm efficiency
(in USD terms)

9.2 % ↑
International Sales Growth
(in USD terms)

9.9 % ↑
International Store Sales Growth
(in TRY terms)

99.4 % ↑
GCC Region
Store Sales
(in USD terms)

14.7 % ↓
Inventory
Decrease (**)

8.9 pp ↓
Net Working Capital / Sales
Ratio Decrease (**)

0.5x
Net Financial Debt / EBITDA (excl. IFRS 16)

Türkiye's Most Valuable
35th Brand
Brand Finance®

34 Countries
466 Stores(***)

~70 Countries with Store and E-commerce Operations
E-Commerce sales have started in the USA.

10M+ Koton Club Members(****)

(*) Q2 2025 and Q2 2026 periods are compared excluding depreciation and amortization.
(**) The end-of-period balance of June 30, 2026, and the end-of-period balance of June 30, 2025 are compared.
(***) As of 13.08.2026.
(****) Koton Club in Türkiye surpassed 10 million members as of July 12, 2026.

Q2/H1 2026 ANALYST PRESENTATION

Financial *Results*

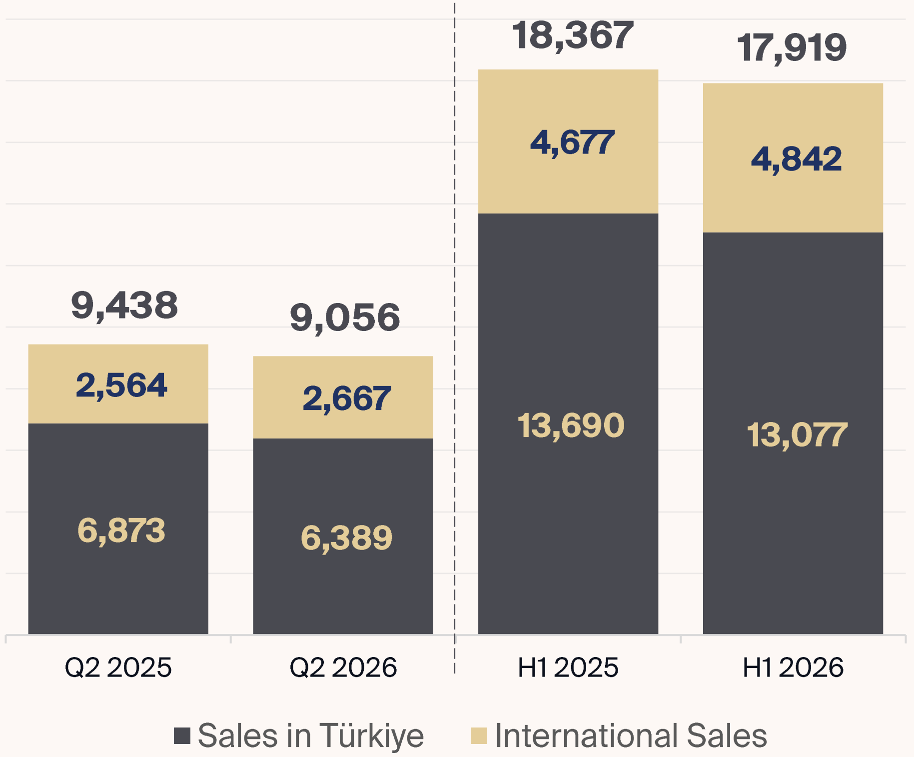
KOTON

Resilient Sales Performance *Against Challenging Conditions*

Consolidated Sales

(Million TRY)

Consolidated Sales H1 2026	
17.9	Billion TRY
2.4%	YoY ↓



While **consolidated sales** were suppressed by the environment of increasing uncertainty driven by ongoing global conflicts and by inflationary pressure in Türkiye and the strong TRY policy, they **closed H1 2026 at TRY 17.9 billion**. During this challenging period, profitability was maintained, and the **gross profit margin increased by 0.5 pp to 54.7%**.

The disinflation program and tight monetary policy conditions implemented **in Türkiye continued to put pressure on consumer demand**.
Sales in Türkiye, which recorded 3.3% real growth in H1 2025, contracted in H1 2026 due to the high base effect and weakening consumer demand.

International sales **continued their real growth trend in Q2 2026**, despite the negative effects of exchange rates continuing to rise below inflation and the ongoing geopolitical tension. International sales accounted for 27% of consolidated sales with **3.5% real growth in H1 2026**.

International sales recorded **9.2% growth** YoY **in USD terms in H1 2026,** driven by operational improvement.

Contraction in Sales in Türkiye *due to Weak Consumer Demand*

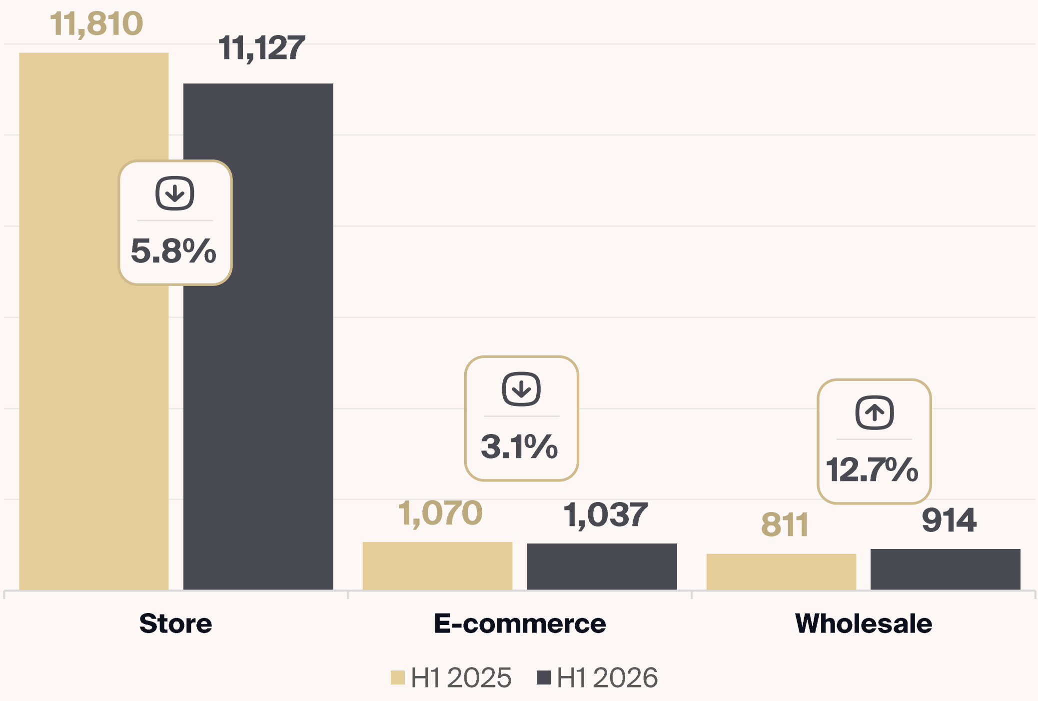
Sales in Türkiye

(Million TRY)

H1 2026

13.1 Billion TRY

4.5% YoY



Sales in Türkiye, **contracted by 4.5% YoY to TRY 13.1 billion** in H1 2026 due to weakening consumer demand amid ongoing inflationary pressures.

Store sales, which account for 85% of **sales in Türkiye**, contracted by **5.8%** YoY in H1 2026 due to the high base effect of H1 2025 (7.5% real growth), weak consumer demand, and store closures. During this period, Koton **performed inline with the apparel sector(*)**.

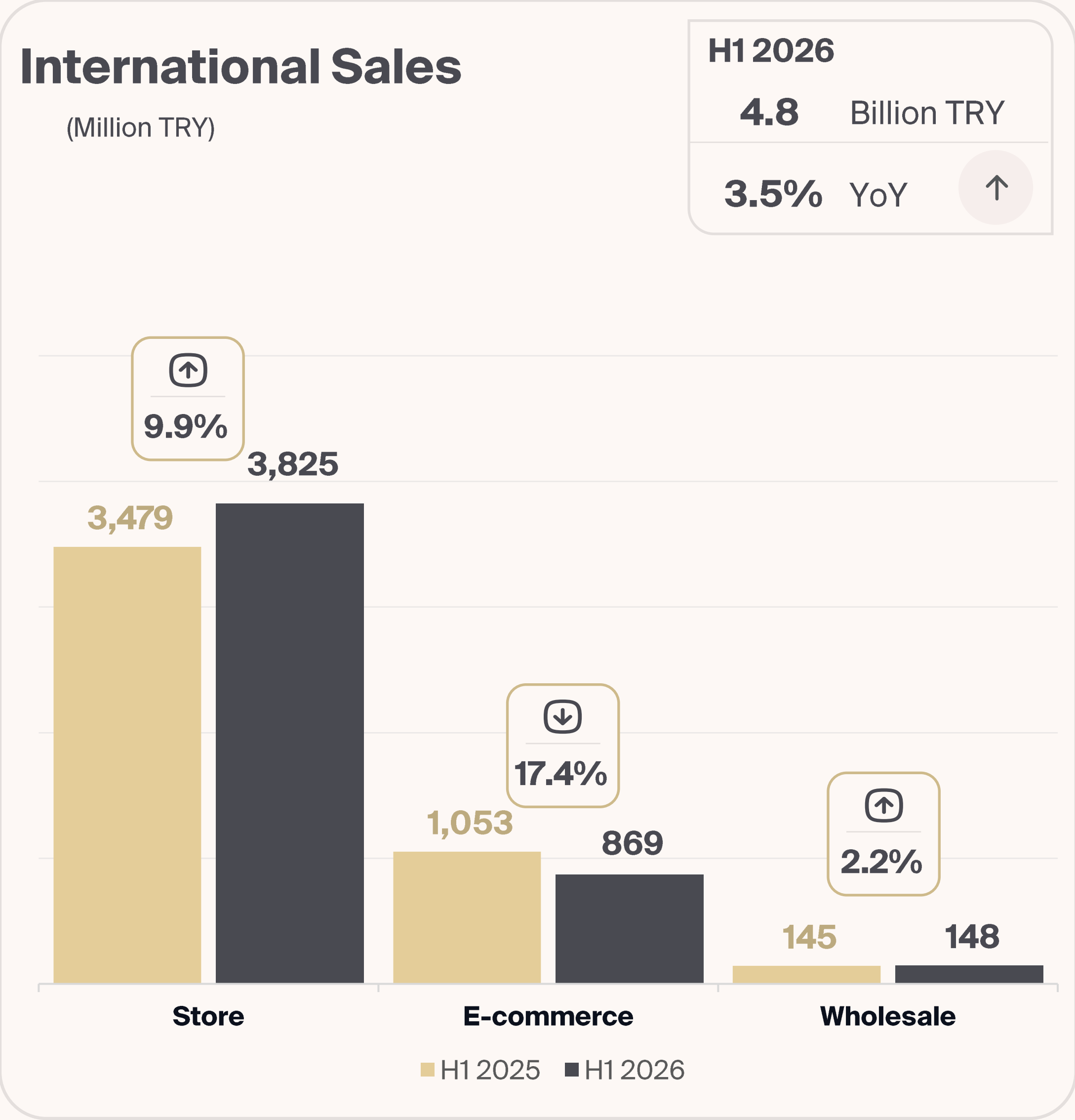
Driven by store optimization efforts in Türkiye, **sqm efficiency grew by approximately 9.2%** YoY in USD terms in H1 2026.

E-commerce sales in Türkiye contracted slightly due to the strategic decision taken in line with the focus on profitability and the decline in consumer demand**.**

Wholesale sales in Türkiye recorded **12.7% real growth** in H1 2026.

(*) Source: AYD - Council of Shopping Centers - https://www.ayd.org.tr/, based on monthly shopping center turnover index data.

Accelerated Real Growth in *International Sales*



While consumer inflation stood at 18% in H1 2026, the USD and the EUR appreciated by 9% and 5% against the TRY, respectively. **International sales** recorded real growth despite exchange rates continuing to rise below inflation and the negative impacts of geopolitical tension, **supported by operational improvements in H1 2026.**

In Q2 2026, international sales gained momentum and recorded 4% real growth. It recorded **3.5% growth** YoY in **H1 2026** and accounted for **27%** of consolidated sales.

International store sales grew by **11.5%** YoY in **Q2 2026** and by **9.9%** in H1 2026, driven by continued strong performance despite the negative impact of the tension experienced, especially in the GCC Region.

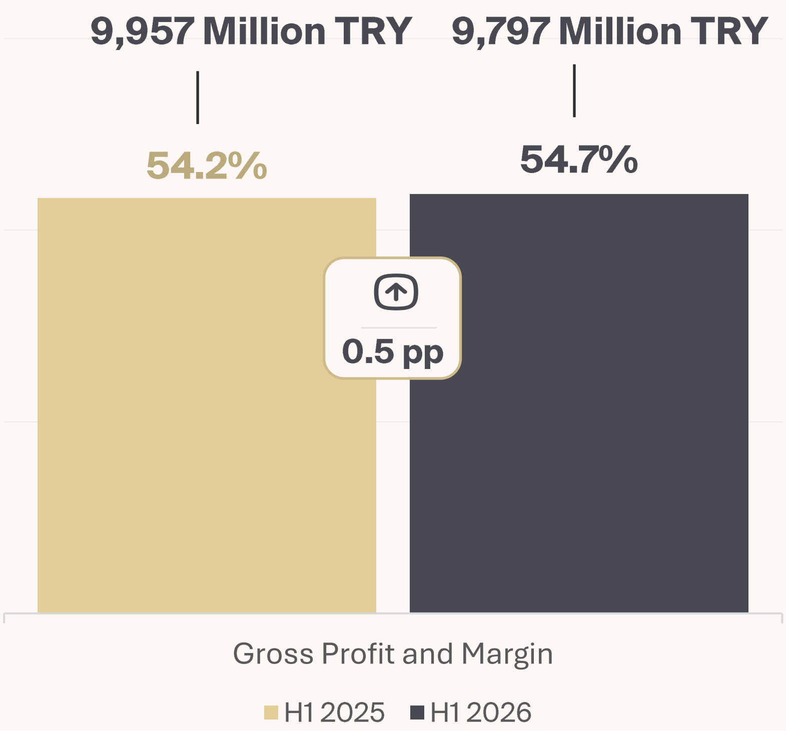
Due to the high base effect created by the 107% growth in H1 2025, **international e-commerce sales contracted by 17.4%** in H1 2026.

With the positive impact of the transformation and newly opened stores in the **GCC Region, total sales increased by 99% in USD terms in H1 2026, despite the tensions in the region.**

Despite Rising Costs, Gross Profit Margin Increased

Consolidated Gross Profit and Margin

GP Margin in Türkiye	55.6%
International Gross Profit Margin	52.2%



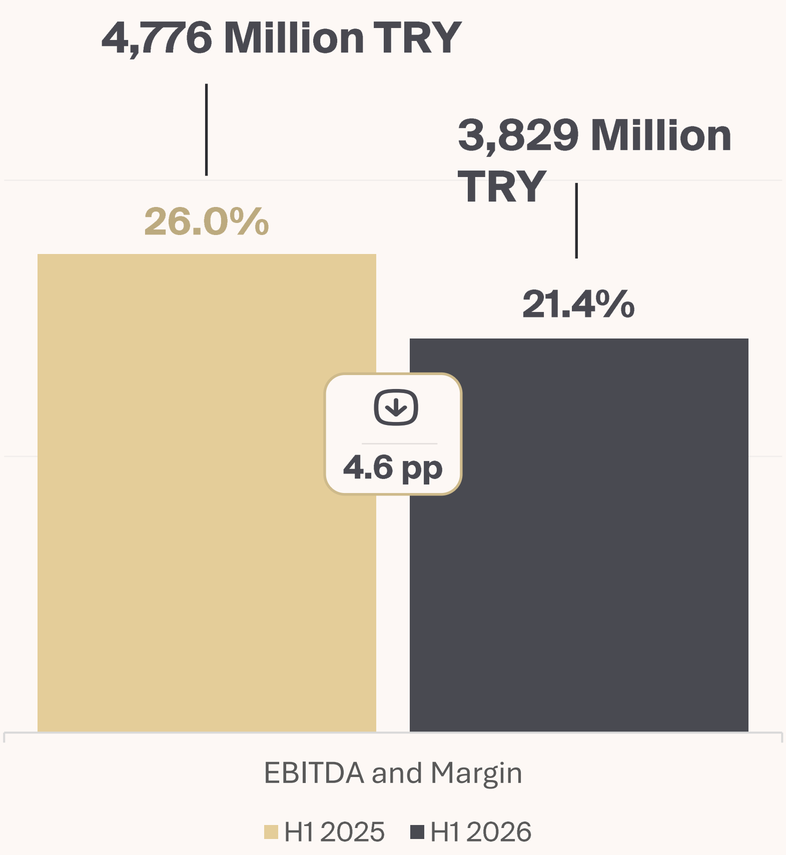
Although they increased in **H1 2026** due to geopolitical tensions, **purchasing costs were kept below inflation** in the SS'26 season and the consolidated gross profit margin realized at approximately **54.7%, up 0.5 points**.

In Türkiye, while increased discounts and challenging pricing conditions persisted despite contracting consumer demand, **the gross profit margin in H1 2026** realized at **55.6%** YoY thanks to effective cost management.

Internationally, despite the negative impact of the conflicts, **the gross profit margin in H1 2026** realized at **52.2%, up 11.1 points** YoY, thanks to the dynamic product planning and pricing policy.

EBITDA Margin Preserved Through Disciplined Expense Management

Consolidated EBITDA* and Margin

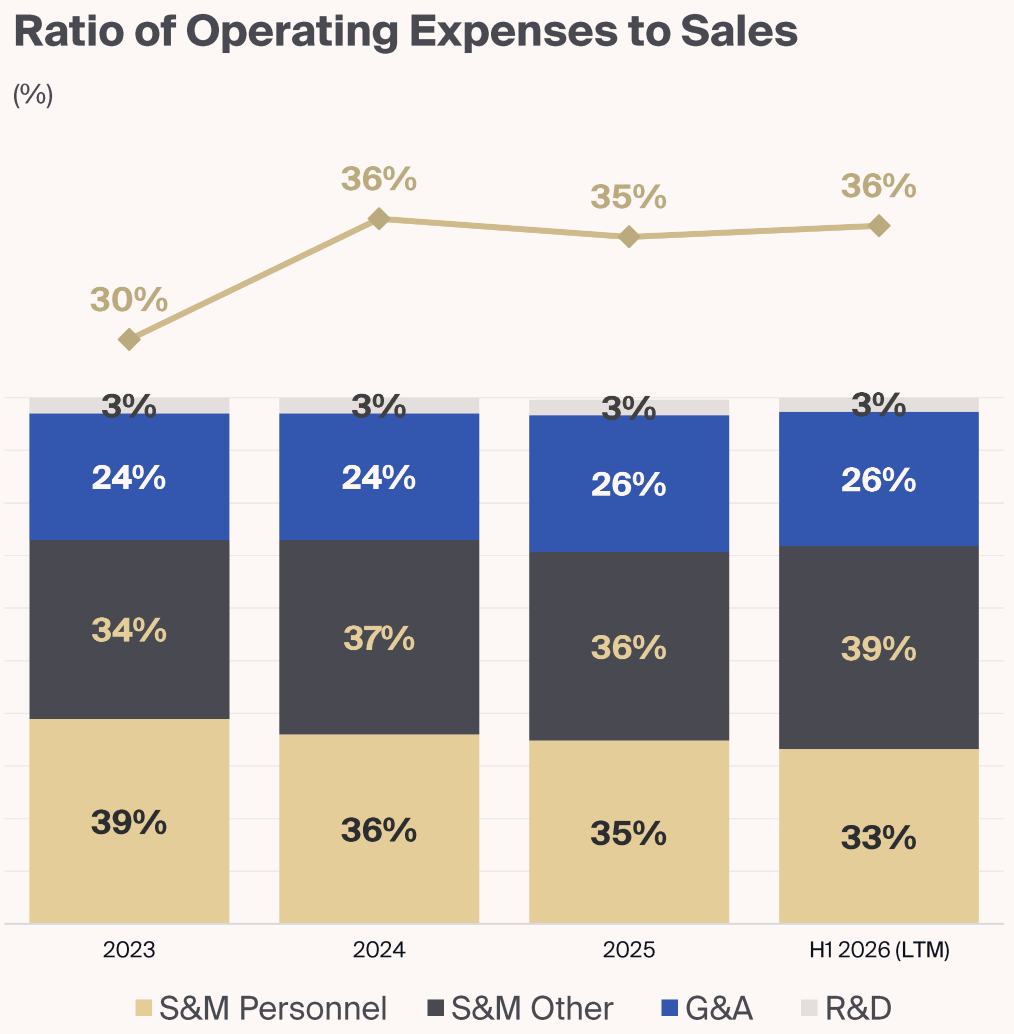


H1 2026 was a period in which global geopolitical tensions increased significantly, and there were fluctuations in energy and commodity markets and upward pressure on expenses. In this challenging period, thanks to disciplined expense management, **operating expenses showed a limited increase of 1% YoY**.

The consolidated EBITDA margin realized at **21.4%** in H1 2026 thanks to effective expense management, despite lower foreign exchange gains as exchange rates rose below inflation in Türkiye.

(*) EBITDA calculation method used in financial reports: profit (loss) before tax + financial income (expenses) + maturity difference expenses related to merchandise purchases (net) + income (expenses) from investing activities + depreciation and amortization expenses - net monetary position.

Disciplined Operating Expenses Management



In an uncertain geopolitical environment, despite expenses rising with continued inflationary pressures, **total operating expenses** (excluding depreciation) increased by a modest **1%** YoY **in H1 2026**.

In H1 2026, S&M personnel expenses decreased by 8% YoY, G&A expenses by 7%, and R&D expenses by 8%, while other S&M expenses increased by 19% due to rising logistics (freight, etc) and marketing expenses.

Opex/sales ratio was 36% over the last twelve months as of H1 2026, as sales remained suppressed.

Notes: While calculating the ratio of operating expenses to sales, depreciation and other operating income/expenses were excluded.

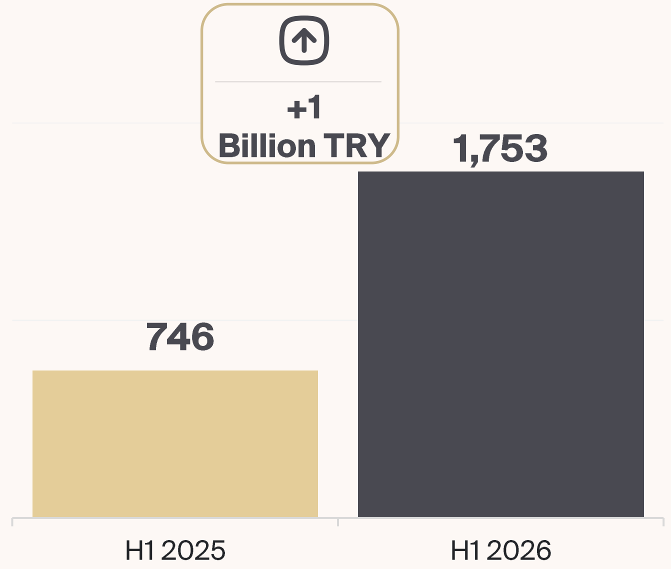
Positive Free Cash Flow through Operational Acceleration

Working Capital

(Million TRY)	30 June 2025	31 Dec 2025	30 June 2026
Trade and Other Current Receivables	2,161	1,794	1,867
Ratio to Sales	5.7%	4.6%	4.9%
Inventory	12,593	10,937	10,740
Ratio to COGS	71.0%	61.6%	61.5%
Trade and Other Current Payables	6,814	7,343	8,006
Ratio to COGS	38.4%	41.4%	45.8%
Net Working Capital	**7,940**	**5,389**	**4,602**
Ratio to Sales	**20.9%**	**13.9%**	**12.0%**

Free Cash Flow

(Million TRY)



Thanks to dynamic pricing, effective product planning, and flexible supply chain practices, an **8.9-point improvement was achieved in the net working capital to sales ratio**, primarily driven by a **15% YoY decrease in inventory**.

Thanks to the improvement in working capital through operational acceleration, **a total free cash flow of approximately 1.8 billion TRY was generated** in H1 2026.

Notes: Free cash flow is calculated by deducting the cash flows used in investing activities from the cash flows generated from operating activities included in the consolidated cash flow statements.

Decrease in *Net Financial Debt / EBITDA Ratio*

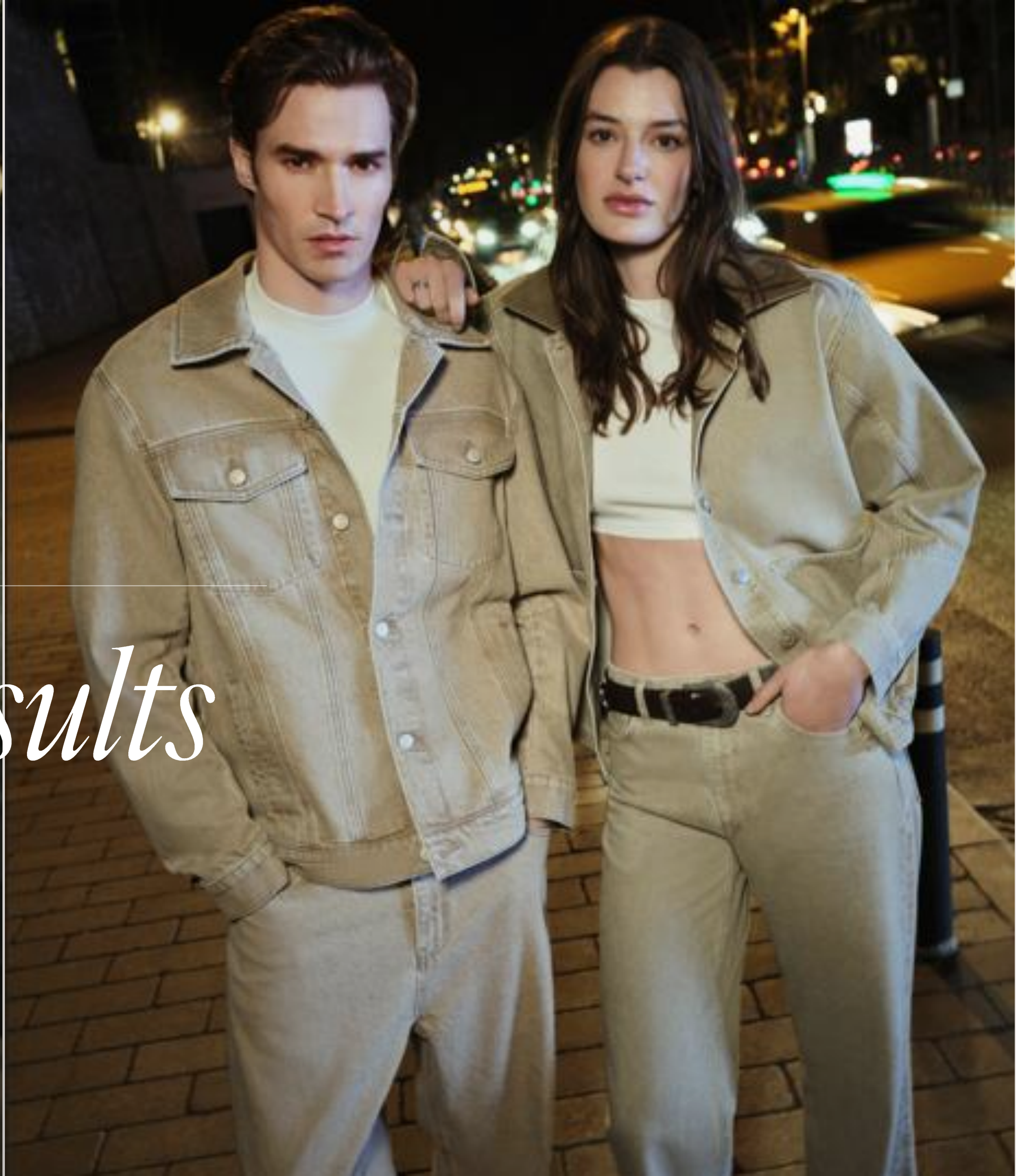
Net Financial Debt

(Million TRY)	30 June 2025	31 Dec 2025	30 June 2026
Cash and Cash Equivalents	1,131	1,699	1,453
Bank Loans	(6,773)	(6,007)	(5,594)
Lease Obligations	(4,955)	(4,849)	(4,852)
Net Financial Debt	(10,597)	(9,157)	(8,993)
Net Financial Debt / EBITDA	1.4x	1.0x	1.1x
Net Financial Debt (excl. IFRS 16)	(5,642)	(4,308)	(4,141)
Net Financial Debt / EBITDA (excl. IFRS 16)	**0.7x**	**0.5x**	**0.5x**

Net financial debt position decreased from 107 million USD in Q2 2025 **to 89 million USD in Q2 2026**.

While **bank loans decreased** with improvements in net working capital, the fact that foreign currency loans were predominantly in Euro and **the limited increase in the Euro exchange rate** in the Q2 2026 period supported **the decrease** in net indebtedness.

In Q2 2026, the **ratio of capital expenditures to sales** realized at **2.6%**, in line with previous periods.

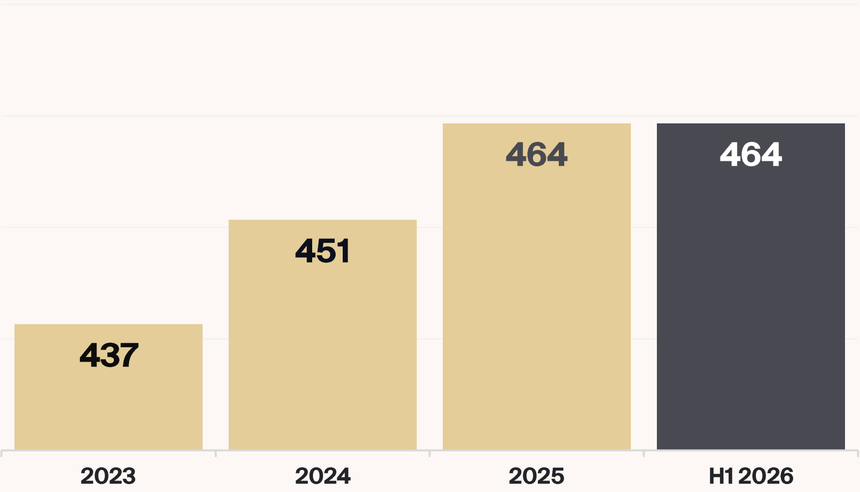


Q2/H1 2026 ANALYST PRESENTATION

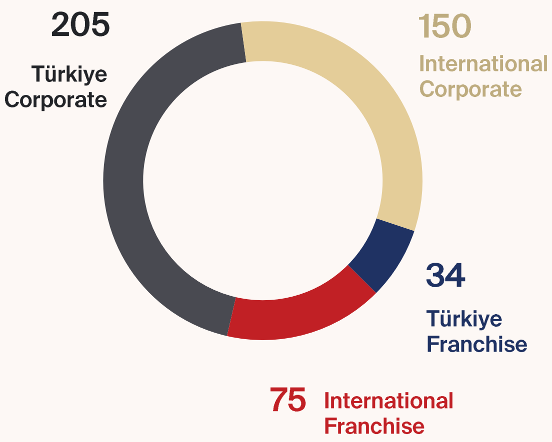
Operational *Results*

Total of 466 Stores Following *Post Q2 2026 Openings*

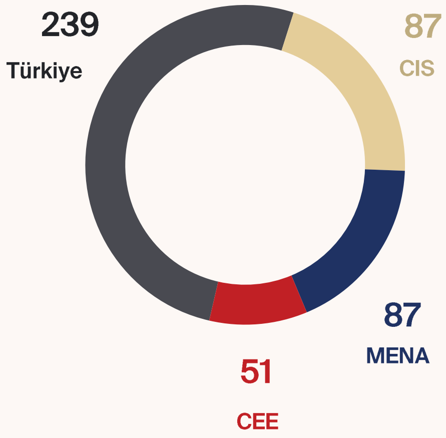
Number of Stores



Store Breakdown
(Q2 2026)



Regional Breakdown
(Q2 2026)



In the first half of 2026, there were 9 store openings and 5 store closures internationally. In Türkiye, there were 2 store openings and 6 store closures.

In the first half of 2026, 2 stores in **Ukraine** were closed, and **the Company exited the country**.

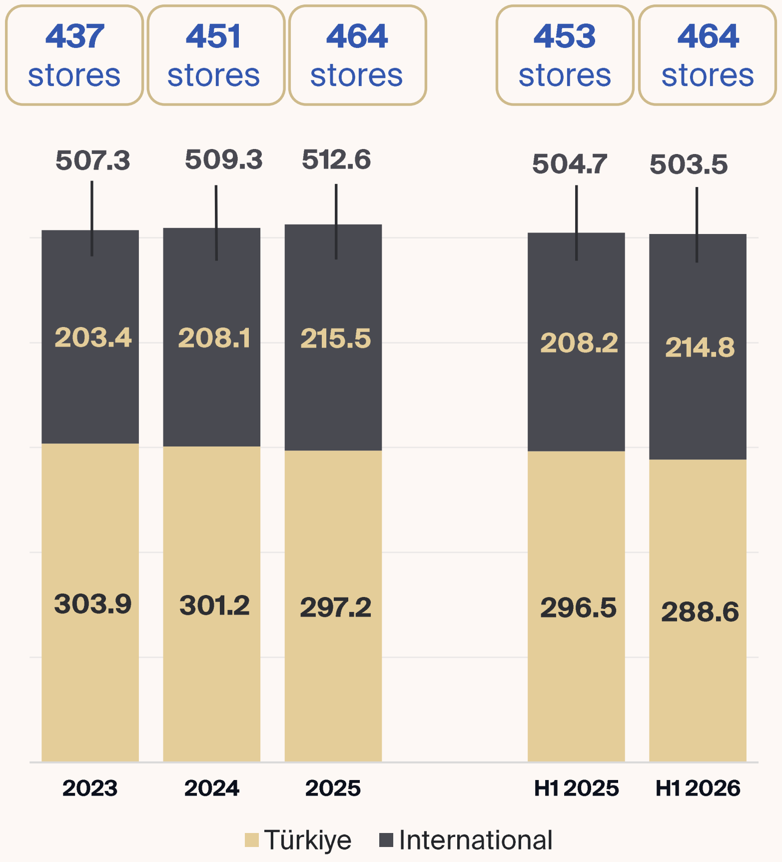
With the new store opened in KSA in July in the **GCC Region**, there have been **a total of 6 store openings** since the beginning of the year.

As of August, there was a net increase of 2 stores internationally, bringing the **total number of stores to 466**.

Increase in Store Square Meter Efficiency

Total Store Area

(thousand sqm)



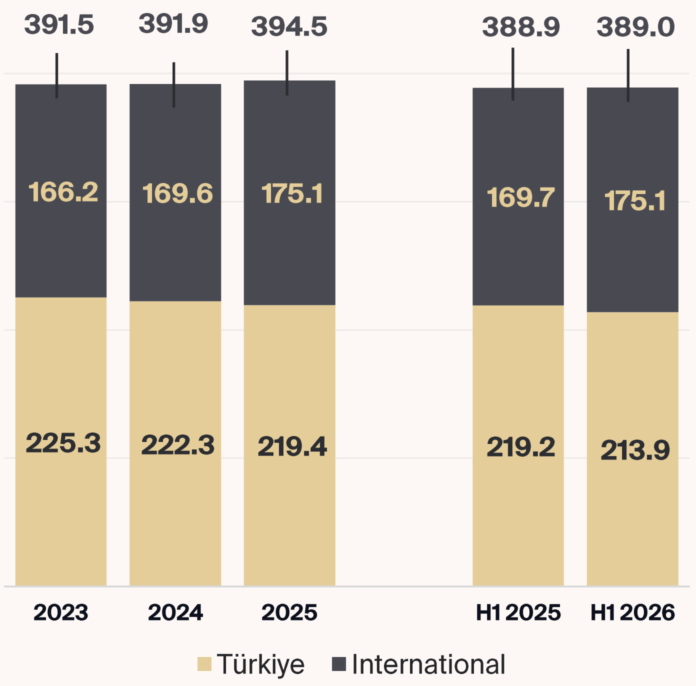
Total Sales Area

(thousand sqm)

↑ **~9%** sqm efficiency in Türkiye

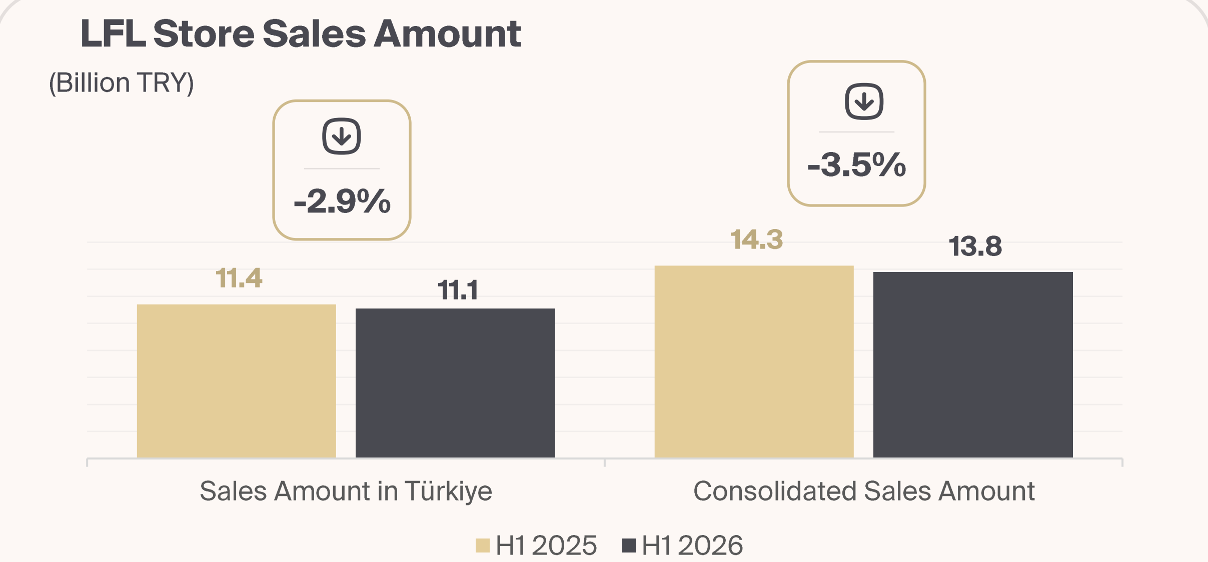
↑ **~10%** sqm efficiency internationally

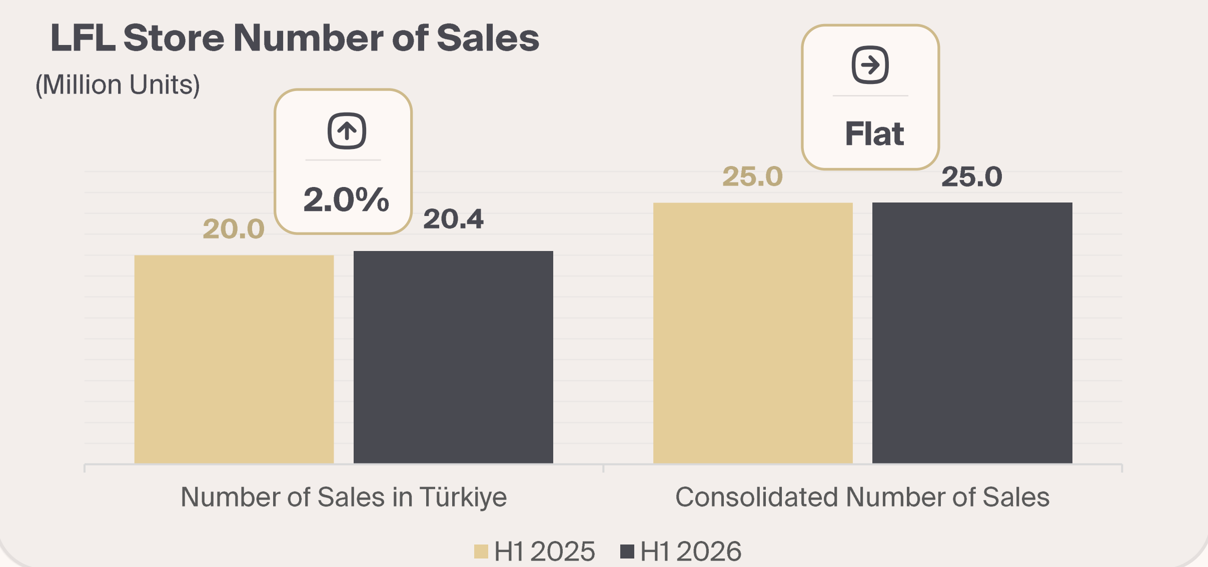
(H1 2026 - in USD terms)



While the total number of stores increased YoY with a focus on square meter efficiency, the total sales area remained at similar levels.

Increase in LFL Store Number of Sales in Türkiye





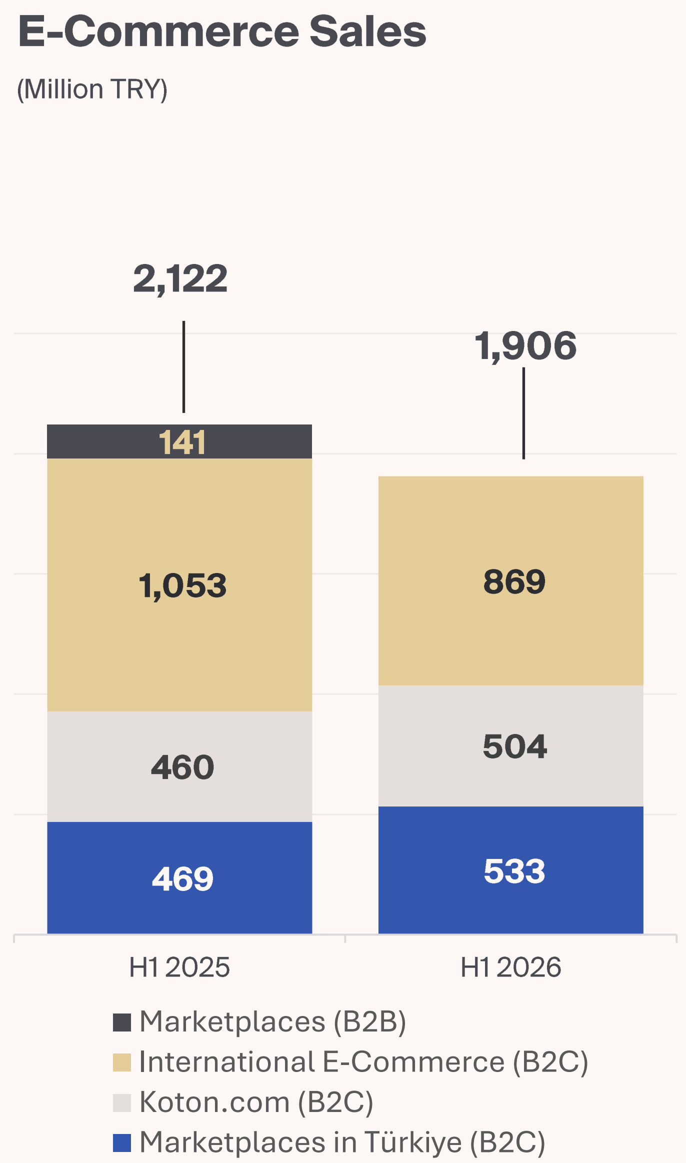
While the **LFL store** sales amount in Türkiye decreased in H1 2026 compared to the previous year due to weakening consumer demand and the high base effect.

In Q2 2026, driven by the pricing policy applied in **stores in Türkiye**, **the LFL number of sales increased by 7%** YoY on the back of a **higher number of visitors** and **an increase in store conversion rates**.

In H1 2026, **while the LFL store number of sales in Türkiye increased by 2%,** the consolidated LFL store number of sales remained flat.

In the GCC Region, **LFL sales amount in H1 2026** showed a **4.7% YoY increase** in USD terms, despite the negative impact of conflicts in the region.

Profitability-Oriented *E-Commerce Operations*



Within the omnichannel focus, the integration of store stock into e-commerce stock was completed, and the **e-commerce warehouse was closed in July.**

Koton.com sales increased by **9.4%** YoY, and its share of the channel in Türkiye **rose 6 points YoY to 49%**.

The **international e-commerce** channel, which provided significant support to inventory management and cash flow in H1 2025, had grown by 107% YoY. It **contracted by 17%** in H1 2026 due to the high base effect of the previous year.

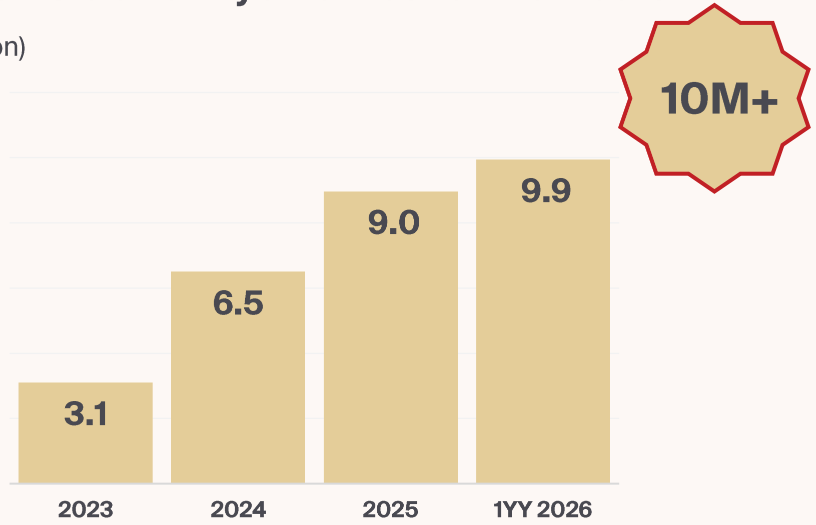
NORDSTROM

Trial sales have started on the **Nordstrom** E-Commerce channel in the US market.

Koton Club Surpassed *10 Million Members in Türkiye*[1]

Koton Club Türkiye Number of Members

(Million)



Koton Club has over 600 thousand members **in the CIS Region and Serbia**[2] .

Koton Club is planned to launch in **Georgia** and **Morocco** in H2 2026.

In the **GCC Region**, privileges under the loyalty program are provided through **Apparel Club**, which has 17,6 mn members[2].

(1) Koton Club in Türkiye surpassed 10 million members as of July 12, 2026.
(2) Number of members as of July 31, 2026.
(3) Data for the last 12 months as of July 31, 2026.
(4) For the last 12 months as of July 31, 2026, compared with customers who are not Koton Club members.

In H1 2026, **app. 250 micro segment communication is conducted for Koton Club member.**

~70% Sales Share of Koton Club Members[3]

~54% Member Activity Rate[3]

+2M New members[3]

+68% Shopping Frequency[4]

Special collaborations for members with Zubizu, Pegasus, Migros, Akbank, and İş Bankası continue.

We Are Updating Our 2026 Guidance

Including TAS 29

	Sales Growth	Gross Profit Margin	EBITDA Margin(*)	Net Financial Debt / EBITDA (excl. IFRS 16)	Capital Expenditures / Sales	Net Number of New Stores
Initial Guidance	**~5% - 7%**	**~54%**	**~24%**	**~0.5x**	**~3.5%**	**10+ stores**
Revised Guidance	**Flat – Low Single-Digit Growth**	**~54%**	**~24%**	**~0.5x**	**~3.5%**	**5+ stores**

(*) EBITDA calculation method used in financial reports: profit (loss) before tax + financial income (expenses) + interest expenses on credit purchases (net) + income (expenses) from investing activities + depreciation and amortization expenses - net monetary position.

Q2/H1 2026 ANALYST PRESENTATION

Q&A

KOTON

Q2/H1 2026 ANALYST PRESENTATION

Presentation *Appendices*

Summary *Balance Sheet*

Total Assets	June 30, 2026	December 31, 2025
Cash and Cash Equivalents	1,452,751,537	1,699,264,652
Trade Receivables	1,771,926,598	1,736,028,524
Other Receivables	95,289,204	57,885,151
Inventory	10,740,197,466	10,937,178,828
Current Period Tax Related Assets	75,232,130	99,145,583
Prepaid Expenses	2,479,539,496	2,239,140,065
Other Current Assets	487,578,149	571,623,936
TOTAL CURRENT ASSETS	***17,102,514,580***	***17,340,266,739***
Other Receivables	224,543,595	245,463,354
Financial Investments	9,085,875	*9,961,512*
Property, Plant and Equipment	2,934,109,793	3,140,565,131
Intangible Assets	1,100,413,534	1,074,891,335
Right-of-Use Assets	5,929,041,603	6,057,271,644
Prepaid Expenses	-	4,723,117
Deferred Tax Asset	614,642,391	574,709,212
Other Non-Current Assets	5,714,561	7,582,407
TOTAL NON-CURRENT ASSETS	***10,817,551,352***	***11,115,167,712***
TOTAL ASSETS	**27,920,065,932**	**28,455,434,451**

Total Liabilities and Equity	June 30, 2026	December 31, 2025
Short-Term Borrowings	5,164,516,125	5,597,015,136
Short-Term Portions of Long-Term Borrowings	347,638,415	357,523,369
Right-of-Use Assets Obligations	2,119,731,696	2,108,006,808
Trade Payables	7,956,708,003	7,302,938,919
Payables Related to Employee Benefits	431,256,960	467,232,826
Other Payables	49,076,078	39,636,034
Deferred Income	278,846,758	275,735,752
Short-Term Provisions	287,415,866	363,395,090
Other Current Liabilities	435,127,051	369,348,333
TOTAL CURRENT LIABILITIES	**17,070,316,952**	**16,880,832,267**
Long-Term Borrowings	81,512,036	52,774,569
Other Payables	30,086,832	46,124,034
Deferred Income	-	19,123,795
Long-Term Provisions	180,559,494	172,064,346
Right-of-Use Assets Obligations	2,732,187,049	2,740,883,405
Deferred Tax Liability	750,347,677	655,619,991
TOTAL NON-CURRENT LIABILITIES	**3,774,693,088**	**3,686,590,140**
TOTAL EQUITY	**7,075,055,892**	**7,888,012,044**
TOTAL LIABILITIES AND EQUITY	**27,920,065,932**	**28,455,434,451**

Income Statement and *Margins*

	Q2 2026	Q2 2025	H1 2026	H1 2025
Revenue	9,056,149,238	9,437,538,015	17,919,132,632	18,366,787,670
Cost of sales (-)	-3,766,612,521	-3,310,006,487	-8,122,536,559	-8,409,417,426
Gross Profit	**5,289,536,717**	**6,127,531,528**	**9,796,596,073**	**9,957,370,244**
Gross Profit Margin	***58.4%***	***64.9%***	***54.7%***	***54.2%***
General administrative expenses (-)	-1,007,680,239	-1,006,296,459	-1,747,510,231	-1,842,869,658
Marketing expenses (-)	-3,670,397,679	-3,387,880,966	-6,897,719,494	-6,740,035,746
Research and development expenses (-)	-133,504,474	-113,902,490	-221,264,179	-222,049,718
Other operating income	494,402,425	667,411,784	830,919,937	1,623,694,051
Other operating expenses (-)	-617,314,350	-820,485,758	-1,508,705,918	-1,617,704,323
Operating Profit (Loss)	**355,042,400**	**1,466,377,639**	**252,316,188**	**1,158,404,850**
Income from investing activities	1,480,402	1,504,512	3,958,542	3,905,316
Expenses from investing activities	-2,580,264	23,378	-4,116,010	-631,678
Operating Profit Before Financial Expenses	**353,942,538**	**1,467,905,529**	**252,158,720**	**1,161,678,488**
Financial expenses, net	-620,010,050	-1,038,845,122	-1,396,187,305	-1,924,932,985
monetary position gain (loss)	222,051,937	199,193,187	833,345,448	799,680,655
Profit Before Tax	**-44,015,575**	**628,253,594**	**-310,683,137**	**36,426,159**
Current period tax income/(expense)	-	-	-	-343,344
Deferred tax income/(expense)	2,695,436	-188,811,265	-2,542,893	-127,907,697
Net Profit (Loss) for the Period	**-29,134,878**	**439,442,329**	**-313,226,030**	**-91,824,882**
EBITDA	**2,121,235,904**	**3,475,687,062**	**3,829,470,583**	**4,776,369,358**
EBITDA Margin	***23.4%***	***36.8%***	***21.4%***	***26.0%***

EBITDA calculation method used by the Company in financial reports: profit (loss) before tax + financial income (expenses) + maturity difference expenses related to merchandise purchases (net) + income (expenses) from investing activities + depreciation and amortization expenses - net monetary position gains.