

The background of the slide is a solid light red color. In the center, there is a large, stylized white letter 'W'. A white heart is positioned at the top center, overlapping the 'W'. The word 'SUWEN' is written in a large, white, sans-serif font across the middle of the 'W'.

SUWEN

INVESTOR PRESENTATION

January 1 – June 30, 2025

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01

HIGHLIGHTS

SUWEN



Highlights H1 2025

Consolidated Highlights

TRY **2.408** m
Revenue

8.3%
Revenue Growth

TRY **431** m
EBITDA

17.9%
EBITDA Margin

TRY **65** m
Net Profit

TRY **-526** m
Net Debt
(Excl. IFRS16 lease liabilities)

Türkiye Highlights

6.6% Retail
Revenue Growth

26.3%
Online Revenue
Growth

125 m²
Average Store
Footprint

51 cities
184 mono-
brand stores

6.4 million
Visitors in stores

TRY **1.622** TL
Average Ticket
Size

○ Inflation-adjusted revenue increased 8.3% YoY.

- Retail revenue in Türkiye grew 6.6% YoY; e-commerce increased 26.3% YoY.
- H1 2025 store traffic totaled 6.4 million visits; average store size was 125 m².
- Average basket size reached TRY 1,622.
- EBITDA margin was 17.9% in H1 2025.

○ As of June 30, 2025, net debt was TRY 526 million.

○ Store footprint in Türkiye reached 184 (retail 179, franchise 5).

○ International footprint totaled 15 stores: retail 9 (Romania 7, Cyprus 2) and franchise 6.

02

FINANCIAL RESULTS

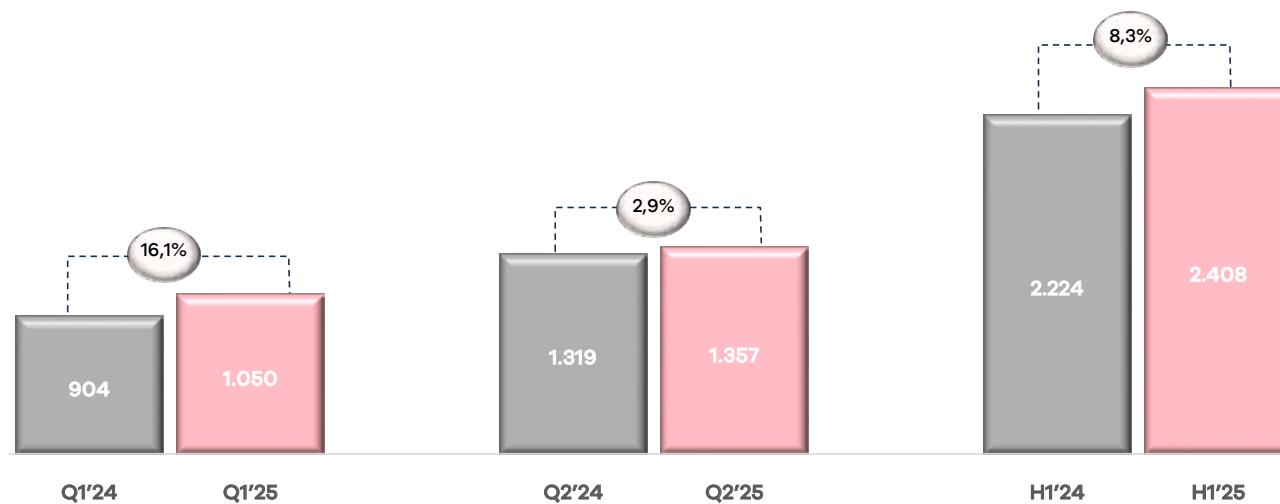
SUWEN



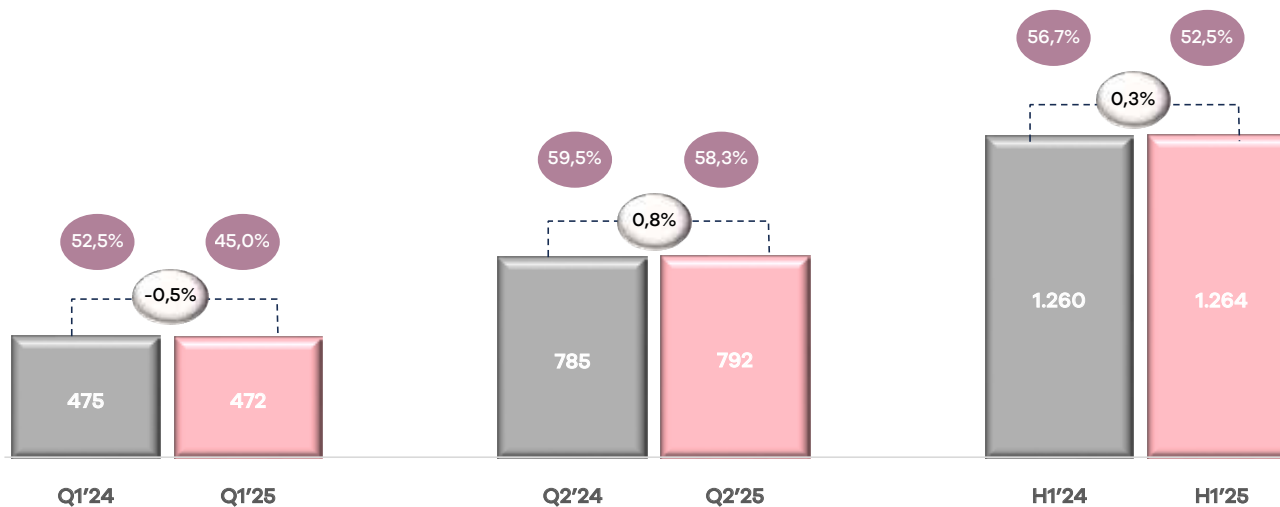


CONSOLIDATED FINANCIAL RESULTS (1/2)

Revenue (Million TRY)



Gross Profit (Million TRY)



xx% Growth Rate xx.x% Margin

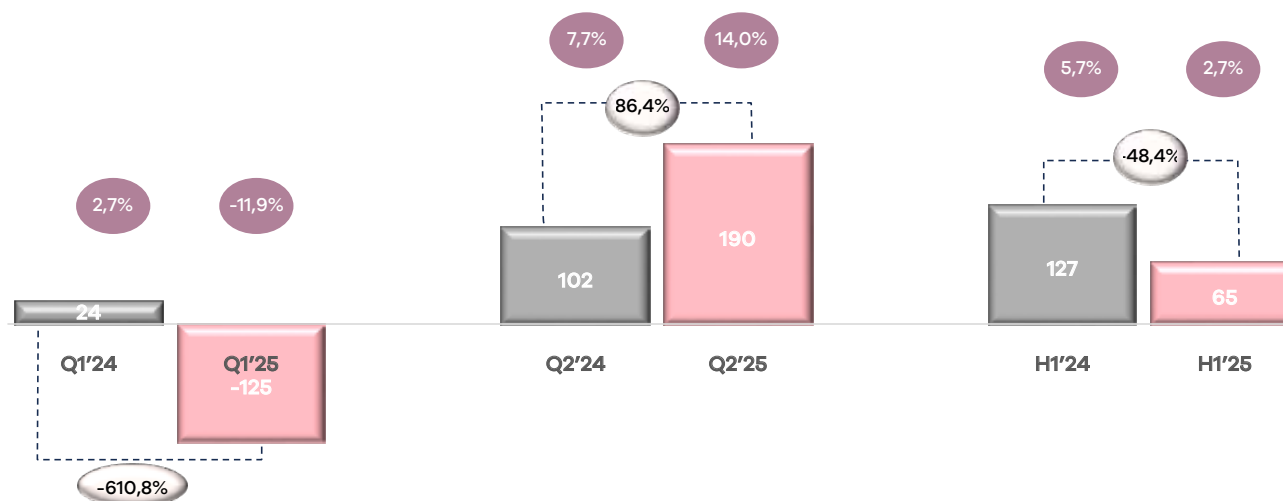


CONSOLIDATED FINANCIAL RESULTS (2/2)

EBITDA (Million TRY)



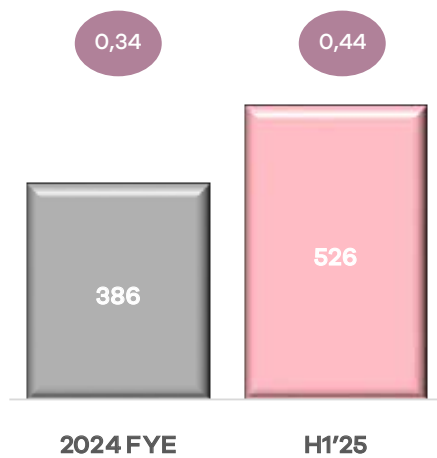
Net Profit (Million TRY)





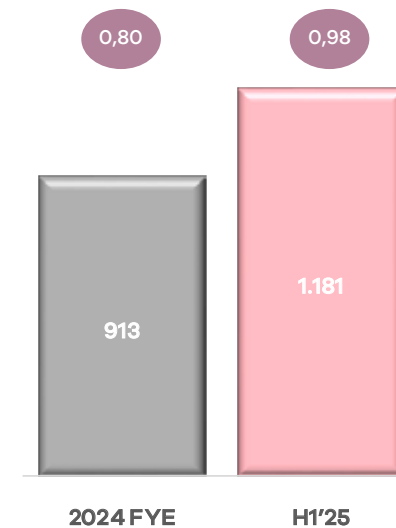
CONSOLIDATED BALANCE SHEET HIGHLIGHTS

Net Debt (Million TRY) – Excl. IFRS16 Lease Liabilities



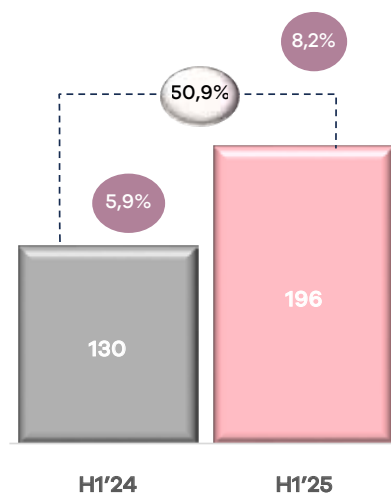
x,x Net Debt / EBITDA (LTM)

Net Debt (Million TRY) – Incl. IFRS16 Lease Liabilities



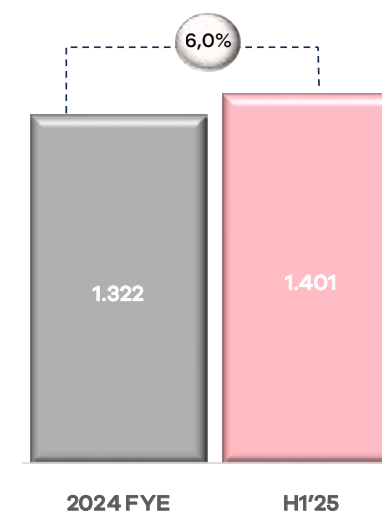
x,x Net Debt / EBITDA (LTM)

CAPEX (Million TRY)



x,x% Growth %
x,x Capex / Sales

Net Working Capital (Million TRY)



x,x% Growth %

03

SALES AND OPERATIONAL DEVELOPMENTS

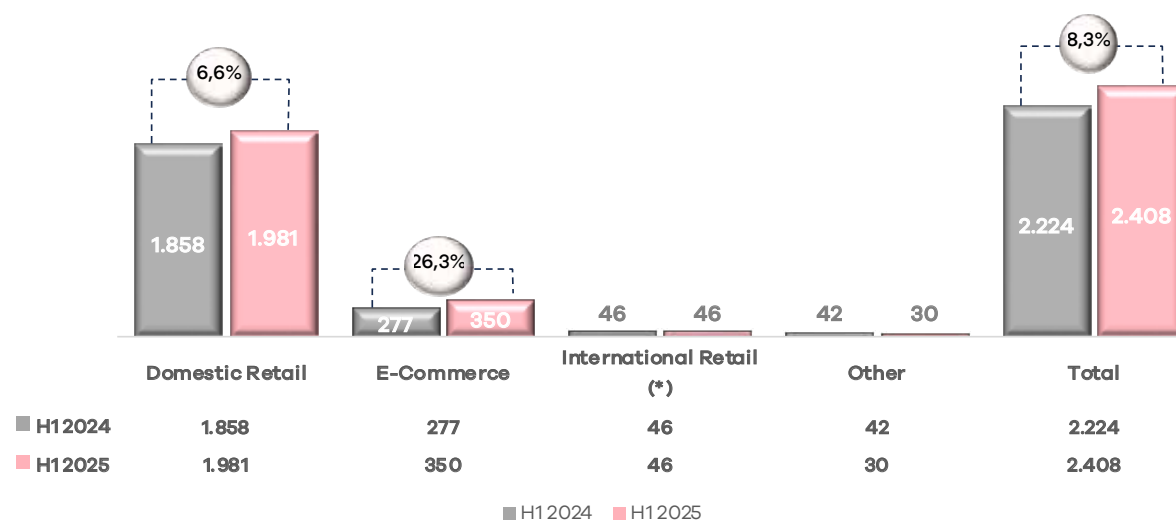
SUWEN



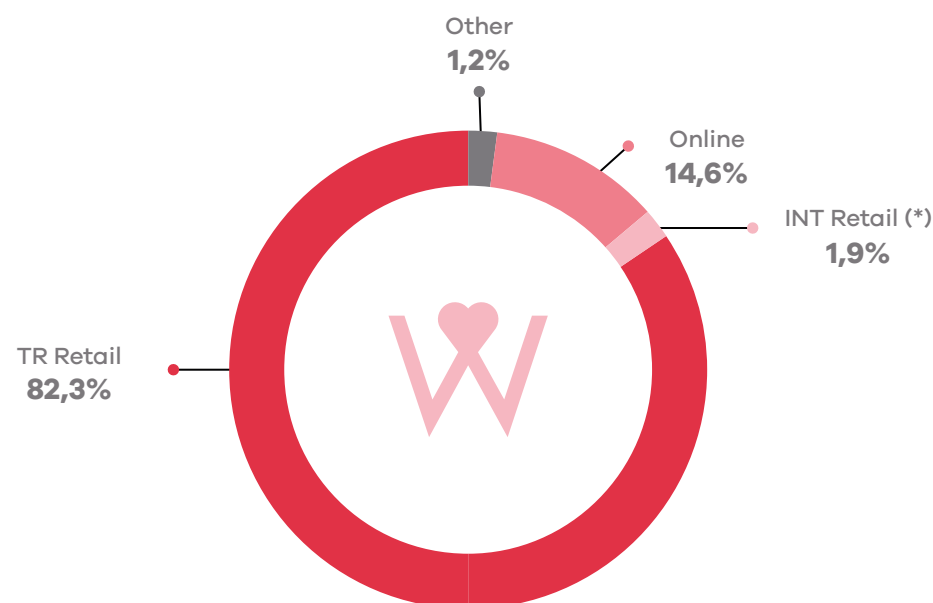


REVENUE BY CHANNEL (1/2)

Revenue by Channel (Million TRY)



Revenue by Channel (%)

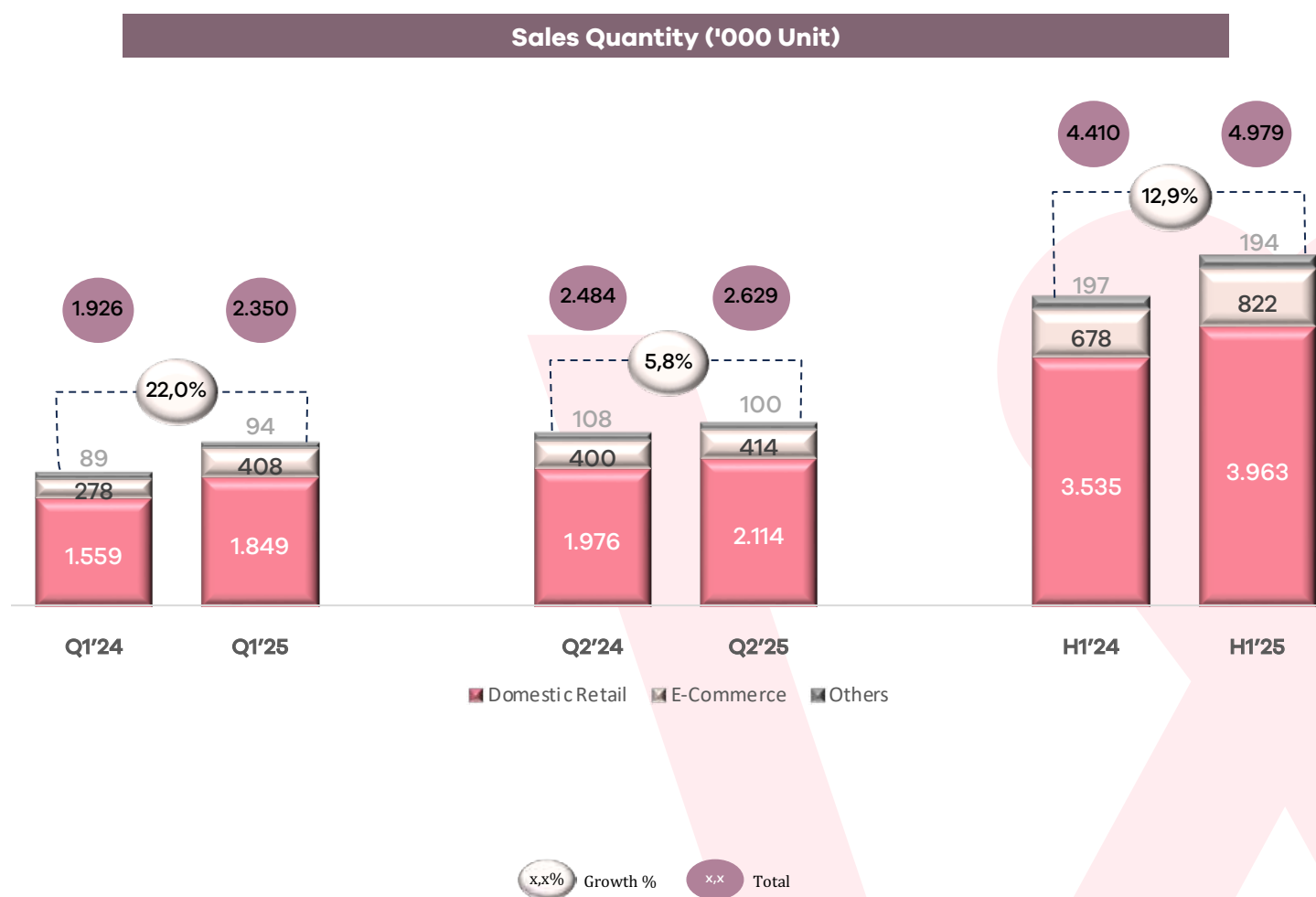


xx% Growth Rate %

(*) International Retail includes retail revenue in Romania and Cyprus.

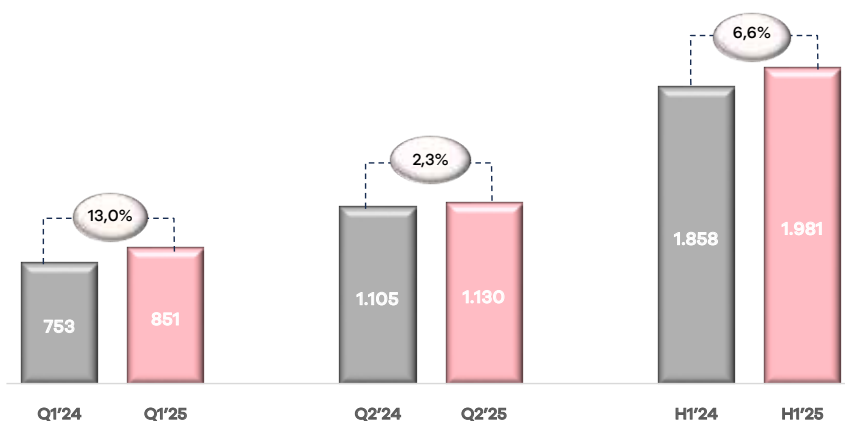
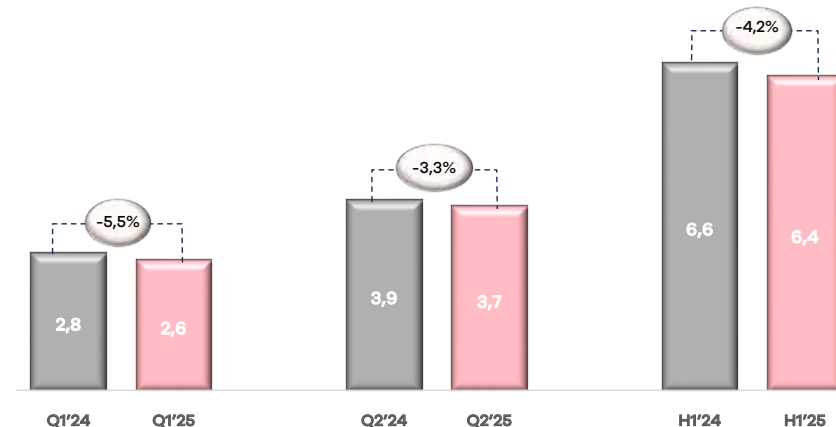
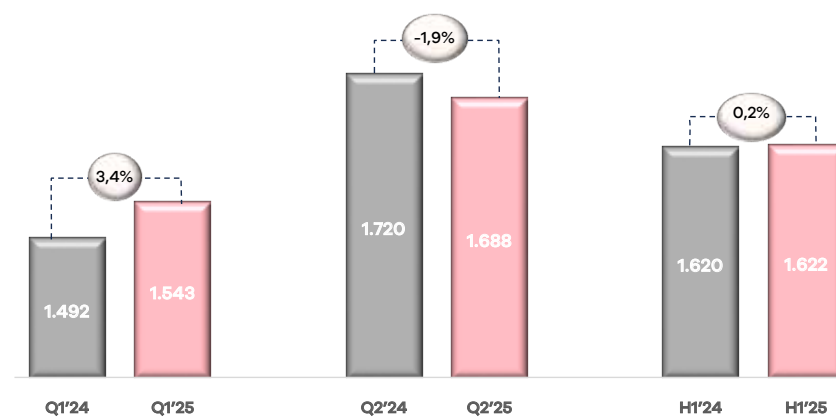


REVENUE BY CHANNEL (2/2)





TURKIYE RETAIL OPERATIONS (1/2)

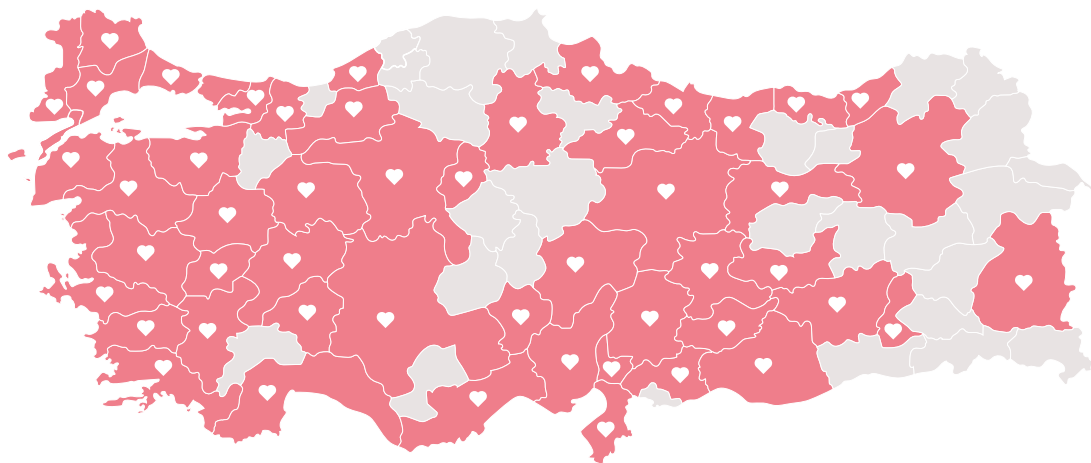
Revenue (Million TRY)**# of Visitors (Million)****# of Invoices ('000 Unit)****Average Ticket Size (TRY)**

xx% Growth Rate

NS24: New Store 2024 / NS25: New Store 2025



TURKIYE RETAIL OPERATIONS (2/2)

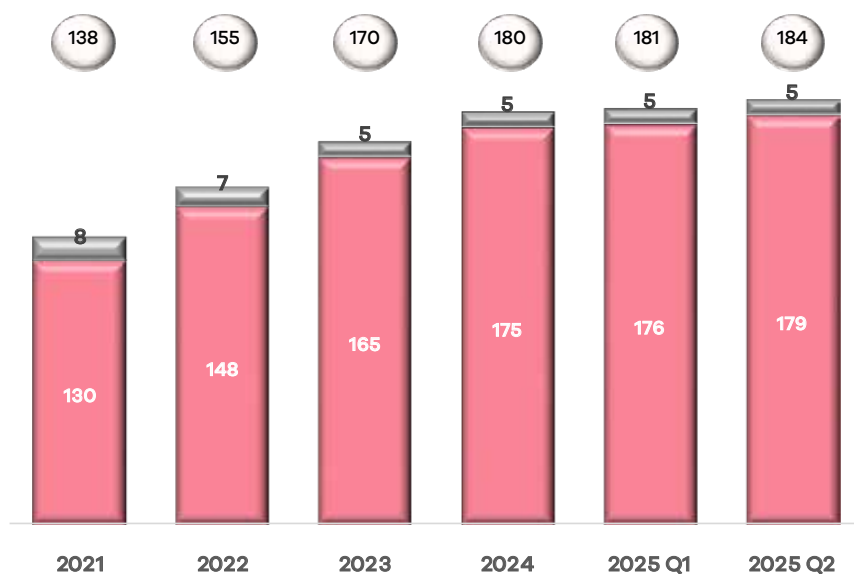


In H1 2025, five new stores were opened.

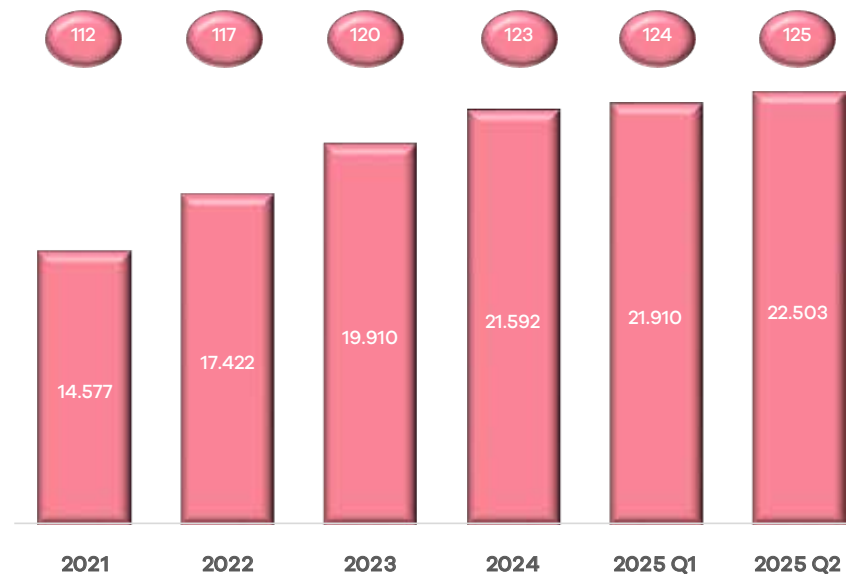


During the same period, 16 stores underwent concept upgrades.

OF STORE DEVELOPMENT IN TURKIYE



DOMESTIC GROSS SELLING AREAS (sqm)



of stores

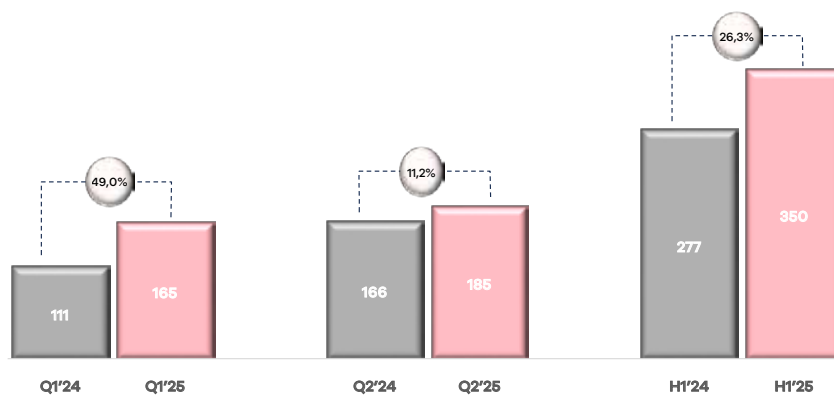


avg. Sqm

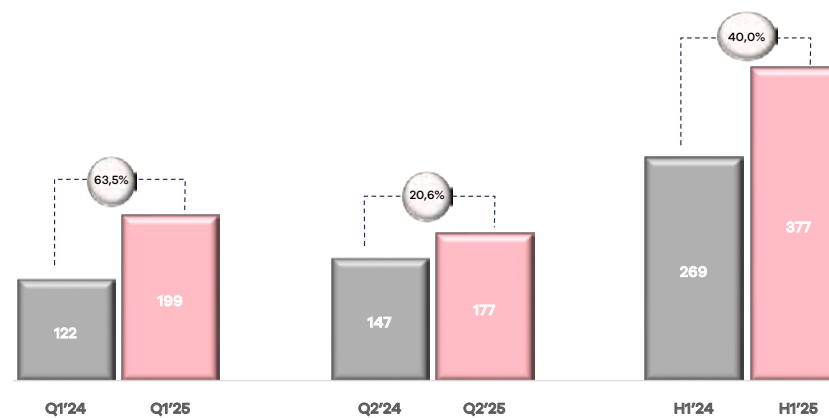


E-COMMERCE OPERATIONS

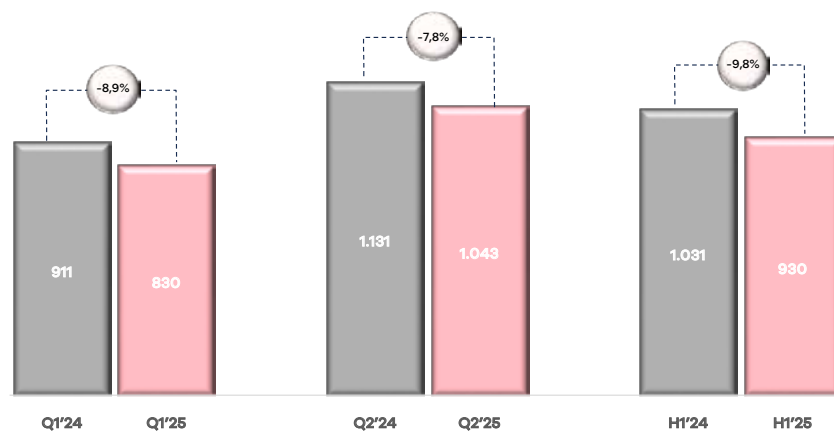
Revenue (Million TRY)



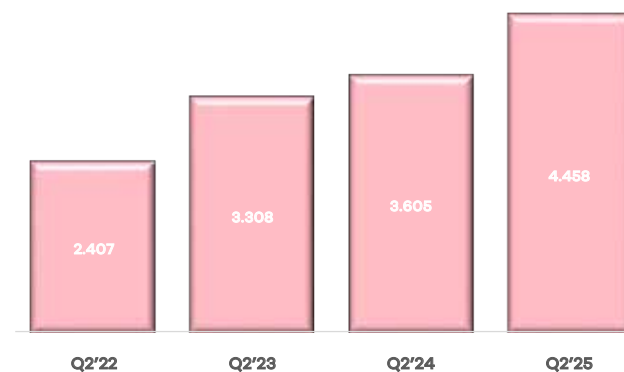
of Invoices ('000 Unit)



Average Ticket Size (TRY)

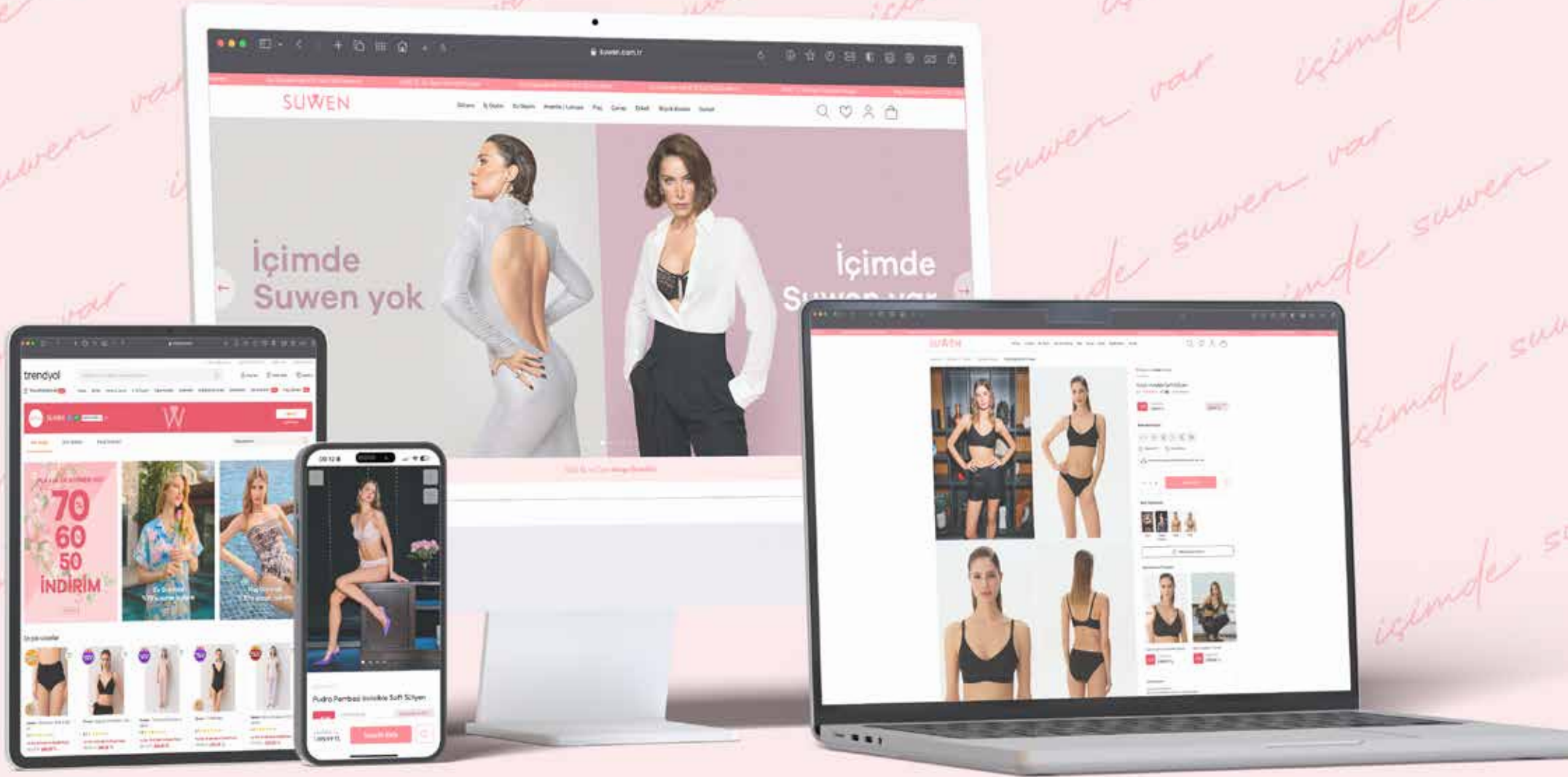


of Online Visitors (Million)



Growth %

(*) The visitor numbers on suwen.com.tr refer to the total number of sessions.



Türkiye



Saudi
Arabia



United Arab
Emirates



Germany



Kuwait



Bahrain



Romania



Oman



Czechia



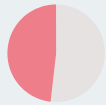
Slovakia



Greece

(*) In 2024, sales started in foreign marketplaces.

REVENUE BY PRODUCT CATEGORY (*)

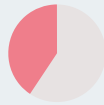


47,9%

UNDERWEAR



Bras, panties, camisoles and corsets

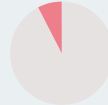


38,1%

HOMEWEAR

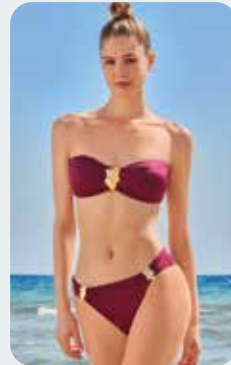


Pyjamas, nighties and morning gowns



10,0%

BEACHWEAR



Bikinis, swimsuits, cover-ups, and beach accessories

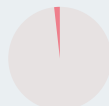


3,1%

HOSIERY



Pantyhoses, socks, tights

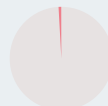


0,7%

ACCESSORIES



Bra accessories, silicone pads and garter bands



0,2%

COSMETICS



Bodymist, soap, cologne



(*) Revenue by Product Category is based on net sales in TR Retail and Online channels in 2025.

SUWEN FİLENİN SULTANLARINA BAŞARILAR DİLER



#içimizdegüçvar



A MİLLÎ KADIN VOLEYBOL TAKIMI
RESMÎ SPONSORU

WE HAVE THE POWER WITHIN US

Suwen is a brand that supports women's employment and women's power. 90% of its employees are women, and 55% of them are managers.

In order to support the success of women's volleyball in Turkey, we are also the official sponsor of the Sultans of the Net between 2023 and 2026.



04

APPENDIX

SUWEN



AWARDS



CURIOS FELIS

Turkey's fastest-growing women's lingerie retail brand, Suwen, won the *silver award* in the *Felis Curious* category at the magnificent ceremony held on Thursday, November 10, 2022, at the Zorlu Performance Arts Center.



GOLDEN LEADER

Ali Bolluk, the General Manager of Suwen, Turkey's fastest-growing women's lingerie retail brand, was selected as Turkey's Most Admired CEO and was awarded the *Golden Leader* Award.



NEW ERA OF HR

We have the received the *Stars of Human Resources* award at the *New Era of HR* summit organized by Secretcv.



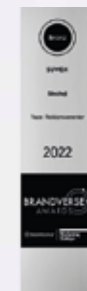
RESPECT FOR HUMANITY

At the *Human Resources Summit* sponsored by Kariyer.net, the *Respect for People Awards* were given to companies that responded to candidate applications one hundred percent, employed the most, and received the most applications. As part of the Suwen family, we earned this award among over 30,000 employers.



BRANDVERSE AWARDS

Suwen, which portrays bold and powerful women by expanding their freedom in their advertising film, won the *Bronze Award* in the *Fresh Advertisers* category at the magnificent ceremony held on Thursday, June 30th, at the Hilton Istanbul, Bomonti.



SLIMSTOCK & LODER

At the "Turkey's Most Effective Supply Chain Professionals" award ceremony, organized for the eighth time this year in partnership with Slimstock and the Logistics Association (LODER), Suwen became *Turkey's Most Effective Supply Chain Professional* and received **2 awards** in the *2022 Supply Chain Most Technological Project* category.



BRANDVERSE AWARDS

We won **2 Bronze** awards in the *Fresh Advertisers & Apparel and Accessories* categories at the *Brandverse Awards* with our "Suwen Mode at Home" homewear advertising campaign!



BEST USE OF DATA

We embarked on a success story where our system and the data changed the course of our best-selling product. At the *VXI. Turkey Communication Center Awards* held on December 14th, we won the *"Most Worthy Brand Award"* in the category of *"Best Use of Data"*.





SUMMARY CONSOLIDATED INCOME STATEMENT

	01.01.- 30.06.2025	01.04.- 30.06.2025	01.01.- 30.06.2024	01.04.- 30.06.2024	Δ (%) (2025/ 2024)
Thousands of TL					
Revenue	2.407.559	1.357.410	2.223.862	1.319.451	8%
Cost of Sales (-)	(1.143.397)	(565.524)	(963.926)	(534.175)	19%
Gross Profit	1.264.162	791.886	1.259.936	785.276	0%
Gross Profit (%)	52,5%	58,3%	56,7%	59,5%	-415bps
Operating Expenses (-)	(1.087.926)	(561.091)	(1.001.645)	(528.431)	9%
Other Operating Income /(Expense), net	(8.585)	1.940	12.511	(2.281)	(169%)
Operating Profit	167.651	232.735	270.802	254.564	(38%)
Operating Profit (%)	7,0%	17,1%	12,2%	19,3%	-521bps
Income/(Expense) from Investing Activities, net	3.630	-	6.312	2.798	(42%)
Operating Profit Before Financial Expense	171.281	232.735	277.114	257.362	(38%)
Financial Income/(Expense), net	(267.443)	(133.697)	(210.476)	(130.952)	27%
Monetary gain/(loss)	226.006	126.379	102.363	702	121%
Profit Before Tax from Continuing Operations	129.843	225.417	169.001	127.112	(23%)
Taxes on Income	-	-	(47.119)	(42.996)	(100%)
Deferred Tax Income/(Expense)	(64.533)	(34.980)	4.797	18.066	(1445%)
Net Profit for the Period	65.310	190.437	126.679	102.182	(48%)
Net Profit (%)	2,71%	14,03%	5,70%	7,74%	-298bps
EBITDA	430.584	361.317	508.358	388.354	(15%)
EBITDA (%)	17,9%	26,6%	22,9%	29,4%	-497bps



SUMMARY CONSOLIDATED BALANCE SHEET

Thousands of TL	31.12.2024	30.06.2025	Change (%)
Current Assets	1.898.922	1.840.985	(3,1%)
Non-current Assets	1.176.136	1.475.193	25,4%
Total Assets	3.075.058	3.316.178	7,8%
Current Liabilities	1.183.465	1.195.110	1,0%
Non-current Liabilities	424.716	605.812	42,6%
Total Liabilities	1.608.181	1.800.921	12,0%
Equity	1.466.877	1.515.257	3,3%
Total Liabilities & Equity	3.075.058	3.316.178	7,8%

COMPANY PROFILE

- Reporting Period: 01.01.2025 - 30.06.2025
- Trade name: Suwen Tekstil Sanayi Pazarlama Anonim Şirketi
- Trade registry number: 502674
- Tax No.: 330 049 9555
- Registered Capital Ceiling: 300.000.000 TL
- Issued Capital: 560.000.000 TL
- Head Office Address: Tatlısu Mahallesi Göksu Cad. No: 41/1
Ümraniye/İstanbul
- Email: yatirimci@suwencompany.com
- Website Address: www.suwencompany.com

The image shows the SUWEN logo in large, white, 3D block letters mounted on a red, vertically-ribbed building facade. The letter 'W' is stylized with a heart shape in the center. The building is angled upwards from the bottom left towards the top right, set against a clear blue sky with some light clouds.

SUWEN

Her yerde Suwen var!



KIŞ EV GİYİMDE
70%
İNDİRİM
+
SEPETTE %15 İNDİRİM



A large, stylized letter 'W' is formed by several white, three-dimensional sticks. In the center of the 'W', there is a heart shape also made of white sticks. The entire graphic is set against a solid pink background. The text 'THANK YOU' is written in white, bold, uppercase letters across the middle of the heart and the central part of the 'W'.

THANK YOU