

# hepsiburada

One Ecosystem with Many Use Cases



# Content

1. Snapshot of Turkish E-Commerce Ecosystem

2. Introduction to Hepsiburada Ecosystem

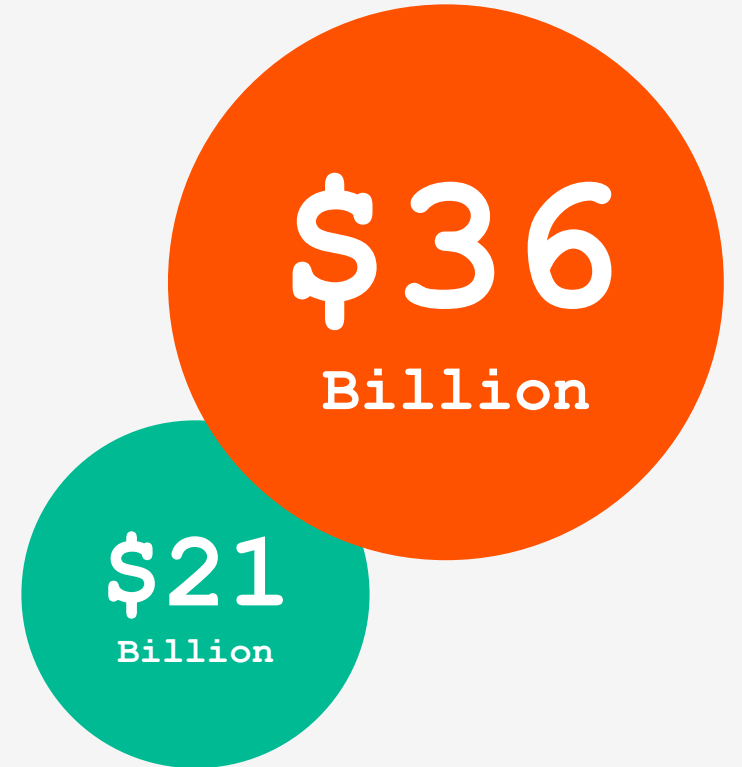
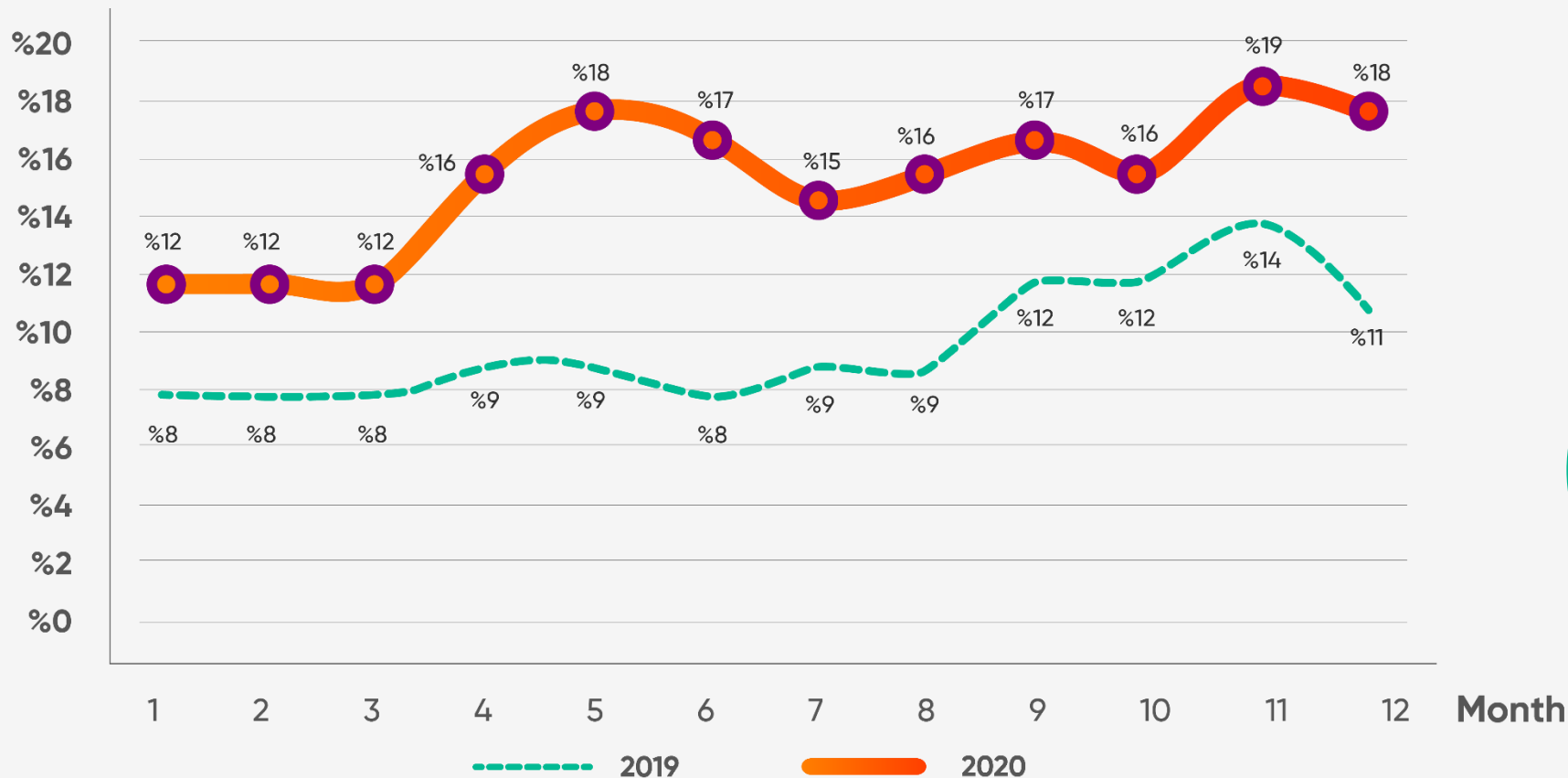
3. HepsiGlobal



# E-commerce in Turkey reached a size of \$35.6 billion in 2020 with the effect of the pandemic

Market has grown by 66% in 2020 compared to the previous year, fueled by the pandemic

### E-Commerce Share in Total Commerce Value, Monthly Basis, 2019-2020

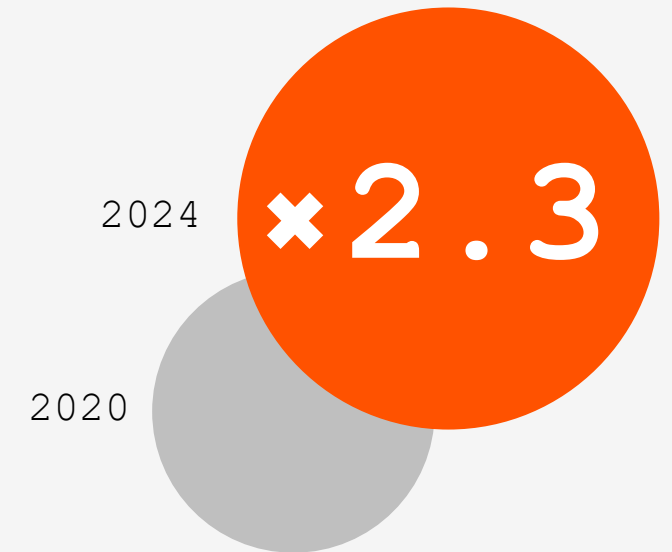
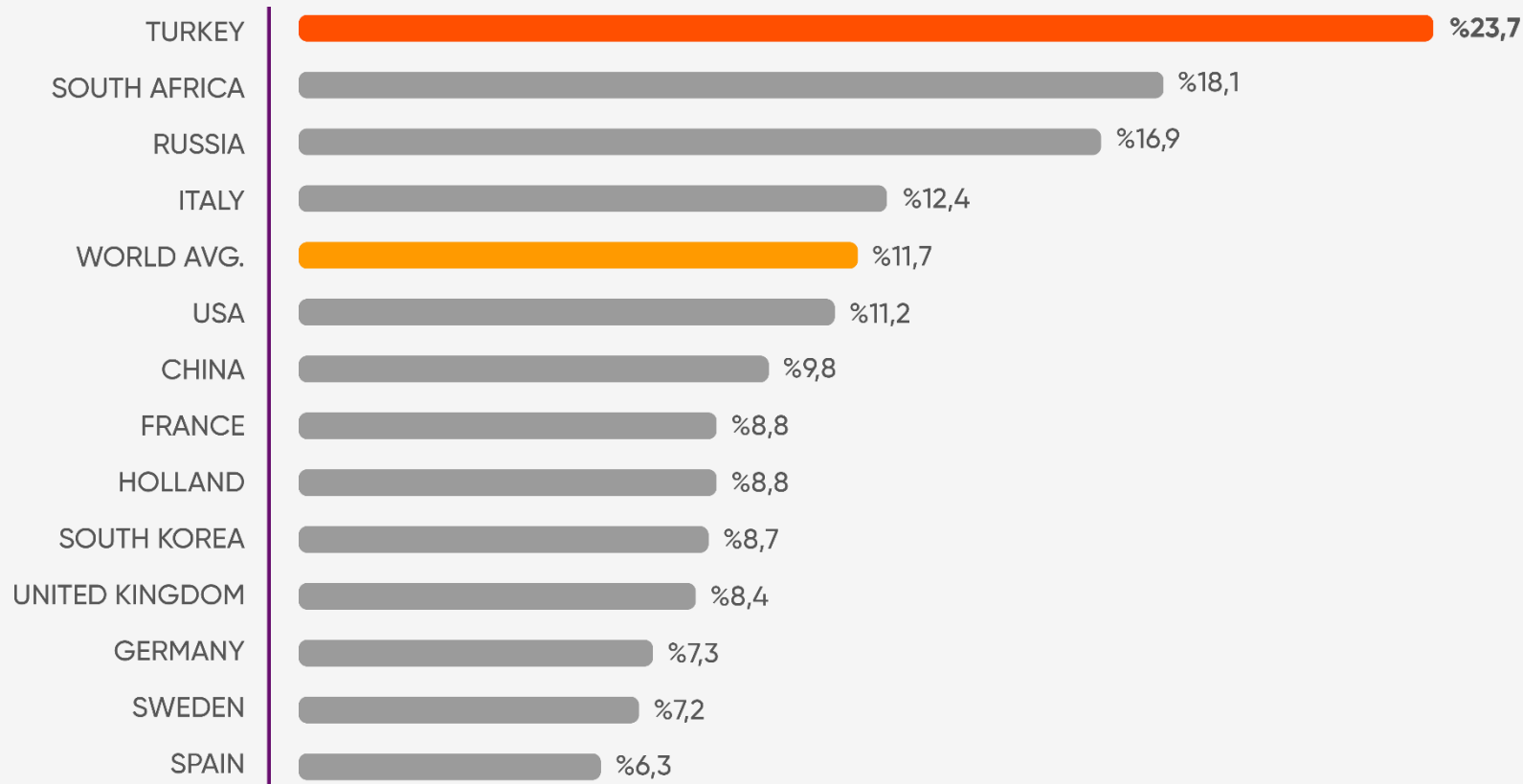


Source: E-Commerce Information Platform (ETBIS)

# Market is expected to increase to 2.3 times of its current size in 4 years

The growth forecasts between 2020-2024 indicate that e-commerce in Turkey will grow by an average of 23.7% annually and increase to 2.3 times of its current size in 4 years.

## E-Commerce Sales CAGR\* Forecast Global Comparison, 2020-2024





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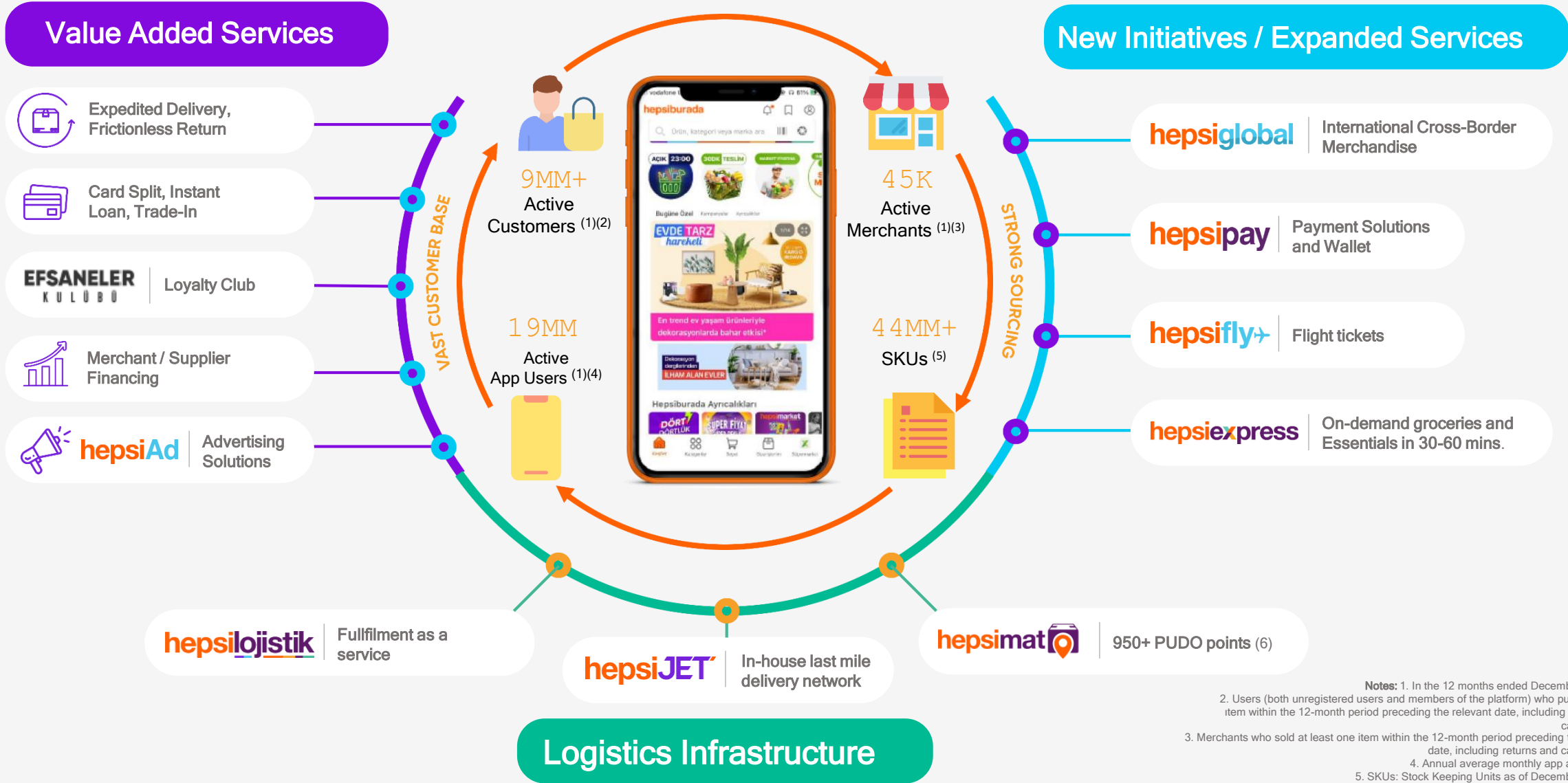
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# Hepsiburada Super App Ecosystem



**Notes:** 1. In the 12 months ended December 31, 2020  
 2. Users (both unregistered users and members of the platform) who purchased an item within the 12-month period preceding the relevant date, including returns and cancellations  
 3. Merchants who sold at least one item within the 12-month period preceding the relevant date, including returns and cancellations  
 4. Annual average monthly app active users  
 5. SKUs: Stock Keeping Units as of December 31, 2020  
 6. PUDO: Pick-up and drop-off as of March 2021

# First and Only Turkish Company Listed On Nasdaq

First Half Comparison of 2020 and 2021

Gross merchandise value (GMV) grew by **58.2%**

Number of orders increased by **43.9%**

SKU base continued to expand, nearly **doubled**





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HepsiGlobal is the crossborder arm of Hepsiburada with a dedicated platform

Our aim is to replicate Hepsiburada's success in Turkey, within the region with HepsiGlobal

## OUR 2025 AMBITION

Become the technology leader in the region extending from west of India to English channel by becoming a gateway to 1B+ customers within less than 4-hours flight distance from Istanbul

We are  
looking for  
professional  
sellers with  
**strong**  
ambitions to  
join our  
platform

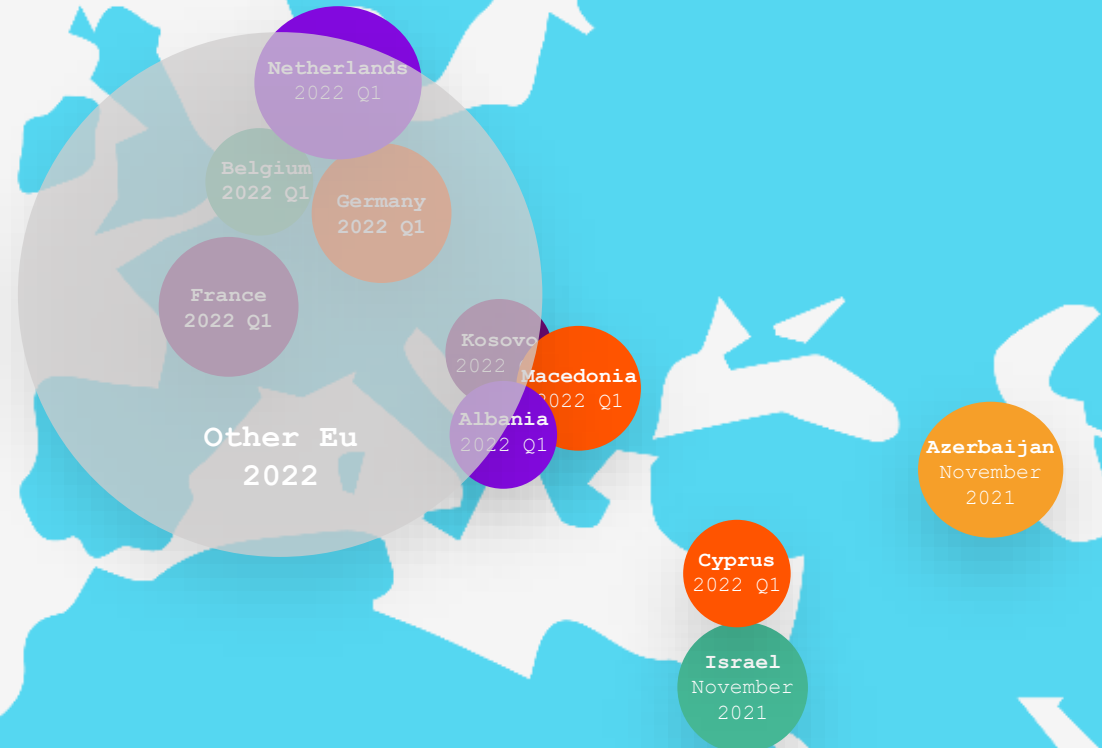


- Immediate access to 32M+ unique users in Turkey
- An additional opportunity to reach a geography covering 4-hours flight from Istanbul
- Localized currency, customer and operational support
- All in English

## Crossborder Expansion and FBH Model

HepsiGlobal is aggressively focusing on growth by working towards entering new markets and constantly improving existing business model such as adding the new fulfillment model FBH.

Opportunity to reach new markets - growing  
2 new market in 2021  
+10 new market in 2022



Fulfillment by  
Hepsiburada - soon

# Why you should work with us?

## Easy onboarding



- Online application process
- Easy to understand API documentation
- Payments via Payoneer

## Immediate access to Turkish Market



- 80m+ population, rapidly shifting consumer behavior
- Strong growth rates

## Further access to the MENA region



- No additional integration or listing,
- All-in-one seller panel
- Localized customer service and operational support.

## Dedicated team



- Dedicated account manager



# Keep doing business with us as simple as possible



## Fulfillment & dispatch times

Sellers need to dispatch within 24-72 hours



## Logistics

Competitive partnerships with experienced 3PLs



## Tracking

Integrated tracking service



## Customer service

We take care of customer experience for you



## Product upload

All in English



## Returns

15 days unconditional return

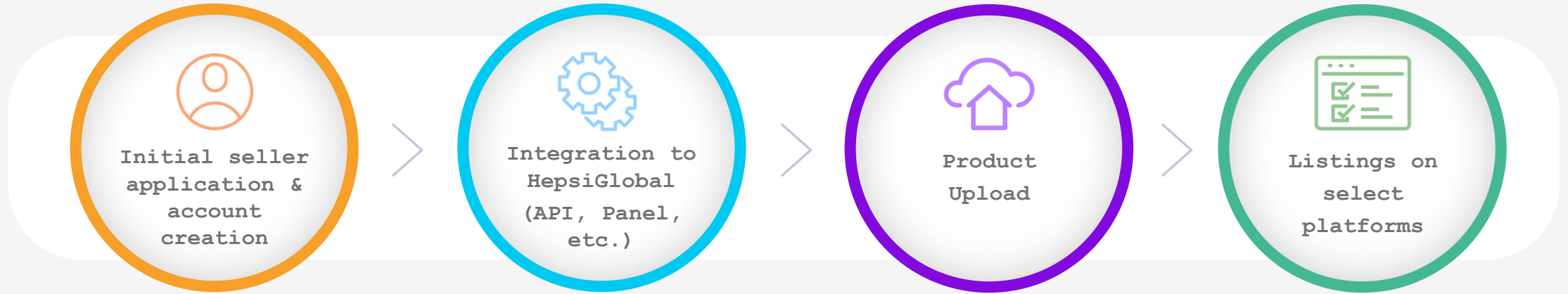


## Payments

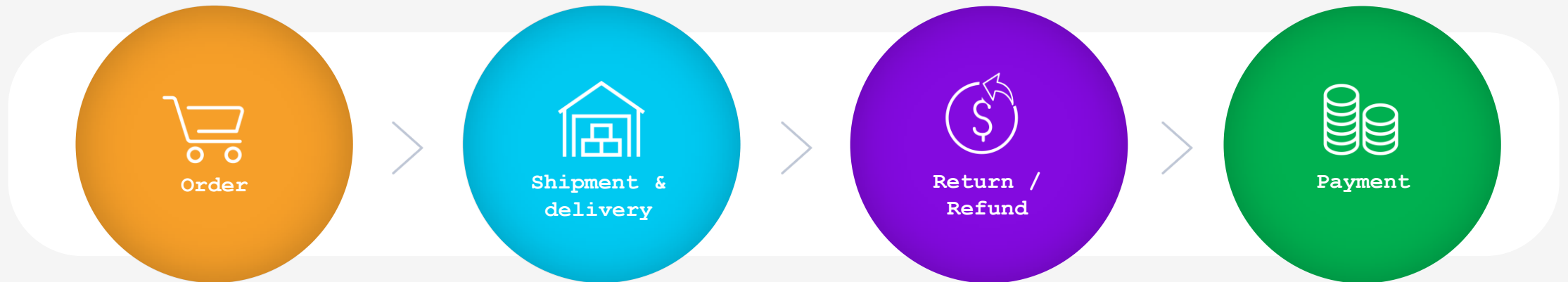
Payments 14 days after your product delivery (twice/month)

# A sample sales process

## PRE-SALE PROCESS



## AFTER SALE PROCESS



## Key Takeaways of the Session

Super App Integration

Instant access to fast growing market (youngest nation in Europe, 66% market growth in 2020)

Additional regional expansion

Keep doing business with us as simple as possible

## What to Do Next?

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