

Trendyol celebrates its first anniversary in Germany

With more than one million customers, an expanding marketplace, a top-selling own brand collection, and a showcase for up-and-coming Turkish brands, Trendyol reflects on a successful first year in Germany and looks ahead to new category launches in the coming weeks

Berlin, 26th July 2023 – Trendyol, the leading e-commerce platform in Türkiye and one of the top fashion destinations in Europe, is celebrating its first anniversary in the German market. Since its launch in Germany last year, Trendyol.com/de has become a well-respected online destination for fashion-conscious visitors with a customer base now surpassing one million people, a growing marketplace with over 800 renowned brands, a top-selling own-brand collection, Trendyol Collection, and a channel for Turkish brands in the country.

Trendyol's commitment to offering a wide range of exciting items at affordable prices and providing a seamless customer experience has contributed to its growing popularity. The platform enjoys a selection of more than 300,000 products. Its top-selling own brand collection comprising Trendyol, Trendyol Man, Trendyol Modest and Trendyol Curve is produced solely in Türkiye by close to 500 dedicated suppliers, many of whom have been in place since the company's inception in 2010. Trendyol has also become a place for showcasing Turkish brands and producers - with almost 200 labels including LC Waikiki, Defacto, Penti, FLO, Koton, Mavi, Happiness Istanbul, Olalook, Marjin Shoes, Grimelange and Hakke - as well as global brands such as Valentino, Puma, S.Oliver, Tom Tailor, Skechers and Fila.

Over the last 12 months, Trendyol has seen its app become one of the most downloaded fashion apps in Germany and, as a result, customers have shown particular interest in denim-wear, two-piece sets, dresses, and Trendyol's own Curve range. Trendyol has also been ranked as the number one online fashion marketplace in Europe, according to the German online trade association Bundesverband Onlinehandel e.V, affirming its growing importance in the European market. And, in the coming weeks, Trendyol will be embarking on testing new categories such as Beauty, Homewares and Jewellery with support from a range of new sellers.

Supporting this drive has seen Trendyol set up an EU logistics network, powered by a major investment in a new e-exports center near Istanbul Airport, to improve its delivery and returns experience, introduce an array of new payment options and launch its first ever brand campaign, "This Trend is Yours", which continues to play out on digital channels across Germany. Trendyol also successfully collaborates with over 1,000 German influencers thanks to its market-leading influencer program, trendFam. This activity has helped to drive significant awareness and notable industry recognition. In June, the platform was named the most influencer-mentioned fashion brand on Instagram in Germany for the third consecutive month by the influencer marketing platform Storyclash.

Reflecting on the past year, Erdem Inan, Trendyol's Head of Growth said: "We are thrilled to celebrate our first anniversary in Germany. It's been a brilliant year, packed full of memorable achievements and a particular pride in being able to promote the work of Turkish producers to a whole new market, alongside an eclectic mix of local and global brands. In the coming year, we are committed to developing our product and marketplace offering even further, delivering a seamless shopping experience, and staying at the forefront of fashion trends while keeping an eye on our customers' budgets."

Alongside growing its business in Germany, Trendyol has unveiled its Sustainable Impact Plan. This comprehensive Corporate Responsibility strategy and roadmap underpins Trendyol's sustainable production, human rights protection, carbon reduction, responsible packaging and waste

management activities, as well as initiatives that promote DEI, a quality education, the empowerment of women, and digital equality in remote areas of Türkiye.

In February, Trendyol mobilized its team, business partners and infrastructure to aid relief efforts in the immediate aftermath of the devastating earthquake in Türkiye. The company initiated a dedicated platform, earthquake.trendyol.com, that allowed the international community to contribute directly. Trendyol's wholesale partners in Germany, ABOUT YOU and Zalando, also supported the initiative via their platforms and social media accounts.

-ends-

About Trendyol.com/de

Trendyol, the leading multi-category e-commerce marketplace in Türkiye, has been active in Germany with a dedicated online fashion destination, Trendyol.com/de, since 2022. Translating the latest runway trends into wearable outfits for every style, occasion and budget, Berlin-based Trendyol offers over 300,000 pieces of clothing, footwear and accessories from a range of own-brand labels, Trendyol Collection, Trendyol Curve and Trendyol Modest, and an eclectic mix of local and global brands and sellers. In addition, Trendyol wholesales its own brand labels on global partner platforms.