



trendyol.com

Impact on the Turkish Economy

July 2021



Methodology

Independent research agency PAL analyzed Trendyol's impact on the Turkish economy

Survey with 969 sellers



Seller interviews



Trendyol data



Public data

The research analyzes Trendyol's economic impact in six key pillars

- 1 Economic growth and productivity
- 2 Empowering local economies
- 3 Creating jobs and increasing employment
- 4 Female employment
- 5 Investments and technological development
- 6 Customer value creation

Trendyol supports domestic production and export of Turkish products

Trendyol by the numbers (July 2021)

564 million products sold by **184,000** companies and **1.4 million** individual sellers¹

%98'i of sellers are Turkish companies, and **%72** of products are locally produced²

26,000 sellers developed a new product or had a new product produced in Turkey after joining Trendyol²

Trendyol **reduces the informal economy** by accepting secure and digital payments only

Trendyol enables sellers to e-export their products to **200** countries³

Quotes from the sellers

“ We have increased our sales by 400% by acquiring new customers through Trendyol. ”

Bagmori | Bag seller

“ Trendyol enabled us to gain brand recognition and offer affordable domestic products to our customers. ”

New Essentials | Cosmetics seller

“ Trendyol encourages us to label our products ‘Made in Turkey’. ”

Xhan | Apparel seller

“ With Trendyol, our online sales increased from 15% to 40%. We have increased sales by 200% in the last 3 years. ”

Slazenger | Sports equipment seller

“ We have minimized the impact of the pandemic by exporting our products via Trendyol. ”

Alaçatı | Apparel seller

Trendyol accelerates sellers' turnover and acts as a partner for growth

% of sellers who agreed with the statements below²

After joining Trendyol:

%90 Increased turnover

%89 Reached new regions and customers

%82 Hired more employees

%75 Expanded their product range

%77 Experienced limited impact from COVID-19

Quotes from the sellers

“ Trendyol is an invaluable channel for us. After joining Trendyol, our performance increased significantly. ”

Olalook | Shoe seller

“ We were able to make sales in almost every city in Turkey with Trendyol. Our sales reached to 80% of the country. ”

Nasa Bilişim | Electronics seller

“ Our sales increased by 700% after we joined Trendyol. It was as if we had opened stores all over Turkey. ”

Tonny Black | Shoe seller

“ We improved our brand recognition, enhanced our customer reach and increased our sales 5x through Trendyol. ”

Online Çiftçi | Food seller

“ Trendyol's SME Support Package⁴, was a great hand for small companies like us. We never felt alone during the pandemic. ”

Deniz Tekstil | Apparel seller

Working with Trendyol improves the operational efficiency of sellers

% of sellers who agreed with the statements below²

After joining Trendyol:

%87 Improved company performance

%80 Increased know-how on consumer preferences and market trends

%77 Enhanced customer experience

%75 Improved operational efficiency

%65 Improved talent base

Quotes from the sellers

“ With Trendyol, we made a big breakthrough and rented a new warehouse due to our rapid growth in the past 2 years. ”
Doğan Saat | Watch and accessories seller

“ Trendyol increased our brand recognition. We were able to grow both our online and traditional sales. ”
Arifoğlu | Spice seller

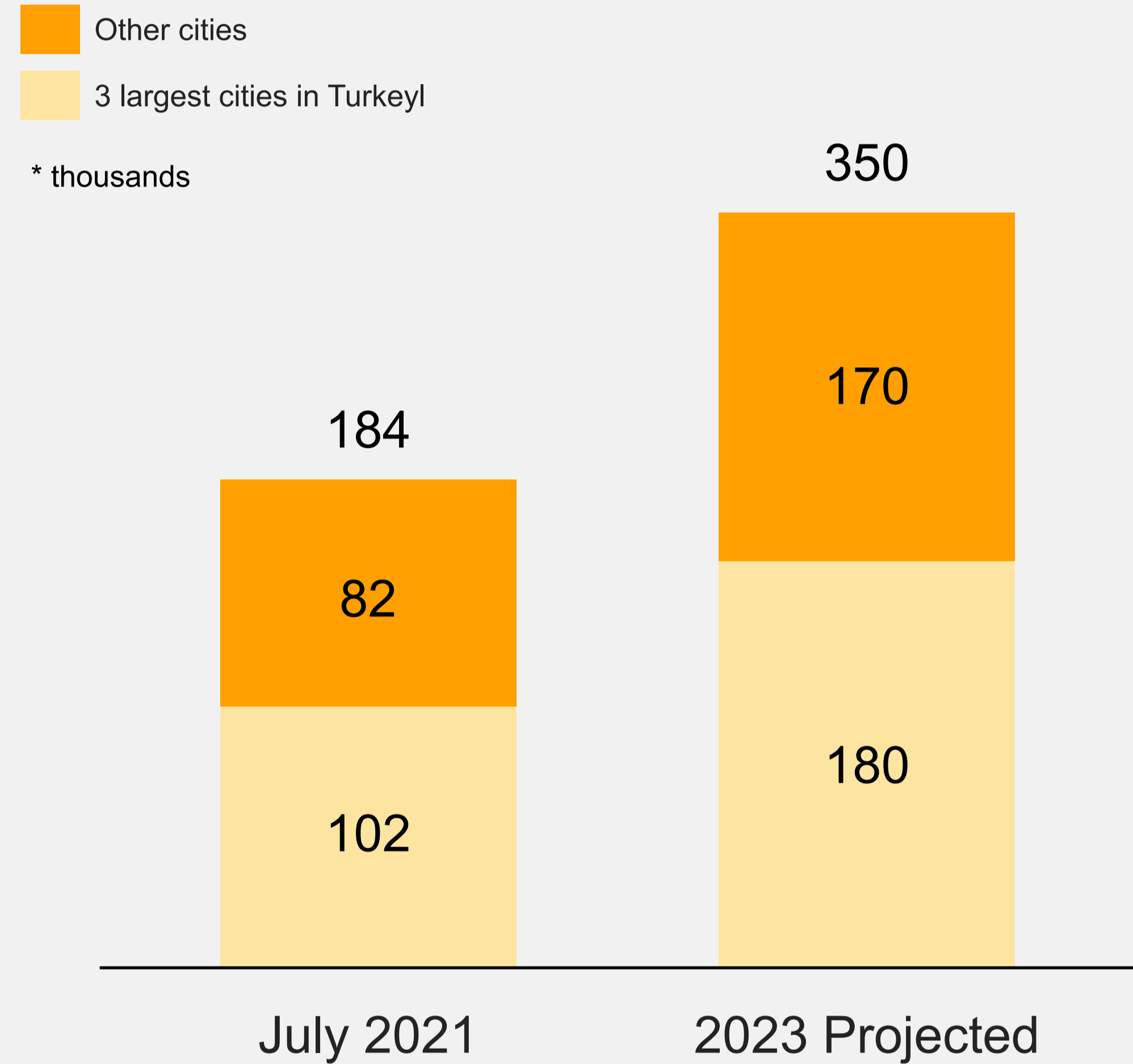
“ We improved our sales, supply chain management and customer satisfaction with Trendyol’s support. ”
Kuzhan | Toy seller

“ With Trendyol we’ve become more diligent and structured with our book keeping. ”
Çok İyi Aldım | Apparel seller

“ Trendyol helped us to digitalize and modernize our business. ”
Evdemo | Furniture seller

Trendyol connects local SMEs with customers in regional hubs

Breakdown of companies selling on Trendyol



%93 of companies in provincial cities stated that they accessed new customers through Trendyol²

Quotes from the sellers

“ After joining Trendyol, our e-commerce turnover doubled within a year. ”

Addax | Apparel seller | Bilecik

“ While creating more space in our warehouse for Trendyol, we tore down a wall and it became our window to the world. ”

Depar | Shoe seller | Diyarbakır

“ We increased our capacity 5x to meet increased demand and invested 2.5 million TRY into production and operations. ”

Stoker | Furniture seller | Kayseri

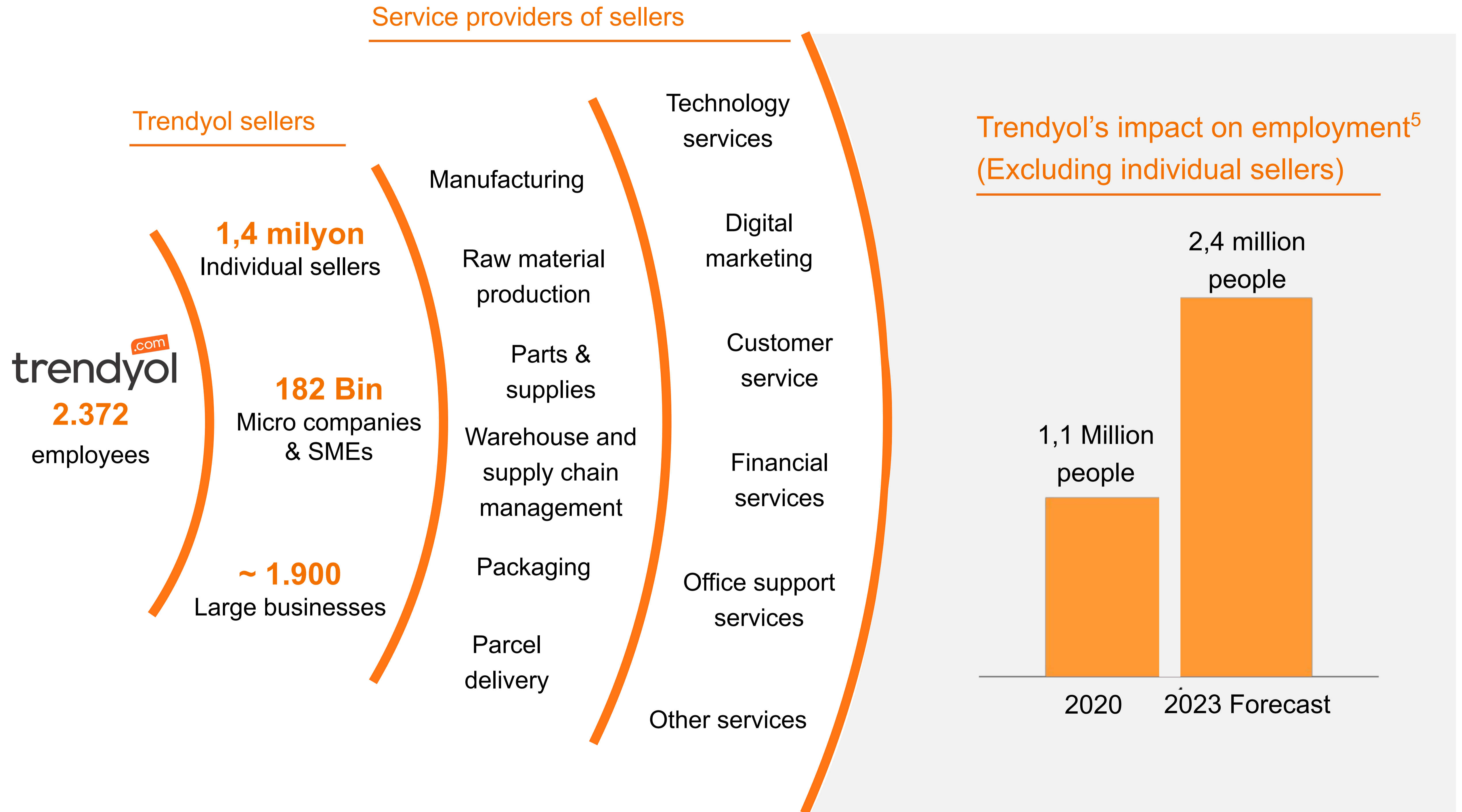
“ We reach millions of customers in large cities through Trendyol. We are on our way to become a national brand. ”

Angel Home | Houseware seller | Trabzon

“ Thanks to Trendyol, my jam sales, which were limited to my local vicinity, tripled. Now, I contribute to our family income. ”

Lütfiş Reçelleri | Local food seller | Antalya

Trendyol is contributing to employment generation significantly



Trendyol supports female employment and female entrepreneurs

Trendyol's impact on female participation in economy

42% of Trendyol employees and 54% of sellers' employees are female vs. 31% Turkey average⁶

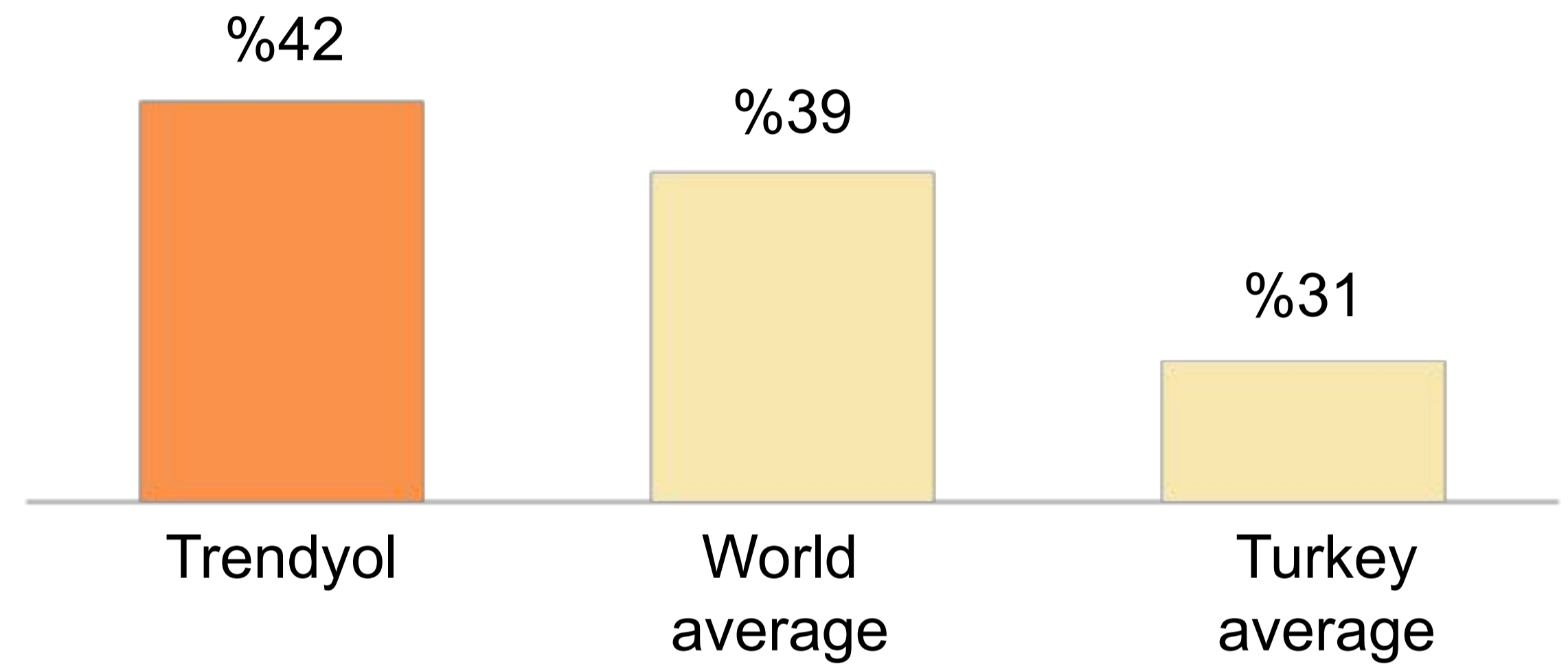
Sellers employ 1.1 million women, of which 364,000 work in Trendyol related jobs²

25% of Trendyol sellers are female-led companies compared to 10% female employer rate in Turkey⁸

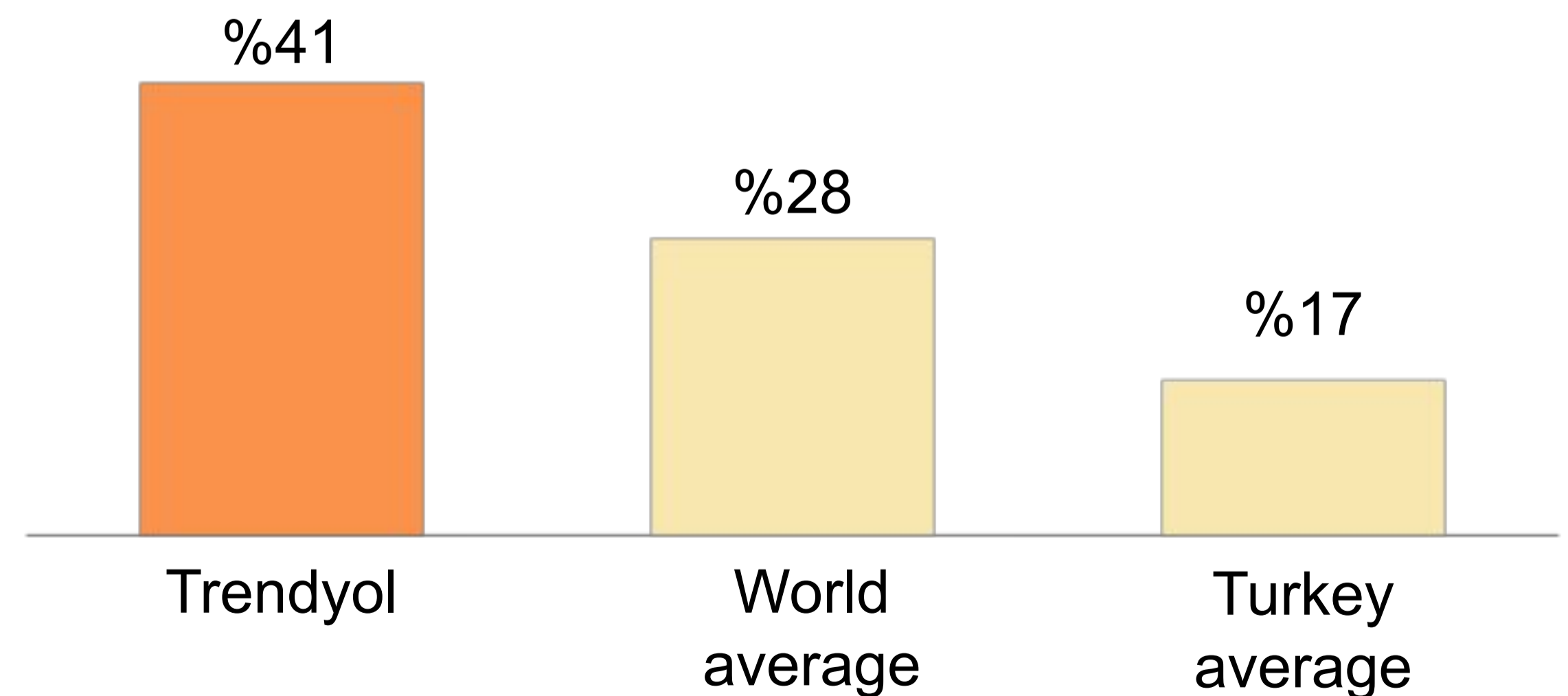
25,000 female entrepreneurs started selling on Trendyol during the pandemic

470,000 of the 1.4 million individual sellers on Dolap, Trendyol's second-hand selling platform, are housewives¹⁰

Share of female employees⁷



Share of female employees in management positions⁹



Trendyol supports technological development

Trendyol's impact on technological development

R&D investment makes up **28%** of Trendyol's operational expenses vs. **6%** average for large companies in Turkey¹¹

The technology and systems used by Trendyol and its sellers are developed by **1200 engineers** from **98 different universities**

Trendyol's **technology-supported distribution network (TEX)** reduces sellers' cargo costs by an average of **30%** and delivery times by **22%**

124,000 businesses participated in Trendyol's e-commerce training, and can design and manage online stores by utilizing various Seller Center features

Quotes from Trendyol sellers and partners

“ Trendyol pushes the boundaries of e-commerce technologies as a result its R&D investments. ”
Patrick Kua | Tech leader

“ We brought 350 software developers to the ecosystem with the trainings we conducted with Trendyol. ”
Patika | Tech consultancy

“ Thanks to TEX's strong technological infrastructure, we can provide faster and higher quality services to our customers. ”
Nasa Bilişim | Electronics seller

“ We can instantly monitor our performance and participate in trainings from the Trendyol Seller Panel. We grow our business with data. ”
MarkaPlatform | Apparel seller

Trendyol team brings new capital to Turkey

Foreign direct investment

- Trendyol has become Turkey's first decacorn with a valuation of \$16.5 billion in August 2021. Trendyol is the company that brought the highest amount of FDI (\$1.8 billion) to Turkey in 2021.
- The new investment round was co-led by General Atlantic, SoftBank Vision Fund 2*, as well as Princeville Capital and sovereign wealth funds, ADQ (UAE) and Qatar Investment Authority.
- Trendyol raised \$335 million from investors such as Alibaba, Tiger Global, Kleiner Perkins and EBRD between 2011 and 2020. Total amount of investment the company attracted reached \$2.1 billion.

Strengthening Trendyol's core capabilities

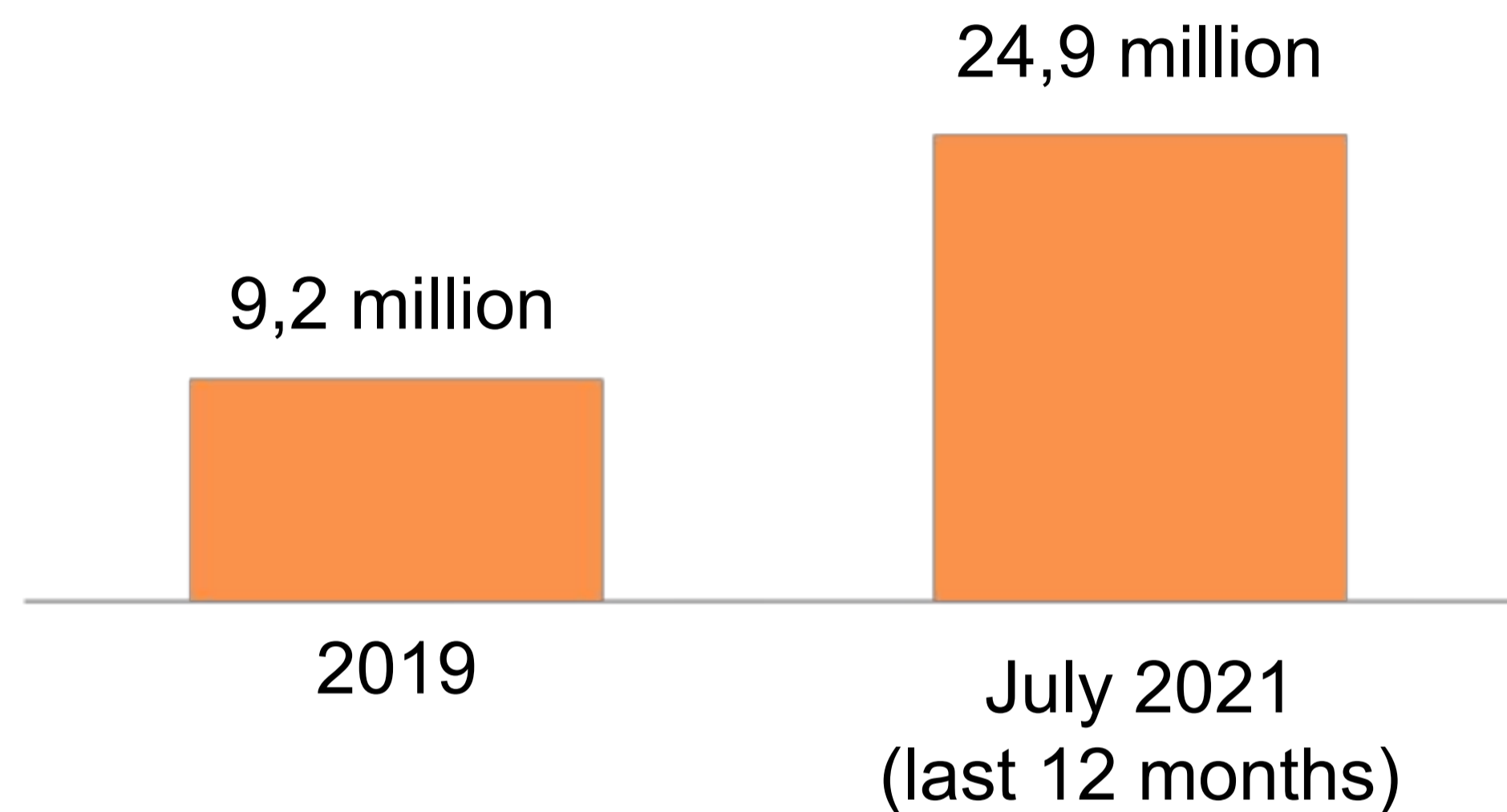
- Trendyol shareholders have not received any dividends and are investing all their funds in Turkey.
- With the latest investment, Trendyol's warehouse area will increase from 400,000 to 1 million m².
- The number of engineers working at Trendyol Tech Center will increase from 1200 to 3500.
- Trendyol will keep on strengthening Europe's most advanced seller platform, developed by itself.
- Trendyol will accelerate infrastructure investments and marketing activities abroad to boost Turkey's e-export volume.

Investing in Turkish tech companies

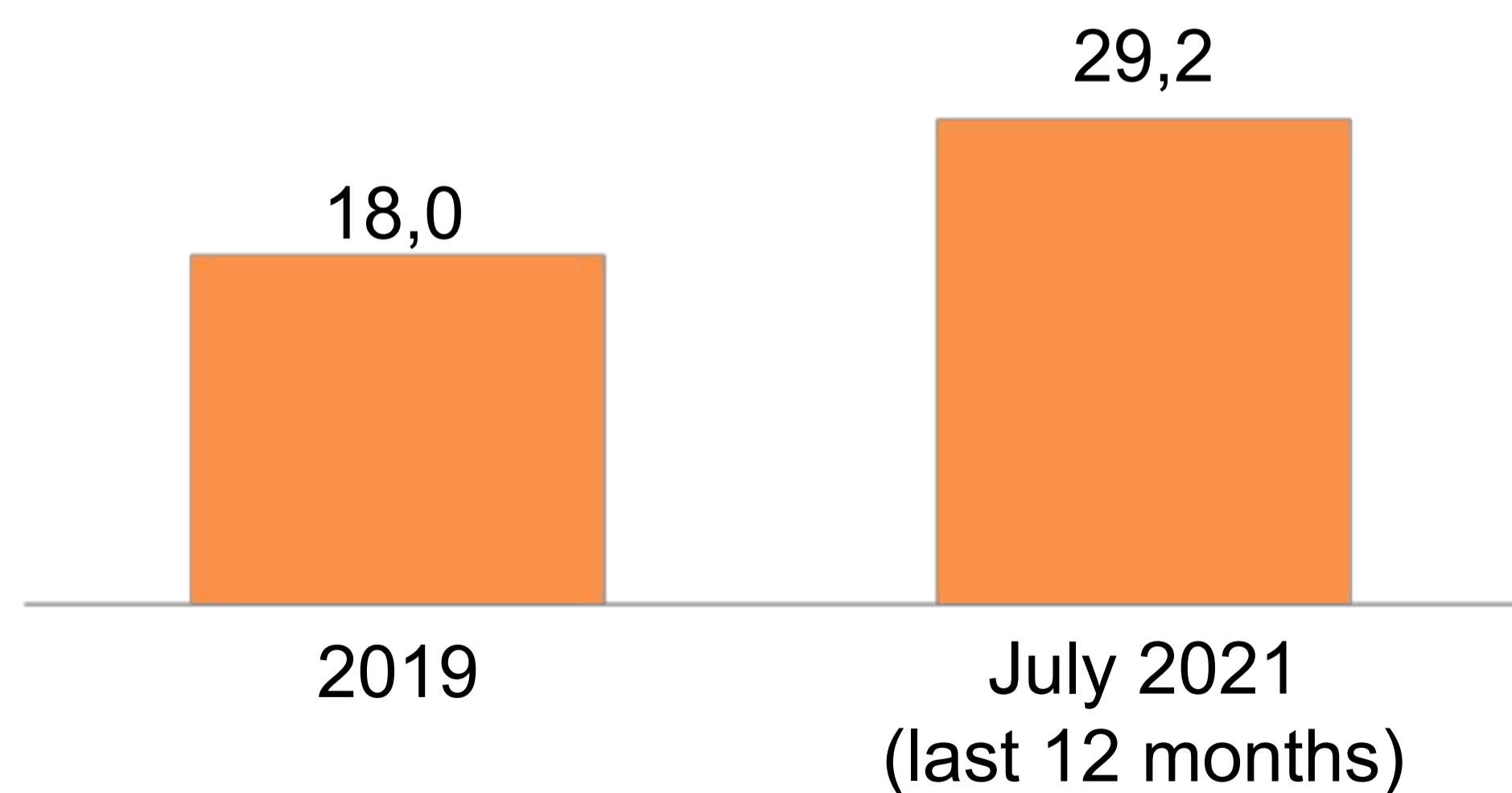
- Trendyol founder and Executive Chairman Evren Üçok is among the founders of Digital East Funds, the largest technology funds in the region.
- These funds have invested in major Turkish tech companies such as Obilet, Tapu, Mikro Yazılım, Apsiyon, Hazelcast, and Picus and brought many international investors to Turkey.
- Trendyol founders Demet and Evren are the founders and first investors of Turkey's first unicorn Peak.
- Trendyol Group President Charlie Çetin, throughout his investment banking career, pioneered the inflow of \$75 billion worth of FDI to Turkey.

Trendyol simplifies the lives of its tens of millions of customers

Number of customers¹¹



Order per customer¹²



In the first half of 2021, Trendyol delivered 196 million packages. By the end of the year, the figure will reach to 470 million.

Trendyol offers more than 68 million products in different categories (apparel, houseware, electronic, market, food, etc.).

Customer feedback and Trendyol seller scores help to simplify decision making process for customers.

Customers benefit from the competitive environment that reduces prices on the platform.

Trendyol increases trust in e-commerce with its secure payment infrastructure meeting international and domestic standards.

During the pandemic, customers benefit from Trendyol's wide variety of product offerings while staying indoors.

Notes

1. As of July 2021, 184 thousand micro, SME and large-scale businesses on selling their products on Trendyol. Additionally, 1.4 million individual sellers sell their products on the Dolap platform in Trendyol.
2. 2020 PAL Seller Survey
3. Trendyol exports to 200 countries with its own brands and stock sellers through its own platforms and integrated international platforms. In 2021, the company aims to offer its sellers an opportunity to directly start exporting with a transition to marketplace model.
4. As of July 2021, Trendyol has offered 400 million TRY of financing, marketing and advertising support to its sellers through SME Support Package that started during the pandemic.
5. The analysis carried out using the input-output tables from the Turkish Statistical Institute includes the relationships between industries of the companies in the marketplace and the industrial price structure. According to this analysis, the sellers employ 360,000 people to meet the orders of Trendyol. Indirect employment triggered by Trendyol sales reaches up to 708,000. It is foreseen that the direct and indirect employment created by Trendyol will reach 2.4 million upon maintaining the current industrial structure of trade in Trendyol and increase in the number of seller companies.
6. The share of female employees in Turkey was calculated using the results of Turkish Statistical Institute Household Labor Force Survey July 2020. Share of female employees in Trendyol is based on the 2020 year-end data. The share of female employees in Trendyol sellers is based on Trendyol Seller Survey.
7. The share of female employees' world average is gathered from the World Bank in 2020.
8. The share of women employers in Turkey was calculated using data from the Turkish Statistical Institute Household Labor Force Survey 2019. The share of female entrepreneurs among Trendyol sellers was calculated using data from PAL Seller Survey.
9. The share of female employment in management positions in Turkey is calculated using Turkish Statistical Institute Household Labor Force Survey data. And world average is based on World Bank and International Labor Organization data.
10. The share of housewives within the 15–64-year-old female population in Turkey is 36%. The share of housewives within the 1.4 million sellers on Dolap and within Turkey is assumed to be the same.
11. Number of customers shopping on Trendyol platforms at least once in the last 12 months.
12. Annual average delivery number of the mobile application customers shopping from Trendyol for more than 12 months.