

Investor Presentation

April 2025

Investor Relations

Arçelik

Beko

Agenda

- **Company Overview**
- **Investment Highlights**
- **1Q25 Highlights**
- **Guidance**
- **Sustainability**
- **Appendix**

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is on the left, the girl is in the center reaching up, and the man is on the right holding a bowl. A large Beko refrigerator is open in the background, showing its interior shelves and drawers. The entire scene is overlaid with a semi-transparent blue filter.

Company Overview

Arçelik

Such a great history...

Establishment

- Beko starts marketing & sales operations (2001)
- Acquisitions of Elektrabregenz, Blomberg, Leisure, Flavel, Arctic (2002)

- Acquisition of Defy in South Africa (2011)
- Establishment of recycling facilities in Eskişehir & Bolu (2014)
- Groundbreaking of Thailand Refrigerator Plant (2015)

- Establishing a new JV with Hitachi* (2021)
- Acquisition of Whirlpool Türkiye Plants** (2021)
- Issuance of EUR350mn Greenbond
- Acquisition of Whirlpool's Russian assets (2022)
- Groundbreaking of Egypt Plant (2022)
- Share purchase agreement for acquiring Asogem NV in Belgium (2022)
- Issuance of USD500mn Eurobond (2023)

1955

Until
2000's

2001
-
2005

2005
-
2010

2011
-
2015

2016
-
2020

2021
-
2023

2024

The era of many firsts;

- First productions of WM & Refrigerator
- Establishment of Refrigerator & Compressor plants
- Establishment of R&D Centre and Consumer Information Service
- Establishment of Dishwasher & Cooking Appliances plants
- Arçelik-LG Air Conditioning starts production

- Production plants in Russia & China
- Acquisition of Grundig Multimedia and Grundig Brand (2007)
- Türkiye's First Tumble Dryer Plant (2008)

- Acquisition of Dawlance in Pakistan (2016)
- Launch of Voltas Brand and Groundbreaking of India Refrigerator Plant (2018)
- Opening of Çerkezköy Electronics Plant (2018)
- Acquisition of Singer in Bangladesh (2019)
- Arçelik's first Industry 4.0 factory in Romania

- Completion of transactions with Whirlpool on European business, acquisition of Whirlpool's MENA subsidiaries and establishment of Beko Europe B.V.
- Opening of Egypt Plant
- Opening of Bangladesh Plant

122

subsidiaries

57

countries

45

production
facilities

22

Brands*

30

R&D and design
center & offices



50K+

employees

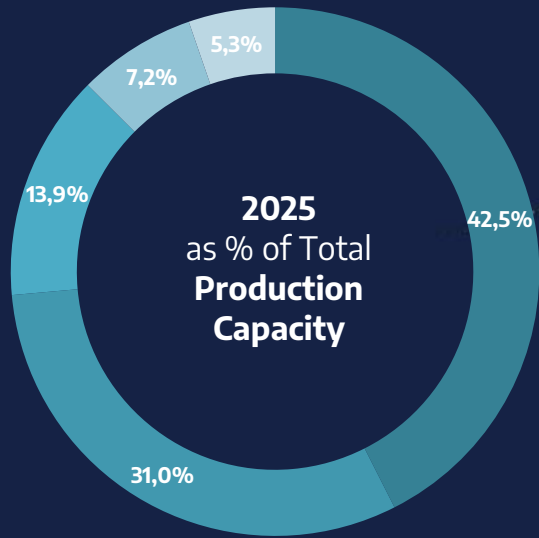


≈ 11 BILLION
EUR

consolidated revenues

As of 2024 year-end

■ Production Network



- Türkiye
- CIS & Eastern Europe
- Asia-Pacific
- Western Europe
- Africa & Middle East

45
in 13

Manufacturing
Facilities

Countries

■ Strong Global Footprint

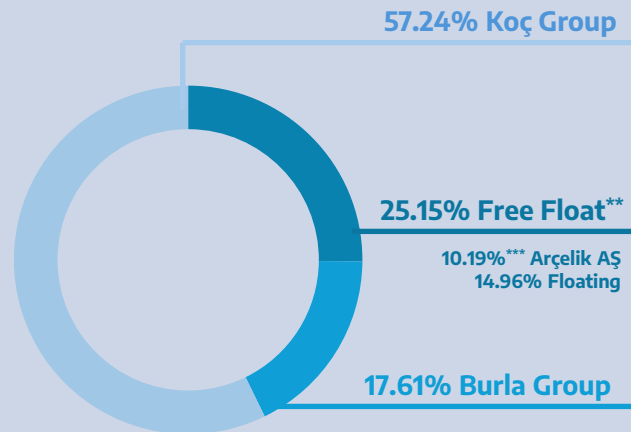
With strong partnerships and brands, we manage a diversified portfolio that reaches millions of households worldwide.



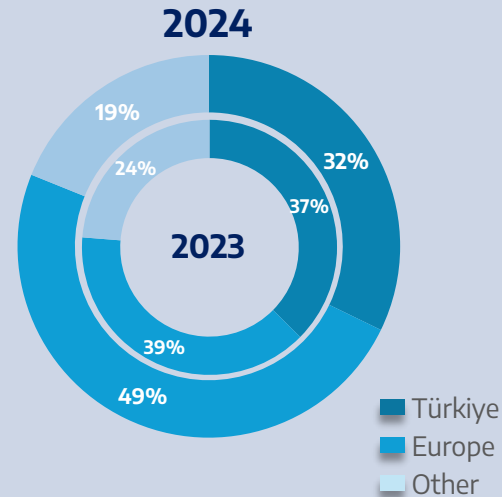
Arçelik

A leading global household appliances company with...

Strong Ownership Structure



Diversified Revenue Composition



Leading Positions

Founded in 1955, Arçelik has grown to become the largest white goods company in Europe!



Market leader in Türkiye.



Market leader in Europe & among the top three players in major countries in Europe.



Among top three brands in France Belgium and Eastern Europe.



Market leader in South Africa.



Market leader in Pakistan.

Source: GfK 2024 Year-end Panel Data

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is on the left, the girl is in the center reaching for something on the counter, and the man is on the right standing next to an open Beko refrigerator. The kitchen has dark cabinetry and a large window in the background. The entire image is overlaid with a semi-transparent blue filter.

Investment Highlights

Investment Case

Diversified Revenue Generation
with a Wide Range of Products

Serving customers in over 150 countries with a wide product range and enhanced brand portfolio including 22 brands.

Leading Positions in Key Markets

Lovemark in Türkiye as the leading white goods producer, number one player in Europe, market leader in EM markets such South Africa, Pakistan and Bangladesh, increasing presence in Asia.

Proven Track Record of Inorganic
Growth

Succeeded acquisitions of leading brands; Arctic in Romania, Defy in South Africa, Dawlance in Pakistan, Singer in Bangladesh, Whirlpool* in Europe & MENA and JVs with Voltas (Tata Group) in India and Hitachi* outside of Japan.

Cost Competitiveness
with Global Production Network

Global sourcing power with production possibilities in low labor cost regions near key markets, economies of scale advantages with facilities among the largest of their kind and flexible manufacturing skills to meet different local needs.

Financial Strength
& Ratings Above Türkiye Sovereign

Consistent solid revenue growth with sustainable profitability through strict cost management, operational efficiency and effective risk management; recognized diversification by rating agencies and ratings above the Türkiye sovereign.

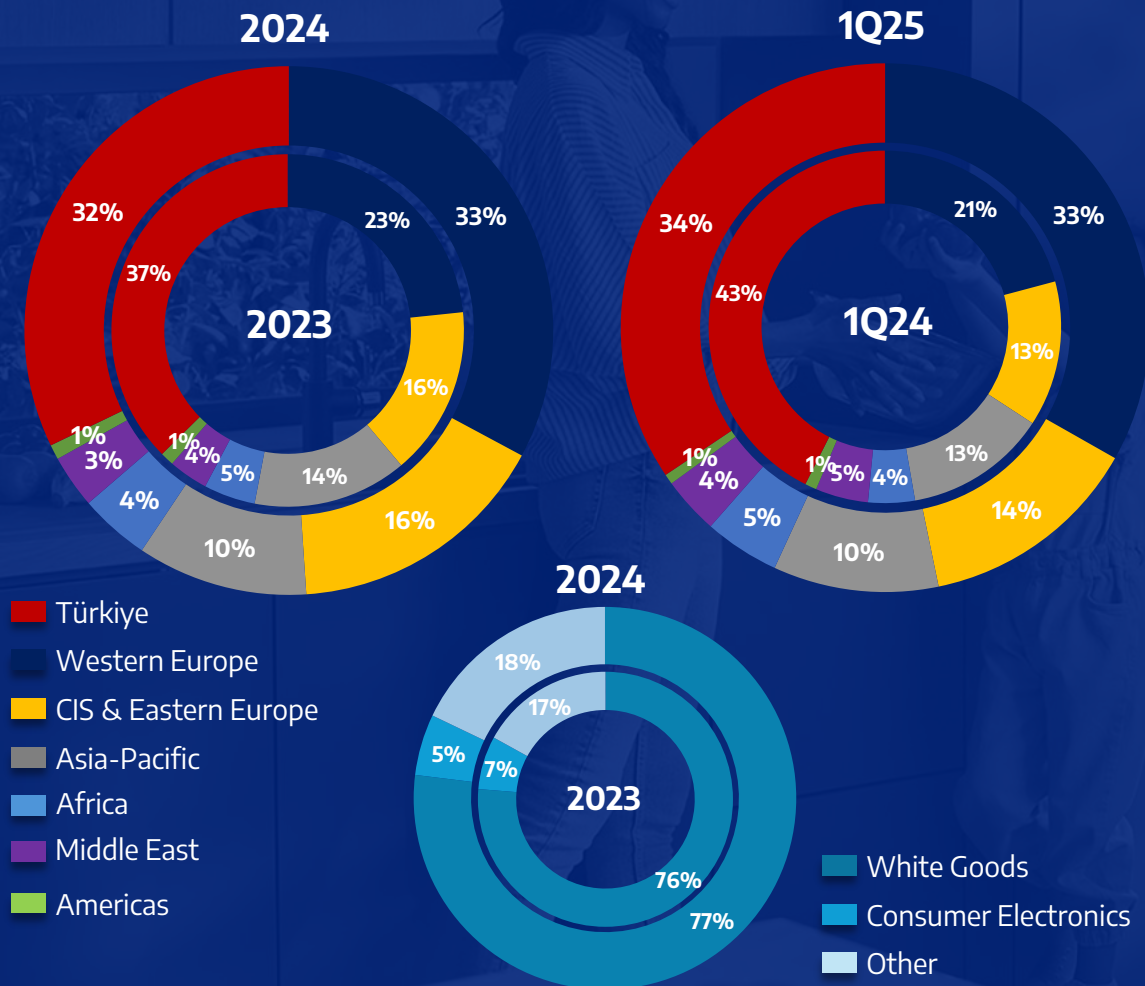
Leading R&D Capabilities
& Sustainability Vision

Environmentally friendly, high-tech, innovative products, sustainable solutions with 31 R&D and design centers, 2,300+ researchers, 3,500+ patent applications, designing technologies that will improve the future.

Diversified Revenue Generation with a Wide Range of Products

Serving customers in over 150 countries with a wide product range including 22 brands

Sales Breakdown



Product Range



Built-in & Freestanding Major Appliances

- Refrigerators
- Freezers
- Washing Machines
- Dryers
- Dishwashers
- Ovens
- Microwave Ovens
- Hobs
- Hoods
- Warming Drawers
- Water Dispensers
- Water Filtration



Heating & Ventilation/AC

- Air Conditioners
- Combi Boilers
- Water Heaters
- Room Heaters



Components



Consumer Electronics

- TV's
- Smart Phone's
- Notebook's & Tablets
- POS Cash Register
- Hi-Fi Systems
- Portable Audio Systems



Small Domestic Appliances

- Vacuum Cleaners
- Kitchen Appliances
- Personal Care
- Garment Care
- Fans
- Steam Cleaners



Energy Solutions

- Heat Pumps
- EV Chargers
- Solar Panels

Leading Positions in Key Markets

Lovemark in Türkiye, number one player in Europe, leading positions in EM markets



Premium brand in Türkiye, continuously a significant market leader and **Lovemark** for consecutive years.



Market leader in Europe as the fastest growing white goods brand in the European market since 2000; strong leadership in UK and among top three brands in major countries France, Italy, Eastern Europe markets.



Premium brand in Europe, **among top three brands** in France, Belgium and Eastern Europe market.



Continuous **strong market share** in Romania having the most widespread distribution and after sales service network.



Premium brand, **strong market leader** in South Africa and the countries of Southern African Customs Union, exporter within Africa.



Leading appliance company in Pakistan.



Strong position in the appliances market in Bangladesh, widely recognized brand in the region.



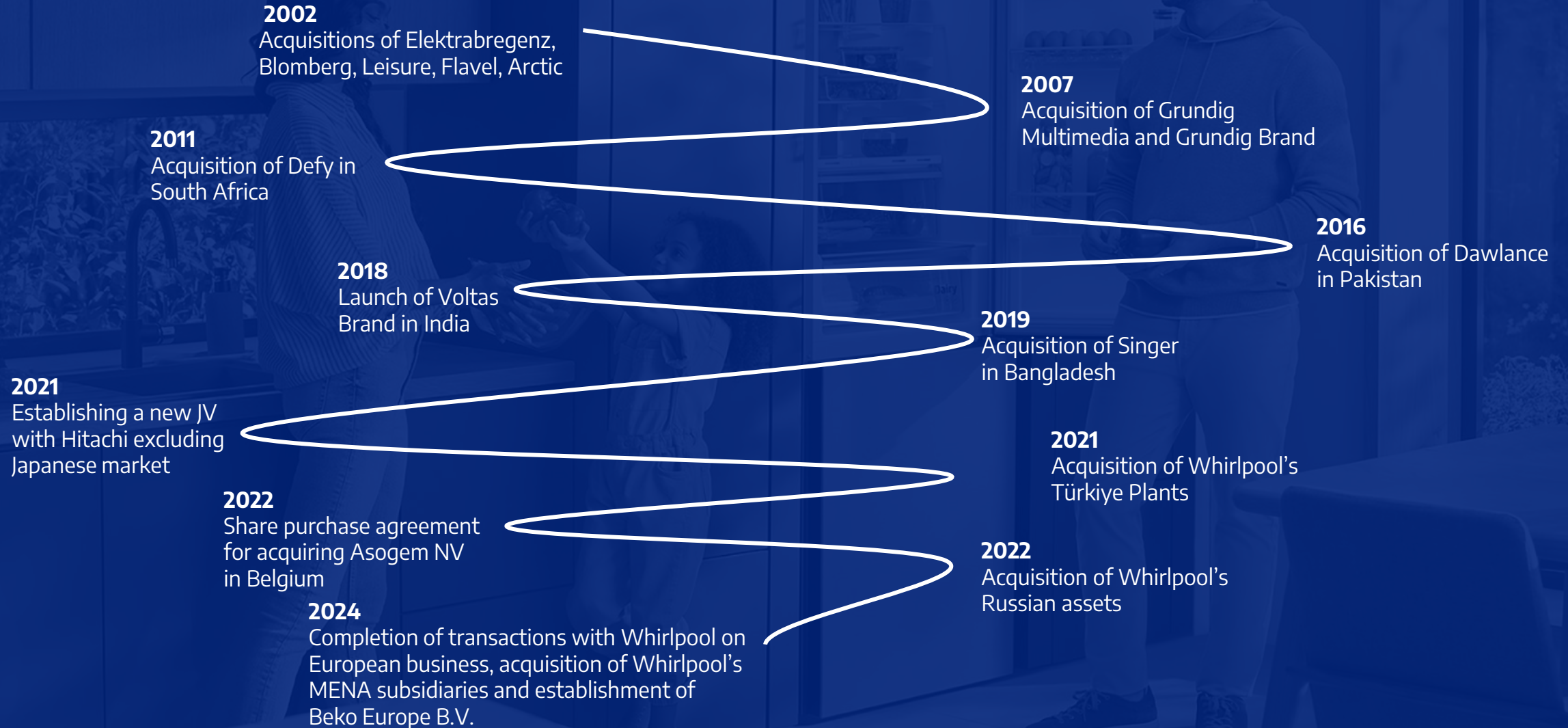
JV with TATA group's Voltas as India's most trusted and largest AC brand for MDA and microwave products, **increasing presence** in one of the most populated countries in the world.



JV with Hitachi Global Life solutions to manufacture, sell and provide after-sales services of Hitachi branded home appliances globally excluding Japan. Arçelik owns 60% of shares.

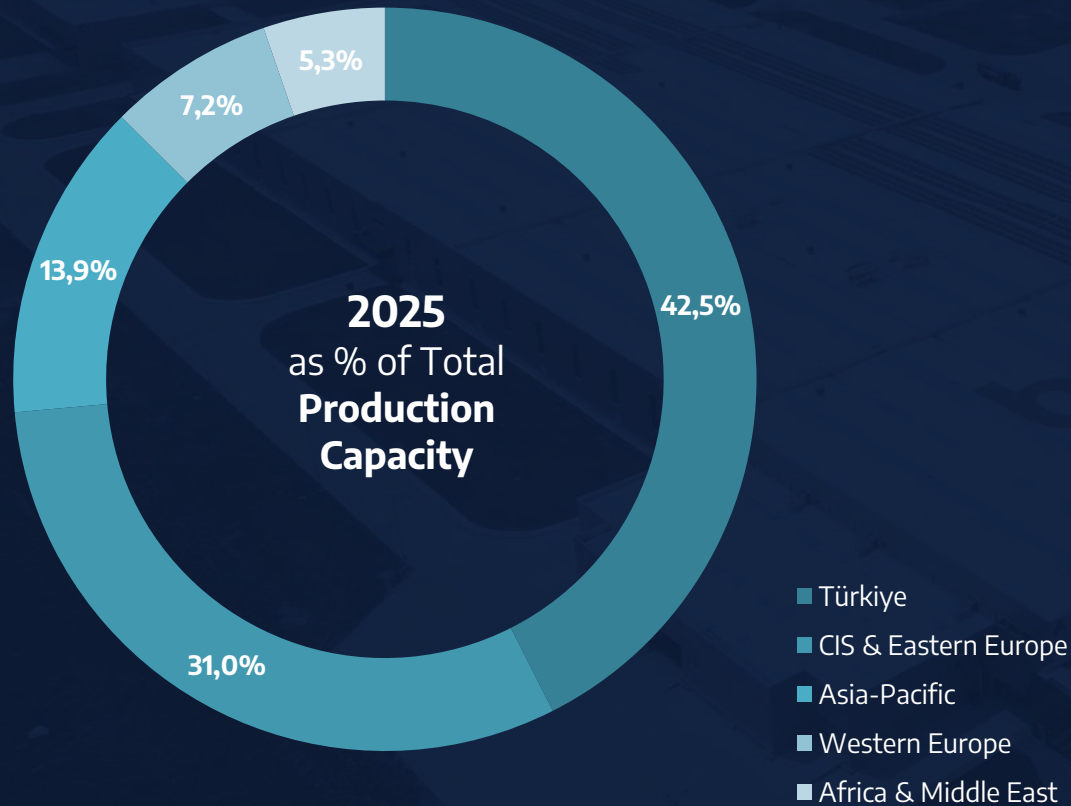
Proven Track Record of Inorganic Growth

Geographical expansion backed by smart strategy



Cost Competitiveness with Huge Production Network

Expanding production base through acquisitions and greenfield investments



Low-Cost Base

Most labor-intensive functions, including HQ, R&D and production facilities located in low-cost countries.

Economies of Scale

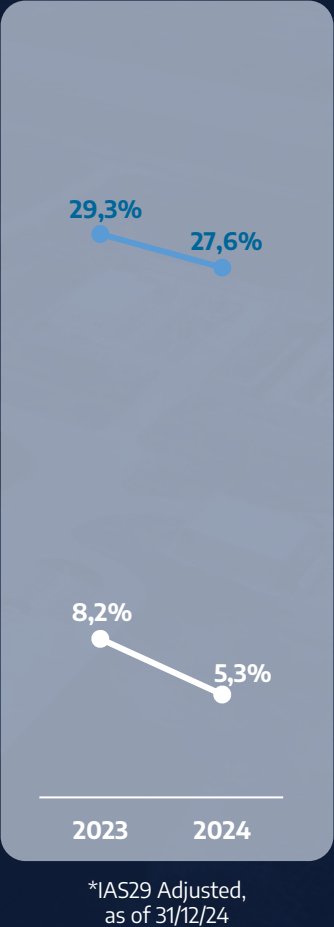
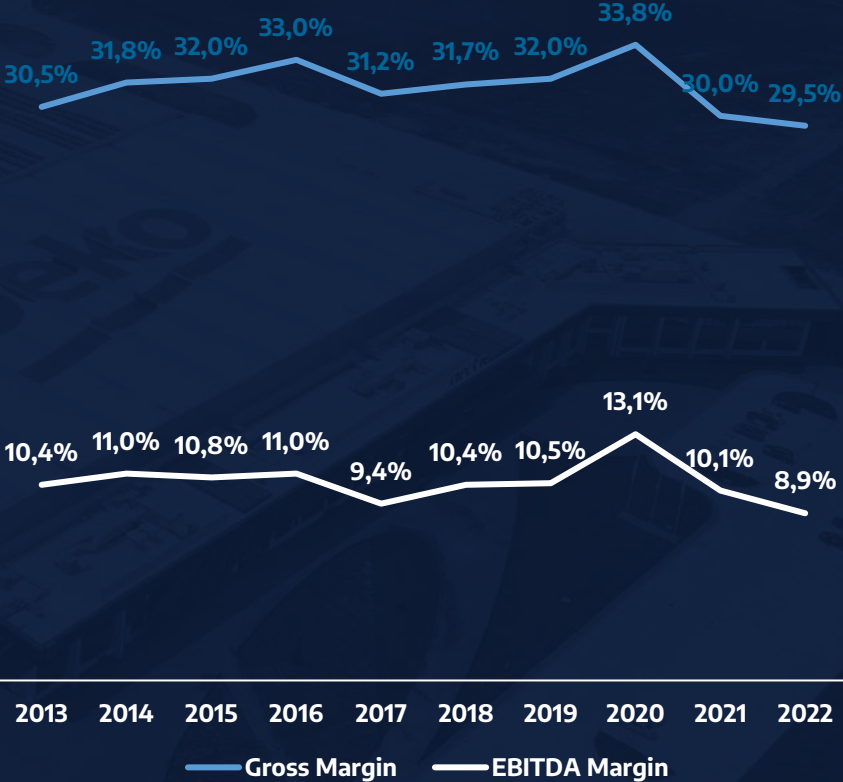
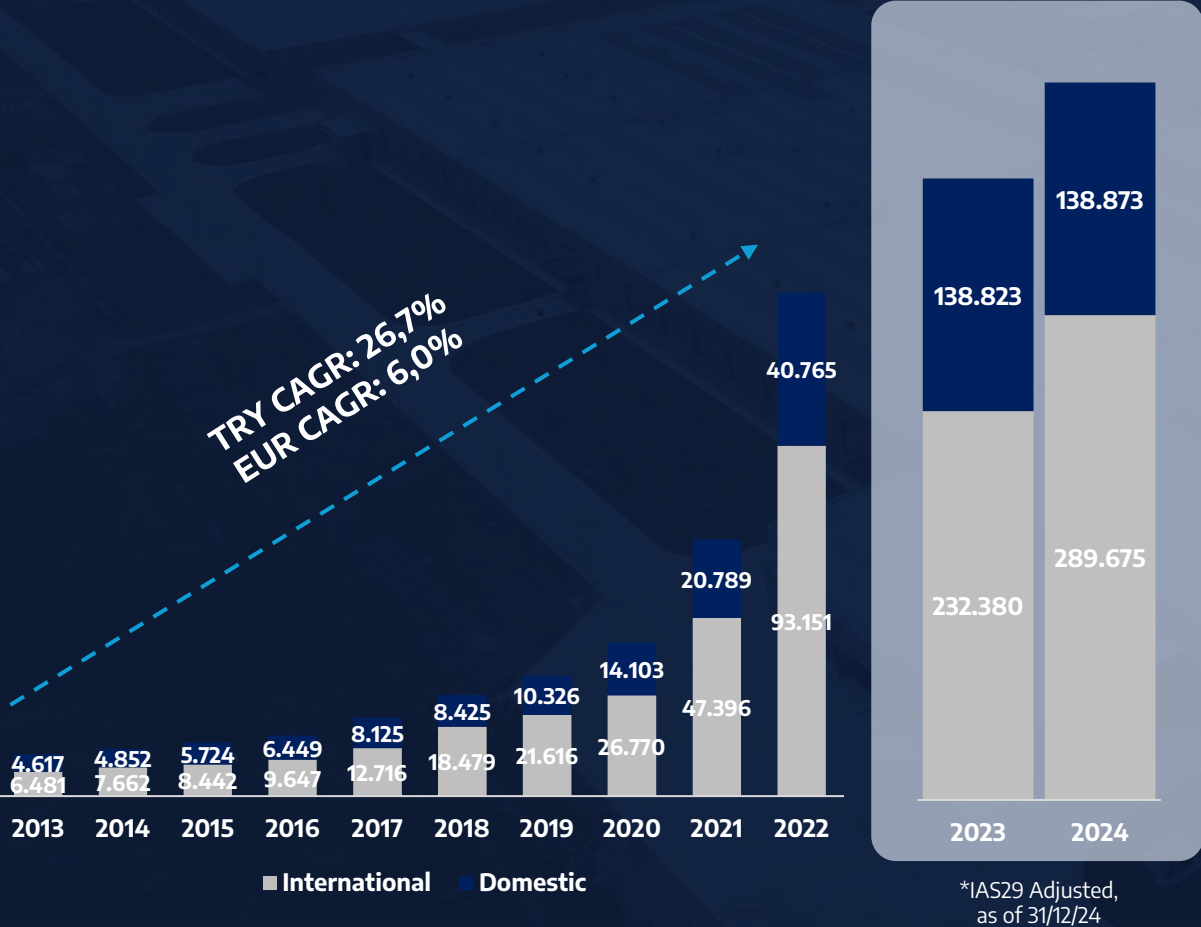
Huge production capacity in Türkiye, CIS & Eastern Europe and Asia-Pacific regions.

Proximity to Key Markets

Production hubs serving nearby geographies with favorable lead times.

Financial Strength & Ratings in line with Türkiye Sovereign

Solid revenue growth and sustainable margins



Financial Strength & Ratings in line with Türkiye Sovereign

Recognized diversification by rating agencies, ratings in line with the Türkiye sovereign

S&P Global Ratings

BB-



Fitch Ratings

BB-



Leading R&D Capabilities & Sustainability Vision

Designing technologies that will improve the future

We integrate rapidly developing technologies into our business model.



33 Years
Experience



30
R&D and Design
Centers & Offices



3,500+
Patent
Applications



2,300+
Researchers

We dream of a more livable planet

...and are taking concrete steps
around the world toward our 2030
goals to address the needs of the
planet and people, and to improve
our business.

Ambitious 2030 Targets

In Touch With Our Planet

*...to reduce our
environmental
footprint*

In Touch With Human Needs

*...to meet the
needs of society*

In Touch With Business

*...for being a
progressive
global citizen*

We embrace sustainability as our business model and aim to inspire sustainable lives throughout our value chain.

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is standing at the counter on the left, the girl is reaching up towards the cabinets in the center, and the man is standing on the right next to a large, open refrigerator, holding a small object. The kitchen has dark cabinetry and a large window in the background. The entire image is overlaid with a semi-transparent blue filter.

1Q25 Highlights

1Q25 HIGHLIGHTS

TRY 109,1bn

Consolidated Revenues

28,7%

Gross Margin

27,7%

OPEX/Sales

5,3%

Adj. EBITDA Margin*

20,2%

NWC /Sales**

5,01x

Leverage

4,06x

MGL-Adj. Leverage***

Slowdown in Türkiye whereas Europe continues to recover, inorganic growth thanks to Europe and MENA transactions



Consolidated revenues grew by 9,3% y/y in real terms with the contribution of Europe and MENA transactions.



Weaker demand in Türkiye due to high-base effect whereas international demand remained weak except Africa, Bangladesh and Pakistan.



OPEX/Sales increased by 130 bps to 27,7% due to growing personnel, marketing & selling expenses after Europe and MENA transactions.



5,3% Adj. EBITDA margin due to lower gross margin and growing OPEX.



Net Working Capital/Sales ratio is 20,2% with further improvement compared to the previous period.



Higher leverage due to TRY depreciation and weaker EBITDA y/y



With the adjustment for the monetary gain on inventories, leverage would have been 4,06x.

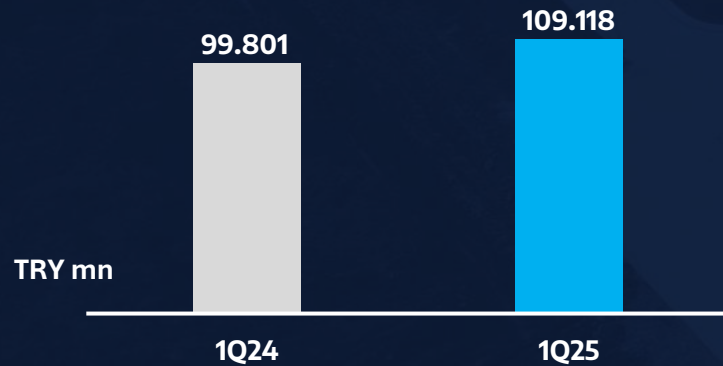
* Adj. EBITDA: GP – OPEX (excluding one-off transaction expenses) + D&A.
Adjustment amount corresponds to TRY 61mn for 1Q25 (TRY 112mn in 1Q24), comprises of transaction expenses regarding Europe and MENA transactions.
** NWC Average / LTM Sales
*** Net monetary position gains on inventories are added to Adj. EBITDA taking account of the inventory turnover days.

Key Factors / Sales & Margins



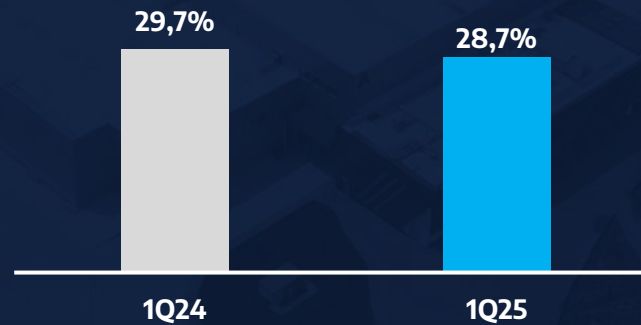
REVENUE GROWTH
9,3%

- ↑ Inorganic growth due to Europe & MENA transactions
- ↓ Decrease in demand in TR
- ↓ Weak international demand



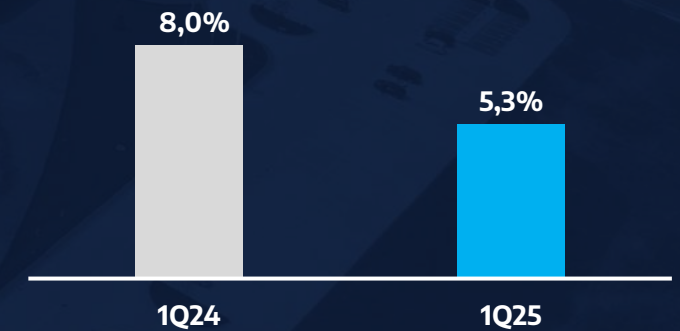
GROSS MARGIN
28,7%

- ↑ Lower raw material costs y/y
- ↓ Lower capacity utilization
- ↓ Pricing pressure and intensified competition



ADJ. EBITDA MARGIN*
5,3%

- ↓ Lower Gross Margin
- ↓ Growing OPEX after EMEA transactions



**Adj. EBITDA: GP – OPEX (excluding one-off transaction expenses) + D&A.. Adjustment amount corresponds to TRY 61mn for 1Q25 (TRY 112mn in 1Q24), comprises of transaction expenses regarding Europe & MENA acquisitions.*

Average Metal Prices Index - Market



Source: Steel BB, Steel Orbis
Index includes CRC, HRC, Galvanized Steel, Stainless Steel, Copper, Aluminum

- Metal raw material prices slightly decreased both y/y and compared to last quarter mostly due to weaker global demand, lower energy costs and ample capacity. Prices are expected to rise gradually in the upcoming quarters; and yet yearly average price for 2025 is expected to remain below the level of 2024.

Average Plastic Prices Index - Market



Source: ICIS - Chemical Industry News & Chemical Market Intelligence
Index includes ABS, Polystyrene, Polyurethane, Polypropylene

- Plastic raw material prices slightly decreased y/y and remained flattish quarterly. Weak demand, slowdown in growth and low-capacity utilization in production have caused a significant decrease in prices in the last quarters. Yearly average prices expected to decrease slightly in the next quarters.

Summary Financials

TRY mn	1Q25*	1Q24*	y/y (%)	4Q24*	q/q (%)
Revenue	109.118	99.801	9	119.187	-8
Gross Profit	31.275	29.619	6	32.000	-2
Operating Profit	1.003	4.355	-77	539	86
Other Operating Inc. / (Exp.)	225	54	314	6.276	-96
Income / (Exp.) From Investment	26	0	7044	(139)	-119
Financial Income / (Expense)	(6.446)	(6.977)	-8	(8.353)	-23
Share of Profit / (Loss) Equity Method	(103)	(140)	-26	78	-232
Monetary Gain / (Loss)	4.342	6.355**	-32	4.015**	8
Profit / (Loss) Before Tax	(953)	3.648**	-126	2.416**	-139
Net Income / (Loss)***	(1.952)	2.623**	-174	621**	-414
EBITDA	5.723	7.888	-27	5.278	8
Adj. EBITDA****	5.785	7.999	-28	5.375	7
	(%)	(%)	(bps)	(%)	(bps)
Gross Profit Margin	28,7	29,7	(102)	26,8	181
Operating Profit Margin	0,9	4,4	(344)	0,5	47
Net Income / (Loss) Margin	-1,8	2,6	(442)	0,5	(231)
EBITDA Margin	5,2	7,9	(266)	4,4	82
Adj. EBITDA Margin	5,3	8,0	(271)	4,5	79

* All results are indexed to reflect 1Q25 period-end purchasing power.

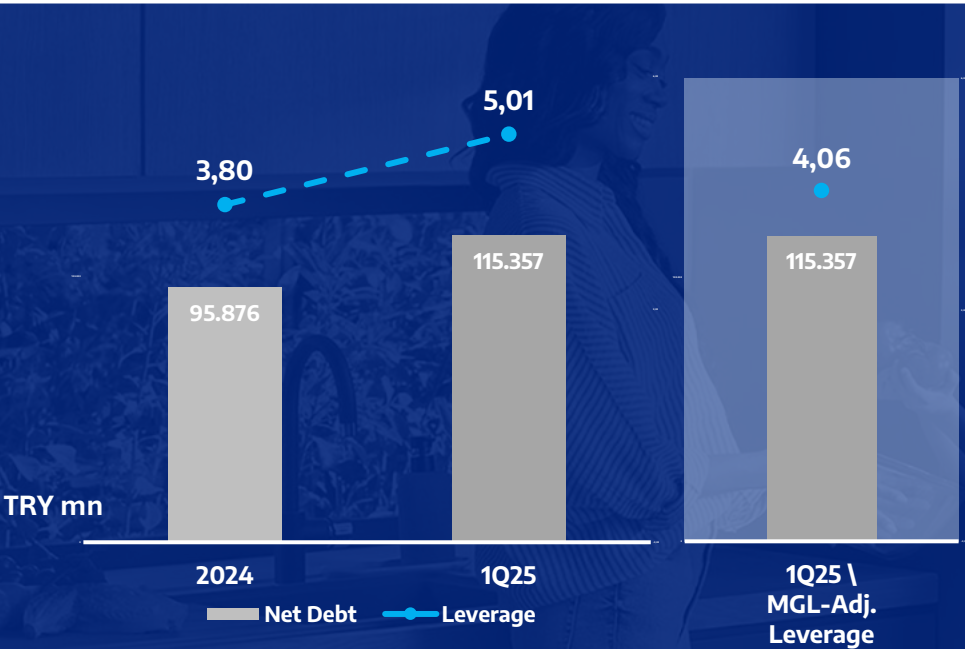
** MGL, PBT and NI figures for 1Q24 and 4Q24 are restated due to reclassification of net monetary gains arising from the indexing of shares of foreign subsidiaries by the parent company.

*** Before minority

**** Adj. EBITDA: GP – OPEX (excluding one-off transaction expenses) + D&A.

Higher leverage due to increasing net debt and weaker Adj. EBITDA

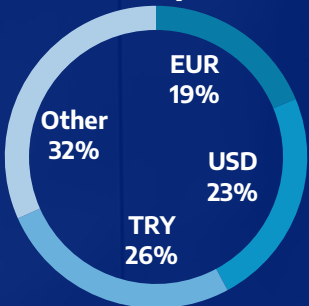
Net Debt* & Leverage**



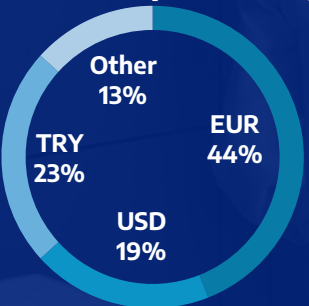
Debt Currency & Rates Breakdown

Currency	Effective Interest Rate p.a.***	Original Currency (mn)	TRY Equivalent (mn)
EUR	5,5	1.357	55.181
TRY	40,6	35.037	35.037
USD	7,4	310	11.716
BDT	12,5	17.073	5.312
PKR	13,5	33.068	4.432
ZAR	9,5	1.506	3.133
RON	7,5	212	1.723
THB	5,7	1.404	1.560
RUB	23,7	3.252	1.459
AUD	3,3	31	741
NOK	6,1	144	518
GBP	7,4	10	497
CNY	3,9	95	490
CZK	8,8	238	388
MYR	6,6	32	272
IDR	9,5	93.346	213
SEK	5,4	56	210
MAD	6,0	22	87
CHF	2,3	1	35
PLN	7,0	4	35
TOTAL LOANS			123.037
USD	8,5	509	18.913
EUR	3,0	359	14.545
TRY	46,5	2.074	2.074
TOTAL BOND			35.532
TOTAL			158.569

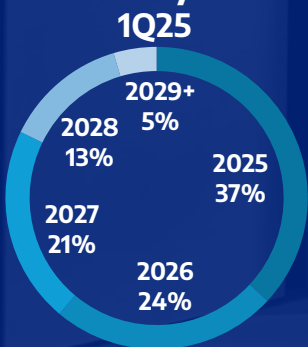
Cash Currency Breakdown
TRY43,9bn (EUR1,1bn)



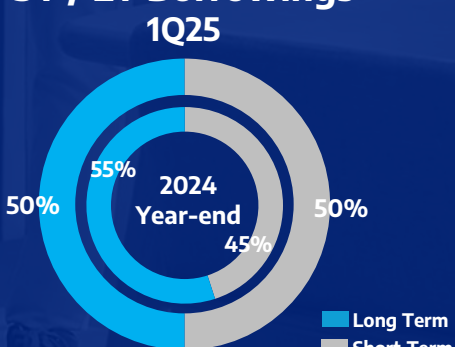
Debt Currency Breakdown
TRY158,6bn (EUR3,9bn)



Debt Maturity Profile****



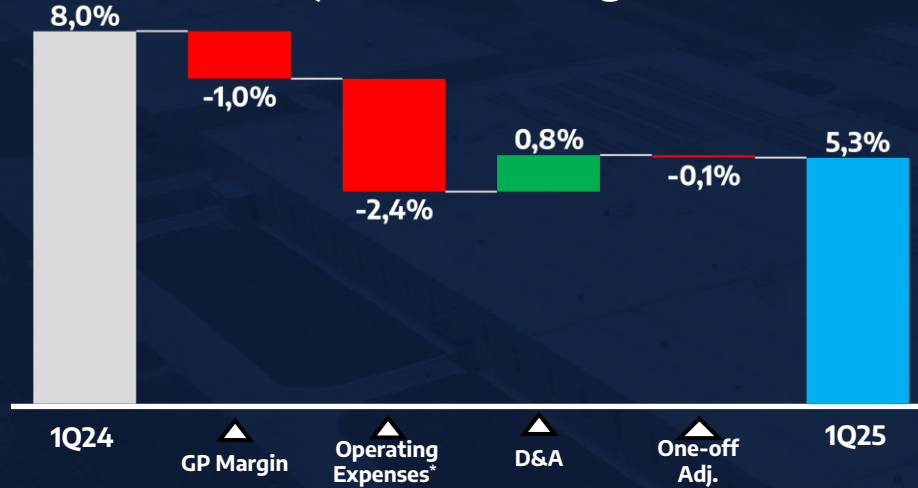
ST / LT Borrowings
1Q25



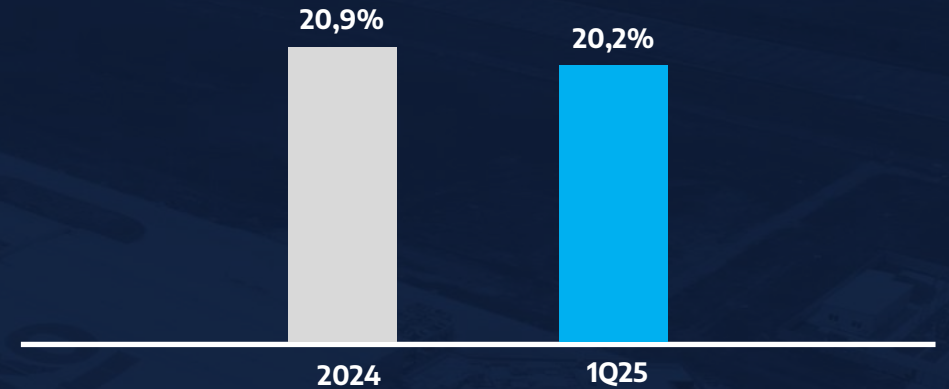
* Net Debt: Financial Debt + Derivatives (Net) – Cash and Cash Equivalents.
** Adj. EBITDA and MGL-Adj. EBITDA used in calculation of Leverage.
*** Average effective TRY, EUR, USD funding (loans + bonds) rates were 40,9%, 5,2% and 8,3%, respectively.
**** The average duration of the consolidated debt portfolio was 1,75 years.

Key Performance Indicators

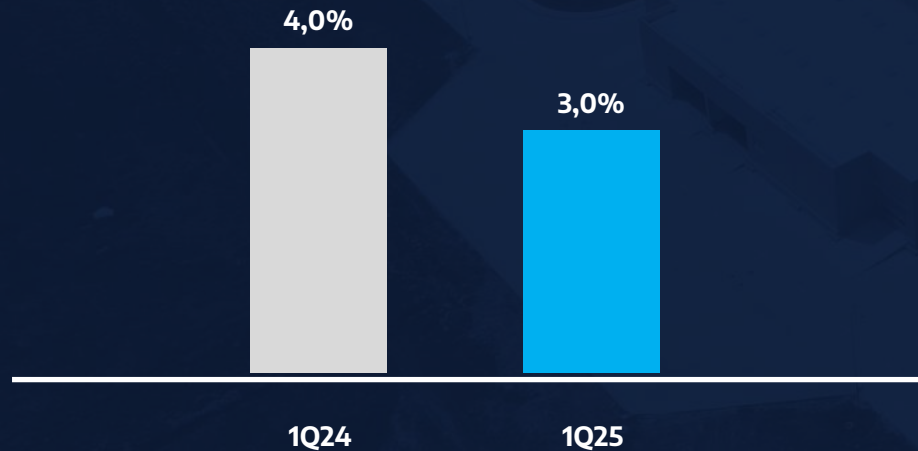
Adj. EBITDA Margin*



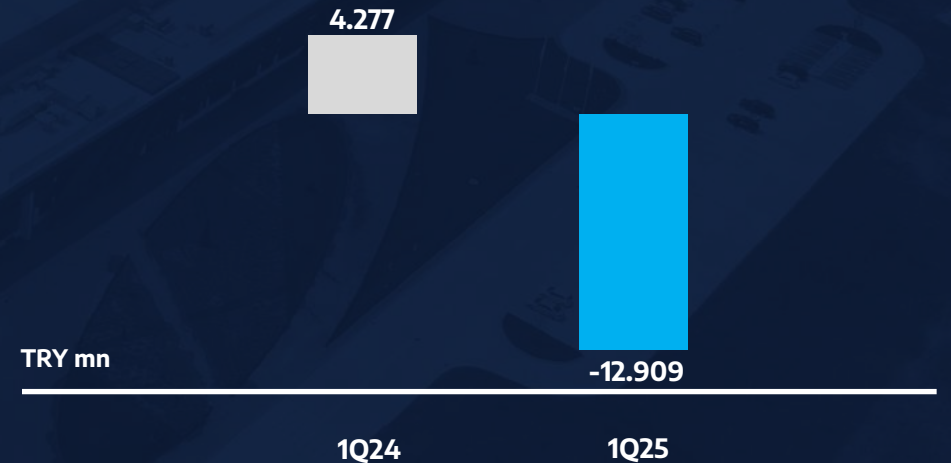
Working Capital/Sales**



CAPEX/Sales***



Free Cash Flow



Guidance

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is standing at the counter, the girl is reaching up towards her, and the man is standing near an open Beko refrigerator, holding a small object. The kitchen has dark cabinetry and a large window in the background. The entire image is overlaid with a semi-transparent blue filter.

2025 Guidance

We maintain our guidance levels for 2025.

	2025 Guidance
<u>Revenue</u>	
Türkiye (in TRY)	Flatish
International (in FX)	≈ +15%
<u>Adj. EBITDA Margin*</u>	≈ 6,5%
<u>NWC / Sales</u>	< 20%
CAPEX	≈ EUR 300 mn

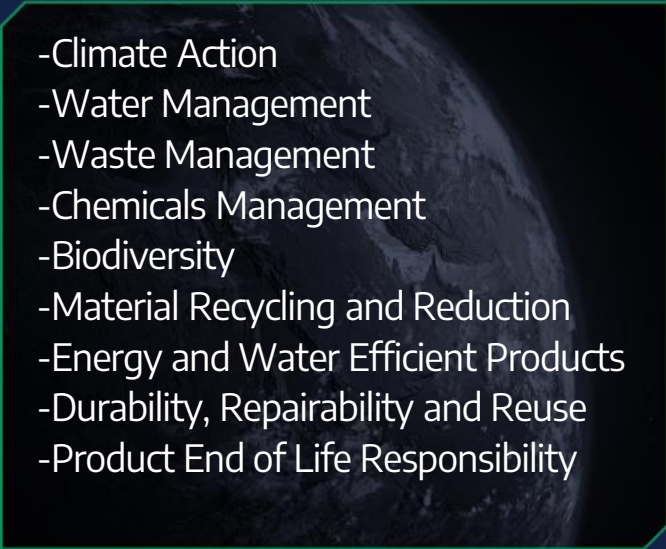
Sustainability

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is standing at the counter on the left, the girl is reaching up towards the refrigerator, and the man is standing on the right holding a bowl. The refrigerator is open, showing its interior shelves and drawers. The entire scene is overlaid with a semi-transparent blue filter.

We design technologies that will improve the future

We are determined to put our efforts into building a sustainable supply chain, developing a sustainable product range, improving the lives of people, and maintaining our leadership in sustainability

In Touch With Our Planet

- 
- Climate Action
 - Water Management
 - Waste Management
 - Chemicals Management
 - Biodiversity
 - Material Recycling and Reduction
 - Energy and Water Efficient Products
 - Durability, Repairability and Reuse
 - Product End of Life Responsibility

In Touch With Human Needs

- 
- Corporate Citizenship
 - Supporting Society with Equal Opportunities and Inclusion
 - Corporate Volunteerism
 - Community Development and Partnerships
 - Products that Create Social and Environmental Value

In Touch With Business

- 
- Business Ethics and Transparency
 - Corporate Governance
 - Sustainable Financing
 - Future Fit Culture, Talent and Organization Management
 - Occupational Health and Safety
 - R&D, Innovation, Digital Transformation and Smart Solutions
 - Data Privacy and Cyber Security
 - User Experience
 - Product Quality and Safety
 - Sustainable Supply Chain Management

Ambitious 2030 Targets



50 MW

Establish renewable energy systems



↓45%

Energy consumption per product in manufacturing



ISO 50001

Implement the ISO 50001 Energy Management Systems across all our production facilities



\$50M

Additional investment in renewable energy and energy efficiency



100%

Green electricity usage in global manufacturing operations



↓45%

Water withdrawal per product in manufacturing



↑70%

Water recycling and reuse ratio in manufacturing



↑40%

Recycled plastic content in products



↑5%

Increase bio based material content



↑99%

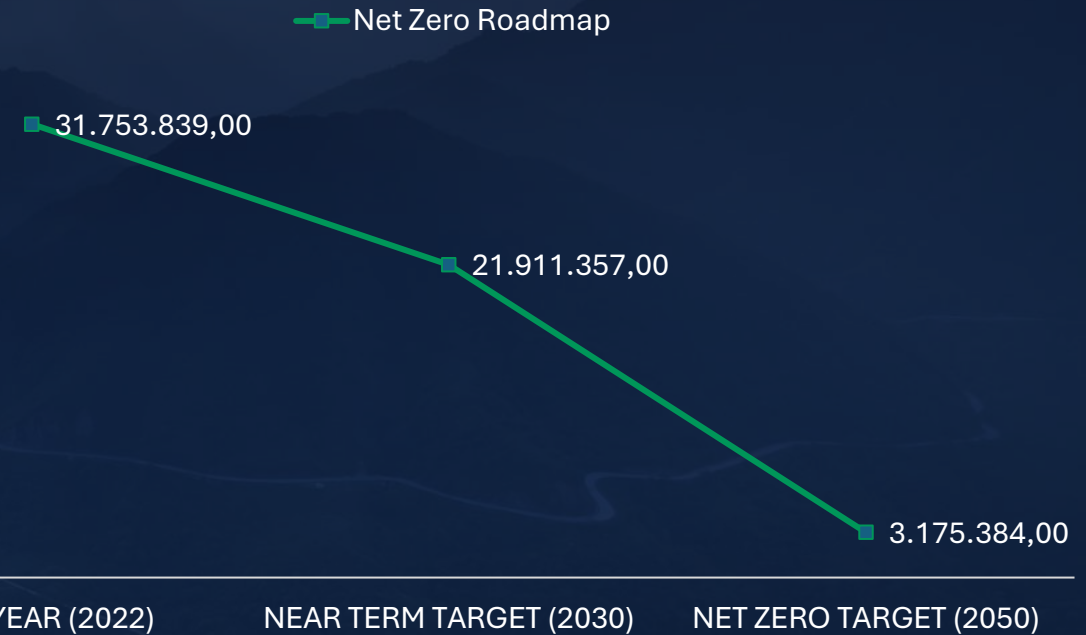
Waste recovery rate in manufacturing

In Touch With Our Planet

We are committed to achieving net zero emissions in our value chain by 2050

- Base Year: 2022
- Near Term Target: 2030
- Long Term Target: 2050
- Aligned with 1.5 degree-scenario
- Invest in permanent carbon removal credits for the remaining 10% of emissions
- Our newly submitted target is at approval stage of Science Based Targets initiative (SBTi)

Net Zero Roadmap



Use-phase emissions for dishwasher, dryer, electric storage water heater, frontload washing machine, hob, hood, microwave, oven, refrigerator, television, vacuum cleaner, washer-dryer, AC-Energy, AC-Refrigerant are included.

Ambitious 2030 Targets | to meet the needs of society



450 M People*

Raise awareness on healthy living



400 M People*

Raise awareness on food waste



4,700 Tons of Food

Save food from being wasted



Hero Brands**

Support the needs of local communities in Türkiye, Romania, S.Africa and Pakistan



15M People**

Raise awareness on climate change and eco-friendly living by 2025



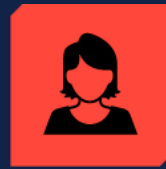
100K Girls**

Provide STEM Training by 2026



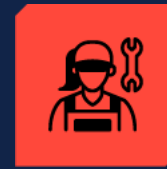
↑25%**

Increase the ratio of women dealers by 2026



2500 Women**

Reach 2500 women through entrepreneurship programs by 2026



↑1000 Women**

Increase the number of women technicians by 2026

Ambitious 2030 Targets | for being a progressive global citizen



↑35 hours

Training hours per employee



↑35%

Ratio of women in the total workforce



↑32%

Ratio of women in top management positions



ISO 50001

Ensure suppliers* exceeding 500 ToE obtain the ISO 50001 certificate



5000

Supplier employees that receive OHS trainings



90% Volume

Collect, monitor and disclose environmental data of suppliers* by 2025



100%

Compliance of critical suppliers with Conflict Minerals Policy by 2023



ISO 14001

Ensure our suppliers* apply for ISO 14001 certification by 2023



100%

Ensure our suppliers* use 100% green electricity

*Approximately 90% of our purchasing volume of Tier-1 material and OEM suppliers

Green Financing

Green Bond

EUR 350 Million

Arçelik has issued green bonds with a nominal value of EUR 350 million and a maturity of five years, making it the first Turkish corporate green bond to be issued in international markets. More than 145 investors participated in the bond, which has a coupon rate of 3.00%

Green Loan

EUR 150 Million

Arçelik has signed an eight-year EUR 150 million loan agreement with the European Bank for Reconstruction and Development (EBRD), one of the most important providers of green finance. The first tranche of EUR 83 million is structured in line with the Loan Market Association's (LMA) Green Loan Principles and is the first externally verified green loan to the Turkish manufacturing sector.

Sustainability-Linked Financing Framework

Our Sustainability-Linked Financing Framework launched in April 2024 is based on our sustainability agenda and goals. The framework includes the Company's 2030 goals for GHG emissions reductions for scope 1&2 and scope 3 from use of sold products and increase the percentage of women in the total workforce.

Our success is recognized: We are among the top performers in global indices.



Included WEF Global Lighthouse Network with Washing Machine Plant in Ulmi, Romania in 2018 and Eskişehir Refrigerator Plant in 2021. In 2022, Romania Plant Became one of the ten companies receiving Sustainable Lighthouse status.

Member of
**Dow Jones
Sustainability Indices**
Powered by the S&P Global CSA

By scoring 86 (out of 100) in the 2023 S&P Global Corporate Sustainability Assessment, Arçelik achieves the highest score for the 5th time in a row out of 46 companies assessed in the DHP Household Durables Industry
(Score date: October 27, 2023, DJSI Emerging Markets)



The Carbon Disclosure Project (CDP) has awarded Arçelik an A- for its efforts to combat climate change and a B rating for its water security initiatives .

Corporate Knights

Arçelik has been recognized as the leader in Household Durables industry and HQ country in the Corporate Knights' 2024 Global 100 Index for the 4th consecutive year.



Arçelik Ranked 16th. Beko ranked 17th on the Real Leaders Top 300 Impact Companies of 2023 list.



Received an ESG Risk Rating of 11.6 and was assessed to be at low level risk of experiencing material financial impacts from ESG factors.



Received an overall score of 50/100 in the Moody's Analytics Vigeo Eiris ESG rating.

Our success is recognized: We are among the top performers in global indices.



Arçelik achieved 1st place in its sector with 92/100 in Refinitiv 2022 ESG evaluation



Arçelik has obtained a score of 70/100, awarded a Gold EcoVadis Medal and placed in the top 5% of companies rated by EcoVadis



Rated AAA on the Sustainability Index since 2016 and AA in 2015



Listed in BIST since 2014



FTSE4Good

Listed as a company with firm ESG performance



Arçelik ranked in **top 1%** of the top CSA-scored companies in the 2024 S&P Sustainability Yearbook



Granted the "Prime" degree



Recognized in Bloomberg's 2023 Gender Equality Index (GEI) among 485 companies for the first time

Our Partnerships: We support and guide the work of respected international and local organizations.



Arçelik became one of the 200+ companies that have signed the CEO Water Mandate and committed to reporting the progress annually in line with Arçelik Water Policy



Support development of corporate finance strategies in line with the 2030 Sustainable Development Goal



Since 2021, we have been a member of WBCSD and actively support the Council's workstreams. Our Sustainability Reports have been evaluated in the Scope of Reporting Matters program. Our CEO Hakan Bulgurlu elected as a ExCo member in 2023



Joined Alliance of CEO Climate Leaders and declared its support the net zero goal by 2050 and signed an open letter addressed to world leaders



Committed to doubling our economic output for every unit of energy we consume globally by 2030, compared to 2010



Committed to being carbon zero by 2050 and officially joined the Business Ambition for 1.5°C



Declared our 3 commitments, 6 objectives under Action Coalition



Supporter of the Task Force on Climate-Related Financial Disclosures



Arçelik has committed to being a Net Zero 2050 company aligned with the SBTi Net-Zero Standard. In this regard, Arçelik set a new near term and long term SBTi target aligned with a 1.5-degree scenario.



Reports have been prepared in accordance with the GRI Standards



Reports according to the standards set by the Sustainability Accounting Standards Board (SASB)

A family consisting of a woman, a young girl, and a man are in a modern kitchen. The woman is on the left, the girl is in the center reaching up, and the man is on the right holding a small object. They are standing in front of a large, open Beko refrigerator. The kitchen has dark cabinets and a countertop with various items. The entire image is overlaid with a blue tint.

Appendix

Beko Europe

Beko Europe

Number one player in Europe market, with the launch of Beko Europe!

- Beko Europe is a leading home appliances business, dedicated to changing the lives of our customers through a wide range of innovative and sustainable household products and solutions.
- Newly formed Beko Europe's 75% shares are owned Beko B.V and 25% owned by Whirlpool EMEA Holdings LLC.

69

Subsidiaries
Across Europe

15

production
facilities

16

brands
(owned or used with
a limited license)

5

R&D and design
center & offices



18K

employees



BEKO & WHIRLPOOL TRANSACTIONS

On January 17, 2023*, Arçelik A.Ş. and Whirlpool signed an agreement for the establishment of a new company, «Beko Europe», where Arçelik will control the majority stake, which includes European operations in its scope. Parties also agreed on the acquisition of Whirlpool companies by Beko, operating in the Middle East and North Africa.

Both transactions were completed and share transfers were made on April 1, 2024**, after obtaining competition authority clearances.

Europe

- **Arçelik's and Whirlpool's production, sales, and marketing subsidiaries operating in Europe was transferred under a structure where Arçelik will control a 75% majority stake, Arçelik's wholly-owned subsidiary Beko B.V.**
- **Revenue generated by acquired entities at the end of 2023 was approximately EUR 3.0 bn.**
- **Arçelik's net sales from the region was around EUR 2.4 bn for FY23.**
- **Total revenue in the region adds up to EUR 5.4 billion on annual basis.**

MENA

- **Arçelik acquired full ownership of Whirlpool's MENA operations, including UAE and Morocco entities for EUR 20 M (subject to adjustments for net indebtedness and net working capital) and manages Whirlpool's MDA business operations in the MENA region.**
- **The consolidated net revenue of the subsidiaries acquired in the MENA transaction for the year 2023 was approximately EUR 121 M.**

* <https://www.kap.org.tr/tr/Bildirim/1102748>

** <https://www.kap.org.tr/en/Bildirim/1265248>

Beko Europe

Number one player in Europe, with the launch of Beko Europe!

Transaction:



Beko Europe has transferred Whirlpool Europe's white goods production, sales and marketing subsidiaries in Europe, by way of in-kind capital contribution.

Ownership:



75% of the capital of Beko Europe was allocated to Beko and 25% to Whirlpool. The ultimate partnership structure will be determined based on the closing adjustment mechanism based on the closing financial statements.

*Arçelik fully consolidates Beko Europe's financials.

Subsidiaries:



Beko Europe now includes 69 subsidiaries, of which 39 subsidiaries were transferred by Whirlpool and the remaining 30 subsidiaries were transferred by Beko B.V.

Employees:



Beko Europe has ≈19k* employees in total of which ≈13k through the transaction, based on 2023 actual information.

* ≈18k as of 2024 year-end.

Facilities:



Beko Europe owns 11 production facilities, of which 9 production facilities (14 plants) obtained with the transaction, located in Italy, Poland, Slovakia and the United Kingdom and Romania (2 Beko legacy facilities).

- | | |
|----------------------|-------------------------|
| ▪ Italy*: | 6 Plants – 4 Facilities |
| ▪ Poland**: | 6 Plants – 3 Facilities |
| ▪ United Kingdom***: | 1 Plant – 1 Facility |
| ▪ Slovakia: | 1 Plant – 1 Facility |
| ▪ Romania: | 2 Plant – 2 Facilities |

* Negotiations are ongoing for a sustainable transformation plan in Italy.

<https://www.kap.org.tr/en/Bildirim/1386930>

** Efforts are ongoing to close certain production facilities in Poland.

<https://www.kap.org.tr/en/Bildirim/1330467>

*** The factory in the UK has been closed as of 2024 year-end.

Beko Europe



Arçelik



Whirlpool

Efficiency improvements to deliver long-term sustainable growth and profitability

Investing in technology and AI tools to work in an agile manner and drive efficiency across our global operations:

- Driving productivity through organizational restructuring, process integration and optimization
- Advanced AI and automation tools to streamline operations
- Leveraging analytics for more informed, strategic decisions
- Integration of systems



Ongoing and planned investments would help to create operational efficiency after the merger, through:

- optimizing processes,
 - maximizing resource utilization,
 - executing cost saving opportunities,
 - evaluating, aligning and consolidating roles,
 - eliminating duplicate roles.
-
- Estimated EUR 140mn savings through eliminating approximately 2,000 office positions across our global operations within 3 years' time*.

Ongoing Eliminations in Office Positions

As of 2024 Year-end,

≈ 1/2 of planned eliminations in office positions within 3 years' time, have been completed.

** Realized figures would be updated in the earnings presentations.*

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Disclaimer

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Thank You!

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Beko