

















## **INVESTOR PRESENTATION**

## CONTENT

- **Sesion at Glance**
- Market & Portfolio Overwiew of Frozen&Canned Food
- Market & Portfolio Overwiew of Margarine Business
- Sustainability
- 30.06.2025 Financial Results



## BESLER



















## **BESLER** I Mission, Vision, Values







## Mission

We strive to deliver reliable and highquality food to every home; aiming to enhance people's quality of life an add value to their tables.

## Vision

To be a food company that inspires the future with sustainablity at its core, reliability, and leadership.

## **Values**

- Collaboration
- Accessibility & Food Security
- Sustainability
- Leadership
- Innovation
- People-Centric Culture

#### **OUR HISTORY**

## **BESLER**



We continue to be pioneer in the food industry with approximately 1,500 products and 57 brands in 40 categories.

1980 1996 1992 The fist factory A fist in TR **Butter Taste** Bizim Yağ in Bursa Export Frozen potato Margarine Brick of sea food production Margarine Product range Establishment Konserve expanded (pizza, of oil factory balığa giriş 4 vegetables&fruit pastry products 1977 1995 1999 1990









FAMOUS BRANDS REORGANIZED STRUCTURE

EFFECTIVE PRODUCTION PROCESS

Synergy POWER HIGH LEVEL of INNOVATION





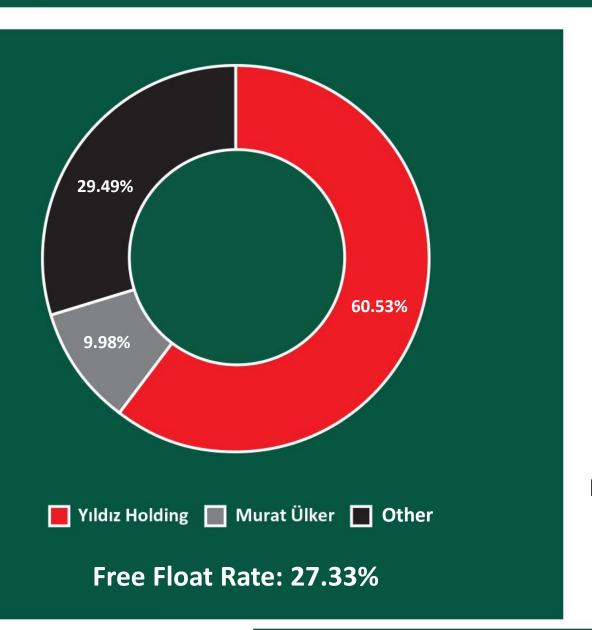






#### STRONG AND RELIABLE SHAREHOLDING STRUCTURE







More than 300 brands



4 billion people reached on 5 continents



Retail companies in every corner in Turkiye



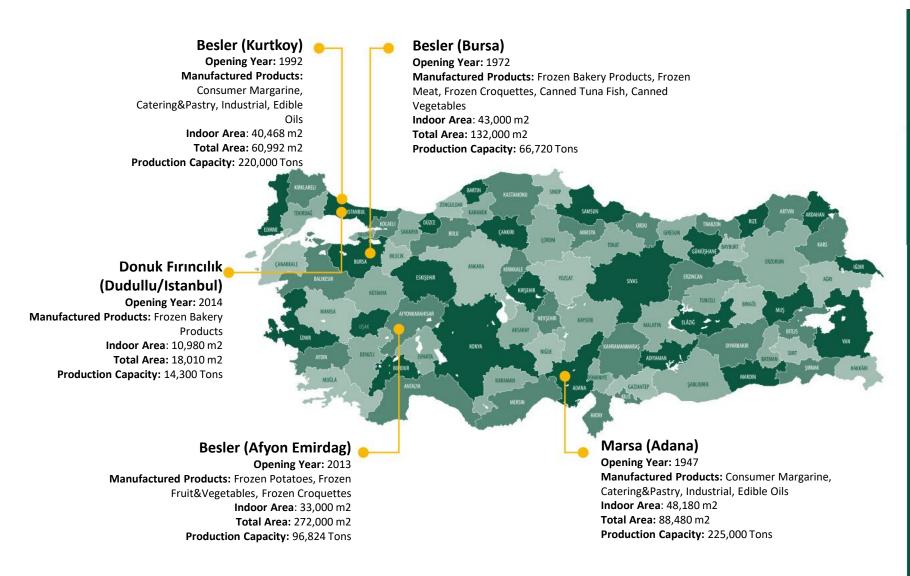
**80 thousand** employees

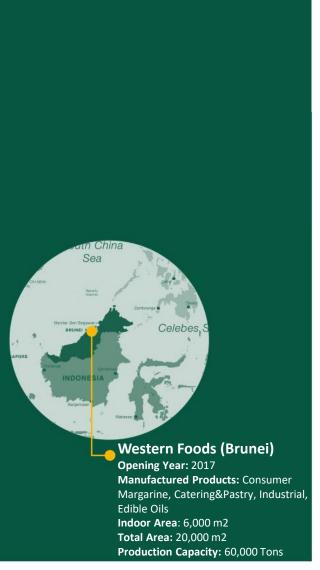


Production from biscuits to chocolate, frozen food to packaging in 45 factories, 20 of which are abroad.

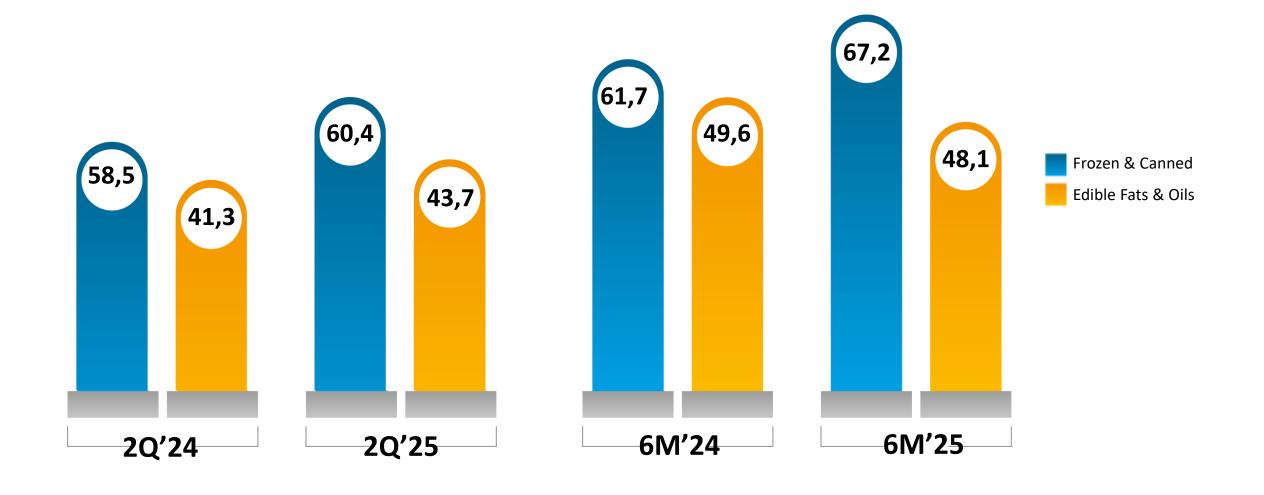
#### **PRODUCTION FACILITIES**











#### **OUR REPORT CARD IN 10 POINTS**





WE CONTINUED TO GROW ABOVE THE MARKET IN RETAIL



WE STRENGTHENED
OUR BRAND THROUGH
COMMUNICATION



WE BECAME «BESLER»



WE ARE MORE
ACTIVE AT SALES
POINTS



WE TOOK OWNERSHIP OF THE HARVEST IN OUR AGRICULTURAL PRODUCTS



OUR LEADERSHIP IN DIGITAL IS GROWING STRONGER



WE ARE GROWING
THROUGH INCLUSIVITY
AND DIVERSITY, SETTING
NEW BENCHMARKS



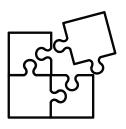
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**WE SAVED COSTS** 



9

WE EXPANDED OUR BAKE-OFF BUSINESS



10

WE CONTINUED TO GROW THROUGH INNOVATION

## BESLER

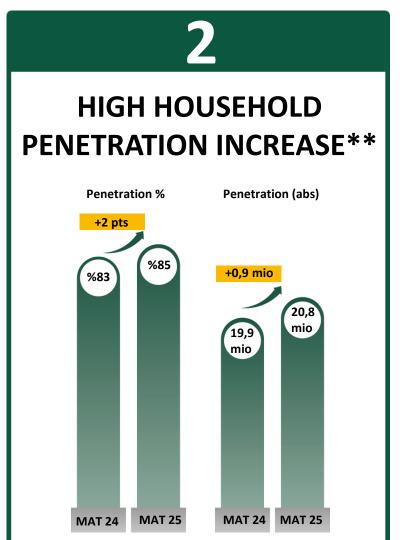














Source: \*Nielsen, Total TR, Frozen Food MAT June'25

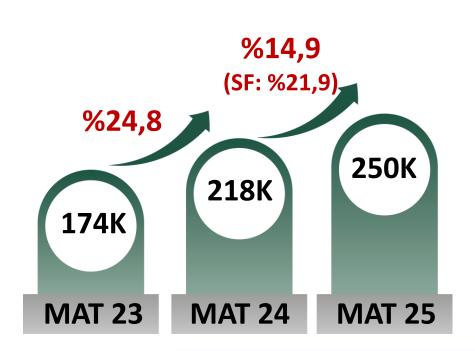


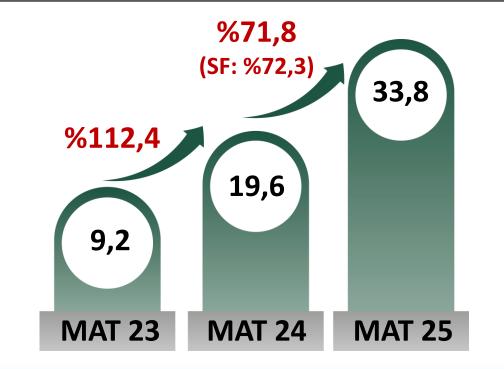
#### **MARKET VOLUME (in ton)**

The retail market has grown by over +76
thousand tons in the last 36 months and saw a
15% increase in 2025 MAT compared to the
previous period.

#### **MARKET VALUE (in billion)**

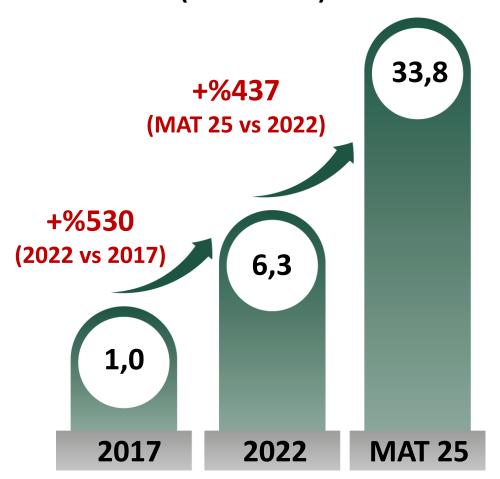
The retail market, which has grown 3x in value over the past 36 months, recorded an 72% increase in the 2025 MAT compared to the previous period.

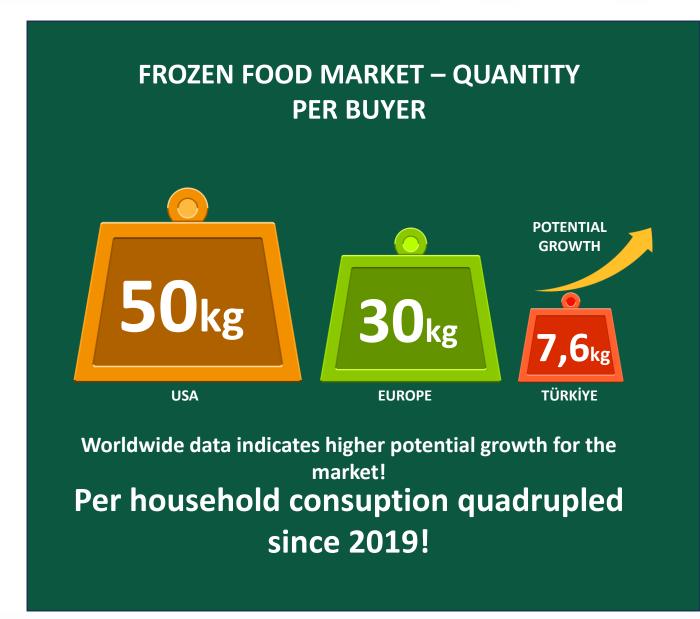






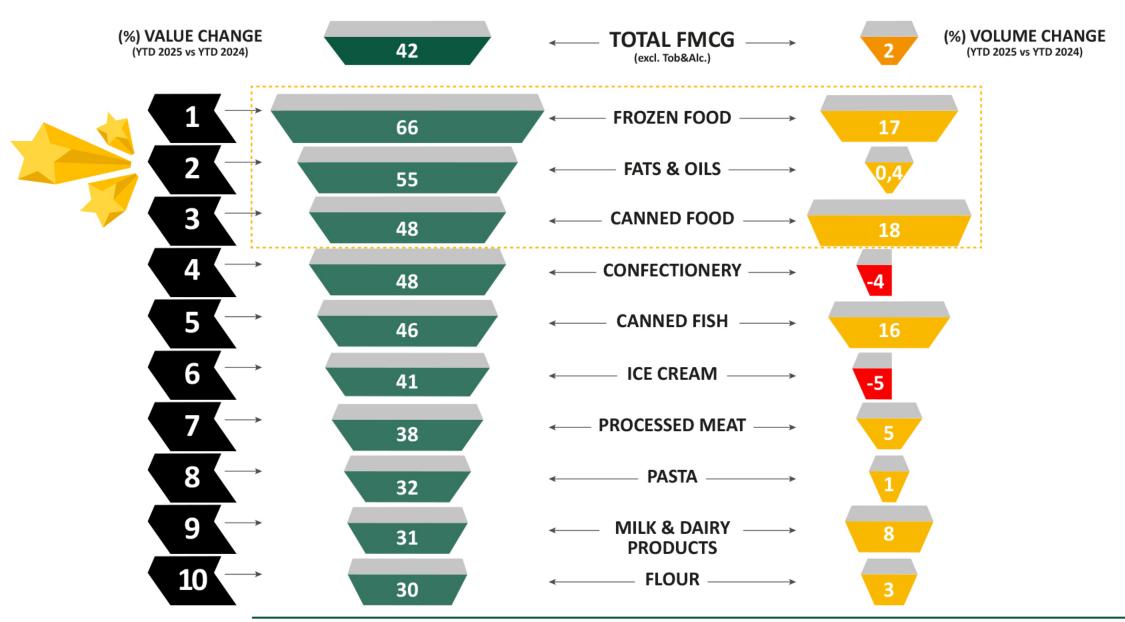
# FROZEN FOOD MARKET – SALES VALUE (BILLION TL)





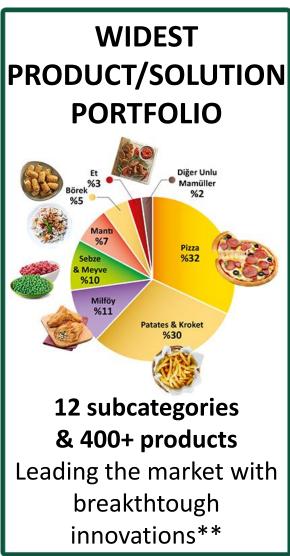
#### FROZEN FOOD & CANNED FISH AT THE TOP OF THE BIGGEST GROWING FOOD CATEGORIES!











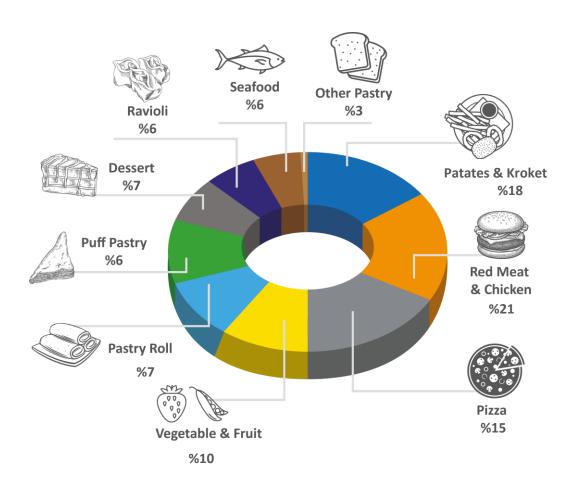




#### WIDEST PORTFOLIO IN THE MARKET



#### **CATEGORIES SALES VALUE SPLIT, %**





WIDEST PORTFOLIO – PRESENT IN ALL OF THE MAIN CATEGORIES





#### HIGHER HOUSEHOLD PENETRATION POTENTIAL FOR ALL OF THE

**Potatoes** 

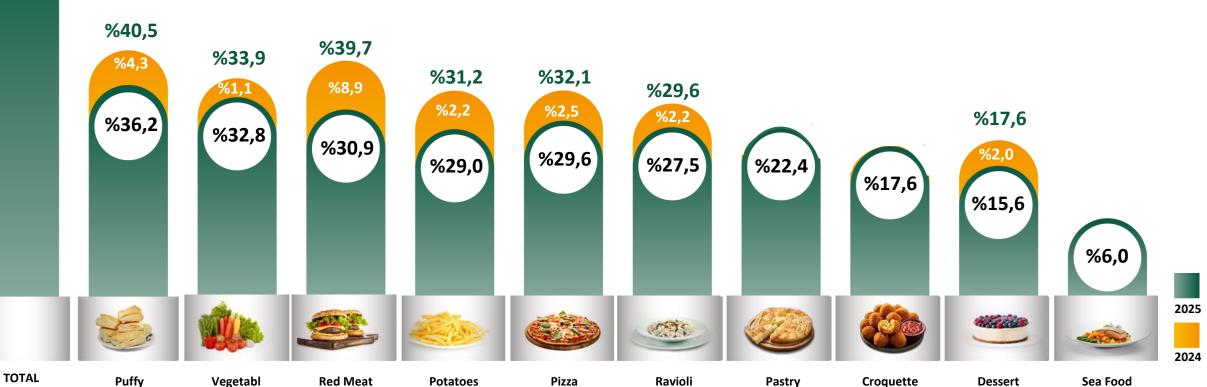


Dessert





- A total of +3 points penetration increase in the category (0.9 million new households)
- The Meat Products & Puff Pastry segment has gained the most households in the frozen category.
- Superfresh has experienced a +4 points penetration increase (1,2 million new households)!



Roll

**Pastry** 

e & Fruit

Chicken

**FROZEN** 

FOOD

#### STRENGTHENING OUR LEADERSHIP

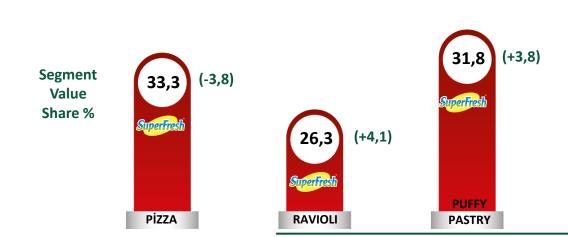


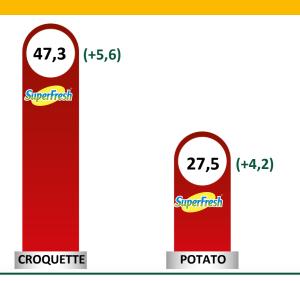




#### **FOCUS: BAKERY PRODUCTS**

### **STRATEGIC:** POTATO & CROQUETTE





Source: Nielsen, Frozen Food, YTD June'25

#### SUPERFRESH IS THE MOST LOVED BRAND IN THE FROZEN FOOD CATEGORY



According to the results of Türkiye's Lovemarks 2024 Research, **SuperFresh was selected as Türkiye's MOST LOVED FROZEN FOOD brand.** This pride belongs to all of us.







#### COMMUNICATION



#### SUPERFRESH WON 12 AWARDS IN H1 2025 WITH ITS PIONEERING COMMUNICATIONS IN THE CATEGORY









**AWARDS** 













Sosyal Lezzetler & Blindlook





#### WE BROKE ALL PREVIOUS SALES RECORDS WITH THE IMPLEMENTATION OF OUR FIRST COMPREHENSIVE 360 SALES CAMPAIGN!

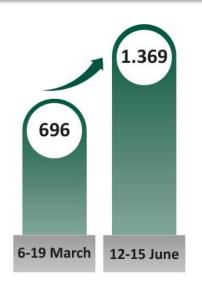


#### **COMMUNICATION**



A FIRST IN THE CATEGORY! SOCIAL RESPONSIBILITY PROJECT TURNED INTO A TANGIBLE PRODUCT FOR THE FIRST TIME: "HARVESTED PEAS FROM THE AEGEAN, WITH THE LABOR OF "WOMEN STARS OF AGRICULTURE"



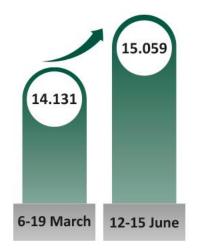






All-time highest volume share in national channel:

%10,5



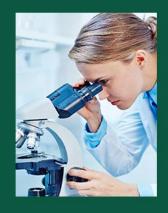
7 %
GROWTH



#### RESEARCH & DEVELOPMENT PROJECTS



# BRAND WITH THE FIRST FROZEN FOOD R&D CENTER IN TURKIYE



Founded in 2017
More than 150
collaborations with
many institutions,
from R&D centers to
private companies

Product, packaging,
machinery and
agricultural R&D units
New product
development, product
improvement, process
development and
improvement studies



# COLLABORATIONS WITH 150 INSTITUTIONS

#### **EUROPEAN UNION PROJECTS (UNDER EXECUTION)**



The project, aimed at addressing problems in the food chain within agricultural areas and strengthening cooperation networks, will enable early detection of plant diseases and pests through drone technology.

With the successful integration of the project, a 20% increase in product quality and a 15% improvement in productivity are targeted, while a 40% reduction in resource usage—including labor—is anticipated. Through this project, we have been awarded €2.8 million in funding from EIT Food, the European Institute of Innovation and Technology that supports innovation and sustainability-focused R&D projects.

#### SUPERFRESH CONTINUES TO GROW WITH NEW PRODUCT LAUNCHES



# WE REACHED 732 TONS & 235 MILLION TL VALUE THROUGH OUR NEW PRODUCT LAUNCHES IN THE FIRST 6 MONTHS OF 2025























#### **NEW POSITIONING**



#### **COMMUNICATION STUDIES**

#### Public Relations Efforts in Industry Media



#### **NEW PRODUCT LAUNCH**

Introducing the Big-Sized Croissant



## BESLER















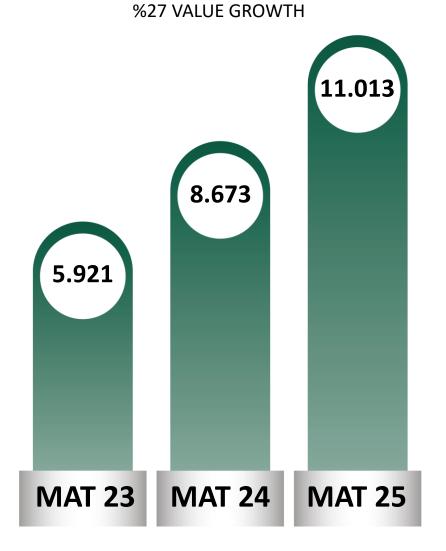
# Sunflower oil leads the oil market by volume, followed by margarine in second.

	TONNAGE			PENETRATION (%)			TRANSACTION SIZE		
	MAT 2024	MAT 2025	Chg (%)	MAT 2024	MAT 2025	Change	MAT 2024	MAT 2025	Chg (%)
Fats & Oils	980.241	997.697	1,8	100%	100%		2.488	2.480	-0,3
Margarine	88.746	85.188	-4,0	88,1%	85,4%	-2,7%	517	524	1,3
Butter	75.921	77.865	2,6	69,6%	67,0%	-2,6%	963	902	-6,3
Sunflower	777.632	789.699	1,6	95,8%	93,2%	-2,5%	5.089	5.021	-1,3
Olive oil	30.310	31.081	2,5	24,4%	24,4%	0,1%	2.344	2.057	-12,3
Corn oil	3.581	11.210	213,1	1,9%	4,3%	2,3%	3.917	5.336	36,2

#### **MARGARINE MARKET REACHED 11 BILLION TRY SALES VALUE**

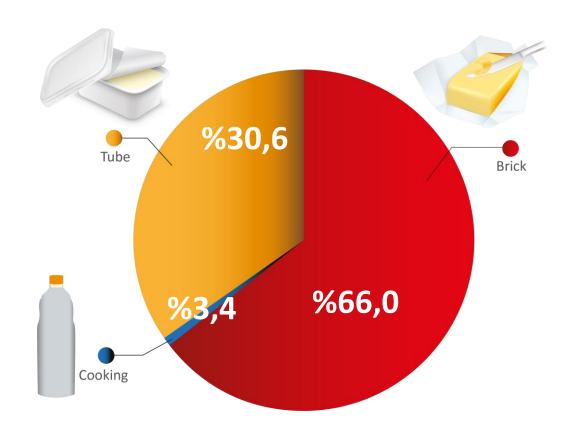


#### TOTAL MARGARINE VALUE (BILLION TL)



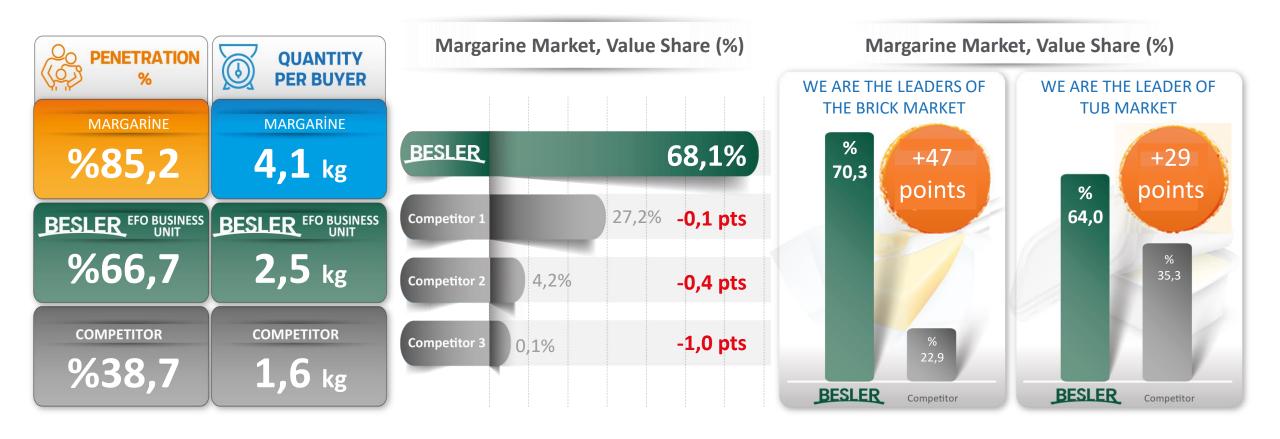
#### **Segment VALUE SHARE%**

3 main margarine segments Weighted ones: Brick & Tube



#### WE ARE LEADING IN MARGARINE SECTOR





#### **BESLER IS THE STRONGEST PLAYER IN THE MARGARINE MARKET!**







THE COMPANY WITH
THE WIDEST BRAND
AND PRODUCT
PORTFOLIO



HORECA
3 BRANDS
39 SKU

**EXPORT 14 BRANDS** 



LEADER OF INNOVATION IN THE CATEGORY



#### STRONG BRANDS AND BROAD PRODUCT PORTFOLIO











The Brand of Firsts





Our Tactical Brands







# 11 INNOVATIVE AND CHANNEL FOCUSED PRODUCT LAUNCHES IN THE FIRST HALF OF THE YEAR























## ÜLKER TEREMYAĞ CONTINUES ITS STEADY GROWTH



### **A STAR IN BRAND VALUE**



**%33 BRAND VALUE IN ITS CATEGORY** 









TEREM





**GURME IS ALSO GROWING** 



**+1,3** POINT **%23 MARKET SHARE** 







## LEADER MARGARINE EXPORTER OF TÜRKİYE





LARGEST PRODUCTION CAPACITY IN REGION WITH 445 THOUSAND TONS

**EXPORTING MORE THAN 50 COUNTRIES** 

450 SKU's / 40 BRANDS

MARKET LEADER IN GEORGIA & IRAQ WITH ONA

**BEST QUALITY FATS & EDIBLE OILS** 

### **BESLER**

### NEW TUB MARGARINES FOR GEORGIA

**A New Innovative Product** 





# BRAND NEW OLIVE OIL PRODUCTS FOR EUROPE

A New Category for European Markets



# WE HAVE ATTENDED WOLRD FOOD EXHIBITONS

**GULFOOD '25 DUBAI** 

**PRODEXPO '25 MOSCOW** 

**AGRIFOOD '25 DAKAR** 

### WE ARE LEADERS OF HORECA CHANNEL WITH USTAM







33 YEARS OF TRADITION AND LEADERSHIP

THE LEADING BRAND IN EXPERTISE

**INNOVATIVE & DISTINCTIVE PRODUCTS** 

### BESLER

















### **OUR SUSTAINABILITY APPROACH**





### WE ARE WORKING FOR THE FUTURE OF THE ENVIRONMENT

We are minimizing the environmental impact caused by our company operations to fight against the climate crisis, and enabling the renewal of natural resources throughout the entire value chain.



## WE ARE GROWING STRONGER WITH STAKEHOLDERS

We provide supportive, transformative and empowering contributions for companies to invest in stakeholder welfare-oriented, future-oriented and healthy-lifestyle prioritizing business models throughout their value chains.



## WE ARE INSPIRING THE FUTURE WITH PURPOSE-DRIVEN PRODUCTS AND BUSINESS MODELS

We provide supportive, transformative and empowering contributions for companies to invest in stakeholder welfare-oriented, future-oriented and healthy-lifestyle prioritizing business models throughout their value chains.

























### AS PART OF OUR COMMITMENT TO ACHIEVING 'NET ZERO'





- We set our net zero goal throughout our value chain from 2050 and forward.
- We kept working on our zero carbon road map.
- The total emission reduction amount is calculated.
- 14 projects with «carbon emission reduction» goal was completed.
- Invested more than 1,9 million TL in energy efficiency projects in our own facilities we achieved 2.788 MWh energy and 3.7 million TL financial saving.

### **WOMEN STARS OF AGRICULTURE**





1

### 3 year goals were achieved in 1 year

- •Purchase of 7,022 tons & 60 million TL worth of products
- •The number of female farmers reached 68

TARINH KARIN YIDITARIYA
TERROPLANDIZA

### Visibility on TV and digital through communication

International Women Farmers Day TV communication (11 million reach)

SM Engagement rate: %14 (benchmark: %1,5).

3

### 16 Awards were won (6 of the were global)

TR: Smarties; IMA, Fast Company, Social Benefit Awards, Sales Network, Gıda + Global: Stevie, Digital Communication Awards, Stevie Women In Business, Sustainable Development Goals 2030, Smarties



### WATER CONSERVATION

We have started working on measuring our water footprint across all areas of operation.

In 2024, we implemented a total of three projects, including wastewater recovery and water usage reduction initiatives.

#### **CARBON FREE**

With the help of our mission to decrease carbon reduction in our own facilities we achieved 2.788

MWh energy and 3.7 million TL financial saving.



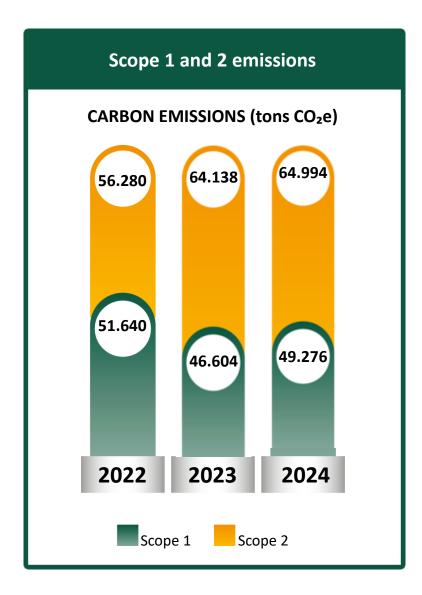


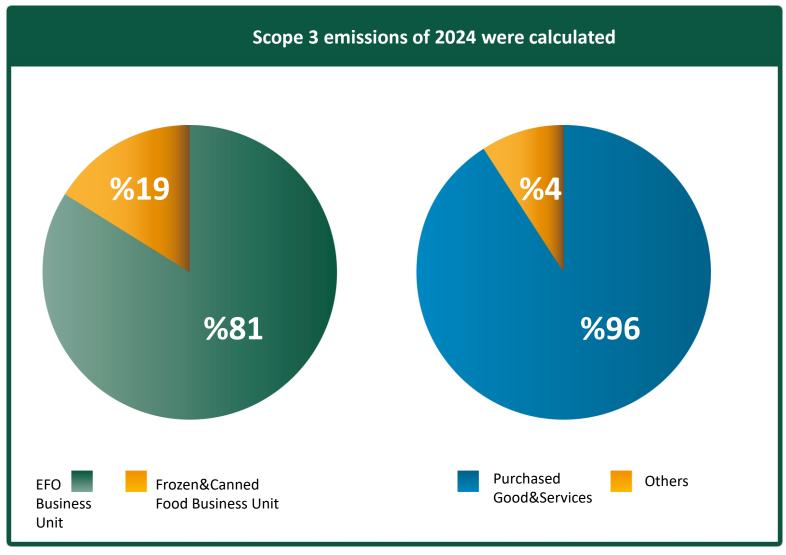
### CONTRACTED FARMING

Within the scope of the model where we provide purchase guarantee for agricultural products, we secure the producer economically and encourage planned production by determining the production amount in advance. This year, we worked with 290 farmers in agricultural raw material purchases, \$6% of which were contracted farmers.

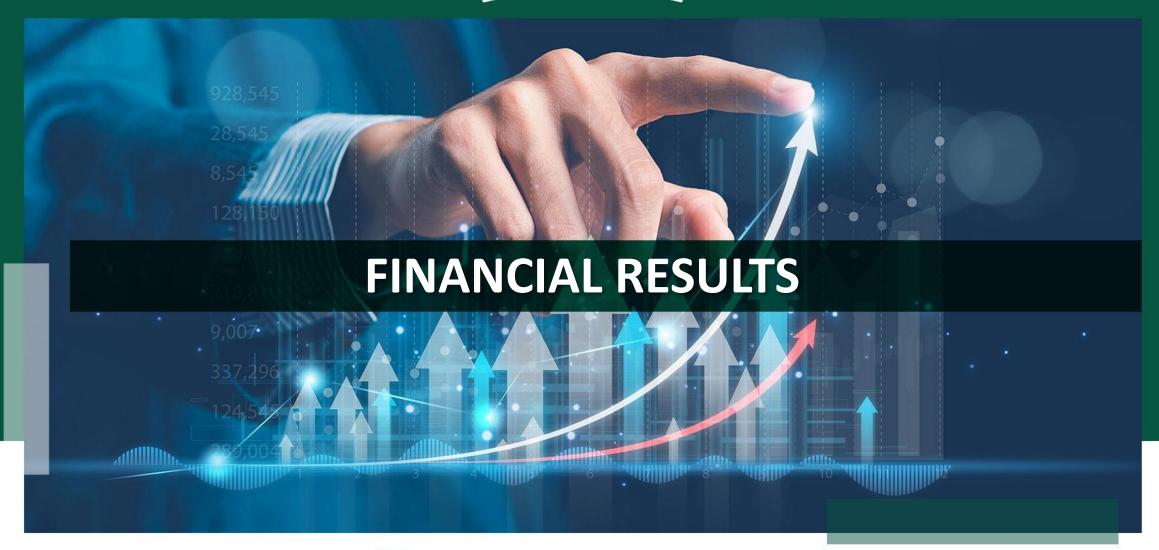
### **DECARBONIZATION**







### BESLER











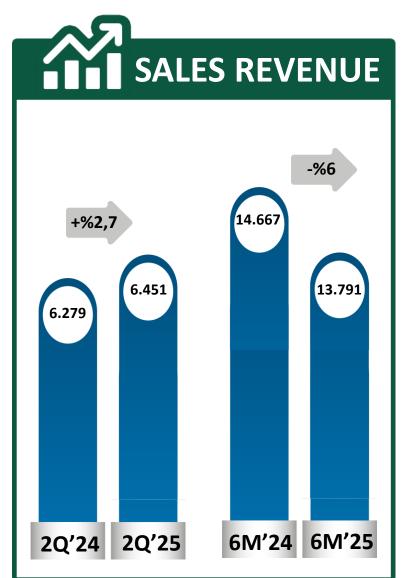


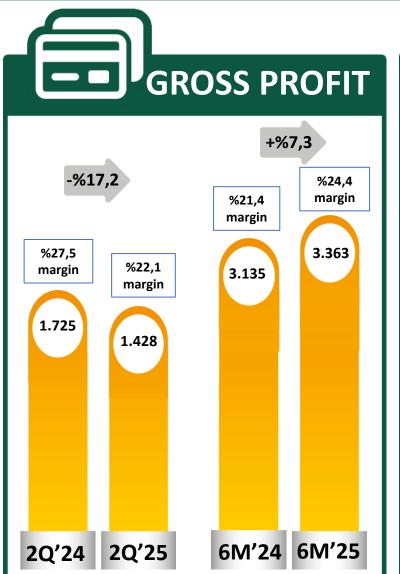


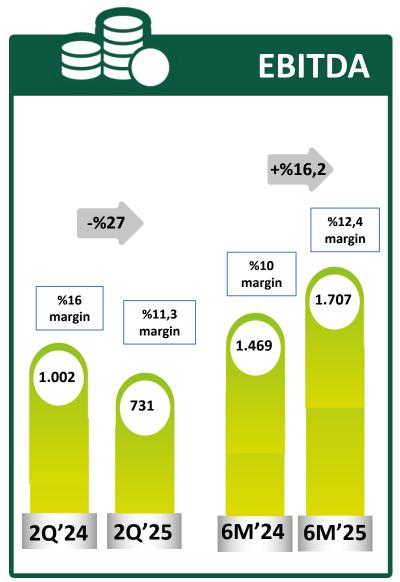


### 30.06.2025, HIGHLIGHTS



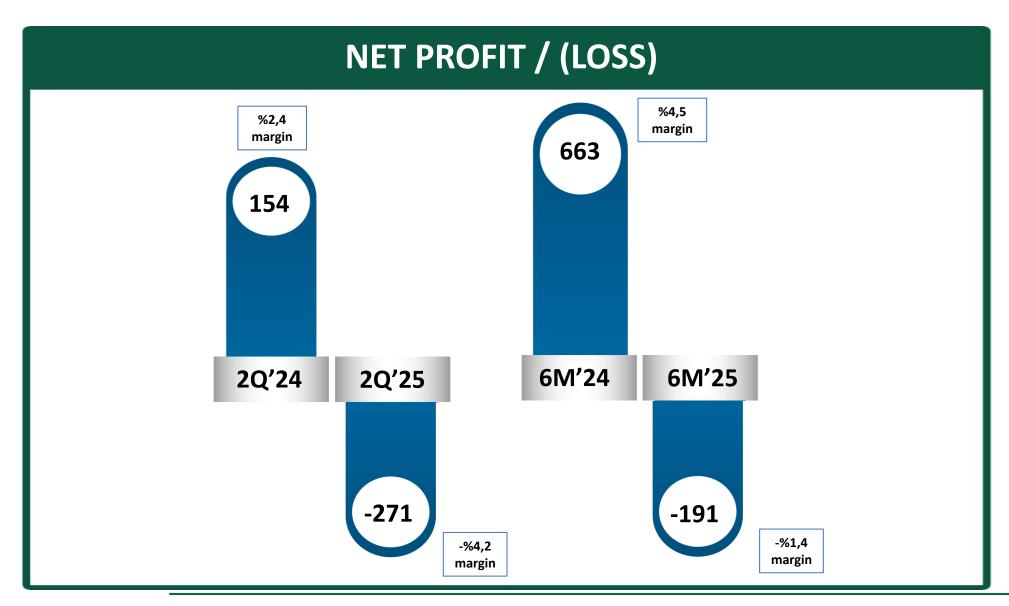






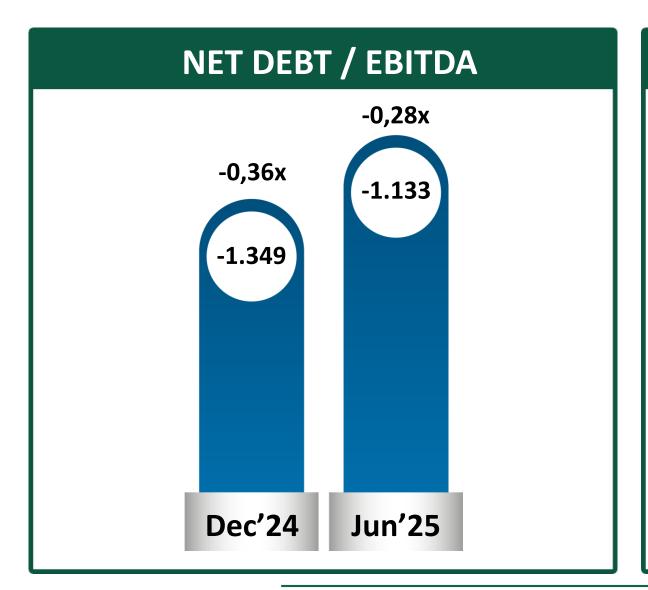
<sup>\*</sup> in Million TRY, TAS 29 effects are included.

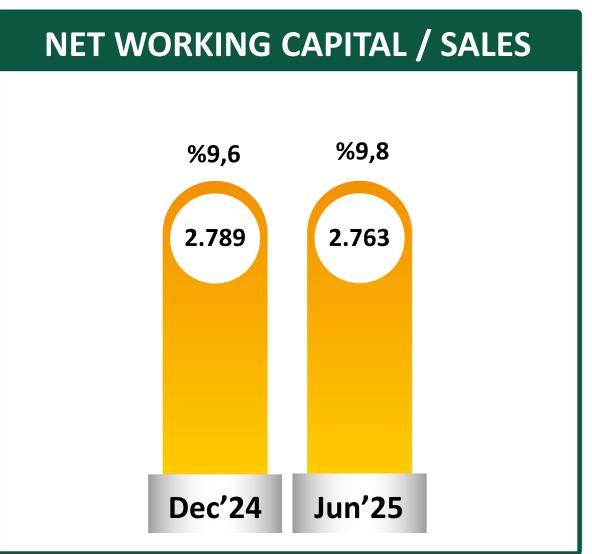




<sup>\*</sup> In Million TRY, TAS 29 Effects are included.





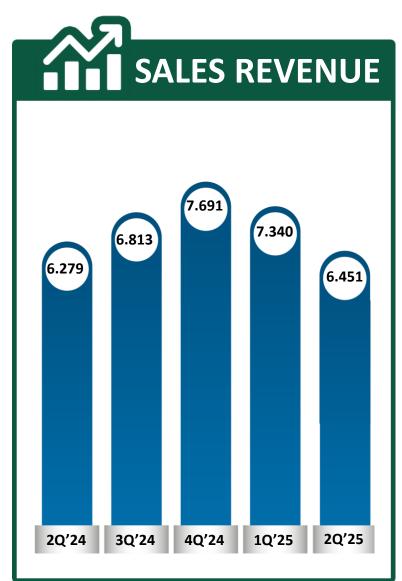


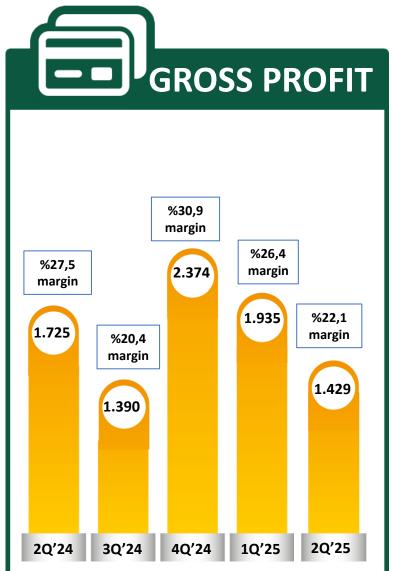
<sup>\*</sup> Net Working Capital= Trade Receivables+Inventories+Short Term Prepaid Expenses-Trade Payables-Short Term Deferred Revenue

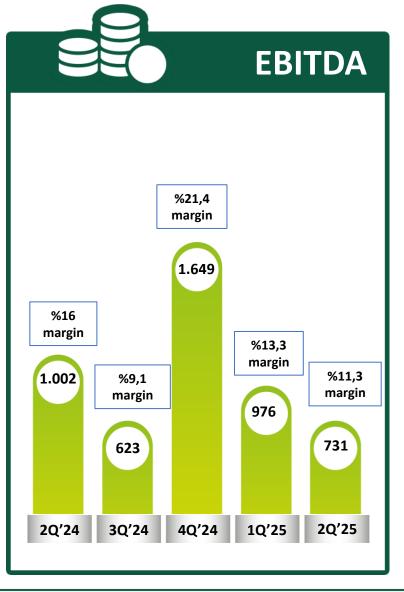
<sup>\*\*</sup> Net Debt is calculated by deducting cash and cash equivalents and other receivables from related parties from the total debt amount. \*\*\* In Million TRY, TAS 29 Effects are included.

### **CONSOLIDATED QUARTERLY RESULTS**









<sup>\*</sup> in Million TRY, TAS 29 effects are included. Amounts expressed in the purchasing power of the Turkish Lira as of 31 March 2025.

### BESLER











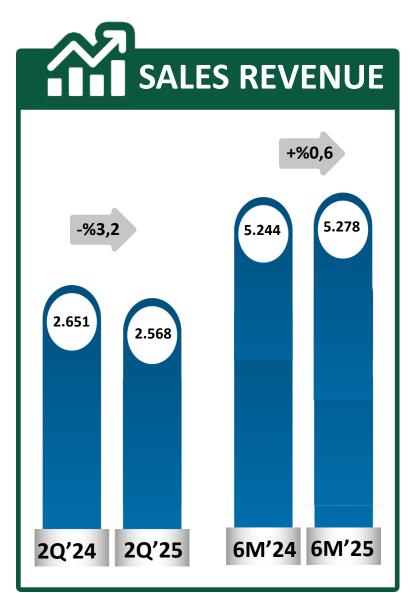


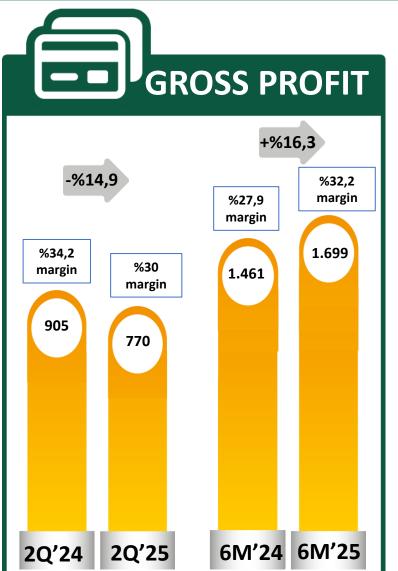


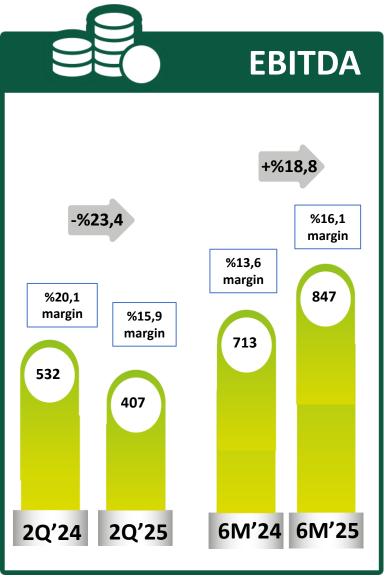


### FROZEN&CANNED PRODUCTS BUSINESS UNIT





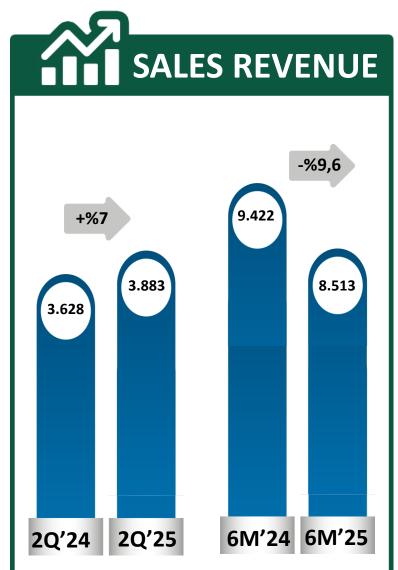


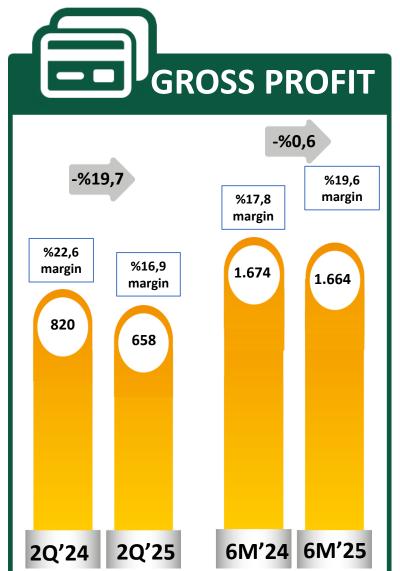


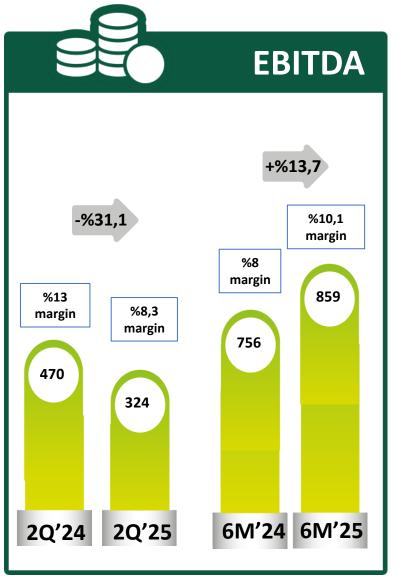
<sup>\*</sup> in Million TRY, TAS 29 effects are included.

### **EFO BUSINESS UNIT**









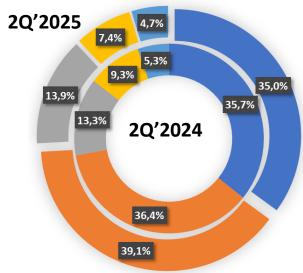
<sup>\*</sup> in Million TRY, TAS 29 effects are included.

### **REVENUE BY BUSINESS UNIT**



#### FROZEN&CANNED BUSINESS UNIT

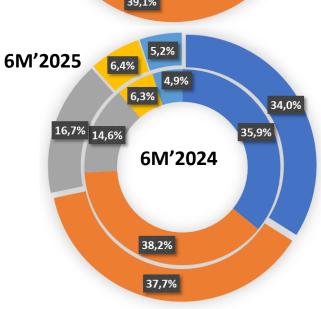
2Q'24 Revenue 2.651 TRY 2Q'25 Revenue 2.568 TRY



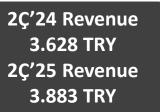
6M'24 Revenue 5.244 TRY 6M'25 Revenue 5.278 TRY

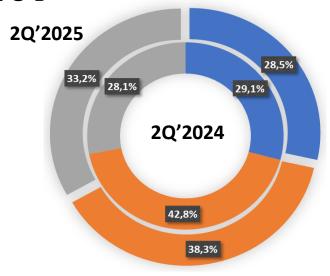
- Potato& Frozen Fruit and Vegetables
- Frozen Bakery Products
- Tuna Fish&Canned
  Fruit and Vegetables
- Agricultural material and by-product sales



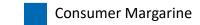


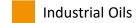
#### **EFO BUSINESS UNIT**

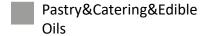


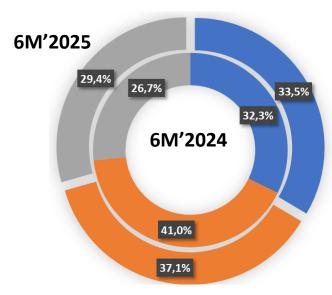


6M'24 Revenue 9.422 TRY 6M'25 Revenue 8.513 TRY









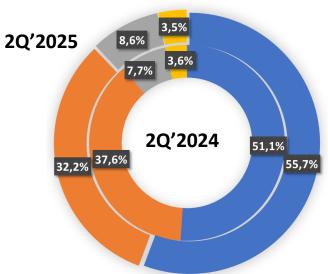
<sup>\*</sup> in Million TRY, TAS 29 Effects are included.

### **SALES VOLUME BY BUSINESS UNIT**



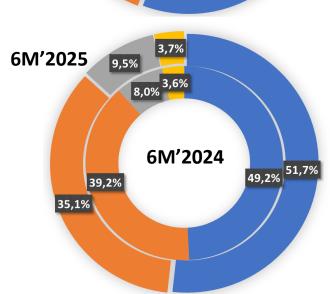
#### FROZEN&CANNED BUSINESS UNIT

2Q'24 Sales Volume 28.442 tons 2Q'25 Sales Volume 27.944 tons



6M'24 Sales Volume 58.423 tons 6M'25 Sales Volume 57.803 tons

- Potato& Frozen Fruit and Vegetables
- Frozen Bakery Products
- Tuna Fish&Canned
  Fruit and Vegetables
- Other

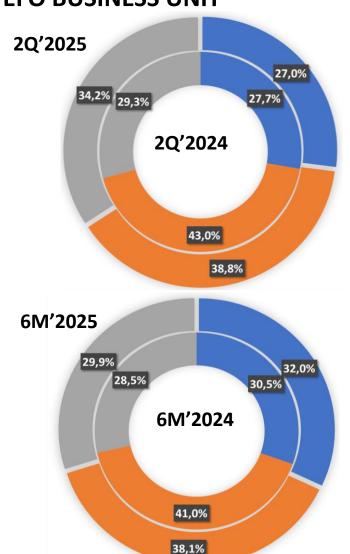


2Q'24 Sales Volume 50.895 tons 2Q'25 Sales Volume 54.862 tons

6M'24 Sales Volume 125.337 tons 6M'25 Sales Volume 119.051 tons

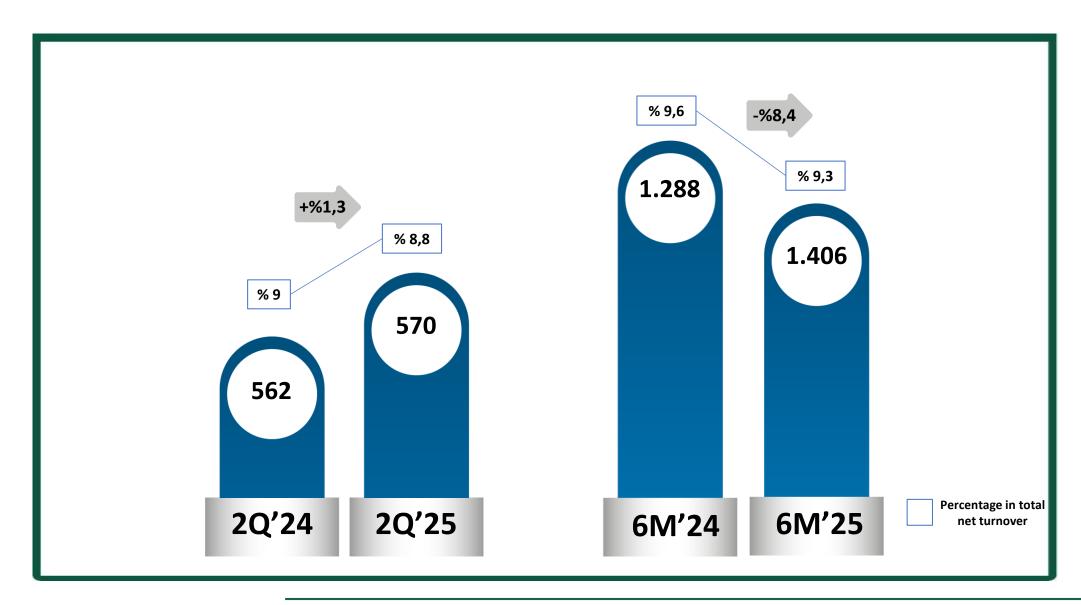
- Consumer Margarine
- Industrial Oils
- Pastry&Catering&Edible
  Oils

#### **EFO BUSINESS UNIT**



<sup>\*</sup> Agricultural Materials and By-product sales are not included due to their impact on distribution because of their high tonnage structure.

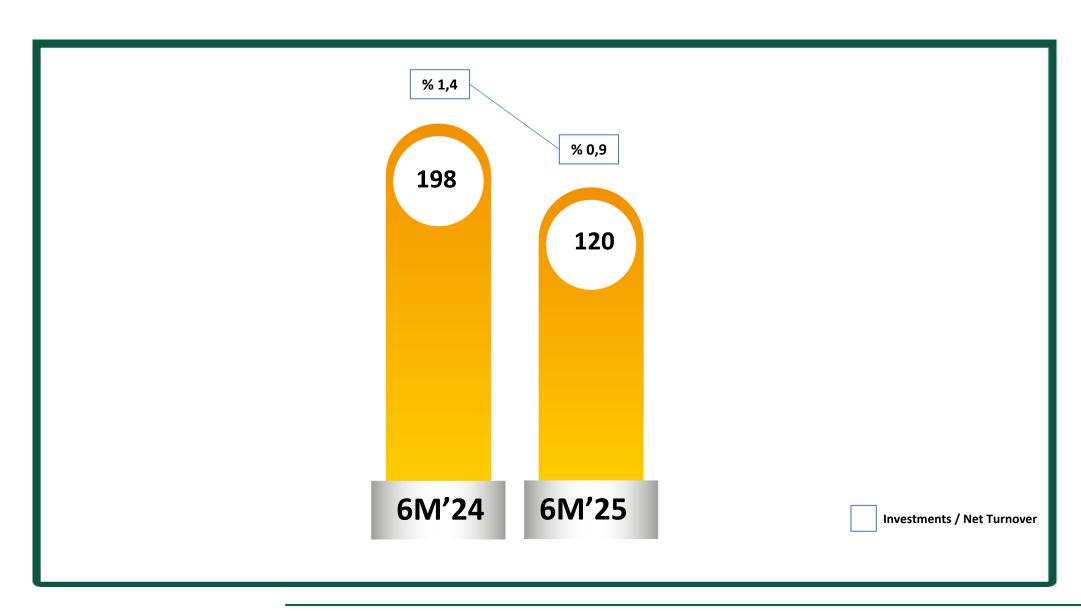




<sup>\*</sup> in Million TRY, TAS 29 effects are included.

### **INVESTMENTS**





<sup>\*</sup> in Million TRY, TAS 29 effects are included.

### **CONSOLIDATED SUMMARY BALANCE SHEET**



ASSETS (TRY in Millions)	Jun.25	Dec.24	Change
Current Assets	19.745	19.073	3,5%
Cash and Cash Equivalents	1.591	2.461	-35,3%
Trade Receivables	4.165	4.133	0,8%
Other Receivables	8.529	7.348	16,1%
Inventories	4.338	4.192	3,5%
Prepaid Expenses	657	449	46,2%
Other Current Asset Items	465	491	-5,3%
Non-Current Assets	12.988	13.363	-2,8%
Investment Properties, Tangible and Intangible Assets	12.728	12.884	-1,2%
Deferred Tax Assets	177	399	-55,7%
Other Non-Current Asset Items	83	80	3,6%
TOTAL ASSETES	32.732	32.436	0,9%
RESOURCES (TRY in Millions)	Jun.25	Dec.24	Change
Current Liabilities	13.936	13.770	1,2%
			.,_,
Financial Liabilities	5.627	4.711	19,5%
Financial Liabilities Trade Payables	5.627 6.051	4.711 5.846	•
	6.051 1.043	5.846 1.744	19,5%
Trade Payables Other Payables Short-term provisions	6.051 1.043 225	5.846	19,5% 3,5%
Trade Payables Other Payables Short-term provisions Other Current Liability Items	6.051 1.043 225 990	5.846 1.744 240 1.229	19,5% 3,5% -40,2% -6,5% -19,4%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities	6.051 1.043 225	5.846 1.744 240	19,5% 3,5% -40,2% -6,5%
Trade Payables Other Payables Short-term provisions Other Current Liability Items	6.051 1.043 225 990	5.846 1.744 240 1.229	19,5% 3,5% -40,2% -6,5% -19,4%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities Other Payables	6.051 1.043 225 990 <b>4.295</b>	5.846 1.744 240 1.229 <b>4.122</b>	19,5% 3,5% -40,2% -6,5% -19,4% <b>4,2%</b>
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities	6.051 1.043 225 990 <b>4.295</b> 1.645	5.846 1.744 240 1.229 <b>4.122</b> 1.172	19,5% 3,5% -40,2% -6,5% -19,4% <b>4,2%</b> 40,3%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities Other Payables	6.051 1.043 225 990 <b>4.295</b> 1.645 552	5.846 1.744 240 1.229 <b>4.122</b> 1.172 594	19,5% 3,5% -40,2% -6,5% -19,4% <b>4,2%</b> 40,3% -7,0%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities Other Payables Deferred Tax Liabilities	6.051 1.043 225 990 <b>4.295</b> 1.645 552 1.637 461	5.846 1.744 240 1.229 <b>4.122</b> 1.172 594 1.936	19,5% 3,5% -40,2% -6,5% -19,4% 4,2% 40,3% -7,0% -15,5%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities Other Payables Deferred Tax Liabilities Other Non-Current Liability Items	6.051 1.043 225 990 4.295 1.645 552 1.637 461 14.501	5.846 1.744 240 1.229 4.122 1.172 594 1.936 420 14.544 13.779	19,5% 3,5% -40,2% -6,5% -19,4% 4,2% 40,3% -7,0% -15,5% 9,8%
Trade Payables Other Payables Short-term provisions Other Current Liability Items Non-Current Liabilities Financial Liabilities Other Payables Deferred Tax Liabilities Other Non-Current Liability Items EQUITY	6.051 1.043 225 990 <b>4.295</b> 1.645 552 1.637 461	5.846 1.744 240 1.229 <b>4.122</b> 1.172 594 1.936 420	19,5% 3,5% -40,2% -6,5% -19,4% 40,3% -7,0% -15,5% 9,8% -0,3%

### CONSOLIDATED SUMMARY INCOME STATATEMENT



(TRY in Millions)	1 January - 30 June 2025	1 January - 30 June 2024	Change	1 April - 30 June 2025	1 April - 30 June 2024	Change
Sales Revenue	13.791	14.667	-6,0%	6.451	6.279	2,7%
Cost of Sales	(10.428)	(11.531)	-9,6%	(5.023)	(4.555)	10,3%
GROSS PROFIT	3.363	3.135	7,3%	1.428	1.725	-17,2%
GROSS PROFIT MARGIN	24,4%	21,4%		22,1%	<b>27,5</b> %	
Total Operational Expenses	(2.033)	(2.035)	-0,1%	(896)	(889)	0,8%
Operating Profit (Investor Relations)	1.331	1.100	20,9%	532	836	-36,3%
Other Operating Income&Expenses, net	(1.056)	(766)	-37,8%	(698)	(262)	-166,6%
Operating Profit	274	334	-17,9%	(166)	574	-128,9%
Income&Expenses from Investment Activities, net	2.161	1.146	88,5%	1.250	724	72,6%
Profit Before Financial Income&Expense	2.435	1.480	64,5%	1.084	1.298	-16,5%
Financial Income&Expense, net	(1.961)	(1.068)	-83,7%	(996)	(520)	-91,7%
Net Monetary Gain	(427)	204	-309,5%	(265)	(478)	44,5%
Profit Before Tax	47	616	-92,3%	(178)	300	-159,1%
Tax Expense	(238)	46	615,8%	(94)	(147)	-36,2%
NET INCOME FOR THE PERIOD	(191)	663	-128,8%	(271)	154	-276,6%
Depreciation&Amortization Expense	(376)	(369)	-2,0%	(199)	(166)	-19,6%
EBITDA	1.707	1.469	16,2%	731	1.002	-27,0%
EBITDA %	12,4%	10,0%		11,3%	16,0%	

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