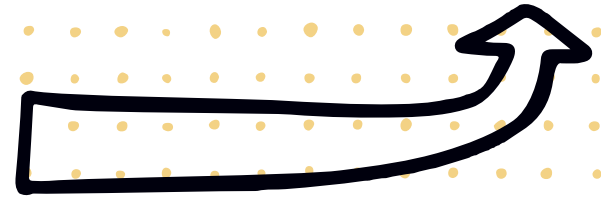
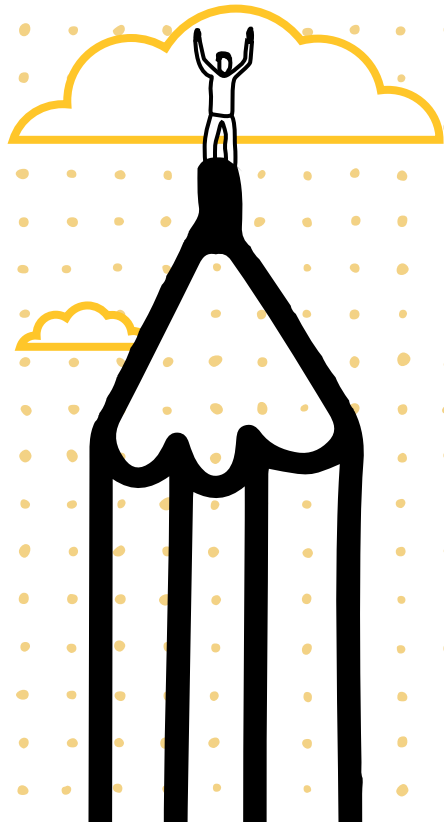


Adel Kalemcilik  
Investor Presentation  
March 2024



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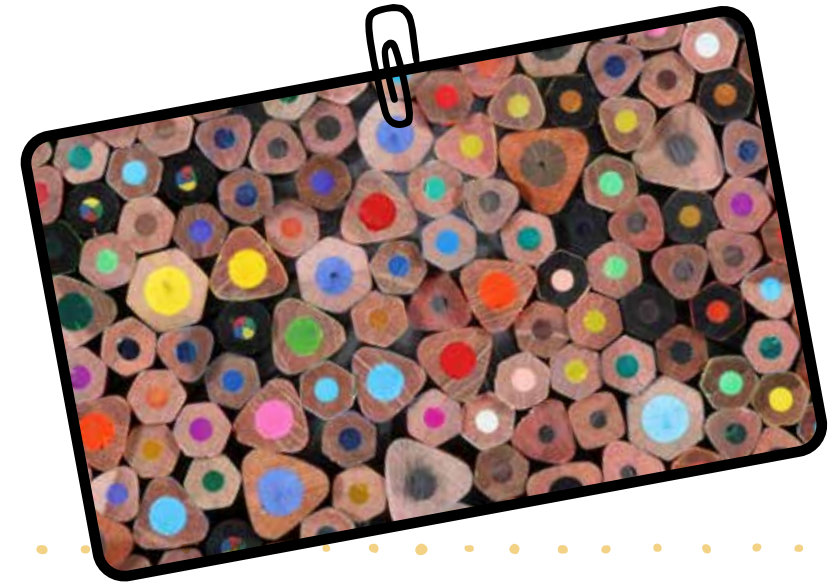
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# Company Overview



## About Adel



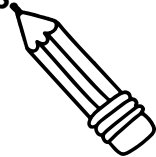
- Founded: 1969
- Turkey's biggest and most modern manufacturer of stationary & writing implements
- 1995: Anadolu Group - Faber-Castell joint venture
- 1996: İstanbul stock exchange (BIST) listing
- 2015: manufacturing operations relocated to new plant in Şekerpınar
- 2019: R&D center opened at Şekerpınar facility
- Member of national and international professional & business organizations

EXPORTS TO **+30**  
COUNTRIES

**~3.000**  
SKUs

**6** BRANDS

Adel stands out in its industry with over 50 years of experience and strong capabilities.



**~350**  
EMPLOYEES



# Shareholding Structure



- ✓ Founded in 1950
- ✓ Operations in 7 different business lines
- ✓ Operations in 20 countries
- ✓ 90 production facilities
- ✓ 100,000 employees
- ✓ 6 publicly-traded companies
- ✓ TL 375.6 billion turnover in 2023

Multinational, enterprising corporate group strengthened by partnerships with global brands

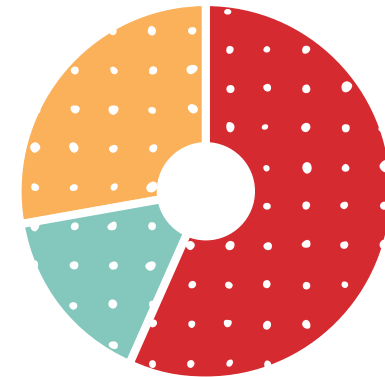


- ✓ Founded in 1761
- ✓ 6,500 employees
- ✓ Production facilities in 10 countries
- ✓ Sales offices in 22 countries
- ✓ Distributors in 120 countries

One of the oldest manufacturing companies in the world today. Credited with giving the pencil its present form.



- ✓ 27.71% of Adel Kalemcilik shares are publicly-traded



- 56.89% Anadolu Group
- 15.40% Faber-Castell
- 27.71% Publicly-traded

## Plant & R&D Center



- ✓ Manufactures a variety of product groups under a single roof
- ✓ Adel Kalemcilik product groups:
  - ⇒ Wood-cased pencils
  - ⇒ Art supplies
  - ⇒ Writing and drawing implements
- ✓ Product development, cost improvement and localization in line with the global goals for sustainable development

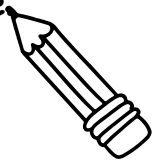


~1,000  
SKUs

36,000 m<sup>2</sup>  
PRODUCTION  
AREA

# Product Safety

We promise never to make or sell anything that we wouldn't let our own kids use.



40,000

PRODUCT SAFETY &  
QUALITY TESTS



## Local and international certifications:

- ⇒ ISO 9001 Quality Management System
- ⇒ ISO 27001 Information Security Management System
- ⇒ ISO 14001 Environmental Management System
- ⇒ ISO 45001 Occupational Health and Safety Management System
- ⇒ ISO 50001 Energy Management System
- ⇒ BSCI Business Social Compliance
- ⇒ Zero Waste
- ⇒ FSC ® Certificate
- ⇒ TSI Conformity Certificate

Sedex



TÜV  
AUSTRIA



We were delighted to publish our 2022 Sustainability Report at the beginning of 2024 because it gave us the opportunity to share our environmental, social, governance, and performance results with our stakeholders.

## Our goals....

As Adel Kalemçilik, we aim to achieve the following by 2050:

- reducing waste by 50%
- reaching a recycling rate of 50%
- increasing sales of sustainable products and services by 100%





## Social Responsibility

- ✓ We continue to leave our mark for a better future with our Goodness project.
- ✓ In cooperation with the "Fazla" company and the Food Rescue Association, we provided stationery products and toys to nearly 50 thousand children living in village schools, tent cities and neighborhoods in 20 provinces, including the provinces affected by the earthquake.
- ✓ With Akut Search and Rescue Association, we provided aid to children and schools in need in areas affected by the earthquake.



20 provinces

Village  
schools

Tent  
cities

50 thousand  
children

WE CONTINUE  
TO COME TO THE AID OF  
EARTHQUAKE-IMPACTED AREAS

# Turkish Stationery Market & Adel Kalemcilik



# Turkish Stationery Market



## Estimated dimensions:

|                  |                  |
|------------------|------------------|
| 2022             | 2023             |
| ~ TL 4.4 billion | ~ TL 8.2 billion |

## Estimated numerical growth:

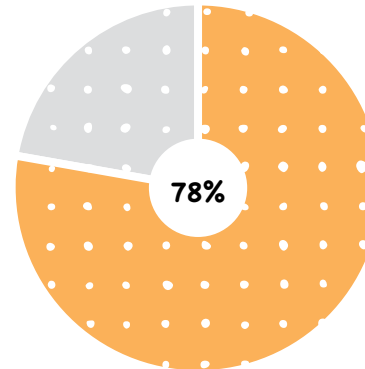
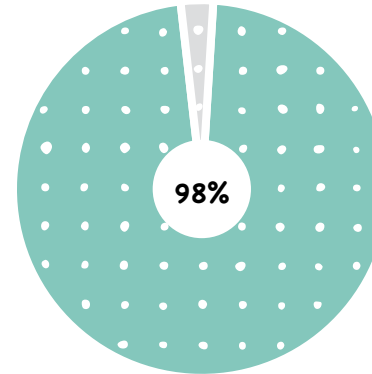
|       |          |
|-------|----------|
| 2022  | 2023     |
| ~ 85% | ~ 85-90% |

Adel Kalemçilik  
Market share

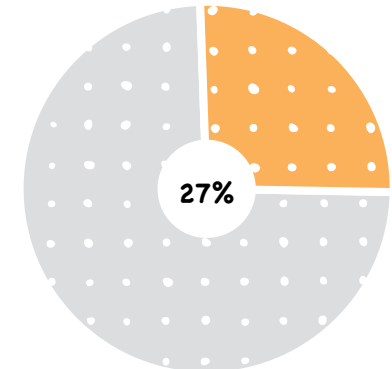
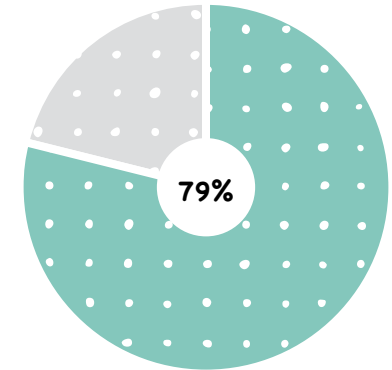
~ 25% - 30%



## BRAND RECOGNITION



## BRAND LOYALTY



Sources: Euromonitor International, Adel Kalemçilik Field Research, IPSOS Brand Health Tracking, November 23, issue=825  
\* Computer Assisted Web Interviewing (CAWI) was used in brand measurement. (In previous periods, Computer Assisted Personal Interviewing (CAPI) was used.)

# Sales Channels



## Traditional

Stationers & other  
retailers

Exclusive dealership  
sales

## Modern

Direct customer  
management & sales

## Exports

30+ countries

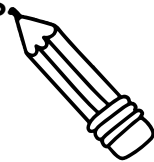
## School & tenders

Direct / indirect  
sales

## Online

Online retail sales

Adel markets and sells nearly 3,000 products made by the world's leading stationery and toy manufacturers, including its own products.



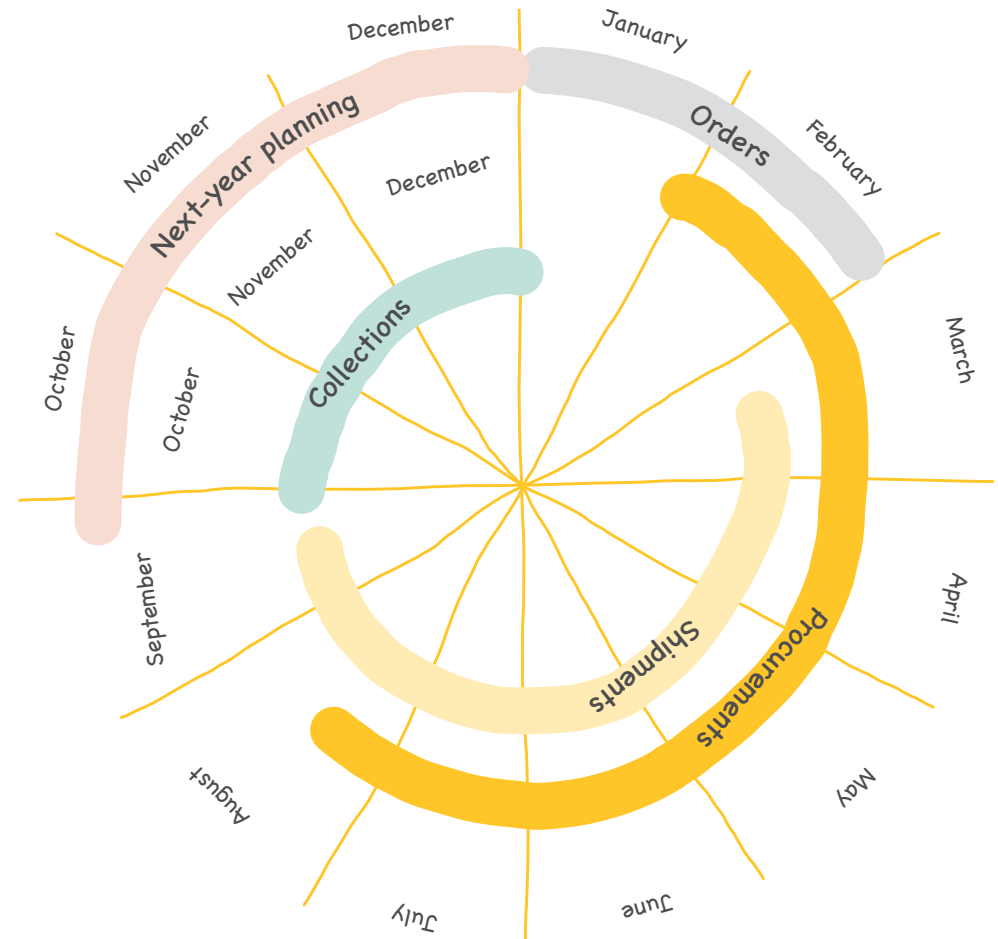
## Marketing & Sales Operations / 2024 Fairs

- ✓ In total, 21 fairs were organized in 20 provinces.
- ✓ Through these fairs, 5,600 retail points were reached.
- ✓ The targets set for all these 21 fairs were successfully completed.



# Business Cycle

- ✓ Each year's business plans laid out in previous year's 4<sup>th</sup> quarter
- ✓ January-February fairs attended and orders received
- ✓ Fair order procurement, shipping, and collection processes move forward as follows:
- ✓ Main goal: Complete all shipments before schools reopen in the fall
- ✓ Fair order-related collections generally finalized in Q4



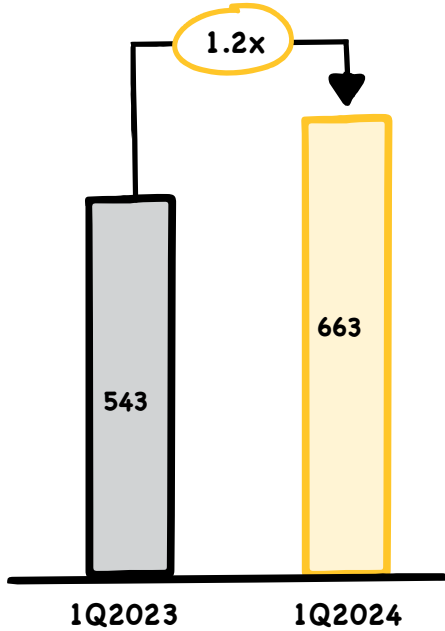
# Financial Results



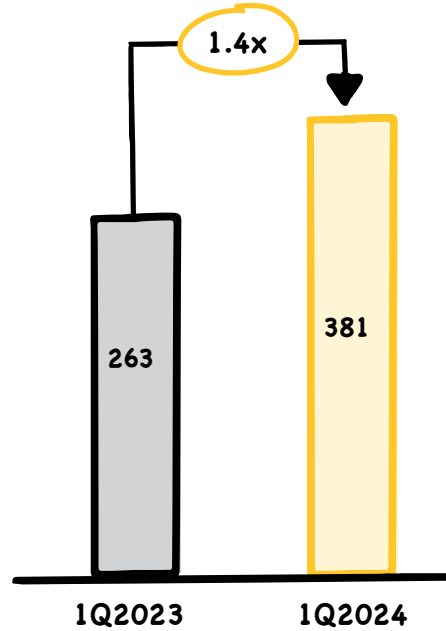
# Key Financial Indicators - March 2024



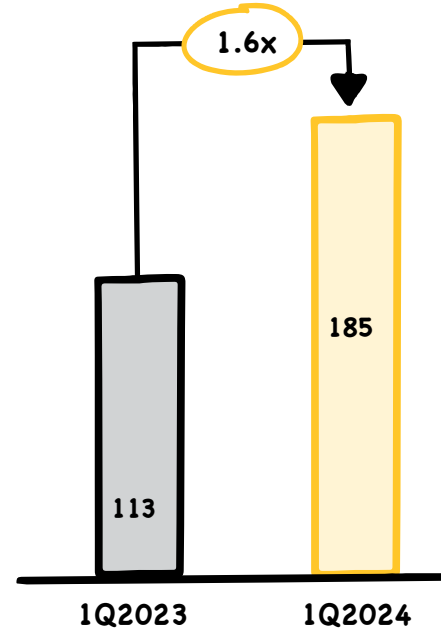
## Net Sales (TL million)



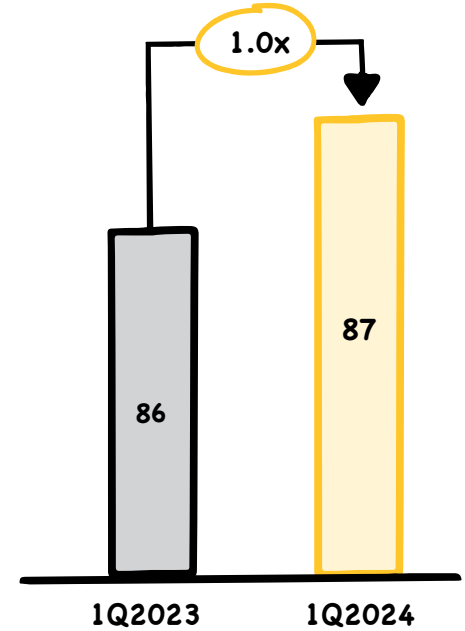
## Gross Profit (TL million)



## EBITDA (TL million)



## Net Profit (TL million)



49%

57%

Gross Profit Margin

21%

28%

EBITDA Margin



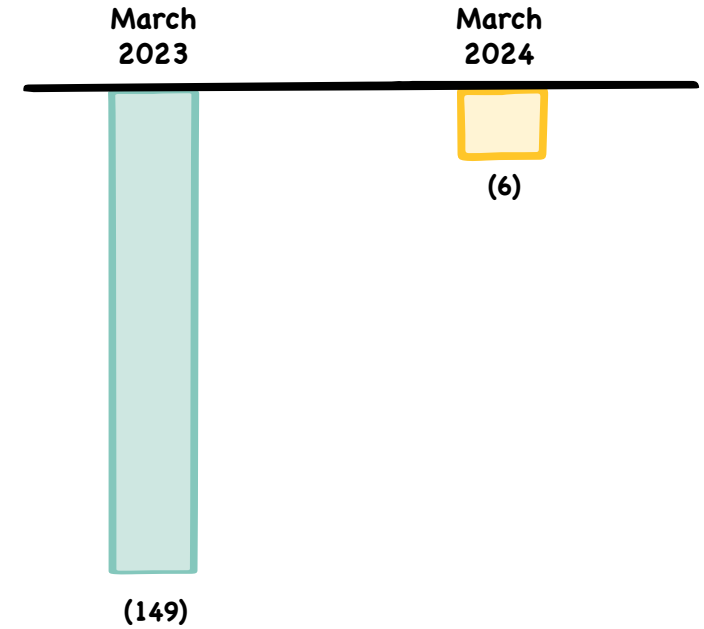
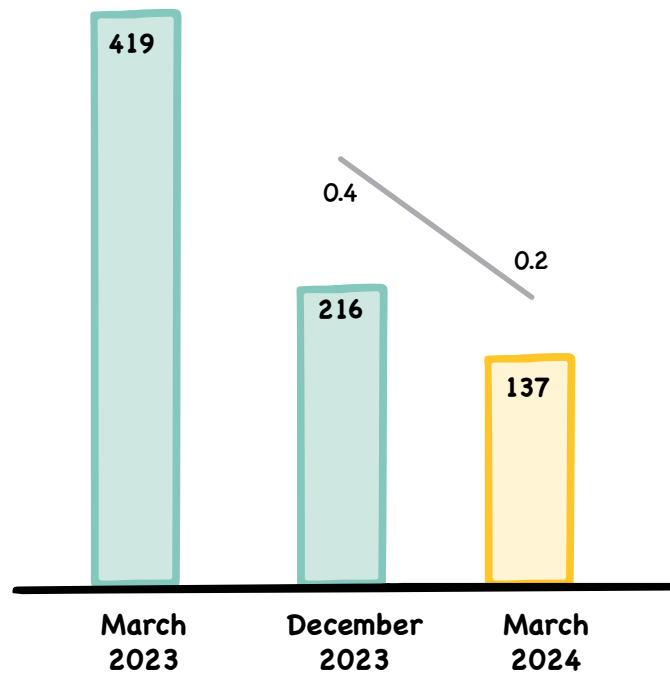
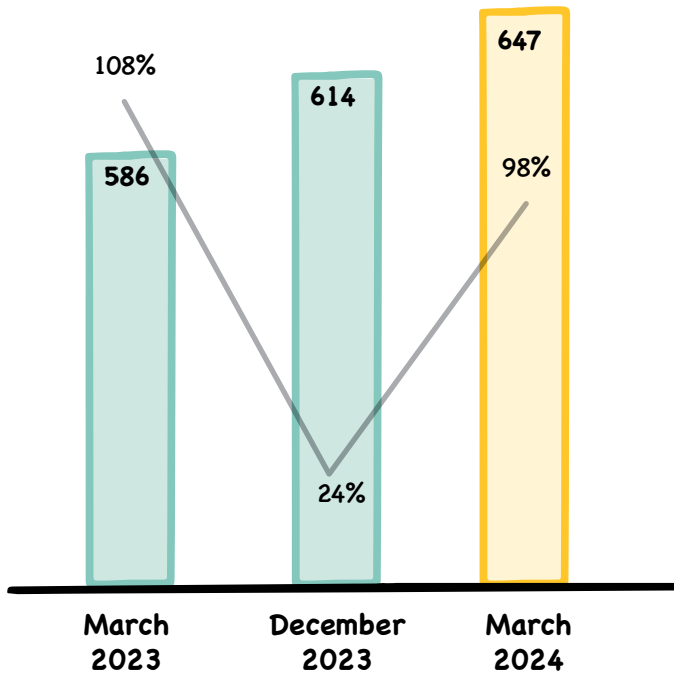
# Key Financial Indicators - March 2024



## Net Working Capital (TL million)

## Net Financial Debt (TL million)

## Free Cash Flow (TL million)



Net Working Capital (TL million)  
 Net Working Capital/Net Sales

Net Financial Debt (TL million)  
 Net Financial Debt/EBITDA

Thanks

