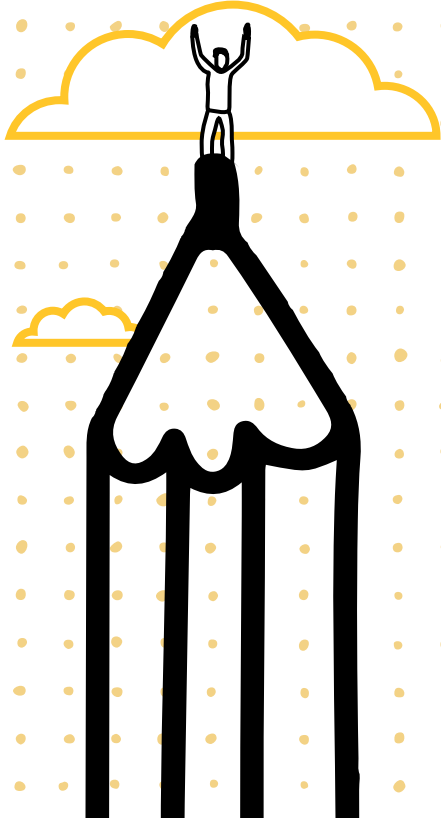




Adel Kalemcilik
Investor Presentation
January-June 2026



Contents



2 Company Overview

3 About Adel

4 Shareholding Structure

5 Plant & R&D Center

6 Product Safety

7 Sustainability

8 Social Responsibility

9 Turkish Stationery Market & Adel Kalemcilik

10 Turkish Stationery Market

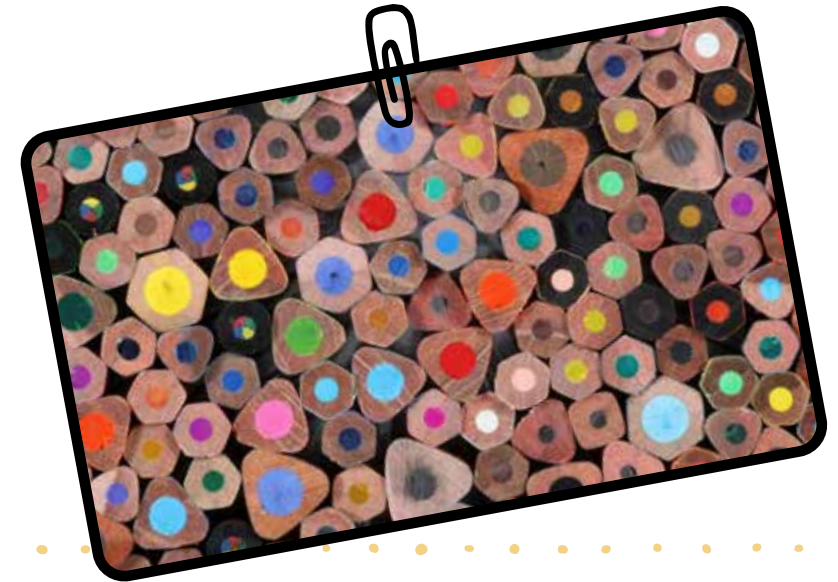
11 Sales Channels

12 Marketing & Sales
Operations / 2026 Fairs

13 Business Cycle

14 Financial Results

15 Key Financial Indicators
- January-June 2026



Company Overview



About Adel



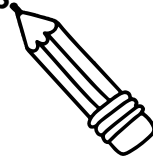
- Founded: 1969
- Turkey's biggest and most modern manufacturer of stationary & writing implements
- 1995: Anadolu Group - Faber-Castell joint venture
- 1996: İstanbul stock exchange (BIST) listing
- 2015: manufacturing operations relocated to new plant in Şekerpınar
- 2019: R&D center opened at Şekerpınar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

EXPORTS TO **+30**
COUNTRIES

~3.000
SKUs

3 BRANDS

Adel stands out in its industry with over 55 years of experience and strong capabilities.



300+
EMPLOYEES



Shareholding Structure



- ✓ Founded in 1950
- ✓ Operations in 8 different business lines
- ✓ Operations in 20 countries
- ✓ Nearly 100 production facilities
- ✓ 6 R&D centers
- ✓ 100,000+ employees
- ✓ 6 publicly-traded companies
- ✓ TL 707 billion turnover in 2025

Multinational, enterprising corporate group strengthened by partnerships with global brands

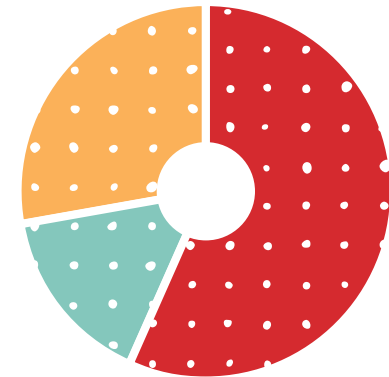


- ✓ Founded in 1761
- ✓ 6,500 employees
- ✓ Production facilities in 10 countries
- ✓ Sales offices in 17 countries
- ✓ Distributors in 120 countries

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

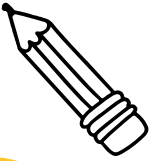


~1,000
SKUs

36,000 m²
PRODUCTION
AREA

Product Safety

We operate on the principle of never bringing to market any product that we would not allow our own kids to use



40,000

PRODUCT SAFETY &
QUALITY TESTS



Local and international certifications:

- ISO 9001 Quality Management System
- ISO 14001 Environmental Management System
- ISO 45001 Occupational Health and Safety Management System
- ISO 27001 Information Security Management System
- ISO 50001 Energy Management System
- ISO 28000 Security Management System
- FSC® Certificate (FSC®-C130058)
- Zero Waste Certificate
- TSI Conformity Certificate



The mark of
responsible forestry
FSC® C130058



Sustainability



We presented our second TSRS-compliant Sustainability Report to our stakeholders as of 2026 August, and we are in the final stages of completing our 2025 Sustainability Report, which was created within an integrated framework with investor relations, risk management, capital allocation, governance systematics, ESG performance and our strategic goals.

Our goals...

As Adel Kalemcilik,we aim to:

- reduce waste by 50% and reach a recycling rate of 50% by 2050
- make firm progress towards our carbon neutrality emissions goal.
- increase the share of sustainable products and services in total sales.
- become a signatory to the United Nations Women's Empowerment Principles (WEPs).

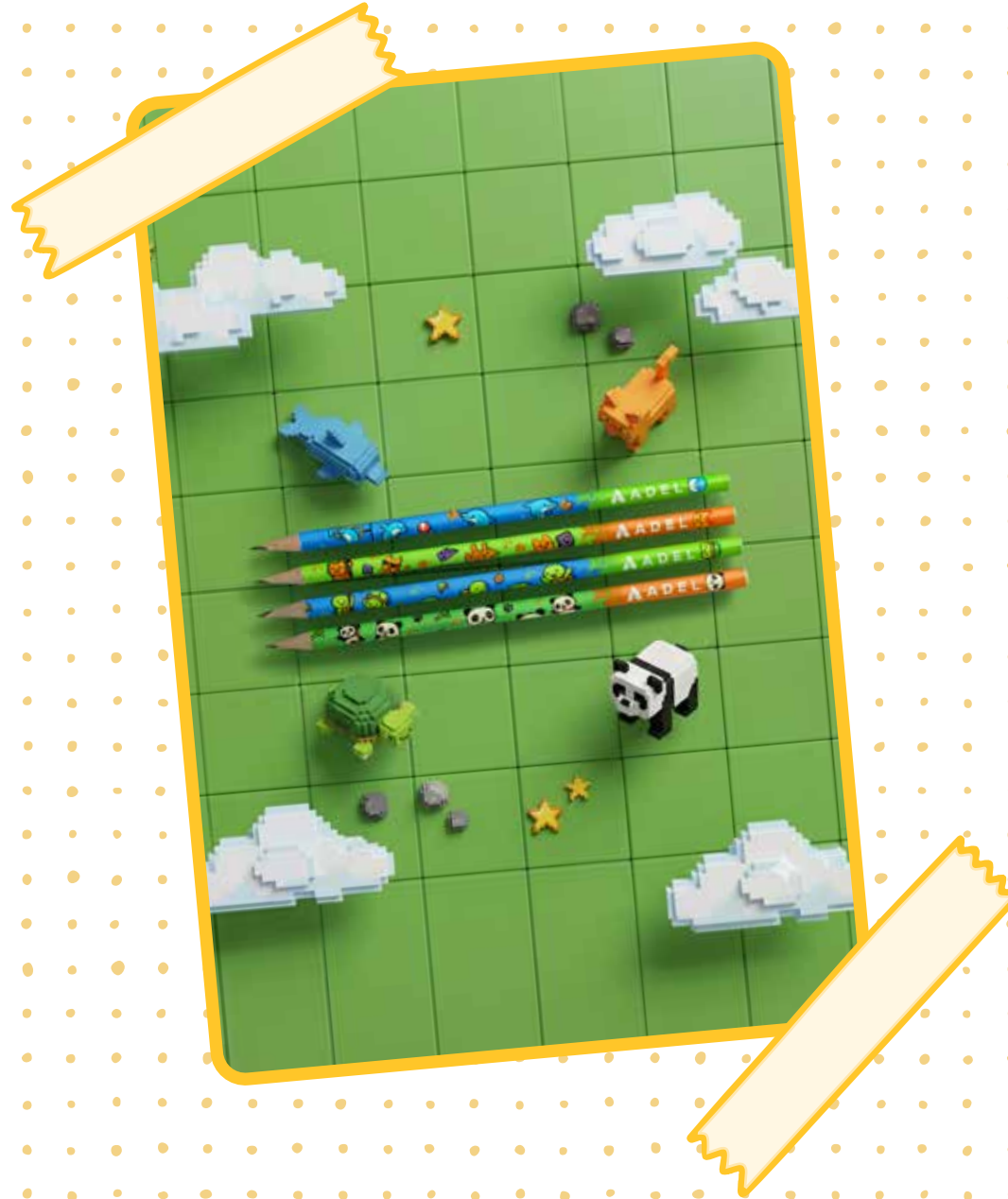


Social Responsibility

- ✓ With its core value of “goodness” and its vision of being a part of the lives of everyone who wants to shape and color their dreams and leave a mark, Adel also carries out numerous successful projects that will foster social impact and actively supports existing social projects.
- ✓ We prioritize projects that benefit society under the headings of Quality Education and Climate Action, which are among the United Nations’ Sustainable Development Goals, and we carry them out under our corporate social responsibility umbrella, which we call the “Tree of Goodness.”
- ✓ We develop our projects in the field of Quality Education with the goal of enabling all children in our country, especially those in need and disadvantaged areas, to access higher quality education under equal conditions.
- ✓ Since 2016, within the scope of the Tree of Goodness, we have been providing stationery supplies to children in need through collaborations with various non-profit organizations. We continue to grow our Tree of Goodness with projects that aim to create benefit and value for society, carried out in cooperation with many NGOs and public institutions.



Turkish Stationery Market & Adel Kalemcilik



Turkish Stationery Market

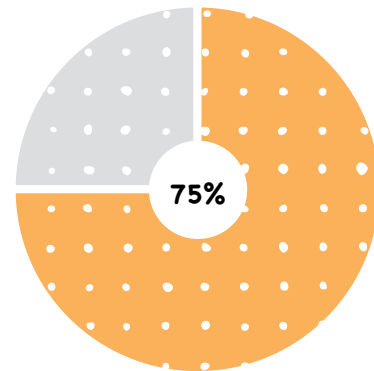
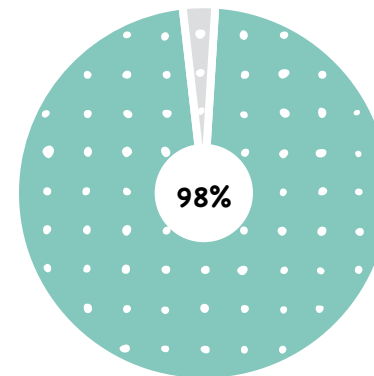


Adel Kalemcilik
Market share

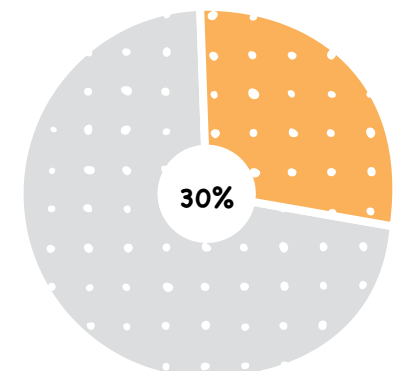
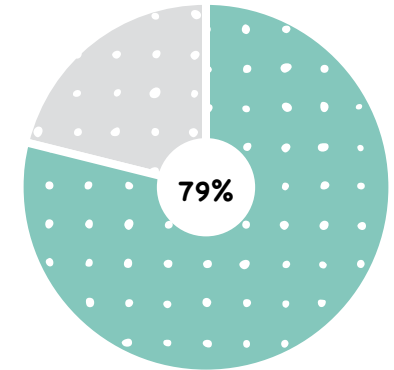
~ 25% - 30%



BRAND RECOGNITION



BRAND LOYALTY



Sources: Euromonitor International, Adel Kalemcilik Field Research, IPSOS Brand Health Tracking, October 24, 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

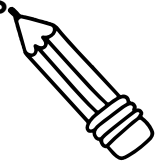
School & tenders

Direct / indirect
sales

Online

Online retail sales
A store authorized to
sell branded goods
on one of Turkey's
biggest e-commerce
platforms

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



Marketing & Sales Operations / 2026 Fairs

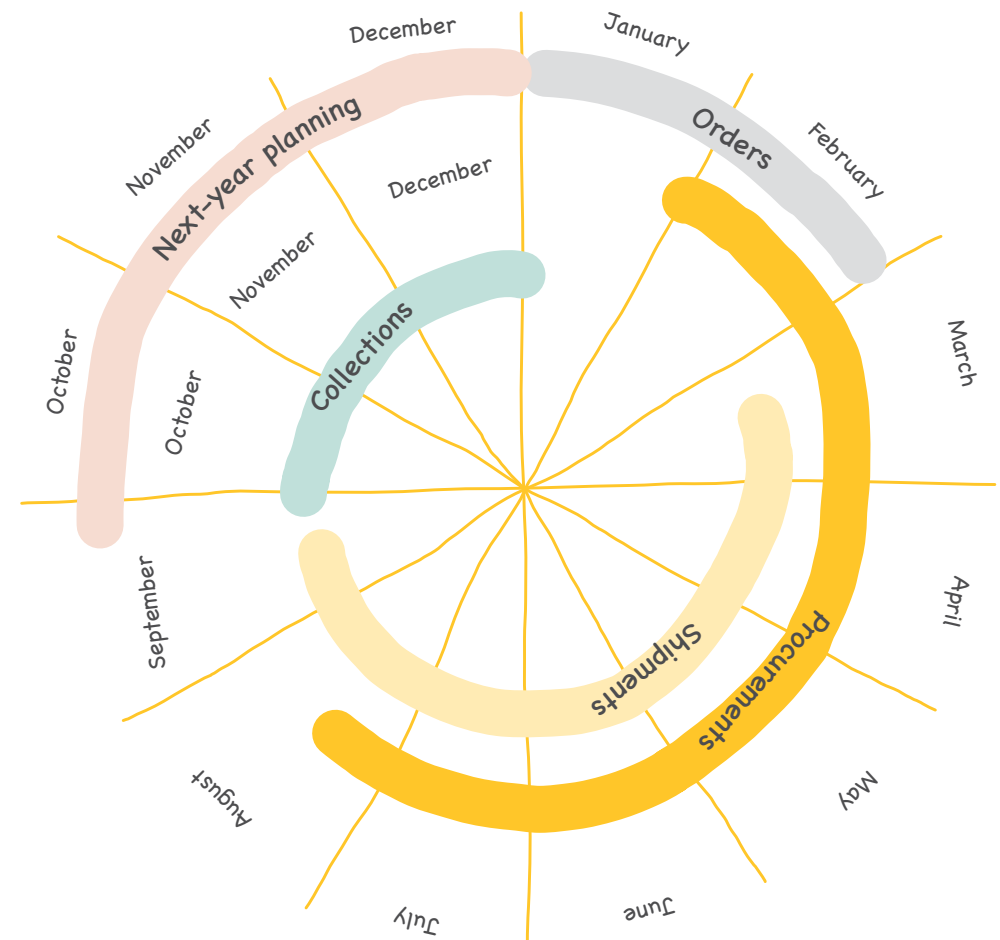


- ✓ In total, 16 fairs were organized in 15 provinces.
- ✓ Through these fairs, 4,001 retail points were reached.



Business Cycle

- ✓ Each year's business plans laid out in previous year's 4th 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

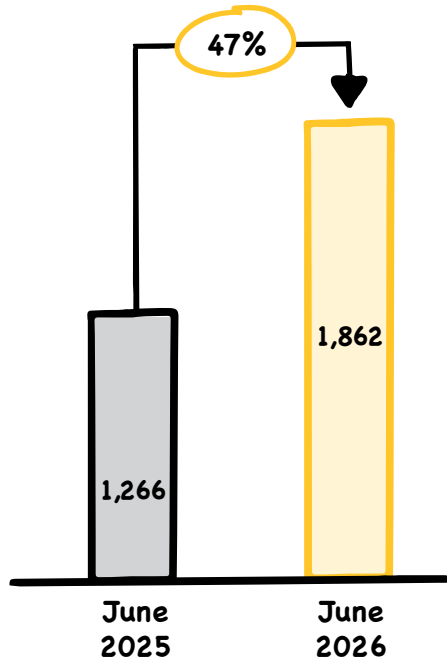


Financial Results

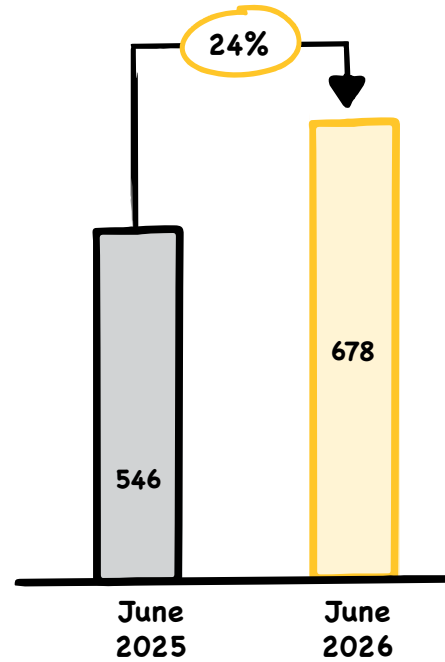


Key Financial Indicators - January-June 2026

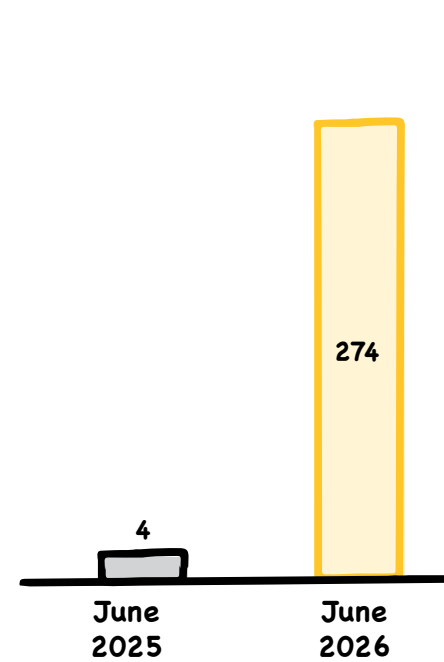
Net Sales (TL million)



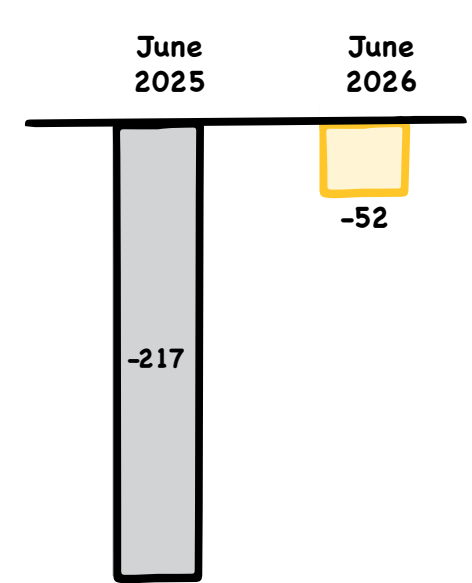
Gross Profit (TL million)



EBITDA (BNRI)* (TL million)



Net Profit (TL million)



43% 36%

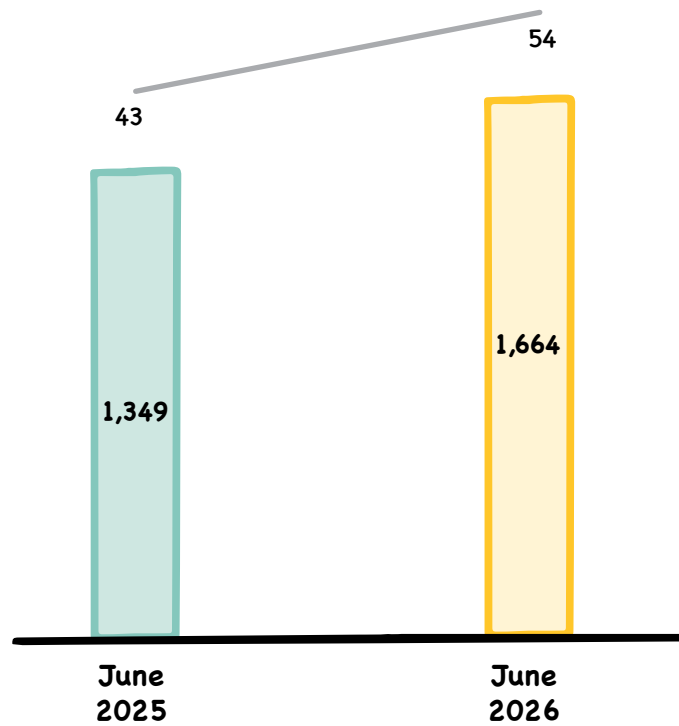
Gross Profit Margin, %

* BNRI: Before non-recurring items

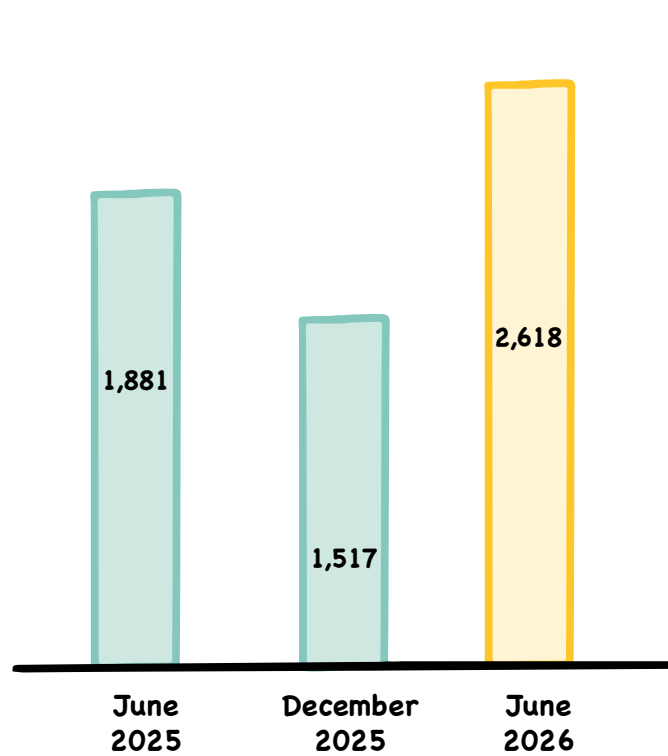
Key Financial Indicators - January-June 2026



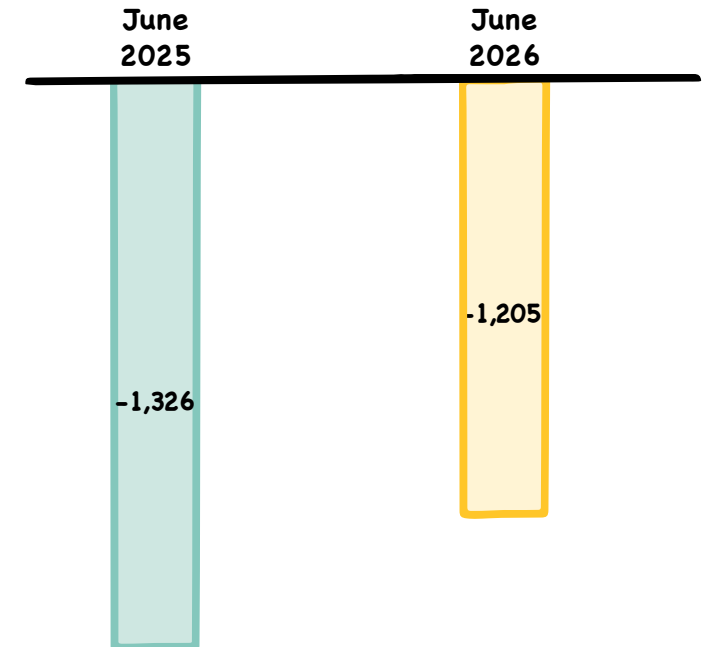
Net Working Capital (TL million)



Net Financial Debt (TL million)



Free Cash Flow (TL million)



Net Working Capital (TL million)

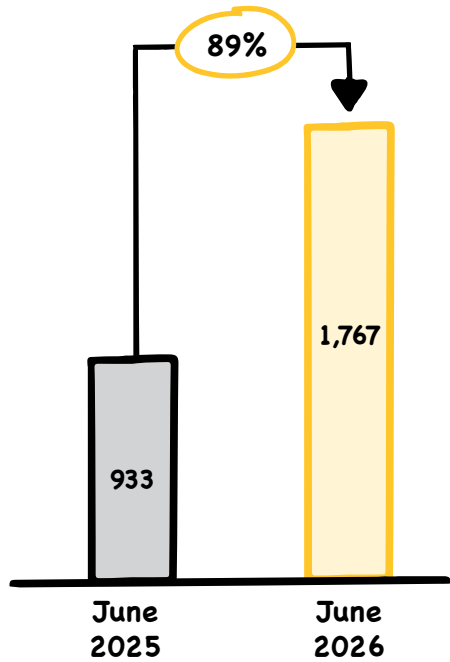
Net Working Capital/Net Sales (%)

*Net Working Capital/Net Sales ratio is calculated on the basis of the previous twelve months' Net Sales figure.

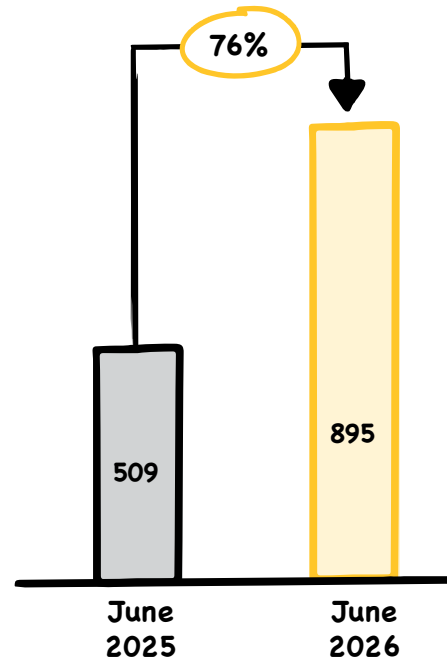
Key Financial Indicators (Non-compliant with TAS 29) - January-June 2026



Net Sales (TL million)



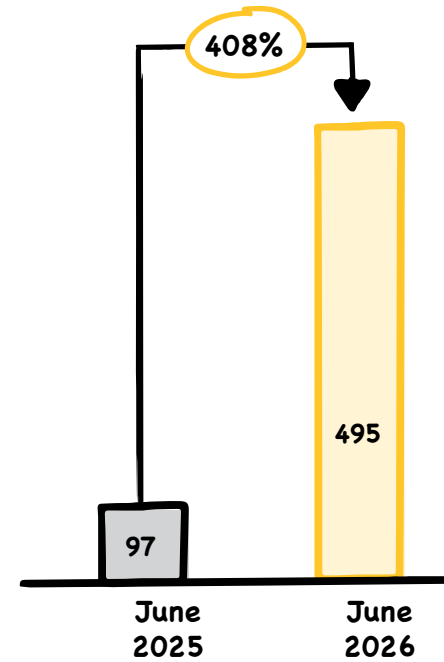
Gross Profit (TL million)



55% 51%

Gross Profit Margin, %

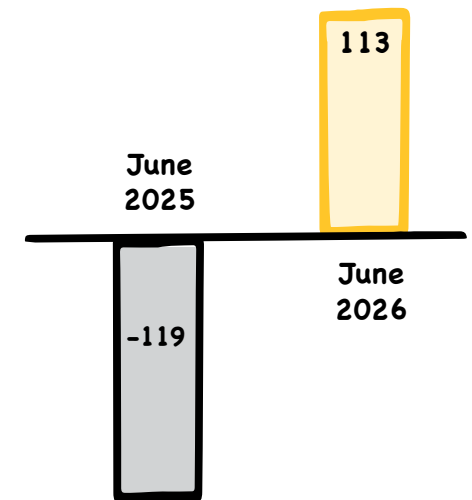
EBITDA (BNRI) (TL million)



10% 28%

EBITDA Margin, %

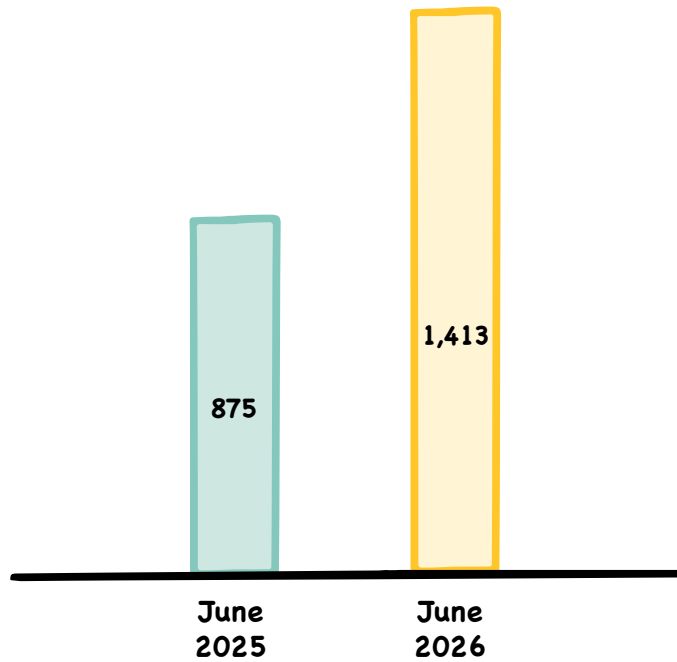
Net Profit (TL million)



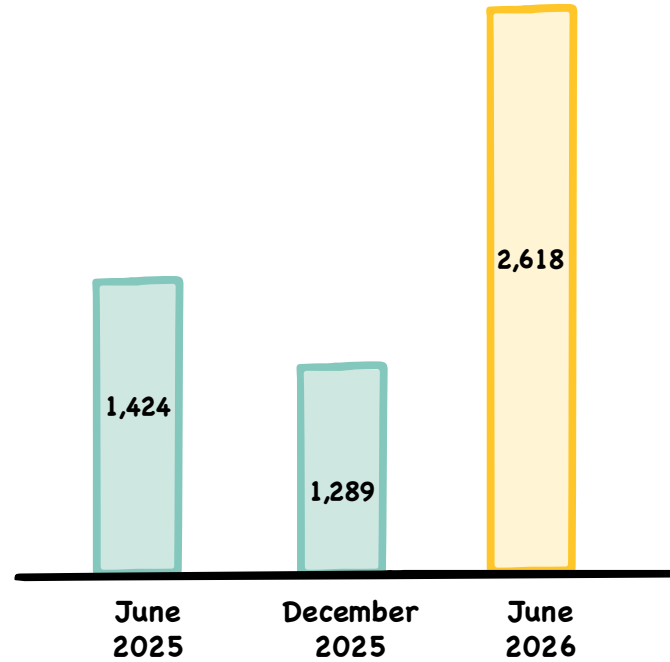
Key Financial Indicators (Non-compliant with TAS 29) - January-June 2026



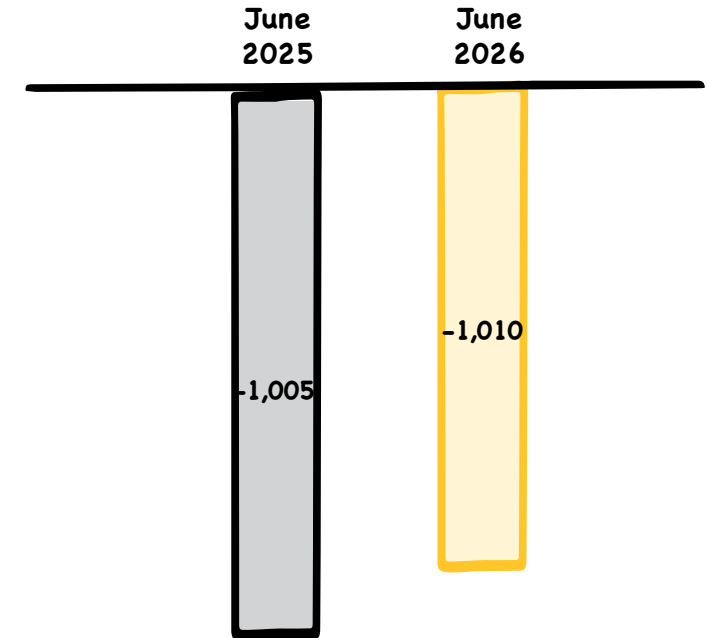
Net Working Capital (TL million)



Net Financial Debt (TL million)



Free Cash Flow (TL million)



Net Working Capital (TL million)

Net Working Capital/Net Sales (%)*

*Net Working Capital/Net Sales ratio is calculated on the basis of the previous twelve months' Net Sales figure.

Thanks

