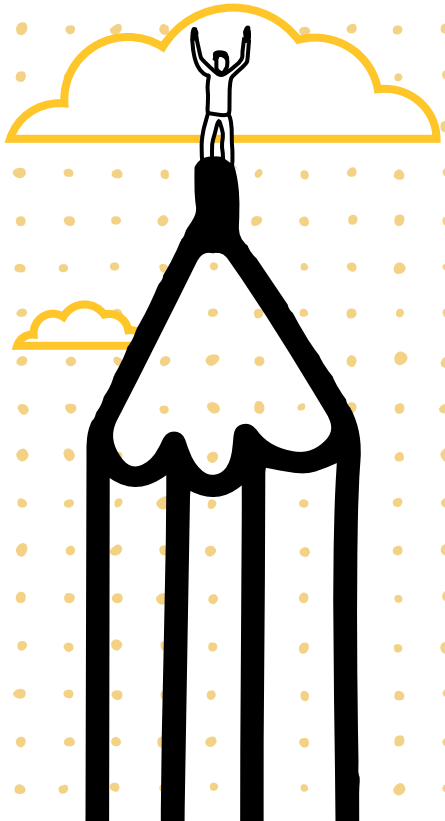
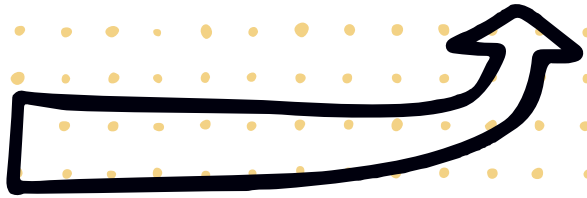
Adel Kalemcilik
Investor Presentation
January-September 2026



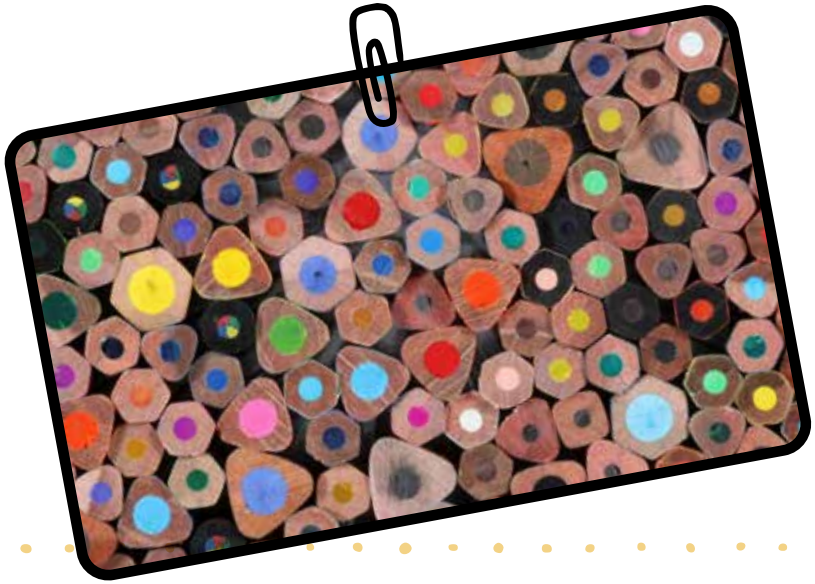


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Company Overview



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

3 BRANDS



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

300+ EMPLOYEES

Shareholding Structure

ANADOLU GROUP

- 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



FABER-CASTELL

- 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.



BORSA ISTANBUL

- 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
- FSC® Certificate (FSC®-C130058)
- Zero Waste Certificate
- TSI Conformity Certificate

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).

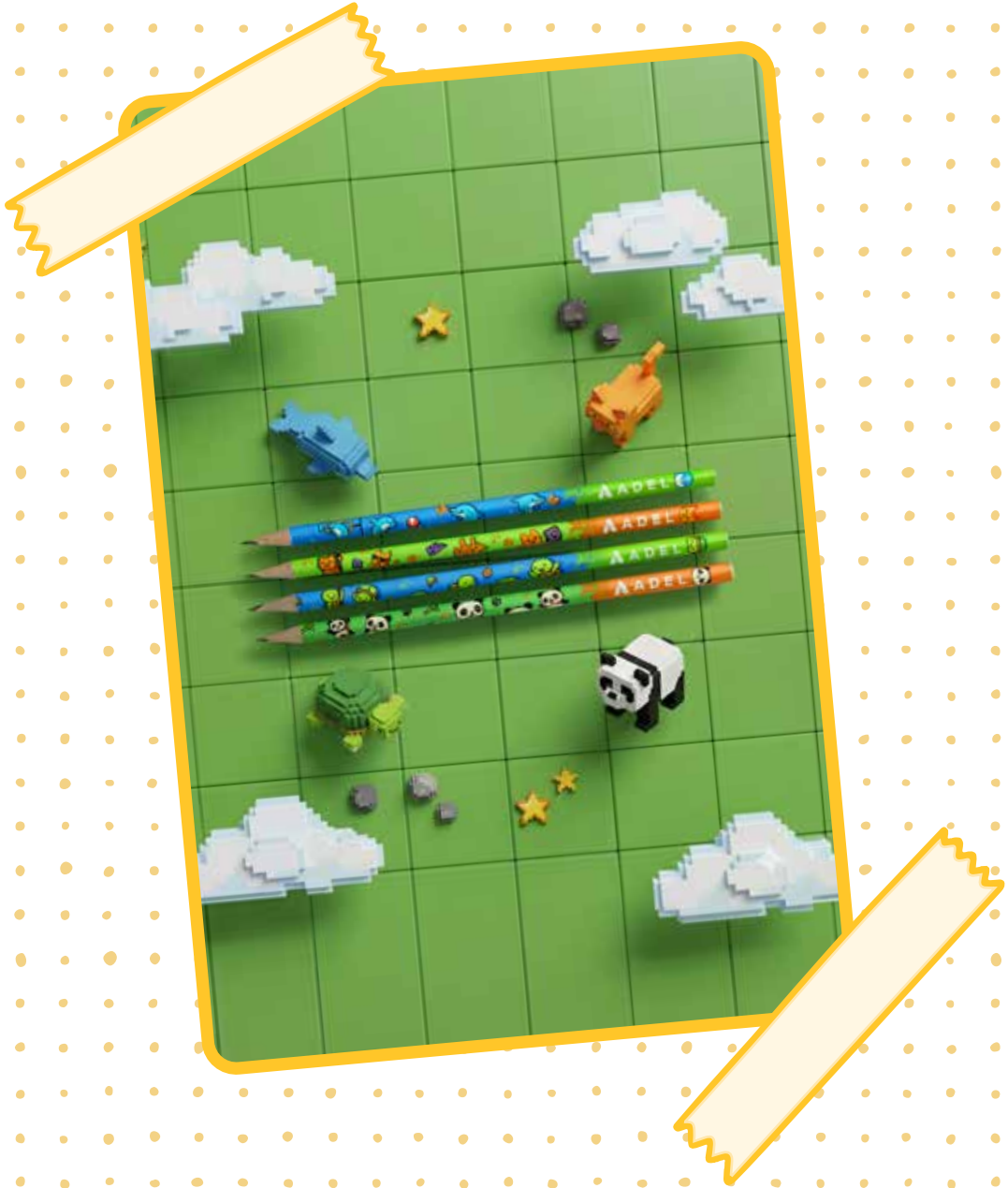


Social Responsibility

- 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.



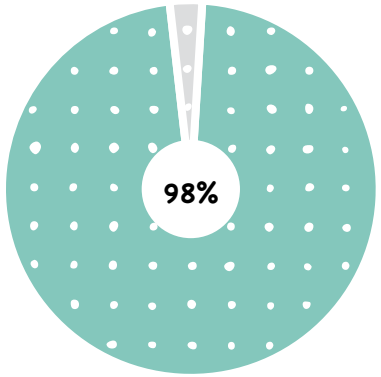
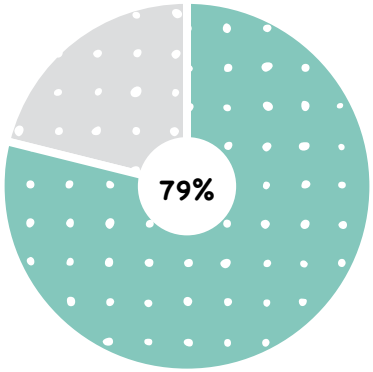
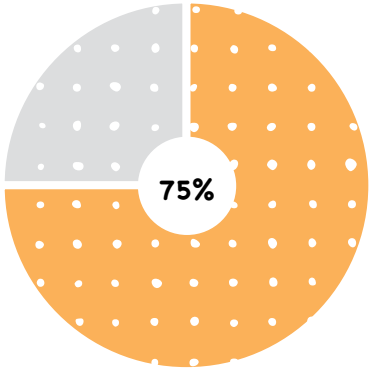
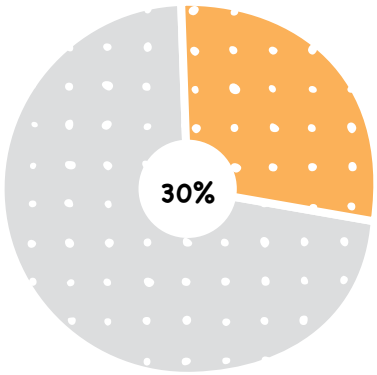
Turkish Stationery Market & Adel Kalemcilik



Turkish Stationery Market

Adel Kalemcilik
Market share

~ 25% - 30%

	BRAND RECOGNITION	BRAND LOYALTY
FABER-CASTELL since 1761		
ADEL		

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.

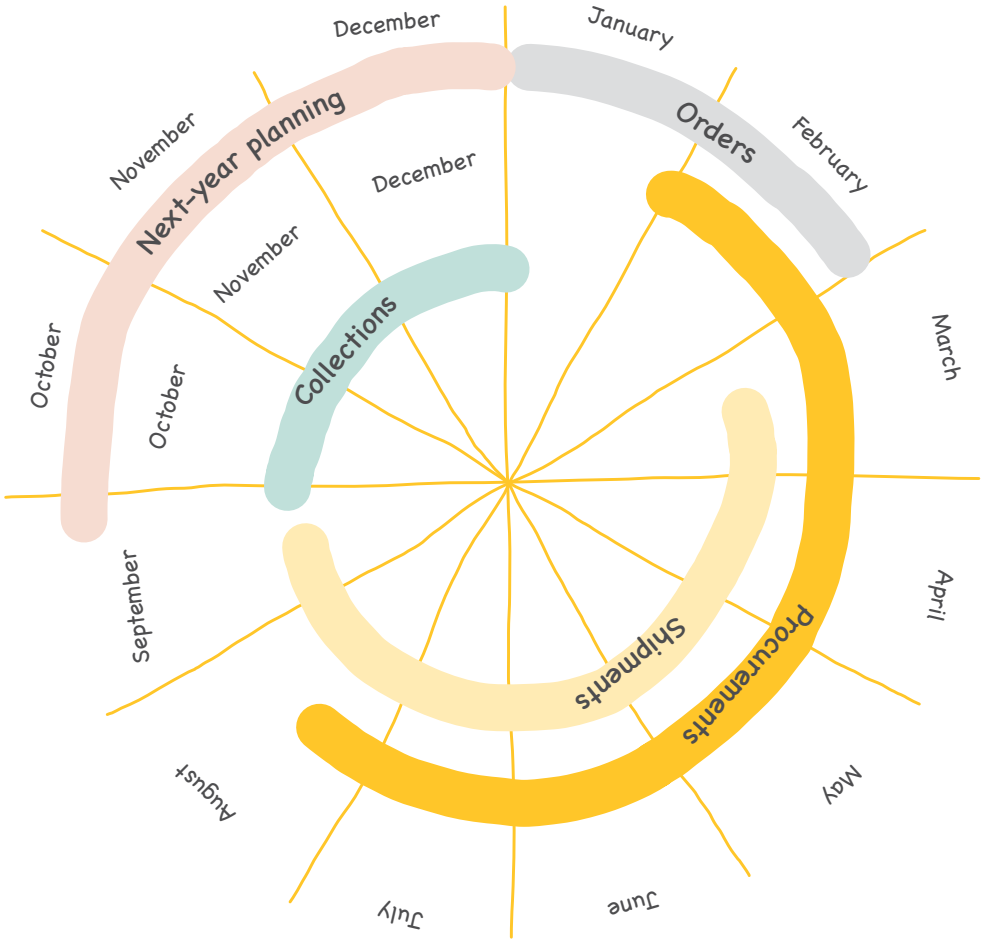




Business Cycle

- 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



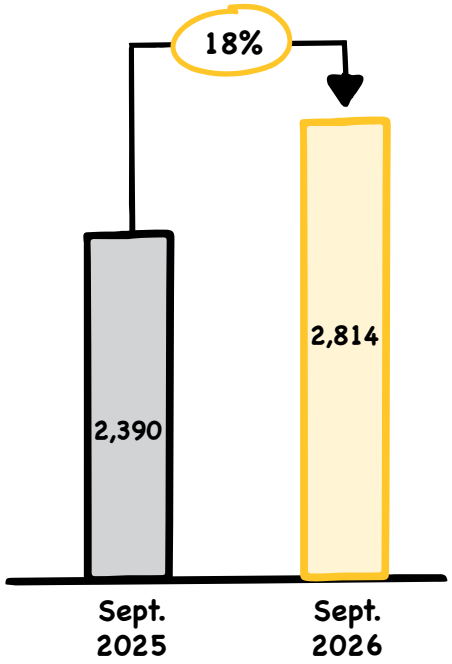


Financial Results

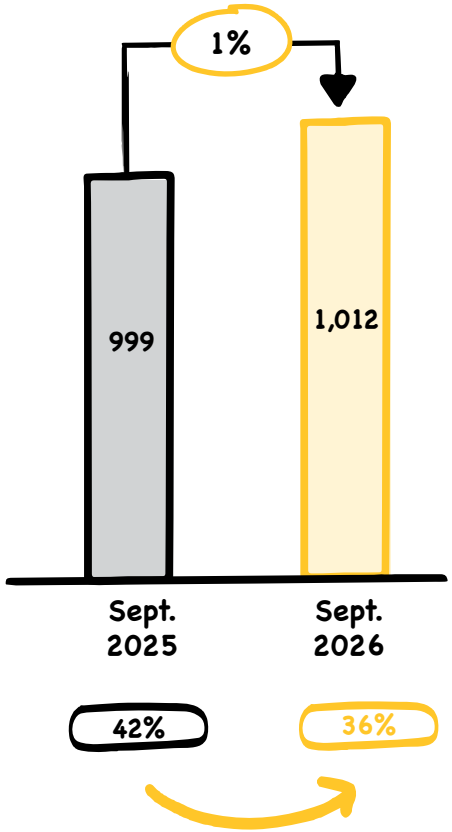


Key Financial Indicators - January-September 2026

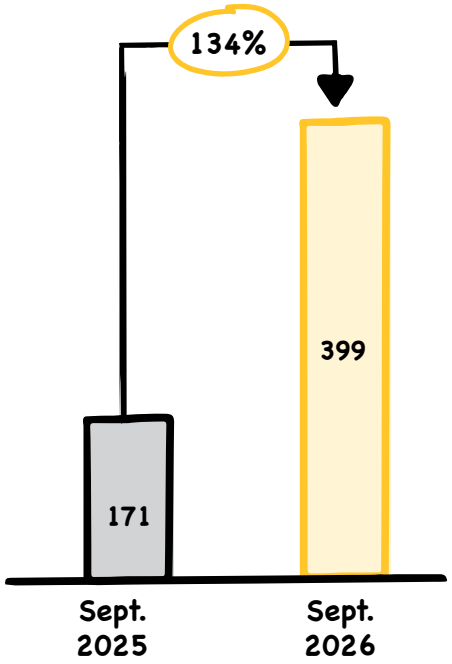
Net Sales (TL million)



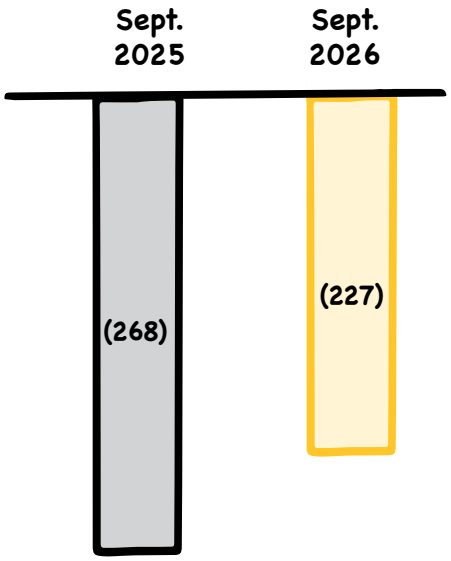
Net Sales (TL million)



EBITDA (BNRI)* (TL million)



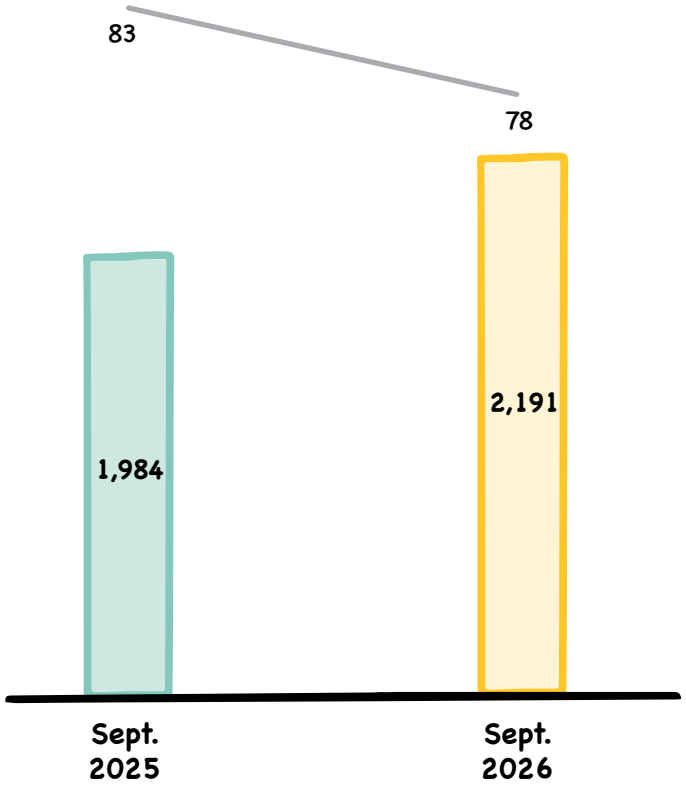
Net Profit (TL million)



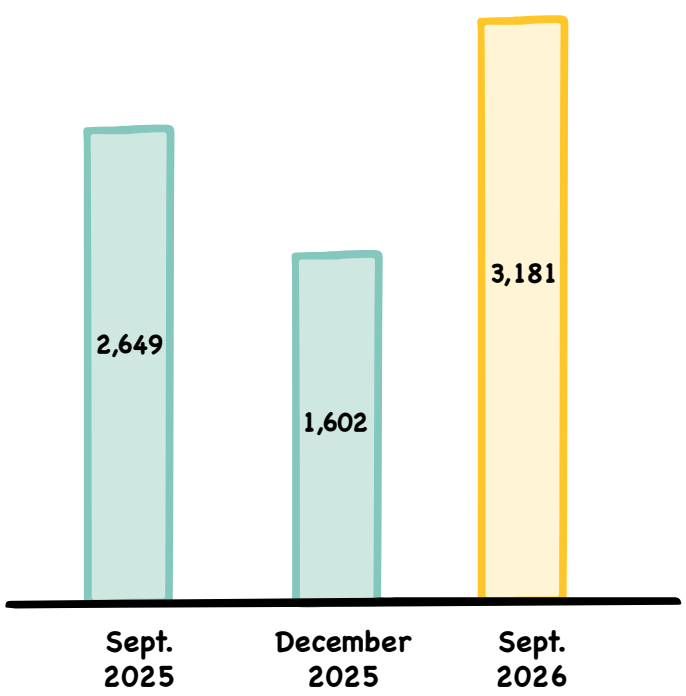
* BNRI: Before non-recurring items

Key Financial Indicators - January-September 2026

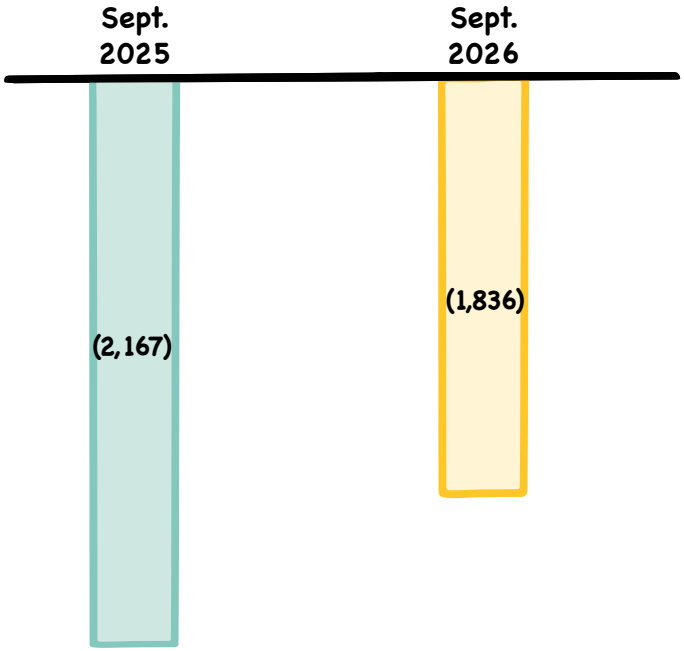
Net Working Capital (TL million)



Net Financial Debt (TL million)



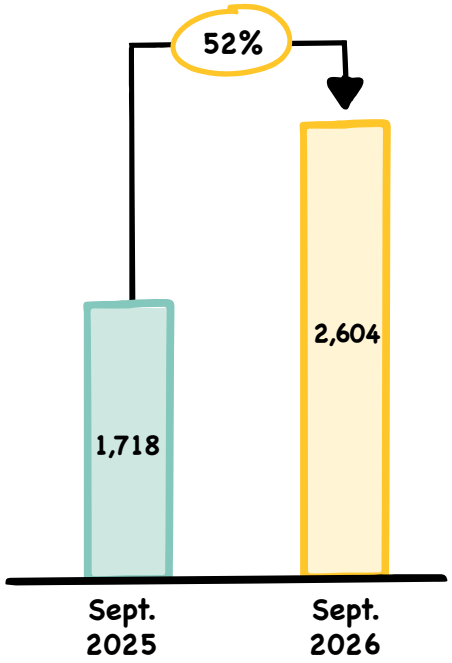
Free Cash Flow (TL million)



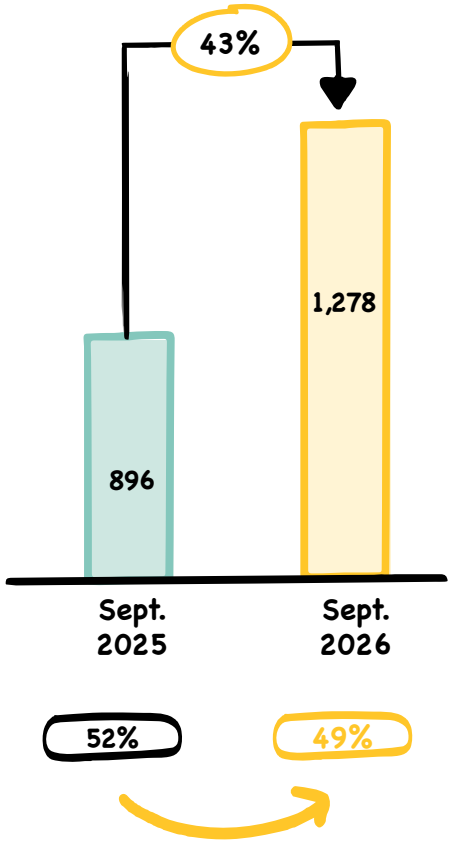
*Net Working Capital/Net Sales ratio is calculated on the basis of the previous twelve months' Net Sales figure.

Key Financial Indicators (Non-compliant with TAS 29) – January-Sept. 2026

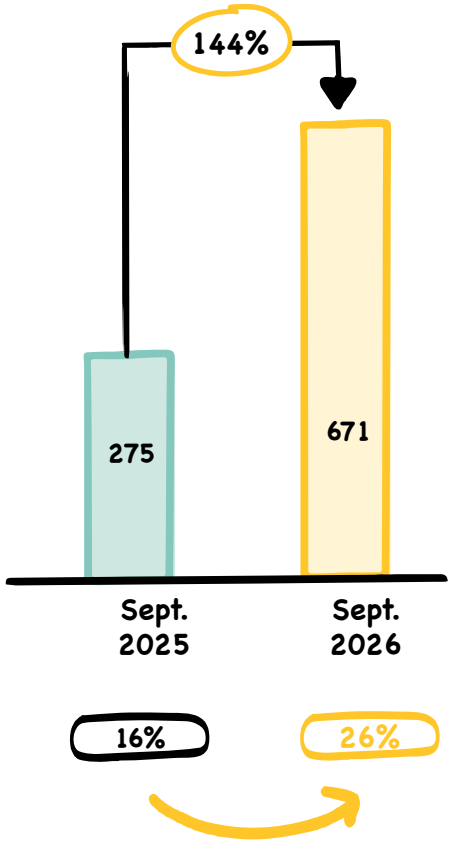
Net Sales (TL million)



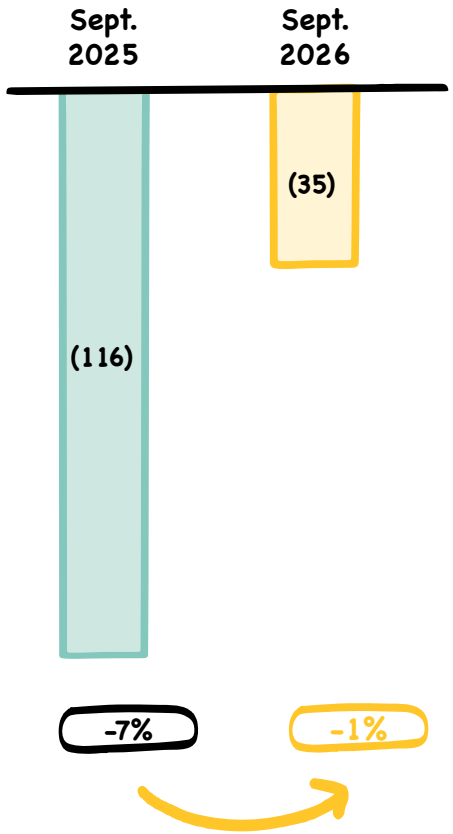
Gross Profit (TL million)



EBITDA (BNRI) (TL million)

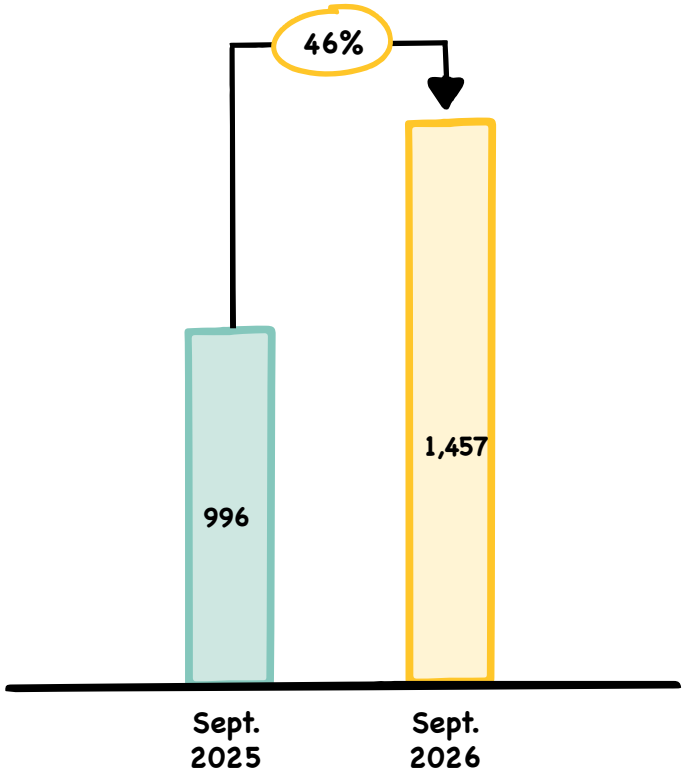


Net Profit (TL million)

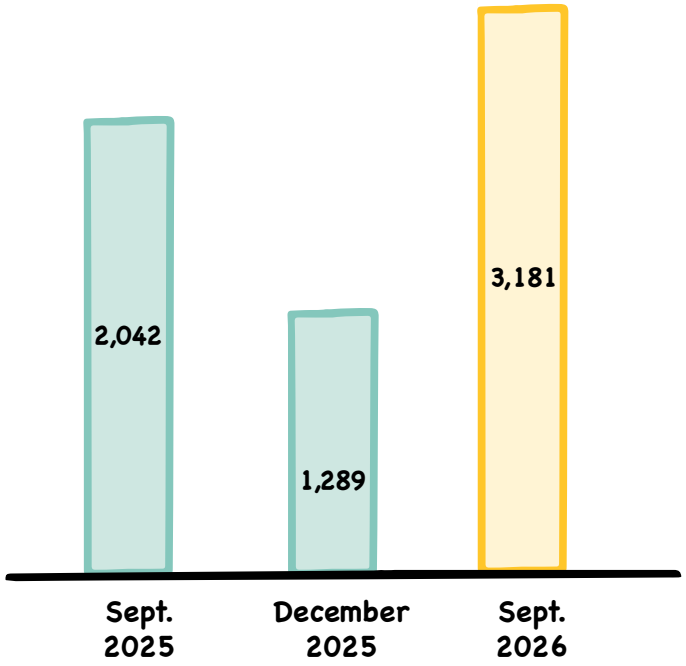


Key Financial Indicators (Non-compliant with TAS 29) – January-Sept. 2026

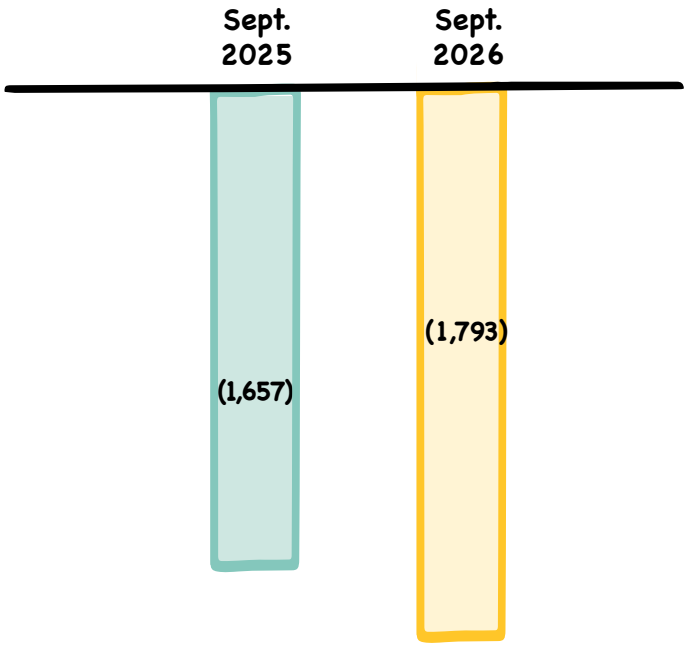
Net Working Capital (TL million)



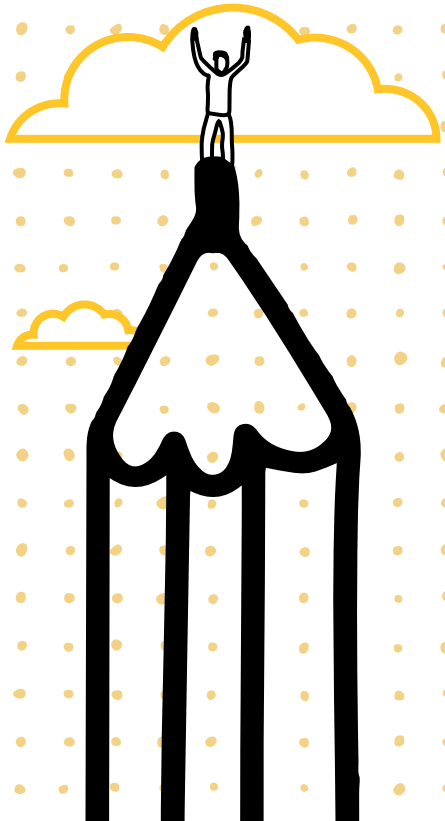
Net Financial Debt (TL million)



Free Cash Flow (TL million)



Thanks



ADEL