



ATP YE 2024 Results Presentation

March 5, 2025

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Entities in hyperinflationary economies, like ours, following International Accounting Standard 29 (IAS 29), must adjust financial statements to current price levels for reporting periods ending after December 31, 2023.

Our financial presentation includes specific metrics (Revenue, EBITDA, Net Income and Net Working Capital) not adjusted per IAS 29 and may not be fully compliant with IAS29 definitions. As such, these metrics should not be seen as standalone or substitutive for IAS 29-defined profit/loss or other profitability, liquidity, or performance indicators. It's important to note that our method of presenting these metrics may differ from similar measures presented by other entities, which might have their own definitions and calculation methods. We present these metrics with the belief that they offer valuable insights to investors, aiding in the assessment and understanding of our operational results as viewed by our management and board of directors.

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Business & Financial Update

YE 2024 Results Presentation

Sustainable Growth of a Diversified Model

	FY 2023	FY 2024	YoY	YE 2024 Margin Changes
Revenue	TRY 1,806.6M	TRY 1,970.2M	▲ 9%	
Gross Profit	TRY 837.0M	TRY 1,097.3M	▲ 31%	Margin 56% +9,4 points
Net Operating Profit	TRY 262.7M	TRY 414.2M	▲ 58%	Margin 21% +6,5 points
EBITDA	TRY 427.9M	TRY 604.9M	▲ 41%	Margin 43% +5,9 points
Net Income	TRY 177.9M	TRY 457.2M	▲ 157%	Margin 23% +13,4 points

Solid Execution in 2024 by All ATP Brands

ATP Tradesoft

Clear leadership in capital markets; expanding customer base and investing into NexGen technologies

ATP Digital

Provider of enterprise class solutions for digital transformation of companies; leveraging RPA, autonomous robots, AI & Cloud

ATP GreenX

Türkiye's first digital marketplace for trading green energy and carbon certificates; getting ready for global expansion starting with EU energy markets

ATP Zenia

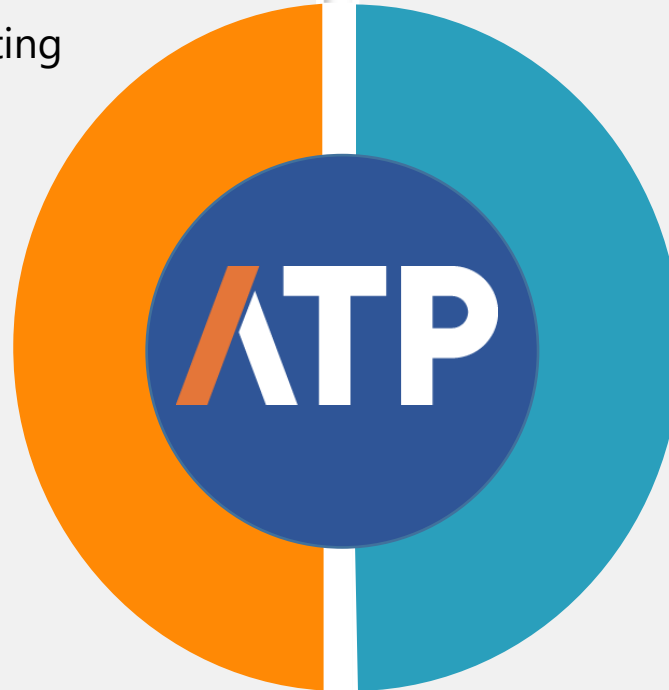
Managing trends in the hospitality market while scaling operations globally with investment into NexGen technologies

ATP China

Provider of tech solutions for hospitality, and a bridge to one of the World's most innovative and competitive markets

ATP GSYO

Seeking scalable strategic investment opportunities into ventures aligned with ATP and its ecosystem



Tradesoft Driving Growth and Innovation

Tradesoft Achievements in 2024

- Added 3 prominent customers
- Leading markets with top talent and innovation
- Entered Azerbaijan; country's largest brokerage firm as a customer
- NextGen mobile superapp setting standards for capital markets – allowing customers to design own apps
- Accelerated development of AI powered NexGen platform; with capabilities to carry Tradesoft beyond capital markets



60%

MRR Portion of
Revenues

38

Customers

~ 51%

BIST
Market Share*

Tradesoft Focus Areas 2025

- 🎯 Continue to strengthen presence in capital markets; add customers
- 🎯 Capitalize on new brokerage licenses in Türkiye
- 🎯 International expansion - build on Azerbaijan success; explore other regional market(s)
- 🎯 Introduce NexGen AI based platform to customers - lower cost infrastructure allowing for faster development and GTM
- 🎯 Expand mobile superapp and data services to new customers



1. *Market share of BIST trading volume as of September 2024 among direct competitors; Source: TSBP

Zenia with Breakthrough Solutions Scaling Globally

Zenia Achievements in 2024

- 139 new customers; increase of 21%
- Entered African markets; 77 restaurants in South Africa, Botswana and Zambia
- Overseas revenues accounted for 1/3 of total
- Increased kiosk deployed by 64%
- New solutions:
 - Automated Food Prep & Waste Control
 - NexGen Hybrid Cloud POS
 - NLX for dine-in-service for QSRs
 - Delivery Boxes for courier management



Zenia Focus Areas in 2025

- 🎯 Collaboration opportunities in Africa; targeting 14 countries for 2025 and beyond
- 🎯 Investing into NewGen Cloud POS solution for QSR; year end migrations in Turkiye
- 🎯 Adding table service to address 92% of hospitality market
- 🎯 Deployments of NLX, kiosks, delivery boxes and digital display technologies
- 🎯 AI supported apps turning data into action
- 🎯 Further automation and AI aided services for better support and customer satisfaction

3,315
Locations Globally

812
Customers

1,361
Kiosks Deployed



ATP Digital Empowering Business Transformation

ATP Digital Achievements in 2024

- Grew customer base by 14% to 88
- Partnership with Chinese technology giant Alibaba as the cloud services distributor for Turkiye
- Expanded RobotX - solutions for cleaning, load carrying and service offering solid ROIs
- Continued investment into technologies for digital transformation of sectors and customers
 - Advance Business Intelligence Solutions
 - Enhanced ERP, CRM, BI, and Low Code solutions
 - Low-code portal apps with analytics
- Expanded cybersecurity offerings

ATP Digital Focus Areas in 2025

- 🎯 Expand RobotX
 - Add solutions to robotics portfolio
 - Build distribution network
 - Differentiate with software and nationwide – managed - services capabilities
- 🎯 Establish distribution network for Alibaba Cloud solutions
- 🎯 Develop AI based revenue streams; e.g. MS Co-Pilot
- 🎯 Productivity focus with generative AI solutions



Achievements by GreenX and ATP Capital

Achievements in 2024

ATP GreenX

- 26 major energy producers on platform; plus 82 buyers
- Certificate sales of 294K MWh
- Trading volume of 1.95 Million MWh
- Multiple partnerships – local and overseas

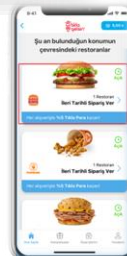


Focus Areas in 2025

- 🎯 Scale to lead and be ready for 2026 regulations
- 🎯 Introduce carbon management for EU markets
- 🎯 Integrate with European energy exchanges
- 🎯 Expand sustainability partnerships beyond energy

ATP Capital

- Built opportunity pipeline aligned with ecosystem capabilities
- Engaged in AtaExpress, driving growth and profitability; technology investments including AI
- AtaExpress launched new Tikla Gelsin app with multi brand capabilities and integrated payment solutions



- 🎯 Execute on pipeline opportunities
- 🎯 Expand deal funnel; targeted opportunities and partnerships
- 🎯 Ensure continued success of existing businesses; Fiyuu and TiklaGelsin to excel in their respective markets
- 🎯 Add investors to expand portfolio size and enable participation in more deals





ATP

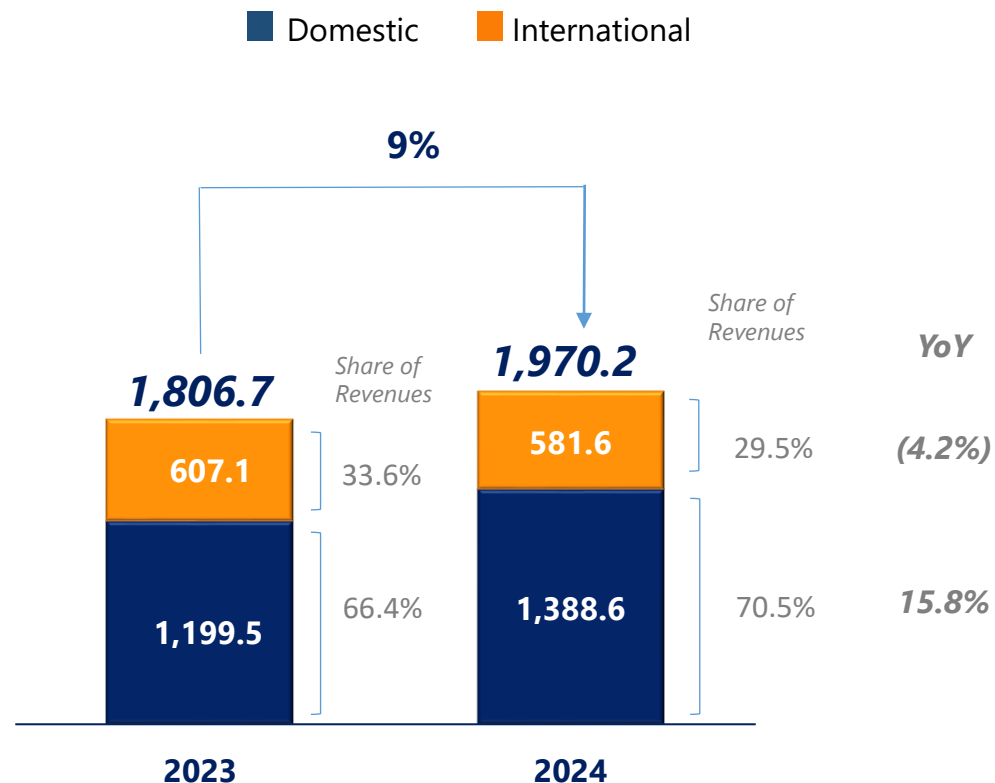


Financial Performance

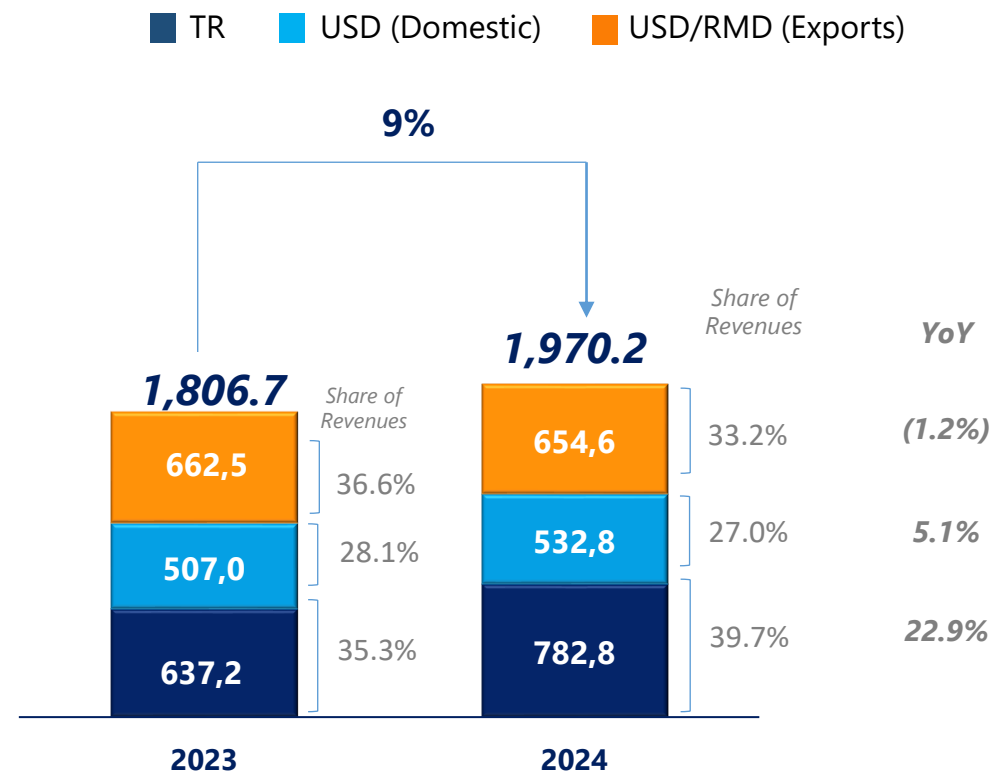
ATP Fiscal Year 2024 Results Presentation

Growth Driven by a Diversified and Resilient Business Model

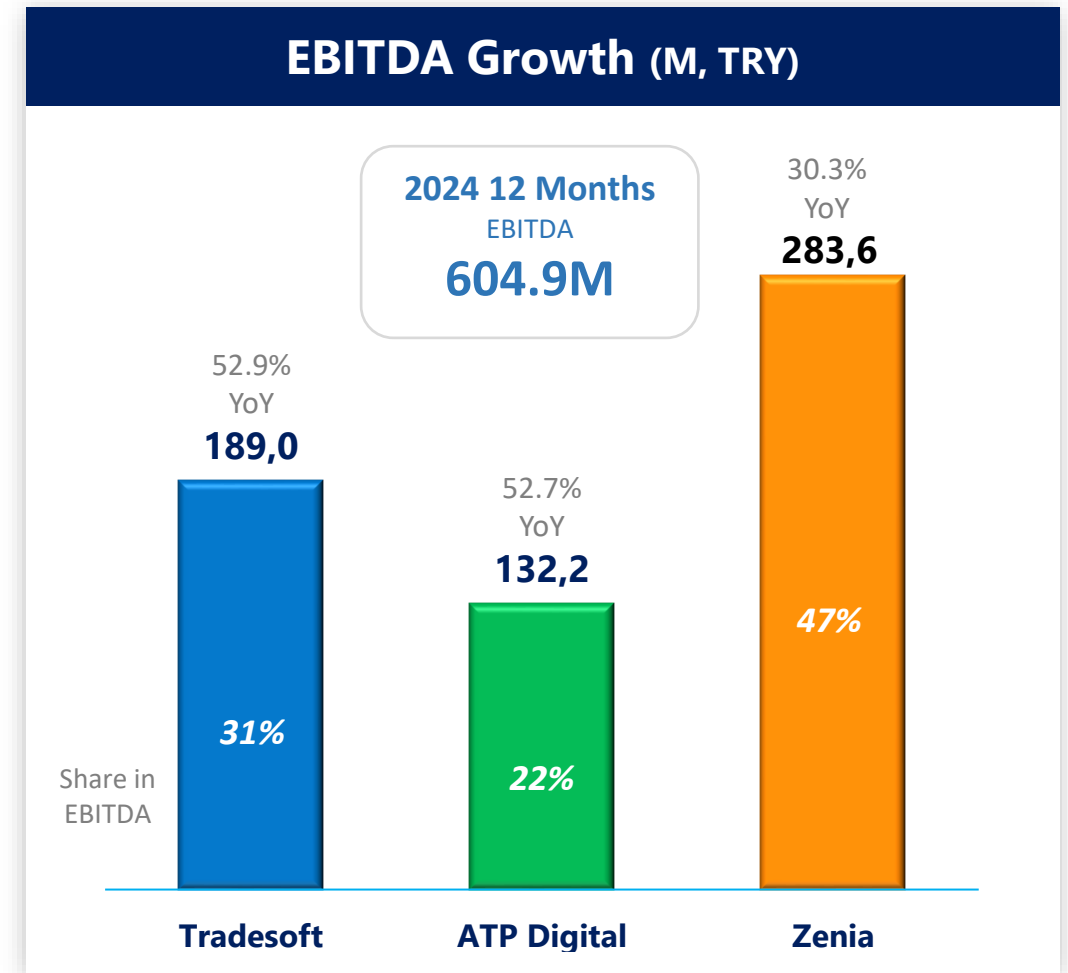
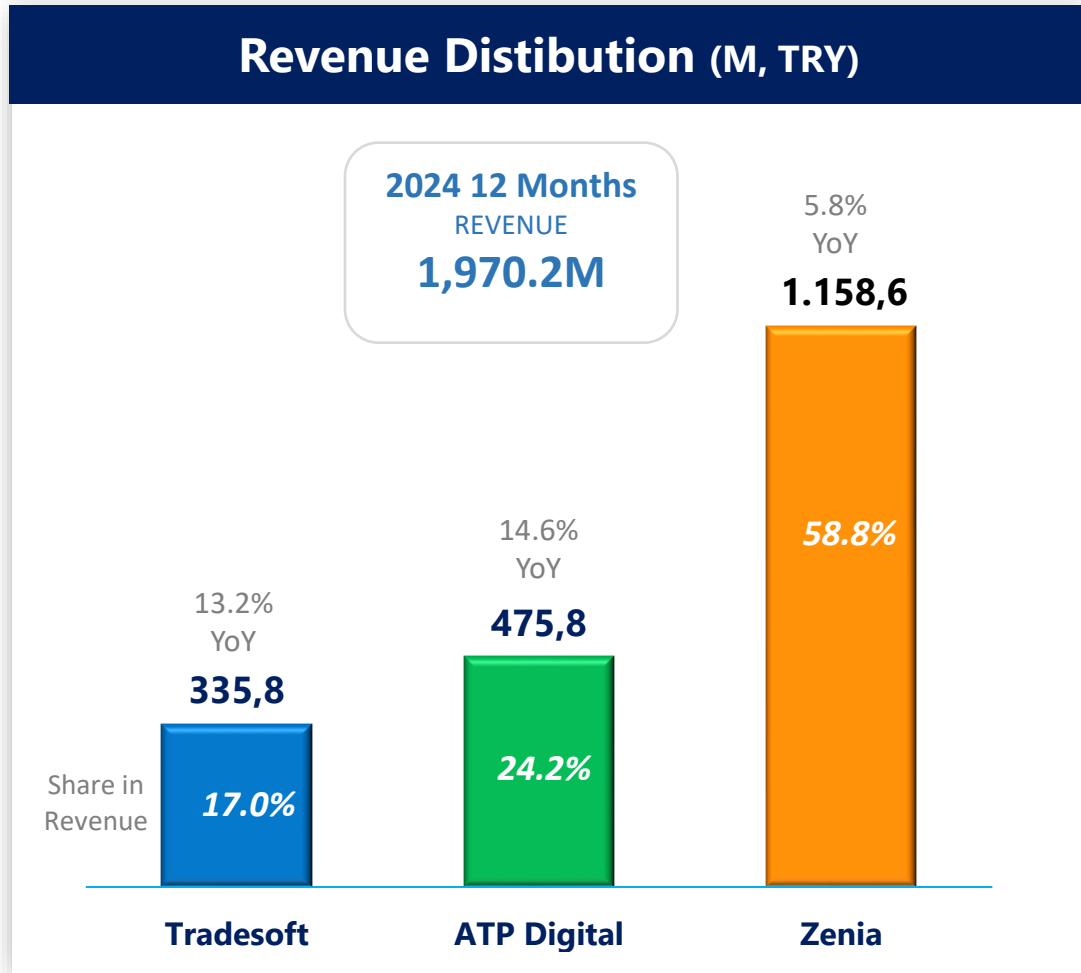
Revenue Domestic & International (M, TRY)



Revenue By Currency (M, TRY)



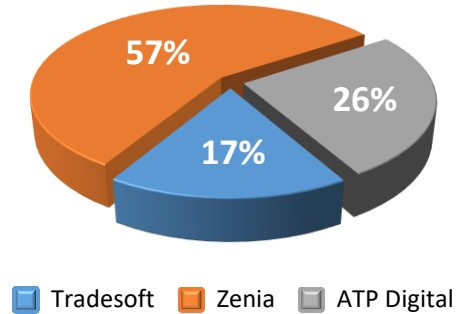
Strong Revenue and EBITDA Contribution Across Core Business Units



Driving Stability and Growth Through MRR Performance



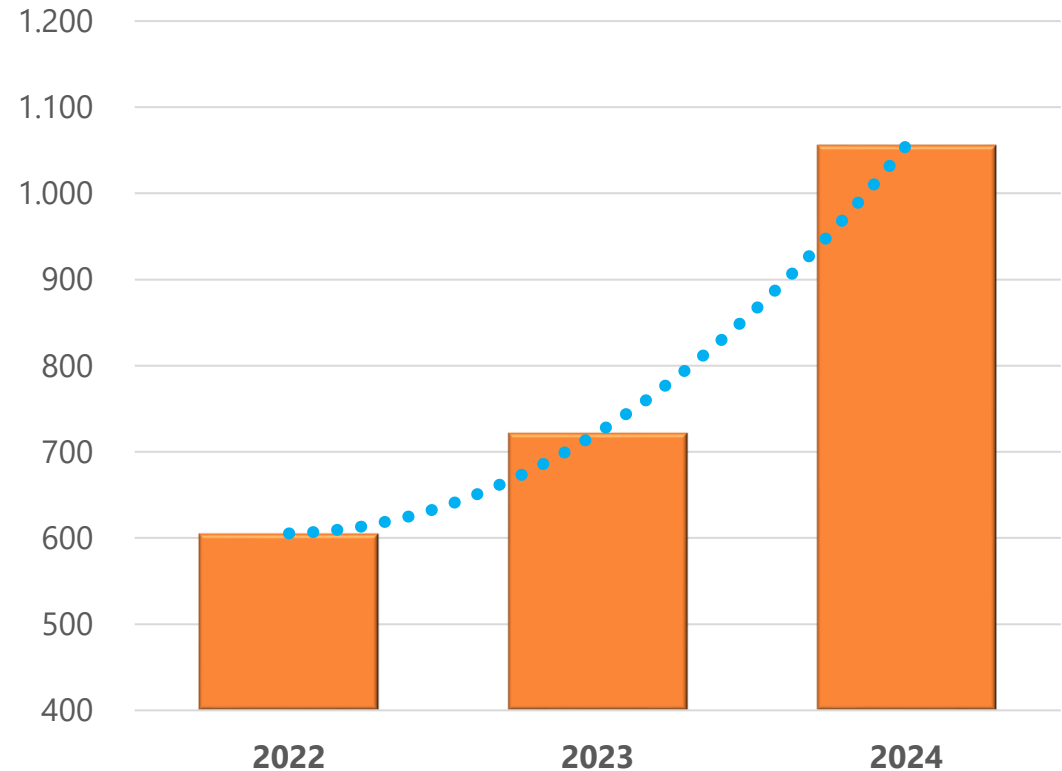
First 12 Months '24
MRR DISTRIBUTION



12 Months 2024

MRR REVENUES	SHARE OF TOTAL REVENUES	GROWTH
TRY 1,055.4M	53,6%	46.1% YoY

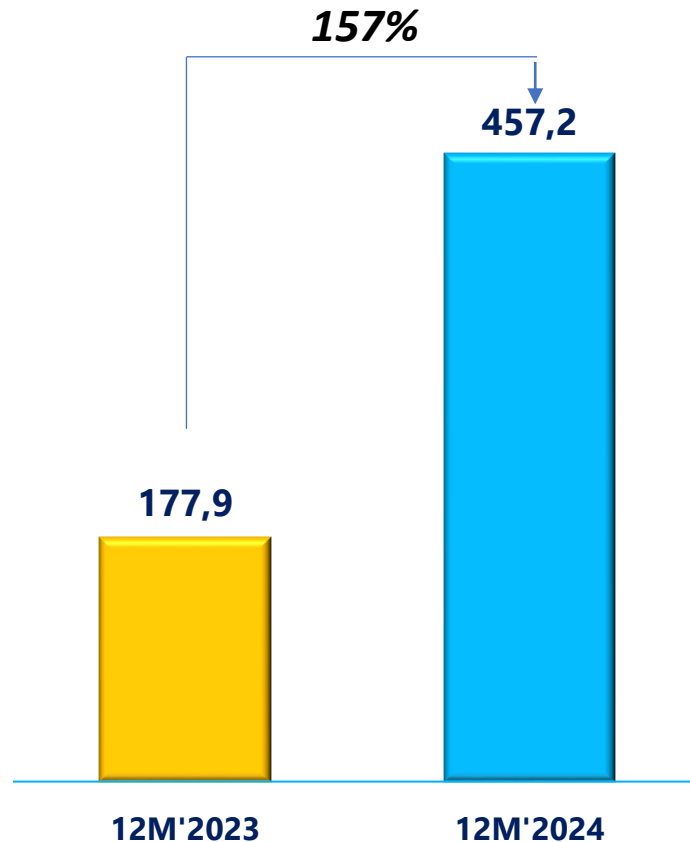
STEADILY INCREASING MRR¹ (M, TRY)



1. Monthly Recurring Revenue

Robust Net Income Growth and Upsides Going Forward

YE 2024 Net Income (M, TRY)



Multiple Upsides & Developments

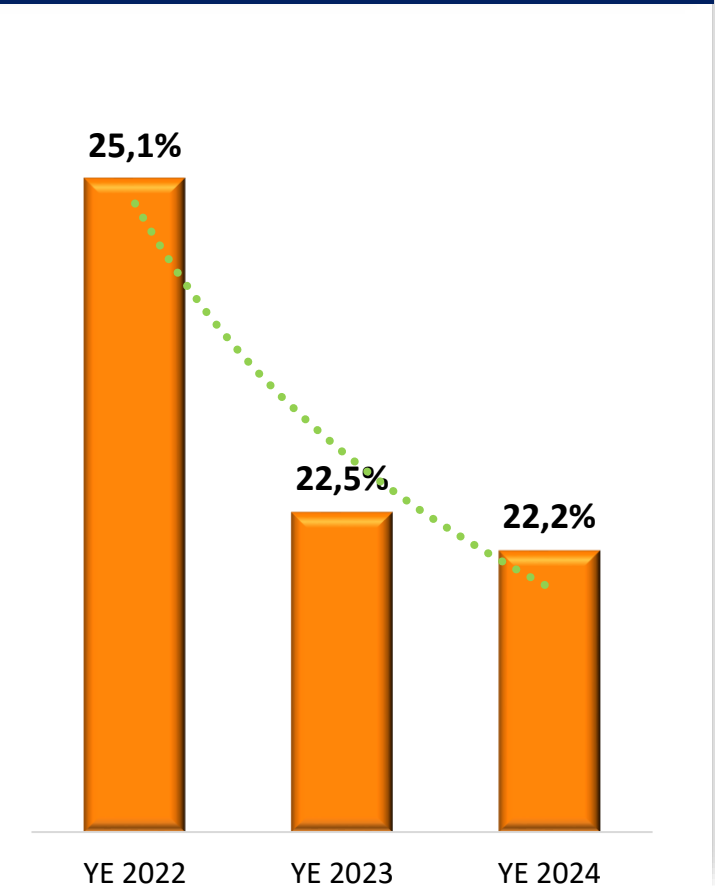
- Tradesoft growing with new licensed players and Azerbaijan; further regional expansion and early sales of its new AI based platform are upsides
- Zenia to expand global reach with partnerships and new cloud POS solutions; while focusing on leveraging its relation with RBI in China
- ATP Digital to expand RobotX capabilities, build distributor network for Alibaba cloud solutions
- GreenX to advance Türkiye's renewable energy progress and secure market presence through European energy exchange integration.
- ATP Capital expected to conclude opportunities with potential of significant contributions to ATP
- Investment to AI to scale operations; expect further improvements in productivity and time-to-market

Strong Balance Sheet and Closely Managed Working Capital

Summary Balance Sheet (M, TRY)

	31.12.2024	31.12.2023	Δ
Cash and cash equivalents	387.6	442.1	-12.3%
Trade receivables	558.7	569.2	-1.9%
Inventories	32.2	54.1	-40.4%
Property, plant and equipment	20.5	20.7	-0.9%
Intangible assets	912.8	579.3	57.6%
Other Assets	247.5	149.9	65.1%
Total Assets	2,159.2	1,815.3	18.9%
Trade payables	277.1	362.6	-23.6%
Other Liabilities	218.7	172.8	26.6%
Total Equity	1663.4	1279.9	30.0%
Total Liabilities & Equity	2,159.2	1,815.3	18.9%
Equity/Total Liabilities	0.77	0.71	9.3%
Working Capital	313.8	260.7	20.3%

Working Capital/Revenue



ATP



THANK YOU
