

DESA

DESA's revenue reached 3 billion TL in 2024.

DESA, Turkey's leading leather and leather goods manufacturer and retailer, generated a gross profit of 1 billion 709 million TL from its commercial activities in 2024. Continuing its strong growth through capacity expansion at its production facility in Italy and sustainability investments, DESA achieved an EBITDA of 878 million TL, maintaining high operational profitability.

DESA, Turkey's leading leather and leather goods manufacturer and retailer, continued to grow by strengthening its financial performance in 2024. Increasing its revenue by 21.6% from 2.25 billion TL in 2023 to 3 billion TL in 2024, DESA also raised its gross profit margin by 7.7 percentage points to 57.4% in 2024, up from 49.7% in 2023, driven by the increased share of retail sales in its revenue. With an EBITDA of 878 million TL, the EBITDA margin stood at 29.47%.

In this period of high interest rates and limited access to affordable financing, DESA continued to maintain a strong income statement and balance sheet through effective cash management. Thanks to the strong performance in core operations and income from investment activities, DESA achieved a net profit of 328 million TL in 2024, with a net profit margin of 11%.

DESA, which maintains a highly liquid position in terms of cash flow and fund surplus, closed 2024 with a net cash surplus, as it has done over the past three years. DESA's net cash position, which stood at 860 million TL (29.2 million USD) at the end of 2023, reached 1 billion 390 million TL (39.5 million USD) by the end of 2024.

Despite the lack of demand in foreign markets, particularly in Europe, and the contraction of the global leather goods market in 2024, DESA maintained its strong export performance and preserved its 2024 export figures in TL terms. DESA alone accounted for more than half of Turkey's leather and leather goods exports to Italy, further deepening its collaboration with global luxury brands. The R&D and production facility in Italy's Tuscany region, which became operational in 2023, contributed significantly to the company's international growth in 2024 by increasing capacity and efficiency.

DESA CEO Burak Çelet, commenting on the financial results, stated: '2024 was a successful year for DESA, as we achieved both our financial and strategic goals. In line with our innovative business model and sustainable growth strategy, we delivered strong performance in both domestic and international markets. With our facility in Italy, we were able to offer our high-value-added products to a broader customer base in global markets. Today, we are pleased to share with our investors and the public the impact of the strong connection we have built with our consumers through the DESA brand in the domestic market, as well as the deep relationships we have developed with leading global giants in the fashion world in international markets. The strong financial results we have achieved are a clear indicator of our strategic investments and operational efficiency. In 2025, we will continue to work towards our goals of sustainable growth and profitability.'

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About DESA

Since its establishment in 1972, DESA has achieved remarkable success and is Turkey's leading leather and leather goods manufacturer. With its unique, vertically integrated business model, DESA is the export champion in its field in Turkey, accounting for more than half of Turkey's leather and leather goods exports to Italy. Managing its retail operations across the country with 110 stores, DESA produces leather clothing for men and women, leather bags, and leather accessories, while also handling the wholesale and retail sales of these products. The brand operates its e-commerce activities through desa.com.tr and 1972desa.com, and also delivers DESA-branded products to European consumers in 5 countries through the e-commerce giant Zalando. With its refined and elegant 1972 DESA brand, the company appeals to international customers, offering leather apparel products at over 100 international sales points. DESA, which has been a publicly traded company on Borsa Istanbul since May 2004, operates a leather production facility in Çorlu, Tekirdağ, and two factories in Düzce and Istanbul Sefaköy. The R&D and production facility in Italy, which DESA invested in in 2022, began operations in 2023.

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