



DESA Continues Its Strong Financial Performance, Increasing Net Profit by 7.45% in the Second Quarter of 2025

DESA, one of Turkey's leading leather brands with over half a century of experience in production, export, and retail, has announced its financial results for the second quarter of 2025. The company maintained its stable growth trend by increasing its net profit for the first six months of the year by 7.45% compared to the same period last year. DESA's strong financial performance is considered a tangible indicator of its strategic investments and operational efficiency.

DESA, Turkey's leading leather and leather goods retailer, demonstrated a successful performance in the second quarter of 2025, preserving its profitability with its strong financial structure. Increasing its net profit margin compared to the same period of the previous year, DESA also recorded a stable performance in its EBITDA margin and continued to create value for its investors.

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Robust Financial Health and Strong Profitability Growth

In the second quarter of 2025, DESA's total revenue reached TRY 1,834.6 million, a 9.5% increase compared to the same period of the previous year. Net profit rose by 7.45% to TRY 242.05 million, up from TRY 225.3 million in the second quarter of 2024.

DESA's EBITDA margin was 31.0% in the second quarter of 2025. This figure demonstrates sustained stability compared to the 30.8% margin in the same period of 2024 and indicates that the diversity in sales segments continues to contribute positively to the company's strong operational efficiency.

Driven by strong operational performance and contributions from other operating income and income from investment activities, the net profit margin was realized at 13.2% in the second quarter of 2025, maintaining a balanced trend compared to 13.5% in the first half of 2024.

The company also maintained its strong performance in net cash, improving its position by 21.5% from TRY 1,390 million at the end of 2024 to TRY 1,689 million as of the second quarter. These results support DESA's sustainable financial structure and continue to offer confidence to investors.

Developments in Capital Structure

DESA implemented significant changes to its capital structure in the first quarter of 2025. The company's registered capital ceiling was increased from TRY 245,000,000 to TRY 750,000,000, with this change being registered on May 13, 2024. Furthermore, the company's issued capital was increased from TRY 245,000,000 to TRY 490,000,000, entirely financed from internal resources. This capital increase was registered on January 22, 2025.

DESA

New Board of Directors Elected

At the Ordinary General Assembly meeting for the year 2024, held on April 4, 2025, new members of the Board of Directors were elected. Melih Çelet (Chairman of the Board), Burak Çelet (Board Member and CEO), Burçak Çelet (Board Member), Bahar Deniz Egemen (Independent Board Member), and Mehmet Kaan Koz (Independent Board Member) were elected to serve for a two-year term.

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A dividend of TRY 100 million from the net profit of 2024 will be distributed during 2025. At the 2024 Ordinary General Assembly, shareholders approved the distribution of a total net dividend of TRY 100 million from the net distributable profit of TRY 327,726,027 for the period. This will be paid in three installments: TRY 30 million net on September 25, 2025, TRY 35 million net on October 30, 2025, and TRY 35 million net on November 27, 2025.

Export and Global Growth Strategy

Commenting on the financial results, DESA CEO Burak Çelet stated, "The strong financial performance we demonstrated in the first quarter of 2025 is a concrete indicator of our strategic investments and operational efficiency. We succeeded in increasing our net profit by 405% compared to the same period last year, and this success is the result of the effective strategies we implemented in both domestic and international markets."

Çelet noted that the production facility in Italy significantly contributes to deepening collaborations with global luxury segment brands and increasing DESA's value-added exports. He emphasized their pride in DESA single-handedly accounting for more than half of Turkey's leather goods exports to Italy.

Expressing that the steps taken to strengthen DESA's capital structure and sustainability-focused investments play a critical role in achieving DESA's long-term growth targets, Çelet added, "In the remainder of 2025, we will continue to reinforce our leading position in the sector with our high-quality products, innovative designs, and customer-centric approach."

About Desa

Established in 1972, DESA has achieved tremendous success as the leading producer of leather and leather products in Turkey. With its unique business model which is entirely vertically integrated, DESA is the leading exporter of leather products to Italy, accounting for 70% of Turkey's leather product exports to the country. Managing retail operations with 115 stores nationwide, DESA produces and sells both wholesale and retail leather clothing for both men and women, leather bags and leather accessories. The brand also operates e-commerce through desa.com.tr and 1972desa.com and delivers DESA-branded products to European consumers in 5 countries through the Zalando platform. Serving international customers with its refined elegance under the brand 1972 DESA, the brand brings its leather clothing products to customers in more than 100 international sales points. As a publicly traded company listed on the Borsa Istanbul since May 2004, DESA operates with a leather production facility in Çorlu, Tekirdağ and two factories in Düzce and Sefaköy, Istanbul. The R&D and production facility in Italy which DESA started investing in 2022, recently entered operation.

DESA

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