



Led by ÜNLÜ & Co, ebebek IPO draws record investor demand

Operating through 220 stores across 64 provinces in Türkiye, and its online platform bebek.com, ebebek's IPO, led by ÜNLÜ & Co, is successfully completed following the bookbuilding process on August 29, 31, and September 1, capturing an overwhelming interest from investors. ebebek IPO, priced at TL 46.50 per share, generated demand from more than 3.9 million investors, at 7.7 times the amount of the public offering, resulting in a total IPO size of TL 1.860 million. 48 percent of the shares were allocated to domestic individual investors, 25 percent to domestic institutional investors, 2 percent to company employees and 25 percent to foreign institutional investors.

Commenting on the successful IPO, Mahmut L. Ünlü, Chairman and CEO of ÜNLÜ & Co, said, " With the ebebek IPO, drawing a record demand from individual investors, we have achieved yet another milestone as consortium leader. We continue to successfully complete each of the IPOs we lead with great results, leveraging our client network as well as credibility within the industry. On the occasion of our Republic's 100th anniversary, we aspire to bolster the nation's economic growth by assuming more prominent roles in new IPOs. Looking ahead, we will continue our push to help develop financial markets. We view the rising count of companies listed on Borsa İstanbul as a significant leap, both in increasing transaction volume and in attracting the attention of international investors. We would like to thank the 40 intermediary institutions that collaborated with us in this IPO, recognizing their invaluable contributions."

The results of the ÜNLÜ & Co-led IPO of ebebek, a prominent company specializing in childcare and maternity products, have been announced. Through the ebebek IPO, encompassing the sale of shares with a nominal value of TL 40 million, along with a capital increase of shares carrying a nominal value of TL 24 million and the joint sale of shares with a nominal value of TL 16 million, the total scale of the IPO reached TL 1,860 million. ebebek IPO, priced at TL 46.50 per share, generated demand from 3,917,194 million investors, at 7.7 times the amount of the public offering. Subsequent to the IPO, the free float rate of ebebek stands at 25 percent.

As a result of the IPO, which was led by ÜNLÜ & Co and collected bids at an initial price of TRY 46.50 per share on August 29, 31 and September 1, 48 percent of the shares were allocated to domestic individual investors, 25 percent to domestic institutional investors, 2 percent to company employees and 25 percent to foreign institutional investors.

"We solidify our achievements through our steadfast structure and established credibility within the industry."

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milestone as consortium leader. We continue to successfully complete each of the IPOs we lead with great results, leveraging our client network as well as credibility within the industry. On the occasion of our Republic's 100th anniversary, we aspire to bolster the nation's economic growth by assuming more prominent roles in new IPOs. Looking ahead, we will continue our push to help develop financial markets. We view the rising count of companies listed on Borsa İstanbul as a significant leap, both in increasing transaction volume and in attracting the attention of international investors. As the companies we work with take the strategic step leading up to their IPO, they are able to expedite their institutionalization processes and enhance their credibility with customers, suppliers, and financial institutions. Through IPOs, companies fortify their capital further, presenting a substantial edge in competition against both domestic and international enterprises. We take pride in offering our support to the companies we work with throughout this journey. We would like to thank the 40 intermediary institutions that collaborated with us in this IPO, recognizing their invaluable contributions."

About ÜNLÜ & Co

Established in 1996, ÜNLÜ & Co Group has become Turkey's leading merger and acquisition advisory firm with the 129 successful transactions it has advised on since 1998. The Company also ranks first in terms deals above USD 30 mn, with total number of concluded transactions, total number of cross-border transactions, and total number of private fund transactions since 2010. (Source: Mergermarket)

ÜNLÜ & Co Group ranks second among all financial institutions with a 22% market share (excluding privatizations) in capital market transactions through 2010-2022, involving initial public offerings, secondary public offerings, and accelerated book building; 32 transactions; and an aggregate transaction value of USD 3 billion. (Source: Bloomberg)

ÜNLÜ & Co Group has generated an aggregate volume in excess of TL 2.2 billion through 31 debt instrument issuances since 2013. (Source: Borsa İstanbul)

As one of Turkey's leading non-performing loan management companies, İstanbul Varlık has TL 419 million in aggregate investments, and a portfolio with capital value of TL 4.4 billion.

ÜNLÜ & Co also offers personalized investment advisory services to qualified retail and institutional investors through DAHA Investment Advisory, which operates within its premises. Assets managed in the framework of DAHA operations amount to TL 15.3 billion as of June 2023. In the realm of Asset Management services, ÜNLÜ & Co is active with Fund and Portfolio Management, ÜNLÜ Alternative Assets, and Non-Performing Loan Management, with an employee headcount in excess of 280. Assets managed under Asset Management group amount to around TL 8 billion.

Headquartered in Istanbul and having a total employee count close to 500, ÜNLÜ & Co also has offices in İstanbul - Bağdat Street, Ankara, İzmir and Antalya along with subsidiaries in New York and London.

Our Major Awards

- *Euromoney*
 - *Market Leaders 2022- Investment Banking-Turkey*
 - *Awards for Excellence 2016 / 2019 – Best Investment Bank-Turkey*
 - *Awards for Excellence 2015 - Best Merger & Acquisition House of the Year*
- *EMEA Finance*
 - *Europe Banking Awards 2022- “Europe-Corporate Social Responsibility, “Best M&A House-Turkey”, “Best Investment Bank-in Turkey”, “Best Debt House-Turkey”*
 - *Achievement Awards 2022- Best M&A House-CEE*
 - *Europe Banking Awards 2021 – “Best M&A House-Turkey”, “Best Investment Bank-in Turkey”, “CEE/ CIS-Financial Inclusion”*
 - *Europe Banking Awards 2020 – “Best M&A House-Turkey”*
- *Mergermarket*
 - *Turkey M&A Financial Adviser of the Year*
- *BV Awards*
 - *2022, 2021, 2020 – “Best Investment Research Team-Turkey*
- *12th & 13th M&A Atlas Awards- Global M&A Deal of the Year & Emerging Markets-Investment Bank of the Year*
- *TSPB Capital Markets Awards*
 - *Leader of Mergers and Acquisitions -2020*
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 - *Social Impact Project (ÜNLÜ & Co Women Entrepreneurs Academy)-2019*
- *Golden Leader Awards 2022- Turkey’s Most Admired 50 CEO’s/ 50 CHRO’s*
- *“Most Admired Brokerage Firm-2021”- Capital Magazine 21th “Most Admired Companies in Business World” Research*
- *Globe Business Awards 2022- Best Use of YouTube/ ÜNLÜ The Club- Gold Globe Award*
- *Stevie Awards for Great Employers 2021- Achievement in Learning Technology Implementation- Silver Stevie Award*
- *Bonds & Loans Turkey Awards- Local Currency Bond Deal of the Year*
- *ARC Awards 2021- Interior Design, Gold Prize / Traditional Annual Report, Silver Prize/ Chairman’s/ President’s Letter, Silver Prize*
- *ACQ5 Global Awards 2020 -Turkey- Investment Bank of the Year*
- *Bonds & Loans 2020 - Project Finance Deal of the Year Nominee - Unifree Duty Free A.Ş. Third Airport Project / Structured Bond Deal of the Year Runner-Up - ÜNLÜ Menkul Hasat Asset Finance Fund / Tarfin Tarım A.Ş.*

- *Sardis Awards- Positive Social Impact – Social Gender Equality / ÜNLÜ & Co Women Entrepreneurs Academy / Silver Sardis*

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