



Investor Presentation

September 2025

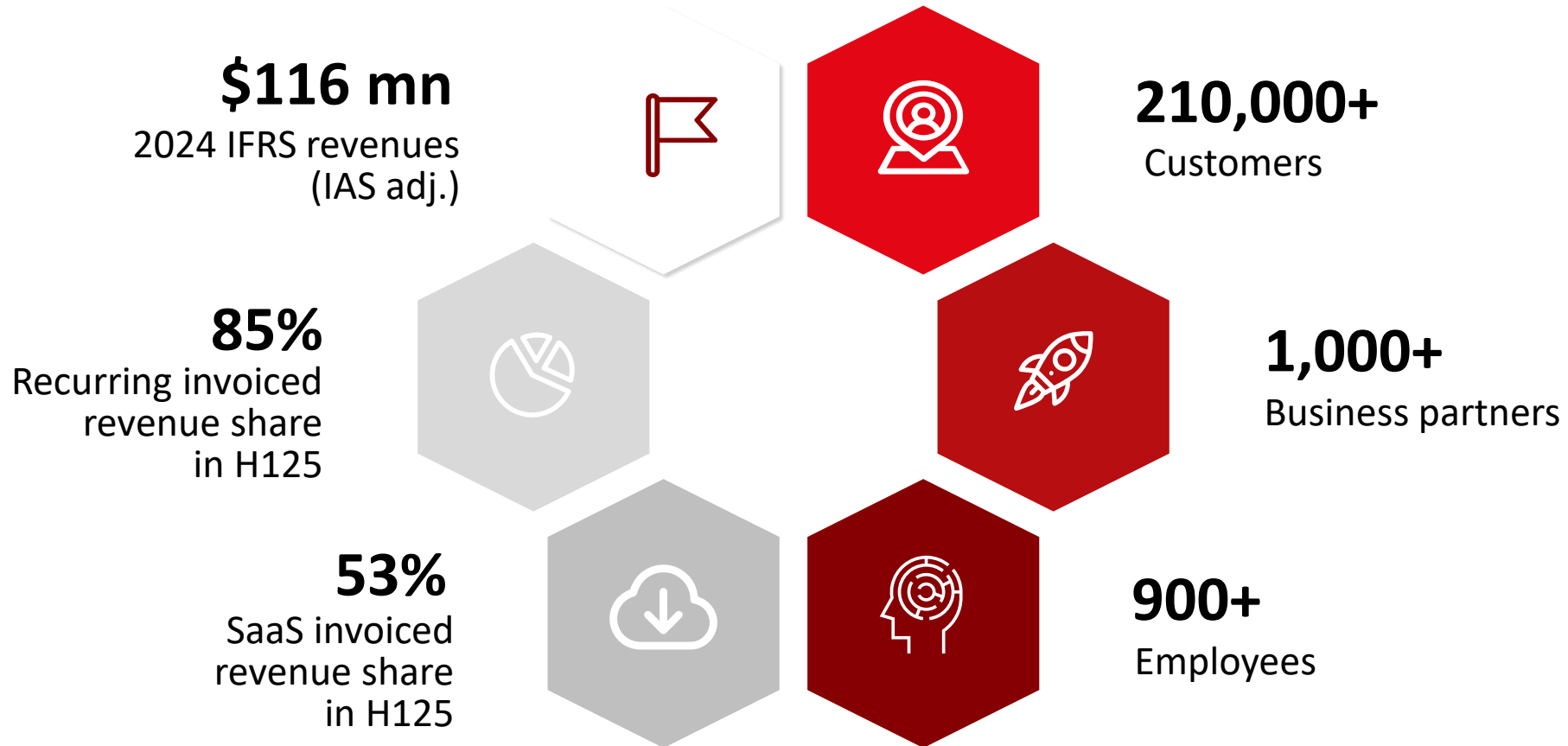


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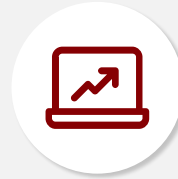
Logo at a glance: Türkiye's long-standing Enterprise Application Software leader



Our software solutions and services



We provide **software solutions and services** to companies in all sizes



ERP

Enterprise resource planning



HR and Payroll

Human capital management and payroll



Digital transformation consultancy

Analysis, project management, customization



eServices

e-Invoice, e-Archive invoice, e-Ledger, e-self emp. Invoice, fintech



Functional solutions

Customer relationship management, Business flow, Business intelligence, Warehouse management systems



Maintenance and support

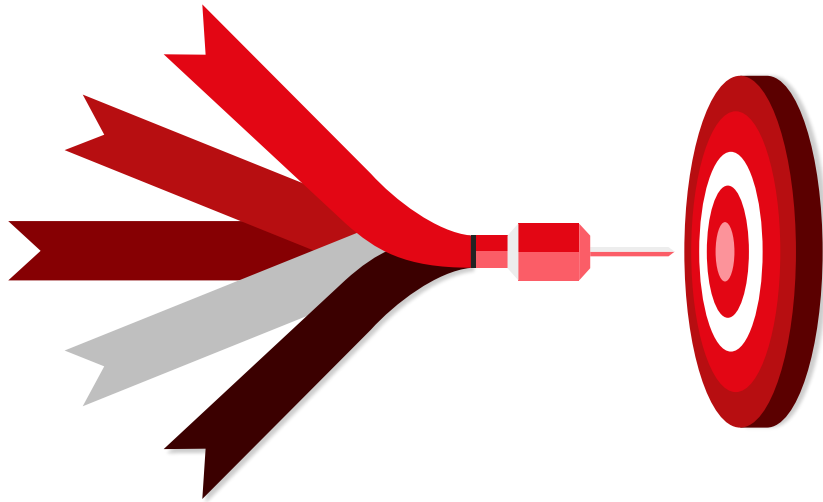
License maintenance, technical support and consultancy services



SaaS solutions

ERP, eServices and fintech, Retail, HR, basic accounting

Investment highlights



**Attractive Turkish software market
and strong market positioning**



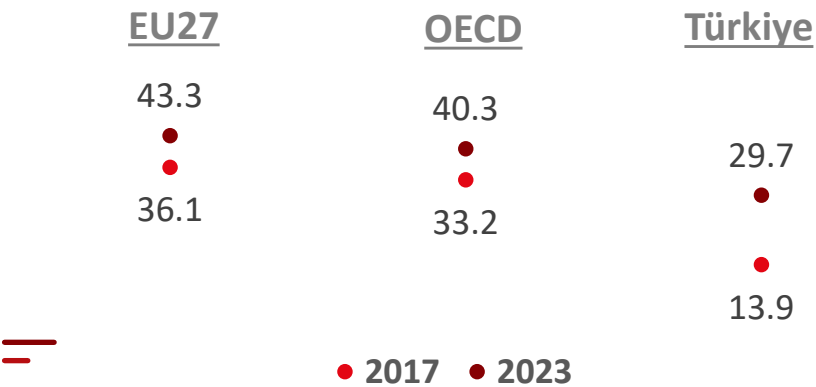
**Accelerated SaaS transition with
new platform and product launches**



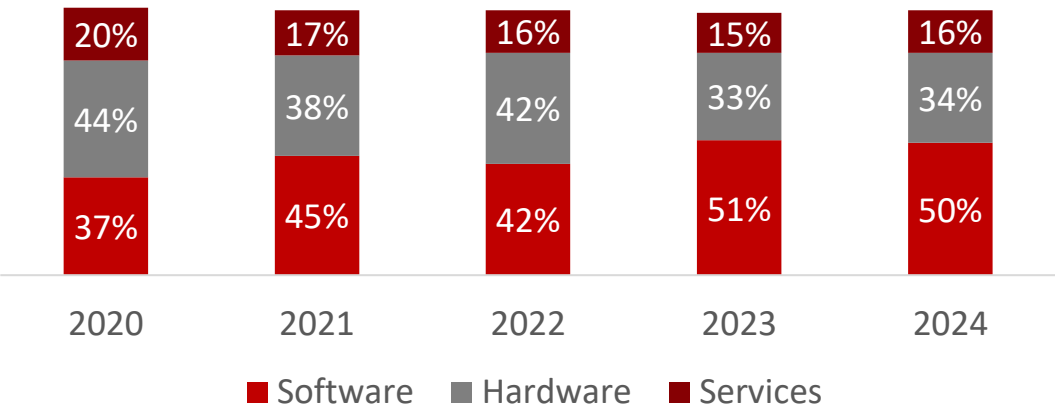
Strong financial performance

Attractive Turkish software market

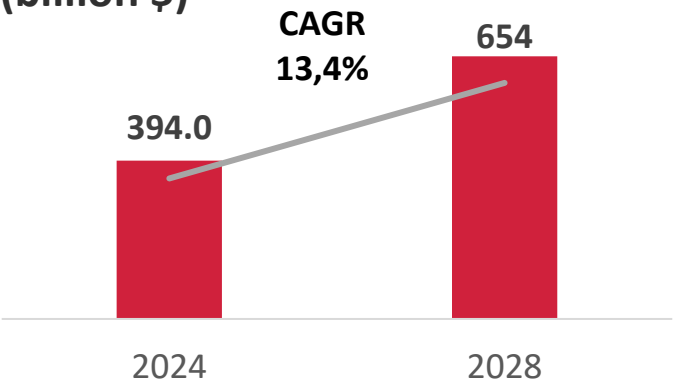
ERP adoption improving but still behind EU27 and OECD average (%)



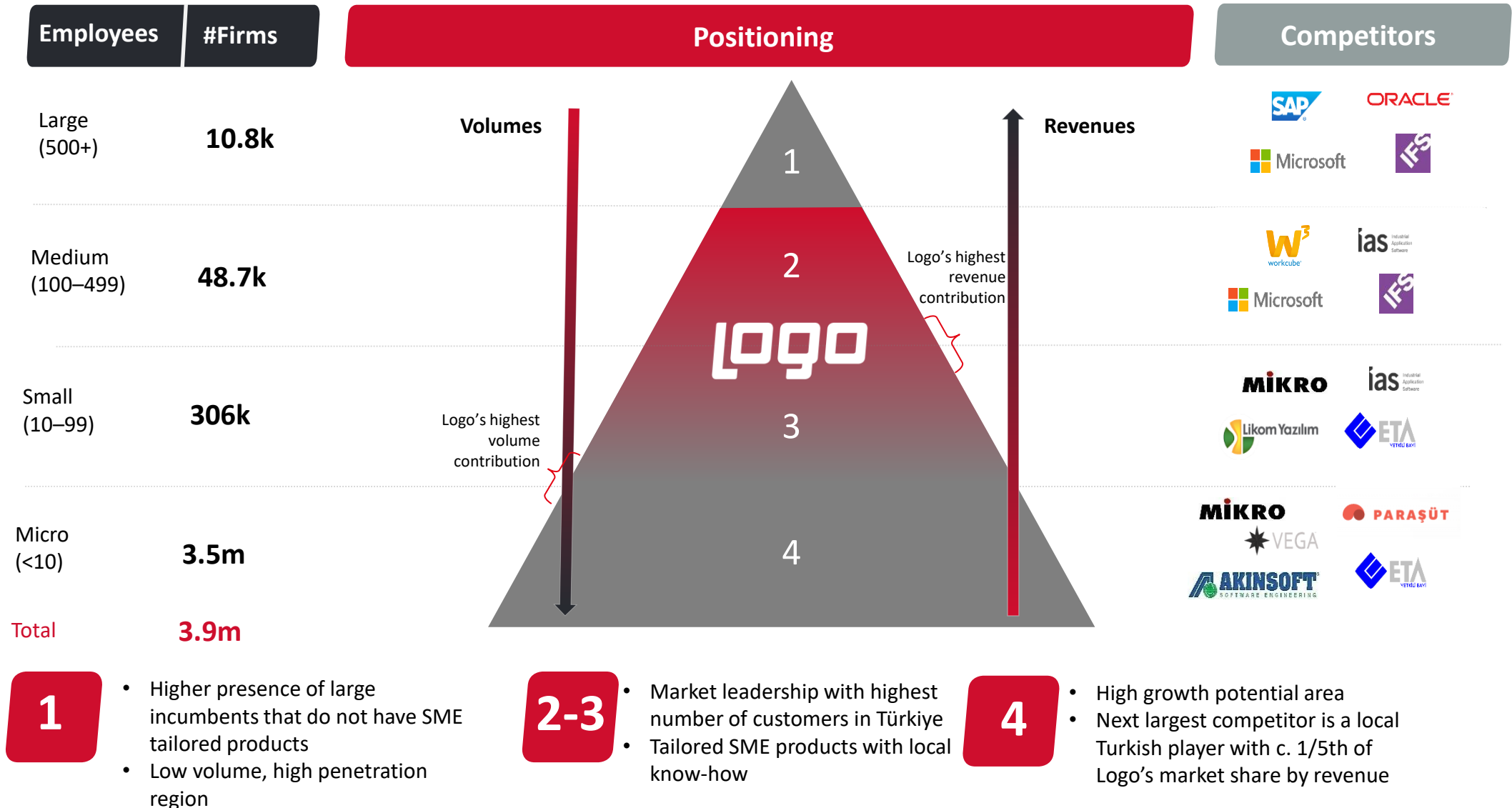
Software’s share in Turkish IT market is expanding



Global enterprise application software market (billion \$)



Logo market positioning: Longstanding SME leadership with products serving the mission critical need across the lifecycle

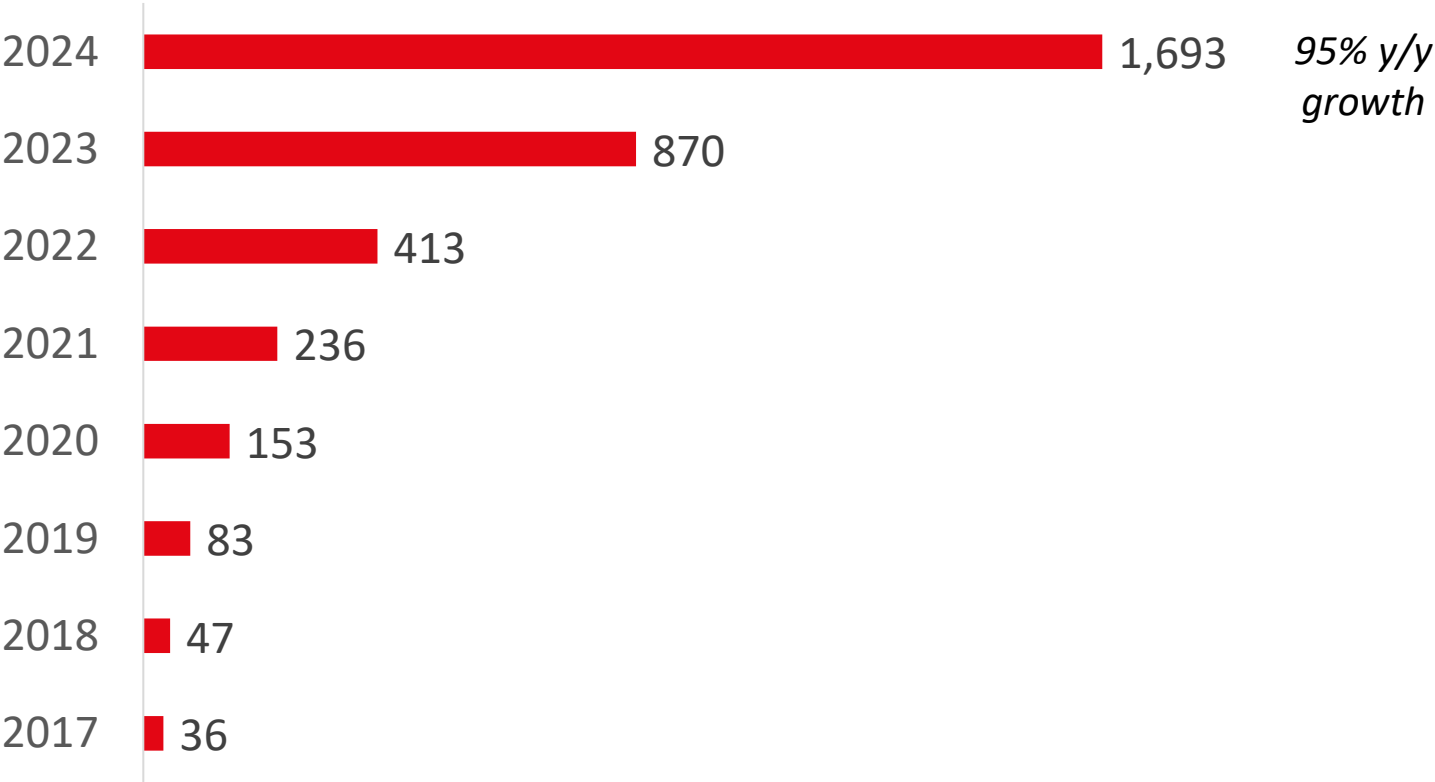


Accelerated SaaS transition

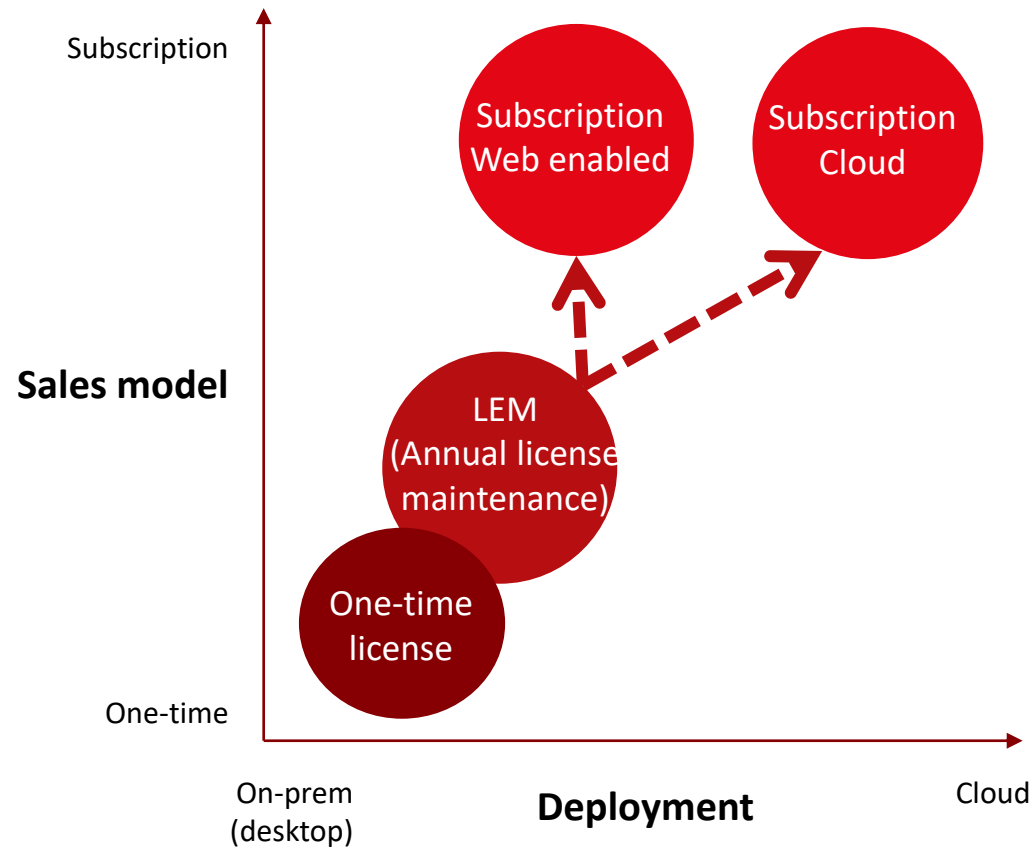
Growth in SaaS revenues

SaaS revenues (w/out IAS adj.)
mn TL

2017-2024
CAGR
74%



Servitization strategy



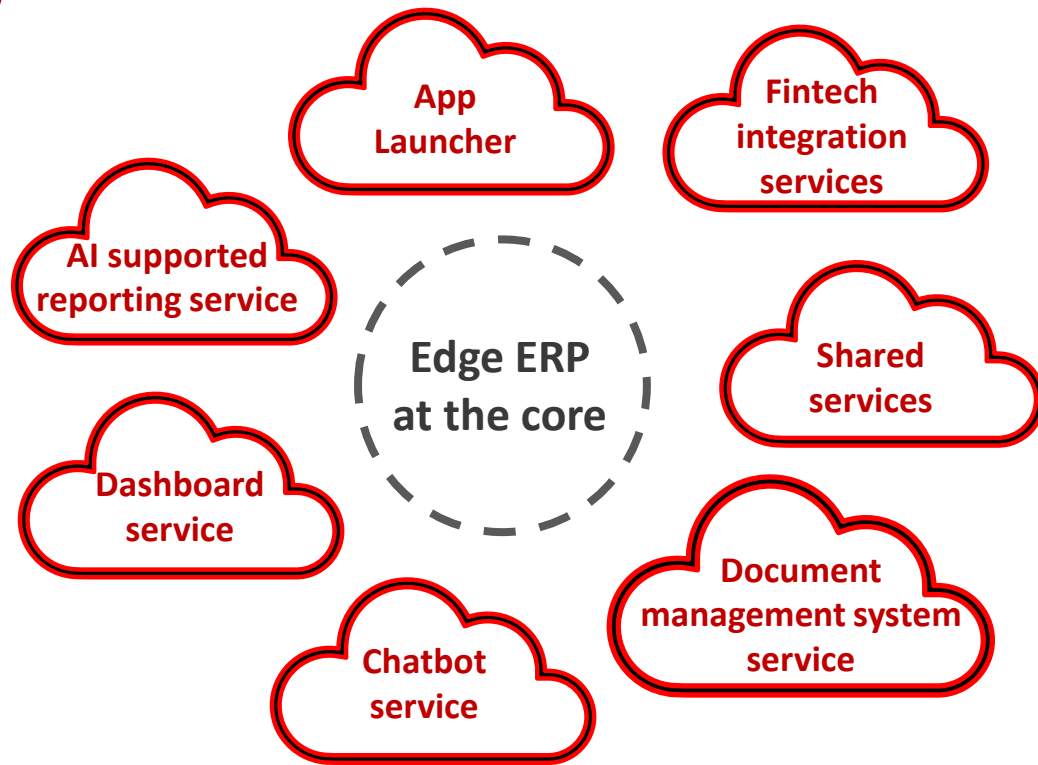
Subscription	
<u>2024</u> 10.300+ Small segment ERP customers	<u>2026e</u> 36.000+ Small segment ERP customers

Cloud ERP	
<u>2024</u> 1,400+ customers	<u>2026e</u> 4.000+ customers

Accelerated SaaS transition

Re-architecting of legacy products inline with servitisation strategy

Platform 4.0



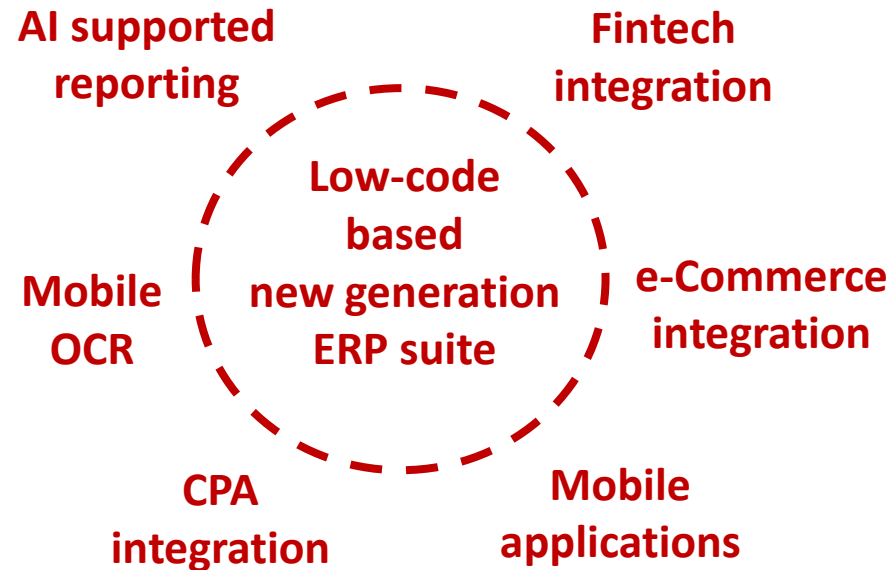
Legacy on-prem ERP enriched with
Cloud-based services

- **Enhanced customer experience**
- **Deeper customer insights** driving stronger market positioning
- **Stronger recurring revenue** through subscription model
- Lean product development boosting **operational efficiency**
- **Streamlined brand communication** for greater impact

Accelerated SaaS transition

Cloud-native platform to service all customers

Cloud Platform



■ Seamless User Experience

Next-generation ERP with intuitive design for effortless adoption

■ AI-Powered Business Insights

Cloud platform delivers actionable intelligence through AI-driven reporting, optimizing processes and performance

■ Mobile ERP for agility

Transforming operations with mobile-first design, enabling real-time decisions and productivity on the move

■ Accelerated App Development

Low-code infrastructure enabling faster, more cost-efficient innovation

■ Deploy Anywhere

"Code once, run anywhere" capability for maximum flexibility

SaaS solutions



eService platform and leader
in digital transformation
208,000+ customers



SaaS solution for reliable
and sustainable retail
operations
138 customers
8,900+ user locations

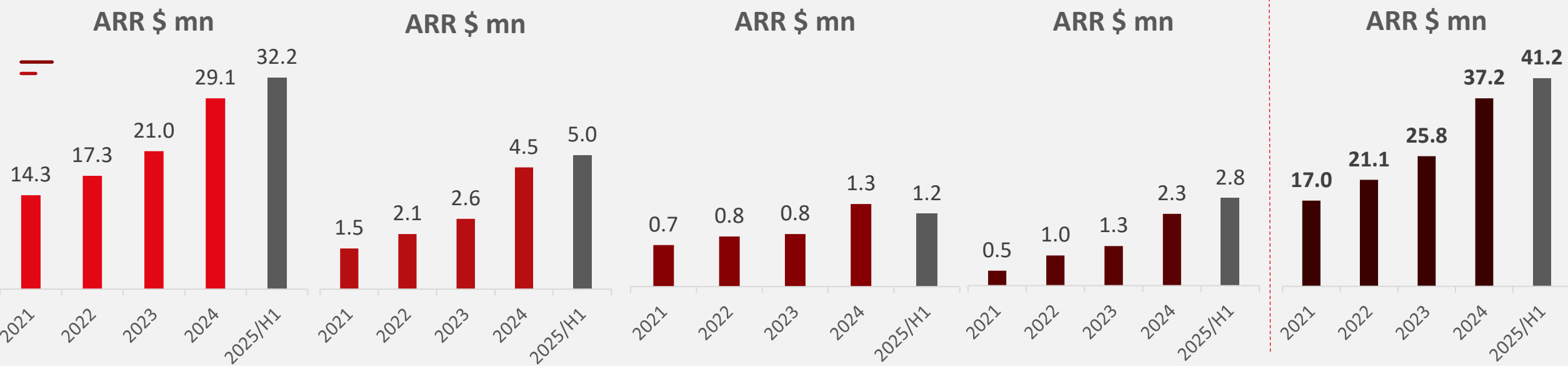


SaaS solution for
recruitment, on-boarding
and talent engagement
needs of enterprises
164 customers



SaaS solution for MicroSMEs:
basic accounting software
and e-invoicing services
71,800+ users

Total



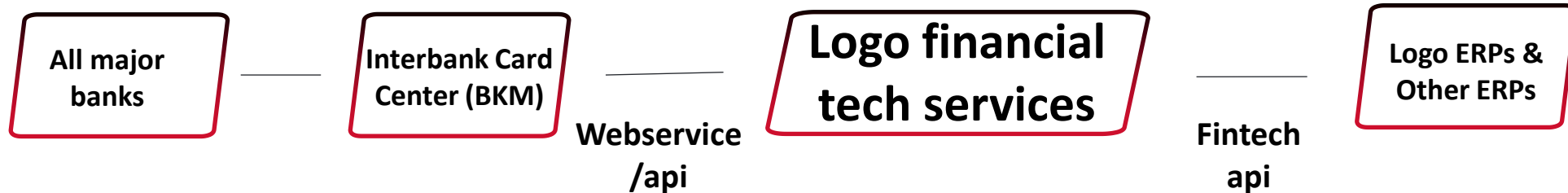
Fintech platform unlocking new opportunities

Leveraging tech infrastructure and big data to provide embedded finance services enabling further growth

Open banking platform



- Online bank statement
- Money transfer (PISP: Payment Initiation Service Provider)
- POS (Point of Sales) transaction transfer



Financing and receivables collection services



- e-Collection
- e-Document transfer
- Financial health platform (*on the way*)
- Supplier financing (*on the way*)

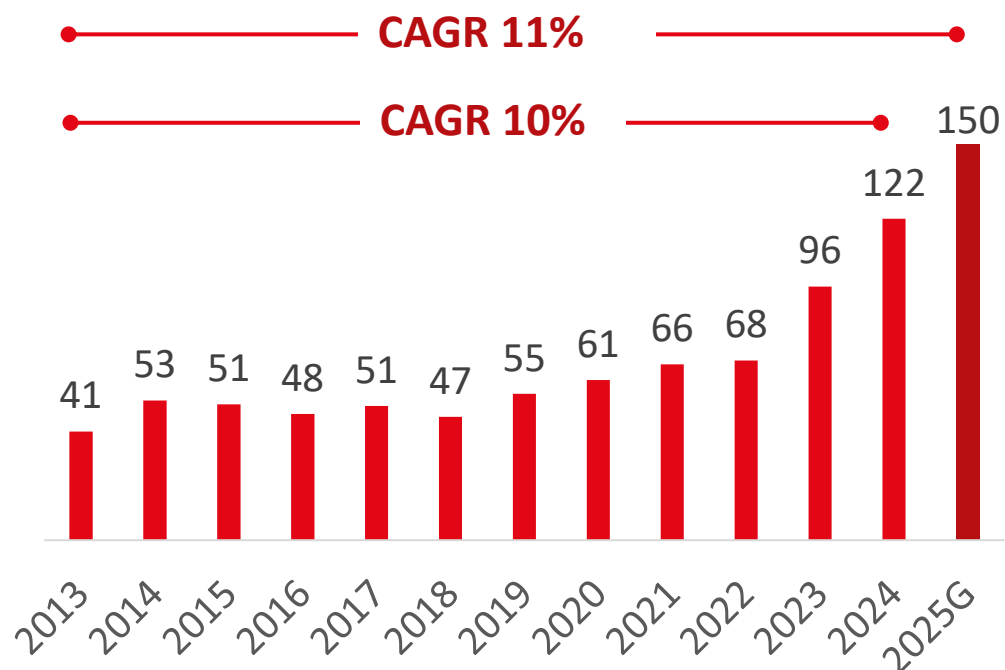
Strong financial performance

Double-digit USD based growth

Türkiye

Invoiced revenues (w/out IAS adj.)

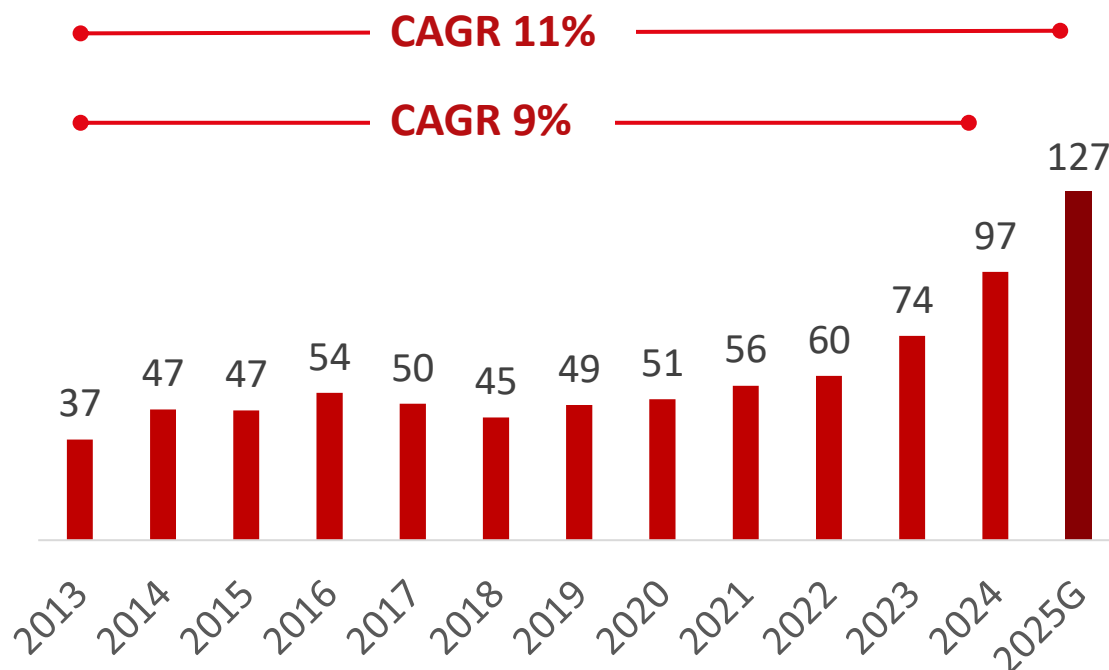
mn \$



Türkiye

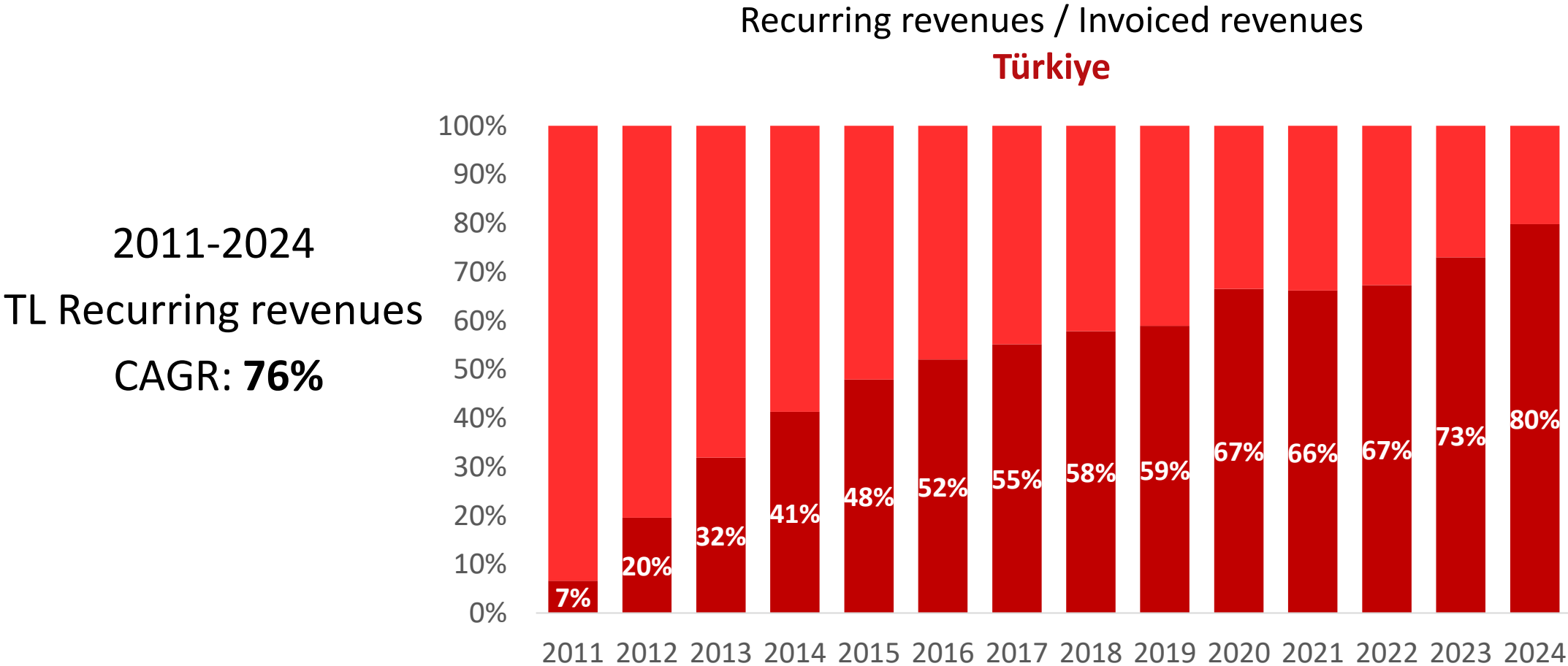
IFRS revenues (w/out IAS adj.)

mn \$

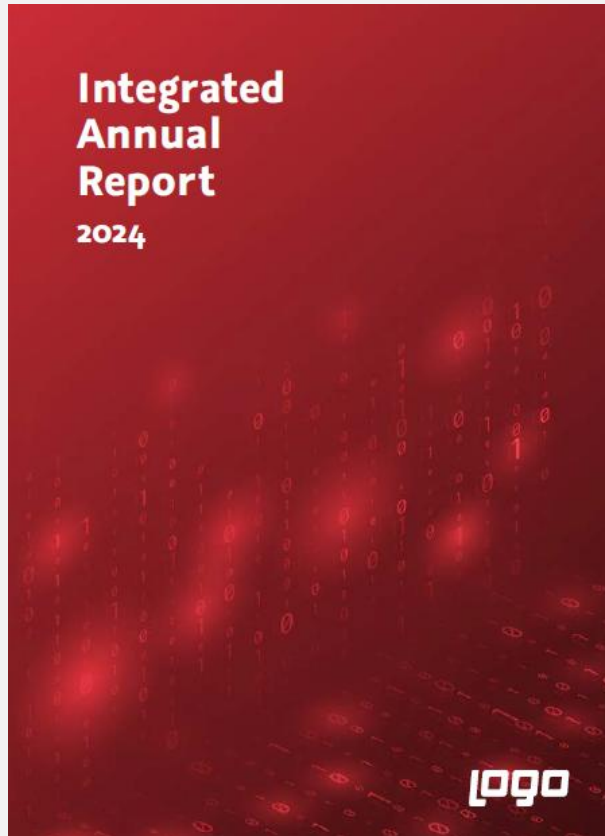


Strong financial performance

Growth in recurring revenues



Our ESG performance



**Refinitiv
ESG score
A-**



**Corporate
governance rating
9.5/10.0**



**BIST
Sustianability
Index
since 2017**



**BIST
Corporate governance
Index
since 2009**

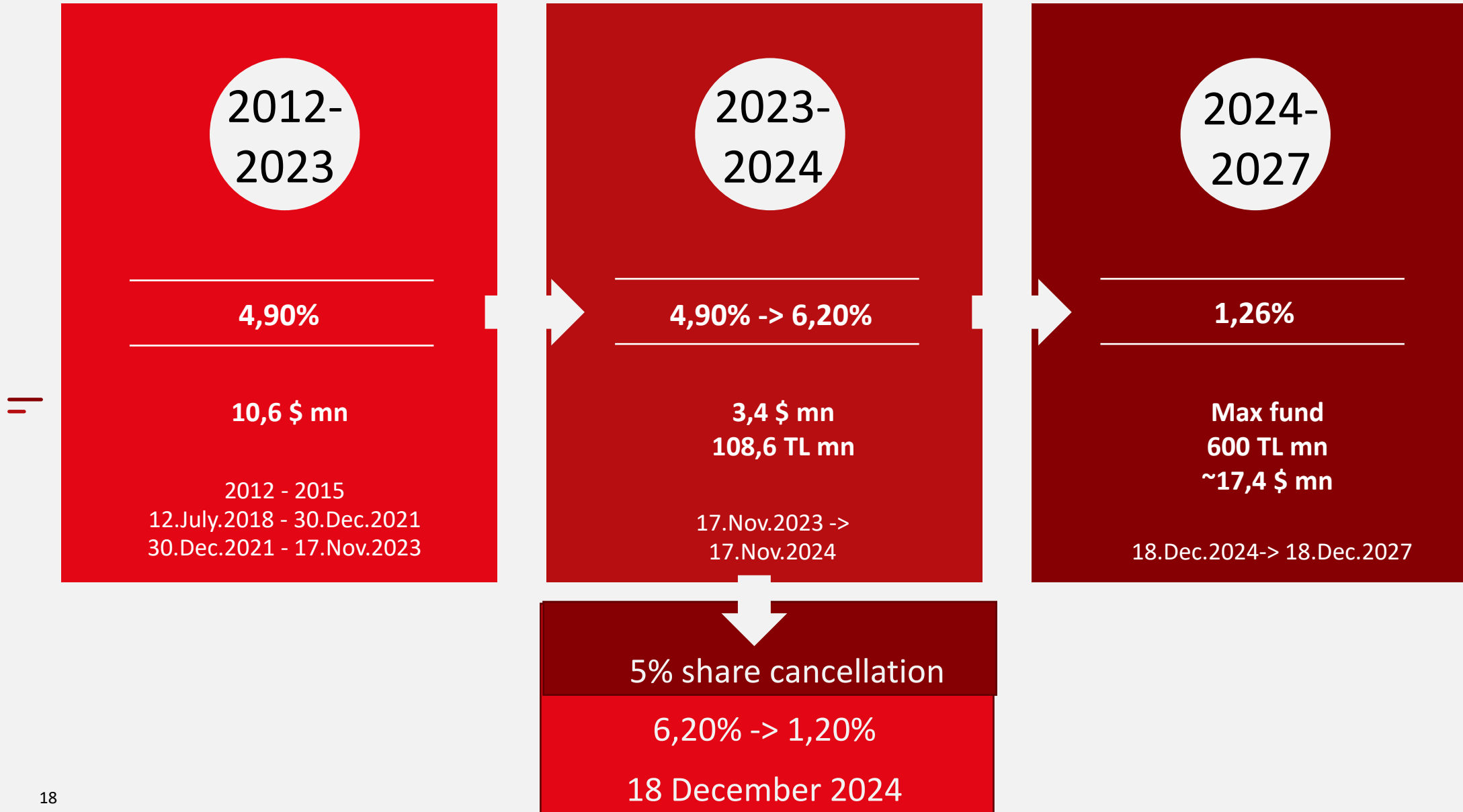
Dividend track record

	2021	2022	2023	2024
Pay-out ratio	34%	36%	35%*	64%*
Yield**	2,20%	2,85%	4,51%	4,25%
Gross amount	6,9 \$ mn 90 TL mn	8,0 \$ mn 150 TL mn	13,6 \$ mn 400 TL mn	13,2 \$ mn 500 TL mn
300% bonus issue				

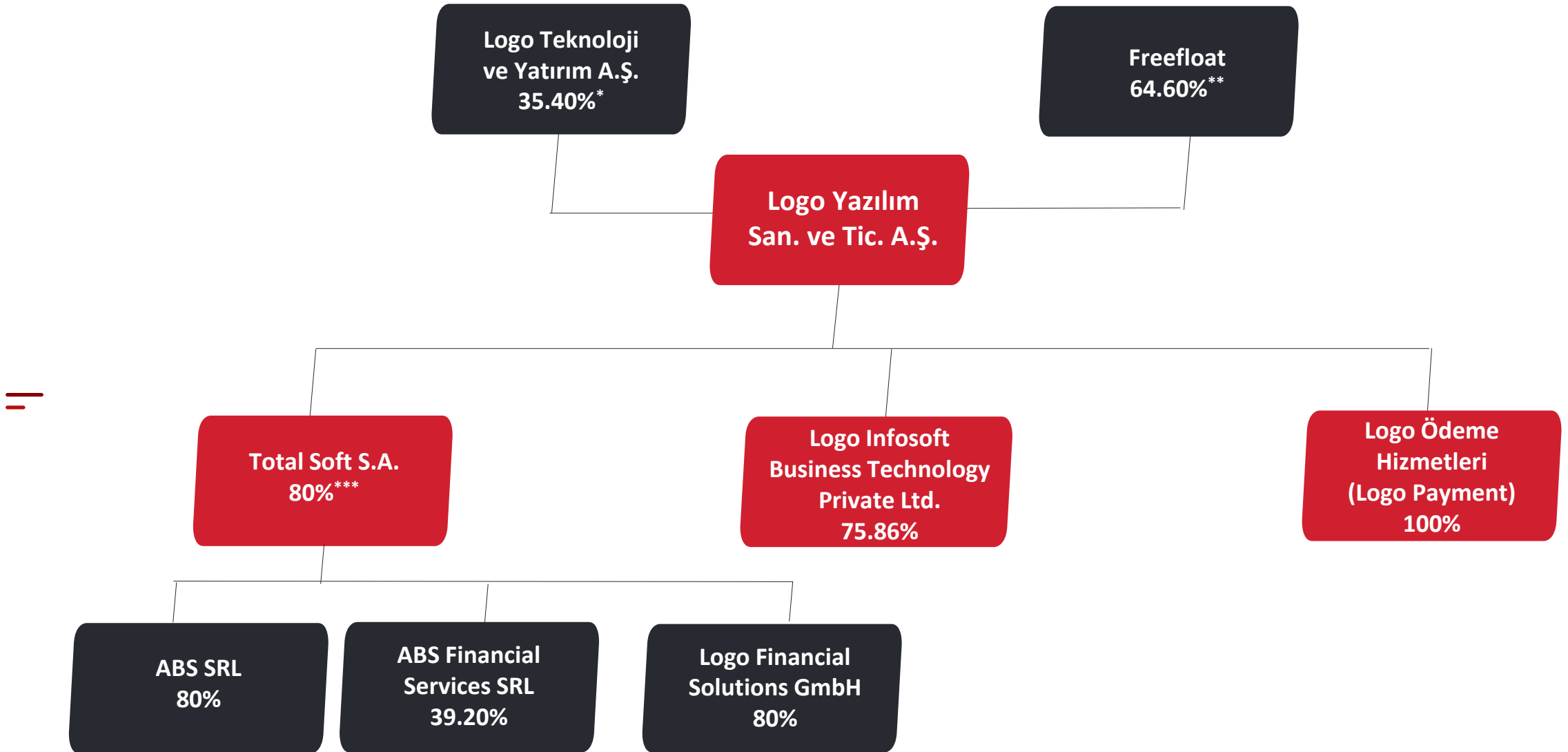
*Based on statutory records.

**Based on PDP disclosure date.

Share buy-back programs



Shareholder structure



* 34.02% belongs to M. Tuğrul Tekbulut. Other; 1,38%.

** Includes the treasury shares of 1,26%.

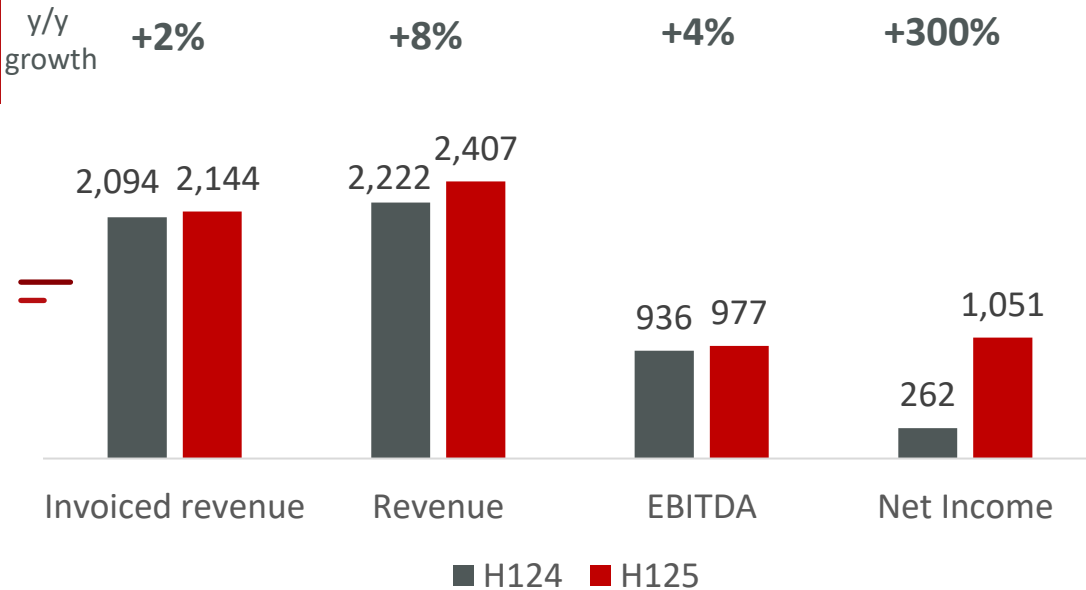
*** Logo's ownership will be 70% at end-2025, and 15% at end-2027 as per the share sale agreement signed with our minority shareholder Avramos Holding in 2024.

H125 results



Resilient performance in an uncertain macro

Consolidated (TL mn)



Logo Türkiye

- **Strong results** with real revenue growth of 8% and solid operational profitability.
- **EBITDA increased by 4%**, marking a robust margin of 41% in H125
- **Improved operational efficiency:** Revenue per employee is up by **14%**, and EBITDA per employee is up by **10%** in H125
- **Net income** reached TL 1,1 bn, with a margin of 44% in H125, supported by a **one-off investment gain of TL 700 mn** from the revaluation of accumulated FX translation differences.
- **Accelerated SaaS revenue generation**, increasing 41% year-over-year.
- **Recurring revenues** reached 85%, with a 12% y/y increase.
- **New customer acquisition** in EAS and e-Services remained at a healthy level of 4,3 thousand in H125 amid continuing macro difficulties

2025 Guidance

Logo Türkiye expectations:

- 7% invoiced revenue growth w/ IAS29 adj.
- 11% IFRS revenue growth w/ IAS29 adj.
- EBITDA margin of ~ 35% w/ IAS29 adj.

Total Soft expectations*:

- 2% Euro revenue growth
- 23% EBITDA margin

Economic indicator expectations:

- 2025 year-end inflation is 35%
- Average USD/TL rate for 2025 is 39.1 (+19% y/y)
- Average Euro/TL rate for 2025 is 40.9 (+15% y/y)
- Year-end USD/TL rate for 2025 is 43.0 (+22% y/y)
- Year-end Euro/TL rate for 2025 is 45.2 (+23% y/y)

* Total Soft is recognised according to equity method in 2025 impacting Logo's EBT.

 **Thank you.**