



Investor Presentation

December 2025

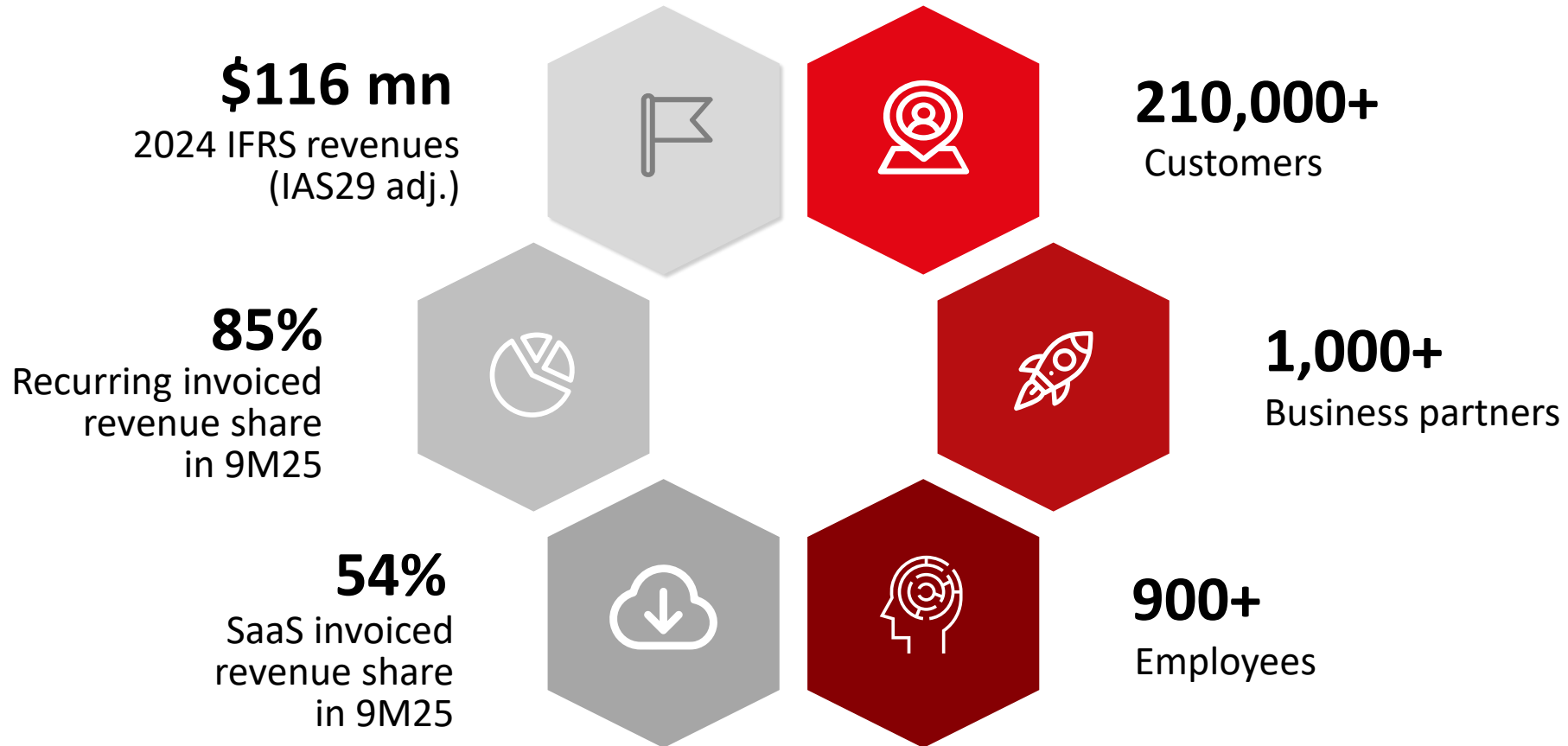


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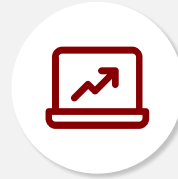
Logo at a glance: Türkiye's long-standing Enterprise Application Software leader



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 (CRM), Business flow, Business intelligence (BI), Warehouse management systems



Maintenance and support

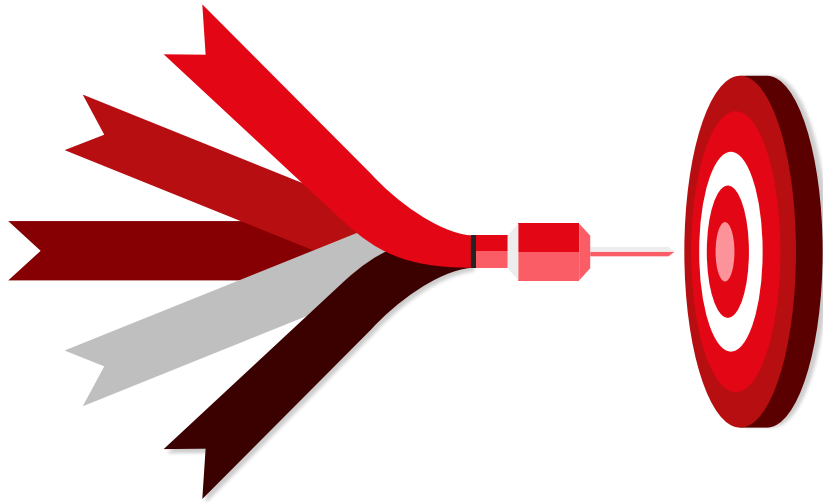
License maintenance, technical support and consultancy services



SaaS solutions

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

Investment highlights



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



Accelerated SaaS transition



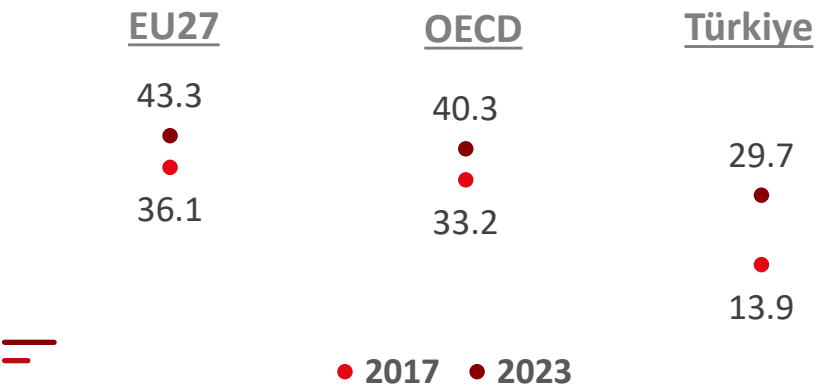
Strong financial performance



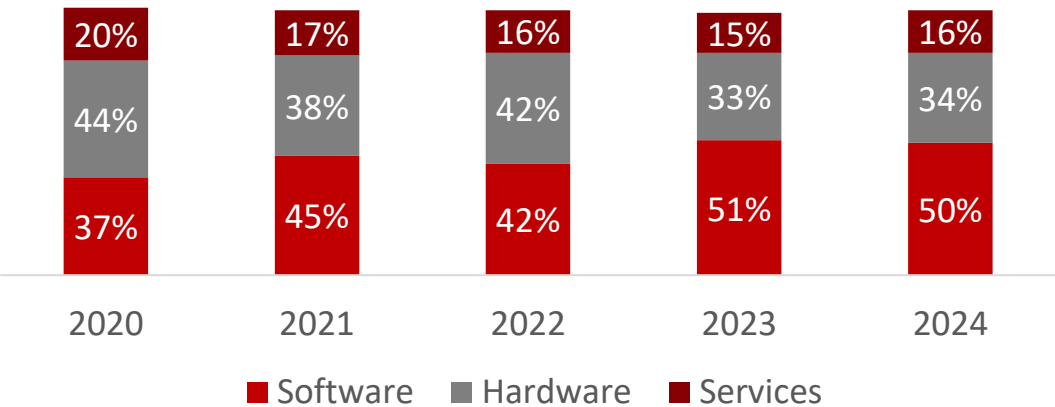
**Strategic levers for sustainable
growth**

Attractive Turkish software market

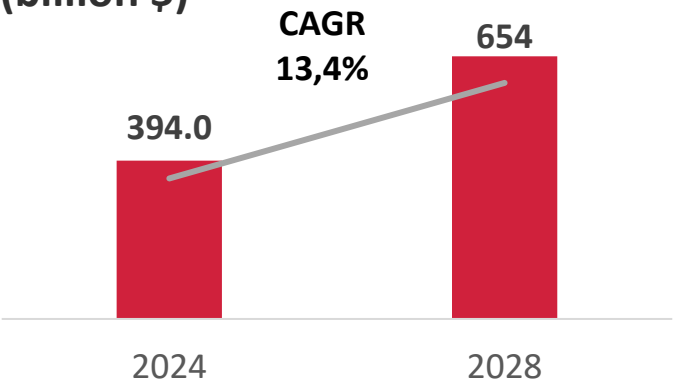
ERP adoption improving but still behind EU27 and OECD average (%)



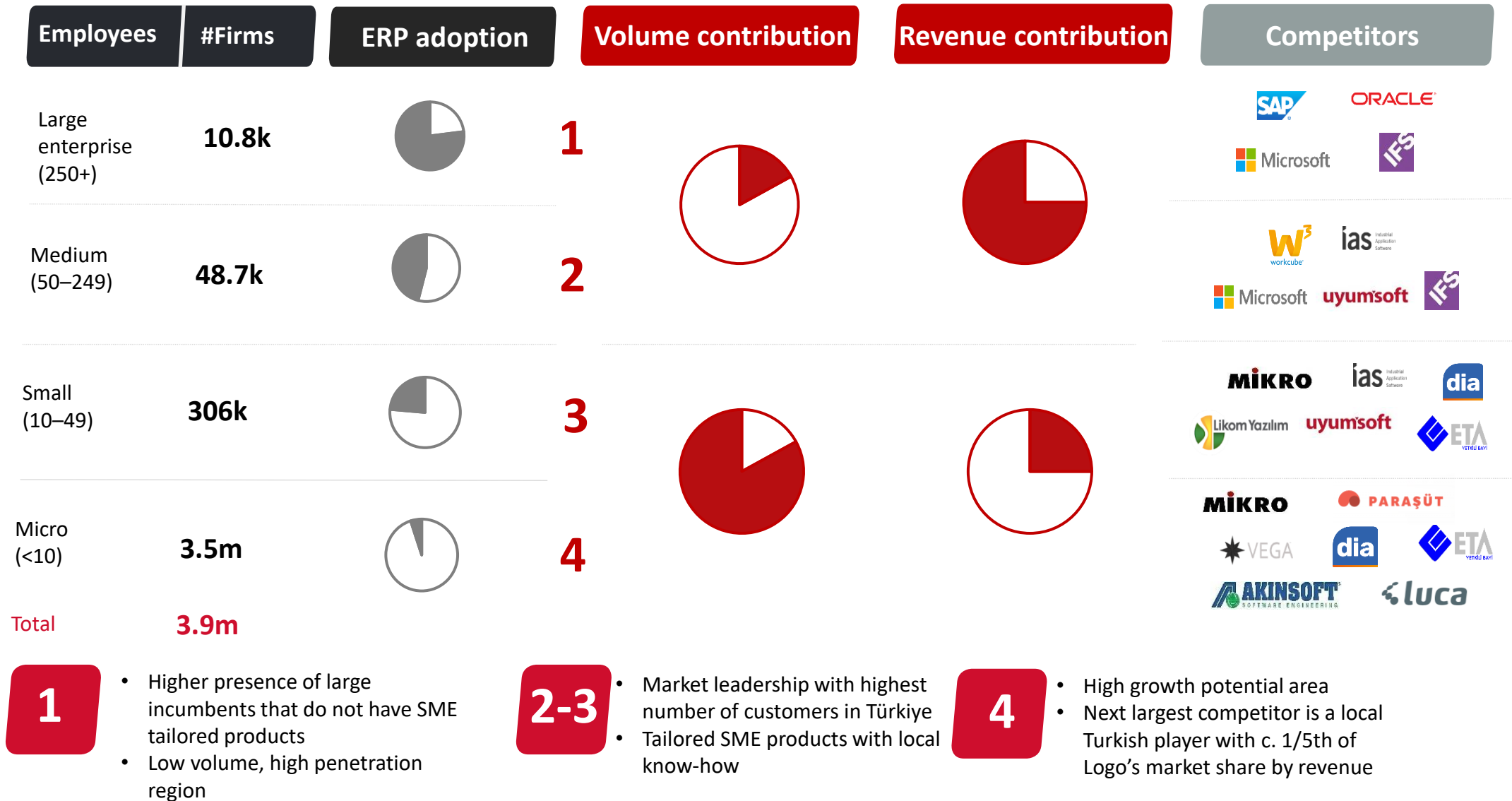
Software’s share in Turkish IT market is expanding



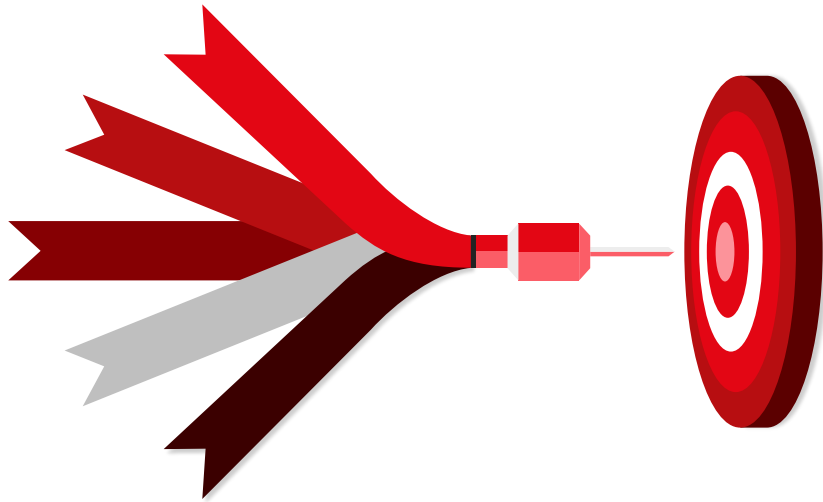
Global enterprise application software market (billion \$)



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



Investment highlights



**Attractive Turkish software market
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Accelerated SaaS transition



Strong financial performance



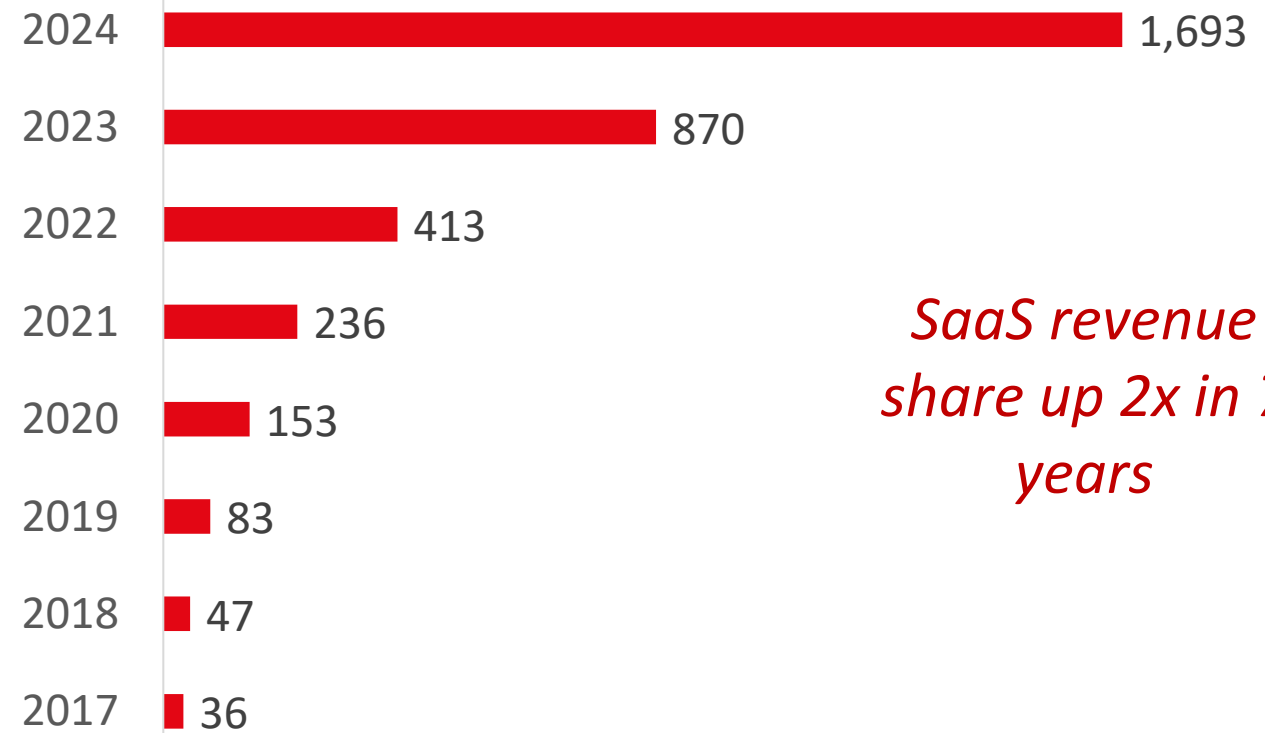
**Strategic levers for sustainable
growth**

Accelerated SaaS transition

Growth in SaaS revenues

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

2017-2024
CAGR
74%

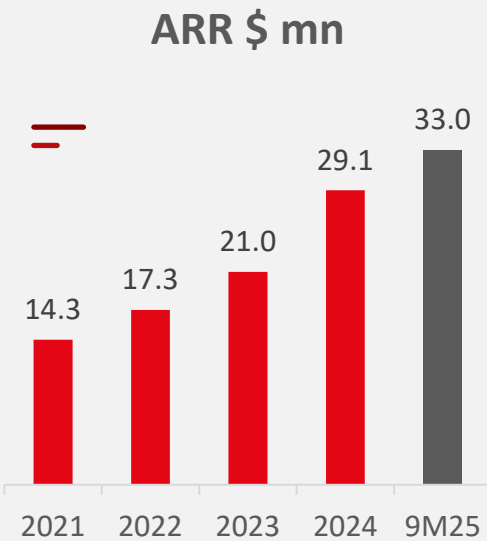


*SaaS revenue
share up 2x in 7
years*

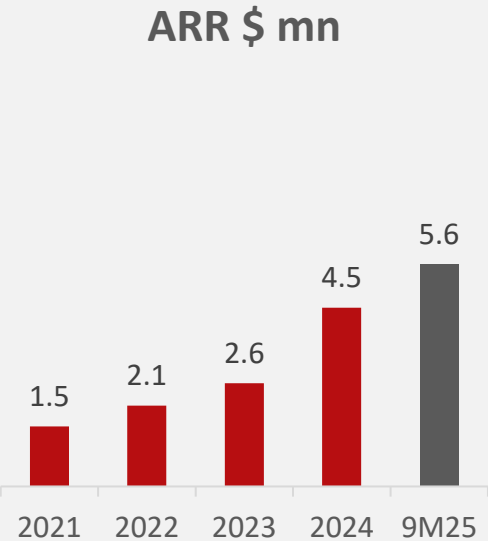
SaaS solutions



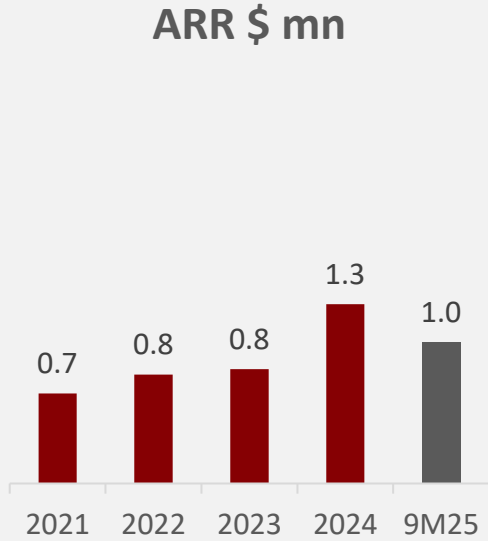
eService platform and leader
in digital transformation
218,000+ customers



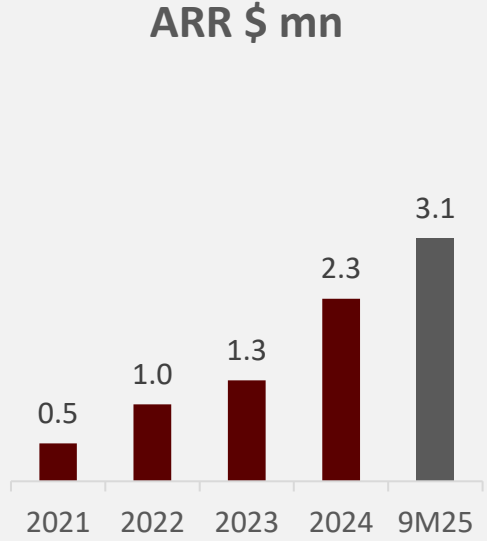
SaaS solution for reliable
and sustainable retail
operations
135 customers
8,800+ user locations



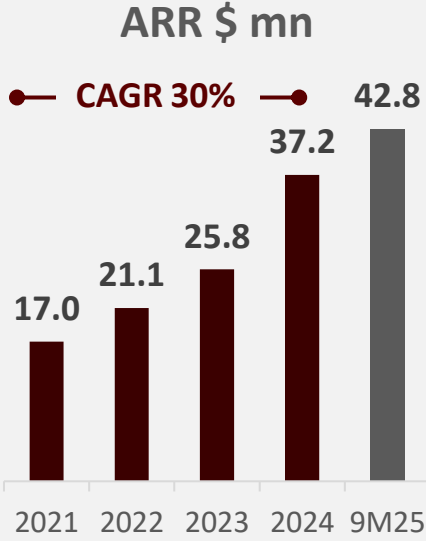
SaaS solution for
recruitment, on-boarding
and talent engagement
needs of enterprises
166 customers



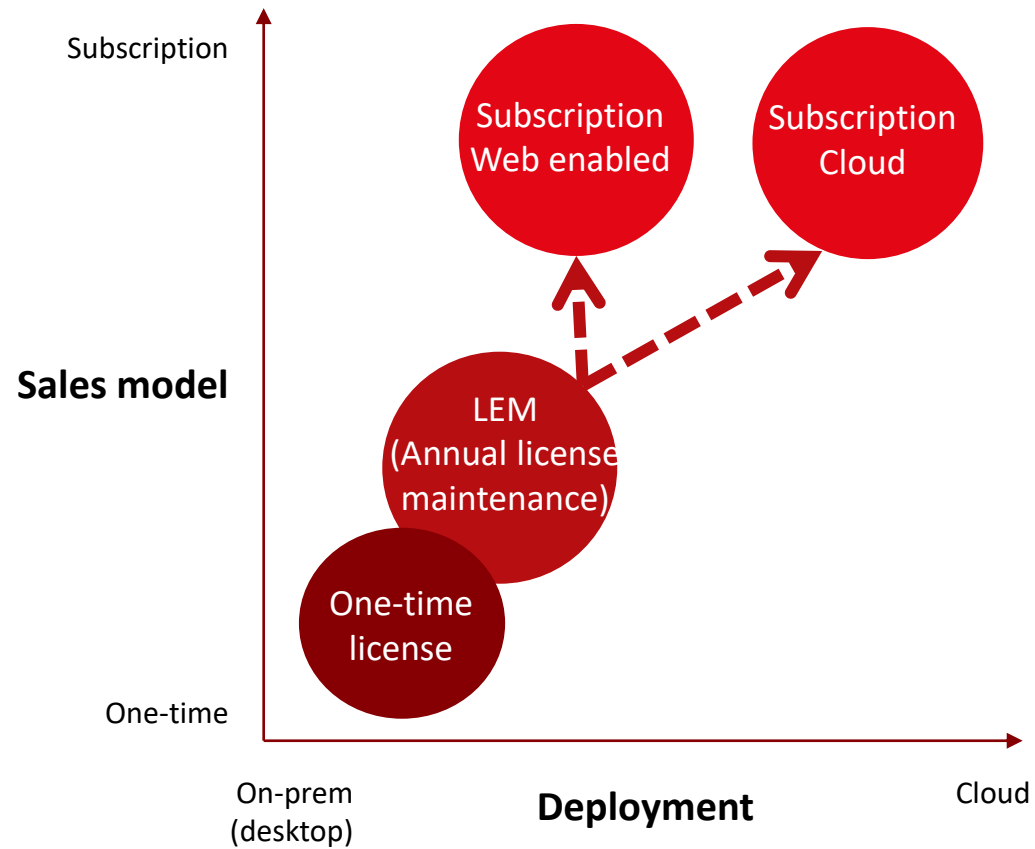
SaaS solution for MicroSMEs:
basic accounting software
and e-invoicing services
76,600+ users



Total



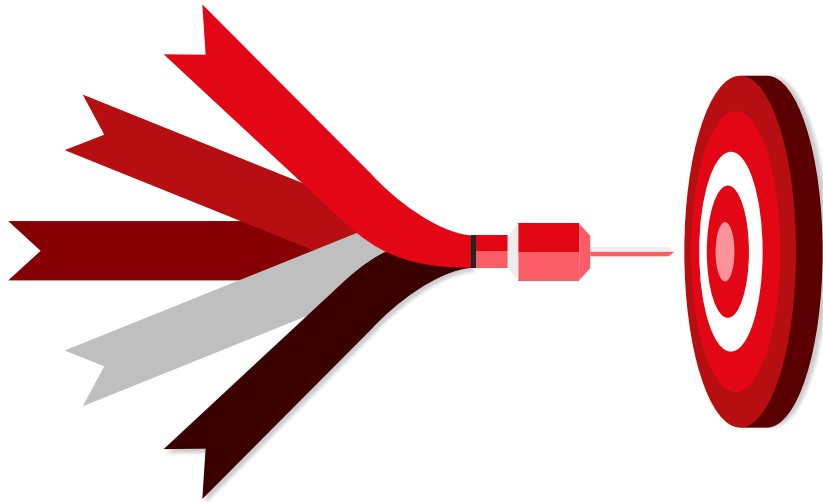
Servitization strategy



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

Investment highlights



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



Accelerated SaaS transition



Strong financial performance



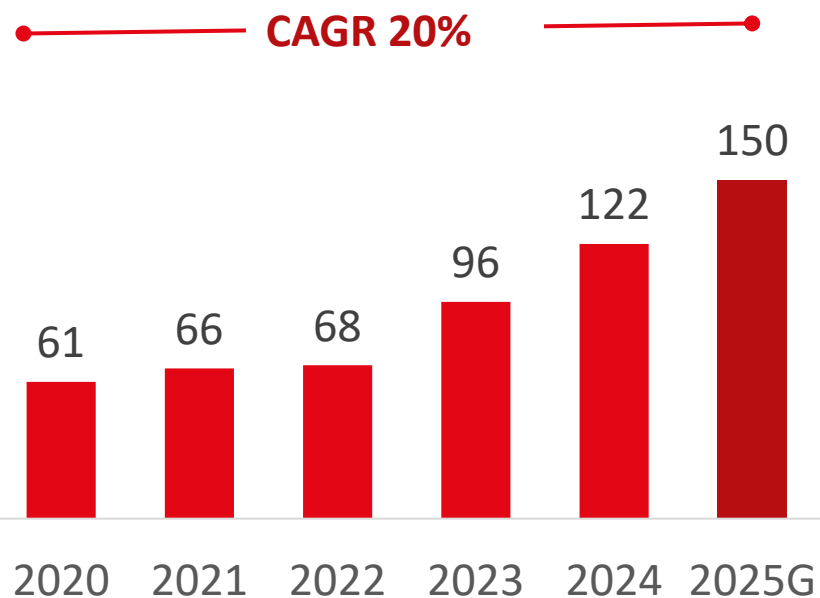
**Strategic levers for sustainable
growth**

Strong financial performance

Double-digit USD based growth

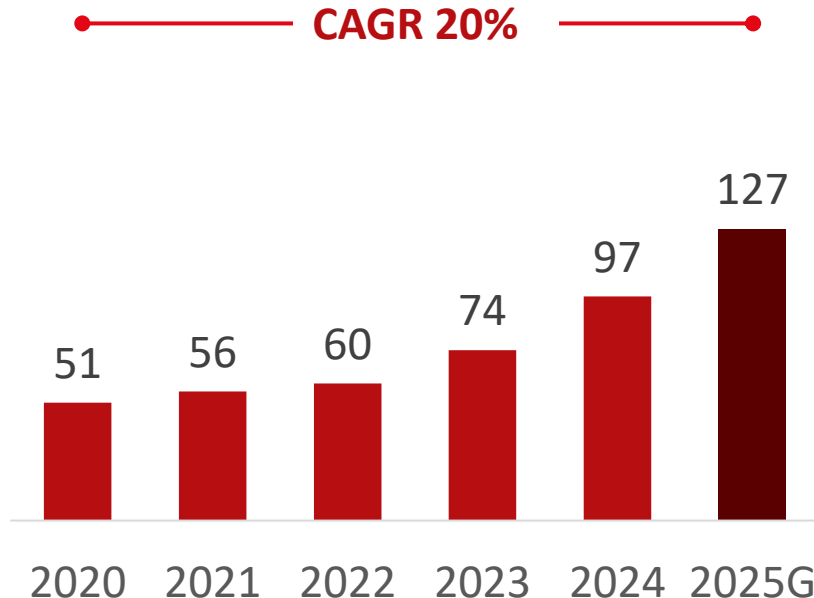
Türkiye

**Invoiced revenues (w/out IAS adj.)
mn \$**



Türkiye

**IFRS revenues (w/out IAS adj.)
mn \$**



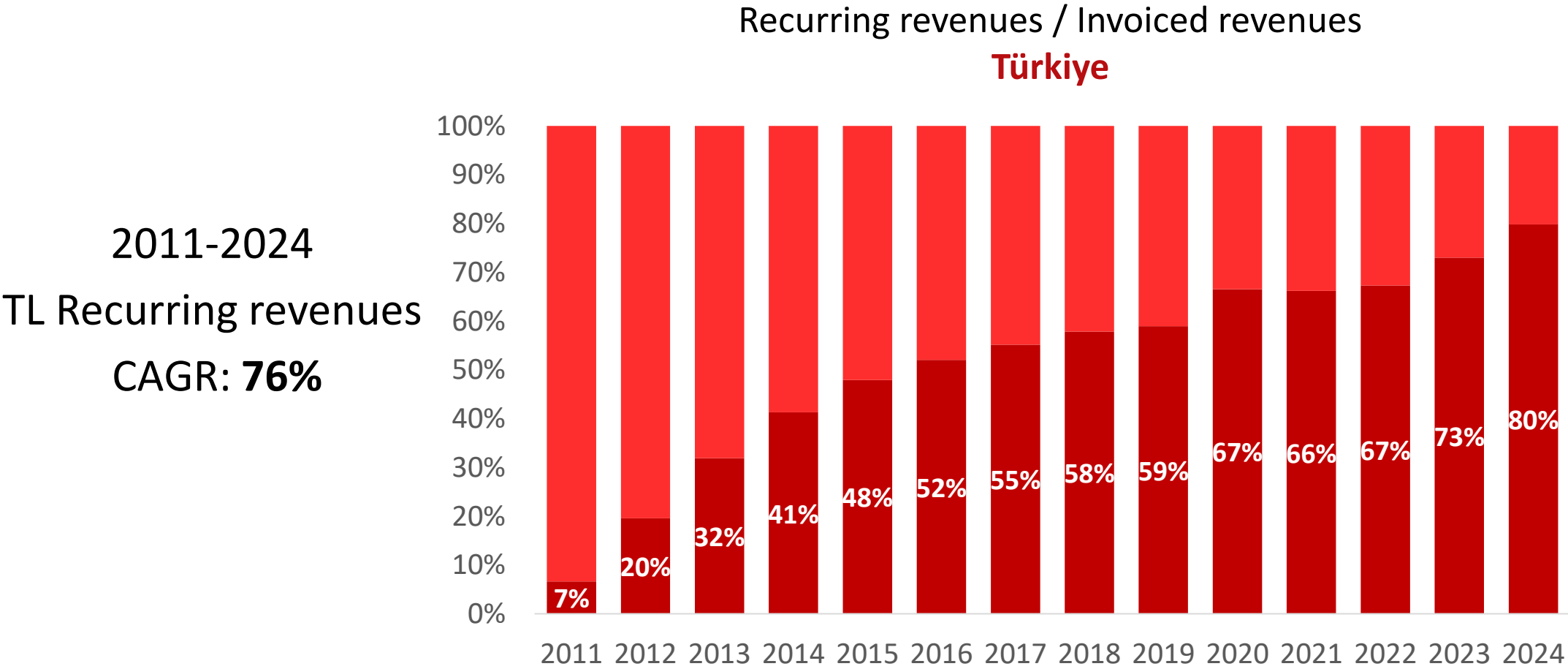
Delivering sustainable
profitability:
**35% average EBITDA
margin**

**4.4x growth in
EBITDA
per employee**

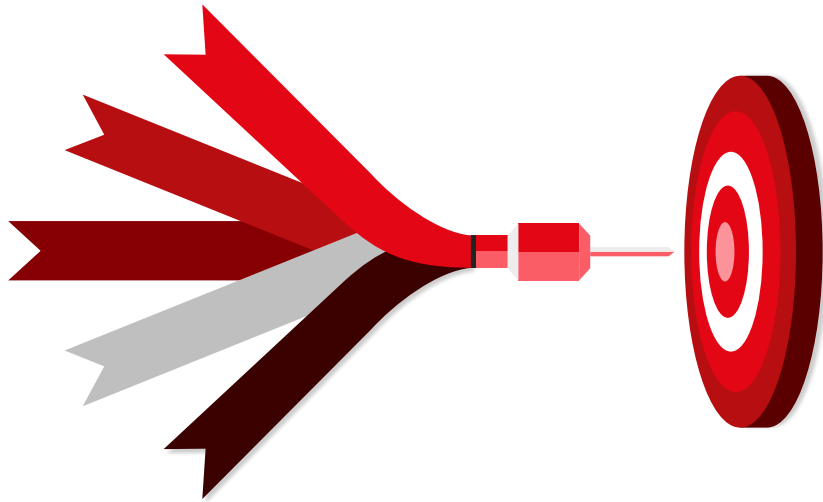
Consistently robust
free cashflow*:
averaging \$18 million
annually

Strong financial performance

Growth in recurring revenues



Investment highlights



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Accelerated SaaS transition



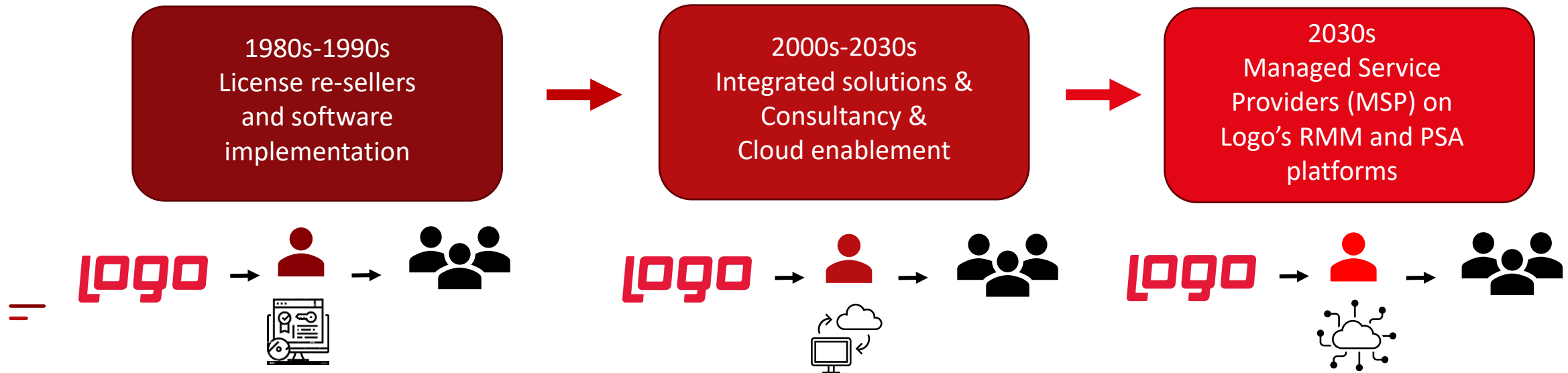
Strong financial performance



**Strategic levers for sustainable
growth**

Logo ecosystem's evolution

Becoming Türkiye's enterprise application platform: Logo positioning as a marketplace and Business Partners as MSPs



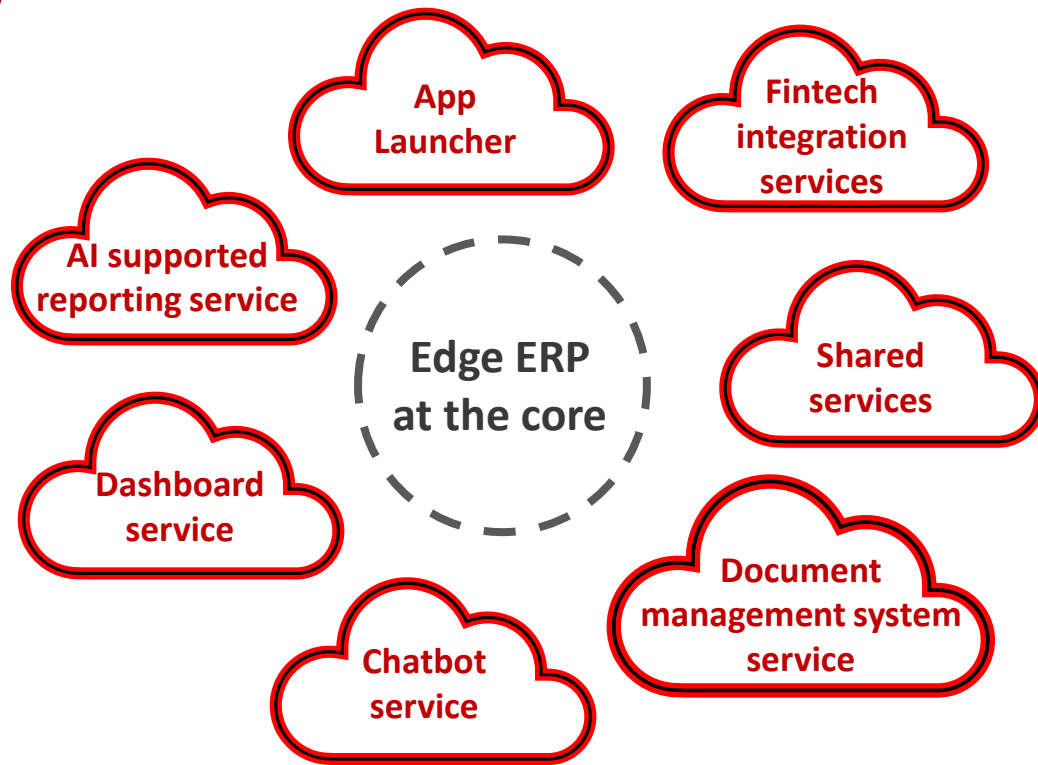
Strategic shift positions Logo ecosystem for further recurring revenue growth, operational resilience and stronger customer retention

Enhancing Logo ecosystem's
total value creation

Servitisation and infrastructure transformation

Re-architecting of legacy products inline with servitisation strategy

Platform 4.0



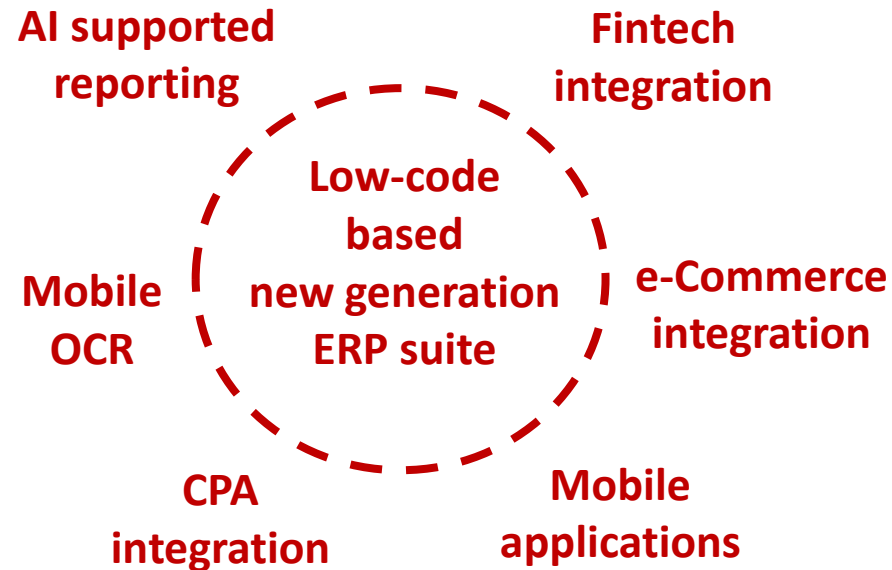
Legacy on-prem ERP enriched with
Cloud-based services

- **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

Servitisation and infrastructure transformation

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



AI's impact on ERP domain

- **AI is enabling ERP, not replacing it**

AI tools expand ERP's value creation potential

ERP platforms with integrated workflows, consistent data, and deep domain knowledge are irreplaceable foundations for AI-enabled enterprises

- **AI-Powered Business Insights**

AI further optimizes processes and performance by embedding intelligence where business decisions are made

- **Enhancing autonomy**

AI driven agents placed in the system of data recording, unlocking automation across finance, HR, supply chain and procurement



AI in action at Logo

- **Smarter, Faster**

- AI integrated Low-Code/No-Code Solutions
- AI-Powered First-Level Support with a Machine Learning-Driven Knowledge Base
- Building Logo's AIOps Infrastructure with Smart Resource Management and AI-Driven DBaaS Performance Monitoring

- **Next-Gen ERP:** AI-Powered Dashboards and ML-Based OCR for Seamless Data Entry

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

All major
banks

Interbank Card
Center (BKM)

Webservice
/api

**Logo financial
tech services**

Fintech
api

Logo ERPs &
Other ERPs

Financing and receivables collection services



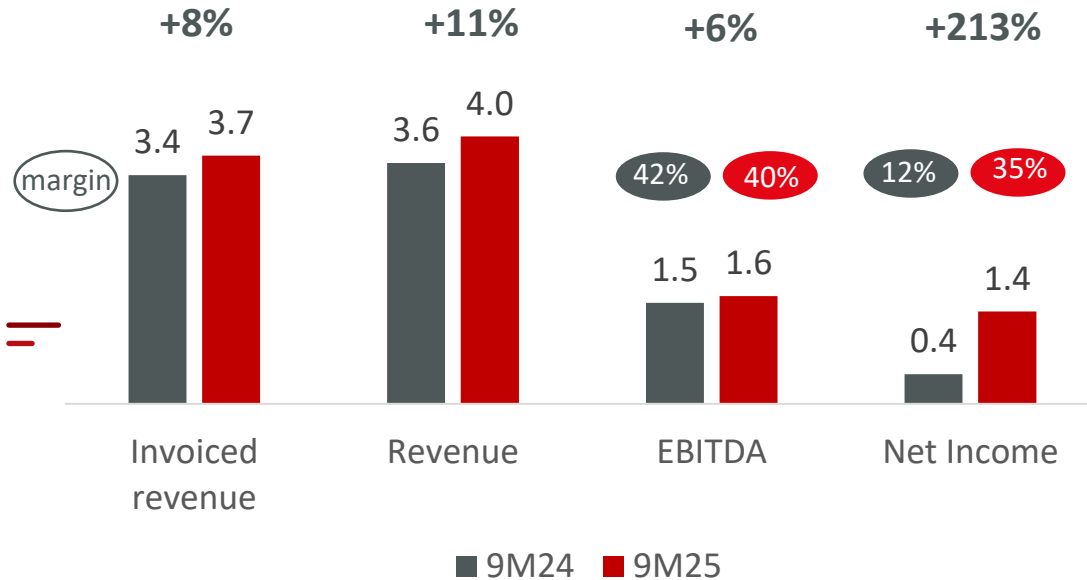
- e-Collection
- e-Document transfer
- Financial health platform (*on the way*)
- Supplier financing (*on the way*)

Q325 results



Outperforming in a challenging environment

Consolidated (TL bn)



- **Double-digit real growth in revenues** and strong operational profitability
- **SaaS momentum accelerates**; revenues soar 44% y/y
- **Recurring invoiced revenues' share** reached 85%, with a 19% y/y increase
- **EBITDA up by 6%**, marking a strong margin of 40% in 9M25
- **Improved operational efficiency**: Revenue per employee is up by **18%**, and EBITDA per employee is up by **13%** in 9M25
- Despite ongoing macroeconomic challenges, **EAS and eServices** achieved robust **new customer acquisition**, reaching 6,400 in 9M25
- **Net income** reached TL 1,4 bn, with a margin of 35% in 9M25, supported by a **one-off investment gain of TL 742 mn** from the revaluation of accumulated FX translation differences

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 for 2025 budget:

- 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.

Appendix



Dividend track record

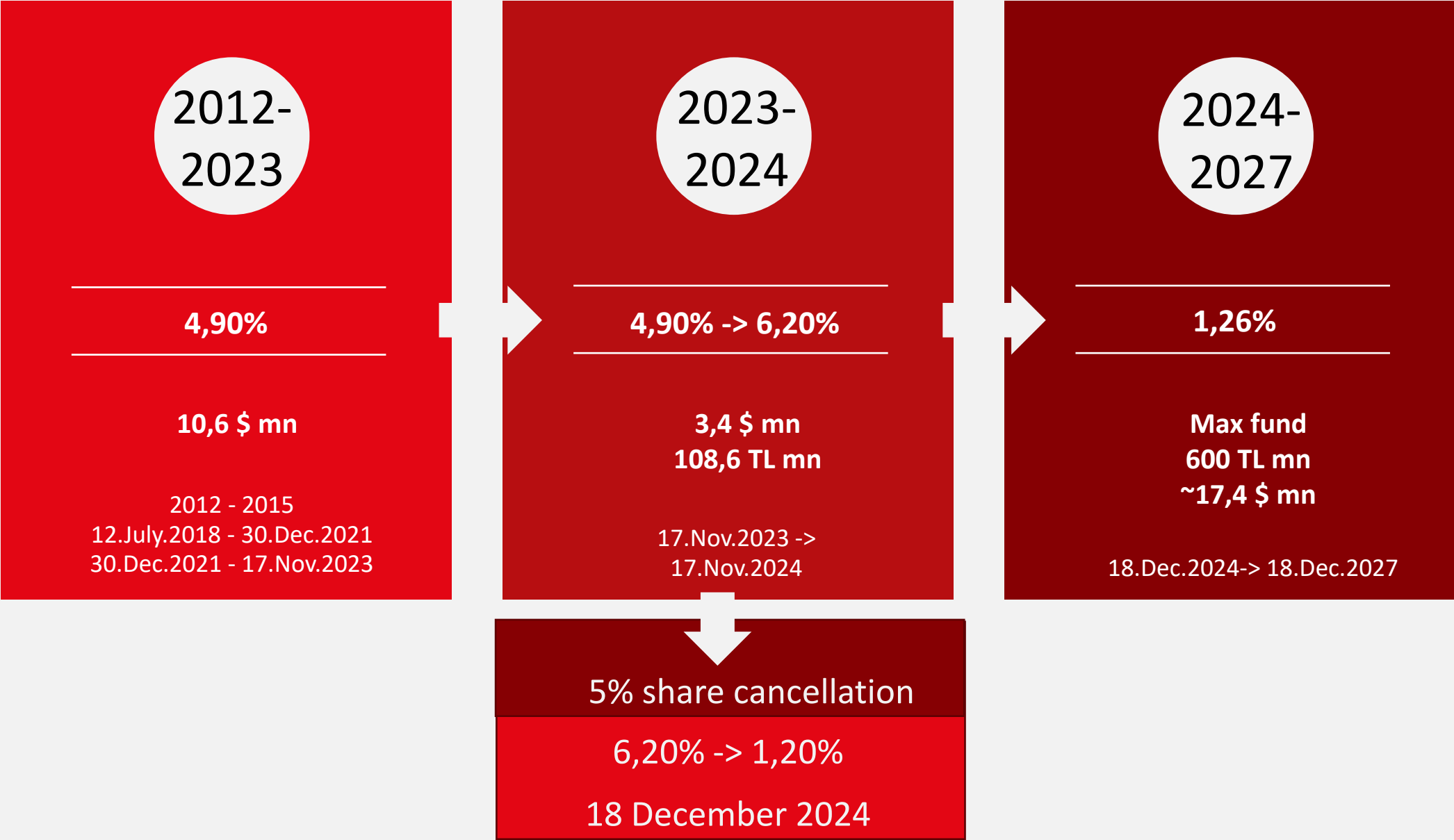
	2021	2022	2023	2024
Pay-out ratio	34%	36%	35%*	64%*
Yield**	2,20%	2,85%	4,51%	4,25%
Gross amount	6,9 \$ mn 90 TL mn	8,0 \$ mn 150 TL mn	13,6 \$ mn 400 TL mn	13,2 \$ mn 500 TL mn
300% bonus issue				

*Based on statutory records.

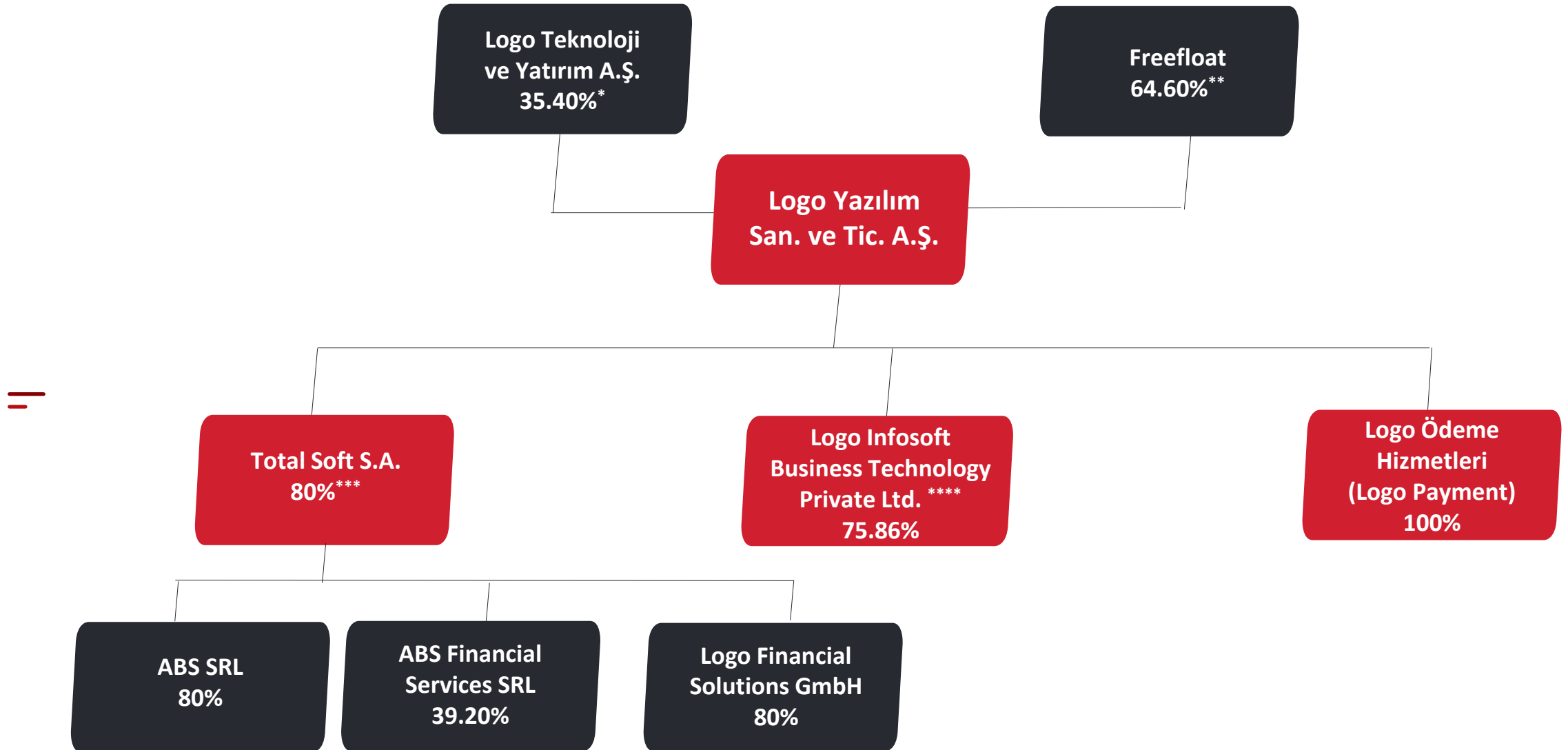
**Based on PDP disclosure date.

Share buy-back programs

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Shareholder structure



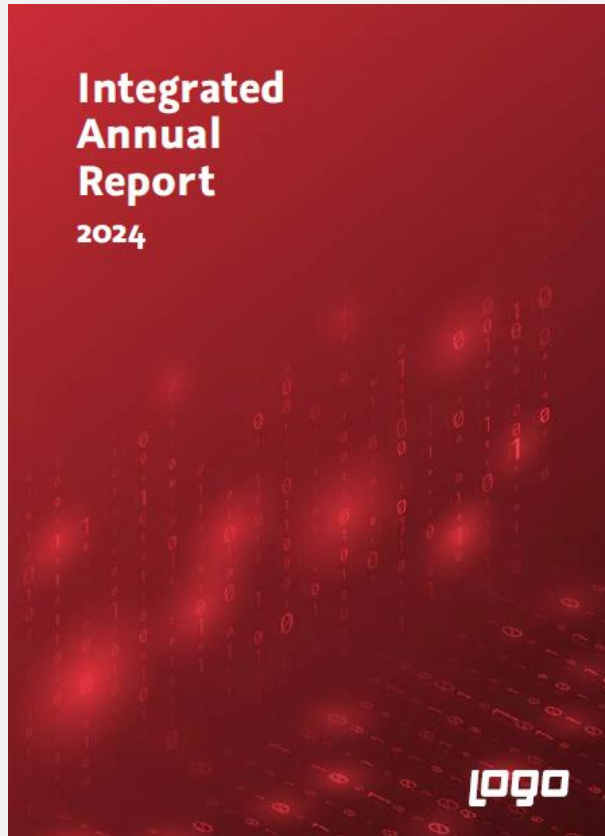
* 34.02% belongs to M. Tuğrul Tekbulut. Other; 1,38%.

** 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.

**** Logo Infosoft is at liquidation phase.

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**



Thank you.

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