



KAMUYU AYDINLATMA PLATFORMU

HACI ÖMER SABANCI HOLDİNG A.Ş. Material Event Disclosure (General)

Summary

Acquisition of SEM and Liberdatum Shares by DxBV





Material Event Disclosure General

Related Companies

Related Funds

Material Event Disclosure General	
Update Notification Flag	Evet (Yes)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	29.04.2022, 31.05.2022
Postponed Notification Flag	Hayır (No)
Announcement Content	
Explanations	

With the aim of creating a global player in the digital world by focusing on business models based on next generation technologies at Sabancı Group, the envisaged company acquisitions initiated by Dx Technology Services and Investment BV (DxBV), a company incorporated in the Netherlands of which Sabancı Holding is the sole and founding shareholder, have been previously disclosed to public on April 29, 2022.

In respect thereof, 100% of the shares in SEM İnternet Reklam Hizmetleri ve Danışmanlık A.Ş., a digital marketing company operating in Turkey, and 100% of the shares in Liberdatum İnternet Reklam Hizmetleri ve Danışmanlık A.Ş., which also operates in Turkey as a digital marketing company, have been acquired by DxBV as of June 30, 2022 in consideration for a total of USD 14.8 million post customary adjustments as per acquisition and closing procedures. Both companies became subsidiaries of DxBV after the acquisition. The enterprise value before the adjustments was disclosed as USD 13,5 million on April 29, 2022.

As a result, company acquisition processes in the digital business unit that were mentioned in the public disclosure statement dated April 29, 2022 have been completed. Further work in relation to the integration of Radiflow, SEM and Liberdatum under the umbrella of DxBV are still ongoing.

In case of a discrepancy between the Turkish and English versions of this public disclosure statement, Turkish version shall prevail.

We proclaim that our above disclosure is in conformity with the principles set down in “Material Events Communiqué” of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we’re personally liable for the disclosures.