

PRESS RELEASE

BIM signed an agreement with private investment firm Helios Investment Partners for the sale of a 35% stake in BIM's Moroccan business

BİM signed an agreement for the sale of a 35% minority stake of BIM Stores SARL, its Moroccan subsidiary to UK based private investment firm Helios Investment Partners.

**With this investment, BİM will accelerate its growth and localisation process in
Morocco**

9 December 2020. BİM, which has been operating in Morocco for more than 12 years, has taken an important step in the country. An agreement has been signed between BİM Birleşik Mağazalar A.Ş. ("BİM") and the private investment firm Helios Investment Partners for the sale of a 35% stake in BIM Stores SARL, established in 2008 in Morocco as a 100% subsidiary of BIM. UK based Helios Investment Partners, the leading Africa-focused private investment firm, has investments in more than 30 countries across Africa.

Haluk Dortluoğlu, CFO and Member of the Executive Board at BIM, commented: "Morocco is a market in which we are growing. We opened 37 new stores this year and reached 534 stores in Morocco as of today. With Helios, a leading private investment firm in Africa, now as a minority stakeholder, we start a new chapter in Morocco. This investment will help continue and develop our trend of growth in Morocco and is a valuable step towards localization. We believe the investment represents a vote of confidence in our Moroccan establishment and our long-term strategy in Morocco. We will continue working to add value to our brothers and sisters in Morocco and to our established eco-system within this country."

Zineb Abbad El Andaloussi, Partner at Helios, added: "The BIM brand is established in the minds of Moroccan consumers and has become part of their everyday life. This relationship has been further cemented during the Covid-19 crisis due to product availability thanks to BIM Morocco's strong logistics capabilities and sourcing of more than 85% of products locally. BİM, which since 2009 has consistently continued to invest in its Moroccan business, has shown this country strong commitment. We look forward to working with BIM to continue expanding the Company's local production capabilities and providing quality products at competitive prices to consumers."

The closing of the transaction is subject to the completion of the condition precedents.