

Offering a Diverse Digitalized Experience for Sustainable Business Success in the AI Era

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As Turkcell celebrates its 30th anniversary, our financial performance demonstrates the strength and resilience of the company. In the third quarter of 2024, we achieved revenue growth of 6.9%, and our EBITDA increased by 10.4% on an annual basis to a 44.2% margin. Our net income rose to 14.3 billion TL. The solid performance was driven by strong results from both Turkcell Türkiye and our TechFin services.

We have also solidified our market position and strategically invested more in deploying advanced technologies such as 5G, enhancing fiber infrastructure, and pursuing renewable energy projects. Our focus on innovation also extends to data center and cloud services, which we envisage will give us an edge.

These achievements demonstrate Turkcell's tireless commitment to delivering value to our customers, shareholders, and the industry as a whole. We continue to pave the way for sustainable growth, leveraging our digital and technological assets to build a better future.

As we navigate an unprecedented era of intelligent trans-

formation, Turkcell is steadily advancing toward a future focused on digitalization and sustainability. By blending cutting-edge technology with strategic foresight, Turkcell continues to redefine the telecommunications landscape, proving that success in business today requires not only adaptation but also a clear vision.

A Model of Resilience and Innovation

Turkcell's success stems from its pioneering approach to innovation, customer focus, and strategic investments. The company has gone beyond traditional telecom services by building a broad ecosystem in digital and financial technologies. With innovative solutions like Paycell and Financell, Turkcell has redefined financial services. Additionally, locally and internationally tailored plat-

forms like TV+, lifebox, fizy, and BiP provide a wide range of digital content and services, enhancing customer loyalty. Turkcell's forward-looking investments in renewable energy, 5G infrastructure, and data centers demonstrate its commitment to maintaining technological leadership and shaping the future.

At Turkcell, we work to realize our vision for tomorrow by leveraging our operational excellence and customer-centric innovation. Moreover, strategic partnerships with global and local players have solidified our role as a key driver in Türkiye's digital transformation. As a result, Turkcell's unique ability to merge innovation with inclusivity and financial resilience makes it a standout success in the global telecom sector.

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in next-generation network technologies, including 5G and Dense Wavelength Division Multiplexing (DWDM). These collaborations enable us to deliver unparalleled service quality, aligning with our mission to provide our subscribers with the highest quality Internet service. The launch of 5G services at Istanbul Airport, a milestone reached in July 2022, further underscores our ability to lead the market with innovative solutions, setting a benchmark for operational excellence.

A Vision for the AI Era: Digital Transformation for Sustainable Success

As we advance into the artificial intelligence (AI) era, the convergence of AI and telecommunications presents immense opportunities. At Turkcell, we are not just preparing for this future; we are actively shaping it. Our strategy rests on two core pillars: 'AI for Network' and 'Network for AI.' These interdependent approaches aim to enhance the efficiency, scalability, and reliability of our networks while unlocking new layers of digital experienc-

es for our customers.

AI for Network entails leveraging AI to optimize network operations, reduce operational costs, and improve service delivery. By integrating AI-powered solutions, we can predict and resolve network issues before they impact our users, enhancing customer satisfaction and operational resilience. These capabilities are particularly critical as we prepare for the deployment of 5G-Advanced (5G-A) services. Leveraging the predictive insights and automation capabilities afforded by AI allow, we can ensure a seamless transition to this advanced network technology. In turn, this allows us to deliver unparalleled connectivity experiences.

Meanwhile, Network for AI emphasizes the role of our network as an enabler for AI-driven applications and services. With robust infrastructure and strategic partnerships, Turkcell is well poised to support the proliferation of AI applications across industries.

The Future of 5G-A: A Gateway to Digital Transformation

The imminent launch of 5G-A in 2026 marks a significant milestone in Turkcell's journey of technological leadership. By leveraging this advanced technology, we aim to provide our subscribers with superior mobile broadband services while catalyzing Türkiye's digital transformation. Our ongoing investments in R&D and partnerships with key industry players, such as Huawei, ensure that we remain well-prepared for this transition.

5G-A brings new features and enhanced capabilities to connectivity, as well as the potential for new applications and use cases. This technology will enable unprecedented data speeds, low latency, and enhanced network reliability, facilitating the proliferation of Internet of Things (IoT) devices and unlocking new possibilities for businesses and consumers alike. With over 15 billion connected IoT devices expected within the next two years, 5G-A positions Turkcell as a key player in shaping the future of digital connectivity.





Sustaining Success Through Innovation and Collaboration

As we look to the future, Turkcell's approach to innovation is underpinned by collaboration and sustainability. By participating in global initiatives like the GSMA's Responsible AI Maturity Roadmap and playing a leading role in organizations such as the International Telecommunication Union (ITU), Turkcell is helping to define the standards and frameworks that will govern the next generation of telecommunication technologies.

Moreover, our commitment to environmental sustainability is evident in our investments in green technologies and our efforts to digitize industries across verticals such as smart cities, smart ports, and smart factories. These initiatives not only contribute to a more sustainable future but also reinforce Turkcell's role as a trusted partner in driving digital transformation across industries.

A Leader in Payment Systems

At Turkcell, we are proud to see how Paycell has become a key player in the digital payment ecosystem. Paycell stands out with its innovative services and unwavering commitment to delivering exceptional user experience. In 2024, Paycell not only sustained its strong growth momentum but also introduced transformative features that have redefined how payments are made in Türkiye.

One of the most notable achievements was the launch of the TR QR Code payment system, which allows users to make fast and secure payments by simply scanning a QR code with their mobile phones. This groundbreaking feature, which uniquely enables the use of both Paycell Card balances and 'Pay Later' limits, is a first in Türkiye. Furthermore, through strategic collaborations in sectors like e-commerce and digital gaming, Paycell has successfully expanded its ecosystem, reaching diverse consumer groups and solidifying its market leadership.

Looking ahead to 2025, we are committed to deepening Paycell's impact by focusing on open banking applications and sustainable financial technologies. With digital transformation accelerating, we aim to introduce environmentally friendly solutions while enhancing financial inclusion by offering secure, user-friendly payment methods to those without traditional banking access. Through these efforts, Paycell seeks not only to meet the evolving demands of a rapidly digitalizing society but also to drive the widespread adoption of cashless transactions. Our vision is clear: to remain a trusted guide in the realm of digital financial solutions. With a strategy rooted in innovation and a customer-centric approach, Paycell is well-positioned to continue leading the digital payment revolution, both in Türkiye and on the world stage.

