

Financial Analysis – 4Q25

March 12, 2026

TACIRLER
INVESTMENT

DESA

DESA reported TL907mn in revenue, TL277mn in EBITDA, and TL190mn in net income in 4Q25. Although revenues declined on a yearly basis, the notable improvement in gross margin, resilient operational profitability, and a more balanced financial expense profile supported bottom-line performance. The resilience in profitability and strong cash generation maintained throughout 2025 continue to support our investment thesis, while we also view the easing pressure from financial expenses as a positive development. Although we have updated our model assumptions, we maintain our 12-month target price at TL18.00 and upgrade our recommendation from HOLD to BUY due to the stock's upside potential of above 40%.

Financial Summary. Net sales came in at TL907mn in 4Q25. Although revenue declined by 11% year-on-year, gross profit reached TL596mn, while gross margin improved to 65.7%. Despite the weak top-line performance, the company delivered a strong margin performance thanks to product mix, pricing discipline, and effective cost control (4Q24: 58.1%). EBITDA remained flat year-on-year at TL277mn, while the EBITDA margin improved to 30.5% (4Q24: 27.5%). Net income came in at TL190mn, supported by the more balanced financial expense profile. For the full year 2025, the company generated TL3.8bn in revenue, TL912mn in EBITDA, and TL581mn in net income.

Operational Developments. Throughout the year, DESA remained focused on profitability quality rather than volume growth. We believe the company's core equity story is built on its ability to manufacture under the "Made in Italy" label, improving store-level profitability in the domestic market, and its focus on high value-added product categories. Selective store management and an improved product mix supported margins, while the strong gross margin performance seen in 4Q25 confirmed this trend. Although the share of international revenues has not yet returned to previous levels, we expect a recovery in this segment going forward. On the balance sheet side, the fact that cash and financial investments remain above financial debt provides the company with meaningful flexibility. As of December 31, 2025, cash and cash equivalents stood at TL32.3mn, while short- and long-term financial investments totaled approximately TL1.82bn, with financial debt remaining limited.

2026 Outlook. Preserving profitable growth will remain the main theme for DESA in 2026. A more efficient store portfolio, the recovery potential in exports and international sales channels, a continued focus on high-margin product categories, and the company's strong balance sheet are the key factors supporting the operational outlook. In this framework, we expect real growth to continue in 2026, margins to remain strong, and net income generation to be sustained. In our model, we forecast TL4.9bn in revenue, TL1.1bn in EBITDA, and TL662mn in net income for 2026.

DESA

BUY

Target Price

TL 18

Return potential

41%

Share Data

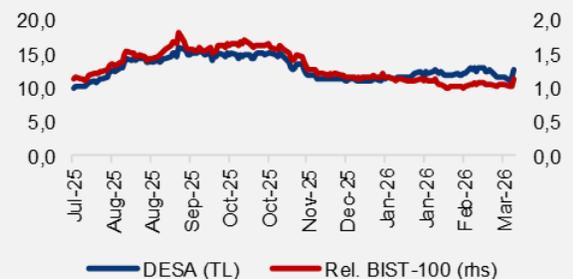
Ticker:	DESA
Share price (as of 11.03.2026)	12,74
Share price (52 week range)	08 / 16
Market cap. (TL mn - USD mn)	6.243 - 142
# of shares (mn) & free float	490 - 22%
Foreign Ownership Rate	12,71%
Market	Main
Industry	Retail

Avg. trading volume	1M	3M	12M
USD mn	0,5	0,4	0,7

Price performance	1M	3M	Y-t-D
TL	7%	14%	14%
USD	6%	10%	11%
Rel. to BIST-100	12%	-3%	-3%

Forecasts (TL mn)	2024	2025	2026E
Revenues	3.901	3.901	3.818
EBITDA	1.105	1.105	912
Net Earnings	429	429	540

Valuation	2024	2025	2026E
P/E	12,2x	9,5x	8,2x
P/BV	1,5x	1,4x	1,3x
EV/EBITDA	1,6x	2,3x	2,1x



Oğuzhan Kaymak
+90 212 355 2622
oguzhan.kaymak@tacirler.com.tr

Özgür Tosun
+90 212 355 2637
ozgur.tosun@tacirler.com.tr

Team

Tacirler Investment Research and Content Management

Serhan Yenigün

Head of Research

serhan.yenigun@tacirler.com.tr

Oğuzhan Kaymak

All coverage and content management

oguzhan.kaymak@tacirler.com.tr

Anıl Deniz Altiay

Communication Services, Healthcare,
Insurance & Global Markets

deniz.altiay@tacirler.com.tr

Ömer Tarman

REIT, Cement, Database administrator

omer.tarman@tacirler.com.tr

Ekin Çınar

Economist

ekin.akbas@tacirler.com.tr

Özgür Tosun

Holdings, energy (refining & petrochemicals),
and consumer & retail (grocery, apparel,
electronics)

ozgur.tosun@tacirler.com.tr

Berk Demirpolat

Consumer Durables, White Goods,
Food & Beverage

berk.demirpolat@tacirler.com.tr

Disclaimer

This document was produced by Tacirler Yatırım Menkul Değerler A.Ş. ("Tacirler Investment"), solely for information purposes and for the use of the recipient. It is not to be reproduced under any circumstances and is not to be copied or made available to any person other than the recipient.

This document does not constitute an offer of, or an invitation by or on behalf of Tacirler Investment to any person to buy or sell any security. The information contained herein has been obtained from published information and other sources which Tacirler Investment considers to be reliable. Tacirler Investment does not accept any liability or responsibility whatsoever for the accuracy or completeness of any such information. All estimates, expressions of opinion and other subjective judgments contained herein are made as of the date of this document.

Recipients of this document are urged to base their investment decisions upon their own appropriate investigations that they deem necessary and they should make their own independent decisions as to whether an investment or instrument is proper or appropriate based on their own individual judgment and their risk-tolerance. Any loss or other consequence arising from the use of the material contained in this publication shall be the sole and exclusive responsibility of the investor and Tacirler Investment accepts no liability for any such loss or consequence. Not all investment strategies are appropriate at all times, and past performance is not necessarily a guide to future performance.

Tacirler Investment may, from time to time, have a long or short position in any of the securities mentioned herein and may buy or sell those securities or their derivative securities thereon either on their own account or on behalf of their clients.

Tacirler Investment may perform or seek to perform securities, investment banking or other services for such issuer or its affiliates presented in this document.