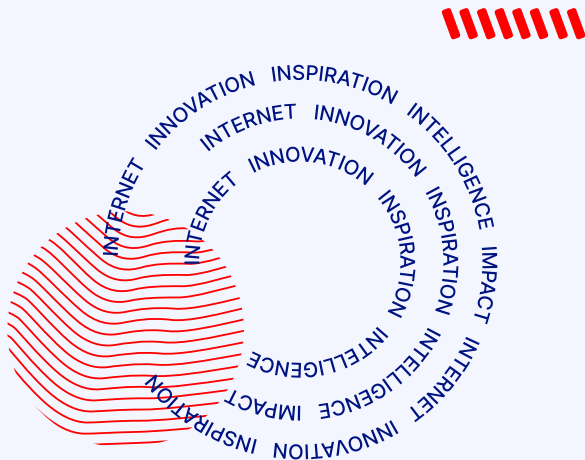


The logo for iLab features the lowercase letter 'i' in white with a red dot above it, followed by the word 'Lab' in a bold, white, sans-serif font. The background is a dark blue gradient with faint, wavy white lines and a large red circle in the upper right corner containing a white staircase graphic.

iLab

iLab is Turkey's leading digital consumer platform comprising innovative marketplaces.

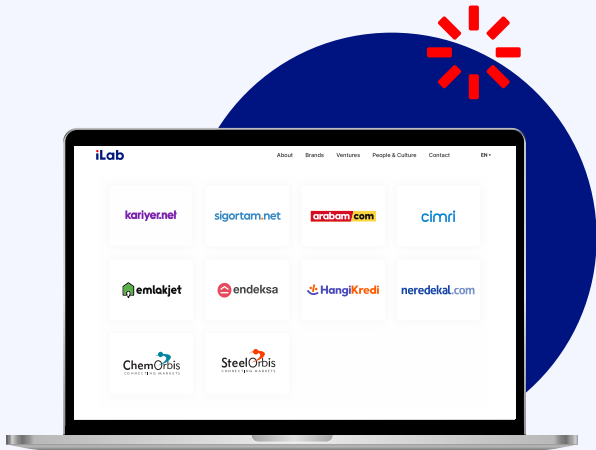
Investing and operating since 2000, iLab has a proven and strong track record in creating leading platform businesses pioneering digitalization in their verticals.



Brands

iLab operates leading classifieds, fintech, e-commerce and comparison businesses with more than 2000 employees and outstanding leadership teams comprising top talents.

With the vision of becoming **“the most relied on platform”** for consumers, our brands deepen digitalization in their verticals through innovative platforms that enable Turkish internet users to search, compare, and transact with heartsease.



iLab operates in three main business segments:



Classifieds / iTransactions

Our classifieds brands empower millions of people every day with information and transparency. **Kariyer.net**, the leading jobs platform in Turkey, helps thousands of companies to connect with right talent with its ML & AI technology. **arabam.com** and **EmlakJet** pioneer 2nd hand vehicles and real estate verticals respectively with innovative business models and best in class analytical infrastructures. **Endeksa**, predictive real estate pricing, appraisal and insights platform, promises the most accurate appraisal results thanks to its AI and GIS backed analytics engine.



Fintech

Sigortam.net trailblazes globally as a digital open insurance platform capable of producing policies instantly through direct integrations with insurance companies. Starting its life as a credit comparison site, **HangiKredi** is Turkey's leading retail fintech internet platform with category leadership in online aggregated financial services.



E-Commerce / Comparison

Ranked globally among the largest comparison sites, **Cimri** acts as a primary sales channel for e-merchants and ultimate reference site for Turkish consumers. In e-Travel, **Neredekal** as an innovative holiday comparison site, helps consumers to access widest accommodation facilities network.

kariyer.net

Kariyer.net is the leading HRTech company in Turkey with 35m+ sessions per month and 10m+ app downloads. Business clients can manage their pre-recruitment processes using job board and ATS tools of Kariyer.net, while having access to 28 million registered CVs.

Applying a segmented branding approach, Kariyer.net addresses white collars through Kariyer.net, blue collars through İşin Olsun and high-profile tech employees with Techcareer.

arabam.com

arabam.com is Turkey's leading online and mobile marketplace for 2nd hand autos operating with the vision of being "super-app" for autos of Turkey. arabam.com aims to tackle information asymmetry in the market by offering a trusted, transparent, and convenient platform where buyers, sellers and ecosystem players can transact with peace of mind.

As an industry pioneer, arabam.com pivoted its success in classifieds to expand across value chain by launching iBuying business Trinksat in 2019 and consumer garage services Garage in 2021 to operate under single mobile platform.



Emlakjet is the fastest growing online real estate marketplace in Turkish market. Operating with the vision of being go-to real estate platform for Turkish for buyers, sellers and ecosystem players, Emlakjet differentiates itself from competition with enhanced UX and value-added services.

As an industry pioneer, Emlakjet pivoted its success in classifieds to expand across value chain by launching iBuying business under Jetsat brand in 2020 to be the first and only of its kind in Turkey.



Endeksa.com is a predictive real estate pricing, appraisal and insights platform processing data from multiple sources including field experts, closed transactions of real estate agents, online listing sites, and geographical information systems (GIS). Platform promises the most accurate appraisal results thanks to its AI and GIS backed analytics engine.



sigortam.net

Sigortam.net is Turkey's first and leading digital insurance platform serving more than 7 million customers. Company serves consumers comparative price offerings and instant policies on site through direct integration with 22 insurance companies and a full-stack insurance product portfolio.

Operating with the vision of being 'the champion of the customer', Sigortam.net invests in technologies that meet the customer needs best. Thanks to its predictive analytics engine, the company today goes beyond offering the best price and provides insights on the offers received to enable consumers to find the most suitable option.

HangiKredi

Starting its life as a credit comparison site, HangiKredi today became by far the leading banking products marketplace serving consumers with a full stack portfolio through its direct integrations with more than 25 banks.

Aspiring to be the most trusted digital financial advisor to consumers, HangiKredi also provides credit health service. Company also eases transactional finance for consumers by offering one-click services such as one-click utility and bill payments. Ranked among the most trusted fintechs in Turkey, the company aims to play a leading role in open banking revolution of Turkey.

cimri

Cimri is a comprehensive price comparison engine and a shopping guide that helps consumers to make the best decisions before buying goods and services. Company leads the price comparison vertical in Turkey and ranks among top players globally by empowering millions of consumers to shop with convenience and peace of mind every month.

Company displays all prices available in the market along with richest user generated information and merchant evaluation content while providing superior UX on advanced search, smart comparison and critical comparison dimensions. In pursuit of multiplying superior experience in new verticals, Cimri launched its grocery platform Cimri Markette enabling consumers to compare grocery store prices while enabling retailers and farm-to-table businesses to tap into a wide consumer base.

neredekal.com

Neredekal is an innovative holiday comparison site serving consumers with the richest content of accommodation facilities. Company empowers consumers to search, compare and reach to many OTA offers. Company also serves hotels by providing them online presence with its call and click generation transactional leads. Neredekal also expanded its services to fully cover new accommodation models such as holiday villa booking services.





ChemOrbis enables plastics industry buyers, sellers and producers to make well-informed buy/sell decisions and provides connections between them as a trusted platform operating under highly volatile market conditions.

Serving 70,000 companies and 100,000 professionals since 2001, ChemOrbis' services include market information, analysis tools, conferences and buy/sell requests.



SteelOrbis, the only gathering point for the worldwide steel industry with its 50,000+ members and 90,000+ users from 199+ countries, has been bringing together raw metal suppliers, steel producers, steel traders, distributors and steel end-product manufacturers from various sectors since 2002. SteelOrbis is a unique e-marketplace and market intelligence provider that offers the most current and accurate steel prices, market data and e-commerce services.






Operating Model

Our operating model is unique in Turkish internet market and one of the pioneers in the global ecosystem.

We differ by investing in and operating businesses with stage agnostic approach and long-term commitment. Building on our unique operational experience we add value to our businesses, catalyse their growth, help them claim clear leadership positions.

iLab believes in empowering its brands as independent entities while providing them with access to a unique foundational infrastructure which is a result of 20+ years diligent investment.

 Strong Operator Legacy	 Inspiring Culture	 Dynamic Center of Excellences
<ul style="list-style-type: none">• Know-how & playbook on scaling Internet businesses• Strong brand to attract & recruit best entrepreneurial talent	<ul style="list-style-type: none">• Pioneer in driving growth with entrepreneurial culture• Builds on servant leadership, meritocracy, customer focus, and transparency	<ul style="list-style-type: none">• Drives economies of scale with size and cross-portfolio synergies• Accelerates its brands with dynamic CoEs like strategy, media buying, product, UX and analytics



People & Culture

iLab recruit and empower top visionary talents to build most innovative and disruptive businesses serving millions of people every day.

Promising inspiring career opportunities, iLab focuses on employee experience and enables constant development through tailor-made trainings.

iLab acts with an innovative human resources perspective and provides an extensive learning program, where employees can cultivate their knowledge, skills and competencies.


iLab offers its employees a chance to build the future of the digital world in a place where equality, modernity, inclusion and meritocracy matter the most.






iLab

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