



A Disruptor in Aviation & Travel IT Solutions



2023 June Results
Presentation



Hitit At a Glance

2023 2ND QUARTER



The **3rd largest** PSS provider in the world*



One integrated solution **suitable for all airlines**, from the smallest to the largest



Ongoing growth with accelerating sales even during the Covid period



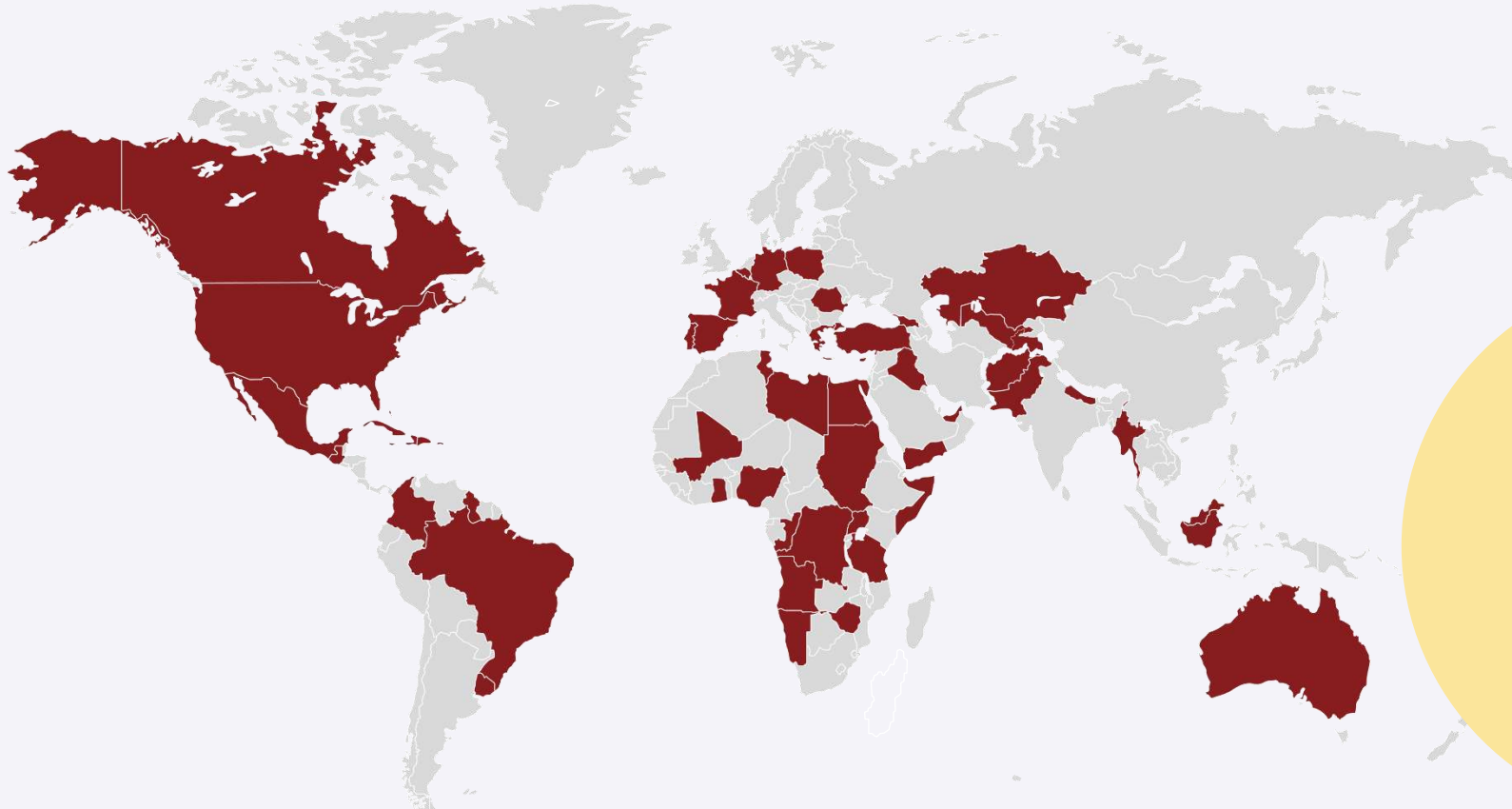
Global scaling with cloud-based, **modern, and flexible technology** infrastructure



Crane Partner Community

We meet the needs of Partners in
different business models all over the
world

2023 2ND QUARTER

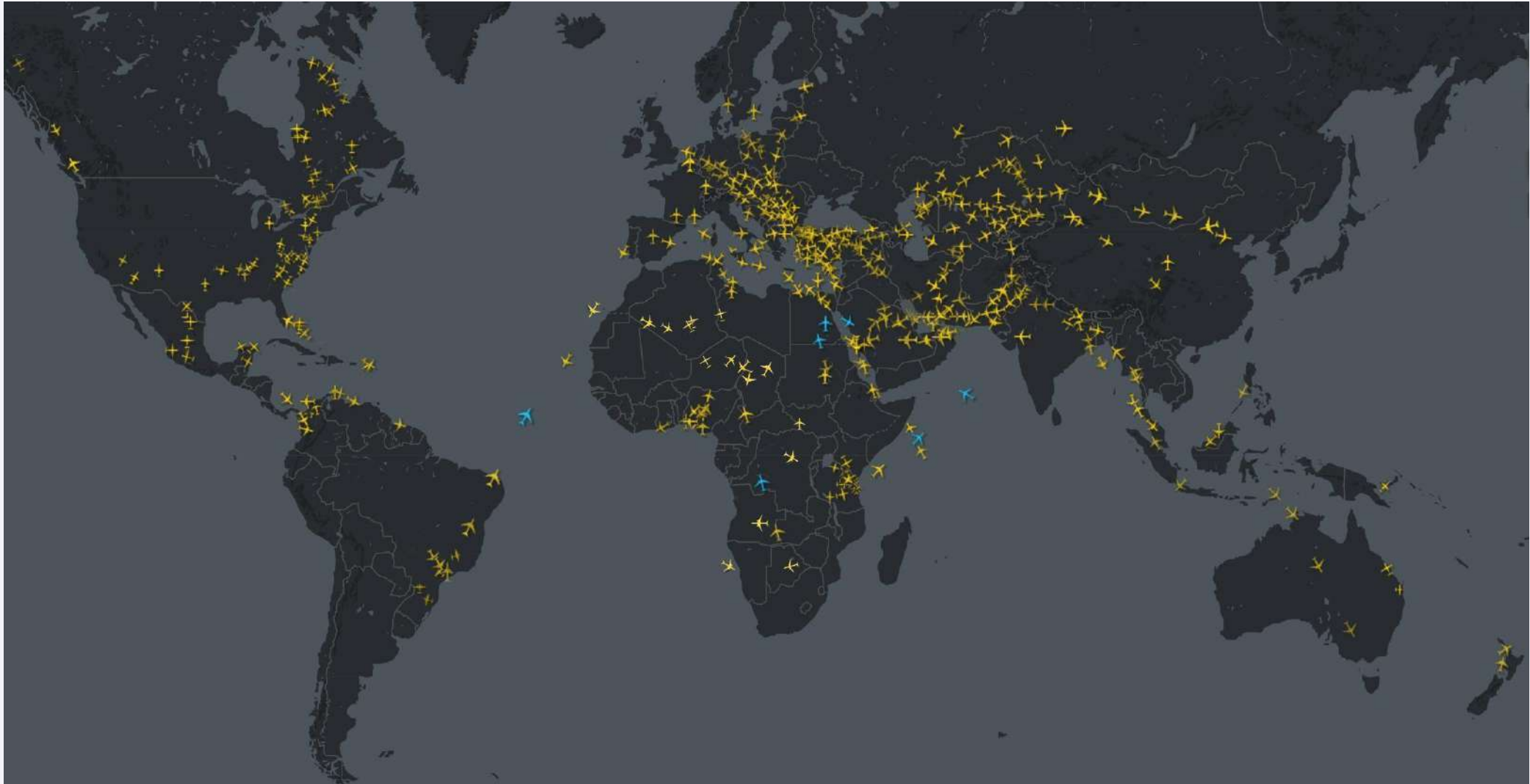


Utilizing Hitit's Crane
products and solutions



Hitit empowers aviation all around the globe

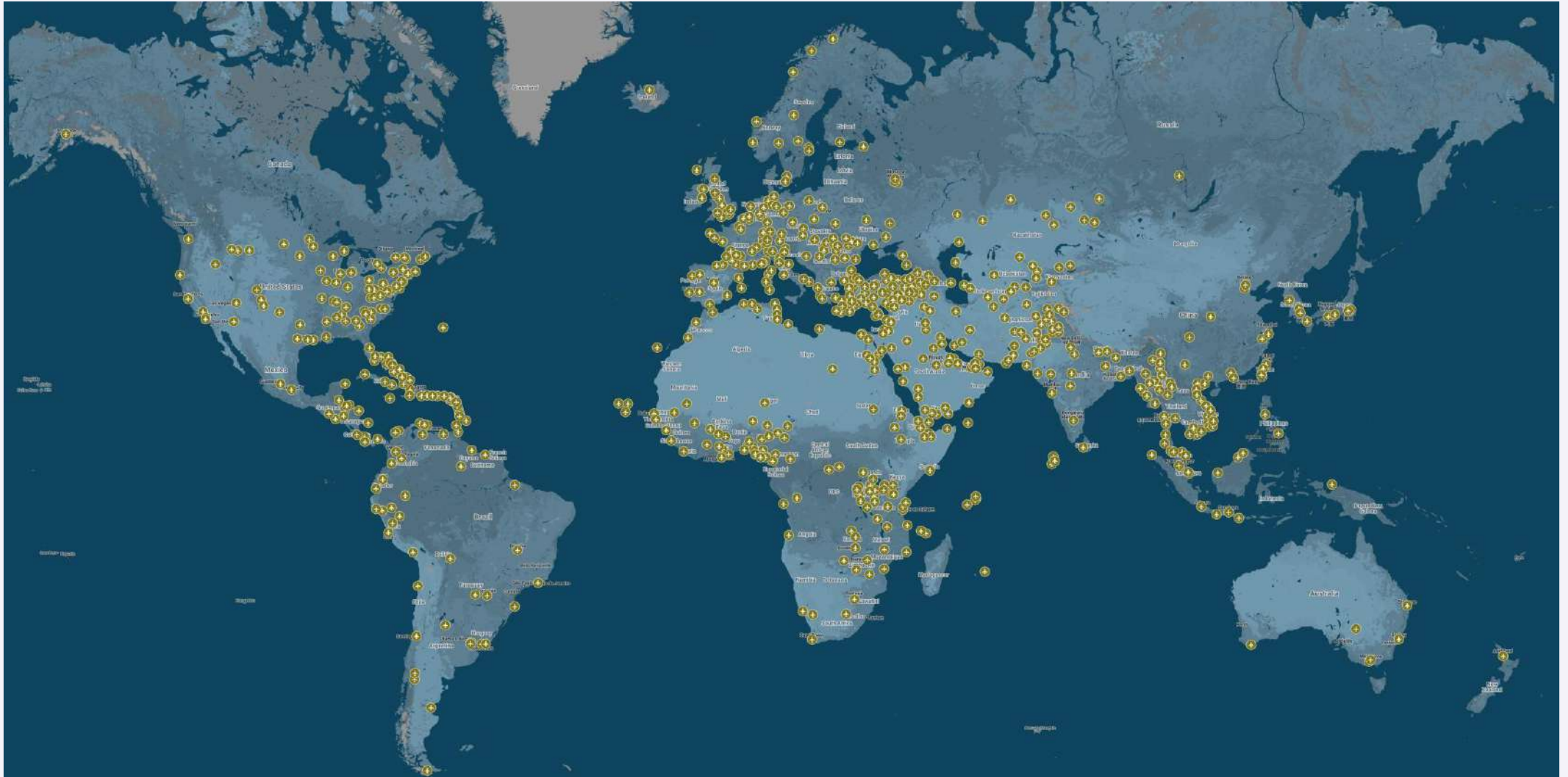
Visualization of Hitit Partner aircraft movements within a 24-hour period based on FlightRadar 24 data





Hitit empowers aviation all around the globe

Visualization of destinations served by Hitit Partners based on live airport data within Crane systems





Hitit by Numbers

12,5M USD

As of 2023 Q2
Total Sales Revenue
+59% vs 2022 Q2

41%

EBITDA Margin
-2% vs 2022 Q2

+59%

Increase in the number of
passengers vs 2022 Q2

67

Partners

In 2023 Q2
+2 New Partners





Hitit by Numbers

700+

Airports served through Crane DCS

84

Countries with border and custom systems integrated with Hitit

60+

Integrations with different banks and alternative payment systems

\$4.5 billion

Sales volume generated by Hitit Partners in 2022





Financial and Other Important Developments

Innovative Technology Investments

In line with the projects being carried out within the Technopolis regulations, there were investments of 3.6 million dollars of R&D along with 930K dollars of license, hardware, and fixtures as of Q2 2023.

The effects of these investments, which reduce our costs and increase our revenues, are expected to have an impact starting from Q3 2023.

As part of the ongoing Offer and Order Management System (OOMS) developments, 27 airline representatives including those from some Top 10 largest airlines at an IATA workshop were briefed about current Hitit progress and future plans. The feedback from the industry committee has been positive.



Strong Cash Position

After the public offering concluded on March 3, 2022, the sum of cash and cash equivalents as of the end of the Q2 2023 is \$16.6 million. The cash amount excluding bank loans and financial leasing liabilities for the same period is 16.1 million dollars.



As of the end of Q2 2023, sales revenues increased by 59% compared to the same period of the previous year and reached \$12.5 million.



As of the end of the Q2 2023, the number of passengers, which is the basis of SaaS revenues, increased by 59% compared to the same period of the previous year. The increase in the business volumes of existing partners as well as new acquisitions were reflected in this increase.

At the end of the Q2 2023, revenue and EBITDA exceeded the same period for 2022.

Financial Evolution (Reporting in USD Functional Currency)

The EBITDA increased by 51% compared to the same period of the previous year and reached 5.1m USD. EBITDA margin was realized 41% with a -2% decrease compared to the same period of the previous year, mainly due to the IFRS 15 and macro values.

Sales were realized 78% in foreign currency, 22% in TL, with the international / domestic breakdown being 71% and 29%, respectively.

New Key Partner Developments

In line with the ongoing process, new partners acquisition were realized in Europe and Africa and the portion of stand-alone solutions outside of the PSS increased.

As of 2023 Q2, Hitit provides SaaS services to 67 partners in 47 countries on 6 continents.



Forward-Looking Evaluations

In addition to the product and service production, sales and marketing activities that it continues in line with its growth strategy, the company continues its investments to achieve its goals. Within this framework, as of the end of 2023, on a USD basis;



Growth in turnover between 33% and 38%



EBITDA Margin between 43% and 48%



Net Profit Margin between 25% and 30%



Investment / Turnover ratio between 30% and 35%

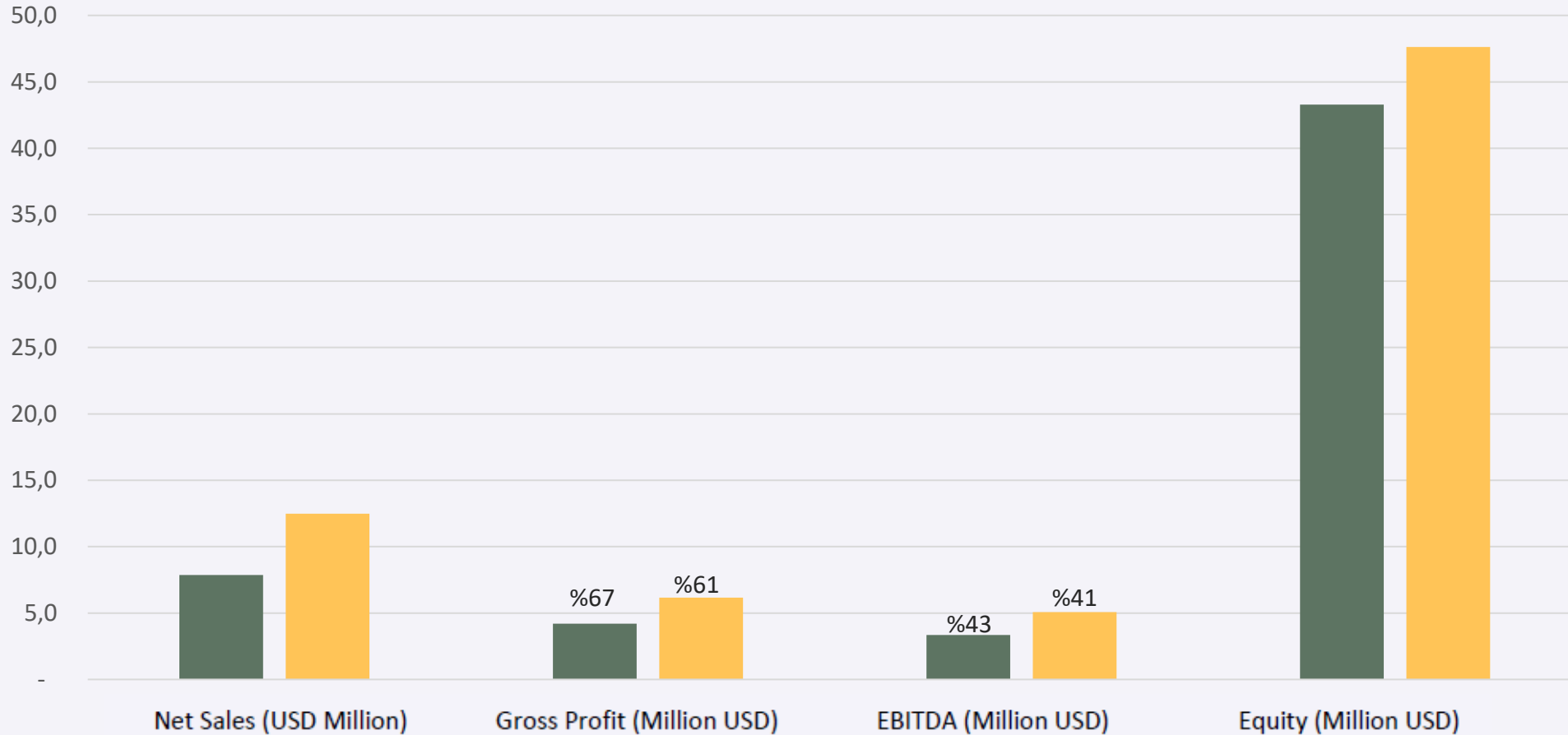
is expected. The company meticulously monitors the developments regarding the projections announced above. Where necessary, The company will publish updates on such developments.



Financial Summary

Functional currency is USD since 01.01.2020.

2022-6M 2023-6M



\$16.1 mn net cash position as of June 30, 2023

(*) Based on cost of sales except amortization.



Financial Summary

Approximately 78% of sales are in foreign currency (USD or EUR)

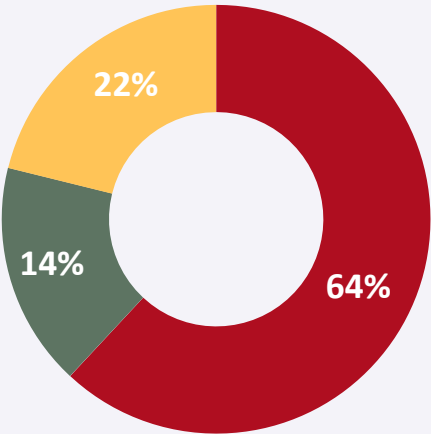
SaaS share (%)

PSS	ADS	Other
82%	10%	8%

	2022-6M		2023-6M	
Revenue Breakdown(USD)	USD	%	USD	%
SaaS	4,860	62%	7,492	60%
Software Development and Maintenance	1,673	21%	3,339	27%
IaaS and Projects	1,339	17%	1,662	13%
Total	7,872	100%	12,493	100%

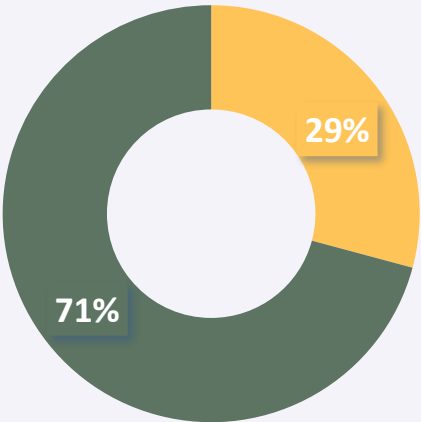
SaaS: Software as-a-Service

IaaS: Infrastructure-as-a-Service



Currency breakdown (2023)

- USD
- EUR
- TL



Geographical breakdown (2023)

- International
- Domestic

2023 2ND QUARTER



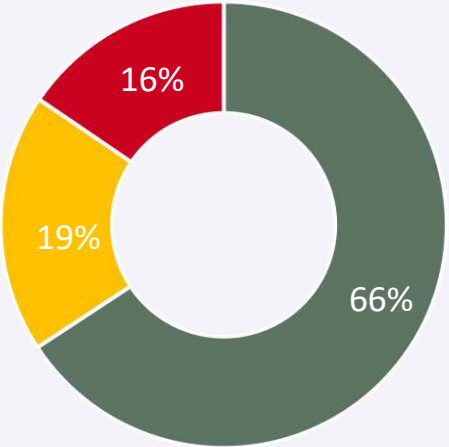
Financial Summary

Approximately 56% of costs are in TL

2023 2ND QUARTER

Cost Breakdown¹

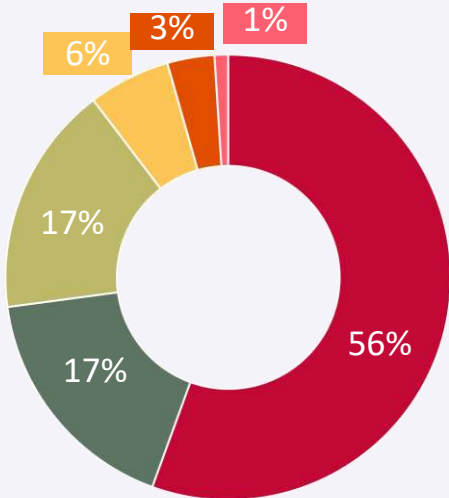
USD 9,635k by 2023 June



- Cost of sales
- Sales and marketing
- General management

Cost Breakdown²

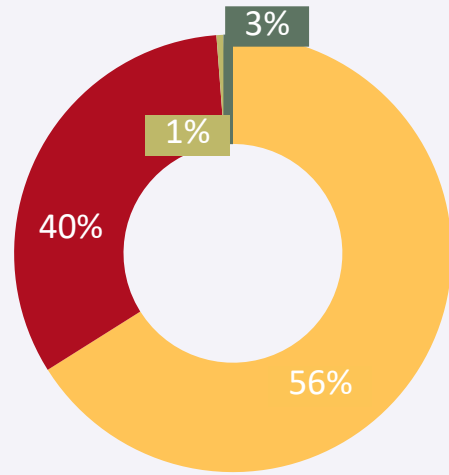
USD 9,635k by 2023 June



- Personnel
- Depreciation
- Software support
- Consultancy
- Rent
- Other³

Currency Distribution

By 2023



- TL
- USD
- EUR
- Other

(1) Cost breakdown including amortization expenses
 (2) Personnel expense includes amortization expense resulting from capitalization of personnel expense
 (3) It consists of items such as sales premium expenses, advertising, promotion and marketing expenses, travel and accommodation expenses, and office expenses.



Key Developments

Noteworthy Partner Acquisitions and Developments in Q2 2023

2023 2ND QUARTER



New Partner Acquisitions

A new Partner airline was signed in Africa for our Cargo and Airline Accounting solutions, as well as another Partner in Europe for our Passenger Service System.

Cloud Architecture Developments

Discussions and pilot projects with different cloud providers are ongoing to facilitate a “multi cloud” platform architecture.

Crew Management System

Our Crew Management System was enriched with new features and visualization capabilities in line with post-COVID industry requirements and new functionality was introduced to support Irregular Operations (IROPS) with custom scenarios. This also includes new partnerships with some industry-leading 3rd parties.

Offer and Order Management System (OOMS)

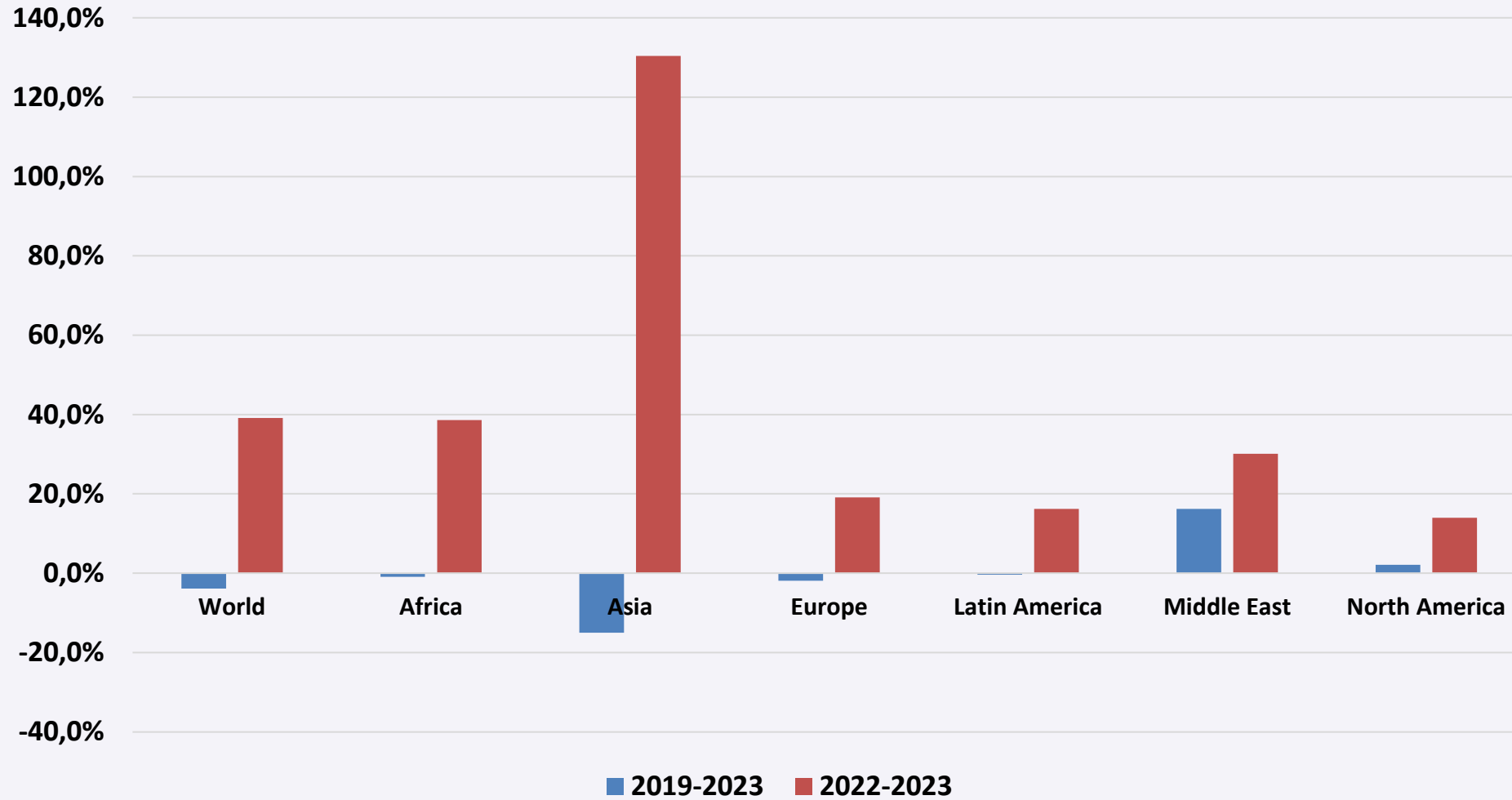
Based on latest IATA data standards as well as Hitit’s own industry and trend analysis, OOMS is set to critically complement PSS in the global markets in near-to-medium term. Our ongoing OOMS developments have completed their planned first phase and continue as per our roadmap, and our achievements and future plans were reviewed favorably by an IATA-led airline industry committee.



Industrial KPIs

Revenue Passenger Kilometers (RPK)
Evolution Trends (%)

2023 2ND QUARTER

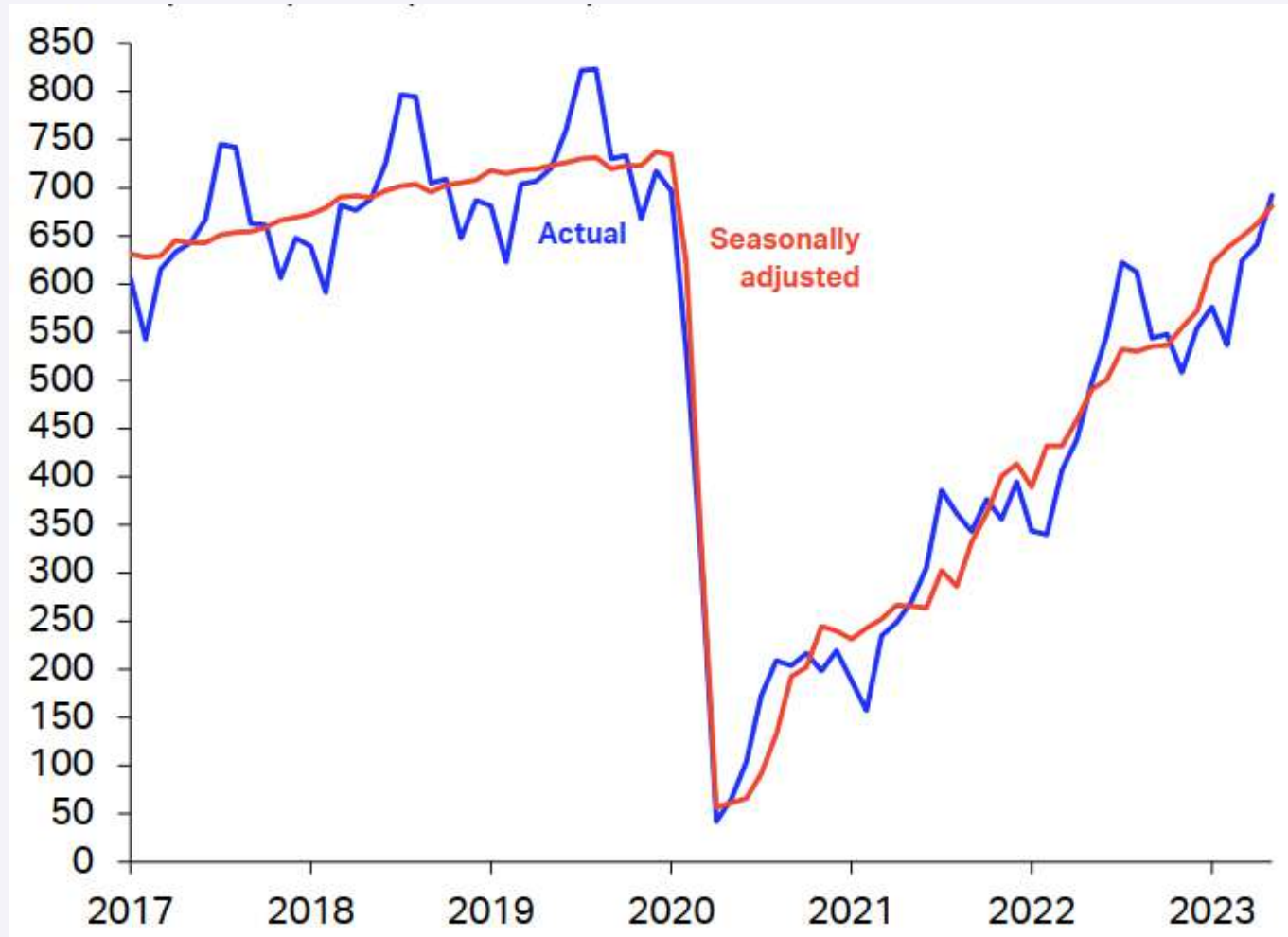




Industrial KPIs

Monthly RPK Values (Billions) and Evolution Trends

2023 2ND QUARTER





Balance Sheet

2023 2ND QUARTER

Balance Sheet (USD '000)	31-12-22	30-06-23
Cash and cash equivalents	3.056	1.741
Financial assets	14.104	11.585
Trade receivables	4.456	5.886
Prepaid expenses	1.710	1.618
Current income tax assets	1.296	955
Total current assets	24.623	21.785
Property, plant and equipment	3.590	4.342
Intangible assets	20.860	22.834
Financial assets	3.269	3.282
Deferred tax assets	69	224
Prepaid expenses	1.933	2.174
Other non-current assets	56	56
Total non-current assets	29.777	32.914
Total assets	54.400	54.698
Trade payables	1.404	535
Bank loans	1.250	-
Obligations under finance leases	1.027	517
Current tax liabilities	-	1.335
Deferred income	917	1.043
Other current liabilities	947	1.082
Total current liabilities	5.545	4.512
Deferred income	2.107	2.256
Provision for employment termination benefits	331	301
Total non-current liabilities	2.438	2.557
Share capital	18.812	18.812
Share premium on capital stock	20.879	19.368
Legal reserves	194	693
Actuarial loss on defined retirement benefit plans, net of taxes	-	132
Currency translation difference	-	234
Profit for the year	3.639	2.724
Retained earnings	3.258	6.399
Total equity	46.417	47.630
Total liabilities and equity	54.400	54.698



Income Statement

2023 2ND QUARTER

Income Statement (USD '000)	1 January- 30 June 2022	1 January- 30 June 2023
Net sales	7,872	12,493
COGS (-)	(3,663)	(6,334)
Gross profit before D&A	5,269	7,564
Depreciation and amortization	1,060	1,405
Gross profit after D&A	4,209	6,159
Gross profit margin	53%	49%
Marketing and sales expense(-)	(1,075)	(1,495)
General administrative expense(-)	(1,205)	(1,806)
Other operating income	370	970
Other operating expense(-)	(456)	(743)
Operating profit	1,842	3,084
Income from investing activities	867	2,145
Finance expense (-)	(1,912)	(1,557)
Finance income	110	93
Profit before tax	906	3,765
Income tax expense	(416)	(1,042)
Net Profit	490	2,724
Depreciation and amortization	(1,536)	(1,979)
EBITDA	3,361	5,074
EBITDA Margin	43%	41%



Corporate Social Responsibility and Sustainability Projects



Gender Equality

Mentoring women in technology jobs



Environment

Donations to foundations fighting against droughts



Education

Supporting students through grants and internship opportunities



Health

Supporting the healthcare of children with special needs in Pakistan

As a global player, Hitit places utmost importance on its commitments to society and social responsibility



2000

Earthquake Victims

450

Container Cities

Permanent table tennis areas are being established in container cities in the provinces that were primarily affected by the earthquake. The rehabilitation process through sports was initiated by giving regular table tennis training accompanied by trainers.

355

Schools

370

Teachers

The initiative aims at introducing children with limited opportunities and from less-privileged backgrounds throughout Türkiye to sports.

140.000

Students

Since September 2018, Rackets Up reached 355 schools, 370 teachers and 140.000 children throughout Çorum, Isparta, Trabzon, Şanlıurfa and Sakarya provinces in Türkiye.



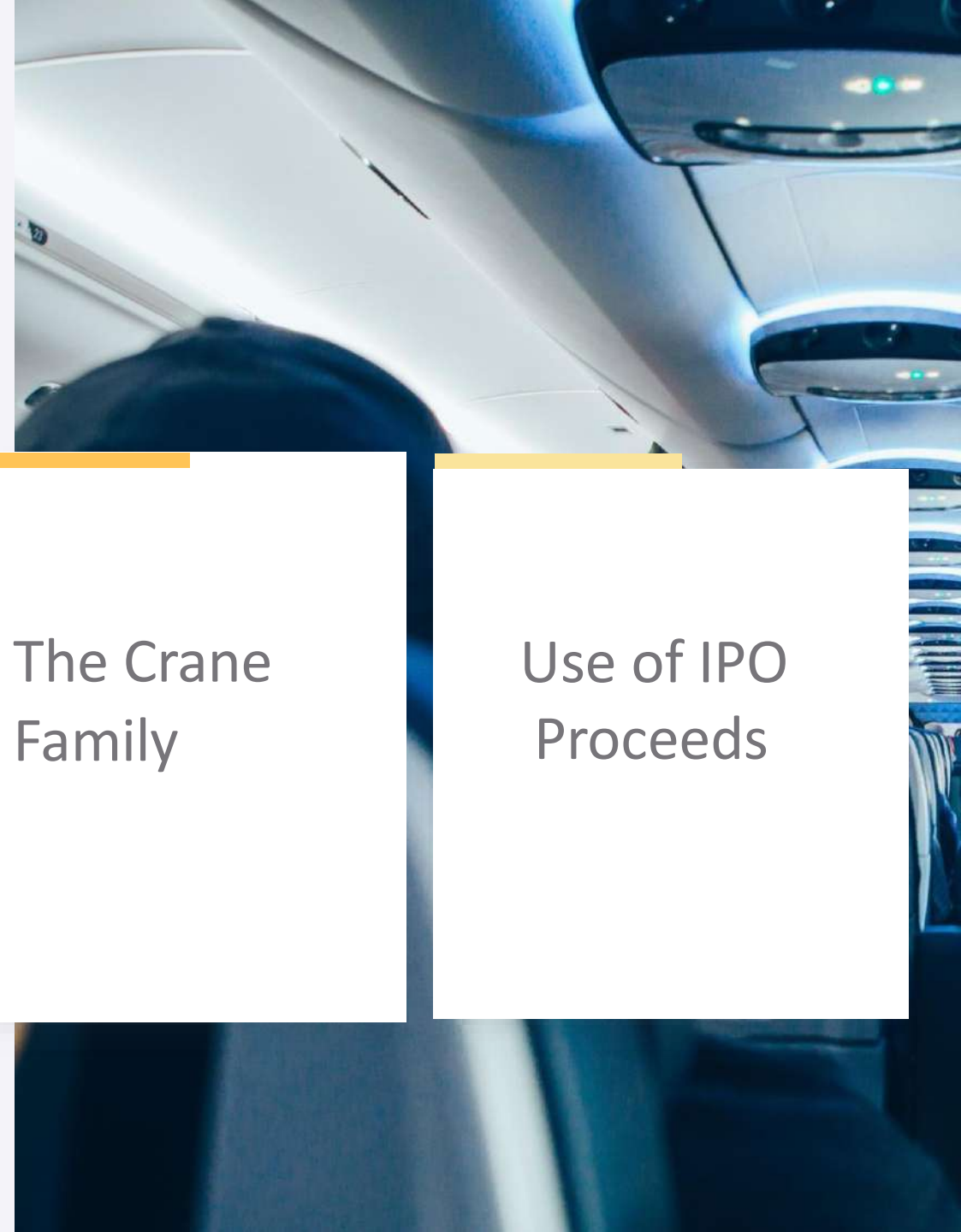
Appendix

Shareholder
Structure

Organizational
Structure and
Current Values

The Crane
Family

Use of IPO
Proceeds





Shareholder Structure

As of June 30, 2023

2023 2ND QUARTER

%36,82

Pegasus Hava
Taşımacılığı
A.Ş.

%23,19

Fatma Nur
Gökman

%4,71

Dilek
Ovacık

%4,34

Hakan
Ünlü

%4,34

Özkan
Dülger

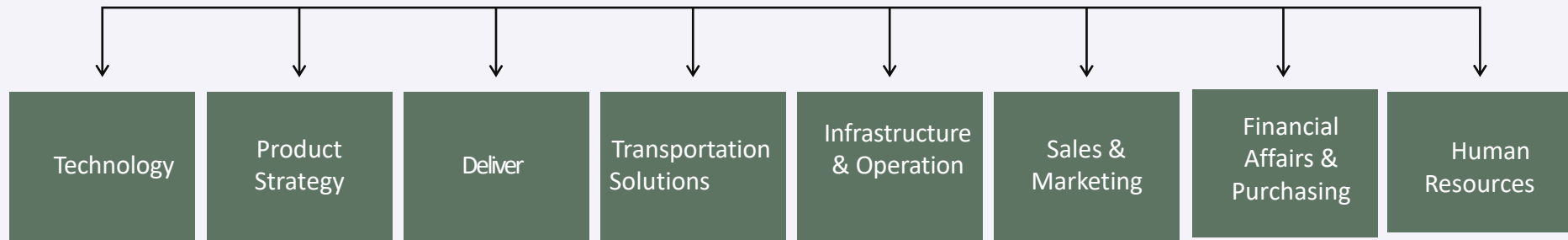
%26,596

Free Float



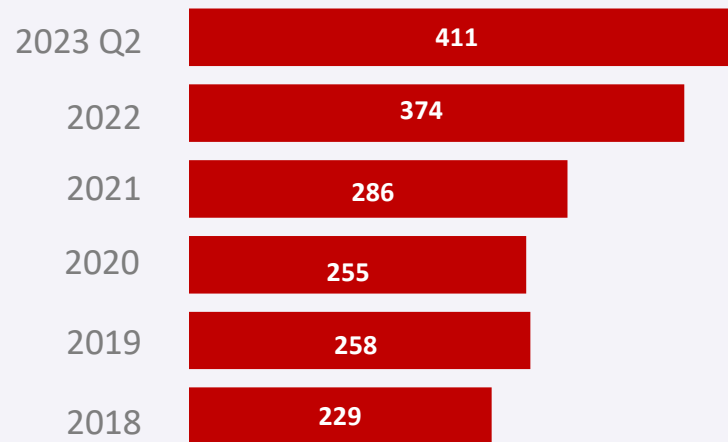
Organizational Structure and Current Values

General Management

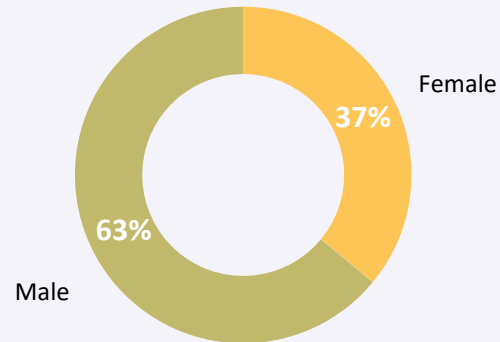


2023 2ND QUARTER

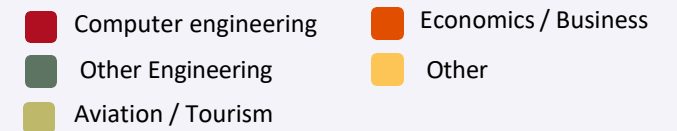
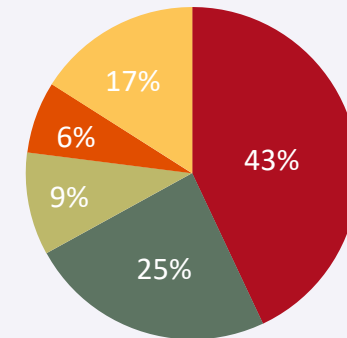
Total Number of Employees*



Gender



Education



* Total of permanent staff and contracted consultants.



High Employee Seniority and Satisfaction

Seniority and retention of employees above the industry average

2023 2ND QUARTER



Senior IT Staff

According to 2023 LinkedIn data, while the average seniority in the top 10 software companies in Turkey is 2.9 years, this figure is 4.5 years for Hitit employees

High Employee Satisfaction and Retention

According to the 2022 WTW data, the turnover rate (employee loss) in IT companies is 18% on average, while the same rate is 9.8% in Hitit.

Experienced Management Staff

The average seniority of mid and senior-level managers reaches 9.6 years, so the hard-won expertise and corporate memory of Hitit are preserved and transferred.



Crane Solutions

We provide turn-key solutions for every step of the way in air travel.

Reservations and Passenger Services (“PSS”)

A series of mission-critical systems used by airlines for reservations, ticketing, check-in, internet and mobile sales, departure control, loyalty programs and customer care.

- Reservation and Ticketing
- Internet Booking Engine
- Mobile Application
- Charter Management System
- Communications Manager
- Departure Control System
- Weight and Balance
- Baggage Reconciliation
- Loyalty Layer
- Customer Care Layer

Operations Planning

- Schedule Planning
- Crew Management
- Operations Control

Travel Solutions

- Online Travel Agency
- Agent Portal

Merchandising / Retailing

- Airline Merchandising

Air Cargo

- Domestic Cargo
- Cargo Reservation Services

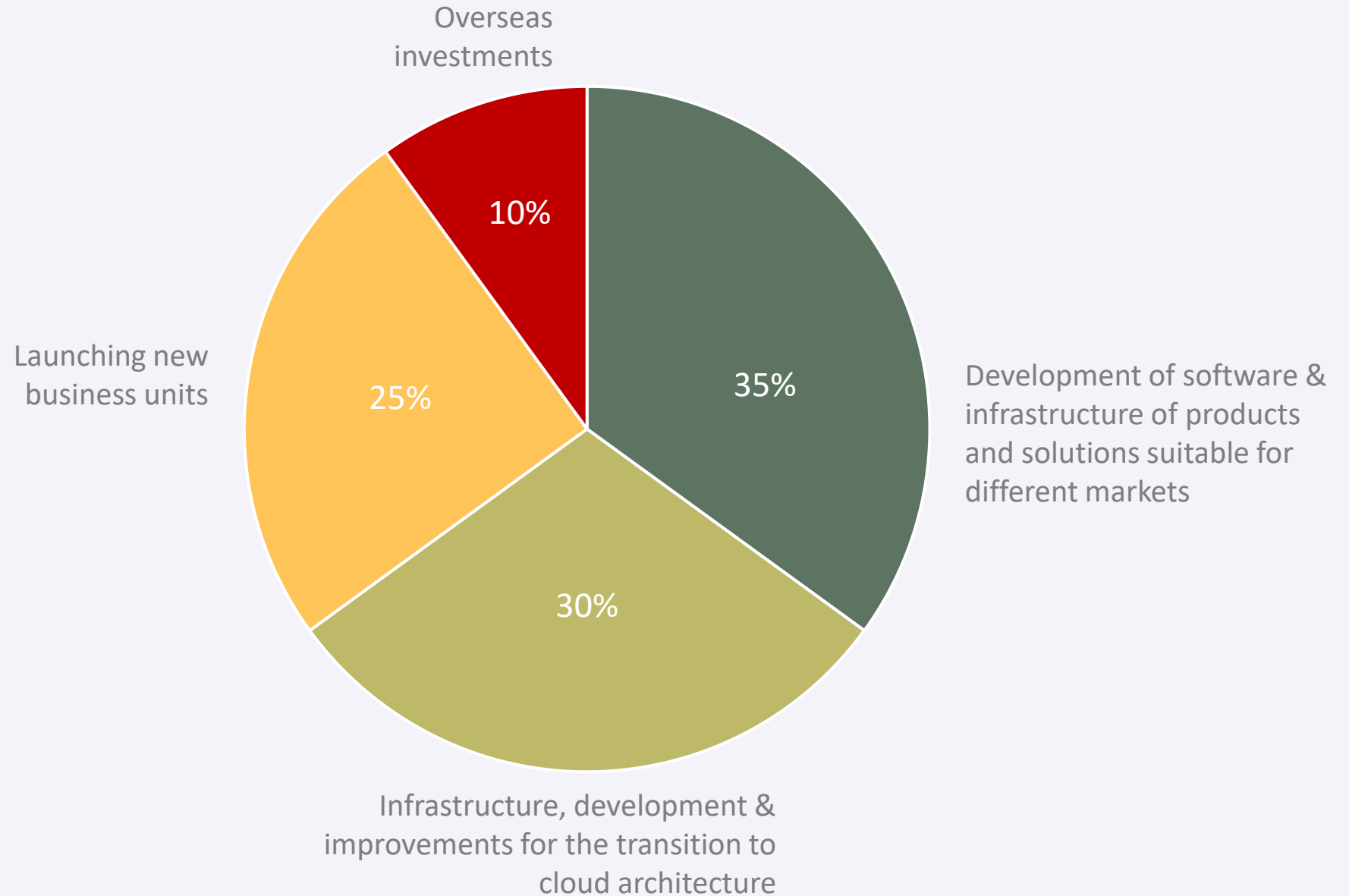
Accounting Solutions

- Revenue Accounting
- Cost Accounting
- Business Performance Index



Use of IPO Proceeds

2023 2ND QUARTER





THANK YOU

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