

## **DMSF enters Turkey with n11**

The process regarding DMSF Holding's acquisition of one of Turkey's leading e-commerce platforms, n11, has been completed with the transfer of shares. With this strategic investment, DMSF Holding has officially entered the Turkish e-commerce market and aims to build new opportunities on the strong foundation and value that n11 has established to date.

In its statement regarding the acquisition, **DMSF Holding's CEO Simon Schmid** said: "Türkiye's e-commerce sector continues to grow rapidly, driven by technological transformation and shifting consumer habits. These dynamics played a key role in our investment decision. Our move reflects our strong belief in the continued expansion of Türkiye's digital economy, our confidence in n11's market position, and our expectation of further consolidation in the sector. Through our partnership with n11, we aim to offer consumers a more personalized shopping experience while contributing to the sustainable growth of Türkiye's e-commerce ecosystem."