



KAMUYU AYDINLATMA PLATFORMU

VESTEL ELEKTRONİK SANAYİ VE TİCARET A.Ş. Material Event Disclosure (General)

Summary

Acquisition of Hostess ve White Knight Trademarks





Material Event Disclosure General

Related Companies [VESBE]

Related Funds []

Material Event Disclosure General	
Update Notification Flag	Hayır (No)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	-
Postponed Notification Flag	Evet (Yes)
Announcement Content	
Explanations	

Vestel Elektronik's wholly-owned subsidiary Vestel Ticaret AŞ signed an agreement with Crosslee PLC, a UK based company, for the acquisition of the Hostess ve White Knight business trademarks, intellectual property rights, domain names and some equipment related with these trademarks. The registration process for the transfer of the trademarks is completed in the EU while the process continues in some non-EU countries.

Crosslee PLC is among Vestel's ODM customers and is one of the key players in the UK household appliances market. Vestel expects to further enhance its presence in the UK market with this acquisition.

Within the scope of the Capital Markets Board's Communiqué on Material Events Disclosure, the Company's Board of Directors resolved to postpone the public announcement in order not to adversely affect the brand acquisition process and competition condition and not to weaken the Company's negotiating power during the process. This disclosure is made as the conditions for the postponement decision have ended.

We proclaim that our above disclosure is in conformity with the principles set down in “Material Events Communiqué” of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we’re personally liable for the disclosures.