



## Hitit Closes 2025 with Strong Financial Performance and Sustainable Growth

*Hitit (HTTBT), the exclusive technology exporter from Türkiye in the airline and travel technologies industries closed 2025 with a 22% increase in sales revenue, a 43% EBITDA margin, and a strong cash position. Throughout the year, passenger volume across airlines operating with Hitit's technology infrastructure grew by 26%. With 77% of its sales revenues generated in foreign currencies and 23% in Turkish Lira, Hitit's revenue distribution by geography was recorded as 60% from international markets and 40% from the domestic market.*

**4 March 2026, Istanbul** – Hitit (HTTBT), Türkiye's global technology exporter in airline and travel technologies, has announced its audited financial results for 2025. According to the disclosure made on the Public Disclosure Platform (KAP), the Company recorded USD\$17.9 million in EBITDA, corresponding to a 43% margin.

In 2025, 77% of total revenue was generated in foreign currency, while 23% was generated in Turkish Lira. The international and domestic revenue distribution stood at 60% and 40%, respectively. As of year-end, total cash and cash equivalents amounted to USD\$12.4 million, while the net cash position, excluding lease liabilities and financial borrowings, stood at USD\$6.8 million, reflecting the Company's balanced and resilient financial structure.

### Expanding Global Presence

Throughout 2025, Hitit maintained its position among the leading global providers of airline retailing technologies. During the year, installation projects were completed for 11 airline Partners, while 12 active implementation projects for new and existing Partners continued at year-end. Hitit further solidified its leadership in next-generation IATA Airline Retailing Maturity (ARM) and NDC standards, sustaining its competitive advantage in the rapidly evolving airline retailing ecosystem.

**Nevra Onursal Karağaç, CEO of Hitit**, commented on the 2025 performance: *"In 2025, we further expanded our global reach, strengthened our technological capabilities, and advanced our sustainable growth strategy. The evolving dynamics of airline and travel technologies once again demonstrated the importance of agility and strategic foresight. The increase in passenger volume and the expansion of our*



*operations reflect both the trust of our new Partners and the growing business volumes of our existing airline Partners.”*

Highlighting Hitit’s continued advancement of its technology solutions in 2025, driven by a strong strategic vision and highly skilled human capital, Karaağaç added: *“Our corporate sustainability initiatives continue to progress in alignment with national and international platforms. Social responsibility projects remain an integral part of our long-term strategy. Behind our achievements stands the dedication of nearly 500 Hitit professionals united around a shared purpose. I extend my sincere appreciation to all our stakeholders, especially our valued colleagues.”*

### **Continued Technology Investments and Financial Strength**

**Sezer Tuğ Özmütlu, Chief Financial Officer of Hitit**, highlighted that Hitit sustained its investment momentum throughout 2025 to support long-term value creation: *“In 2025, our R&D and technology investments reached a total of USD\$20.6 million, with an investment-to-revenue ratio of 49%. These investments not only strengthened our product capabilities but also created economies of scale, delivering an operational leverage effect on our cost structure and establishing a sustainable infrastructure that supports revenue growth.”*

**Özmütlu** also noted that the Hitit Oxygen platform in airline retailing has gone live in 50 countries, reaching a daily sales offer volume of 6 billion. She added: *“On the payments side, through the Hitit Payment Services Platform (HPO), we operate in an integrated structure with 91 payment systems across 160 countries, processing more than USD\$11.5 billion in transactions via Hitit infrastructure throughout the year. Our strong cash position provides the flexibility to swiftly deploy new products and platform investments. We remain committed to sustainable growth while maintaining a balanced financial structure that effectively manages profitability, cash generation, and expansion.”*

In line with its growth strategy, Hitit plans to continue its investments in product development, sales, and marketing in the upcoming period. For 2026, the Company forecasts 25%–30% revenue growth in USD\$ terms, an EBITDA margin in the range of 43%–48%, and a net profit margin of 25%–30%. In addition, the recurring revenue ratio is projected to be between 90% and 95%.

### **Sustainability at the Core of Strategy**

Hitit continues to embed sustainability into its business processes and product development approach. Through climate-focused R&D initiatives and projects in gender equality, education, and sports, the Company aims to create measurable outcomes for both environmental and social impact. In line with this approach, Hitit regularly reviews its sustainability strategies and integrates them into its business practices. In August 2025, the company published its first Sustainability Report, sharing its environmental, social, and governance (ESG) performance with the public.



## **Long-Term Commitment to Social Impact**

Hitit's corporate social responsibility (CSR) initiatives include programs supporting young women's education in technology in collaboration with wTech, employment-focused projects with the Darüşşafaka Society and The "Rackets Up" project that is currently being implemented with the Turkish Table Tennis Federation on an ongoing basis. These initiatives aim to foster equal opportunities in education and sports while also contributing to sustainable long-term social development.

Positioning human capital as a strategic asset, Hitit differentiates itself within the industry through its high levels of employee tenure and satisfaction. The average tenure of middle and senior management has reached 11.6 years, while the average tenure of IT employees remains above the industry benchmark.

## **2025 Annual Report and Sustainability Report Now Available**

Hitit has also published its 2025 Annual Report, covering the Company's financial, operational, and strategic activities throughout the year. The full report, which provides comprehensive insights into Hitit's performance, investments, and areas of operation, is available via the [link](#).

The 2025 edition of Hitit's first Sustainability Report that published last year has been shared with the public. Prepared in accordance with Türkiye Sustainability Reporting Standards (TSRS 1 and TSRS 2) and incorporating sector-specific criteria developed by the Sustainability Accounting Standards Board (SASB), the report presents Hitit's environmental, social, and governance (ESG) performance within a comprehensive framework. The report can be accessed via the [link](#).