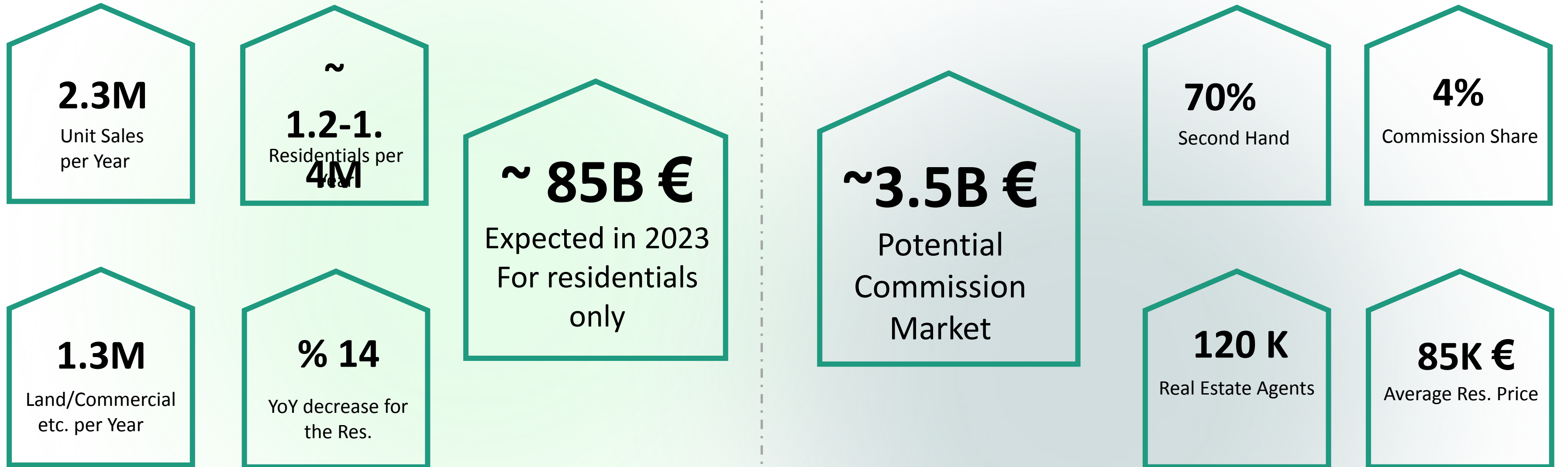


EMLAKJET

Empowering Customer Experience
with AI Solutions



Market Overview

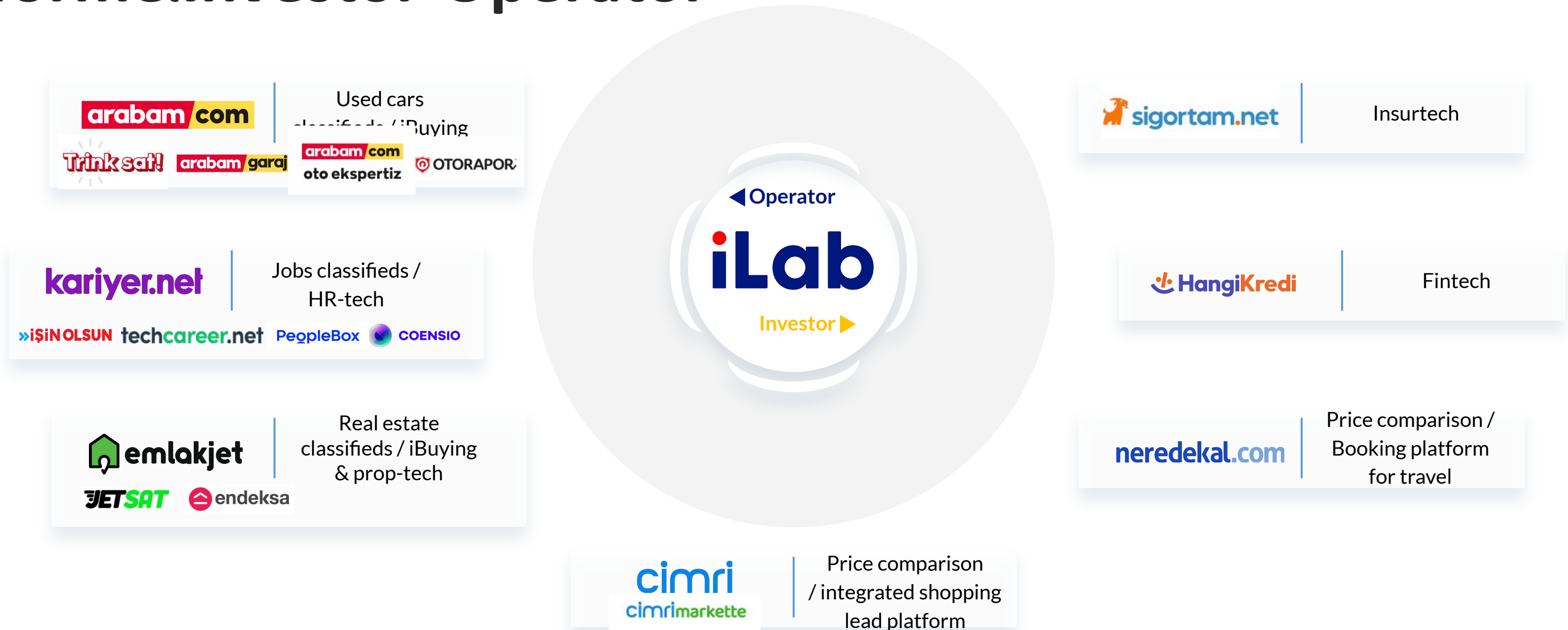


Türkiye has a sizeble real estate market

Estimated commission market is 3.5B €

Turkey's Leading Digital Consumer Platform&Investor-Operator

180+ brands under 7 main platforms



150m+
sessions per month in 2022





65%
of Turkish internet users
visiting at least once per
month

18
brands under 7 main platforms

101%
2022A-2023E
revenue growth

\$121m
gross profit in 2023E

Emlakjet Summary

			
E2E Real Estate Marketplace Pioneer at the vertical of property technology	Services Leading listing platform But beyond classified business End-to-end solution partner	ibuying The only ibuying company in Turkey assessing property values by AI	B2B2C Delivering both B2C and B2B solutions



15M
Visitors

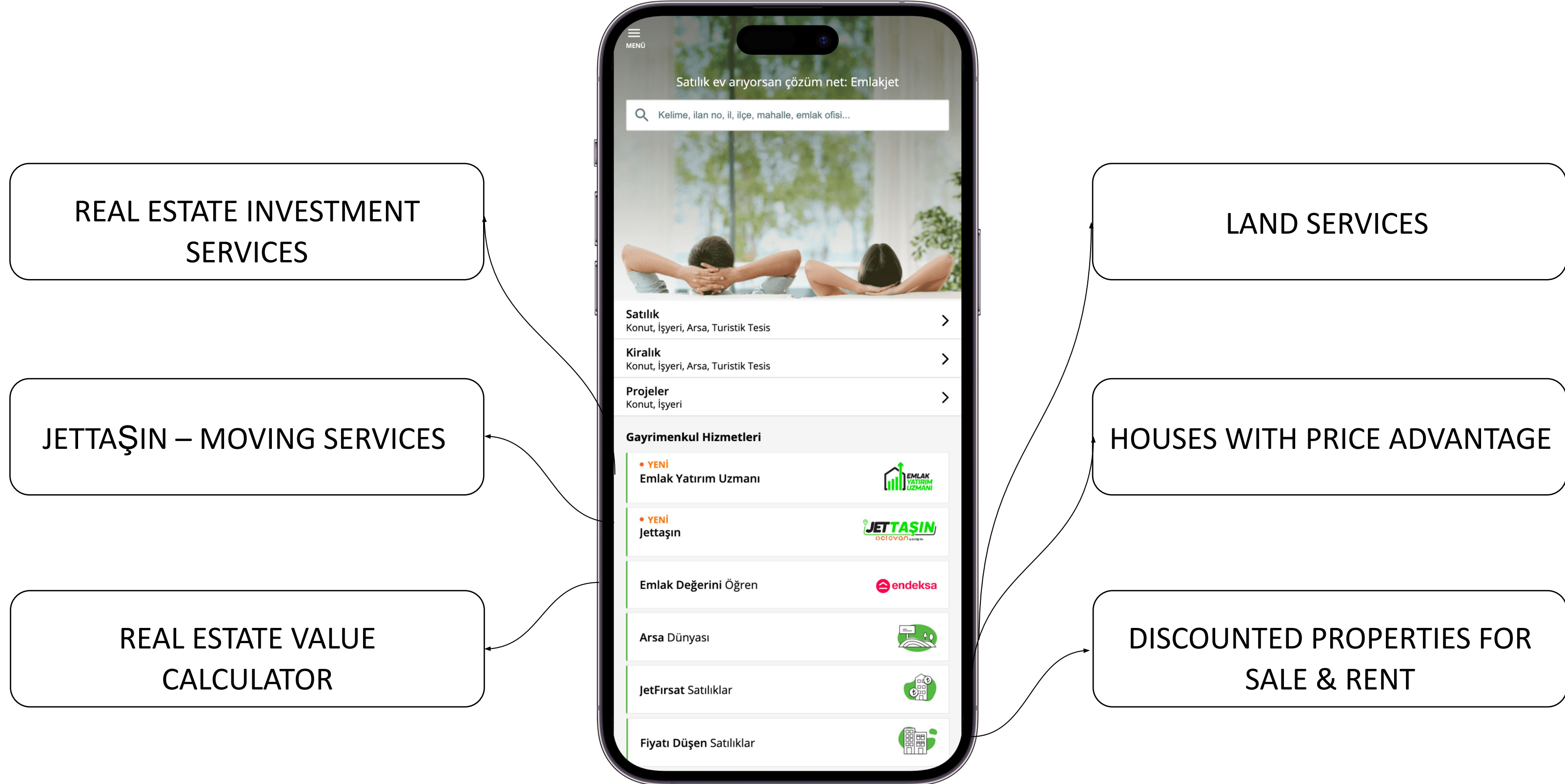


30K+ Real Estate
Agents



350K+
Listings

360° Real Estate Solutions Provider



Solution Partner of Our Customers

For Faster Photo Uploads ;
"Photo Transfer Feature via QR
Code"



QR Kodu Okut
Ekranındaki QR kodu okutunuz, daha sonra Emlakjet App uygulaması üzerinden fotoğraflarınızı cep telefonunuzdan seçmeniz mümkün olacaktır.

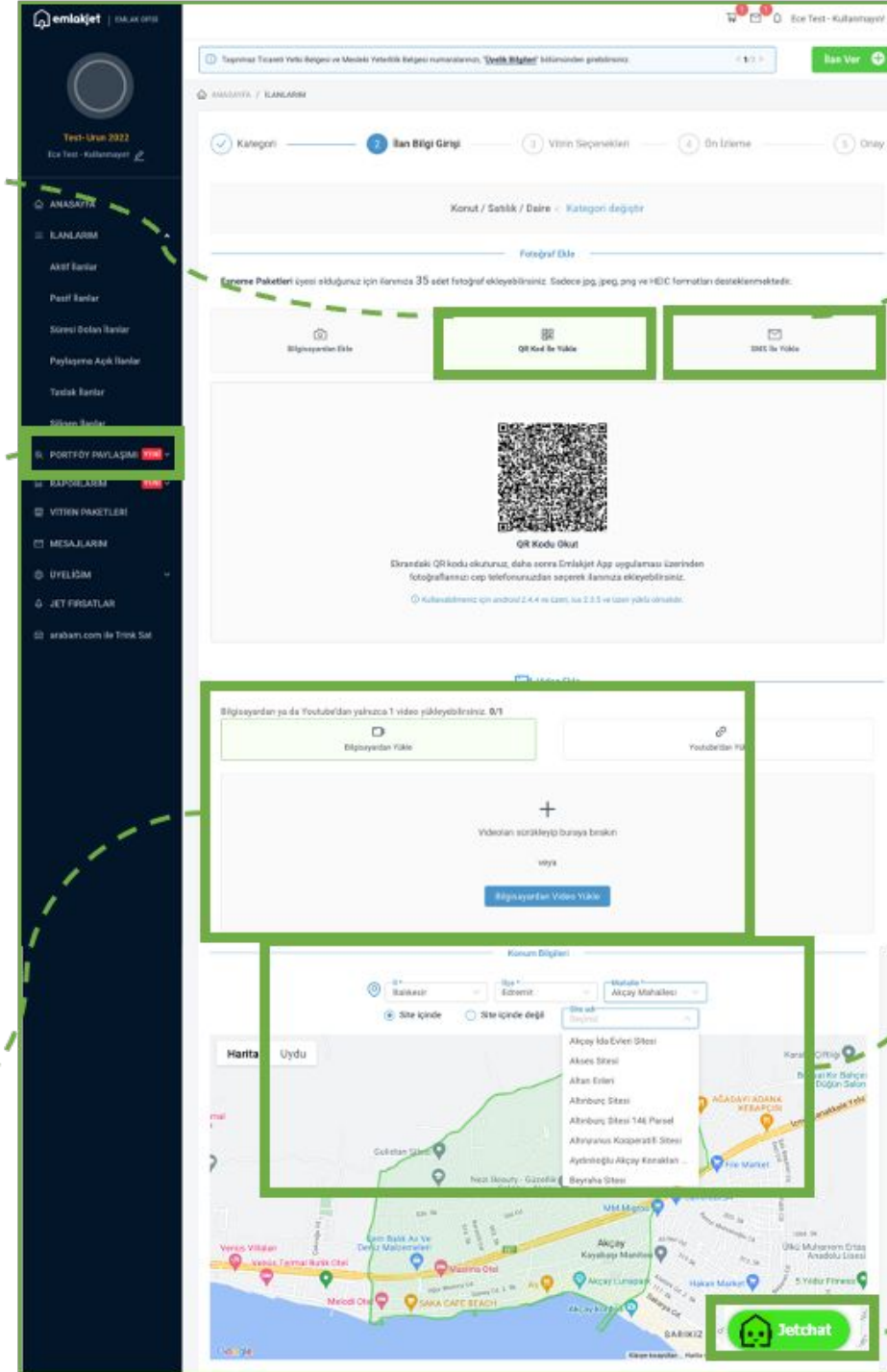
To Increase the Portfolio Count ;
"Portfolio Sharing System"

PORTFÖY PAYLAŞIMI **YENİ** ^
İlan Havuzu
Paylaşım Taleplerim

For More Video Listings;
"Video Upload from Device"



Bilgisayardan Video Yükle

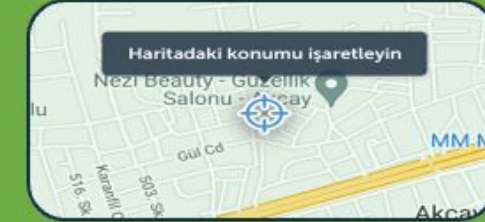


For Faster Photo Uploads;
«Photo Transfer via SMS Link»



SMS Link ile Yükle

To Update Location Data Faster;
«New Location Infrastructure»



To Provide Faster Solutions to
Our Customers;
"Jetchat"

Jetchat

Merhaba, Emlakjet'e hoş geldiniz. Her türlü ihtiyacınızda size yardımcı olmak için buradayım.

AI Based Valuation Solution



Research

Conducted surveys to unearth what is important to make property sale/buy or rent decision for people



Insights

- **Price and location - 70%** in total.
Trust to the property values



Initiative

Jetfirsat - Price Index Solutions to assess and compare the value of the property

AI Based Valuation Solution- Jetfırsat

IDEA

Providing property value index by AI to expedite decision-making process

HOW



PI Calculation

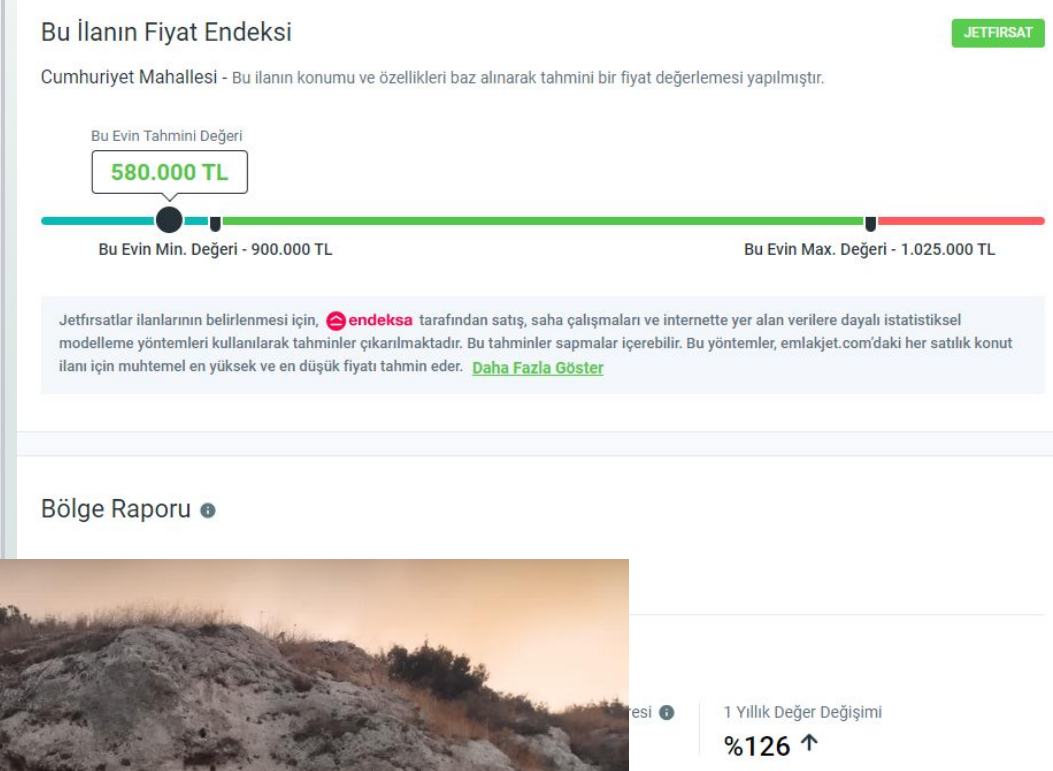
Calculating the average value of the all properties in the same area and having similar details by AI

Determining the price index of the property



Insights

Showing the value comparison between the properties in the same region and having the same details for each listing



Reporting

Providing a detailed «Region» report for further analysis in

their decision-making analytics

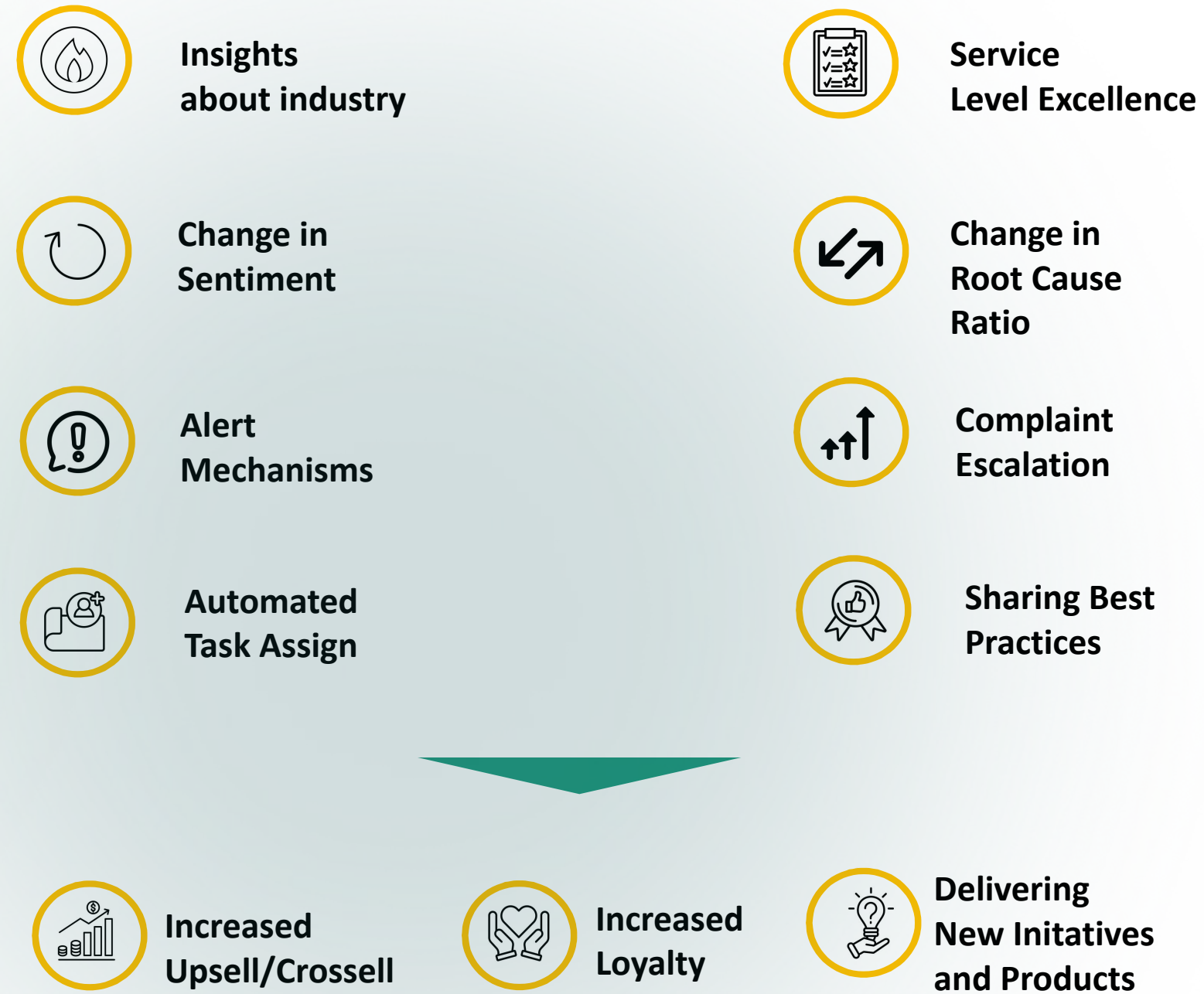
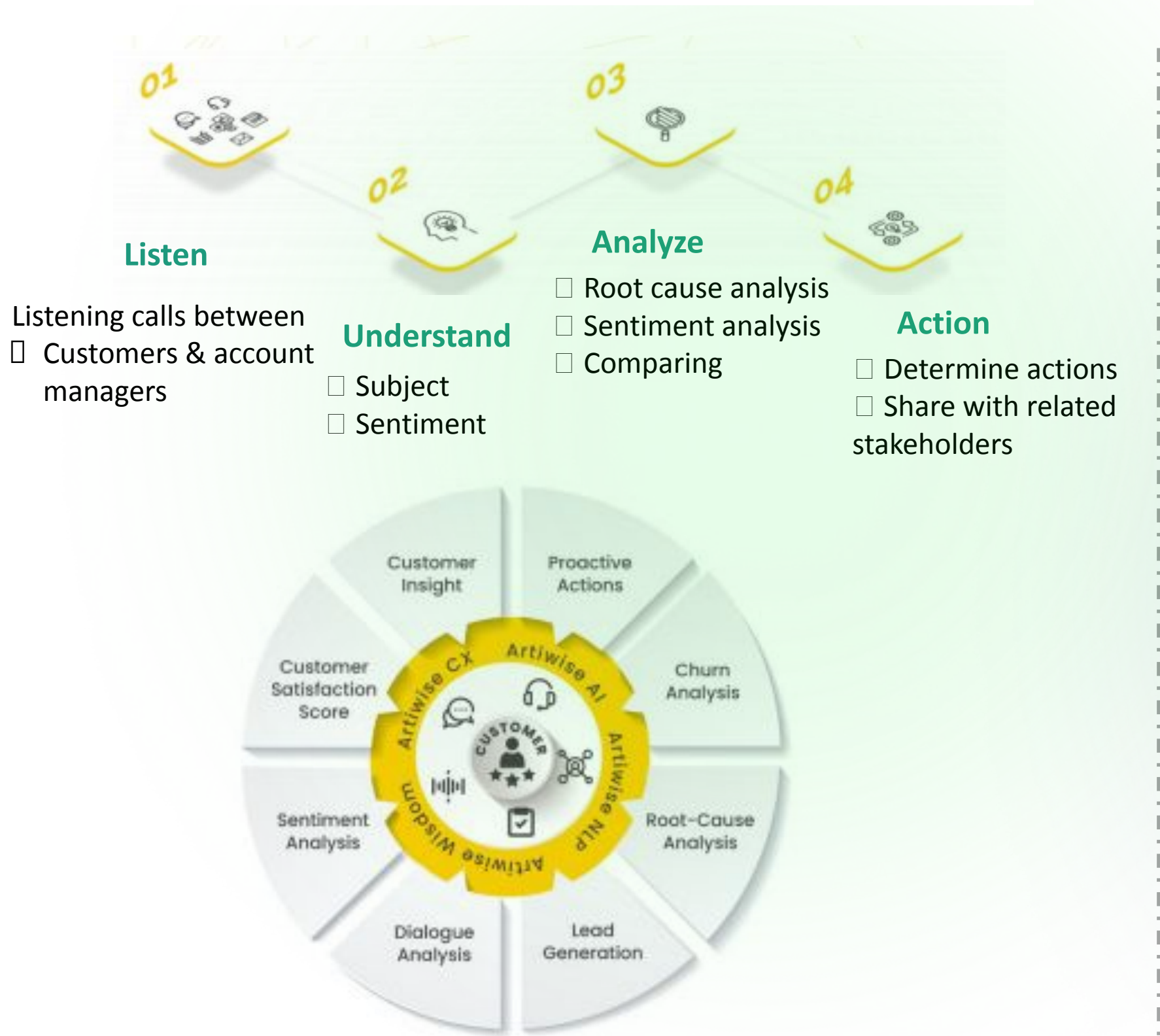
VALUE



AI based evaluation



Sustainable Customer Satisfaction with AI



Predictive Churn Model

IDEA

Building predictive churn model to detect customers before they port out

HOW



Data Analysis

Cleansed all data and analysed all relevant customer metrics and insights



Machine Learning Algorithms

Tested different analytical models

Determined the most important features impacting churn decision

- Paid on Time
- Listing Update Frequency



Setting Early-Stage Alarms

Instantaneous Churn Prediction at any moment

Detecting potential churn customers in early stages of the life-cycle



Action

Built engagement actions based on the different cases before they churn

- Tracking payment closely
- Customer visits
- Sending engagement notifications etc.

VALUE



AI based evaluation



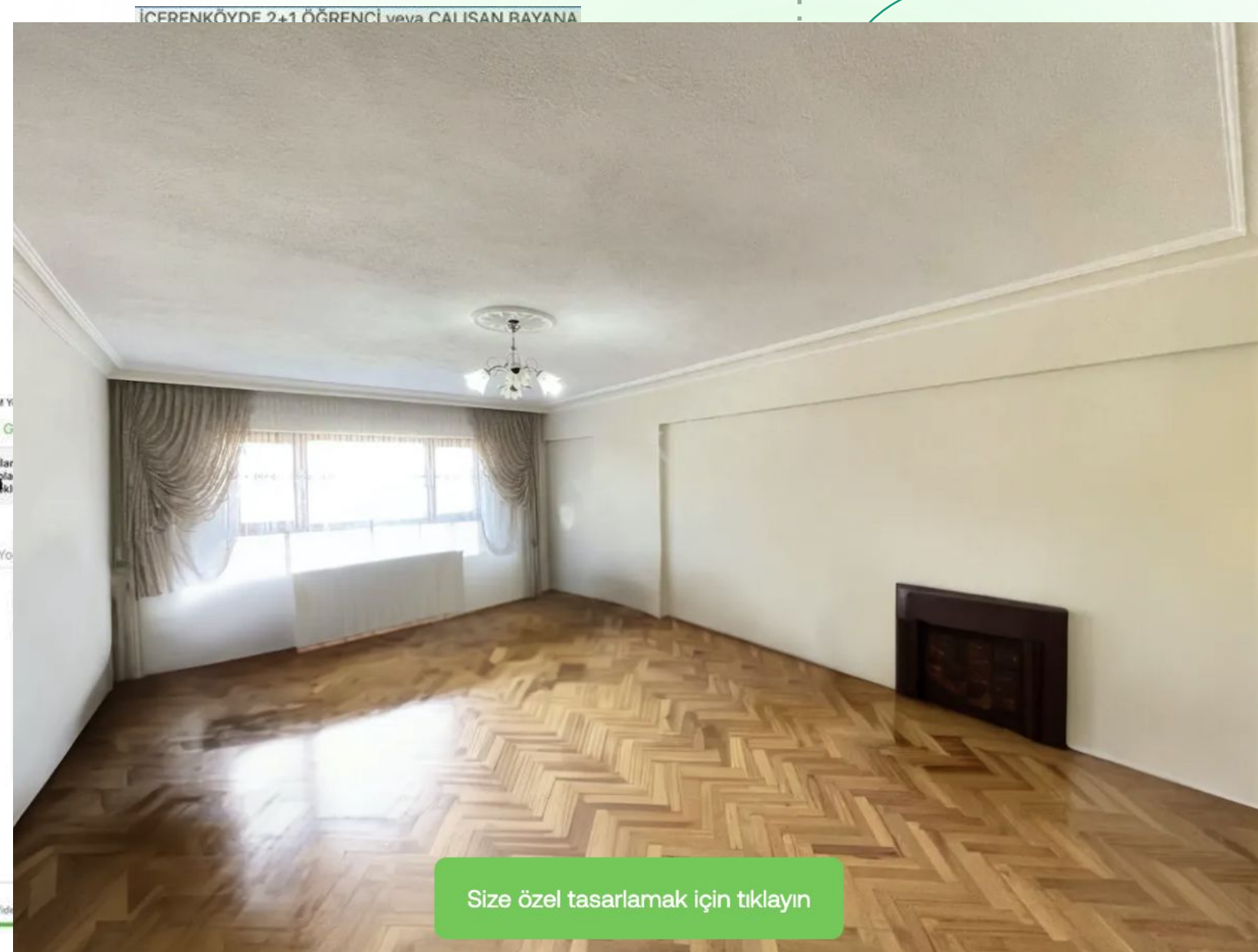
Developing Proactive Approach



Increasing Customer Loyalty

Visual Intelligence System

Problem



Solution



Why

detecting repetitive visuals

Listing

Control

Features

Thank you