
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934**

Date of Report: December 1, 2021

Commission File Number: 001-40553

D-MARKET Elektronik Hizmetler ve Ticaret Anonim Şirketi
(Exact Name of registrant as specified in its charter)

D-MARKET Electronic Services & Trading
(Translation of Registrant's Name into English)

**Kuştepe Mahallesi Mecidiyeköy Yolu
Cadde no: 12 Kule 2 K2
Istanbul, Turkey**
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

D-MARKET ELECTRONIC SERVICES & TRADING

December 1, 2021

By: /s/ MEHMET MURAT EMIRDAĞ

Name: Mehmet Murat Emirdağ

Title: *Chief Executive Officer*

By: /s/ HALIL KORHAN ÖZ

Name: Halil Korhan Öz

Title: *Chief Financial Officer*

EXHIBITS

Exhibit	Title
99.1	Press release of D-MARKET Electronic Services & Trading dated December 1, 2021



Hepsiburada Announces Appointment of Alexey Shevenkov as Chief Technology Officer

ISTANBUL, December 1, 2021 - D-MARKET Electronic Services & Trading (d/b/a "Hepsiburada") (NASDAQ: HEPS), a leading Turkish e-commerce platform (referred to herein as "Hepsiburada" or the "Company"), today announced the appointment of Alexey Shevenkov as its Chief Technology Officer (CTO), effective December 6, 2021. Current CTO Gürkan Coşkuner will be appointed as the Company's Chief Information Officer and continue to play a key role in guiding the Company's technology architecture.

Mr. Shevenkov has significant experience having spent 16 years at Yandex, a leading Russian technology company, most recently as CTO of Yandex.Market, the group's flagship online marketplace. He joined Yandex as a software developer in 2005 and went on to become head of software engineering in 2009, before assuming the role of CTO of Yandex.Market in 2016. He has overseen and participated in the launch of several e-commerce services at Yandex including Yandex.Market, Yandex.Uslugi, Yandex.Delivery, and Beru. Prior to Yandex, Mr. Shevenkov worked at Luxoft as a software developer. Mr. Shevenkov holds a Master's degree from Bauman Moscow State Technical University.

Murat Emirdağ, CEO, commented: *"I am delighted to welcome Alexey to Hepsiburada as our Chief Technology Officer. His vast experience in leading large engineering teams and building scalable e-commerce products will bolster our already market-leading technology infrastructure and help us deepen implementation of AI and machine learning across our ecosystem. Alexey will play a key role in driving business performance, further differentiating our customer experience, and fulfilling our vision of leading the digitalization of e-commerce in Turkey."*

Mr. Emirdağ continued: *"Gürkan has been an instrumental leader in building our outstanding technology architecture which underpins the business. I am delighted that we will continue to benefit from his talents as Chief Information Officer, and he will actively help onboard Alexey into his new role."*

Alexey Shevenkov said: *"I am excited to be joining the Hepsiburada family at such an important moment, as the company looks to build on its leadership in the Turkish e-commerce market and drive further growth across the business. The team here shares my passion for technology and I can't wait to work together to improve the already exceptional service we deliver for our customers and partners."*

About Hepsiburada

Hepsiburada is a leading e-commerce technology platform in Turkey, combining a globally proven e-commerce business model with a one-stop 'Super App' to cater to our customers' everyday needs and to help make people's daily lives better. Customers can access a broad range of products and services including same-day delivery of groceries and essentials, products from international merchants, airline tickets and payment services through Hepsiburada's embedded digital wallet, HepsiPay. As at the end of September 2021, we had seamlessly connected 39.6 million members and approximately 67 thousand Active Merchants.

Founded in Istanbul in 2000, Hepsiburada was built to lead the digitalization of commerce in Turkey. As a female-founded organization, Hepsiburada is committed to meaningful action to empower women. Through its 'Technology Empowerment for Women Entrepreneurs' program, Hepsiburada reached over 24,000 female entrepreneurs across Turkey to date.

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