

**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: July 8, 2021

Commission File Number: 001-40553

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

**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

July 8, 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 July 7, 2021](#)

HEPSIBURADA ANNOUNCES CLOSING OF INITIAL PUBLIC OFFERING

NEW YORK, July 7, 2021

D-MARKET Electronic Services & Trading ("Hepsiburada"), a leading Turkish e-commerce platform, announced the closing on July 6, 2021 of its initial public offering of 65,251,000 American Depositary Shares ("ADSs") representing 65,251,000 Class B ordinary shares, at a price to the public of \$12.00 per ADS. The offering included 41,670,000 ADSs offered by Hepsiburada and 23,581,000 ADSs offered by a selling shareholder, which included 8,511,000 ADSs sold by the selling shareholder pursuant to the underwriters' exercise in full of their over-allotment option.

The ADSs began trading on the Nasdaq Global Select Market under the ticker symbol "HEPS" on July 1, 2021.

Morgan Stanley & Co. LLC, J.P. Morgan Securities LLC, Goldman, Sachs & Co. LLC, BofA Securities, Inc. and UBS Securities LLC acted as the bookrunning managers for the offering.

A registration statement relating to the sale of these securities has been filed with, and declared effective by, the Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

The offering is being made only by means of a prospectus. Copies of the final prospectus relating to and describing the terms of the offering may be obtained from any of the following sources:

- Morgan Stanley & Co. LLC Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, New York 10014
- J.P. Morgan Securities LLC, 1155 Long Island Avenue, Edgewood, NY 11717, telephone: +1-866-803-9204, email: prospectus-eq_fi@jpmchase.com
- Goldman Sachs & Co. LLC, Prospectus Department, 200 West Street, New York, NY 10282, telephone: +1-866-471-2526, email: Prospectus-ny@ny.email.gs.com

END

Contacts**Investors:**

Helin Celikbilek, Investor Relations Director

helin.celikbilek@hepsiburada.com

Media:

Harika Eldoğan, Head of Public Relations

harika.eldogan@hepsiburada.com

Brunswick Group hepsiburada@brunswickgroup.com

Azadeh Varzi

Caroline Daniel

Nick Beswick