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

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**FORM 6-K**

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

**Date of Report: April 16, 2026**

**Commission File Number: 001-40553**

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**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)

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

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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

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**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.

April 16, 2026

**D-MARKET ELECTRONIC SERVICES & TRADING**

By: /s/ NİLHAN GÖKÇETEKİN

Name: Nilhan Gökçetekin

Title: *Chief Executive Officer*

By: /s/ M. SEÇKİN KÖSEOĞLU

Name: M. Seçkin Köseoğlu

Title: *Chief Financial Officer*

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**EXHIBITS**

<b>Exhibit</b>	<b>Title</b>
<a href="#">99.1</a>	<a href="#">Press release of D-MARKET Electronic Services &amp; Trading dated April 16, 2026</a>

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## Hepsiburada to Announce First Quarter 2026 Results on May 7, 2026

ISTANBUL, April 16, 2026 - D-MARKET Electronic Services & Trading (d/b/a "Hepsiburada") (NASDAQ: HEPS), a leading Turkish e-commerce platform, will report its unaudited financial results for the first quarter ending March 31, 2026 after the U.S. market closes on Thursday, May 7, 2026.

### About Hepsiburada

Hepsiburada is a leading e-commerce technology platform in Türkiye, operating through a hybrid model that combines first-party direct sales (1P) and a third-party marketplace (3P).

With its vision of leading the digitalization of commerce, Hepsiburada serves as a reliable, innovative and purpose-driven companion in consumers' daily lives. Hepsiburada's e-commerce platform offers a broad ecosystem of capabilities for merchants and consumers including last-mile delivery, fulfillment services, advertising solutions, cross-border sales, payment services and affordability solutions. Hepsiburada's integrated fintech platform, Hepsipay, provides secure payment solutions, including digital wallets, general-purpose loans and buy now pay later (BNPL), enhancing shopping convenience for consumers across online and offline while driving higher sales conversions for merchants.

Since its founding in 2000, Hepsiburada has been purpose-driven, leveraging its digital capabilities to empower women in the Turkish economy. In 2017, Hepsiburada launched the 'Technology Empowerment for Women Entrepreneurs' program, which has supported female entrepreneurs across Türkiye in reaching millions of customers.

### Investor Relations Contact

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### Media Contact

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