

Dođan Gazetecilik A.Ş.

Review of 9M13 Results
Nov 06, 2013



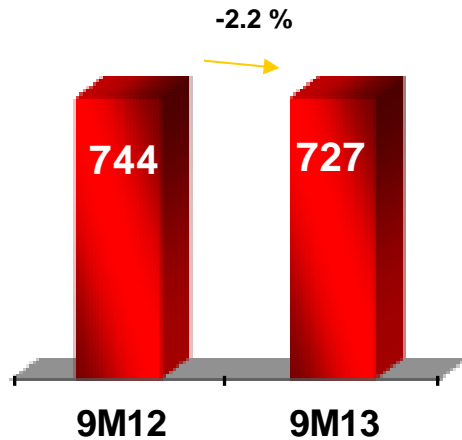
Doğan Gazetecilik A.Ş. (“Doğan Gazetecilik”) has prepared this Presentation (the “Presentation”) for the sole purpose of providing information (the “Information”) relating to Doğan Gazetecilik. This presentation includes information based on publicly available data and/or data provided by Doğan Gazetecilik and Doğan Yayın Holding A.Ş. management gathered at the time of writing and are subject to change without notice. This Presentation and/or the Information is confidential and cannot be copied, disclosed or distributed to any person and is being provided to you solely for your information.

This Presentation and/or the Information do not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of Doğan Gazetecilik, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. No reliance may be placed for any purposes whatsoever on the Information contained in this Presentation or on its completeness, accuracy or fairness. The Information in this Presentation is subject to verification, completion and change. No rebook or warranty is made by Doğan Gazetecilik or the Shareholders or any of their respective advisers or any of their representatives as to the accuracy or completeness of the Information and no liability is accepted by any such person for any such Information or opinion or for any loss howsoever arising from any use of this Presentation or the Information.

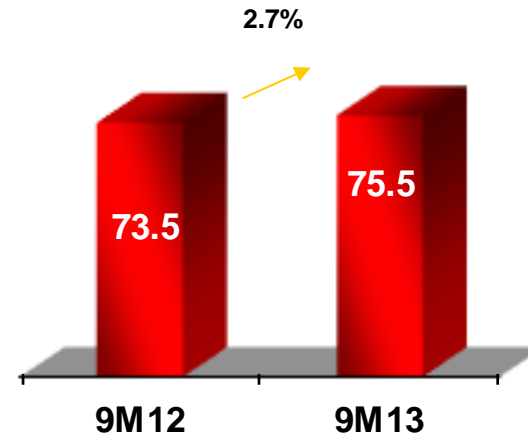
Investors and prospective investors in securities of any issuer mentioned herein are required to make their own independent investigations and appraisal of the business and financial condition of such company and the nature of the securities. Any decision to purchase securities in the context of a proposed offering of securities, if any, should be made solely on the basis of information contained in an offering circular published in relation to such an offering.

All statements other than statements of historical facts included in this Presentation, including, without limitation, those regarding our financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to our products), are forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding our present and future business strategies and the environment in which we will operate in the future. Further, certain forward-looking statements are based upon assumptions of future events which may not prove to be accurate. The forward-looking statements in this Presentation speak only as at the date of this Presentation.

Newspapers – Turkey (Est) (TLm) ⁽¹⁾





Dogan Gazetecilik's Print Ad Growth Performance (TLmn) ⁽²⁾



- Newspaper ad spending in Turkey decreased by 2.2% in 9M13, yoy.
- The growth in Dogan Gazetecilik's print ad revenues in 9M13 was 2.7% yoy.

⁽¹⁾ Ad market statistics are estimates compiled by DYH ad platform, based on 25 national newspaper.

⁽²⁾ Ad revenues : To be comparable with the market data, the ad revenue figures are given as “*invoiced ad revenues before IAS adjustments & reclassifications*”, and so different from reported consolidated figures.

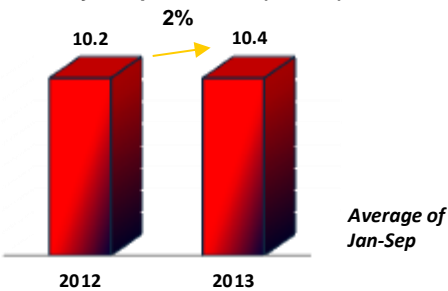
Market Shares	9M12	9M13	Ch vs. 9M13/12
CIRCULATION MARKET SHARE	13,9%	12,5%	-1,3 pp
Doğan Gazetecilik Daily Average Circulation (000 units) (*)	655	637	-2,8%
 POSTA	459	443	-3,5%
 FANATIK	196	194	-1,2%
Nationwide average circulation (000 units)	4.726	5.077	7,4%

* Source: Basın İlan

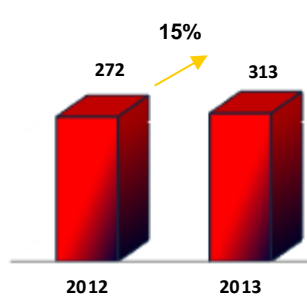
- Dogan Gazetecilik's ad revenues (excluding internet revenue) increased by 3,6%, yoy.
- Fanatik.com.tr reached 9.6 mn monthly UV as of Sep 2013, up by 11% vs. Dec 2012. (*)
- Mix of promotion, editorial page numbers and editorial content products are continued in a flexible way, to get the best optimization in circulation/cost model.
- In May 2013, TL11.6 million cash dividend was paid from the profit of 2012.
- After the dividend payment from 2012 profit in May 2013, TL 9.6 mn “cash dividend advance” was paid from the profit of 2013 on September 23,2013.



Monthly Unique Visitors (million)



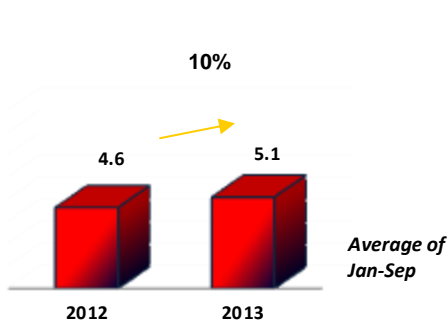
Page View (million)



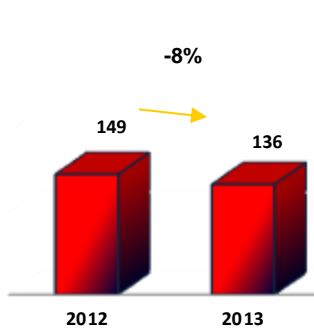
- Average page view in 9M13 was 313 mn, up by 15% vs. 9M12. (**)
- Average Unique Visitors in 9M13 was 10.4 mn, up by 2% vs. 9M12. (**)



Monthly Unique Visitors (million)



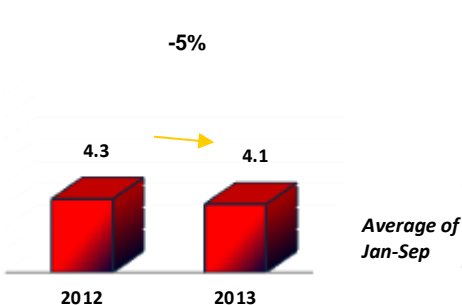
Page View (million)



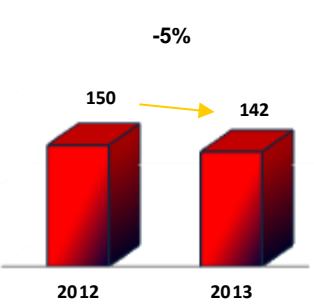
- Posta.com.tr launched as of October 2009
- Average page view in 9M13 was 136 mn, down by 8% vs. 9M12. (**)
- Average Unique Visitors in 9M13 was 5.1 mn, up by 10% vs. 9M12. (**)



Monthly Unique Visitors (million)



Page View (million)



- Market leader in Turkey in online Auto Classifieds. (*)
- Average of Unique Visitors in 9M13 was 4.1 mn, down by 5% vs. 9M12. (**)
- Average page view in 9M13 was 142 mn, down by 5% vs. 9M12. (**)

(TL '000)	9M12	9M13	% Ch. 9M13/12
Sales	149.100	151.482	2%
(-) Cost of sales	95.187	92.726	-3%
Gross profit	53.913	58.756	9%
(-) Operating expenses	41.260	46.728	13%
Operating profit	12.653	12.028	-5%
Operating profit margin	8,5%	7,9%	
Other Operating Income/(Expenses)-net	1.329	10.288	674%
Investing Activities Income/(Expenses)-net	-5.283	6.957	n.a.
Profit before tax	8.699	29.272	236%
Net Profit for the Period	6.654	22.608	240%
<i>Amortised cost valuation income</i>	1.262	996	-21%
<i>Depreciation & amortisation</i>	2.127	1.906	-10%
EBITDA	16.042	14.930	-7%
EBITDA Margin	10,8%	9,9%	

- Total ad revenue (including print and internet revenue) increased by 4,9% in 9M13.

Revenues (TL '000)	FY12	9M12	9M13	9M13/12 Ch (%)
Circulation Revenues	102.501	77.464	75.607	-2,4%
Avg. Daily Circulation	644.798	654.953	636.547	-2,8%
Total Ad Revenues	94.893	68.803	72.177	4,9%
- <i>Print Ad Revenues</i>	89.812	65.355	67.679	3,6%
- <i>Online Ad Revenues</i>	5.081	3.448	4.498	30,5%
Other Revenues	4.582	2.833	3.698	30,5%
Total Revenues	201.976	149.100	151.482	1,6%

Average newsprint prices were down by 5,6% yoy in TL terms in 9M13. In addition, together with reduction in circulation and page sizes; newsprint costs were down by 10,2% yoy in 9M13.

Costs	FY12	9M12	9M13	9M13/12 Ch (%)
Cost of Sales (TL '000)	125.693	95.187	92.726	-2,6%
- Newsprint costs	66.833	51.677	46.404	-10,2%
- Printing & other costs	58.860	43.510	46.323	6,5%
Operating Expenses (TL '000)	55.271	41.260	46.728	13,3%
- General & Administrative Expenses	14.265	11.100	11.028	-0,6%
- Sales & Marketing Expenses	41.006	30.160	35.700	18,4%
Total Costs	180.964	136.447	139.454	2,2%

■ The one-off expenses for the launch of Posta and Fanatik's E-newspaper led to an important increase in sales&marketing expenses.

• Distributed TL9.6 mn dividend advance in September 2013 in addition TL11.6 mn distributed from 2012 earnings in May 2013, as a result of strong cash inflows from both operational performance and the sale of Milliyet - Vatan titles.

Despite total dividend payments of TL21.2 mn, net cash position reached TL53.2 mn at 9M13-end, vs. net cash of 34.4 mn TL in FY12.

Investments & Financing (TL '000)	FY12	9M13	ch%
CASH AND CASH EQUIVALENTS	34.903	54.415	56%
S.T. BANK BORROWINGS	456	1.214	166%
NET CASH	34.447	53.201^(*)	54%
INVESTMENTS	4.862	1.429	-71%

- Newspaper ad market was down by 2.2% yoy in 9M13, as a result of decline in 2Q13 and 3Q13. Local newspaper ad market is expected to be under pressure in 4Q13.
- Posta and Fanatik titles will continue to outperform in 2013 thanks to their high readership ratios (print and online operations).
- Posta title: the flexible implementation of the circulation/cost optimization models is expected to keep promotion expenses under control, while continue to support circulations.
- Fanatik title: continue to focus on digital opportunities.
- Strong cash position and profitability will be maintained in 2013 and onwards, which will be the source of consistent cash dividend.