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**Review of 3Q10 Results**  
**Nov 9, 2010**

Inflation accounting (IAS 29) is not applied in 2005-2010 financials on the back of CMB's requirements. The financial statements are reclassified for presentation purposes, the CMB format is also available through KAP "[www.kap.gov.tr](http://www.kap.gov.tr)" and DYH websites.

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**Women, Health and Decoration**



**Economy, News and Law**



**People, Youth, Travel and Life Style**



**Information Technology and Computers**

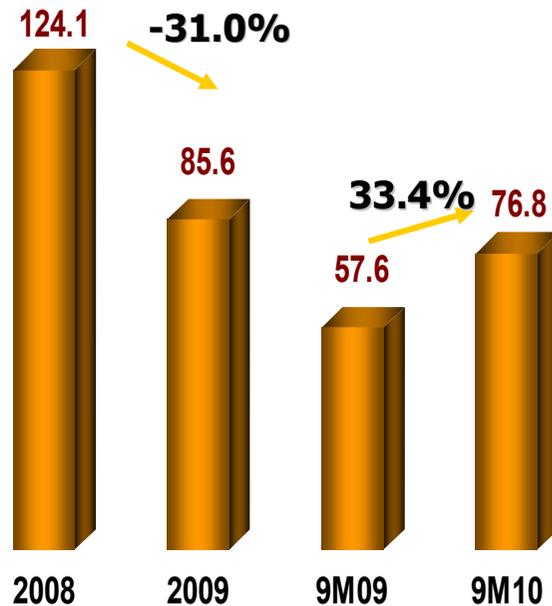


**Hobbies, Cooking and Special Interest**

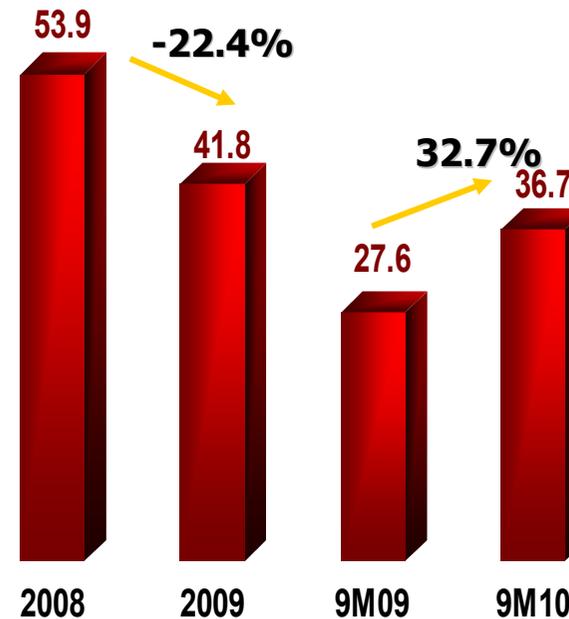


- Turkish advertising market enjoyed strong growth also in 3Q10. Turkish magazine ad market increased by 33% yoy to TL77 mn in 9M10, without new launches the growth rate is around 28%.
- Dogan Burda's ad revenues outperformed the recurring magazine market by increasing 32.7%, and maintained its leadership position in general.

**Magazine Advertising - Turkey (TLm)**



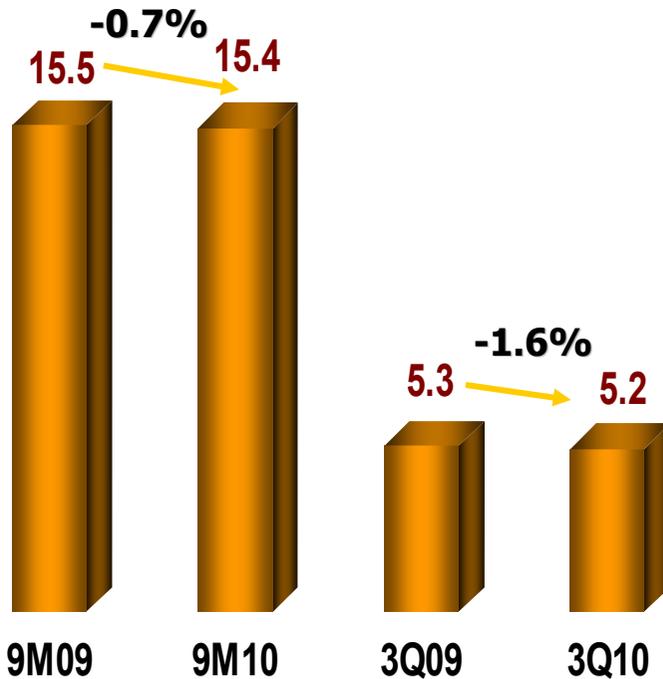
**Doğan Burda Advertising Revenues (TLm)\***



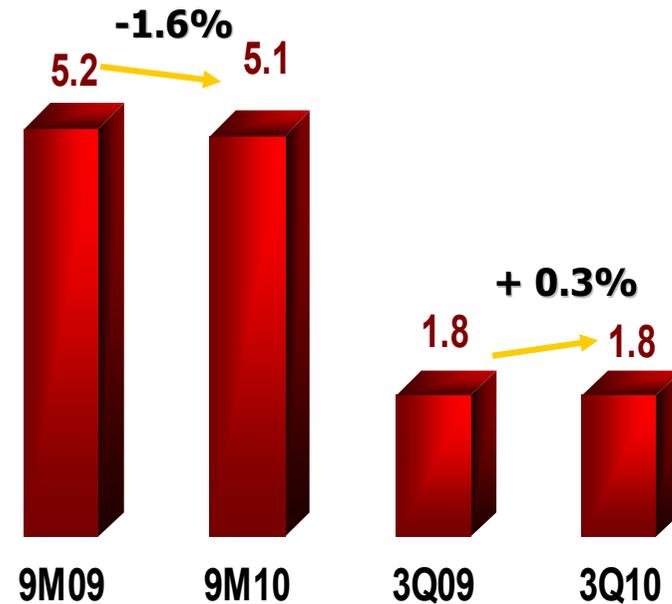
\* Ad revenues = Reported ad revenues plus IAS adjustments & reclassifications.

- Doğan Burda remains the market leader with approx. 34%.

**Total Net Circulation Units – Turkey  
(Units m)**



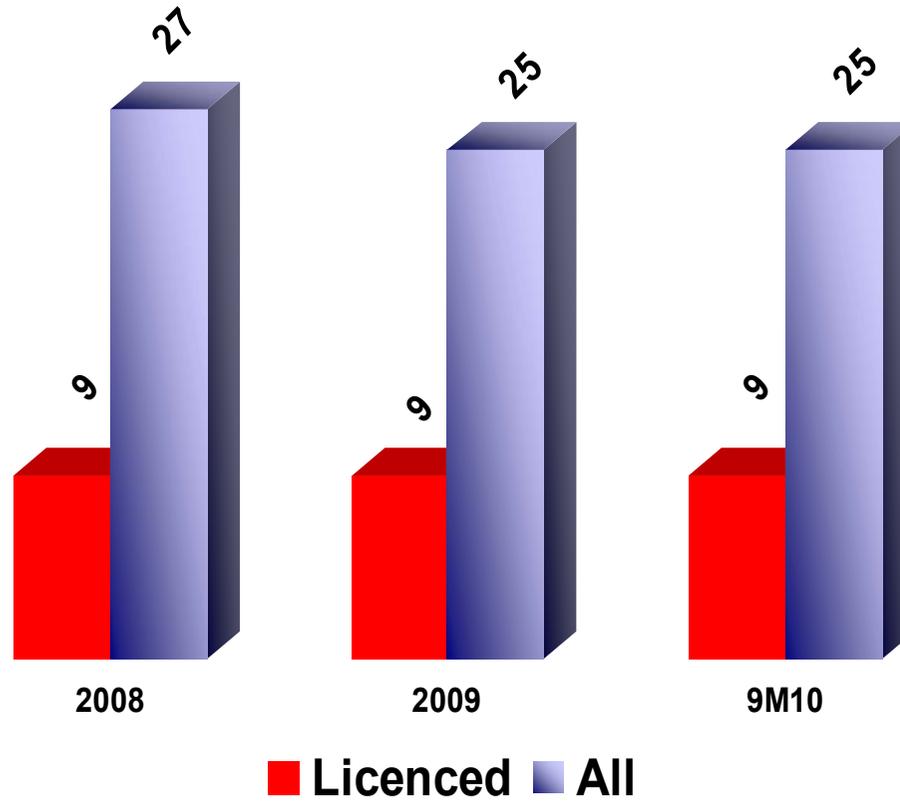
**Dogan Burda Net Circulation  
(Units m)**



- Magazine circulation decreased by 0.7% yoy in 9M10, without new launches the decrease rate is around 2.3%.
- Doğan Burda's circulation growth in 3Q10 outperformed the market by increasing 0.3% yoy, where total recurring magazine circulation decreased by 3.4%.

## Number of Magazines (Period end)

- Focusing on the current portfolio of titles, no new launches.



- Doğan Burda's ad revenues performed in line with the market by increasing 32.7% yoy, where total magazine ad market increased by 33.4% (which is 28% excluding the new launches).
- Successful seasonal brands continued to add value in 9M10, especially 12 main brands' various seasonal magazines launched during the period.
- Launch of bi-monthly Atlas Tarih (History) is promising.
- Parallel to the market conditions, cover prices of *Blue Jean* (in January 2010), and *PC Net*, *Chip*, *EvBahçe* (in March 2010) and *Seninle* (in April 2010) were increased (by around 15% yoy).

Million TL	FY09	3Q09	3Q10	Ch.%	9M09	9M10	Ch.%
<b>Net Sales</b>	<b>75,3</b>	<b>18,5</b>	<b>20,1</b>	<b>8,7</b>	<b>52,6</b>	<b>62,4</b>	<b>18,7</b>
<b>Cost of Goods Sold</b>	<b>46,4</b>	<b>11,1</b>	<b>12,8</b>	<b>15,3</b>	<b>33,4</b>	<b>37,8</b>	<b>13,1</b>
<b>Operating Exp.</b>	<b>25,5</b>	<b>6,0</b>	<b>6,5</b>	<b>8,6</b>	<b>17,1</b>	<b>19,2</b>	<b>12,4</b>
<b>Operating Profit</b>	<b>1,7</b>	<b>0,9</b>	<b>0,6</b>	<b>(30,3)</b>	<b>1,2</b>	<b>4,9</b>	<b>307,7</b>
<b>EBITDA*</b>	<b>4,6</b>	<b>1,7</b>	<b>1,1</b>	<b>(33,0)</b>	<b>2,9</b>	<b>6,3</b>	<b>119,1</b>
<b>Net Profit</b>	<b>1,8</b>	<b>0,8</b>	<b>0,5</b>	<b>(39,7)</b>	<b>1,5</b>	<b>3,8</b>	<b>158,6</b>

(\* ) Adjusted EBITDA by net IAS 39 impact.

## Revenue & Cost Analysis - 9M10

- Advertising and circulation rev. increased with the recovery of the market beginning from 3Q09, and had a positive impact on gross profit and margin.

Million TL	FY09	3Q09	3Q10	Ch.%	9M09	9M10	Ch.%
<b>Total Revenues</b>	<b>75,3</b>	<b>18,5</b>	<b>20,1</b>	<b>8,7</b>	<b>52,6</b>	<b>62,4</b>	<b>18,7</b>
Advertising	40,2	9,2	10,3	11,8	26,6	35,3	32,8
Circulation	31,8	8,9	9,2	3,5	23,5	25,4	8,2
Other	3,3	0,4	0,7	46,6	2,5	1,7	(32,2)
<b>Total COGS</b>	<b>46,4</b>	<b>11,1</b>	<b>12,8</b>	<b>15,3</b>	<b>33,4</b>	<b>37,8</b>	<b>13,1</b>
Production Costs	25,6	7,8	9,0	15,6	24,5	27,8	13,4
Depreciation	0,4	0,1	0,1	(1,4)	0,3	0,3	(3,8)
Other Costs	20,5	3,2	3,7	15,2	8,6	9,8	12,9
<b>Gross Profit</b>	<b>28,9</b>	<b>7,4</b>	<b>7,3</b>	<b>(1,3)</b>	<b>19,2</b>	<b>24,6</b>	<b>28,3</b>
<b>Gross Margin</b>	<b>38,4</b>	<b>40,0</b>	<b>36,3</b>	<b>(9,2)</b>	<b>36,4</b>	<b>39,4</b>	<b>8,2</b>

## Operational Profitability – 9M10

Million TL	FY09	3Q09	3Q10	Ch.%	9M09	9M10	Ch.%
<b>Total Operatinal Exp(-)</b>	<b>25,5</b>	<b>6,0</b>	<b>6,5</b>	<b>8,6</b>	<b>17,1</b>	<b>19,2</b>	<b>12,4</b>
Advertising&Promotion	4,4	0,9	1,0	8,9	3,2	3,2	1,5
Depr.&Amortization	0,7	0,2	0,2	1,8	0,5	0,5	0,6
Other Marketing Exp.	8,6	2,3	2,5	8,4	6,2	6,9	12,2
Overhead&Gen.Admin	11,8	2,6	2,9	9,0	7,3	8,6	18,1
Net other operational income (expense)	(1,8)	(0,5)	(0,2)	(68,0)	(0,8)	(0,4)	(47,6)
Operating Profit	1,7	0,9	0,6	(30,3)	1,2	4,9	307,7
<b>EBITDA*</b>	<b>4,6</b>	<b>1,7</b>	<b>1,1</b>	<b>(33,0)</b>	<b>2,9</b>	<b>6,3</b>	<b>119,1</b>
Financial Income	0,9	0,2	0,1	(31,7)	0,7	0,1	(90,2)
<b>Profit Bef.Inc.Tax</b>	<b>2,5</b>	<b>1,1</b>	<b>0,8</b>	<b>(30,6)</b>	<b>1,9</b>	<b>5,0</b>	<b>157,1</b>
Tax	(0,8)	(0,3)	(0,3)	(1,0)	(0,5)	(1,2)	152,0
<b>Net Profit</b>	<b>1,8</b>	<b>0,8</b>	<b>0,5</b>	<b>(39,7)</b>	<b>1,5</b>	<b>3,8</b>	<b>158,6</b>

Million TL	2009	9M10
Cash&Cash Equivalents	7.2	5.8
Short Term Bank Debt	-	-
Long Term Bank Debt	-	-
Cash (Debt)	7.2	5.8
<b>Total Assets</b>	<b>55.2</b>	<b>54.3</b>
<b>Shareholder's Equity</b>	<b>40.8</b>	<b>37.1</b>
Investment	-	-

- **No major investments**
- **TL5.8 m cash position at September-end 2010, following cash dividend of TL7.5m**
- **TL0.33/share net cash dividend distributed by May 2010.**

- **Strong recovery attained in 9M10 is anticipated to carry on in the last quarter depending on the economical and political stability.**
- **Continue to focus on existing titles and leveraging of existing content.**
- **Investments in magazine web sites will continue; especially regarding elle.com.tr, social media marketing feasibility studies are continuing.**