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**Review of 1Q08 Results  
May 23, 2008**

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## Women, Health and Decoration



## Economy, News and Law



## People, Youth, Travel and Life Style



## Information Technology and Computers

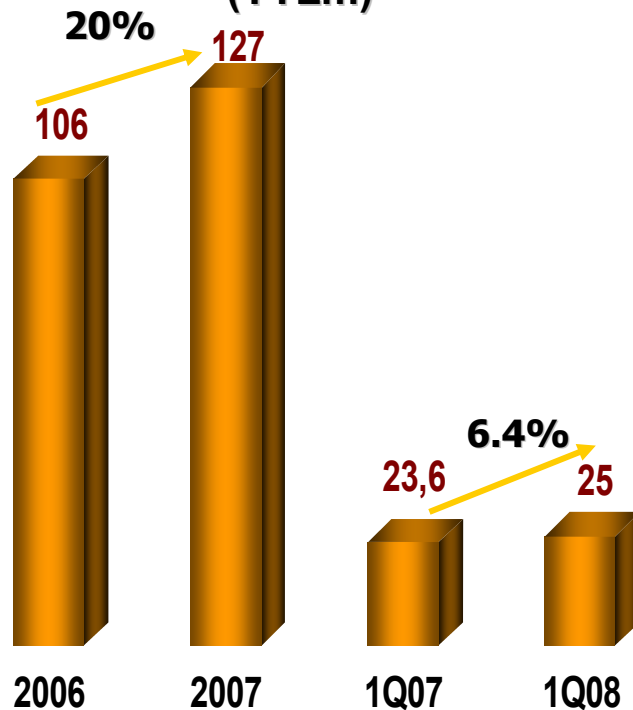


## Hobbies, Cooking and Special Interest

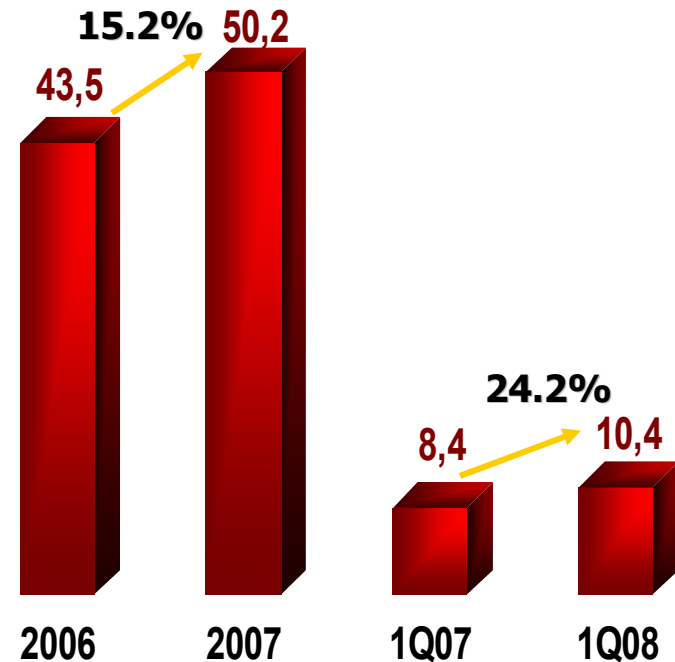


Despite an estimated slowdown in print media in 1Q08, Dogan Burda achieved 24% ad growth in 1Q08, thanks to volume growth through new supplements and seasonal brands.

**Magazine Advertising - Turkey (YTLm)**



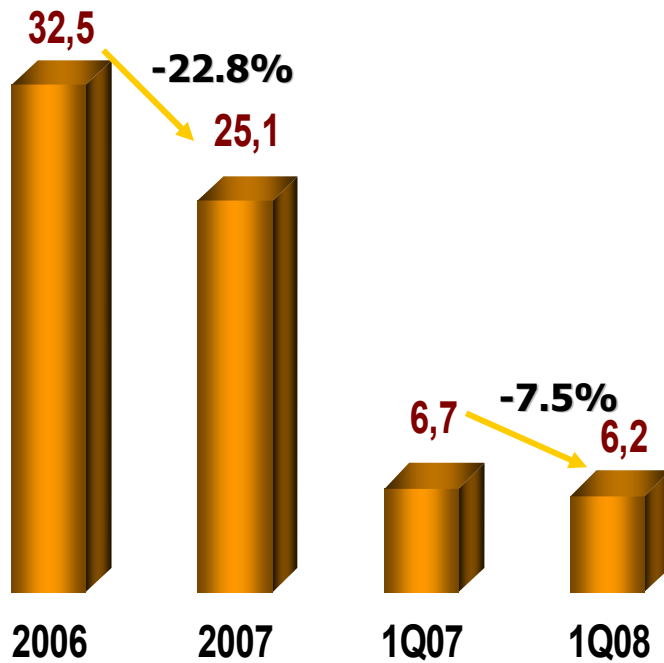
**Doğan Burda Advertising Revenues (YTLm)\***



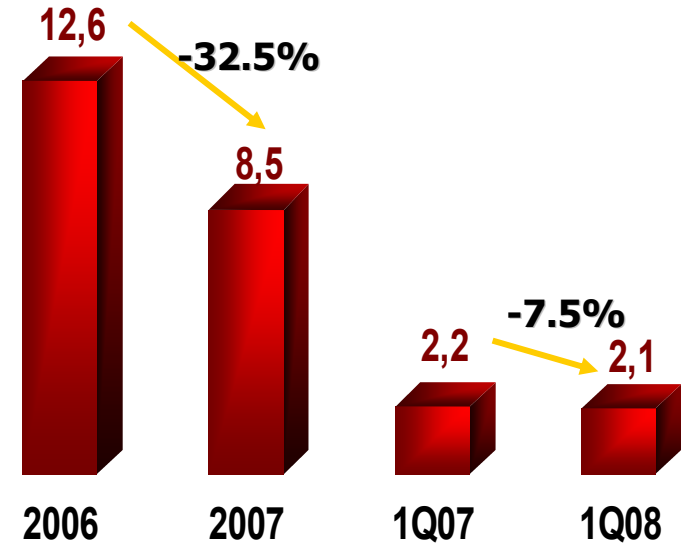
\* Ad revenues = Reported ad revenues plus IAS 39 adjustment.

- The stabilisation of circulation levels since 4Q06 following the end of low-priced weekly magazine strategy continued in 1Q08.
- Focusing on the current portfolio of titles, circulation market share maintained at approximately 33%.

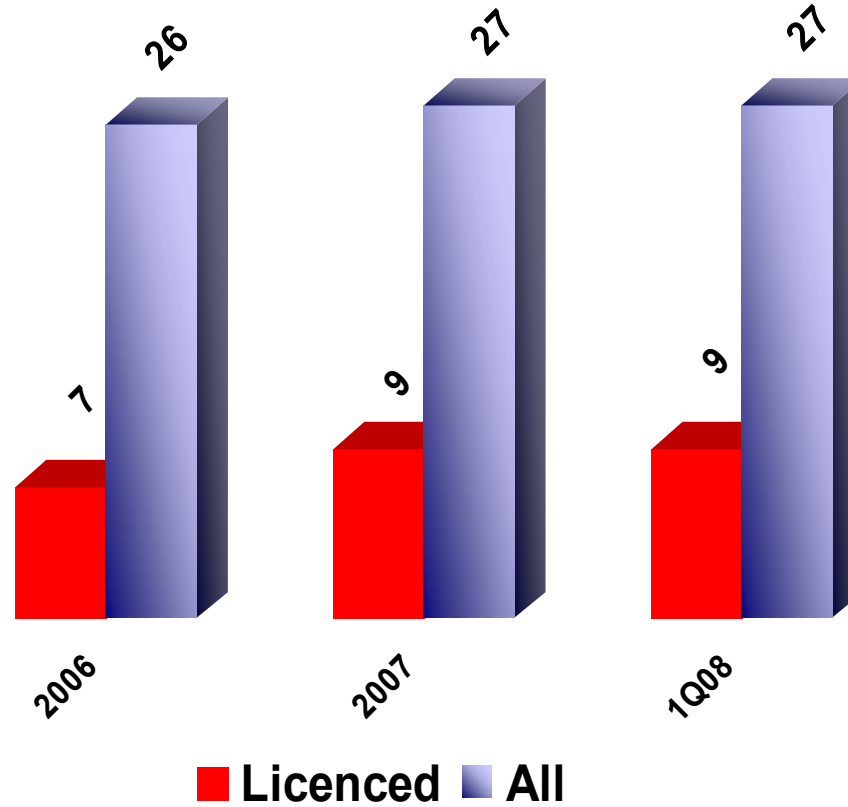
**Total Net Circulation Units – Turkey  
(Units m)**



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



# Number of Magazines (Period end)



- **Contribution of Chip, Level, Chip Online and Level Online to the 1Q08 results which were added to the portfolio in Sep'07 was mainly at the circulation level.**
- **Successful launch of a new seasonal brand : Hello Fashion, additional to the 11 existing ones.**
- **Content related editorial supplement strategy helped increasing the net circulation and advertising revenues parallel to the decrease in return rates.**
- **Having achieved stable circulation levels in recently launched titles, slight cover price increases were possible during 1Q08 in selected titles, namely, Hafta Sonu, Ev Bahçe, Hey Girl, Lezzet, PC Net.**

<b>(Million YTL)</b>	<b>FY07*</b>	<b>1Q07</b>	<b>1Q08</b>	<b>Ch%</b>
<b>Net Sales</b>	82.5	17.1	18.2	6.1
<b>Cost Of Goods Sold</b>	(49.7)	(11.8)	(11.6)	(1.4)
<b>Operating Expenses</b>	(25.7)	(5.6)	(5.7)	0.9
<b>Operating Profit*</b>	7.2	(0.3)	0.9	-
<b>EBITDA</b>	9.5	0.3	1.3	333.6
<b>Net Profit</b>	5.3	(0.2)	1.3	-

**\* "Operating Profit" has been redefined by Capital Markets Board in accordance with IFRS rules in 2008.**



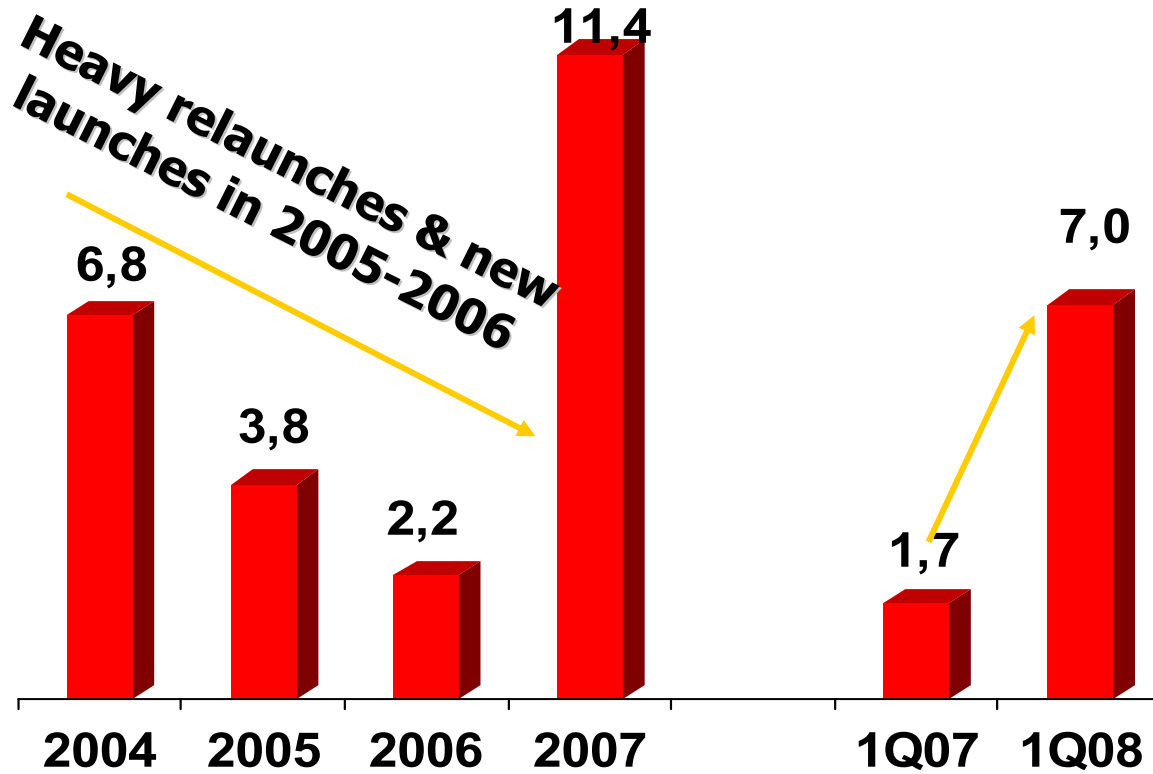
- Having focused on the current portfolio of titles, 23.5% growth in advertising revenues and approximately 5 pct points improvement in gross margin in 1Q08.

Million YTL	FY07	1Q07	1Q08	Ch.%
Advertising	49.3	8.3	10.3	23.5
Circulation	29.0	6.7	7.0	4.2
Other	4.2	2.1	0.9	(56.0)
<b>Total Revenues</b>	<b>82.5</b>	<b>17.1</b>	<b>18.2</b>	<b>6.1</b>
Production Costs	26.2	6.2	5.3	(14.7)
Depreciation	0.2	0.05	0.13	175.6
Other costs	23.2	5.6	6.2	11.7
<b>Total COGS</b>	<b>49.7</b>	<b>11.8</b>	<b>11.6</b>	<b>(1.4)</b>
<b>Gross Profit</b>	<b>32.9</b>	<b>5.4</b>	<b>6.6</b>	<b>22.8</b>
<b>Gross Margin %</b>	<b>39.8</b>	<b>31.3</b>	<b>36.2</b>	<b>15.7</b>

- Stabilisation of marketing expenses contributed to improvement at operational profitability.

Million YTL	FY07	1Q07	1Q08	Ch%
Advertising & Promotion	5.2	1.3	1.1	(15.3)
Depr.&Amortization	1.0	0.3	0.2	(35.4)
Other Marketing Exp.	9.1	2.0	2.4	17.7
Overhead&Gen.Admin	11.2	2.2	2.4	7.4
<b>Total Operational Exp(-)</b>	<b>26.4</b>	<b>5.8</b>	<b>6.0</b>	<b>3.8</b>
Net other operational income(expense)	0.7	0.5	1.0	108.7
Operating Profit	7.2	(0.3)	0.9	n.m.
<b>EBITDA</b>	<b>9.5</b>	<b>0.3</b>	<b>1.3</b>	<b>333.6</b>
Financial Income	1.0	0.1	0.7	605.1
<b>Profit Bef.Inc.Tax</b>	<b>6.9</b>	<b>(0.2)</b>	<b>1.6</b>	<b>-</b>
Tax	(1.6)	(0.01)	(0.32)	n.m.
<b>Net Profit</b>	<b>5.3</b>	<b>(0.2)</b>	<b>1.3</b>	<b>-</b>

## EBITDA Margin (%)



Million YTL	2007	1Q08
Cash&Cash Equivalents	10.1	14.2
Short Term Bank Debt	-	-
Long Term Bank Debt	-	-
Net Cash (Net Debt)	10.1	14.2
<b>Total Assets</b>	<b>54.7</b>	<b>60.0</b>
<b>Shareholder's Equity</b>	<b>39.8</b>	<b>41.0</b>
Investment	-	-

- **No major investments**
- **YTL14.2 m net cash position at end of March 2008**
- **YTL7.5m cash dividend, implying 0.41 per share dividend**

- **Main Strategy which began in the middle of 2005, was to increase reach frequency aiming to catch non-magazine advertisers and to improve magazine market share in advertising with low priced magazines with high circulation.**
- **Due to the strategy designated in 2005, investment in terms of HR, advertisement, promotions has been completed in the fiscal year 2006. The positive results of these investments -like increasing ad rates&volumes, and higher operating income- is achieved by 2007 and continuing in 2008 .**
- **Strategy will be focusing on current portfolio and evaluation of new projects regarding the monetisation of existing content through online activities.**
- **1Q08 growth was in line with the budget. 2Q08 growth is likely to be in line with our annual growth guidance.**
- **No major change in FY08 guidance, assuming that macro economic conditions will not dramatically change in 2H08.**