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**Review of 9M08 Results  
November 12, 2008**

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## Women, Health and Decoration



## Economy, News and Law



## People, Youth, Travel and Life Style



## Information Technology and Computers

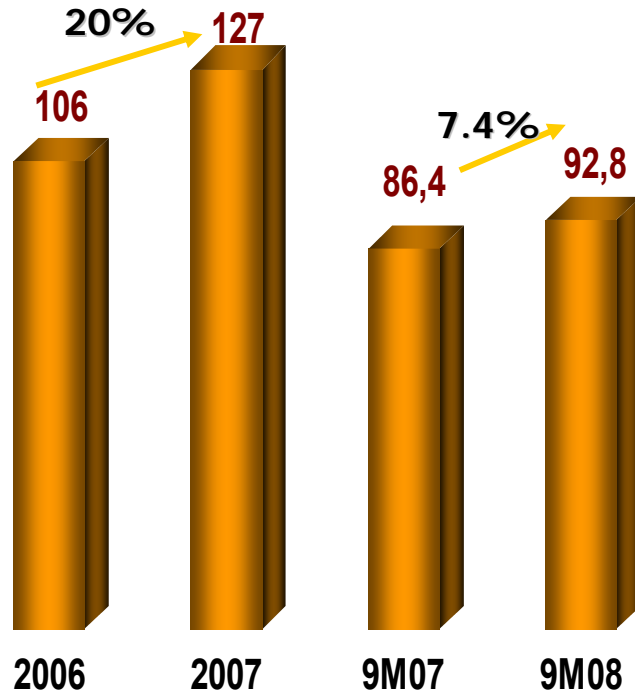


## Hobbies, Cooking and Special Interest

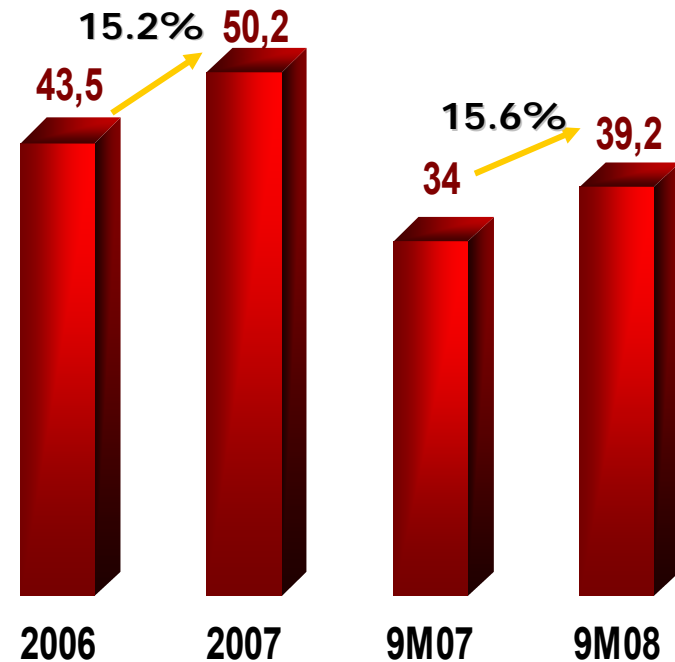


Despite an estimated slowdown in print media in 9M08, Dogan Burda achieved 16% ad growth in 9M08, thanks to volume growth through new supplements and seasonal brands. However, 3Q08 was weaker than expected due to global macro worries.

**Magazine Advertising - Turkey (YTLm)**



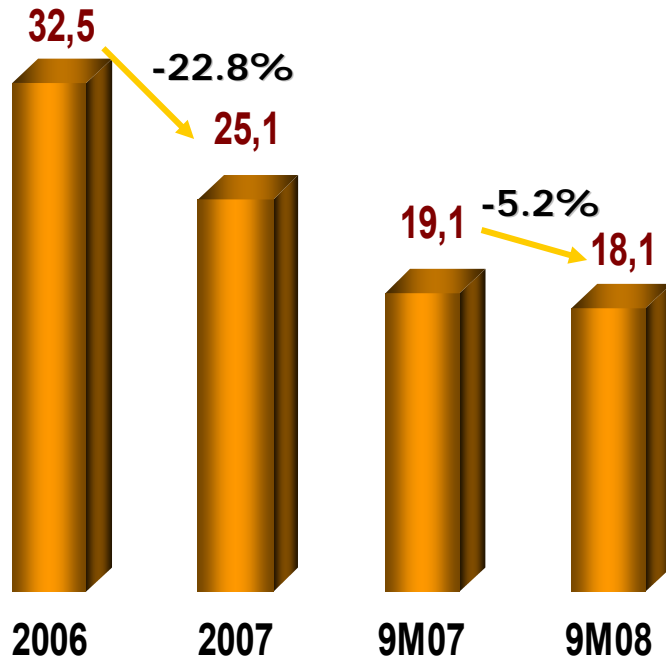
**Doğan Burda Advertising Revenues (YTLm)\***



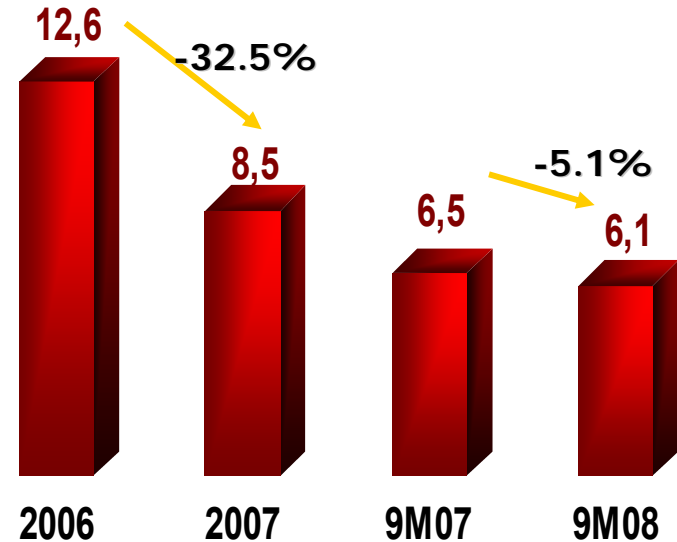
\* Ad revenues = Reported ad revenues plus IAS 39 adjustment.

- The stabilisation of circulation levels since 4Q06 following the end of low-priced weekly magazine strategy continued in 3Q08.
- Focusing on the current portfolio of titles, circulation market share maintained at approximately 34%.

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

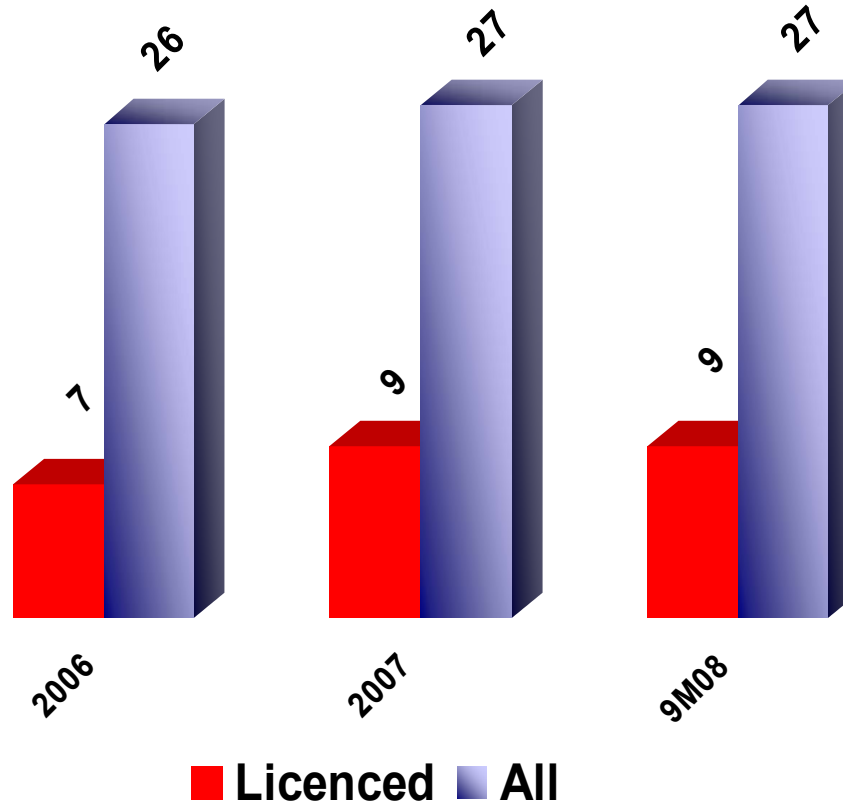


**Dogan Burda Net Circulation  
(Units m)**



# Number of Magazines (Period end)

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



- Contribution of Chip, Level, Chip Online and Level Online to the 9M08 results which were added to the portfolio in Sep'07 was mainly at the circulation level.
- Successful launch of new seasonal brands : Hello Fashion, Elle Decor Collection and Bebegimle Elele, 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 9M08 in selected titles, namely, Hafta Sonu, Ev Bahçe, Hey Girl, Lezzet, PC Net, Seda Magazin, Capital, Burda.

<b>(Million YTL)</b>	<b>FY07</b>	<b>3Q07</b>	<b>3Q08</b>	<b>Ch%</b>	<b>9M07</b>	<b>9M08</b>	<b>Ch%</b>
<b>Net Sales</b>	82.5	19.5	20.0	2.6	59.4	64.5	8.7
<b>Cost Of Goods Sold</b>	(49.7)	(12.1)	(13.1)	8.1	(36.5)	(39.3)	7.6
<b>Operating Expenses</b>	(26.4)	(6.0)	(6.8)	12.8	(18.8)	(20.0)	6.4
<b>Operating Profit*</b>	5.9	1.2	(0.1)	-	4.2	4.5	7.6
<b>EBITDA</b>	9.5	2.2	0.6	(73.9)	6.3	6.8	7.1
<b>Net Profit</b>	5.3	1.1	0.08	(93.0)	3.6	4.5	24.7

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



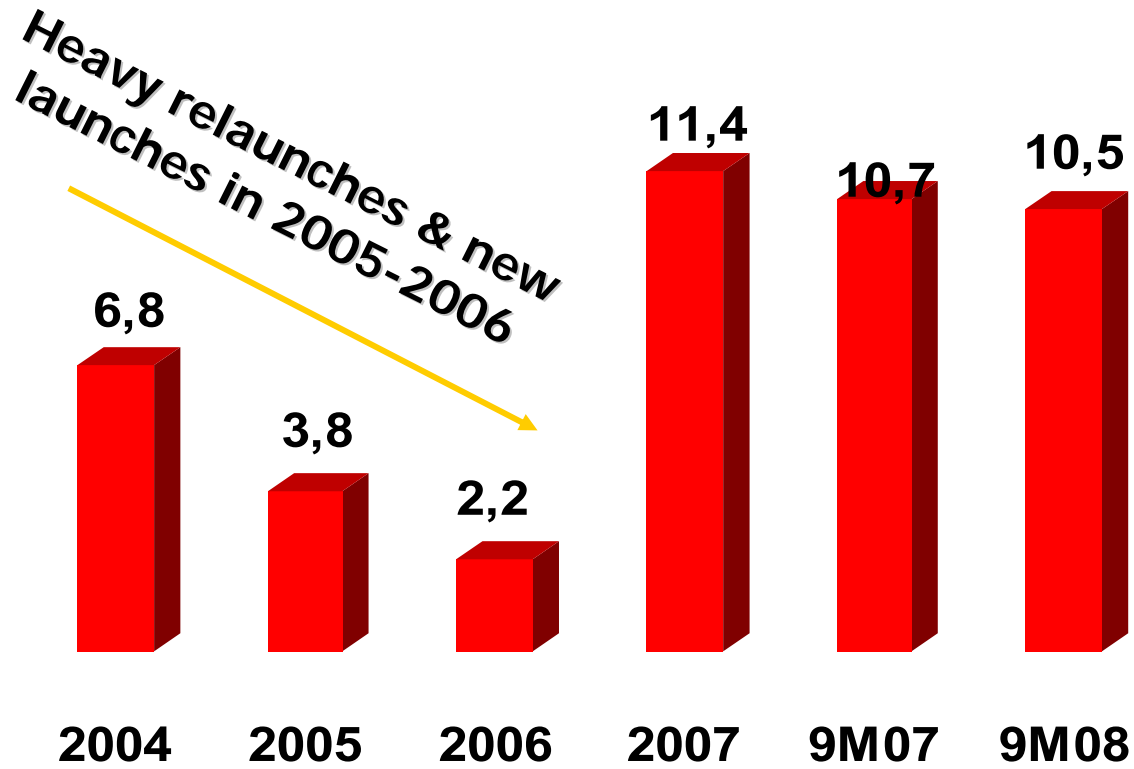
- Having focused on the current portfolio of titles, 15% growth in advertising revenues and approximately 1.6 pct points improvement in gross margin in 9M08.

Million YTL	FY07	3Q07	3Q08	Ch.%	9M07	9M08	Ch.%
Advertising	49.3	10.5	10.8	2.3	33.3	38.4	15.1
Circulation	29.0	7.9	8.6	8.8	22.2	23.6	6.5
Other	4.2	1.1	0.7	(38.0)	3.8	2.5	(34.8)
<b>Total Revenues</b>	<b>82.5</b>	<b>19.5</b>	<b>20.0</b>	<b>2.6</b>	<b>59.3</b>	<b>64.5</b>	<b>8.7</b>
Production Costs	26.2	6.7	6.5	(3.6)	19.8	19.3	(2.3)
Depreciation	0.2	0.07	0.17	151.0	0.2	0.4	146.1
Other costs	23.2	5.3	6.4	21.1	16.6	19.6	18.0
<b>Total COGS</b>	<b>49.7</b>	<b>12.1</b>	<b>13.1</b>	<b>8.1</b>	<b>36.5</b>	<b>39.3</b>	<b>7.6</b>
<b>Gross Profit</b>	<b>32.9</b>	<b>7.4</b>	<b>6.9</b>	<b>(6.3)</b>	<b>22.8</b>	<b>25.2</b>	<b>10.4</b>
<b>Gross Margin %</b>	<b>39.8</b>	<b>37.9</b>	<b>34.6</b>	<b>(8.7)</b>	<b>38.5</b>	<b>39.1</b>	<b>1.6</b>

- Improvement in income and stabilisation of circulation levels and no new title launches together with market share gain in 9M08 brought strong operational leverage in 1H08 and resilience to slowdown pressures started in 3Q08.

Million YTL	FY07	3Q07	3Q08	Ch%	9M07	9M08	Ch%
Advertising& Promotion	5.2	1.0	0.9	(4.5)	4.0	3.5	(11.1)
Depr.&Amortization	1.0	0.2	0.1	(40.6)	0.7	0.5	(32.2)
Other Marketing Exp.	9.1	2.2	2.8	25.1	6.7	8.0	19.9
Overhead&Gen.Admin	11.2	2.6	2.9	13.2	7.4	8.0	7.5
<b>Total Operational Exp(-)</b>	<b>26.4</b>	<b>6.0</b>	<b>6.8</b>	<b>12.8</b>	<b>18.8</b>	<b>20.0</b>	<b>6.4</b>
Net other operational income(expense)	0.7	(0.2)	(0.3)	-	0.1	(0.7)	-
Operating Profit	5.9	1.2	(0.1)	-	4.2	4.5	7.6
<b>EBITDA</b>	<b>9.5</b>	<b>2.2</b>	<b>0.6</b>	<b>(73.9)</b>	<b>6.3</b>	<b>6.8</b>	<b>7.1</b>
Financial Income	1.0	0.3	0.2	(36.4)	0.5	1.2	143.5
<b>Profit Bef.Inc.Tax</b>	<b>6.9</b>	<b>1.5</b>	<b>0.12</b>	<b>(91.7)</b>	<b>4.7</b>	<b>5.7</b>	<b>21.9</b>
Tax	(1.6)	(0.4)	(0.05)	(88.2)	(1.1)	(1.2)	12.5
<b>Net Profit</b>	<b>5.3</b>	<b>1.1</b>	<b>0.08</b>	<b>(93.0)</b>	<b>3.6</b>	<b>4.5</b>	<b>24.7</b>

## EBITDA Margin (%)



Million YTL	2007	9M08
Cash&Cash Equivalents	10.1	5.4
Short Term Bank Debt	-	-
Long Term Bank Debt	-	-
Net Cash (Net Debt)	10.1	5.4
<b>Total Assets</b>	<b>54.7</b>	<b>54.4</b>
<b>Shareholder's Equity</b>	<b>39.8</b>	<b>36.8</b>
Investment	-	-

- **No major investments**
- **YTL5.4 m net cash position at end of September 2008**
- **Finalised YTL7.5m cash dividend, implying 0.41 per share dividend**

- Ad growth expectation was as high as 14-15% for FY08 under a 4-5% GDP growth scenario. Considering the changes in macro variables and expectations, 4Q08 is likely to be weaker than expected and brought annual growth to below 10% levels.
- Focus on existing titles and leveraging the existing content will continue.
- Operational profitability will be under pressure in 4Q08, but EBITDA margin slippage for FY08 is likely to be contained at around 1-2 pct points in comparison to FY07.