

DOĞAN BURDA

INVESTOR PRESENTATION – DECEMBER 2020



Doğan Holding & Burda GmbH Partnership

Hubert Burda Media



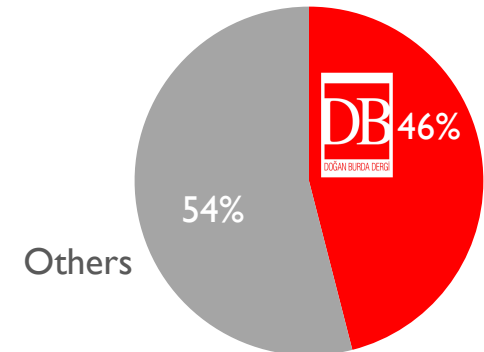
DOĞAN BURDA: LEADING MAGAZINE GROUP IN TURKEY



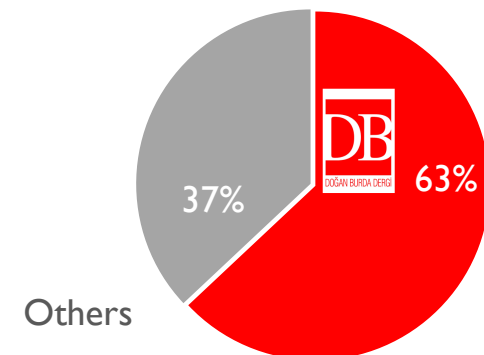
- JV of Doğan Holding & Burda GmbH,
- Diverse portfolio with well-known and leading brands with 62 publications (monthlies, weeklies and various other magazines).
- Focusing on digital activities for securing long-term audience: 31 brands, 4 e-sales web sites and 22 tablet and mobile application.
- DB maintains #1 position with a market share of 46% in magazine circulation & 63% in magazine ad market in FY20.
- Net cash position of TL 19.0 mn as of FY20-end.

1 Magazine Company in Turkey

Turkish magazine circulation market



Turkish magazine ad market



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

WIDE SELECTION OF MAGAZINES FOR EVERY TASTE

- Doğan Burda offers a broad portfolio of magazines to suit everyone

Women, Health & Decoration

Hobbies, Cooking & Special Interest

Information Technology & Computers

Economy News

People, Youth, Kids, Travel & Lifestyle

INTERNATIONALLY RECOGNIZED BRANDS & LICENSES



Magazine	Licensor
Auto Show	Axel Springer Auto-Verlag GmbH
Burda	Verlag Aenne Burda GmbH & Co.
Capital	Grüner + Jahr International Magazines GmbH
Elle & Elle Decoration	Hachette Filipacchi Presse S.A.
Maison Francaise	Cote Maison
Hello	Hola, S.L.
Chip & Level	Chip Holding GmbH
Popular Science	Bonnier Corporation
How it Works, All About Space	Future Publishing Limited
Science & Nature	Dennis Publishing Ltd.

- Doğan Burda takes advantage of various internationally recognized licenses under its portfolio.

DIGITAL ACTIVITIES



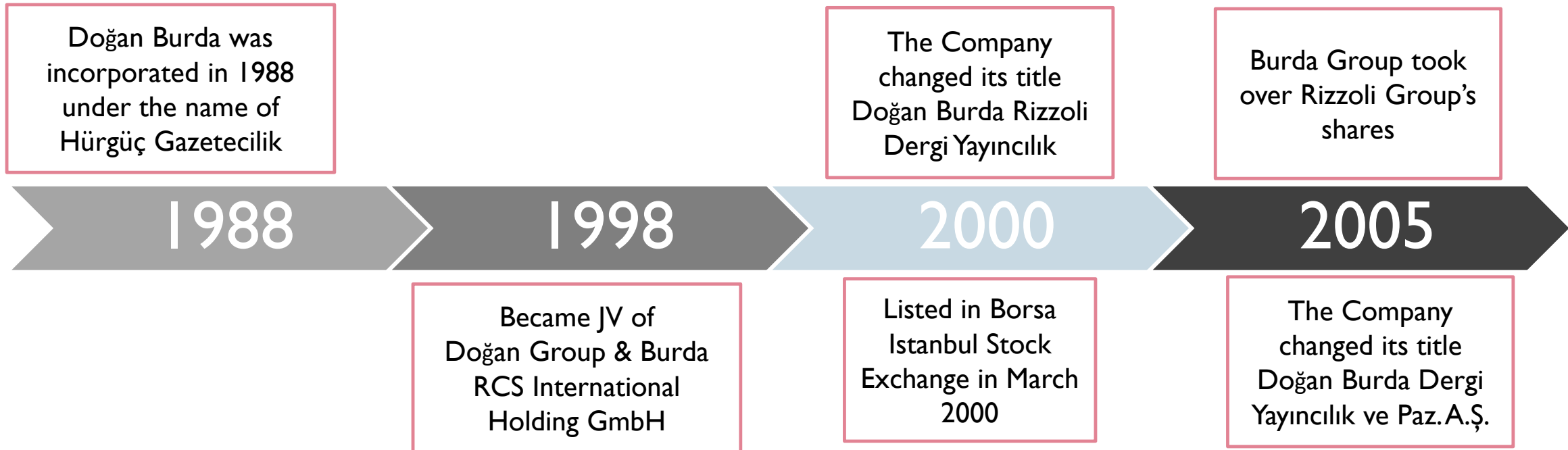
Dergilik

Continue to focus on digital activities; currently there are 28 brands' digital websites and/or tablet versions.

- The company continuously renew its magazine websites and relaunch if necessary
- Telecommunication Company's mobile e-mag app started to be used as a new revenue channel:
 - The number of eMagazine downloads exceeds 260 K monthly on Dergilik
- Doğan Burda's websites has around 11,4 mn monthly UV in total.

Sources: Google Analytics , Dergilik

MILESTONES OF DOĞAN BURDA



JV OF DOĞAN GROUP & BURDA GMBH



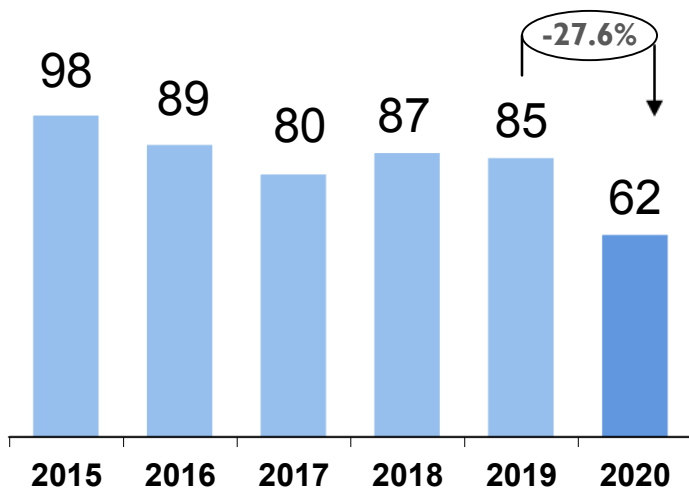
- Doğan Group, founded by Aydın Doğan, is one of the leading groups in Turkey with almost 60 years of experience.
- Doğan Group companies play a pioneering role in a wide range of sectors, which include the energy, industry, automotive marketing, financial services as well as media and tourism.
- Doğan Group has been adding significant value to the Turkish economy, fully integrated and 40 years of long-standing position in the sector, until May 16, 2018. On May 16, 2018, Doğan Holding sold all its shares in its major publishing and broadcasting assets, excluding its share in Doğan Burda¹.

Hubert Burda Media

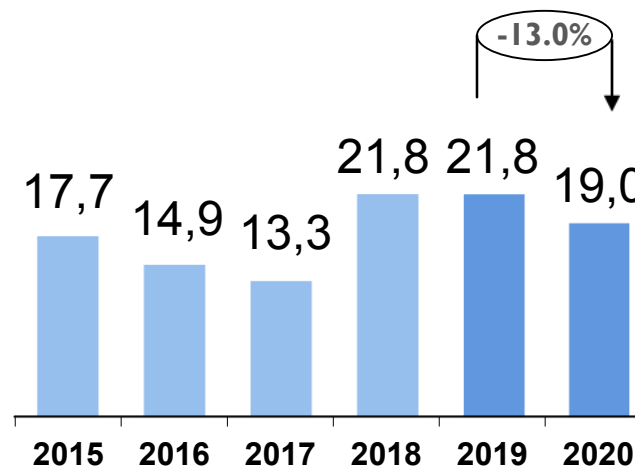
- Hubert Burda Media Group (HBM), a global player with an international reputation, is one of the largest corporations of Germany.
- A family enterprise with a history spanning over 100 years, Hubert Burda Media combines tradition and innovation. Today, the corporation is one of Germany's largest media companies with an international presence and a global reputation.

FINANCIAL SUMMARY

REVENUES
(TL MN)

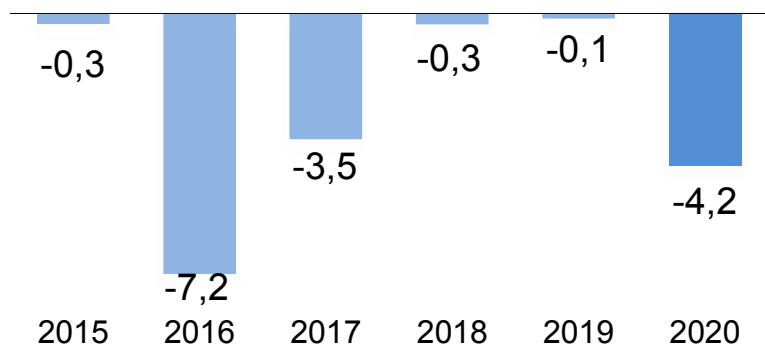


NET CASH
(TL MN)

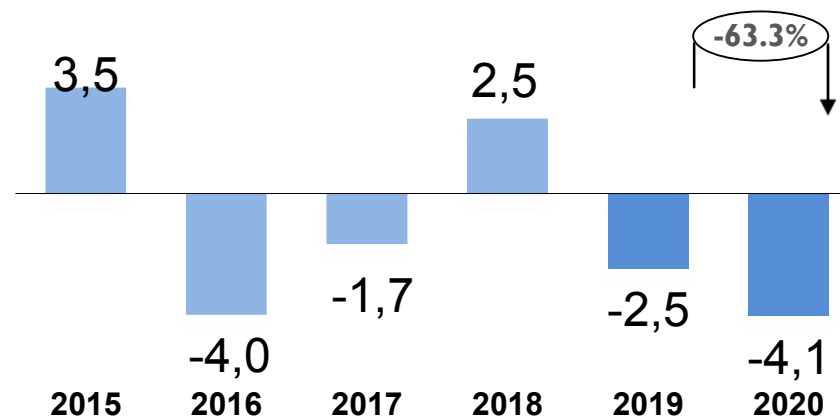


* The company sold an asset worth US\$10 mn (TL21 mn) in June 2014; US\$2 mn was taken in advance payment, while the remaining portion was received in 2015.

EBITDA
(TL MN)

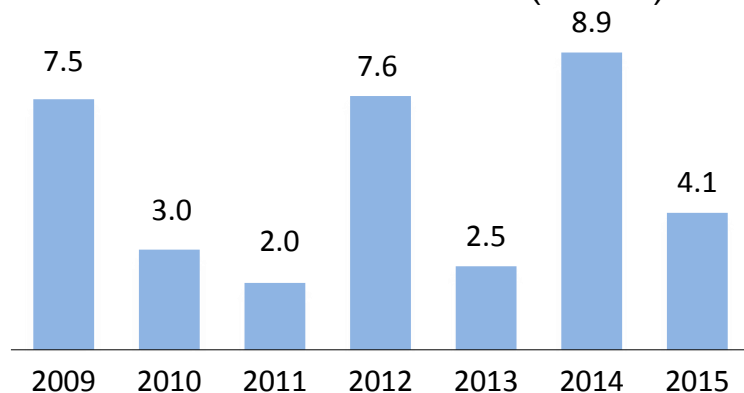


NET
PROFIT/(LOSS)
(TL MN)

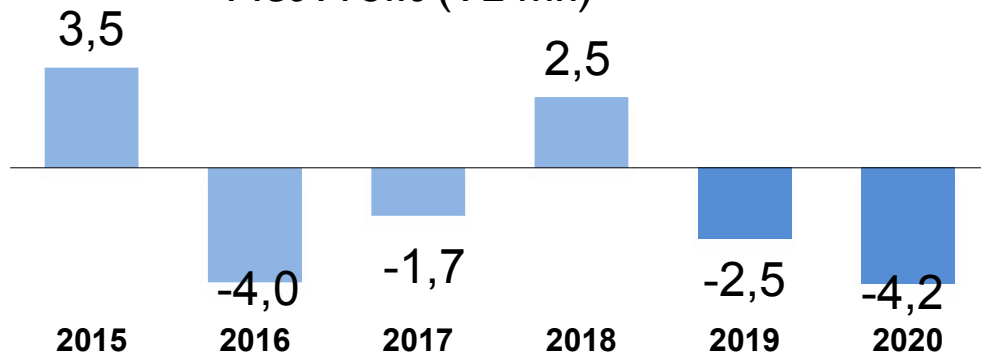


DIVIDEND HISTORY & STOCK PERFORMANCE

Gross Cash Dividend Paid (TL mn)



Net Profit (TL mn)

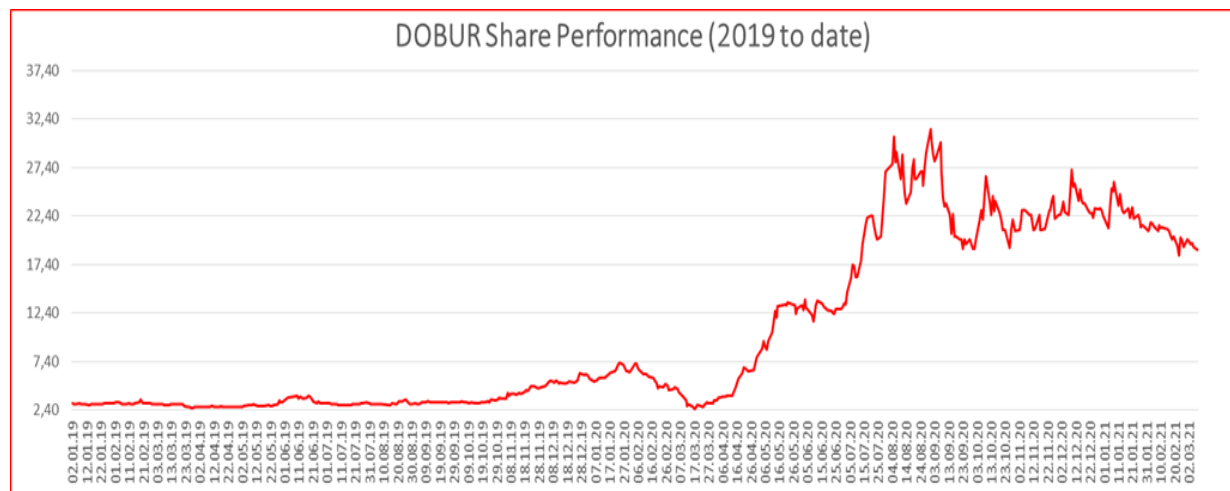


- Doğan Burda has been trading on Borsa Istanbul since March 28, 2000 with a ticker <DOBUR>.
- Distributed dividend straight up until 2016, where the company generated net loss.

DOBUR		08.03.21
Share Price		18,90 TL
# shares (mn)		19,6
TL/US\$		7,51
Market Cap.		369,7 mn TL
		49,2 mn \$
Free float (31.12.20)		19,87%
Avg. Daily Volume (3 mths)		2.268.685 TL
52 week price (low - high)	32,88 TL	2,43 TL
Share Performance	DOBUR	Rel. to BIST-100
Monthly	-9,5%	-9,2%
YTD*	-15,8%	-18,7%

* Year to date

DOBUR Share Performance (2019 to date)



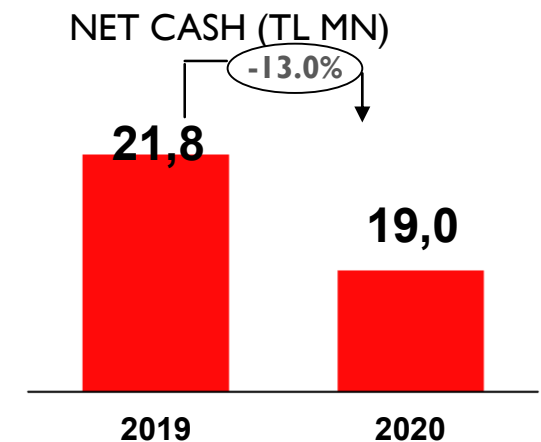
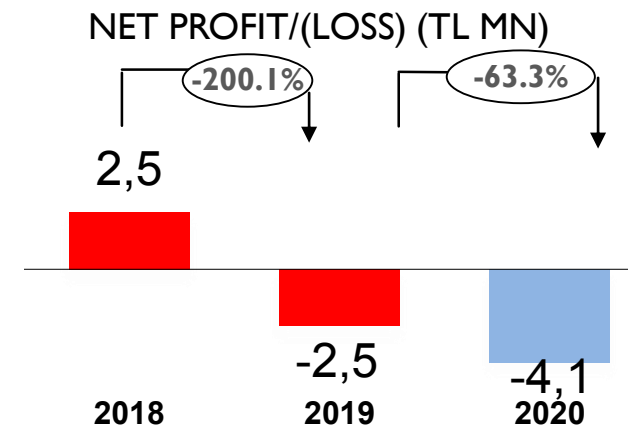
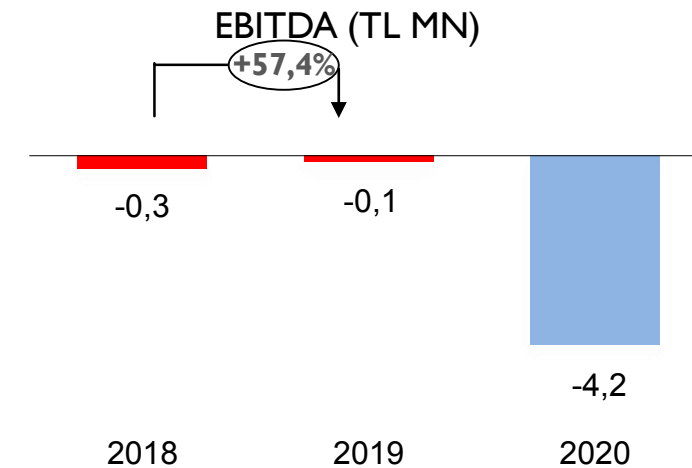
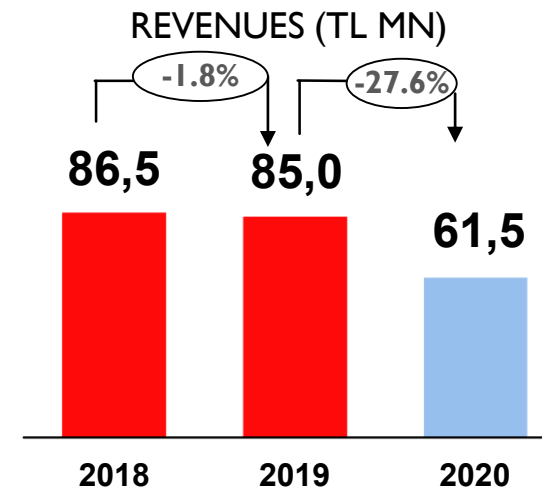


FINANCIAL REVIEW

FY2020 FINANCIALS

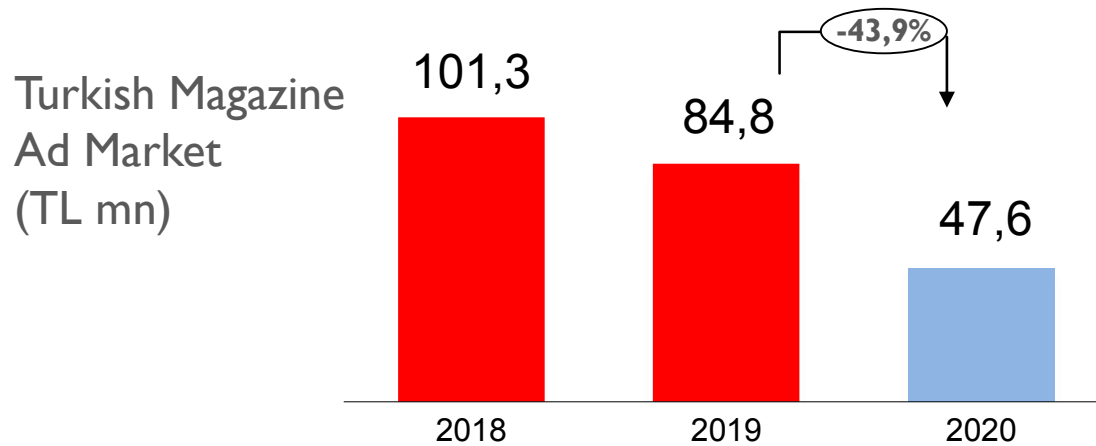
HIGHLIGHTS OF FY20

- Due to cancelled events and publications by reason of Covid-19, the revenues has decreased by 27.6% compared to FY19.
- The decrease on revenues due to Covid-19 has also resulted in TL -4.1 mn Loss.
- The company maintained a net cash of TL 19.0 mn as of FY2020.

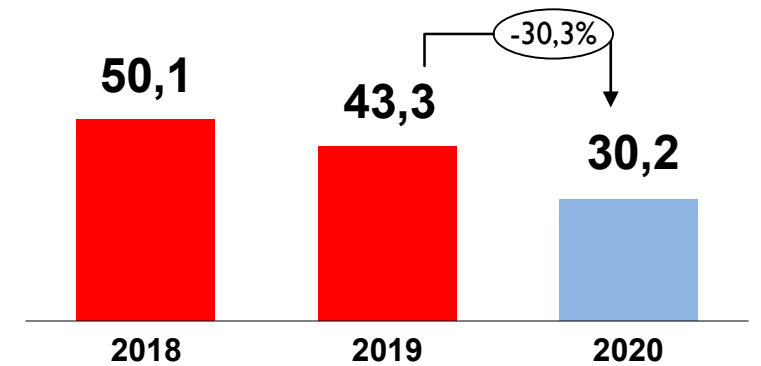


TURKISH MAGAZINE MARKET

- DB's ad revenues decreased by 30,3% in 2020 yoy depending on mainly postponed events by reason of Covid-19.
- DB's maintained its leadership position with 46% market share in circulation & circulation figures as in FY20.

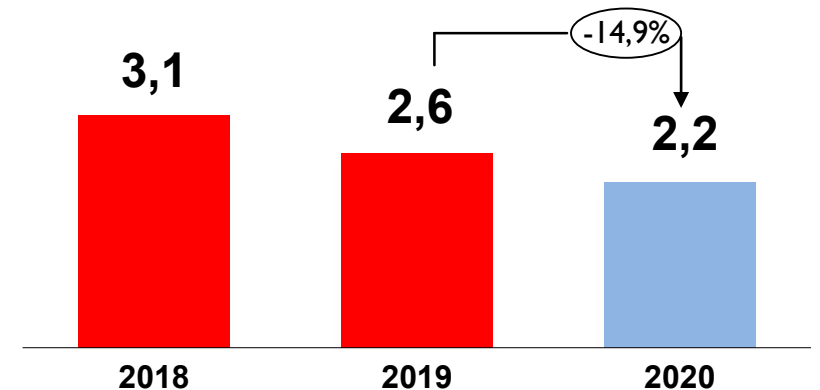


Doğan Burda Ad Revenues* (TL mn)

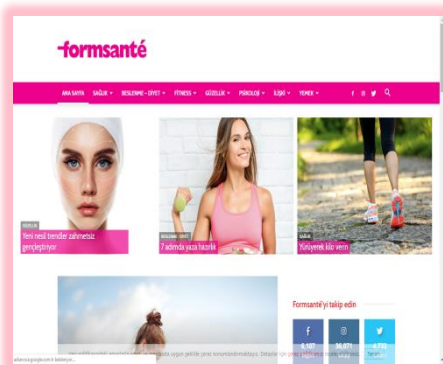


*Ad revenues = Reported ad revenues plus IAS adjustments & reclassifications.

Doğan Burda Net Circulation (mn units)



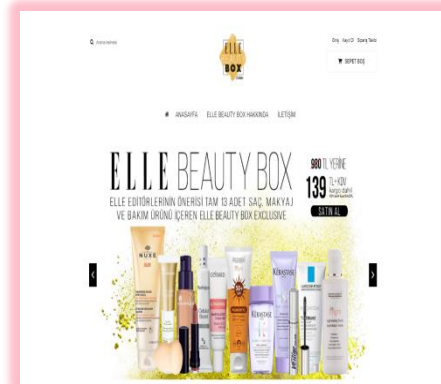
DIGITAL ACTIVITIES IN FY20



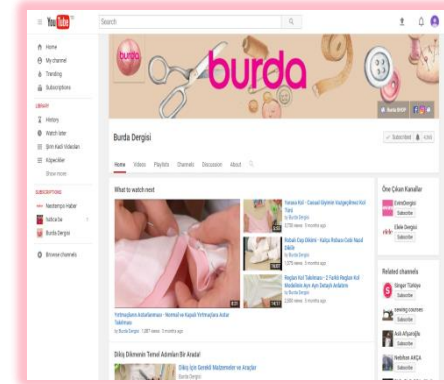
<https://www.formsante.com.tr/>



Dergilik



Elle Beauty Box



Burda Youtube Channel

- The number of eMagazine downloads is more than 260 K monthly on Dergilik
- Formsante.com.tr and <https://ozelsayi.dbabone.com/> has been re-launched.
- Burda sewing course channel was created on Youtube and reached 32.5 K subscribers <https://www.youtube.com/c/BurdaDergisiTR>
- Exclusive, Elle Beauty Box 6 and Elle Beauty Box Yves Rocher launched and sold out <https://beautybox.elle.com.tr/>. Elle Beauty Box 5, Elle Beauty Box 7, Elle Beauty Box 8 and Elle Beauty Box 9, Elele box and Lezzet Box are ongoing products for sale.
- On web sites approximately 11,4 mn monthly unique visitors in total.

Sources: Google Analytics , Apple iTunes Connect, Dergilik

REVENUE & COST BREAKDOWN

- The revenue in FY20 is completed 27.6% at the behind of FY19. Depending on the cancelled events and publications by reason of Covid-19, ad sales and circulation sales decreased by 30.3% and 25.8% respectively.
- The decrease by 20.9% on COGS compared to FY19 is mainly due to the decrease on personnel expenses, raw material and printing costs.
- By %21.6 decrease on operating expenses compared to FY19 is mainly due to the decrease on advertising, events and promotion expenses.

Revenues (TL mn)	FY19	FY20	Chg. YoY
Total Revenues	84,98	61,55	-27,6%
Advertising	43,35	30,22	-30,3%
Circulation	32,21	23,91	-25,8%
Other	9,42	7,42	-21,2%
Cost of Goods Sold (-)	53,47	42,31	-20,9%
Production Costs	20,09	13,04	-35,1%
Depreciation	2,72	2,98	9,7%
Other Costs	30,67	26,29	-14,3%
Gross Profit	31,51	19,24	-38,9%
Operating Expenses (-)	36,30	28,45	-21,6%
Marketing, Sales & Distribution	27,23	19,46	-28,5%
General Administrative	9,07	9,00	-0,8%
EBIT	-4,8	-9,2	92,3%

BALANCE SHEET SUMMARY

in TL mn	Dec 31, 2019	Dec 31, 2020
Cash & Cash Equivalents	21.8	19.0
Financial Debt	0.5	-
Net Cash	21.3	19.0
Total Assets	59.4	49.1
Shareholders' Equity	21.9	17.2

- Net cash position was TL 19.0 mn as of FY2020-end; maintains sufficient liquidity cushion to meet any short-term operational funding.

FURTHER STRATEGIES

Digital

Concentration on customized video shootings

Target to have more branded content & native ad channels

Growth in e-copy downloads

E-copy partnership with mobile phone operators

New Sources of Revenues

Focusing on event activities in terms of related channel to strengthen 360 degree publishing.

Print

Focusing on feasible fields of the gaps of market both in terms of ad and circulation to launch periodicals & seasonals.

Focusing on young population to catch current trends.

INCOME STATEMENT SUMMARY

- Successful FY20 results in terms of revenue and profitability.

Income Statement Summary (TL mn)	FY19	FY20	Ch.%
Net Sales	84,98	61,55	-27,6%
Cost of Goods Sold (-)	53,47	42,31	-20,9%
Gross Profit	31,51	19,24	-38,9%
Operating Exp. (-)	36,30	28,45	-21,6%
Operating Profit/(Loss)	(4,79)	(9,22)	92,3%
Other Operating Income/(Exp.)	3,86	4,77	23,5%
Income/(Exp.) from Investing Activities	0,01	0,01	62,0%
Operating Profit/(Loss) before Finance Exp.	(0,92)	(4,44)	379,8%
Net Profit/(Loss)	(2,48)	(4,05)	63,3%
EBITDA	(0,14)	(4,23)	2861,8%

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THANK YOU

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