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**Review of 4Q14 & 2014 Results
February, 2015**

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Dogan Burda: Leading Magazine Group in Turkey

Women, Health and Decoration

burda **elele** **ELLE** **ELLE** **-evim** **formsanté**
MAISON FRANÇAISE **Spa** **seninle**
WELLNESS Kadın olmak güzel

Economy, News and Law

Ekonomist **Capital** **güncel hukuk**

People, Youth, Travel and Life Style

HELLO! **HAFTA SONU** **İSTANBUL LIFE** **ATLAS** **GEO** **heygirl** **blue JEan**

Information Technology and Computers

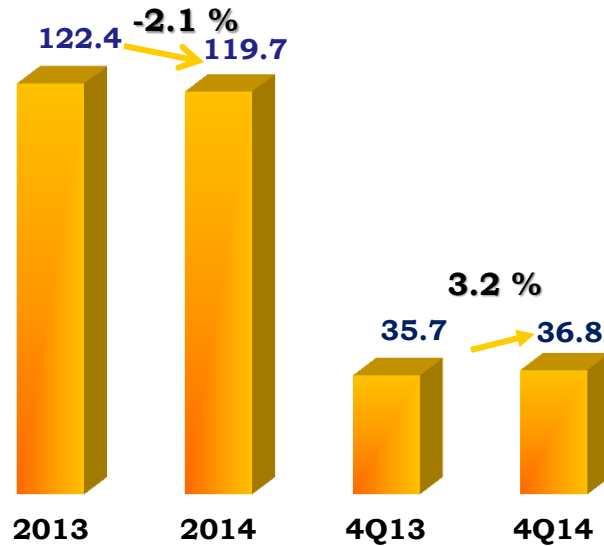
CHIP **PC**
DİJİTAL YAŞAM VE TEKNOLOJİ DERGİSİ

Hobbies, Cooking and Special Interest

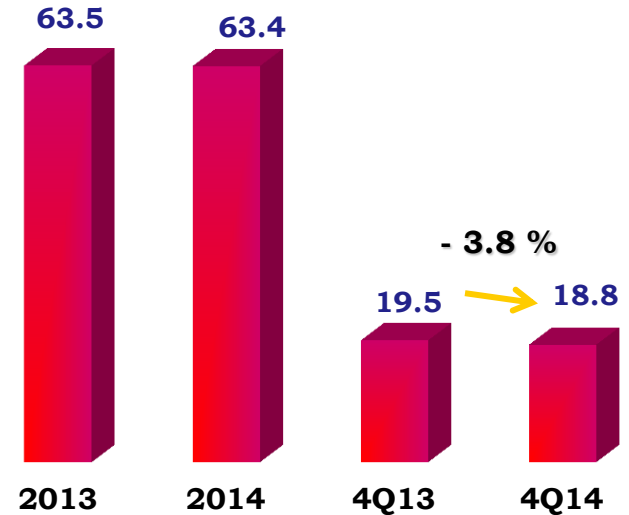
Lezzet **EvBahçe** **YACHT** **Auto SHOW** **LEVEL**
TEMPO **ATLAS Tarih** **POPULAR SCIENCE** **REVOLUTION**
BEEF & FISH **HOTELIER**
KEÇİMSİZ TADIMLI DİYENLER İÇİN INTERNATIONAL.COM

- Doğan Burda enhanced its leading position in the sector in 2014: its ad revenues stayed nearly at same level yoy, while Turkish magazine ad market declined by 2.1% yoy.
- Total market's growth in 4Q14 is due to cumulative effect of new launches (mainly monthly periodicals) by third party publishers.

Magazine Advertising -
Turkey (TRYm)



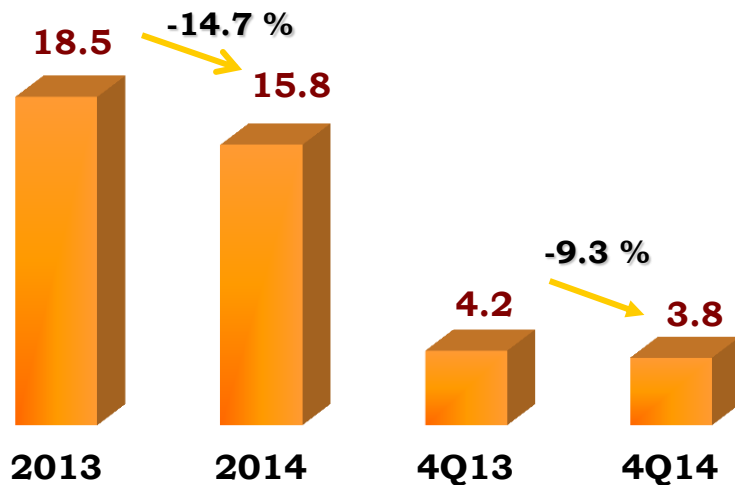
Doğan Burda Advertising
Revenues (TRYm)*



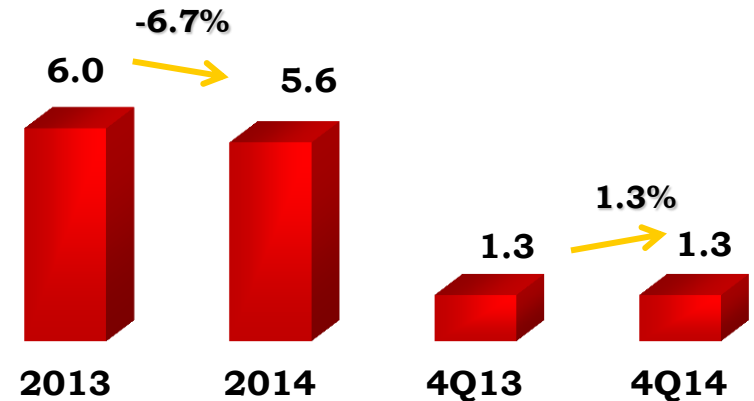
* Ad revenues = Reported ad revenues plus IAS adjustments & reclassifications.

- Turkish magazine circulation market was down by 14.7% yoy in 2014.
- Through new launches, Dogan Burda managed to outperform the market and increase its circulation market share to 35% in 2014.

Total Net Circulation Units – Turkey (Units m)

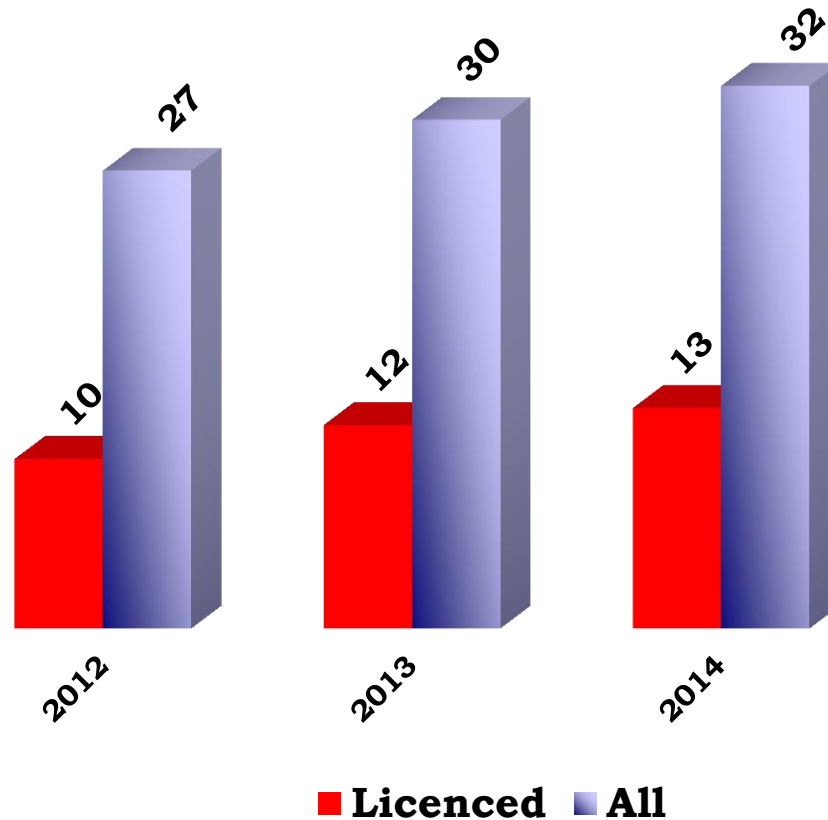


Dogan Burda Net Circulation (Units m)



Number of Magazines (Period End)

- Dogan Burda launched Hotelier magazine on Oct.'14 after successful launches of Beef & Fish, Fitmen and VeggieLife, seasonal main brands in previous quarters.
- Number of licenced magazines reached to 13 after launching of Hotelier magazine.



- Successful seasonal brands continue to add value in 2014, main and sub brands' various magazines launched during the period.
- Focusing on digital activities continues:
 - Tablet edition of Level, Start-up, Popular Science, Beef & Fish and Spa & Wellness magazines have been launched in 2014.
 - Enhanced tablet edition of Atlas magazine has been launched.
 - CHIP Online has started live video streaming on web. Atlas Online and Capital Online has been re-launched on web.
- Extending the magazine portfolio by adding Geo, Spa & Wellness and Revolution in 2013 and Beef & Fish, Fitmen, VeggieLife and Hotelier in 2014 had positive contributions in circulation and ad revenues in 2014.
- Distributed gross cash dividend of TRY 2.5 mn in April 2014; dividend pay out ratio* was 101.6%.
- Fluctuations in EUR/USD exchange rate had a negative impact on major cost items, but its effect has been balanced thanks to the paper optimization & cost control activities.
- Dogan Burda had sold its Hadımkooy building for US\$10 mn in June 2014. Out of US\$10 mn, US\$2 mn has been received as an advance payment, while there will be two more installments for the remaining amount: US\$3 mn on January 5, and US\$5 mn on October 5, 2015.
- Doğan Yayın Holding (DYH), Doğan Burda's shareholder, merged under the umbrella of its main shareholder Doğan Holding. DYH has ceased by being dissolved without liquidation as of August 26, 2014.

* The ratio of proposed dividend to shareholders to net distributable income.



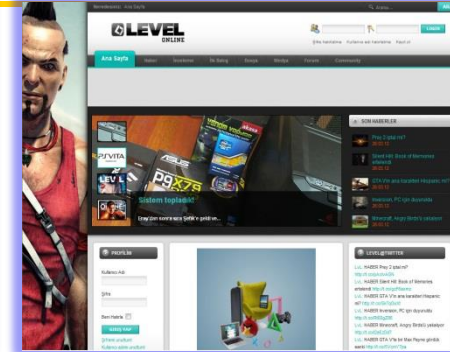
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- 15 new tablet magazine Apps has been launched.
- Atlas Online (www.atlasdergisi.com) has been re-launched.
- Capital Online (www.capital.com.tr) has been re-launched and monthly UVs has reached 400K.
- All magazines are available on Tablets. Total number of monthly downloads is close to 40.000.
- On web sites approximately 6.5 mn monthly unique visitors in total.

*Sources: Google Analytics, iTunes. Including monthly figures (December 2014).

- Net sales decreased by 1.1% to TRY 99.6 mn, which has been partly balanced by 2.3% decrease in COGS (through cost controls) vs. 2013.
- New magazine launches in 2014 together with increase in sales commissions, targeting to support the midterm sales, led to higher marketing expenses. EBITDA margin was 3.4% 2014 vs. 4% in 2013.
- With the contribution of asset sale gain; net profit reached TRY 7.52 mn in 2014.

Million TL	4Q13	4Q14	Ch.%	2013	2014	Ch.%
Net Sales	29.04	27.27	(6.10)	100.69	99.55	(1.1)
Cost of Goods Sold	16.91	15.63	(7.59)	59.57	58.19	(2.3)
Operating Exp.	11.84	11.30	(4.55)	38.49	39.23	1.9
Operating Profit/(Loss)	1.02	(0.59)	n.m	3.51	2.71	(22.9)
EBITDA*	0.72	0.62	(14.53)	4.06	3.42	(15.7)
Inc./Exp. from Investing Activities**	0.00	1.69	100.0	0.00	6.73	100.0
Operating Profit/(Loss) before Finance Exp.	1.02	1.10	7.86	3.51	9.44	168.8
Net Profit/(Loss)	0.65	0.93	43.22	2.52	7.52	198.0

(*) Adjusted EBITDA by net IAS 39 impact and excluding other operational income/(exp.).

(**) Including TRY 6.0 mn income from asset sale.

Revenue & Cost Analysis - 2014

- **Gross profit increased by 0.6% to TRY 41.4 mn, thanks to decline in COGS.**

Million TL	4Q13	4Q14	Ch.%	2013	2014	Ch.%
Total Revenues	29.04	27.27	(6.10)	100.69	99.55	(1.1)
Advertising	18.65	18.15	(2.67)	61.04	61.10	0.1
Circulation	9.24	8.48	(8.26)	35.97	34.79	(3.3)
Other	1.15	0.64	(44.35)	3.68	3.66	(0.5)
Total COGS	16.91	15.63	(7.59)	59.57	58.19	(2.3)
Production Costs	8.82	7.40	(16.13)	43.64	42.02	(3.7)
Depreciation	0.10	0.10	(2.48)	0.40	0.39	(2.3)
Other Costs	7.99	8.13	1.77	15.53	15.78	1.6
Gross Profit	12.14	11.65	(4.03)	41.12	41.36	0.6
Gross Margin	41.78	42.70	0.92	40.84	41.55	0.7

Operational Profitability –2014

- **Despite launch & project and event expenses, operating expenses remained almost intact in 2014 vs. 2013.**

Million TL	4Q13	4Q14	Ch.%	2013	2014	Ch.%
Total Operational Exp.(-)	11.84	11.30	(4.55)	38.49	39.23	1.9
Advertising&Promotion	2.29	2.12	(7.36)	6.97	7.37	5.8
Depr.&Amortization	0.16	0.16	(3.66)	0.67	0.67	0.1
Other Marketing Exp.	3.33	3.20	(3.80)	12.63	12.57	(0.5)
Overhead&Gen.Admin	6.06	5.82	(3.92)	18.22	18.62	2.2
Net other operational inc. (exp.)	0.72	-0.94	n.M	0.88	0.58	(33.7)
Operating Profit/(Loss)	1.02	-0.59	n.M	3.51	2.71	(22.9)
EBITDA*	0.72	0.62	(14.53)	4.06	3.42	(15.7)
Income/Expenses from Investing Activities**	0.00	1.69	100.0	0.00	6.73	100.0
Operating Profit/(Loss) before Finance Exp.	1.02	1.10	7.86	3.51	9.44	168.8
Financial Income, net	(0.06)	(0.10)	60.78	(0.24)	(0.25)	8.3
Profit Bef.Tax	0.96	1.00	4.46	3.28	9.19	180.3
Tax	(0.31)	(0.07)	(78.16)	(0.75)	(1.67)	120.9
Net Profit/(Loss)	0.65	0.93	43.22	2.52	7.52	198.0

(*) Adjusted EBITDA by net IAS 39 impact and excluding net other operational inc./ (exp.).

() Including TRY 6.0 mn income from asset sale.**

Million TRY	2013	2014
Cash & Cash Equivalents	5.5	4.2
Net Cash/(Net Debt)	5.5	4.2
Total Assets	63.0	64.8
Shareholder's Equity	35.4	39.9

- Decrease on Cash & Cash Equivalents comes from cash dividend distribution of TRY 2.5 mn on April 9, 2014.
- Net cash position was TL 4.2 mn end of 2014.

- Feasibility studies for 360 degree magazine publishing ongoing, including all digital channels for improving new revenue streams.
- Seeking opportunities for new brands both in local and licensed alternatives.
- Focusing on existing portfolio in terms of content and conventional revenue channels.
- New revenue channels such as sponsored sections, newsletters and video production are in plan.
- Launch of *Hotelier* in Oct'14, *Beef & Fish*, *Fitmen and VeggieLife* in Apr'14 will contribute positively to the total circulation in 2015.
- Further cash inflow through asset sale: Regarding the Hadımkoş building sale that took place in June 2014 for a total of US\$10 mn, the remaining balance of US\$8 mn will be collected in 2015 (US\$3 mn collected on January 5 and US\$5 mn on October 5, 2015).
- Board of directors will propose gross cash dividend of TRY 8.98 mn for 2014 at the General Assembly meeting, with a pay out ratio* of 127.7%.

* The ratio of proposed dividend to shareholders to net distributable income.