



INVESTOR PRESENTATION – MARCH 2021



Doğan Holding & Burda GmbH Partnership

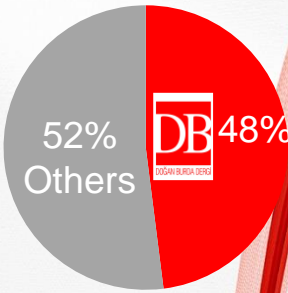
Hubert Burda Media

# Doğan Burda: Leading Magazine Group in Turkey

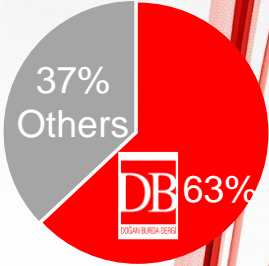
- JV of Doğan Holding & Burda GmbH,
- Diverse portfolio with well-known and leading brands with 83 publications (monthlies, weeklies and various other magazines).
- Focusing on digital activities for securing long-term audience: 25 brands, 4 e-sales web sites and 22 tablet and mobile application.
- DB maintains #1 position with a market share of 48% in magazine circulation & 63% in magazine ad market in 1Q21.

## # 1 Magazine Company in Turkey

Turkish magazine circulation market



Turkish magazine ad market



# Wide Selection of Magazines For Every Taste

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

Women, Health & Decoration Ipsum



Hobbies, Cooking & Special Interest



Information Technology & Computers



People, Youth, Kids, Travel & Lifestyle



Economy News



## 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

- 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 150 K monthly on Dergilik
- Doğan Burda's websites has around 11,0 mn monthly UV in total.

Sources: Google Analytics , Dergilik



## Milestones of Dođan Burda

**1988**

Dođan Burda was incorporated in 1988 under the name of Hürgüç Gazetecilik

**1998**

Became JV of Dođan Group & Burda RCS International Holding GmbH

**2000**

The Company changed its title Dođan Burda Rizzoli Dergi Yayıncılık

Listed in Borsa Istanbul Stock Exchange in March 2000

**2005**

Burda Group took over Rizzoli Group's shares

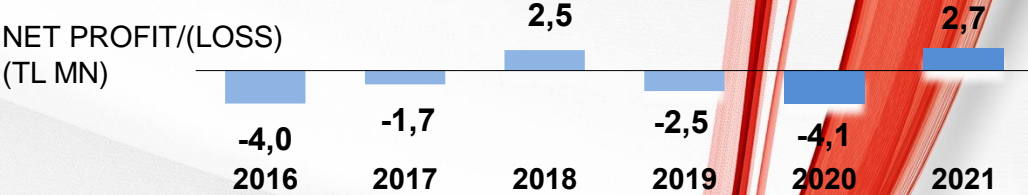
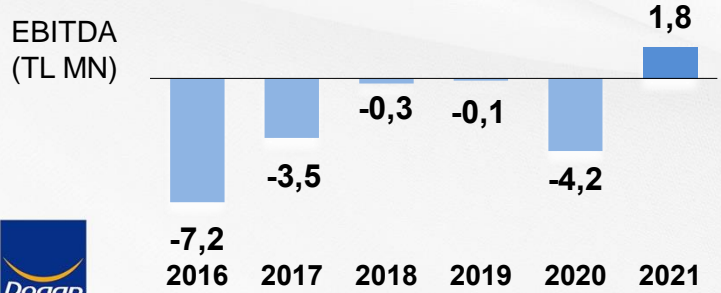
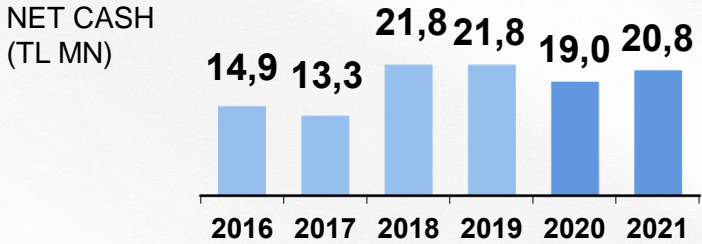
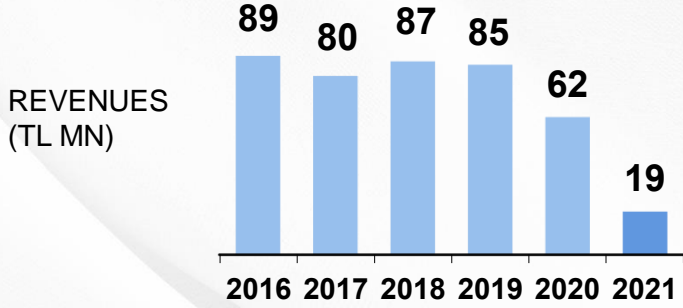
The Company changed its title Dođan Burda Dergi Yayıncılık ve Paz. A.Ş.

- 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 Burda.

### **Hubert Burda Media**

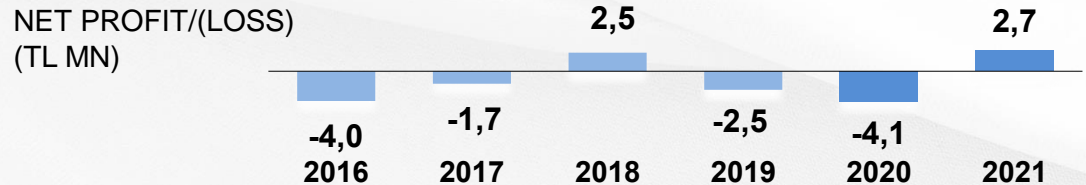
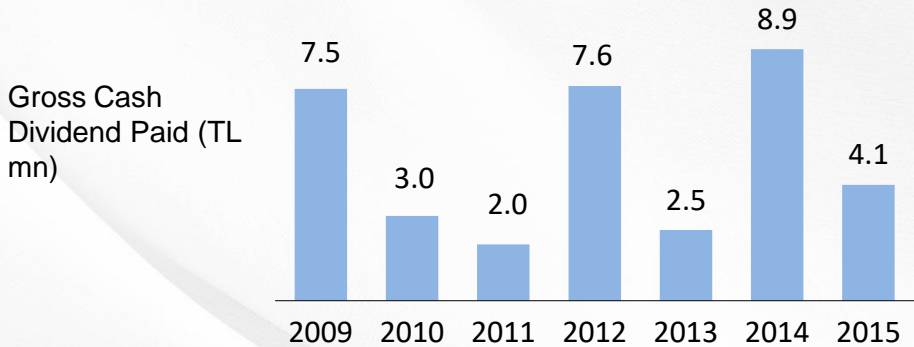
- Hubert Burda Media Group (HBM), a global player with an international reputation, is one of the largest corporations of Germany.
- A family enterprise with a history spanning over 100 years, Hubert Burda Media combines tradition and innovation. Today, the corporation is one of Germany's largest media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

# FINANCIAL SUMMARY





# DIVIDEND HISTORY





## REVENUE & COST BREAKDOWN

- The revenue in IQ21 is completed 24.9% at the over of IQ20. Ad sales and circulation sales increased by 35.8% and 17.8% respectively.
- The decrease by 10.2% on COGS compared to IQ20 is mainly due to the decrease on personnel expenses, raw material and printing costs.
- By %6.0 iNcrease on operating expenses compared to IQ20 is mainly due to the increase on advertising, events and promotion expenses.

Revenues (TL mn)	IQ20	IQ21	Chg. YoY
<b>Total Revenues</b>	<b>15,45</b>	<b>19,30</b>	<b>24,9%</b>
Advertising	7,13	9,69	35,8%
Circulation	6,45	7,60	17,8%
Other	1,86	2,02	8,1%
<b>Cost of Goods Sold (-)</b>	<b>11,70</b>	<b>10,51</b>	<b>-10,2%</b>
Production Costs	3,81	3,64	-4,3%
Depreciation	0,82	0,50	-39,0%
Other Costs	7,07	6,37	-10,0%
<b>Gross Profit</b>	<b>3,75</b>	<b>8,79</b>	<b>134,7%</b>
<b>Operating Expenses (-)</b>	<b>7,44</b>	<b>7,89</b>	<b>6,0%</b>
Marketing, Sales & Distribution	5,12	5,86	14,5%
General Administrative	2,33	2,03	-12,6%
<b>EBIT</b>	<b>-3,7</b>	<b>0,9</b>	<b>-124,4%</b>

## BALANCE SHEET SUMMARY

<b>in TL mn</b>	<b>Dec 31, 2020</b>	<b>Mar 31, 2021</b>
Cash & Cash Equivalents	19.0	20.8
Financial Debt	-	-
Net Cash	19.0	20.8
Total Assets	49.1	53.5
Shareholders' Equity	17.2	20.0

- Net cash position was TL20.8 mn as of 1Q2021-end; maintains sufficient liquidity cushion to meet any short-term operational funding.

## INCOME STATEMENT SUMMARY

<b>Income Statement Summary (TL mn)</b>	<b>IQ20</b>	<b>IQ21</b>	<b>Ch.%</b>
Net Sales	15,45	19,30	24,9%
Cost of Goods Sold (-)	11,70	10,51	-10,2%
Gross Profit	3,75	8,79	134,7%
Operating Exp. (-)	7,44	7,89	6,0%
Operating Profit/(Loss)	(3,70)	0,90	-124,4%
Other Operating Income/(Exp.)	2,14	2,56	19,3%
Income/(Exp.) from Investing Activities	0,00	0,00	70,7%
Operating Profit/(Loss) before Finance Exp.	(1,55)	3,46	-323,6%
Net Profit/(Loss)	(1,45)	2,74	-288,6%
EBITDA	(2,33)	1,83	-178,6%

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# THANK YOU

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