

DOĞAN BURDA

INVESTOR PRESENTATION – MARCH 2019



Doğan Holding & Burda GmbH Partnership

Hubert Burda Media



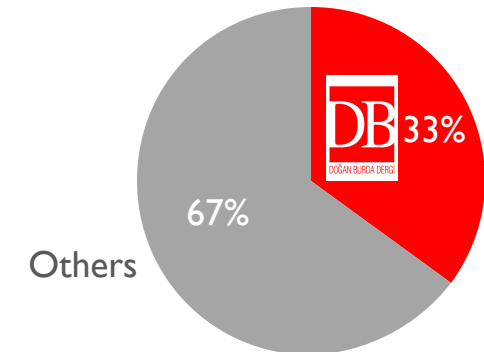
DOĞAN BURDA: LEADING MAGAZINE GROUP IN TURKEY



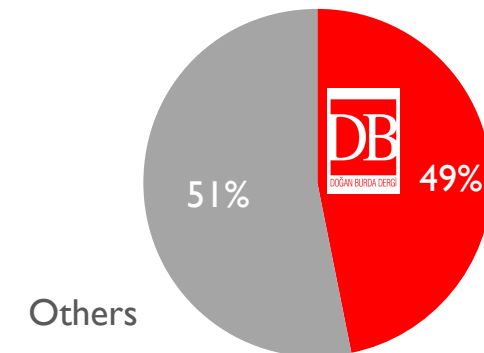
- JV of Doğan Holding & Burda GmbH,
- Diverse portfolio with well-known and leading brands with 80 publications (monthlies, weeklies and various other magazines).
- Focusing on digital activities for securing long-term audience: 31 brands, 4 e-sales web sites and 22 tablet and mobile application.
- DB maintains #1 position with a market share of 33% in magazine circulation & 49% in magazine ad market in FY18.
- Net cash position of TL21.8 mn as of FY18-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

MAISON FRANÇAISE **ELLE** DÉCORATION
elele ELLE
burda
formsanté
-evim

Women, Health & Decoration

Lezzet
ATLAS Tarih
YACHT
POPULAR SCIENCE
HOW IT WORKS **Auto SHOW**

Hobbies, Cooking & Special Interest

CHIP
LEVEL

Information Technology & Computers

Capital
Ekonomist
güncel hukuk

Economy News & Law

HELLO!
ISTANBUL LIFE
ATLAS
heygirl

People, Youth, 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	Future Publishing Limited

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

DIGITAL ACTIVITIES



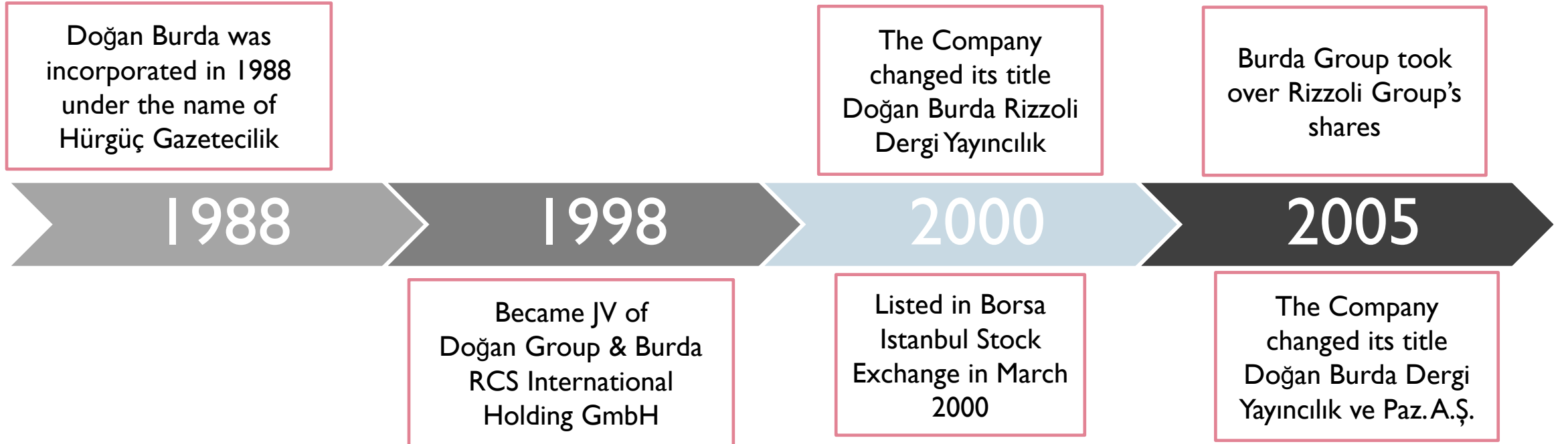
Dergilik

Continue to focus on digital activities; currently there are 31 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 monthly downloads exceeds 750K on e-platform.
 - Other mobile provider companies have become a new partner for e-mag app.
- Doğan Burda's websites has around 10 mn monthly UV in total.

Sources: Google Analytics , Dergilik

MILESTONES OF DOĞAN BURDA



JV OF DOĞAN GROUP & BURDA GMBH



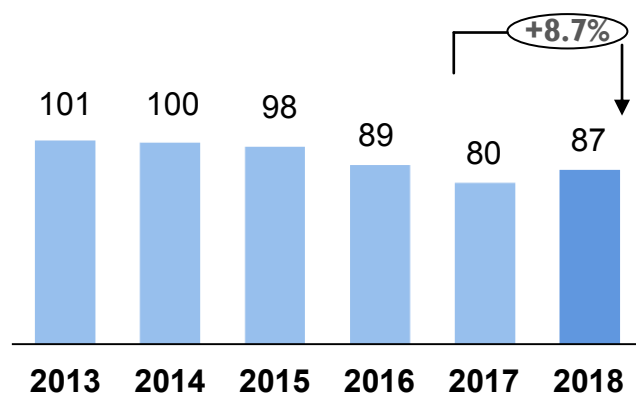
- Doğan Group, founded by Aydın Doğan, is one of the leading groups in Turkey with almost 60 years of experience.
- Doğan Group companies play a pioneering role in a wide range of sectors, which include the energy, industry, automotive marketing, financial services as well as media and tourism.
- Doğan 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

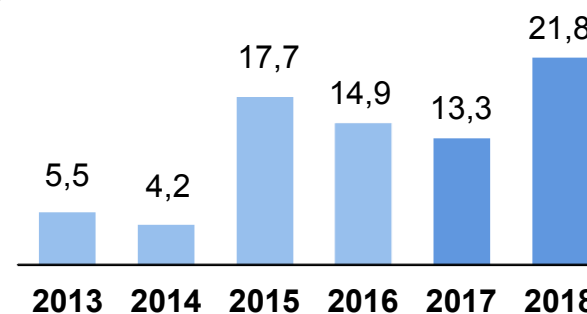
- Hubert Burda Media Group (HBM), a global player with an international reputation, is one of the largest corporations of Germany.
- A family enterprise with a history spanning over 100 years, Hubert Burda Media combines tradition and innovation. Today, the corporation is one of Germany's largest media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

FINANCIAL SUMMARY

REVENUES
(TL MN)

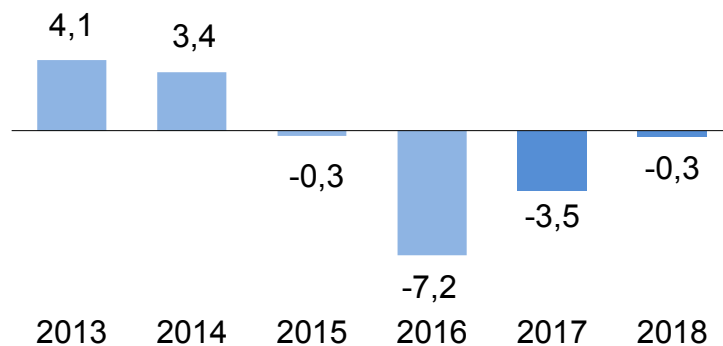


NET CASH
(TL MN)

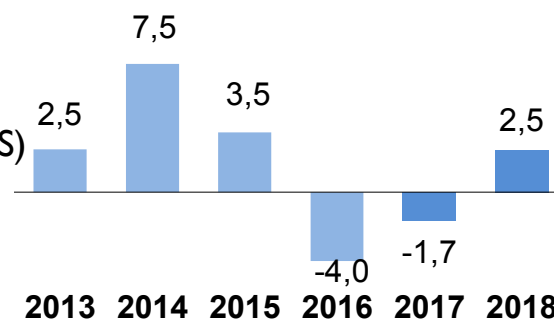


* The company sold an asset worth US\$10 mn (TL21 mn) in June 2014; US\$2 mn was taken in advance payment, while the remaining portion was received in 2015.

EBITDA
(TL MN)

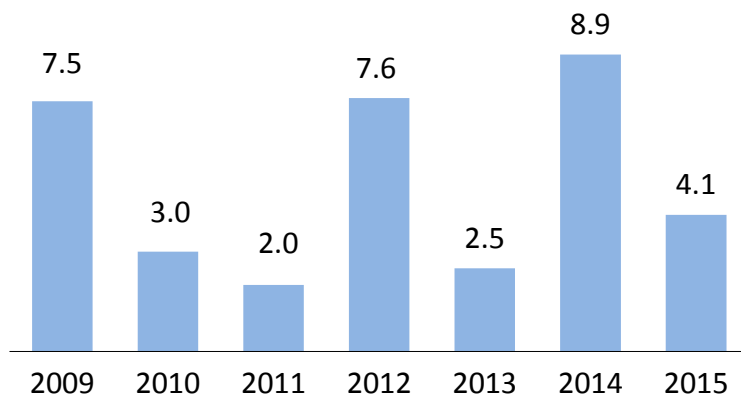


NET PROFIT/(LOSS)
(TL MN)

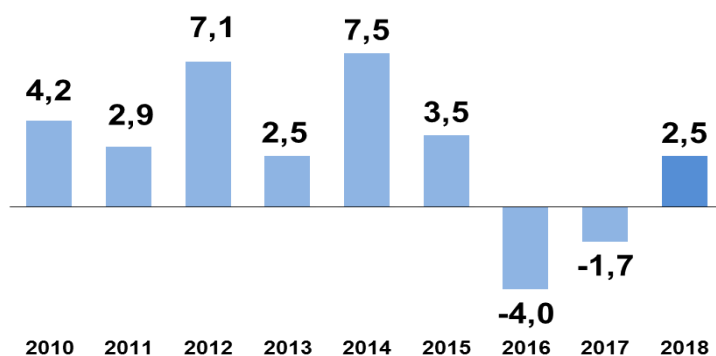


DIVIDEND HISTORY & STOCK PERFORMANCE

Gross Cash Dividend Paid (TL mn)



Net Profit (TL mn)

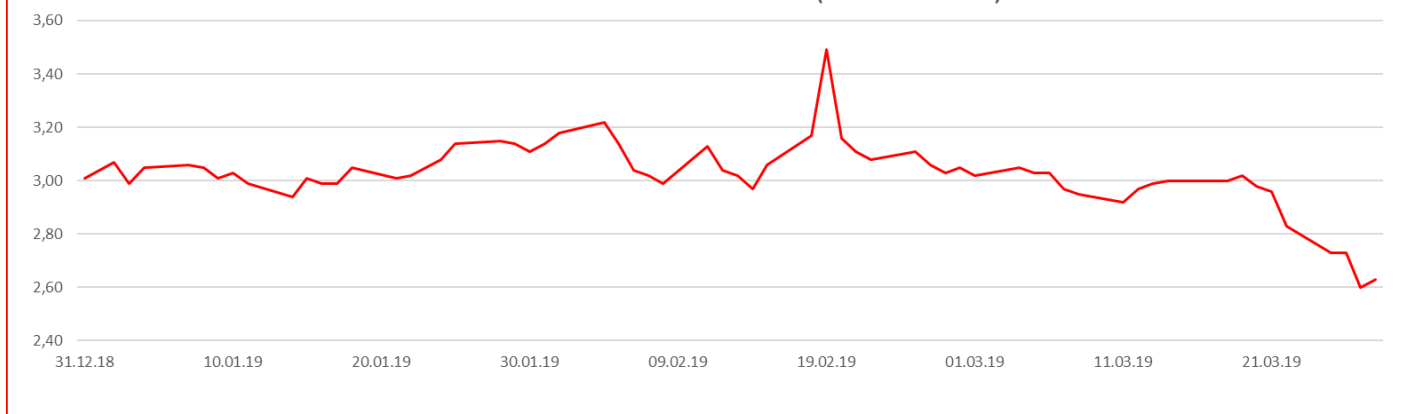


- Doğan Burda has been trading on Borsa Istanbul since March 28, 2000 with a ticker <DOBUR>.
- Distributed dividend straight up until 2016, where the company generated net loss.

DOBUR		28.03.19
Share Price		2,63 TL
# shares (mn)		19,6
TL/US\$		5,55
Market Cap.		51,4 mn TL 9,3 mn \$
Free float (31.12.18)		14,98%
Avg. Daily Volume (3 mths)		984.992 TL
52 week price (low - high)	2,47 TL	4,24 TL
Share Performance	DOBUR	Rel. to BIST-100
Monthly	-13,8%	-2,2%
YTD*	-12,6%	-13,4%

* Year to date

DOBUR Share Performance (2018 to date)



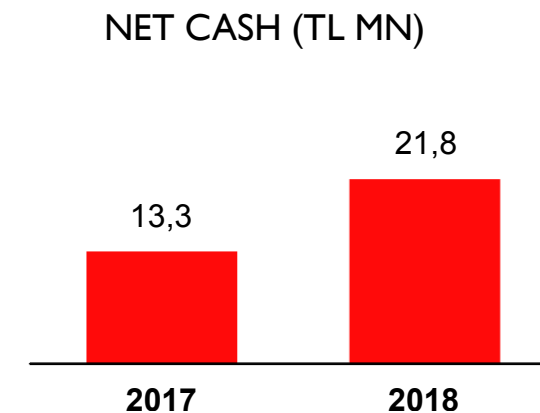
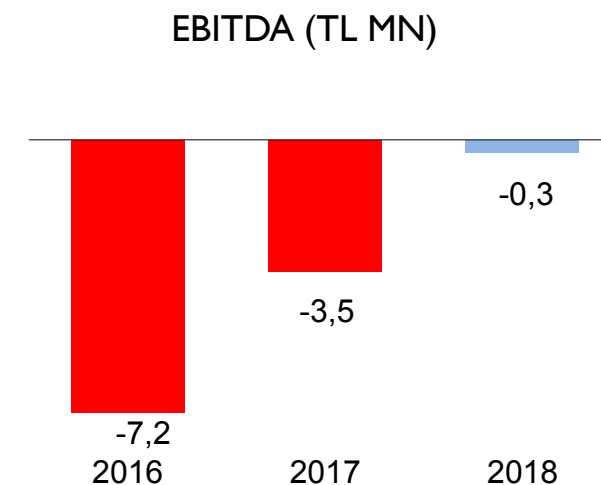
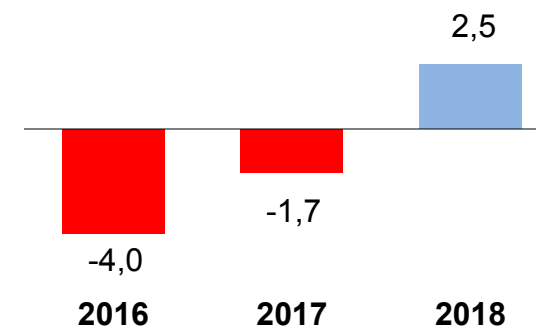
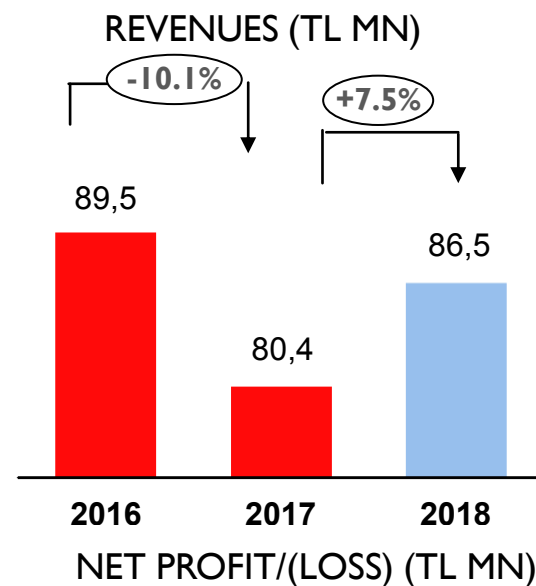


FINANCIAL REVIEW

2018 FINANCIALS

HIGHLIGHTS OF 2018

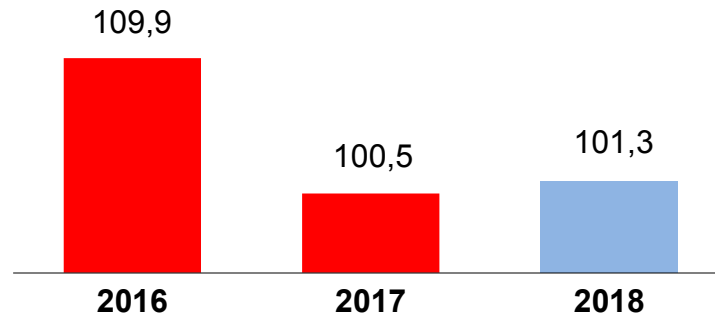
- DB's total revenues in FY18 increased by 7.5% with a significant increase in all revenue channels, circulation, ad & other,
- Only 7.7% yoy rise in COGS, despite the negative impact of depreciation of average TL against Euro in 2018.
- Gross profit increased by 7,4% to TRY 35.0 mn. thanks to growth in total revenues & limited rise in COGS.
- Net profit of TRY 2.5 mn in FY18, up from TRY -1.7 mn net loss in FY17.
- The company maintained a net cash of TL21.8 mn as of 2018-end.



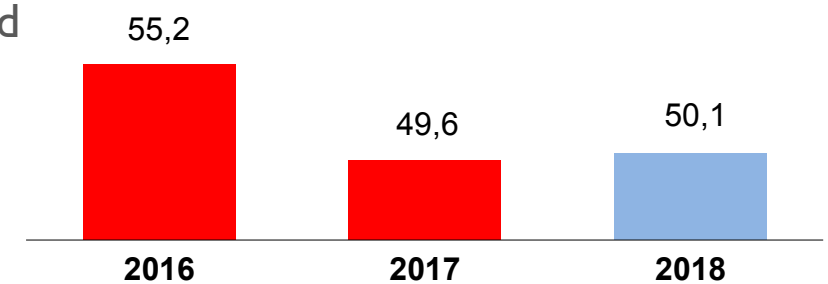
TURKISH MAGAZINE MARKET

- DB's ad revenues increased by +0.9% in 2018 yoy, closely the Turkish magazine ad market growth of +1,0%.
- DB's maintained its leadership position with 33% market share in circulation & circulation figures as in FY2018.

Turkish Magazine Ad Market (TL mn)

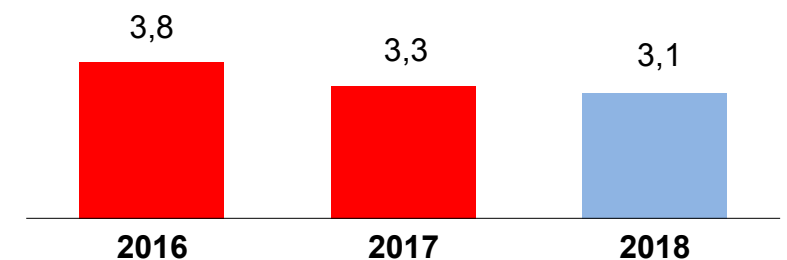


Doğan Burda Ad Revenues* (TL mn)

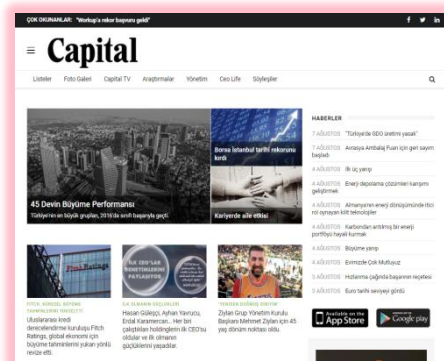


*Ad revenues = Reported ad revenues plus IAS adjustments & reclassifications.

Doğan Burda Net Circulation (mn units)



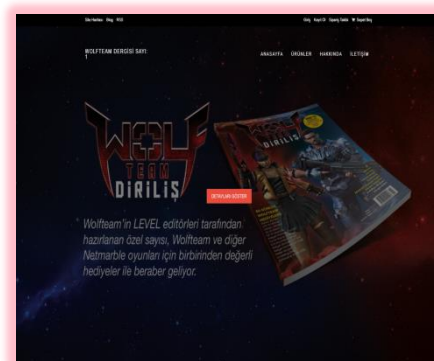
DIGITAL ACTIVITIES IN 2018



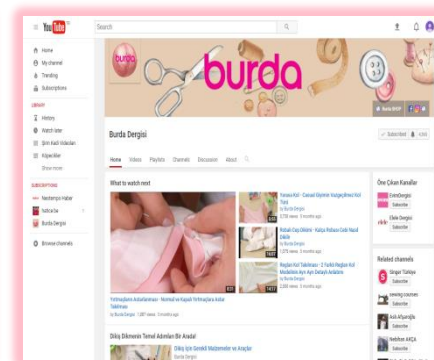
www.capital.com.tr



Dergilik



<https://wolfteam.level.com.tr/>



Burda Youtube Channel

- The number of eMagazine downloads is more than 750K monthly on Dergilik
- Burda.com.tr and istanbullife.com.tr have been re-launched.
- Burda sewing course channel was created on Youtube and reached 17 K subscribers <https://www.youtube.com/c/BurdaDergisiTR>
- Level Wolfteam Special Digital Edition 2 launched, and game keys delivered within the issue. <https://wolfteam.level.com.tr/>
- Elle Beauty Box 2 on sale <https://beautybox.elle.com.tr/>
- Content marketing activities became a major business area.
- On web sites approximately 10 mn monthly unique visitors in total.

Sources: Google Analytics , Apple iTunes Connect, Dergilik

REVENUE & COST BREAKDOWN

- Ad revenues increased by 1.2% yoy.
- Revenues up by 7,6% yoy, with support of circulation cover price adjustments.
- Limited increase in COGS by 7.7%. Despite the negative impact of 37,9% depreciation of average TL against Euro in 2018 yoy.
- Operating expenses has decreased by 2.2% yoy in 2018 thanks to restructuring in costs in the last two years resulted in recovery.
- Quite better 2018 results:** with support of total revenues growth and recovery in COGS & operating expenses; EBIT reached loss of TL1.0 mn in 2018 vs loss of TL4.2 mn in 2017.

Revenues (TL mn)	FY17	FY18	Chg. YoY	FY17	FY18	Ch.%
Total Revenues	80,44	86,52	7,6%	23,13	20,33	-12,1%
Advertising	47,88	48,46	1,2%	15,25	11,79	-22,7%
Circulation	26,68	30,62	14,8%	6,86	6,95	1,3%
Other	5,87	7,44	26,7%	1,02	1,58	55,2%
Cost of Goods Sold (-)	47,82	51,49	7,7%	12,36	13,27	7,4%
Production Costs	18,01	20,88	15,9%	4,88	4,91	0,7%
Depreciation	0,31	0,10	-67,5%	0,08	0,02	-71,7%
Other Costs	29,49	30,51	3,4%	7,40	8,33	12,6%
Gross Profit	32,62	35,03	7,4%	10,77	7,06	-34,5%
Operating Expenses (-)	36,86	36,04	-2,2%	8,95	7,84	-12,4%
Marketing, Sales & Distribution	28,69	28,46	-0,8%	7,09	5,64	-20,5%
General Administrative	8,17	7,58	-7,2%	1,86	2,20	18,5%
EBIT	-4,2	-1,0	76,1%	1,8	-0,8	-142,8%

BALANCE SHEET SUMMARY

in TL mn	Dec 31, 2017	Dec 31, 2018
Cash & Cash Equivalents	13.3	21.8
Financial Debt	-	-
Net Cash	13.3	21.8
Total Assets	51.2	52.1
Shareholders' Equity	23.1	25.0

- Net cash position was TL21.8 mn as of 2018-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 FY18 results in terms of revenue and profitability.

Income Statement Summary (TL mn)	2017	2018	Chg. YoY	4Q17	4Q18	Ch.%
Net Sales	80,44	86,52	7,6%	23,13	20,33	-12,1%
Cost of Goods Sold (-)	47,82	51,49	7,7%	12,36	13,27	7,4%
Gross Profit	32,62	35,03	7,4%	10,77	7,06	-34,5%
Operating Exp. (-)	36,86	36,04	-2,2%	8,95	7,84	-12,4%
Operating Profit/(Loss)	(4,24)	(1,01)	76,1%	1,83	(0,78)	-142,8%
Other Operating Income/(Exp.)	2,18	4,67	114,5%	1,12	(1,32)	-218,3%
Income/(Exp.) from Investing Activities	0,08	0,01	-89,0%	0,07	0,00	-96,0%
Operating Profit/(Loss) before Finance Exp.	(1,98)	3,67	285,1%	3,01	(2,10)	-169,6%
Net Profit/(Loss)	(1,68)	2,48	247,9%	2,49	(1,55)	-162,2%
EBITDA	(3,47)	(0,33)	90,3%	2,00	(0,60)	-130,2%

NOTICE



Doğan Burda Dergi Yayıncılık ve Pazarlama A.Ş. (“Doğan Burda”) has prepared this Presentation (the “Presentation”) for the sole purpose of providing information (the “Information”) relating to Doğan Burda. This presentation includes information based on publicly available data and/or data provided by Doğan Burda and Doğan Şirketler Grubu Holding A.Ş. management gathered at the time of writing and are subject to change without notice. This Presentation and/or the Information is confidential and cannot be copied, disclosed or distributed to any person and is being provided to you solely for your information.

This Presentation and/or the Information do not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of Doğan Burda, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. No reliance may be placed for any purposes whatsoever on the Information contained in this Presentation or on its completeness, accuracy or fairness. The Information in this Presentation is subject to verification, completion and change. No rebook or warranty is made by Doğan Burda or the Shareholders or any of their respective advisers or any of their representatives as to the accuracy or completeness of the Information and no liability is accepted by any such person for any such Information or opinion or for any loss howsoever arising from any use of this Presentation or the Information.

Investors and prospective investors in securities of any issuer mentioned herein are required to make their own independent investigations and appraisal of the business and financial condition of such company and the nature of the securities. Any decision to purchase securities in the context of a proposed offering of securities, if any, should be made solely on the basis of information contained in an offering circular published in relation to such an offering.

All statements other than statements of historical facts included in this Presentation, including, without limitation, those regarding our financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to our products), are forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding our present and future business strategies and the environment in which we will operate in the future. Further, certain forward-looking statements are based upon assumptions of future events which may not prove to be accurate. The forward-looking statements in this Presentation speak only as at the date of this Presentation.



THANK YOU

For further information, please contact:

Hakan Kaya

Head of IR & Financial Controlling Manager

Email: hakan.kaya@doganburda.com

Tel: +90 (212) 410 36 54

Fax : +90 (212) 410 35 81

DOĞAN BURDA DERGİ YAYINCILIK VE PAZARLAMA A.Ş.

Trump Towers 34387 Şişli

İstanbul

Tel : +90 (212) 410 32 00

www.doganburda.com