

# DOĞAN BURDA

INVESTOR PRESENTATION – JUNE 2020



Doğan Holding & Burda GmbH Partnership

Hubert Burda Media



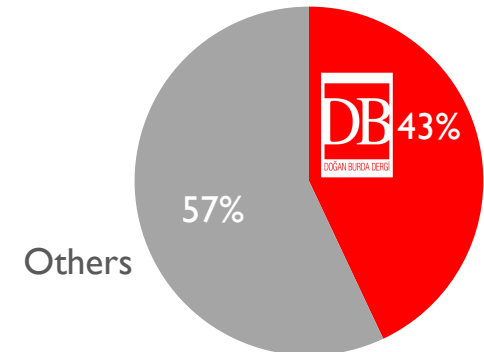
# DOĞAN BURDA: LEADING MAGAZINE GROUP IN TURKEY



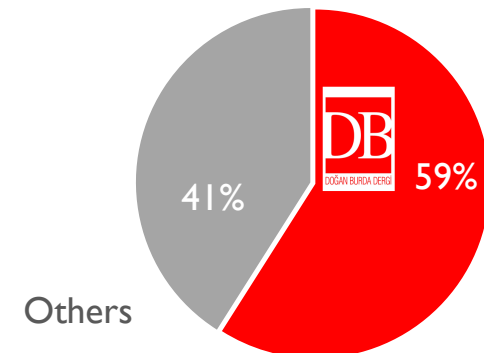
- JV of Doğan Holding & Burda GmbH,
- Diverse portfolio with well-known and leading brands with 42 publications (monthlies, weeklies and various other magazines).
- Focusing on digital activities for securing long-term audience: 31 brands, 4 e-sales web sites and 22 tablet and mobile application.
- DB maintains #1 position with a market share of 43% in magazine circulation & 59% in magazine ad market in 1H20.
- Net cash position of TL22.1 mn as of 1H20-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



<b>Magazine</b>	<b>Licensor</b>
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
Kartal Göz	Highlights For Children International Inc.

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

# DIGITAL ACTIVITIES



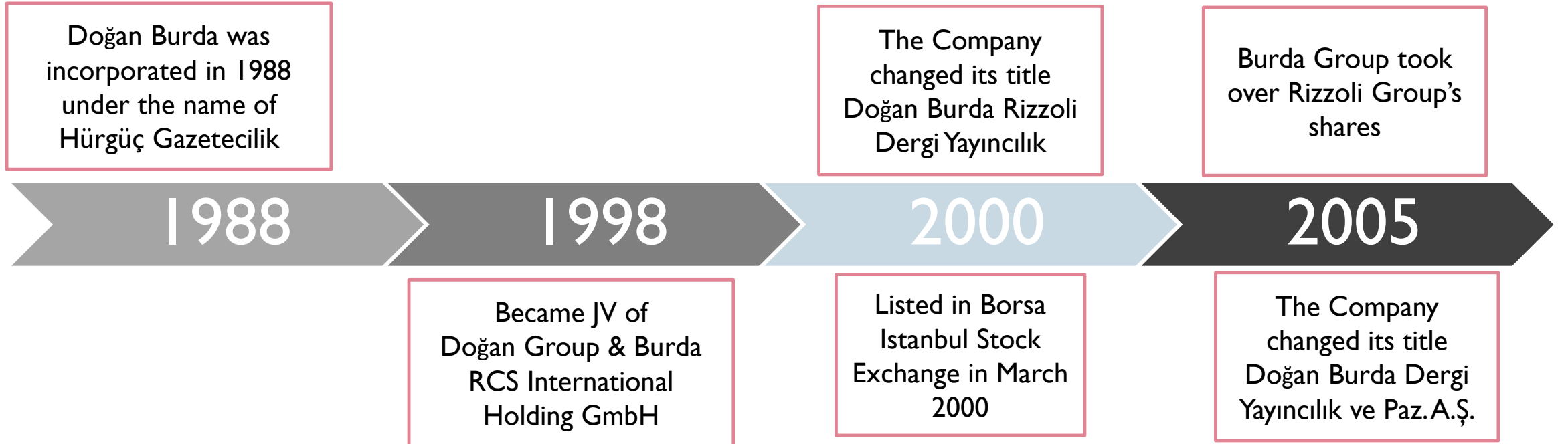
Dergilik

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 430 K monthly on Dergilik
- Doğan Burda's websites has around 12 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 Burda<sup>1</sup>.

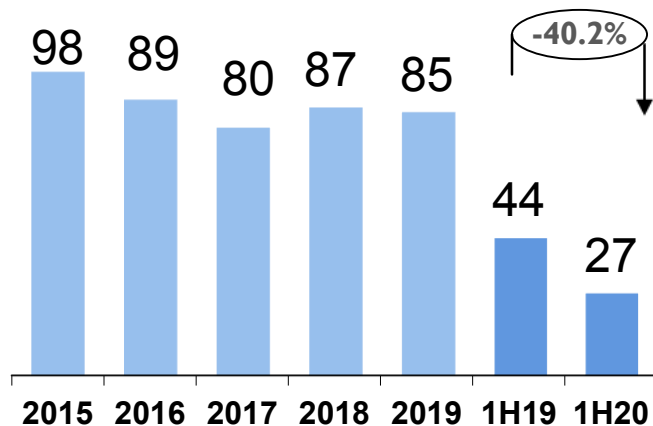
## Hubert Burda Media

- 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.

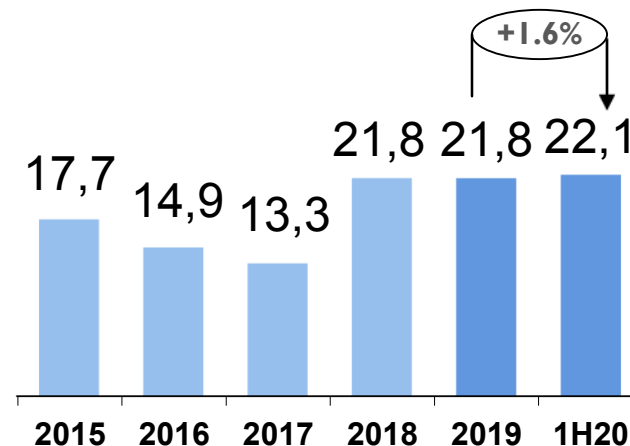


# FINANCIAL SUMMARY

REVENUES  
(TL MN)

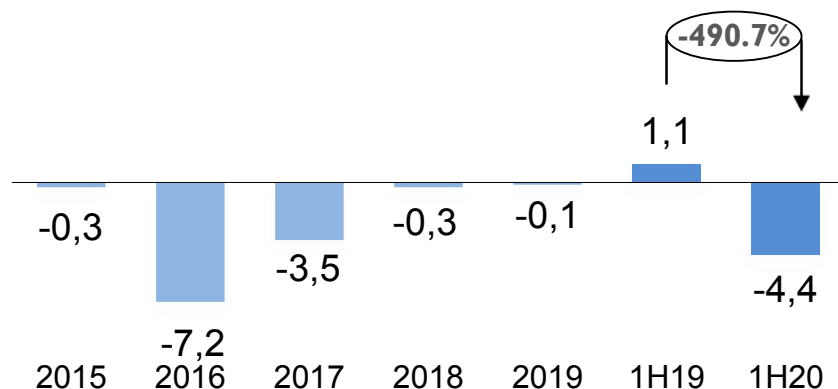


NET CASH  
(TL MN)

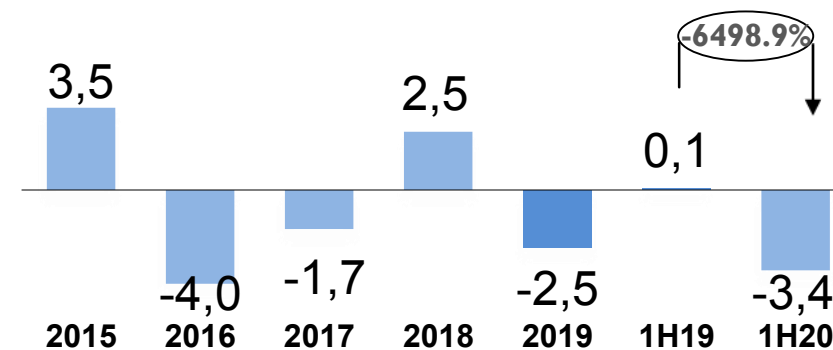


\* The company sold an asset worth US\$10 mn (TL21 mn) in June 2014; US\$2 mn was taken in advance payment, while the remaining portion was received in 2015.

EBITDA  
(TL MN)



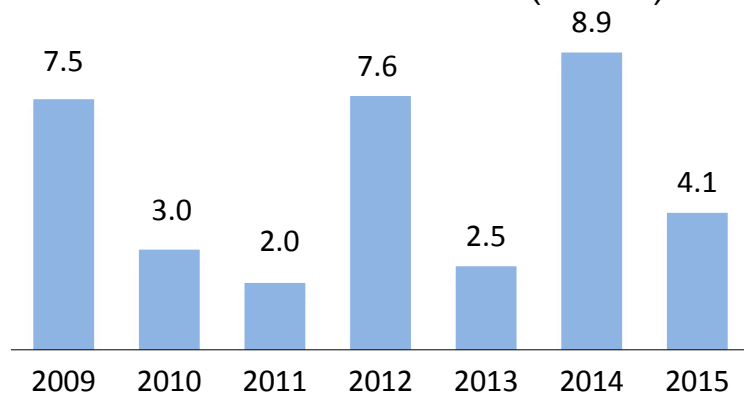
NET  
PROFIT/(LOSS)  
(TL MN)



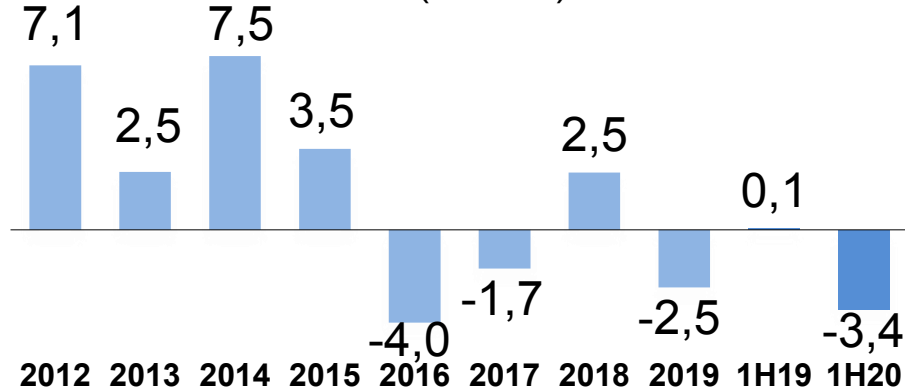


# DIVIDEND HISTORY & STOCK PERFORMANCE

Gross Cash Dividend Paid (TL mn)



Net Profit (TL mn)

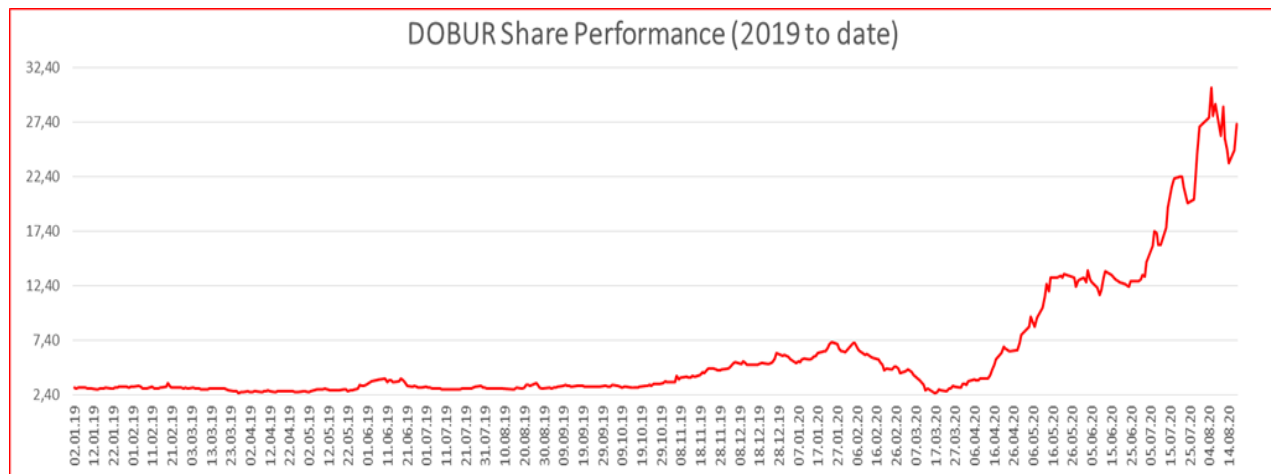


- Doğan Burda has been trading on Borsa Istanbul since March 28, 2000 with a ticker <DOBUR>.
- Distributed dividend straight up until 2016, where the company generated net loss.

	17.08.20	18.08.20
<b>DOBUR</b>		
Share Price		27,26 TL
# shares (mn)		19,6
TL/US\$		7,37
Market Cap.		533,2 mn TL
		72,4 mn \$
Free float (30.06.20)		14,98%
Avg. Daily Volume (3 mths)		2.511.417 TL
52 week price (low - high)	32,88 TL	2,43 TL
Share Performance	<b>DOBUR</b>	<b>Rel. to BIST-100</b>
Monthly	21,7%	32,9%
YTD*	349,1%	370,4%

\* Year to date

DOBUR Share Performance (2019 to date)



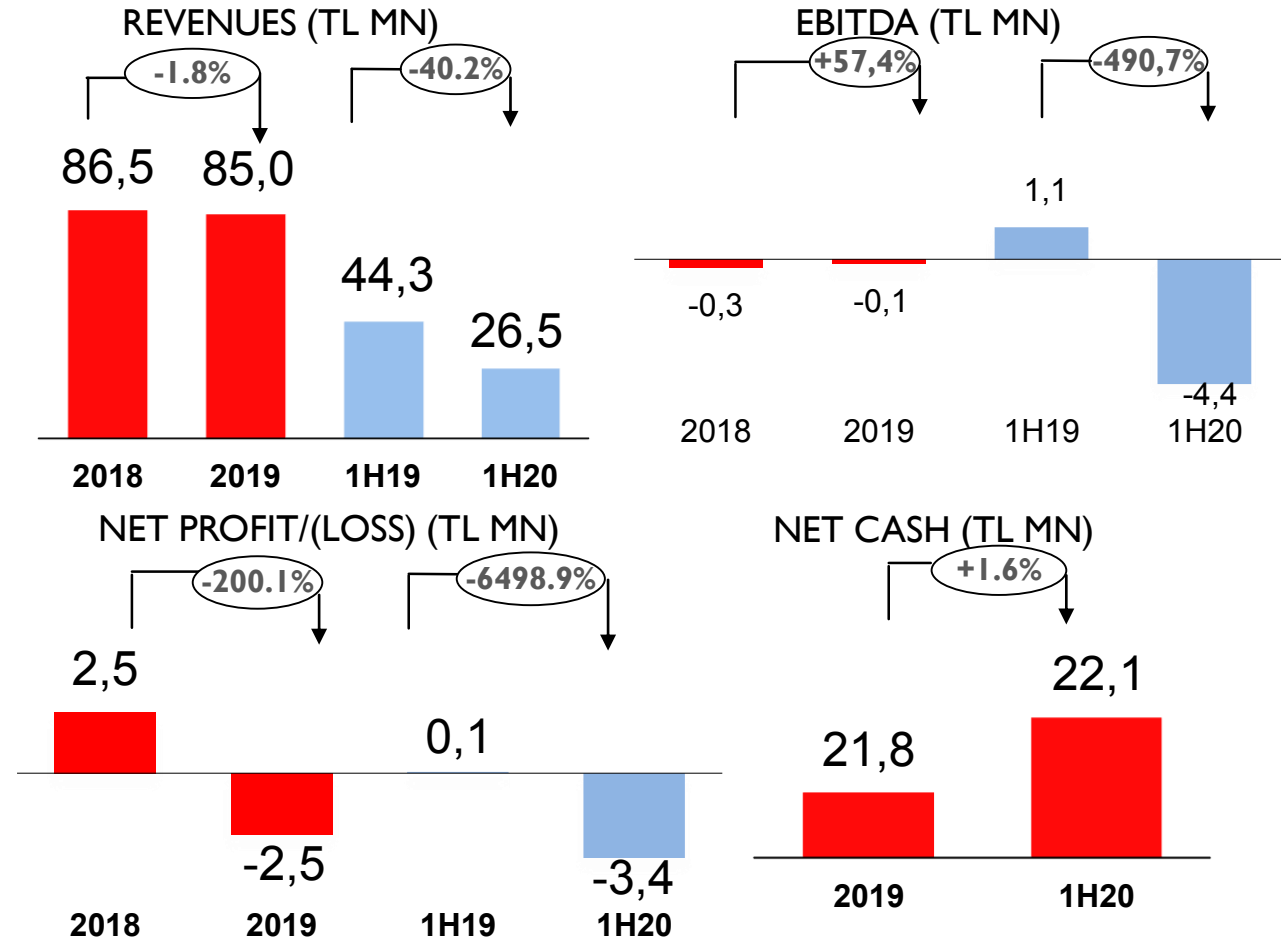


# FINANCIAL REVIEW

I H2020 FINANCIALS

# HIGHLIGHTS OF 1H20

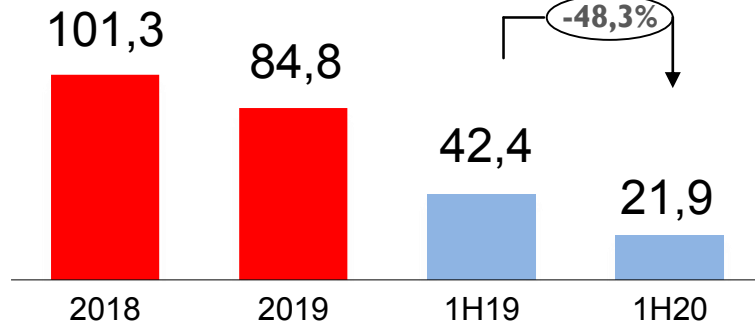
- Due to postponed events and publications by reason of Covid-19, the revenues has decreased by 40.2% compared to 1H19.
- The decrease on revenues due to Covid-19 has also resulted in TL -3.4 mn Loss.
- The company maintained a net cash of TL 22.1 mn as of H12020.



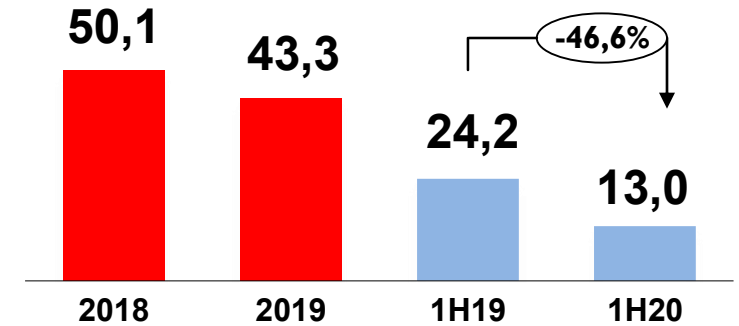
# TURKISH MAGAZINE MARKET

- DB's ad revenues decreased by 46,6% in 1H20 yoy depending on mainly postponed events by reason of Covid-19.
- DB's maintained its leadership position with 51% market share in circulation & circulation figures as in 1H20.

Turkish Magazine Ad Market (TL mn)

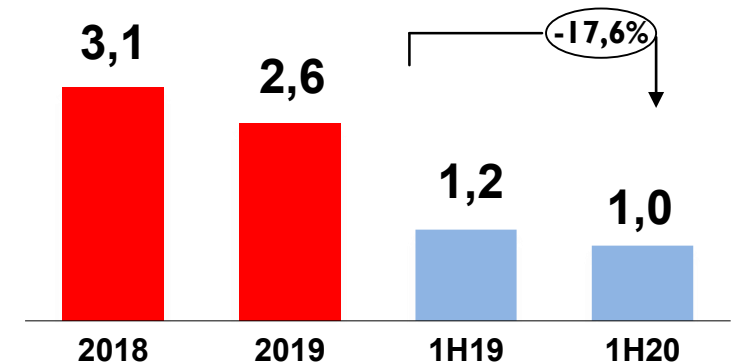


Doğan Burda Ad Revenues\* (TL mn)

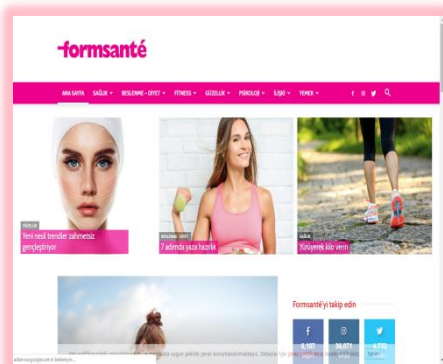


\*Ad revenues = Reported ad revenues plus IAS adjustments & reclassifications.

Doğan Burda Net Circulation (mn units)



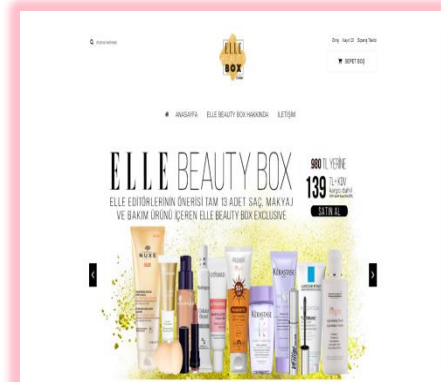
# DIGITAL ACTIVITIES IN 1H20



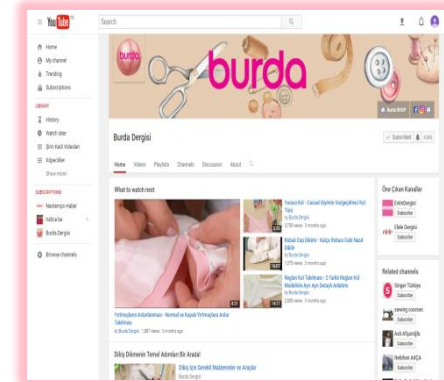
<https://www.formsante.com.tr/>



**Dergilik**



**Elle Beauty Box**



**Burda Youtube Channel**

- The number of eMagazine downloads is more than 430 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 30.4 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, Elele box and Lezzet Box are ongoing products for sale.
- On web sites approximately 12 mn monthly unique visitors in total.

Sources: Google Analytics , Apple iTunes Connect, Dergilik

# REVENUE & COST BREAKDOWN

- The revenue in IH20 is completed 40.2% at the behind of IH19. Depending on the postponed events and publications by reason of Covid-19, ad sales and circulation sales decreased by 47.2% and 33.2% respectively.
- The decrease by 23% on COGS compared to IH19 is mainly due to the decrease on personnel expenses, raw material and printing costs.
- By %30.6 decrease on operating expenses compared to IH19 is mainly due to the decrease on advertising, events and promotion expenses.

Revenues (TL mn)	IH19	IH20	Chg. YoY
<b>Total Revenues</b>	<b>44,35</b>	<b>26,52</b>	<b>-40,2%</b>
Advertising	23,65	12,49	-47,2%
Circulation	15,56	10,39	-33,2%
Other	5,13	3,63	-29,2%
<b>Cost of Goods Sold (-)</b>	<b>26,16</b>	<b>20,15</b>	<b>-23,0%</b>
Production Costs	9,56	8,08	-15,5%
Depreciation	1,33	1,64	23,7%
Other Costs	15,27	10,42	-31,7%
<b>Gross Profit</b>	<b>18,19</b>	<b>6,37</b>	<b>-65,0%</b>
<b>Operating Expenses (-)</b>	<b>19,38</b>	<b>13,45</b>	<b>-30,6%</b>
Marketing, Sales & Distribution	15,04	9,02	-40,0%
General Administrative	4,35	4,43	2,0%
<b>EBIT</b>	<b>-1,2</b>	<b>-7,1</b>	<b>493,9%</b>

# BALANCE SHEET SUMMARY

in TL mn	Dec 31, 2019	June 30, 2020
Cash & Cash Equivalents	21.8	22.1
Financial Debt	0.5	-
Net Cash	21.3	22.1
Total Assets	59.4	53.5
Shareholders' Equity	21.9	18.5

- Net cash position was TL22.1 mn as of 1H2020-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 IH20 results in terms of revenue and profitability.

<b>Income Statement Summary (TL mn)</b>	<b>IH19</b>	<b>IH20</b>	<b>Ch.%</b>
Net Sales	44,35	26,52	-40,2%
Cost of Goods Sold (-)	26,16	20,15	-23,0%
Gross Profit	18,19	6,37	-65,0%
Operating Exp. (-)	19,38	13,45	-30,6%
Operating Profit/(Loss)	(1,19)	(7,08)	493,9%
Other Operating Income/(Exp.)	2,39	3,29	37,4%
Income/(Exp.) from Investing Activities	0,00	0,00	-22,2%
Operating Profit/(Loss) before Finance Exp.	1,20	(3,79)	-414,6%
Net Profit/(Loss)	0,05	(3,44)	-6498,9%
EBITDA	1,11	(4,35)	-490,7%

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# THANK YOU

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