HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONVENIENCE TRANSLATION INTO ENGLISH OF CONSOLIDATED INTERIM FINANCIAL STATEMENTS FOR THE PERIOD 1 JANUARY - 31 MARCH 2009

CONVENIENCE TRANSLATION INTO ENGLISH OF FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED INTERIM FINANCIAL STATEMENTS FOR THE PERIOD 1 JANUARY-31 MARCH 2009

CONTENTS **PAGE**

CONVENIENCE TRANSLATION INTO ENGLISH OF FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED BALANCE SHEETS AT 31 MARCH 2009 AND 31 DECEMBER 2008

(Amounts expressed in Turkish Lira ("TL") unless otherwise indicated).

	Notes references	31 March 2009	31 December 2008
ASSETS			
Current assets		**540.288.582**	**649.946.695**
Cash and cash equivalents	5	280.079.822	370.325.965
Financial assets	6	20.169.396	-
Trade receivables		166.624.302	186.925.592
Due from related parties	32	31.252.389	35.893.074
Other trade receivables	9	135.371.913	151.032.518
Other receivables	10	5.870.591	16.693.096
Inventories	11	21.007.131	23.450.512
Other current assets		46.537.340	52.551.530
Advances due from related parties	32	-	1.135.207
Other current assets	21	46.537.340	51.416.323
Non-current assets		**1.389.174.449**	**1.394.403.127**
Trade receivables	9	6.841.206	7.348.295
Other receivables	10	691.777	300.753
Financial assets	6	5.014.194	4.995.077
Investments accounted for by the equity method	12	8.206.712	316.468
Investment property	13	19.498.489	21.976.902
Property, plant and equipment	14	537.543.064	529.130.300
Intangible assets	15	566.907.867	581.187.362
Goodwill	16	233.594.661	236.449.857
Deferred tax assets	30	5.487.128	4.389.893
Other non-current assets	21	5.389.351	8.308.220
Total assets		**1.929.463.031**	**2.044.349.822**

The accompanying notes form an integral part of these consolidated financial statements.

CONVENIENCE TRANSLATION INTO ENGLISH OF FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED BALANCE SHEETS AT 31 MARCH 2009 AND 31 DECEMBER 2008

(Amounts expressed in Turkish Lira ("TL") unless otherwise indicated).

	Notes references	31 March 2009	31 December 2008
LIABILITIES			
Current liabilities		**328.403.441**	**374.320.532**
Short-term financial liabilities	7	230.786.762	275.661.409
Other financial liabilities	8	13.412.848	13.686.315
Trade payables		42.569.620	45.024.266
Due to related parties	32	4.743.702	6.211.157
Other trade payables	9	37.825.918	38.813.109
Other payables	10	16.347.909	15.568.257
Current income tax liabilities	30	707.272	2.159.564
Provisions	18	6.347.274	6.731.599
Other current liabilities	21	18.231.756	15.489.122
Non-current liabilities		**769.088.542**	**783.830.147**
Long term financial liabilities	7	626.381.125	627.937.892
Other financial liabilities	8	5.646.360	6.043.151
Other payables	10	211.000	189.038
Provision for employment termination benefits	20	11.077.519	11.744.969
Deferred tax liabilities	30	125.698.267	137.530.974
Other non-current liabilities	21	74.271	384.123
TOTAL EQUITY			
Shareholders' equity		**831.971.048**	**886.199.143**
Equity attributable to equity holders of the company			
Share capital		460.000.000	460.000.000
Inflation adjustment to share capital		77.198.813	77.198.813
Translation reserve		(2.186.874)	(2.949.588)
Restricted reserves		27.716.536	27.310.182
Retained earnings		191.091.821	229.592.042
Net (loss)/income for the period		(49.802.308)	(38.093.867)
Minority interests		**127.953.060**	**133.141.561**
Total liabilities and shareholders' equity		**1.929.463.031**	**2.044.349.822**

These consolidated financial statements as at and for the period ended 31 March 2009 were approved by the Board of Directors on 14 May 2009.

The accompanying notes form an integral part of these consolidated financial statements.

CONVENIENCE TRANSLATION INTO ENGLISH OF FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED STATEMENTS OF INCOME AS AT 31 MARCH AND FOR THE THREE-MONTH INTERIM PERIODS ENDED

(Amounts expressed in Turkish Lira ("TL") unless otherwise indicated).

	Notes references	**31 March 2009**	**31 March 2008**
Continued operations			
Sales	23	174.016.745	220.346.109
Cost of sales (-)	23	(122.858.037)	(129.957.844)
Gross profit		**51.158.708**	**90.388.265**
Marketing, selling and distribution expenses (-)	24	(16.345.559)	(27.144.388)
General administrative expenses (-)	24	(35.545.740)	(39.851.619)
Other operating income	26	1.883.890	1.447.769
Other operating expenses (-)	26	(2.733.294)	(1.614.765)
Operating (loss)/income		**(1.581.995)**	**23.225.262**
Share of loss of investments accounted for by the equity method	12	(3.302.599)	(2.767.973)
Financial income	27	38.180.367	27.905.754
Financial expenses (-)	28	(100.699.493)	(83.138.964)
Loss before tax from continuing operations		**(67.403.720)**	**(34.775.921)**
Taxation from continuing operations			
Current tax for the period	30	(1.315.624)	(8.351.669)
Deferred tax income	30	10.560.828	8.110.944
Loss from continuing operations		**(58.158.516)**	**(35.016.646)**
Discontinued operations			
Discontinued operations income after tax	29	-	**358.670**
Net loss for the period		**(58.158.516)**	**(34.657.976)**
Other comprehensive income:			
Change in translation reserves		3.930.421	70.844.693
Other comprehensive income after tax		3.930.421	70.844.693
Total comprehensive (loss)/income		**(54.228.095)**	**36.186.717**
Allocation of net (loss)/income for the period			
Attributable to minority interests		(8.356.208)	968.269
Attributable to equity holders of the company		**(49.802.308)**	**(35.626.245)**
Allocation of net comprehensive (loss)/income for the period			
Attributable to minority interests		(5.188.501)	14.045.726
Attributable to equity holders of the company		**(49.039.594)**	**22.140.991**
Loss per share (Kr)	31	**(10,83)**	**(7,74)**

The accompanying notes form an integral part of these consolidated financial statements.

CONVENIENCE TRANSLATION INTO ENGLISH OF
FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY AS AT 31 MARCH AND FOR THE THREE-MONTH INTERIMPERIODS ENDED

(Amounts expressed in Turkish Lira ("TL"), unless otherwise indicated)

	Share capital	Inflation adjustment to share capital	Translation reserves	Restricted reserves	Retained earnings	Net (loss) /income for the period	Minority interests	Total shareholders' equity
Balances at 1 January 2008 (*)	**421.000.000**	**77.198.813**	**(50.857.712)**	**22.516.607**	**179.198.476**	**94.187.141**	**110.582.454**	**853.825.779**
Transfers	-	-	-	4.793.575	89.393.566	(94.187.141)	-	-
Capital increase	-	-	-	-	-	-	-	-
Subsidiaries' dividend payments to non-group companies	-	-	-	-	-	-	(1.569.260)	(1.569.260)
Total comprehensive income	-	-	57.767.236	-	-	(35.626.245)	14.045.726	36.186.717
Change in translation reserves	-	-	*57.767.236*	-	-	-	*13.077.457*	*70.844.693*
Net loss for the period	-	-	-	-	-	(35.626.245)	*968.269*	*(34.657.976)*
Balances at 31 March 2008	**421.000.000**	**77.198.813**	**6.909.524**	**27.310.182**	**268.592.042**	**(35.626.245)**	**123.058.920**	**888.443.236**
Balances at 1 January 2009	**460.000.000**	**77.198.813**	**(2.949.588)**	**27.310.182**	**229.592.042**	**(38.093.867)**	**133.141.561**	**886.199.143**
Transfers	-	-	-	406.354	(38.500.221)	38.093.867	-	-
Capital increase	-	-	-	-	-	-	-	-
Subsidiaries' dividend payments to non-group companies	-	-	-	-	-	-	-	-
Total comprehensive income	-	-	762.714	-	-	(49.802.308)	(5.188.501)	(54.228.095)
Change in translation reserves	-	-	*762.714*	-	-	-	*3.167.707*	*3.930.421*
Net loss for the period	-	-	-	-	-	*(49.802.308)*	(8.356.208)	(58.158.516)
Balances at 31 March 2009	**460.000.000**	**77.198.813**	**(2.186.874)**	**27.716.536**	**191.091.821**	**(49.802.308)**	**127.953.060**	**831.971.048**

(*) Restated (Note 2.1.5).

The accompanying notes form an integral part of these consolidated financial statements.

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED STATEMENTS OF CASH FLOWS
AT 31 MARCH AND FOR THE THREE-MONTH INTERIM PERIODS ENDED

(Amounts expressed in Turkish Lira ("TL"), unless otherwise indicated)

	Notes references	31 March 2009	31 March 2008
Net (loss) for the period		(49.802.308)	(35.626.245)
Minority interests		(8.356.208)	968.269
Adjustments:			
Depreciation	13,14	14.737.136	13.804.036
Amortisation	15	6.764.879	5.248.135
Net loss on disposal of property, plant and equipment and intangible assets	26	490.581	259.008
Taxation	30	(9.245.204)	295.560
Provision for employment termination benefits and unused vacation rights		(314.874)	469.483
Income accruals		8.159.410	121.810
Interest income	27	(12.411.860)	(6.002.375)
Interest expenses	28	9.467.704	11.529.375
Foreign exchange losses from bank borrowings		82.860.127	47.164.057
Reversal of impairment of investment properties	13	(2.622.644)	-
Deferred income		(1.962.580)	3.676.591
Loss from investments accounted for by the equity method	12	3.302.599	2.767.973
Provision expenses		1.420.694	1.318.068
Cash flows from operating activities before changes in operating assets and liabilities		42.487.452	45.993.745
Changes in operating assets and liabilities-net	35	15.949.468	9.168.977
Income taxes paid		(4.395.036)	(15.654.868)
Doubtful receivables collected	9	152.673	289.726
Employment termination benefits paid	20	(837.280)	(527.293)
Net cash provided by operating activities		**53.357.277**	**39.270.287**
Cash flow from investing activities:			
Purchases of investment properties	13	(864.906)	(2.527.532)
Purchases of property, plant and equipment	14	(23.378.766)	(11.810.892)
Purchases of intangible assets	15	(898.985)	(1.396.204)
Proceeds from sales of property, plant and equipment, intangible assets and investment properties		7.658.775	452.007
Interests received		12.658.568	6.064.592
Share capital increase in associates and financial assets	12	(9.677.072)	-
Net cash used in investing activities		**(14.502.386)**	**(9.218.029)**
Cash used in financing activities:			
Dividends paid to minority interests		-	(1.569.260)
Bank borrowings received		-	19.717.991
Bank borrowings paid		(143.186.448)	(10.390.351)
Change in trade payables to suppliers		15.053.080	13.632.315
Interests paid		(11.076.671)	(4.809.175)
Net cash (used in)/provided by financing activities		**(139.210.039)**	**16.581.520**
Exchange gains/(losses) on cash and cash equivalents		10.361.436	3.543.249
Change in cash and cash equivalents		(89.993.712)	50.177.027
Cash and cash equivalents at the beginning of the period	5	368.219.091	137.353.719
Cash and cash equivalents at the end of the period	**5**	**278.225.379**	**187.530.746**

The accompanying notes form an integral part of these consolidated financial statements.

NOTE 1 - ORGANISATION AND NATURE OF OPERATIONS

Hürriyet Gazetecilik ve Matbaacılık A.Ş. ("Hürriyet" or the "Company") was established in 1960 and is registered in Turkey. The Company undertakes journalism, printing and advertising activities. The Company operates seven printing plants in Turkey with locations in Istanbul, Ankara, Izmir, Adana, Antalya, Trabzon and in Germany. The Company acquired 67,30% shares of Trader Media East Ltd. ("TME") through its Subsidiary Hurriyet Invest B.V. at 29 March 2007. TME undertakes classified advertising mainly for real estate, automotive and human resources businesses through daily and weekly newspapers, periodicals, magazines and internet services, primarily in Russia and various Eastern European ("EE") countries. The Company is a member of Doğan Şirketler Grubu Holding A.Ş. ("Doğan Holding") through the investment of Doğan Yayın Holding A.Ş. ("Doğan Yayın"), which has a majority ownership in the Company (Note 22).

The address of the registered office is as follows:

Hürriyet Medya Towers
34212 Güneşli, Istanbul
Turkey

The Company is registered to the Capital Markets Board ("CMB") and its shares have been quoted on the Istanbul Stock Exchange ("ISE") since 1992. 40% of the capital of the Company is circulated on the ISE. 25,02% capital of the TME is circulated on London Stock Exchange as Global Depository Receipts ("GDR"). GDR generally means the guaranteeing of a company's shares, the making public of the certificates that can be transferred by negotiation, and their being listed in the stock exchange independent of company shares.

Subsidiaries

The name of the Company's subsidiaries ("Subsidiaries"), the nature of the business and geographic segments are as follows:

Subsidiaries	Registered country	Geographic segment	Nature of business
Hürriyet Medya Basım Hizmetleri ve Ticaret A.Ş. ("Hürriyet Medya Basım")	Turkey	Turkey	Printing and administrative services
Doğan Ofset Yayıncılık ve Matbaacılık A.Ş. ("Doğan Ofset")	Turkey	Turkey	Magazine and book publishing
Yenibiriş İnsan Kaynakları Hizmetleri Danışmanlık ve Yayıncılık A.Ş. ("Yenibir")	Turkey	Turkey	Internet publishing
Referans Yayın Dağıtım ve Kurye Hizmetleri A.Ş ("Refeks")	Turkey	Turkey	Advertisement
Doğan Haber Ajansı A.Ş. ("Doğan Haber")	Turkey	Turkey	News agency
Doğan Daily News Gazetecilik ve Matbaacılık A.Ş. ("Doğan Daily News")	Turkey	Turkey	Newspaper publishing
Emlaksimum Elektronik Yayıncılık ve Ticaret A.Ş. ("Emlaksimum")	Turkey	Turkey	Internet publishing
TME Teknoloji Proje Geliştirme ve Yazılım A.Ş.	Turkey	Russia and EE	Software development
Hürriyet Zweigniederlassung GmbH. ("Hürriyet Zweigniederlassung")	Germany	Europe	Newspaper publishing
Hürriyet Invest B.V. ("Hürriyet Invest")	Netherlands	Europe	Investment
TME	Jersey	Europe	Investment
Oglasnik d.o.o.	Croatia	Europe	Newspaper and internet publishing
Oglasnik Nekretnine d.o.o	Croatia	Europe	Newspaper and internet publishing
TCM Adria d.o.o.	Croatia	Europe	Investment
Internet Posao d.o.o.	Croatia	Europe	Internet publishing
Expressz Magyarorszag Rt	Hungary	Europe	Newspaper and internet publishing
Szuperinfo Magyarorszag Kft	Hungary	Europe	Newspaper and internet publishing
International Ssuarts Holding B.V.	Netherlands	Europe	Investment
Mirabridge International B.V.	Netherlands	Europe	Investment
Trader Classified Media Croatia Holdings B.V.	Netherlands	Europe	Investment
Trader East Holdings B.V.	Netherlands	Europe	Investment
Siodemka Sp. Z.o.o.	Poland	Europe	Newspaper and internet publishing
Ssuarts Holding GmbH	Austria	Europe	Investment
ZAO Pronto Akzhol	Kazakhstan	Russia and EE	Newspaper and internet publishing
OOO Pronto-Akmola	Kazakhstan	Russia and EE	Newspaper and internet publishing
OOO Pronto Atyrau	Kazakhstan	Russia and EE	Newspaper and internet publishing
OOO Pronto Aktobe	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Aktau	Kazakhstan	Russia and EE	Newspaper and internet publishing

NOTE 1 - ORGANISATION AND NATURE OF OPERATIONS (Continued)

Subsidiaries (Continued)

Subsidiaries	Registered country	Geographic segment	Nature of business
Informatsia Vilniusa	Lithuania	Russia and EE	Newspaper and internet publishing
OOO Pronto Rostov	Belarus	Russia and EE	Newspaper and internet publishing
ZAO Avtotehsnab	Russia	Russia and EE	Newspaper and internet publishing
OOO Novoprint	Russia	Russia and EE	Newspaper and internet publishing
ZAO NPK	Russia	Russia and EE	Call center
OOO Balt-Pronto Kaliningrad	Russia	Russia and EE	Newspaper and internet publishing
OOO Delta-M	Russia	Russia and EE	Newspaper and internet publishing
OOO Gratis	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Baikal	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto DV	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Ivanovo	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Kaliningrad	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Kazan	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Krasnodar	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Krasnojarsk	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Nizhnij Novgorod	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Novosibirsk	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Oka	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Petersburg	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Print	Russia	Russia and EE	Printing services
OOO Pronto Samara	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Stavropol	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto UlanUde	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Vladivostok	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Volgograd	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Moscow	Russia	Russia and EE	Newspaper and internet publishing
OOO Rosprint	Russia	Russia and EE	Printing services
OOO Rosprint Samara	Russia	Russia and EE	Printing services
OOO Tambukan	Russia	Russia and EE	Newspaper and internet publishing
OOO Utro Peterburga	Russia	Russia and EE	Newspaper and internet publishing
OOO Partner-Soft	Russia	Russia and EE	Internet publishing
Pronto Soft	Russia	Russia and EE	Internet publishing
OOO Pronto Astrakhan	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Kemerovo	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Sever	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Smolensk	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Tula	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto TV	Russia	Russia and EE	TV publishing
OOO Pronto Voronezh	Russia	Russia and EE	Newspaper and internet publishing
SP Belpronto OOO	Belarus	Russia and EE	Newspaper and internet publishing
OOO Tambov-Info	Russia	Russia and EE	Newspaper and internet publishing
Impress Media Marketing LLC	Russia	Russia and EE	Publishing
OOO Pronto Obninsk	Russia	Russia and EE	Newspaper and internet publishing
OOO Pronto Komi	Russia	Russia and EE	Newspaper and internet publishing
OOO Rektcentr	Russia	Russia and EE	Investment
Impress Media Marketing BVI	Russia	Russia and EE	Publishing
SP Pronto Kiev	Ukraine	Russia and EE	Newspaper and internet publishing
Ssuarts Trading Ltd	Ukraine	Russia and EE	Investment
E-Prostir	Ukraine	Russia and EE	Internet publishing
Publishing House Pennsylvania Inc	USA	Russia and EE	Investment
OOO Optoprint	Russia	Russia and EE	Publishing
RU.com OOO	Russia	Russia and EE	Internet publishing
SP Bel Pronto OOO BYR	Russia	Russia and EE	Newspaper and internet publishing
Mojo Delo spletni marketing d.o.o	Slovenia	Europe	Internet publishing
Bolji Posao d.o.o. Serbia	Serbia	Europe	Internet publishing
Bolji Posao d.o.o. Bosnia	Bosnia	Europe	Internet publishing

The Company and its Subsidiaries (the "Group") operate predominantly in media segment. The Group operates significantly in foreign countries after the acquisition of TME. Accordingly, the Group reports geographical segments in these consolidated financial statements (Note 4).

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS

2.1 Basis of presentation

2.1.1 Financial reporting standards

The Capital Markets Board of Turkey ("CMB") regulated the principles and procedures of preparation, presentation and announcement of financial statements prepared by the entities with the Communiqué No: XI-29, "Principles of Financial Reporting in Capital Markets"("the Communiqué"). This Communiqué is effective for the annual periods starting from 1 January 2008 and supersedes the Communiqué No: XI–25 "The Financial Reporting Standards in the Capital Markets". According to the Communiqué, entities shall prepare their financial statements in accordance with International Financial Reporting Standards ("IAS/IFRS") endorsed by the European Union. Until the differences of the IAS/IFRS as endorsed by the European Union from the ones issued by the International Accounting Standards Board ("IASB") are announced by Turkish Accounting Standards Board ("TASB"), IAS/IFRS issued by the IASB shall be applied. Accordingly, Turkish Accounting Standards/ Turkish Financial Reporting Standards ("TAS/TFRS") issued by the TASB which are in line with the aforementioned standards shall be considered.

With the decision taken on 17 March 2005, the CMB has announced that, effective from 1 January 2005, the application of inflation accounting is no longer required for companies operating in Turkey and preparing their financial statements in accordance with CMB Accounting Standards. Accordingly, the Company did not apply IAS 29 "Financial Reporting in Hyperinflationary Economies" issued by IASB in its consolidated financial statements for the accounting periods starting 1 January 2005.

Within the scope of CMB's Communiqué Serial XI, No:29 and its announcements clarifying this communiqué the consolidated financial statements have been prepared in accordance with the CMB's Financial Reporting Standards which are based on IAS/IFRS, as the differences of IAS/IFRS, adopted by the European, from those published by IASB have not yet been announced by Turkish Accounting Standards Board as of the date of these financial statements. Consolidated financial statements and accompanying notes have been presented in accordance with the format, recommended to be implemented by CMB through its announcements dated 17 April 2008 and 9 January 2009, and by including the mandatory information. In this regard necessary changes have been made in the consolidated financial statements of previous periods (Note 2.1.5).

2.1.2 Financial statements of Subsidiaries and Associates operating in foreign countries

The financial statements of Subsidiaries and Associates operating in foreign countries are prepared according to the regulations of the countries where they operate and the necessary adjustments and reclassifications have been reflected in order to comply with basis of presentation that are explained in Note 2.1.1 The assets and liabilities of foreign Subsidiaries and Associates are translated into TL using the relevant foreign exchange rates prevailing at the balance sheet date. The results of the foreign Subsidiaries and Associates are translated into TL using average exchange rate for the period. Exchange differences arising on translation of the opening net assets of foreign Subsidiaries and Associates and arising from using closing and average exchange rates are included in the shareholders' equity as currency translation differences. When a foreign operation is partially disposed of or sold, exchange differences that were recorded in equity are recognised in the income statement as part of the gain or loss on sale. Goodwill and fair value adjustments arising on the acquisition of a foreign entity are treated as assets and liabilities of the foreign entity and translated at the closing rate.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.3 Consolidation principles

The consolidated financial statements include the accounts of the parent company, Hürriyet, its Subsidiaries, and its Associates (collectively referred as the "Group") on the basis set out in sections (a) to (d) below. The financial statements of the companies included in the consolidation are based on historical cost of the statutory records and for the purpose of fair presentation in accordance with the accounting policies described in Note 2.1.1 and application of uniform accounting policies and presentations; adjustments and reclassifications.

(a) Subsidiaries

Subsidiaries are companies in which the Company has power to control the financial and operating policies for the benefit of the Company either (a) through the power to exercise more than 50% voting rights relating to shares in the companies as a result of shares owned directly and indirectly by itself and/or by companies whereby the Company exercises control over the voting rights of (but does not have the economic benefit of) the shares held by them; or (b) although not having the power to exercise more than 50% of the voting rights, through the exercise of actual dominant influence over the financial and operating policies. The result of operations of subsidiaries are included or excluded in these consolidated financial statements subsequent to the date of acquisition or the date of disposal respectively.

All business combinations have been accounted for by applying the purchase method by the Group. The cost of a business combination includes, the fair value at the date of exchange of monetary assets given, capital instruments written-down, equity instruments issued, liabilities incurred or assumed by the acquirer in exchange for control of the acquiree and costs directly attributable to the combination. The acquirer recognizes the acquiree's identifiable assets, liabilities and contingent liabilities at their fair values at the acquisition date, without considering any minority interest. Goodwill is measured as the residual cost of the business combination after recognizing the acquiree's identifiable assets, liabilities and contingent liabilities. If the Group's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities recognized exceeds the cost of the business combination, the Group reassess the identification and measurement of the identifiable assets, liabilities and contingent liabilities and the measurement of the cost of the combination and recognize immediately in income statement any excess remaining after that reassessment.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.3 Consolidation principles (Continued)

(a) Subsidiaries (Continued)

The Subsidiaries and their effective ownership interests at 31 March 2009 and 31 December 2008 are as follows:

	Proportion of voting power held by Hürriyet and its subsidiaries (%)		Effective ownership interests (%)	
Subsidiaries	**31 March 2009**	**31 December 2008**	**31 March 2009**	**31 December 2008**
Hürriyet Medya Basım	99,99	99,99	99,99	99,99
Doğan Ofset	99,89	99,89	99,89	99,89
Yenibir	100,00	100,00	100,00	100,00
Refeks	100,00	100,00	100,00	100,00
Doğan Haber	50,01	50,01	50,01	50,01
Doğan Daily News	94,25	94,25	94,25	94,25
Emlaksimum	98,41	98,41	98,41	98,41
Hürriyet Zweigniederlassung	100,00	100,00	100,00	100,00
Hürriyet Invest	100,00	100,00	100,00	100,00
TME	67,30	67,30	67,30	67,30
Oglasnik d.o.o.	100,00	100,00	67,30	67,30
Oglasnik Nekretnine d.o.o.	100,00	100,00	67,30	67,30
TCM Adria d.o.o.	100,00	100,00	67,30	67,30
Internet Posao d.o.o.	100,00	100,00	47,11	47,11
TME Teknoloji Proje Geliştirme ve Yazılım Anonim Şirketi	100,00	100,00	67,30	67,30
Expressz Magyarorszag Rt (*)	100,00	100,00	67,30	67,30
Szuperinfo Magyarorszag Kft	100,00	100,00	67,30	67,30
International Ssuarts Holding B.V.	100,00	100,00	67,30	67,30
Mirabridge International B.V.	100,00	100,00	67,30	67,30
Trader Classified Media Croatia Holdings B.V.	100,00	100,00	67,30	67,30
Trader East Holdings B.V.	100,00	100,00	67,30	67,30
Siodemka Sp. Z.o.o.	100,00	100,00	67,30	67,30
Ssuarts Holding GmbH	100,00	100,00	67,30	67,30
ZAO Pronto Akzhol	80,00	80,00	53,84	53,84
OOO Pronto-Akmola	100,00	100,00	67,30	67,30
OOO Pronto Atyrau	100,00	100,00	53,84	53,84
OOO Pronto Aktobe	80,00	80,00	43,07	43,07
OOO Pronto Aktau	100,00	100,00	53,84	53,84
Informatsia Vilniusa	100,00	100,00	67,30	67,30
OOO Pronto Rostov	100,00	100,00	67,30	67,30
ZAO Avtotehsnab	85,00	85,00	57,21	57,21
OOO Novoprint	100,00	100,00	67,30	67,30
ZAO NPK	100,00	100,00	67,30	67,30
OOO Balt-Pronto Kaliningrad	100,00	100,00	67,30	67,30
OOO Delta-M	55,00	55,00	37,02	37,02
OOO Gratis	90,00	90,00	60,57	60,57
OOO Pronto Baikal	100,00	100,00	67,30	67,30
OOO Pronto DV	100,00	100,00	67,30	67,30
OOO Pronto Ivanovo	86,00	86,00	57,88	57,88
OOO Pronto Kaliningrad	95,00	95,00	63,94	63,94
OOO Pronto Kazan	72,00	72,00	48,46	48,46
OOO Pronto Krasnodar	80,00	80,00	53,84	53,84
OOO Pronto Krasnojarsk	100,00	100,00	67,30	67,30
OOO Pronto Nizhnij Novgorod	90,00	90,00	60,57	60,57
OOO Pronto Novosibirsk	100,00	100,00	67,30	67,30
OOO Pronto Oka	100,00	100,00	67,30	67,30

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.3 Consolidation principles (Continued)

(a) Subsidiaries (Continued)

	Proportion of voting power held by Hürriyet and its subsidiaries (%)		Effective ownership interests (%)	
	31 March 2009	31 December 2008	31 March 2009	31 December 2008
OOO Pronto Petersburg	51,00	51,00	34,32	34,32
OOO Pronto Print	54,00	54,00	36,34	36,34
OOO Pronto Samara	89,90	89,90	60,50	60,50
OOO Pronto Stavropol	100,00	100,00	67,30	67,30
OOO Pronto UlanUde	90,00	90,00	60,57	60,57
OOO Pronto Vladivostok	90,00	90,00	60,57	60,57
OOO Pronto Volgograd	100,00	100,00	67,30	67,30
OOO Pronto Moscow	100,00	100,00	67,30	67,30
OOO Rosprint	70,00	70,00	47,11	47,11
OOO Rosprint Samara	59,50	59,50	40,04	40,04
OOO Tambukan	85,00	85,00	57,21	57,21
OOO Utro Peterburga	55,00	55,00	37,02	37,02
OOO Partner-Soft	100,00	100,00	67,30	67,30
Pronto Soft	90,00	90,00	60,57	60,57
OOO Pronto Astrakhan	100,00	100,00	67,30	67,30
OOO Pronto Kemerovo	100,00	100,00	67,30	67,30
OOO Pronto Sever	90,00	90,00	60,57	60,57
OOO Pronto Smolensk	100,00	100,00	67,30	67,30
OOO Pronto Tula	100,00	100,00	67,30	67,30
OOO Pronto TV	70,00	70,00	47,11	47,11
OOO Pronto Voronezh	100,00	100,00	67,30	67,30
SP Belpronto OOO	60,00	60,00	40,38	40,38
OOO Tambov-Info	100,00	100,00	67,30	67,30
Impress Media Marketing LLC	100,00	100,00	67,30	67,30
OOO Pronto Obninsk	100,00	100,00	67,30	67,30
OOO Pronto Komi	70,00	70,00	47,11	47,11
OOO Rektcentr	100,00	100,00	67,30	67,30
Impress Media Marketing BVI	100,00	100,00	67,30	67,30
SP Pronto Kiev	50,00	50,00	33,65	33,65
Ssuarts Trading Ltd	55,00	55,00	37,02	37,02
E-Prostir	50,00	50,00	33,65	33,65
Publishing House Pennsylvania Inc	100,00	100,00	67,30	67,30
OOO Optoprint	100,00	100,00	67,30	67,30
RU.com OOO	100,00	100,00	67,30	67,30
SP Bel Pronto OOO BYR	60,00	60,00	40,38	40,38
Moje Delo, spletni marketing, d.o.o	100,00	100,00	67,30	67,30
Bolji Posao d.o.o. Serbia	100,00	100,00	37,02	37,02
Bolji Posao d.o.o. Bosnia	100,00	100,00	37,02	37,02

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.3 Consolidation principles (Continued)

(b) Investments in associated undertakings

Investments in associated undertakings are consolidated by the equity method of accounting. These are undertakings over which the Group generally has between 20% and 50% of the voting rights, or over which the Group has significant influence, but no controlling power. Unrealised gains on transactions between the Group and its associated undertakings are eliminated to the extent of the Group's interest in the associated undertakings; unrealized losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred. Net increases or decreases in the net assets of Associates are included in the consolidated financial statements in regards with the Group's share and classified under "Share of loss of investments accounted for by the equity method".

Equity accounting is discontinued when the carrying amount of the investment in an associated undertaking reaches zero, unless the Group has incurred obligations or guaranteed obligations in respect of the associated undertaking or significant influence of the Company ceases. The carrying amount of the investment at the date when significant influence ceases is regarded as cost thereafter.

The Associates and the proportion of ownership interests at 31 March 2009 and 31 December 2008 are as follows:

Name	31 March 2009 Direct and indirect control by Hürriyet and its Subsidiaries (%)	31 December 2008 Direct and indirect control by Hürriyet and its Subsidiaries (%)
Doğan Media International GmbH ("Doğan Media")	42,42	42,42
Yaysat Yayın Satış Pazarlama ve Dağıtım A.Ş. ("Yaysat")	25,00	25,00
DYG İlan ve Reklam Hizmetleri A.Ş. ("DYG İlan")	20,00	20,00

(c) Financial assets at fair value through profit and loss

Financial assets at fair value through profit and loss in which the Group has controlling interests below 20%, or above 20% over which the Company does not exercise a significant influence, or which are immaterial and that do not have quoted market price in active markets and whose fair values cannot be measured reliably, are carried at cost less any provision for diminution in value and for the periods which inflation accounting is applied are carried at cost and restated to the equivalent purchasing power at the balance sheet date less any provision for diminution in value (Note 6).

(d) Minority interest

The minority shareholders' share in the net assets and results for the period of Subsidiaries are separately classified in the consolidated balance sheets and statements of income as minority interest.

The losses applicable to the minority in a consolidated subsidiary may exceed the minority interest in the equity of the subsidiary. The excess, and any further losses applicable to the minority, are charged against the majority interest except to the extent that the minority has a binding obligation to, and is able to make good the losses. If the subsidiary subsequently reports profits, the majority interest is allocated all such profits until the minority's share of losses previously absorbed by the majority has been recovered.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.4 Offsetting

All items, significant in terms of content and amount, are stated separately in the consolidated financial statements even if they bear the same characteristics. Insignificant amounts or items displaying similar characteristics are stated collectively. As a consequence, situations that arise due to the content of transactions and events make offsetting necessary, as the stating of the transaction or event over the net values or recognizing assets after the deduction for impairment, is not regarded as a violation of the rule of non-offsetting. Income obtained, other than revenue, defined under the title "Proceeds" as a result of the Group's transactions realized within the normal course of business, is accounted for over the net values, provided that they are related to the essence of the transaction or event.

2.1.5 Comparatives

In order to enable the determination of the consolidated financial position and performance trends, the Group's consolidated financial statements have been presented comparatively with the prior period. The Group presented the balance sheet as of 31 March 2009 comparatively with the balance sheet as of 31 December 2008 and presented the statement of income, statement of cash flows and statement of change in equity for the period 1 January- 31 March 2009 comparatively with the prior period 1 January- 31 March 2008.

Sales: The sales premiums given to advertisement agencies amounting TL 1.939.839 which were presented as "Marketing, selling and distribution expenses" in the consolidated statement of income for the three-month period ended 31 March 2008 have been reclassified to "Sales" in the current period.

The Group has stopped the presentation of one of its Subsidiary incorporated in Hungary, Kisokos Directory Kereskedelmi es Szolgalto Kft. ("Kisokos") as discontinued operations in accordance with the decision take on 30 June 2008. Discontinued operations which were presented as an item on the face of financial statements as " non-current assets held for sale", "liabilities related to non-current assets held for sale" and " net discontinued operations loss after tax " at 30 June 2008 and 31 December 2008 respectively, have been reclassified and restated in order to be consistent with the current period.

2.1.6 Amendments and interpretations to existing standards

***a)* Amendments and interpretations that are effective from the year 2009 and relevant to the Group's financial statements:**

- IAS 1 , "Presentation of financial statements" Significant changes in comprehensive income statements
- IAS 23, (Amendment), "Borrowing costs" Significant changes removing the option to expense borrowing costs
- IFRS 8, "Operating segments"

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.1.6 Amendments and interpretations to existing standards (Continued)

b) **Amendments and interpretations that are effective from the year 2009 but not relevant to the Group's financial statements:**

i) Amendments and interpretations which are mandatory for the accounting periods beginning on or after 1 January 2009

- IAS 32, "Financial instruments: Presentation" Change in the disclosure of puttable financial instruments and obligations arising on liquidation
- IAS 39 "Financial instruments: Recognition and measurement" Changes in hedging instruments
- IFRS 1, (Amendment), "First-time adoption of International Financial Reporting Standards" Change in cost of investment in the first time adoption of IFRSs
- IFRS 2, (Amendment), "Share-based payment"
- IFRIC 15, "Agreements for the construction of real estate"
- IAS 40, (Amendment), "Investment property"
- IAS 31, (Amendment), "Interests in joint ventures"
- IAS 28, (Amendment), "Investments in associates"

ii) Amendments and interpretations which are mandatory for the accounting periods beginning on or after 1 July 2009:

- IAS 27 (Amendment), "Consolidated and Separate Financial Statements"
- IFRS 3 (Amendment), "Business Combinations"
- IFRS 5 (Amendment), "Non-current Assets Held for Sale and Discontinued Operations"

The Group management does not foresee any material impact of adoption of the aforementioned standards and interpretations on the consolidated financial statements of the Group in the upcoming periods.

2.2 Summary of significant accounting policies

2.2.1 Related parties

For the purposes of these consolidated financial statements, Doğan Holding and Doğan Yayın, shareholders, key management personnel and Board members, in each case together with their families and companies controlled or affiliated with them are considered and referred to as "Related parties" (Note 32).

2.2.2 Financial assets at fair value through profit and loss

Financial assets at fair value through profit and loss are either acquired for generating a profit from short-term fluctuations in price or dealer's margin, or are securities included in a portfolio in which a pattern of short-term profit making exists. Financial assets at fair value through profit and loss are initially recognized at cost of purchase including the transaction costs and subsequently re-measured at fair value. All related realized and unrealized gains and losses are included in the statement of income.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.3 Trade receivables and provision for doubtful receivables

Trade receivables resulted from providing goods or services directly to a debtor are carried at amortized cost. Trade receivables, net of unearned financial income, are measured at amortized cost, using the effective interest rate method, less the unearned financial income. Short-term receivables with no stated interest rate are measured at original invoice amount unless the effect of imputing interest is significant (Note 9)

A credit risk provision for trade receivables is established if there is objective evidence that the Group will not be able to collect all amounts due. The Group also set allowance for the receivables which are overdue for more than one year unless there is no guarantee or special agreement. The recoverable amount is the present value of all cash flows, including amounts recoverable from guarantees and collateral, discounted based on the original effective interest rate of the originated receivables at inception.

If the amount of the impairment subsequently decreases due to an event occurring after the write-down, the release of the provision is credited to other income.

2.2.4 Impairment of assets

IFRS prohibits the amortization of goodwill and intangible assets with indefinite useful lives. Goodwill recognized in a business combination is not amortized; it is tested for impairment annually instead and carried at cost less accumulated impairment losses. Impairment losses on goodwill are not reversed. The Group tests goodwill for impairment at year-ends.

The Group reviews all assets except for goodwill at each balance sheet date for any indication of impairment on the stated asset. If there is any indicator of impairment, carrying amount of the stated asset is compared with the net realizable value which is the higher of value in use and fair value less costs to sell. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash-generating units). Impairment exists if the carrying amount of the stated asset or the cash generating unit including the stated asset exceeds its net realizable value. Impairment losses are recognized in consolidated statement of income.

The recoverable amounts of cash generating units have been determined using fair value less costs to sell valuation model. Fair value is measured based on post-tax discounted cash flows based on financial budgets covering a five-year period and estimated EBITDA (budgeted operating profit before interest, tax, depreciation and amortization, impairment charges and other non-recurring operating expenses) has a significant impact on these valuations. Cash flows beyond the five-year period are extrapolated using the EBITDA growth rates and discount rates stated below.

	EBITDA growth rate (%) (*)	**Discount rate (%)**
Russia and Commonwealth of Independent States	3.90	14.3
Hungary	2.36	12.6
Croatia	2.17	13.2
Eastern Europe	1.75	11.6

(*) Weighted average EBITDA growth rates used to extrapolate cash flows beyond the budget period.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.5 Inventories

Inventories are valued at the lower of cost or estimated selling price less estimated costs necessary to make the sale. Cost elements included in inventories are materials, labour and an appropriate amount for production overheads. The cost of inventories is determined on the weighted average basis (Note 11).

2.2.6 Investment properties

Land and buildings that are held to earn rentals and/or for capital appreciation or both rather than for use in the production or supply of goods or services or for administrative purposes or sale in the ordinary course of business are classified as investment property and are carried at cost less accumulated depreciation (except land) under the cost method less impairment charges, if any. Depreciation of investment properties (except land) is provided using a straight-line basis. The depreciation periods for investment property, which approximate the economic useful lives of such assets, are determined as 50 years (Note 13).

Investment properties are reviewed for impairment losses whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognized for the amount by which the carrying amount of the asset exceeds its recoverable amount, which is the higher of asset net selling price or value in use. Investment properties are evaluated for any impairment and if carrying value of the investment property is higher than net recoverable amount, provision for impairment is established for the difference between the carrying and recoverable amount. Impairment is recorded to income statement at the same period.

2.2.7 Property, plant and equipment and depreciation

Property, plant and equipment are carried at cost less accumulated depreciation. Depreciation is provided using the straight-line method based on the estimated useful lives of the assets (Note 14). The depreciation periods for property and equipment, which approximate the economic useful lives of assets concerned, are as follows:

Buildings	25-50 years
Machinery and equipment	3-15 years
Furniture and fixtures	3-15 years
Motor vehicles	5 years
Leasehold improvements	2-20 years

Property, plant and equipment are reviewed for impairment losses whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognized for the amount by which the carrying amount of the asset exceeds its recoverable amount, which is the higher of fair value less costs to sell or value in use. Where the carrying amount of an asset is greater than its estimated recoverable amount, it is written down immediately to its recoverable amount. Impairment losses are recognized in the consolidated statement of income of the same year.

Gains or losses on disposals of property, plant and equipment are included in the other income/(expense) accounts, as appropriate.

Repair and maintenance expenses are charged to the statement of income as they are incurred. Repair and maintenance expenses are capitalized if they result in an enlargement or substantial improvement of the respective assets (Note 14).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.8 Financial leases

Assets acquired under finance lease agreements are capitalised at the inception of the lease at fair value of the leased asset or at present value of the lease payment, whichever is the lower, less accumulated depreciation. Minimum lease payments are treated as comprising capital and interest elements.

Lease payments are apportioned between the finance charges and capital redemption so as to achieve a constant rate of interest on the remaining balance of the liability. Finance charges are charged directly against income. Capitalized leased assets are depreciated over the estimated useful life of the asset.

2.2.9 Goodwill and amortisation

Goodwill and negative goodwill which represents the excess of the cost of an acquisition over the fair value of the group's share of the net identifiable assets of the acquired subsidiary/associate at the date of acquisition in the consolidated financial statements, are capitalized and amortized using the straight-line method over the useful life until 31 December 2004, for the acquisitions before 31 March 2004. Within the framework of IFRS 3 - "Business Combinations" amortization accounting is not applied for goodwill related to acquisitions after 31 March 2004, and the carrying value of goodwill is reviewed and adjusted for permanent impairment where it is considered necessary. The carrying amount of negative goodwill related to the acquisition after 31 March 2004 is reviewed and accounted for as income in the related period. In accordance with IFRS 3, goodwill associated with transactions before 31 March 2004 is not amortized starting from the beginning of the first annual period beginning on or after 31 March 2004 (1 January 2005) and are reviewed for impairment annually at year-ends (Note 16 and 2.2.27).

2.2.10 Intangible assets and amortization

Intangible assets excluding goodwill comprise trade names, customer lists, computer software and rights, internet domain names and other intangible assets. All trade names, customer lists and internet domain names have been identified as a result of independent valuations performed for the purchase price allocation related with the business combinations. Useful lives of certain trade names are determined to be indefinite. Assets that have an indefinite useful life are not subject to amortization and tested annually for impairment as goodwill. Estimated useful lives of the intangible assets with finite useful lives are as follows:

Trade names	20 years
Customer lists	9 and 18 years
Computer software and rights	5 years
Domain names	20 years
Other intangible assets	5 years

Computer software and rights and other intangible assets are carried at their acquisition cost and amortized using the straight-line method over their estimated useful lives (Note 15).

Intangible assets with finite useful lives are evaluated for impairment losses when events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognized for the amount by which the carrying amount of the asset exceeds its recoverable amount. Impairment losses are recognized immediately in the statement of income.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.11 Critical accounting estimates and judgements

Preparation of financial statements requires the use of estimates and assumptions that may affect the amount of assets and liabilities recognized as of the balance sheet date, contingent assets and liabilities disclosed and the amount of revenue and expenses reported. Although, these estimates and assumptions rely on the Company management's best knowledge about current events and transactions, actual outcomes may vary from those estimates and assumptions. The critical accounting estimates which may have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities in the following financial reporting periods are as follows.

Useful lives of intangible assets

Group estimates the useful lives of some trade names as indefinite as described in Note 2.2.10. If these intangible assets' useful lives are finite (in case of useful lives of 20 years), their amortization would have increased by TL 3.451.357 (31 March 2008: TL 3.444.148) and income before tax and minority interests would have decreased by TL 3.451.357 (31 March 2008: TL 3.444.148).

Group amortizes trade names, customer lists and domain names with definite useful lives over the useful lives specified in Note 2.2.10.

If the useful lives of trade names, customer lists and domain names differ from the management's estimates by 10%, the effects on the financial statements would be as follows:

- Had the useful lives been higher by 10%, amortization charges would have decreased by TL 398.413 and income before tax and minority interests would have increased by TL 398.413 (31 March 2008: TL 407.766) or

- Had the useful lives been lower by 10%, amortization charges would have increased by TL 486.949 and income before tax and minority interests would have decreased by TL 486.949 (31 March 2008: TL 498.380).

Impairment of assets

If the estimated post-tax discount rate applied to the discounted cash flows for the CGU in Hungary had been 1% higher than management's estimates, the Group would have recognised a further impairment against intangible assets by TL 4.564.678 and loss before tax and minority interests would have increased by TL 4.564.678.

2.2.12 Taxation on income

Taxation on income includes current period income taxes and deferred taxes. Current year tax liability consists of tax liability on period income calculated according to currently enacted tax rates and tax legislation in force as of balance sheet date and includes adjustments related to previous years' tax liabilities.

Deferred income tax is provided in full, using the liability method, on all temporary differences arising between the tax bases of assets and liabilities and their carrying values for financial reporting purposes. Currently enacted tax rates are used to determine deferred income tax.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.12 Taxation on income (Continued)

In substance, temporary differences arise from the differences in the periods of the recognition of income and expenses in accordance with the accounting policies described in Note 2.1.1 and tax legislation.

Deferred tax liabilities are recognised for all taxable temporary differences, where deferred tax assets resulting from deductible temporary differences are recognised to the extent that it is probable that future taxable profit will be available against which the deductible temporary difference can be utilised.

Deferred tax assets and deferred tax liabilities related to income taxes levied by the same taxation authority are offset accordingly.

2.2.13 Borrowings

Bank borrowings are recognised initially at proceeds received, net of transaction costs incurred. Bank borrowings are subsequently stated at amortised cost using the effective yield method in the consolidated financial statements. Any difference between the proceeds (excluding transaction charges) and redemption value is recognised in the consolidated statement of income over the period of the borrowings (Note 7).

2.2.14 Employment termination benefits

The Group is required to pay termination benefits to employees who is retired, whose employment is terminated without due causes in Labour Law, in accordance with the Law related with The Arrangement of the Relationships within the Employees in Press Sector (employees in media sector) and other laws .The provision for employment termination benefits, as required by Turkish Labour Law, is recognised in these financial statements as the benefits are earned. The total provision represents the present value of future probable obligation of the Group arising from the retirement of its employees regarding the actuarial projections (Note 20).

2.2.15 Provisions

Provisions are recognised when the Group has a present legal constructive obligation as a result of past events, it is probable that an outflow of resources will be required to settle the obligation, and a reliable estimate of the amount can be made.

2.2.16 Share capital and dividends

Ordinary shares are classified as equity. Dividends on ordinary shares are recognised in equity in the period in which they are declared. Dividend receivables are accounted for income at the date of dividend collection is eligible.

2.2.17 Foreign currency transactions and translation

Income and expenses arising in foreign currencies have been translated with exchange rates prevailing at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies have been translated at the exchange rates prevailing at the balance sheet date. Exchange gains or losses arising from settlement and translation of foreign currency items have been included in the consolidated statement of income.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.18 Revenue recognition

Revenue comprises the fair value of the consideration received or receivable for the sale of goods and services in the ordinary course of the Group's activities. Revenue is shown net of rebates, returns and commissions after eliminating sales within the group.

Revenue initially accounted for with respect to the fair value of the amount receivable or received when the amount of revenue can be reliably measured and it is probable that future economic benefits will flow to the entity When the arrangement effectively constitutes a financing transaction, the fair value of the consideration is determined by discounting all future receipts using an imputed rate of interest. The interest rate used in discounting, is the interest rate to discount nominal amount of the receivable to the amortised cost of the related goods or services given. The difference between the fair value and the nominal amount of the consideration is recognised as interest income on a time proportion basis that takes into account the effective yield on the asset.

Revenues from advertisement:

Revenues from advertisement are recognized on an accrual basis at the time of publishing the advertisement in the related media at the invoiced values. Unpublished part of the advertisement is recorded as deferred revenue in balance sheet.

Revenues from newspaper sale:

Revenues from newspaper sale are recognized on an accrual basis at the time of delivery of the newspapers by the distribution company to the vendor at the invoiced values.

Revenues from printing services:

Revenues from printing services arise from printing services given to third parties other than Group companies by using Group's printing facilities. Related income is recognized on an accrual basis at the time of services given.

Newspaper sales returns:

Provision for newspaper sales returns is accounted at the time of delivery based on past experiences and recent information of sales returns.

Interest income:

Interest income is recognised on accruals basis in accordance with effective interest yield method.

Rental income:

Rental income is recognised on an accrual basis.

Other income:

Other income is recognised on an accrual basis.

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.19 Barter agreements

When goods or services are exchanged or swapped for goods or services, which are of a similar nature and value, the exchange is not regarded as a transaction that generates revenue. When goods are sold or services are rendered in exchange for dissimilar goods or services, the exchange is regarded as a transaction that generates revenue. The revenue is measured at the fair value of the goods or services received, adjusted by the amount of any cash or cash equivalents transferred. If the fair value of goods or services received cannot be reliably measured, the revenue is measured at the fair value of goods or services given up by the entity, again adjusted for any cash or cash equivalents received or paid (Note 19).

2.2.20 Earnings per share

Earnings per share disclosed in the consolidated statements of income are determined by dividing net profit for the period by the weighted average number of shares that have been outstanding during the period concerned.

In Turkey, companies can increase their share capital by making a pro-rata distribution of shares "bonus shares" to existing shareholders from retained earnings (Note 22). For the purpose of earnings per share computations, such bonus shares issuances are regarded as issued shares. Accordingly the weighted average number of shares used in earnings per share computations is derived by considering the retrospective effects of the issuances of the shares (Note 31).

In case of dividend payment, earning per share is determined on existing number of shares rather than the weighted average numbers of shares.

2.2.21 Cash and cash equivalents

Cash and cash equivalents include cash on hand, bank deposits and easily convertible short-term, highly liquid investments with maturity periods of 3 months or less (Note 5).

2.2.22 Subsequent events

Subsequent events and announcements related to net income or even declared after other selective financial information has been publicly announced, include all events that take place between the balance sheet date and the date when the balance sheet is authorized for issue.

In the case that events requiring a correction to be made occur subsequent to the balance sheet date, the Company makes the necessary corrections to the financial statements.

2.2.23 Reporting of cash flows

In the statement of cash flows, cash flows during the period are classified under operating, investing or financing activities.

The cash flows raised from operating activities indicate cash flows due to the Group's operations.

The cash flows due to investing activities indicate the Group cash flows that are used for and obtained from investments (investments in property, plant and equipment and financial investments).

The cash flows due to financing activities indicate the cash obtained from financial arrangements and used in their repayment.

Cash and cash equivalents include cash and bank deposits and the investments that are readily convertible into cash and highly liquid with 3 months or less to maturity (Note 5).

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.24 Accounting for put options

Under the certain terms of acquisition agreements, the Group is committed to acquire the interests owned by minority shareholders in consolidated subsidiaries, if these minority interests wish to sell their share of interests.

As it is highly probable that the Group will fulfill this obligation, IAS 32, "Financial Instruments: Disclosure and Presentation", requires the value of such put option to be presented as a financial liability on the balance sheet for the discounted value of the expected exercise price of this option, notwithstanding the ability of the Company to settle part of these obligations with its own shares rather than cash. Furthermore, the share of minority shareholders in the net asset of the company subject to the put option must be reclassified from "minority interest" to "other financial liabilities" in the consolidated balance sheet. The Group recognizes, on initial recognition, the difference between the exercise price of the option and the carrying value of the minority interests as a reduction of minority interest and then as additional goodwill. The subsequent unwinding of the discount is recognised in financial expense while the change in the value of the commitment is recorded through goodwill (Note 16).

2.2.25 Assets held for sale and discontinued operations

Discontinued operations are the part of the Group which either are classified as held-for-sale or have been disposed of and whose activities and cash flows can be treated as separable from the Group's activities and cash flows. Discontinued operations represent separate business or geographical segments, which are part of a plan to sell or dispose, or is a subsidiary acquired for selling. The Group measures discontinued operations, with the lower of the carrying amounts of the related assets and liabilities of the discontinued operations or the fair values less costs to sell (Note 29).

2.2.26 Web page development costs

The direct costs incurred in the development of its websites are capitalised and recognised over the estimated useful lives (Note 15). The costs incurred that relate to the planning and post implementation phases are expensed. Repair and maintenance costs associated with websites are included in operating expenses.

2.2.27 Business combinations

Business combinations are accounted in accordance with IFRS 3 "Business Combinations". Goodwill represents the excess of the cost of an acquisition over the fair value of the group's share of the net identifiable assets of the acquired subsidiary/associate at the date of acquisition. The fair value differences of the net assets of the Group's share, net of deferred tax, are initially accounted as fair value reserve in equity. Goodwill recognised in a business combination is not amortised, it is tested for impairment annually instead and carried at cost less accumulated impairment losses. Impairment losses on goodwill are not reversed. The Group tests goodwill for impairment at year-ends.

If the cost of acquisition is less than the fair value of the identifiable assets, liabilities and contingent liabilities acquired, the difference is recognised directly in the statement of income (Note 3).

NOTE 2 - BASIS OF PRESENTATION OF FINANCIAL STATEMENTS (Continued)

2.2.28 Segment reporting

The Group has selected the geographical segment as the Group's primary segment reporting format based on the risks and returns in geographical areas reflecting the primary source of the enterprise's risks and returns. Business segments have not been disclosed in these consolidated financial statements as the secondary segment reporting format as the operations of the Group are not reportable business segments on the grounds of materiality.

2.2.29 Derivative financial instruments

Derivative financial instruments, predominantly foreign currency interest swap agreements and foreign currency agreements are initially recognised at their historical costs plus the transaction costs. Derivative financial instruments are subsequently remeasured at their fair value. All derivative financial instruments are classified as financial assets carried at fair value through profit or loss. Fair value of derivative financial instruments is measured by using its market value or by applying discounted cash flows method. The fair value of the over-the-counter forward exchange transactions, are determined by comparing the forward exchange rate as of 31 March 2009 with the original forward exchange rate for the related currency which was calculated over the valid market interest rates. Derivative financial instruments are classified as assets or liabilities in accordance with their fair values to be positive or negative.

Changes in the fair value of derivatives at fair value through profit or loss are included in the statement of income.

Certain derivative transactions, while providing effective economic hedges under the risk management position, do not qualify for hedge accounting under the specific rules under IAS 39 and are therefore treated as derivatives at fair value through profit or loss and their fair value gains and losses are included in the statement of income.

Profit or loss included in the commodity futures agreements have been calculated by comparing the spot exchange rate calculated at the balance sheet date with the original exchange rate obtained by using the spot exchange rate at the start date of the agreement (Direct method has been applied for calculating the original exchange rate). Gains and losses occurred in hedging swap transaction is recognized same as the profits and losses incurred from the hedging instrument transactions. Gains and losses incurred in interest rate transactions have been recorded as interest income or expenses.

NOTE 3 - BUSINESS COMBINATIONS

There are no significant business combinations as at 31 March 2009 and 2008 and for the three-month interim periods ended.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 4 - SEGMENT REPORTING

a) Segmental analysis for the period between 1 January - 31 March 2009:

	Turkey	Russia and EE	Europe	Total
Sales	108.776.649	47.453.668	17.786.428	174.016.745
Cost of sales	(87.303.559)	(23.207.214)	(12.347.264)	(122.858.037)
Gross operating profit	**21.473.090**	**24.246.454**	**5.439.164**	**51.158.708**
Marketing, selling and distribution expenses	(11.846.792)	(2.733.942)	(1.764.825)	(16.345.559)
Losses from investments accounted for by equity method, net (-)	(3.302.599)	-	-	(3.302.599)
Net segment result	**6.323.699**	**21.512.512**	**3.674.339**	**31.510.550**
General administrative expenses (-)				(35.545.740)
Other operating income				1.883.890
Other operating expenses				(2.733.294)
Financial income				38.180.367
Financial expense (-)				(100.699.493)
Operating loss before tax from continued operations				**(67.403.720)**
Tax expenses for the period				(1.315.624)
Deferred tax income				10.560.828
Net loss for the period from continued operations				**(58.158.516)**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 4 - SEGMENT REPORTING (Continued)

b) Segmental analysis for the period between 1 January - 31 March 2008:

	Turkey	Russia and EE	Europe	Total
Sales	131.123.486	68.463.850	20.758.773	220.346.109
Cost of sales	(84.455.969)	(32.920.751)	(12.581.124)	(129.957.844)
Gross operating profit	**46.667.517**	**35.543.099**	**8.177.649**	**90.388.265**
Marketing, selling and distribution expenses	(20.259.869)	(4.696.483)	(2.188.036)	(27.144.388)
Losses from investments accounted for by equity method, net (-)	(2.767.973)	-	-	(2.767.973)
Net segment result	**23.639.675**	**30.846.616**	**5.989.613**	**60.475.904**
General administrative expenses (-)				(39.851.619)
Other operating income				1.447.769
Other operating expense				(1.614.765)
Financial income				27.905.754
Financial expense (-)				(83.138.964)
Operating income before tax from continued operations				**(34.775.921)**
Tax expenses for the period				(8.351.669)
Deferred tax income				8.110.944
Net loss for the period from continued operations				**(35.016.646)**

c) Segment assets

	31 March 2009	31 December 2008
Turkey	853.911.398	959.466.845
Russia and EE	757.019.010	762.622.969
Europe	279.380.699	279.831.253
	1.890.311.107	**2.001.921.067**
Unallocated assets	30.945.212	42.112.287
Investments accounted for by the equity method	8.206.712	316.468
Total assets per consolidated financial statements	**1.929.463.031**	**2.044.349.822**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 4 - SEGMENT REPORTING (Continued)

d) Segment liabilities

	31 March 2009	31 December 2008
Turkey	36.346.767	37.021.621
Russia and EE	24.420.234	23.869.382
Europe	28.736.673	30.617.363
	89.503.674	**91.508.366**
Unallocated liabilities	1.007.988.309	1.066.642.313
Total liabilities per consolidated financial statements	**1.097.491.983**	**1.158.150.679**

e) Depreciation and amortisation charges and capital expenditures

Capital expenditures (excluding business combinations):

	31 March 2009	31 March 2008
Turkey	23.698.973	13.202.984
Russia and EE	781.467	758.816
Europe	662.217	1.772.828
	25.142.657	**15.734.628**

Depreciation and amortization charges:

	31 March 2009	31 March 2008
Turkey	11.681.922	13.711.081
Russia and EE	6.360.978	3.298.550
Europe	3.459.115	2.042.540
	21.502.015	**19.052.171**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 4 - SEGMENT REPORTING (Continued)

f) Non-cash expenses:

	31 March 2009			
	Turkey	**Russia and EE**	**Europe**	**Total**
Provision for doubtful receivables (Note 9)	721.455	202.611	415.366	1.339.432
Provision for employment termination benefits and unused vacation rights	209.551	-	-	209.551
Interest expense accruals	7.973.108	1.200.192	96.423	9.269.723
Provision for lawsuits (Note 18)	100.379	-	-	100.379
Provision for impairment of investment property	33.694	-	-	33.694
	9.038.187	**1.402.803**	**511.789**	**10.952.779**

	31 March 2008			
	Turkey	**Russia and EE**	**Europe**	**Total**
Provision for doubtful receivables (Note 9)	377.423	378.414	56.231	812.068
Provision for employment termination benefits and unused vacation rights	505.908	-	-	505.908
Interest expense accruals	2.966.826	5.064.484	195.000	8.226.310
Provision for lawsuits (Note 18)	157.758	-	-	157.758
	4.007.915	**5.442.898**	**251.231**	**9.702.044**

NOTE 5 - CASH AND CASH EQUIVALENTS

The cash and cash equivalents at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Cash	1.550.450	994.054
Banks		
- demand deposits	22.924.211	20.827.847
- time deposits	255.545.433	348.438.613
- blocked deposits	59.728	65.451
	280.079.822	**370.325.965**

The Group has blocked deposits amounting to TL 59.728 (31 December 2008: TL 65.451).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 5 - CASH AND CASH EQUIVALENTS (Continued)

Cash and cash equivalents included in the consolidated statements of cash flow at 31 March 2009 and 2008 are as follows:

	31 March 2009	31 December 2008	31 March 2008	31 December2007
Cash and banks	280.079.822	370.325.965	188.057.460	137.938.512
Less: Blocked deposits	(59.728)	(65.451)	(54.059)	(49.920)
Less: Interest accruals	(1.794.715)	(2.041.423)	(472.655)	(534.873)
Total	**278.225.379**	**368.219.091**	**187.530.746**	**137.353.719**

The maturity analysis of time deposits including the blocked time deposits is as follows:

	31 March 2009	31 December 2008
0-1 month	211.465.386	348.477.992
1-3 months	44.120.988	-
3-6 months	-	-
6-12 months	-	-
	255.586.374	**348.477.992**

There are no time deposits with variable interest rates at 31 March 2009 and 31 December 2008. The effective interest rate for TL is 13,6% (31 December 2008: 21,4%). The effective interest rates of foreign currency denominated time deposits are 3,7% for USD and 3,5% for Euro (31 December 2008: USD: 6,3%, Euro: 6,8%).

NOTE 6 - FINANCIAL ASSETS

The details of financial assets at fair value through profit and loss at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Eurobond	20.169.396	-
	20.169.396	**-**

The best bid prices by the end of the second session in ISE on balance sheet dates were used upon the determination of the fair values of government bonds and treasury bills. As of 31 March 2009 the Group does not have treasury bills and government bonds. (31 December 2008: None).

The maturity analyses of financial assets at fair value through profit and loss at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
91-180 days	20.169.396	-
	20.169.396	**-**

There are no pledged or blocked marketable securities at 31 March 2009 and 31 December 2008.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 6 - FINANCIAL ASSETS (Continued)

The details of long term financial assets at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Available-for-sale financial assets	5.014.194	4.995.077
	5.014.194	**4.995.077**

	Share %	31 March 2009	Share %	31 December 2008
Doğan Havacılık Sanayi ve Ticaret A.Ş. ("Doğan Havacılık")	9,00	4.513.093	9,00	4.513.093
Doğan Factoring Hizmetleri A.Ş. ("Doğan Factoring")	5,00	736.422	5,00	736.422
Doğan Dış Ticaret ve Mümessillik A.Ş. ("Doğan Dış Ticaret")	2,00	346.038	2,00	346.038
Coats İplik Sanayi A.Ş.	0,50	257.850	0,50	257.850
Hür Servis Sosyal Hizmetler ve Ticaret A.Ş. ("Hürservis")	19,00	169.166	19,00	169.166
Other	-	190.079	-	137.268
		6.212.648		**6.159.837**
Impairment on Doğan Havacılık		(1.198.454)		(1.164.760)
		5.014.194		**4.995.077**

NOTE 7 - FINANCIAL LIABILITIES

The details of financial liabilities at 31 March 2009 and 31 December 2008 are as follows:

Short-term financial liabilities:	**31 March 2009**	**31 December 2008**
Bank borrowings	197.722.989	244.438.603
Financial liabilities to suppliers	30.119.337	28.530.162
Lease payables	2.944.436	2.692.644
Total	**230.786.762**	**275.661.409**

Long-term financial liabilities:	**31 March 2009**	**31 December 2008**
Bank borrowings	523.073.583	537.552.557
Financial liabilities to suppliers	99.558.577	86.094.672
Lease payables	3.748.965	4.290.663
Total	**626.381.125**	**627.937.892**

(Amounts expressed in thousands of Turkish lira ("TL"), unless otherwise indicated)

NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings:

The details of bank borrowings at 31 March 2009 and 31 December 2008 are as follows:

	Effective interest rate per annum (%)		Original foreign currency		TL	
	31 March 2009	31 December 2008	31 March 2009	31 December 2008	31 March 2009	31 December 2008
Short-term bank borrowings						
- TL	-	-	-	1.799.088	-	1.799.088
- Euro	-	4,8	-	1.772.924	-	3.795.474
- USD	-	5,9	-	1.195.817	-	1.808.434
- CHF	-	5,1	-	320.582	-	458.432
Sub-total					**-**	**7.861.428**
Short-term portion of long-term bank borrowings						
- USD	3,9	4,5	94.669.501	149.664.115	159.802.118	226.337.042
- Euro	3,0	4,9	15.083.111	2.953.910	33.571.987	6.323.731
- CHF	2,7	5,1	2.966.091	2.738.742	4.348.884	3.916.402
Sub-total					**197.722.989**	**236.577.175**
Total short-term bank borrowings					**197.722.989**	**244.438.603**
Long-term bank borrowings						
- USD	3,7	4,7	280.233.479	305.472.521	473.034.112	461.966.094
- Euro	4,6	5,3	20.632.184	32.446.832	45.923.115	69.462.178
- CHF	2,7	5,1	2.807.500	4.282.717	4.116.356	6.124.285
Total long-term bank borrowings					**523.073.583**	**537.552.557**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings (Continued):

The redemption schedule of long-term bank borrowings is as follows:

Year	31 March 2009	31 December 2008
2010	161.604.973	156.687.824
2011	194.260.616	176.681.512
2012	120.721.792	144.318.584
2013	45.462.335	58.879.869
2014 and over	1.023.867	984.768
	523.073.583	**537.552.557**

The exposure of the Group's borrowings to interest rate changes and the contractual reprising dates at the balance sheet dates are as follows:

Period	31 March 2009	31 December 2008
Up to 6 months	694.841.411	778.576.974
6-12 months	15.810.250	3.414.186
1-5 years	10.144.911	-
	720.796.572	**781.991.160**

Carrying value of the financial liabilities is considered to approximate their fair value since discount effect is not material.

The Group has entered into a credit facility amounting to USD 240.850.000 to finance the acquisition of TME shares. The Group has some covenants related with these bank borrowings.

The Group has to maintain a net debt ratio on the basis of EBITDA identified by the bank for the last 12 months consolidated financial statements.

Furthermore, the Group committed that there will be no business combinations or disposals or sales of assets or liabilities in aggregate which may indicate a change in the control or in the major operations in one of the Group's Subsidiary, TME.

The Group has pledged 33.649.091 unit share certificates which comprise 67,3% of the shares of TME, one of its Subsidiaries, as securities to financial institutions related with the long term bank borrowings (31 December 2008: 33.649.091 unit).

Furthermore, the Group's subsidiary TME has signed a senior credit agreement in 2007 which amounts to a total facility of USD 200.000.000. The Group has drawn USD 144.800.000 of the credit facility in 2007, the remaining part of the credit facility amounted USD 55.200.000 has been drawn in October 2008.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings (Continued):

TME shall repay and cancel the credit facility in case of any change in the control of TME or any illegal acts provided that there are mitigation clauses in the credit facility agreement.

Furthermore, if there are disposals or sells in aggregate in excess of the amount of 10% of the TME's consolidated net assets or if there is an equity movement resulting in 10% change in TME's consolidated net assets, TME shall repay and cancel the credit facility.

The Group's borrowings issued at variable interest amount to TL 710.912.402 at 31 March 2009 (31 December 2008: TL 682.526.838).

Lease payables:

Lease payables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Short-term lease payables	2.944.436	2.692.644
Long-term lease payables	3.748.965	4.290.663
	6.693.401	**6.983.307**

The redemption schedules of long-term lease payables are stated below:

Year	**31 March 2009**	**31 December 2008**
2010	-	2.687.916
2011	2.033.367	1.572.833
2012	1.682.400	29.914
2013 and over	33.198	-
	3.748.965	**4.290.663**

The effective interest rate for long term lease payables is 6,5% for USD and 5,0% for Euro (31 December 2008: USD: 6,5%, Euro: 5,0%).

Financial liabilities to suppliers:

Short and long-term financial liabilities to suppliers are related with the purchase of machinery and equipment. The effective interest rates of long term financial liabilities to suppliers are 3,5% for USD, 4,7% for Euro and 1,7% for CHF (31 December 2008: USD: 3,4%, Euro: 4,5%, CHF: 3,0%).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 7 - FINANCIAL LIABILITIES (Continued)

Financial liabilities to suppliers (Continued):

The redemption schedules of long-term financial liabilities to suppliers are as follows:

Year	31 March 2009	31 December 2008
2010	21.142.190	21.889.481
2011	25.854.809	21.985.081
2012	25.521.829	21.664.817
2013	22.168.919	18.633.226
2014 and over	4.870.830	1.922.067
	99.558.577	**86.094.672**

The Group's long-term financial liabilities to suppliers issued at variable interest rates are amounting to TL 99.558.577 (31 December 2008: TL 86.094.672).

The exposure of the Group's long-term financial liabilities to suppliers to interest rate changes and the contractual reprising dates are as follows:

Period	31 March 2009	31 December 2008
Up to 6 months	127.418.950	113.654.109
6-12 months	2.258.964	970.725
1-5 years	-	-
	129.677.914	**114.624.834**

The fair values of short-term and long-term financial liabilities to suppliers are considered to approximate their carrying values as the effect of discount is not material.

NOTE 8 - OTHER FINANCIAL LIABILITIES

Other financial liabilities at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Financial liabilities due to put options		
Short-term (Note 19)	13.412.848	13.686.315
Long-term (Note 19)	5.646.360	6.043.151
	19.059.208	**19.729.466**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 9 - TRADE RECEIVABLES AND PAYABLES

Short-term trade receivables net of unearned credit finance income at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Trade receivables	164.280.841	176.236.809
Cheques and notes receivable	5.870.241	8.682.318
Receivables from credit cards	232.763	312.739
	170.383.845	**185.231.866**
Unearned credit finance income	(1.593.755)	(1.540.031)
	168.790.090	**183.691.835**
Less: provision for doubtful receivables	(33.418.177)	(32.659.317)
Short-term trade receivables	**135.371.913**	**151.032.518**

Long-term trade receivables net of unearned credit finance income at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Long-term trade receivables	7.781.977	8.342.790
Unearned credit finance income	(940.771)	(994.495)
Long-term trade receivables	**6.841.206**	**7.348.295**

Trade receivables resulting from advertisement and publications, amounting to TL 89.961.281 (31 December 2008: TL 105.416.417) are followed up by Doğan Factoring Hizmetleri A.Ş. ("Doğan Factoring") in accordance with the factoring agreement signed between the Group and Doğan Factoring. The average due date of the Group's trade receivable followed up by Doğan Factoring is 3 months (31 December 2008: 3 months). The unearned credit finance income related with the receivables followed up by Doğan Factoring is TL 1.035.035 TL (31 December 2008: TL 1.879.645) and the effective interest rate is 13,5% (31 December 2008: 19%).

Group's long-term trade receivables are related with restructured receivables.

(Amounts expressed in Turkish lira (“TL”), unless otherwise indicated)

NOTE 9 - TRADE RECEIVABLES AND PAYABLES (Continued)

The movement of provision for doubtful receivables is as follows:

	2009	**2008**
1 January	**32.659.317**	**18.804.427**
Additions during the period (Note 26)	1.339.432	812.068
Collections during the period	(152.673)	(289.726)
Currency translation differences	(427.899)	(476.995)
31 March	**33.418.177**	**18.849.774**

Trade payables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Short-term trade payables	37.825.918	38.813.109
	37.825.918	**38.813.109**

NOTE 10 - OTHER RECEIVABLES AND PAYABLES

Other receivables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Receivables from fixed asset sales	3.110.103	-
Receivables from tax authorities (*)	2.272.747	15.975.462
Deposits and guarantees given	487.741	717.634
	5.870.591	**16.693.096**

(*) Receivables from tax authorities of the Group consist of the receivable as a result of the reconciliation with tax authority (Turkey) as explained in Note 18 and the tax receivable as a result of tax litigation resulted in favour of Pronto Moscow, a subsidiary of the Group, which should be offset against future tax liabilities.

Other long-term receivables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Deposits and guarantees given	691.777	300.753
	691.777	**300.753**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 10 - OTHER RECEIVABLES AND PAYABLES (Continued)

Other payables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Due to personnel	6.502.824	5.498.759
Taxes and funds payable	5.663.191	5.851.429
Social security withholdings payable	3.154.758	3.026.814
Deposits and guaranties received	1.013.826	1.191.255
Other	13.310	-
	16.347.909	**15.568.257**

Other long-term payables at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Deposits and guarantees received	211.000	189.038
	211.000	**189.038**

NOTE 11 - INVENTORIES

	31 March 2009	31 December 2008
Raw materials and supplies	15.956.142	18.589.869
Promotion stocks (*)	4.122.775	3.769.347
Semi-finished goods	834.860	386.636
Finished goods and merchandise	572.867	1.184.173
	21.486.644	**23.930.025**
Impairment on promotion stocks	(479.513)	(479.513)
	21.007.131	**23.450.512**

(*) Promotion stocks include promotion materials such as books and CDs.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 12 - INVESTMENTS ACCOUNTED FOR BY THE EQUITY METHOD

The details of the investments accounted for by the equity method as of 31 March 2009 and 31 December 2008 are as follows:

	Share %	31 March 2009	Share %	31 December 2008
Doğan Media (*)	42,42	7.889.008	42,42	-
Yaysat	25,00	225.906	25,00	224.731
DYG İlan	20,00	91.798	20,00	91.737
		8.206.712		**316.468**

The summary of Group's share of the financial statements of the investments accounted for by the equity method at 31 March 2009 is as follows:

31 March 2009	Total assets	Total liabilities	Net sales	Net (loss)/income for the period
Doğan Media (*)	27.611.977	19.722.969	13.703.912	(3.303.768)
Yaysat	244.246	18.340	122.275	1.175
DYG İlan	60.088	(31.710)	19.365	(6)
	27.916.311	**19.709.599**	**13.845.552**	**(3.302.599)**

(*) Net loss for the period of Doğan Media mainly stems from the establishment costs of its subsidiary Doğan Media International SA established in Romania.

The summary of Group's share of the financial statements of the investments accounted for by the equity method at 31 December 2008 is as follows:

31 December 2008	Total assets	Total liabilities	Net sales (*)	Net (loss)/income for the period (*)
Doğan Media	28.644.684	28.663.897	4.506.906	(2.999.225)
Yaysat	405.904	181.173	49.506	231.136
DYG İlan	100.165	8.428	3.754	116
	29.150.753	**28.853.498**	**4.560.166**	**(2.767.973)**

(*) Represents net loss and net sales for the three-month period ended as of 31 March 2008.

The movements in associates during the period are as follows:

	2009	2008
1 January	**316.468**	**4.380.092**
Share capital increase	9.677.072	-
Loss from associates	(3.302.599)	(2.999.225)
Income from associates	-	231.253
Currency translation differences	1.515.771	-
31 March	**8.206.712**	**1.612.120**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 13 - INVESTMENT PROPERTY

The movements in investment property and related amortisations during the three-month period ended 31 March 2009 are as follows:

	1 January 2009	Additions	Disposals	Provision of impairment	Transfers	31 March 2009
Cost:						
Land	9.565.495	-	-	-	-	9.565.495
Buildings	12.803.169	864.906	(8.053.778)	2.622.644	2.106.179	10.343.120
	22.368.664	**864.906**	**(8.053.778)**	**2.622.644**	**2.106.179**	**19.908.615**
Accumulated depreciation:						
Buildings	391.762	18.364	-	-	-	410.126
	391.762	**18.364**	**-**	**-**	**-**	**410.126**
Net book value	**21.976.902**					**19.498.489**

The fair value of the investment property has been determined as TL 32.883.074 at 31 March 2009 (31 December 2008: TL 34.180.558).

The movement in investment property and related amortisations during the three-month period ended 31 March 2008 is as follows:

	1 January 2008	Additions	Disposals	Provision of impairment	31 March 2008
Cost:					
Land	9.565.495	-	-	-	9.565.495
Buildings	3.444.900	2.527.532	-	-	5.972.432
	13.010.395	**2.527.532**	**-**	**-**	**15.537.927**
Accumulated depreciation:					
Buildings	318.307	18.364	-	-	336.671
	318.307	**18.364**	**-**	**-**	**336.671**
Net book value	**12.692.088**				**15.201.256**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 14 - PROPERTY, PLANT AND EQUIPMENT

The movements in property, plant and equipment and related accumulated depreciation for the three-month period ended 31 March 2009 are as follows:

	1 January 2009	Currency translation differences	Additions	Disposals	Transfers	31 March 2009
Cost						
Land and land improvements	52.609.400	214.184	-	-	-	52.823.584
Buildings	265.032.446	513.655	192.718	(4.944)	(2.106.179)	263.627.696
Machinery and equipments	672.717.143	1.821.097	1.396.123	-	23.184.823	699.119.186
Motor vehicles	11.312.260	208.484	1.077	-	-	11.521.821
Furniture and fixtures	97.252.560	(149.680)	906.427	(296.622)	-	97.712.685
Leasehold improvements	25.036.022	(46.739)	126.991	-	-	25.116.274
Other non current assets	408.167	16.162	82.152	-	-	506.481
Construction in progress	2.593.055	13.205	20.673.278	-	(23.139.475)	140.063
	1.126.961.053	**2.590.368**	**23.378.766**	**(301.566)**	**(2.060.831)**	**1.150.567.790**
Accumulated depreciation						
Land and land improvements	376.114	-	17.313	-	-	393.427
Buildings	57.650.434	(48.829)	1.453.205	-	-	59.054.810
Machinery and equipments	435.282.503	983.679	11.105.061	-	-	447.371.243
Motor vehicles	7.012.582	(32.783)	309.426	-	-	7.289.225
Furniture and fixtures	74.819.814	(219.810)	1.729.005	(210.931)	-	76.118.078
Leasehold improvements	22.500.100	(692)	93.895	-	-	22.593.303
Other non current assets	189.206	4.567	10.867	-	-	204.640
	597.830.753	**686.132**	**14.718.772**	**(210.931)**	**-**	**613.024.726**
Net book value	**529.130.300**					**537.543.064**

Net book value of the property, plant and equipment in machinery and equipment group obtained via financial leasing is amounting to TL 13.920.534 (31 December 2008: TL 13.888.186).

At 31 March 2009 there are liens amounting to TL 6.819.951 (31 December 2008: TL 6.559.411) and mortgages amounting to TL 14.467.700 (31 December 2008: TL 13.915.200).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 14 - PROPERTY, PLANT AND EQUIPMENT (Continued)

The movements in property, plant and equipment and related accumulated depreciation for the three-months period ended 31 March 2008 are as follows:

	1 January 2008	**Currency translation differences**	**Additions**	**Disposals**	**31 March 2008**
Cost					
Land and land improvements	52.246.932	1.093.194	4.572.893	-	57.913.019
Buildings	258.805.088	4.114.339	417.815	-	263.337.242
Machinery and equipment	644.183.292	8.750.297	172.968	-	653.106.557
Motor vehicles	9.750.872	233.036	476.068	-	10.459.976
Furniture and fixtures	92.068.472	1.946.143	2.318.622	(399.796)	95.933.441
Leasehold improvements	24.629.038	42.522	41.506	-	24.713.066
Other non current assets	325.592	58.068	-	-	383.660
Construction in progress	8.502.573	123.287	3.811.020	(497.950)	11.938.930
	1.090.511.859	**16.360.886**	**11.810.892**	**(897.746)**	**1.117.785.891**
Accumulated depreciation					
Land and land improvements	325.667	-	12.017	-	337.684
Buildings	51.139.088	575.065	1.346.128	-	53.060.281
Machinery and equipment	390.229.388	3.686.218	10.496.465	-	404.412.071
Motor vehicles	5.131.167	53.955	262.458	-	5.447.580
Furniture and fixtures	68.536.761	705.263	1.586.234	(186.731)	70.641.527
Leasehold improvements	22.171.037	10.660	82.370	-	22.264.067
Other non current assets	143.371	-	-	-	143.371
	537.676.479	**5.031.161**	**13.785.672**	**(186.731)**	**556.306.581**
Net book value	**552.835.380**				**61.479.310**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 15 - INTANGIBLE ASSETS

Movement of intangible assets and related accumulated amortization for the three-months period ended 31 March 2009 is as follows:

	1 January 2009	Additions	Disposals	Currency translation differences	31 March 2009
Cost					
Tradenames	315.838.367	-	-	(2.395.424)	313.442.943
Customer list	274.413.483	-	-	(5.070.281)	269.343.202
Computer software and rights	41.071.047	857.400	(13.183)	1.036.526	42.951.790
Internet domain names	14.551.572	32.958	-	(2.644.099)	11.940.431
Other intangible assets	6.878.293	8.627	-	(119.773)	6.767.147
	652.752.762	**898.985**	**(13.183)**	**(9.193.051)**	**644.445.513**
Accumulated amortization					
Trade names	14.610.793	301.309	-	(614.805)	14.297.297
Customer list	29.421.115	3.933.186	-	(456.437)	32.897.864
Computer software and rights	20.472.996	2.141.458	(8.240)	393.603	22.999.817
Internet domain names	1.039.278	149.598	-	4.635	1.193.511
Other intangible assets	6.021.218	239.328	-	(111.389)	6.149.157
	71.565.400	**6.764.879**	**(8.240)**	**(784.393)**	**77.537.646**
Net book value	**581.187.362**				**566.907.867**

(Amounts expressed in Turkish lira (“TL”), unless otherwise indicated)

NOTE 15 - INTANGIBLE ASSETS (Continued)

Movement of intangible assets and related accumulated amortization for the three-month period ended 31 March 2008 is as follows:

	1 January 2008	Additions	Disposals	Currency translation differences	31 March 2008
Cost					
Tradenames	289.768.125	-	-	37.401.454	327.169.579
Customer list	252.681.895	-	-	31.535.435	284.217.330
Software and rights	23.876.159	1.317.369	-	2.578.167	27.771.695
Internet domain names	16.696.590	-	-	2.287.903	18.984.493
Other intangible assets	6.076.417	78.835	-	386.476	6.541.728
	589.099.186	**1.396.204**	**-**	**74.189.435**	**664.684.825**
Accumulated depreciation					
Tradenames	915.911	307.561	-	113.501	1.336.973
Customer list	11.833.877	3.960.848	-	1.486.589	17.281.314
Software and rights	12.264.010	375.103	-	1.575.867	14.214.980
Internet domain names	650.523	216.994	-	81.707	949.224
Other intangible assets	4.797.870	387.629	-	428.455	5.613.954
	30.462.191	**5.248.135**	**-**	**3.686.119**	**39.396.445**
Net book value	**558.636.995**				**625.288.380**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 15 - INTANGIBLE ASSETS (Continued)

Intangible assets with indefinite useful lives amounted to TL 288.728.562 at 31 March 2009 (31 December 2008: TL 292.613.040). The useful lives of the assets with indefinite useful life, as expected by the Group, are determined based on the stability of the industry, changes in market demands as to the products and services provided through assets, control period over the assets and legal or similar restrictions on their utilization.

Amortisation expenses amounting to TL 6.764.879 for the three-month interim period ended at 31 March 2009 have been included in operating expenses (31 December 2008: TL 26.210.983).

NOTE 16 - GOODWILL

The movements in goodwill during the three-month period ended 31 March 2009 and 2008 are as follows:

	2009	2008
1 January	**236.449.857**	**236.129.473**
Currency translation differences	(1.632.454)	28.987.511
Other (*)	(1.222.742)	5.689.962
31 March	**233.594.661**	**270.806.946**

(*) Other represents the changes in the fair value of the put options (Note 2.2.24).

Goodwill is tested annually for impairment at year-end and carried at cost less accumulated impairment losses.

Goodwill is not subject to amortisation starting from 1 January 2005, within the framework of IFRS 3 "Business Combinations", and the carrying value of goodwill is tested for impairment, as mentioned in the above paragraph.

NOTE 17 - GOVERNMENT GRANTS

The Group realized six investment agreements of imported equipment amounting to USD 24.700.361 and domestic equipment amounting to TL 151.800 due to the modernization of its printing plants in Istanbul, Ankara, Izmir, Adana, Antalya and Trabzon on 23, 27 and 31 July 2008. The agreements are valid for two years and equipment imported within the scope of the certificate is exempt from Customs Duty, Collective Housing Fund and VAT. The Group has realized machinery investments amounting to USD 18.373.032 in accordance to those investments agreements as at 31 March 2009.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 18 -PROVISIONS, CONTINGENT ASSETS AND LIABILITIES

As of 31 March 2009 and 31 December 2008, short-term provisions are as follows:

	31 March 2009	31 December 2008
Provision for lawsuit	2.273.193	2.172.814
Provision for unused vacation	4.074.081	4.558.785
	6.347.274	**6.731.599**

The movement in provision for unused vacation rights during the period is as follows:

	2009	2008
1 January	**4.558.785**	**2.582.860**
Additions during the period	39.721	-
Provisions reversed	(524.425)	(36.425)
31 March	**4.074.081**	**2.546.435**

The movements in provision for lawsuit during the period are as follows:

	2009	2008
1 January	**2.172.814**	**2.564.660**
Additions during the period (Note 26)	100.379	157.758
31 March	**2.273.193**	**2.722.418**

The Group filed two lawsuits with relevant tax courts in relation to the tax and penalty notices notified by Tax Authority ("Tax Authority") on various dates.

Considering that there is no public benefit in the continuation of the dispute and without waiting for the final decision of the Tax Court, the Company paid TL 13,752.185 on 29 December 2004, TL 7.500.000 on 30 December 2006, TL 5.543.000 on 14 November 2007 and TL 715.111 on 27 December 2007 - hence a total of TL 27.510.296 as a result of the tax and penalty notices notified due to these lawsuits. The payments, including the default interest, were made based on the amounts calculated by the Tax Authority except for which the Council of State ruled for stay of execution. The provisions recognized for such lawsuits have been decreased at the amount of payments during the period of payments.

The Council of State quashed the ruling of the local court by partially accepting the appeal lodged for both lawsuits. On 23 December 2008, a settlement was agreed with the Republic of Turkey Finance Ministry Reconciliation Commission within the context of Law No. 5736, "Collection of Some Public Receivables via Settlement Procedure", and the lawsuits were abnegated within the scope of settlement. As a result of the settlement, tax charges and tax penalties at an aggregate amount of TL 13.667.733, which were paid and recognised as expense in previous years, were collected as cash on 4 February 2009. The provision amounting to TL 479.402 recognised for the lawsuits in the prior years' consolidated financial statements has been reversed and TL 14.146.135 recognised as other operating income which included the amount received (Note 26). The lawsuits and the settlement processes were completed with the payment made to the Company.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 19 - COMMITMENTS

Commitments and contingencies, from which the management does not anticipate any significant losses or liabilities, are summarized below:

a) Guarantees given:

	Currency	Original amount	31 March 2009	Original amount	31 December 2008
Letters of guarantee	TL	3.578.949	3.578.949	4.047.743	4.047.743
	HUF	58.700.000	446.251	58.700.000	468.746
Financial notes	TL	202.223	202.223	202.223	202.223
Guarantee notes	TL	1.714	1.714	1.714	1.714
Guarantees given	TL	3.008.529	3.008.529	3.008.529	3.008.529
	Euro	25.00	55.645	25.000	53.520
			7.293.311		**7.782.475**

b) Commitments given:

The Group has blocked deposits amounting to TL 59.728 at 31 March 2009 (31 December 2008: TL 65.451) (Note 5) and has liens amounting to TL 6.819.951 related to the machinery and equipment, arising from the operations in Germany (31 December 2008: TL 6.559.411).

There are mortgages amounting to TL 14.467.700 on property plant and equipment as of 31 March 2009 (31 December 2008: TL 13.915.200) (Note 14).

c) Barter agreements:

Group, as is common practice in the media sector, has entered into barter agreements. These agreements involve the exchange of goods or services without cash collections or payments.

As of 31 March 2009, in connection with the barter agreements, the Group has TL 6.426.585 (31 December 2008: TL 7.209.486) of advertisement commitment and TL 5.498.980 (31 December 2008: TL 5.251.718) goods and services purchase rights.

d) Lawsuits against the Group:

The lawsuits against the Group amount to TL 30.817.125 (31 December 2008: TL 31.493.679). Group accounts for provisions in cases when there is a legal or valid liability resulting from past operations and it may be necessary for resources to flow out in order to fulfil these liabilities and when a reliable estimation can be made for the amount. As a result of these analyses, as of 31 March 2009 the Group has accounted for a provision of TL 2.273.193 for trade and administrative lawsuits (31 December 2008: TL 2.172.814).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 19 - COMMITMENTS (Continued)

d) Lawsuits against the Group (Continued):

	31 March 2009	31 December 2008
Legal lawsuits	22.223.582	23.117.282
Trade lawsuits	3.854.140	3.858.640
Labor lawsuits	2.765.034	2.514.224
Administrative lawsuits	1.043.022	1.072.186
Tax lawsuits	926.347	926.347
Penal lawsuits	5.000	5.000
	30.817.125	**31.493.679**

e) Derivative financial instruments:

i) Swap transactions in foreign exchange

The Group has made a Euro swap transaction regarding the last three installments of its long term bank credit agreement, explained in detail in Note 7 amounted to USD 240.850.000, due in 2012 and 2013 amounting to USD 80.283.333. As at 6 March 2009, the Euro swap transaction was terminated according to the agreement made between the Group and the related bank. As a result of such foreign currency swap transactions, gain amounted to TL 11.717.066 has been recognized as of 31 March 2009.

ii) Interest rate swap transactions

The Group entered into ten collar agreements totaling to USD 83.000.000 and purchased one CAP amounting to USD 37.000.000 to hedge the interest rate risk arising from borrowings as of 31 March 2009. The agreements have fixed floor and ceiling rates. Accordingly, at the dates defined in agreements, if the LIBOR rate is below the floor rate, the Group has to compensate for the difference between the floor rate and the actual rate. Similarly, if the LIBOR rate is above the ceiling rate, banks compensate for the difference to the Group.

As of 31 March 2009 fixed floor and ceiling rates change between 2,8% and 5,6% (31 December 2008: 2,8% -5,6%) and the main floating interest rate is LIBOR.

Financial expense recognized during the period regarding these agreements amounted to TL 414.516 (31 December 2008: TL 367.003).

f) Put options:

In January 2007, OOO ProntoMoscow, a subsidiary of the Group, finalised the acquisition of Impress Media Marketing LLC. Accordingly, the Group has the right to purchase minority shares of 26,5% from owners without a time constraint, provided that certain conditions are met. The Group management assumed that 5,8% of the remaining minority shares of 26,5% will realize in the current year therefore is classified under short-term other financial liabilities. As of 31 March 2009, the short portion of the fair value of the put option is TL 995.920 (31 December 2008: TL 1.218.914), long term portion is TL 3.605.568 (31 December 2008: TL 4.405.330) according to various valuation techniques and assumptions.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 19 - COMMITMENTS (Continued)

f) Put options (Continued):

The Group has granted a put option, on the remainder of 30% shares during the acquisition of 70% interest of the shares in its subsidiary Oglasnik d.o.o. located in Croatia. As of 31 March 2009, the fair value of this option is TL 12.416.928 according to various valuation techniques and assumptions and and classified in "other short-term financial liabilities" (31 December 2008: TL 12.467.401). The option is exercisable until July 2009.

The Group has acquired a 55% interest in Moje Delo d.o.o. ("Moje Delo") in Slovenia. The Group determined an earn-out subject to a maximum of EUR 1 million and paid during the period. The Group has granted to the selling shareholders a put option on the remainder of the shares exercisable from January 2009 to January 2012 and has a call option exercisable from January 2011 to January 2014. Exercise price shall be calculated based on EBITDA and the net financial debt of Moje Delo. The fair value of the put option is TL 2.040.792 as of 31 March 2009 (31 December 2008: TL 1.637.821) and classified in "other long-term financial liabilities".

NOTE 20 - PROVISION FOR EMPLOYMENT TERMINATION BENEFITS

Provision for employment termination benefits at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Provision for employment termination benefits	11.077.519	11.744.969
	11.077.519	**11.744.969**

There are no pension plans and benefits other than the legal requirement as explained below.

Under the Turkish Labour Law, the Company is required to pay termination benefits to each employee who has completed one year of service and whose employment is terminated without due cause, or who is called up for military service, dies or retires after completing 25 years of service (20 years for women) and achieves the retirement age (58 for women and 60 for men). At 31 March 2009, the amount payable maximum TL 2.260,05 (31 December 2008: TL 2.173,18) for each year of service.

On the other hand Group is liable to make payments to personnel who work for a minimum of 5 years and whose employment is terminated without due cause in accordance with the Regulations with regards to Employees Employed in the Press Sector. The maximum payable amount is 30 days' salary for each year of service.

Employment termination benefit liabilities are not subject to any funding and there are no legal requirements for funding of these liabilities.

The provision has been calculated by estimating the present value of the future probable obligation of the Group arising from the retirement of the employees.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 20 - PROVISION FOR EMPLOYMENT TERMINATION BENEFITS (Continued)

Accounting principles described in Note 24, require actuarial valuation methods to be developed to estimate the enterprise's obligation under defined benefit plans. Accordingly the following actuarial assumptions were used in the calculation of the total provision.

	31 March 2009	**31 December 2008**
Discount rate (%)	6,26	6,26
Turnover rate to estimate the probability of retirement (%)	89	89

The principal assumption is that the maximum liability of TL 2.260,05 (31 December 2008: TL 2.173,18) for each year of service will increase in line with inflation. Thus, the discount rate applied represents the expected real rate after adjusting for the anticipated effects of future inflation. As the maximum liability is revised semi-annually, the maximum amount of TL 2.260,05 (1 January 2008: TL 2.087,92) which is effective from 1 July 2008, has been taken into consideration in calculating the reserve for employment termination benefit of the Group. As of 31 March 2009, the salaries have been taken into consideration in calculation for the employees under the Regulations with regards to Employees Employed in the Press Sector.

Movements in the provision for employment termination benefits during the period are as follows:

	2009	**2008**
1 January	**11.744.969**	**10.115.141**
Charge for the period	169.830	505.908
Payments during the period and provisions terminated	(837.280)	(527.293)
31 March	**11.077.519**	**10.093.756**

NOTE 21 - OTHER CURRENT/NON-CURRENT ASSETS AND OTHER CURRENT/NON-CURRENT LIABILITIES

Other current assets at 31 March 2009 and 31 December 2008 is as follows:

	31 March 2009	**31 December 2008**
Prepaid tax (Note 30)	21.090.037	19.476.471
Prepaid expenses (*)	11.080.015	10.052.544
Advances given to personnel	4.657.632	4.134.020
Value Added Tax ("VAT") receivables	2.095.300	2.270.461
Job advances	1.838.739	1.359.241
Income accruals	571.029	8.730.439
Advances given for purchases	395.590	584.150
Other	4.808.998	4.808.997
	46.537.340	**51.416.323**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 21 - OTHER CURRENT/NON-CURRENT ASSETS AND OTHER CURRENT/NON-CURRENT LIABILITIES (Continued)

Other non-current assets at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Advances given related to tangible asset purchases	4.752.107	7.146.327
Prepaid expenses	265.352	710.168
Other	371.892	451.725
	5.389.351	**8.308.220**

Other short-term liabilities at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Deferred revenue	8.955.341	9.310.846
VAT payables	6.490.481	4.021.327
Expense accruals	2.016.277	1.074.257
Payables to personnel	92.279	45.538
Other	677.378	1.037.154
	18.231.756	**15.489.122**

Other long-term liabilities at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Other long-term liabilities	74.271	384.123
	74.271	**384.123**

NOTE 22 - SHAREHOLDERS' EQUITY

The Company adopted the registered share capital system available to companies registered with the CMB and set a limit on its registered share capital representing registered type shares with a nominal value of TL 1 There are no privileged shares. The Company's historical authorised and paid-in share capital at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	31 December 2008
Historical authorised and paid-in share capital	460.000.000	460.000.000
Limit on registered share capital (historical)	800.000.000	800.000.000

Companies in Turkey may exceed the limit for registered share capital in case of issuance of free capital shares to existing shareholders.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 22 - SHAREHOLDERS' EQUITY (Continued)

The shareholding structure is as follows:

	31 March 2009	Share (%)	31 December 2008	Share (%)
Doğan Yayın	306.176.000	66,56	305.624.000	66,44
Doğan Holding	45.126.000	9,81	23.920.000	5,20
Publicly owned	108.698.000	23,63	130.456.000	28,36
	460.000.000	**100**	**460.000.000**	**100**
Adjustment to share capital	77.198.813		77.198.813	
Total share capital	**537.198.813**		**537.198.813**	

As of 31 March 2009, 6,56% (31 December 2008: 6,44%) of publicly owned shares belong to Doğan Yayın which is the main shareholder of the Group, and 9,81% (31 December 2008: 5,20%) by Doğan Holding, which is the ultimate parent of the Group.

The board of the company assembled on 10 April 2009 and resolved that since the Group had "consolidated net period loss" of TL 38.093.867, taking into account together with "tax expense for the period" "deferred tax revenue" and minority interest, in accordance with the consolidated financial statements related to 2008, which were independently audited and prepared pursuant to CMB Communiqué Serial XI No. 29 and IFRS, the presentation principles of which were set out in CMB Communiqué No. 11/467 dated 17 April 2008, the shareholders would be notified that no profit distribution can be made related to the year 2008 accounting period in the scope of CMB profit distribution regulations, and this issue would be submitted to the vote of the General Assembly; in addition, the shareholders would be informed that the firm had a period loss of TL 32.131.261 in the financial records kept in accordance with the TCC and TPL.

Adjustment to share capital represents the restatement effect of cash contributions to share capital at year-end equivalent purchasing power.

The legal reserves consist of first and second reserves, appropriated in accordance with the Turkish Commercial Code (TCC). The TCC stipulates that the first legal reserve is appropriated out of statutory profits at the rate of 5% per annum, until the total reserve reaches 20% of the Company's paid-in share capital. The second legal reserve is appropriated at the rate of 10% per annum of all cash distributions in excess of 5% of the paid-in share capital. Under the TCC, the legal reserves can only be used to offset losses and are not available for any other usage unless they exceed 50% of paid-in share capital.

The amounts stated above should be reclassified under "Restricted Reserves" in accordance with the CMB Financial Reporting Standards.

As of 31 March 2009 and 31 December 2008, details of the restricted reserves of Hürriyet, equityholder of the Group, are as follows:

Restricted reserves:	**31 March 2009**	**31 December 2008**
1. Composition restricted reserves	23.067.690	23.067.690
2. Composition restricted reserves	4.648.846	4.242.492
	27.716.536	**27.310.182**

NOTE 22 - SHAREHOLDERS' EQUITY (Continued)

In accordance with the CMB regulations effective until 1 January 2008, the inflation adjustment differences arising at the initial application of inflation accounting which are recorded under "accumulated losses" could be netted off from the profit to be distributed based on CMB profit distribution regulations. In addition, the aforementioned amount recorded under "accumulated losses" could be netted off with net income for the period, if any, undistributed prior period profits, and inflation adjustment differences of extraordinary reserves, legal reserves and capital, respectively.

Again, relative to the execution valid due to 1 January 2008, according to the result of inflation adjusted first financial statement arrangement, equity accounts of "capital, issue premium, legal reserves, statutory reserves, appropriated surplus and extraordinary reserves" are booked as their balance sheet values and total of the adjusted values of these accounts were booked in equity group "equity inflation adjustment differences" account. For all equity accounts, "equity inflation adjustment differences" could only be used for stock split or loss account; booked amounts of extraordinary reserves could only be used for stock split, cash dividend distribution or loss accounts.

In accordance with the Communiqué No:XI-29 and related announcements of CMB, effective from 1 January 2008, "Share capital", "Restricted Reserves" and "Share Premiums" shall be carried at their statutory amounts.

The valuation differences (such as inflation adjustment differences) shall be disclosed as follows:

- if the difference is arising due to the inflation adjustment of "Paid-in Capital" and not yet been transferred to capital should be classified under the "Inflation Adjustment to Share Capital";

- if the difference is due to the inflation adjustment of "Restricted Reserves" and "Share Premium" and the amount has not been utilised in dividend distribution or capital increase yet, it shall be classified under "Retained Earnings";

Other equity items shall be carried at the amounts calculated based on CMB Financial Reporting Standards.

There is no usage of the 'Capital Difference Adjustments' except adding up to the Capital.

According to the 4/138 numbered decision of Capital Market Board as of 8 February 2008, beginning from 1 January 2008, for incorporated companies whose shares are sold in stock market, minimum profit distribution proportion is 20% (31 December 2008: 20%). According to this, the distribution will be made due to the decision taken in the general assembly, as cash or as addition of dividend to the capital of costless distribution of shares that will be exported or as partially cash and partially costless distribution of shares. When the amount of first dividend is less than 5% of paid/issued capital, amount that will be distributed is enabled to be held in shareholders equity by not distributing; but incorporated companies that apply capital increase without performing dividend distribution related to the previous period and therefore whose shares are divided as "old" and "new", which will distribute dividend from period profit as a result of 2008 operations, as a necessity, calculated first dividend has to be distributed in cash.

Moreover, in accordance with the CMB decision no 7/242, dated 25 February 2005, in the event that the entire profit distribution amount calculated pursuant the minimum profit distribution amount calculated over the net distributable profit found in accordance with CMB regulations can be covered by the distributable profit in the statutory records, it shall be distributed completely, and if the relevant amount cannot be covered by that amount, all of the net distributable profit in the statutory records shall be distributed. In the event that there is any period loss in financial statements or statutory records prepared in accordance with the CMB regulations, no profit shall be distributed.

NOTE 22 - SHAREHOLDERS' EQUITY (Continued)

Dividend Payment

Companies registered on ISE are subject to dividend requirements regulated by the CMB as explained below:

In accordance with the CMB Decision dated 9 January 2009, concerning distribution basis of net profit obtained from the operations of the year 2009, minimum profit distribution shall be applied as 20% for the companies quoted in the stock exchange (31 December 2008: 20%). According to the Board's decision and Communiqué IV No:27 issued by CMB regarding allocation basis of profit of publicly owned companies, the distribution of the relevant amount may be realised as cash or as bonus shares or partly as cash and bonus shares; and in the event that the first dividend amount to be specified is less than 5% of the paid-up capital, the relevant amount can be retained within the company. However, companies that made capital increases before distributing dividends related to the prior period and whose shares are therefore classified as "old" and "new" and that will distribute dividends from the profit made from 2008 operations are required to distribute the initial amount in cash.

In addition, according to the aforementioned Board decision dated 9 January 2009, the restrictions on the distributions of the profit derived from the subsidiaries, joint ventures and associates of entities who are required to prepare consolidated financial statements where no profit distribution decision is taken in the general assemblies of such subsidiaries joint ventures and associates is abolished. It is decided that as long as the entities can provide the necessary amount from their statutory reserves, the distributable profit can be calculated based on the net income declared at the publicly announced consolidated financial statements in the accordance with Communiqué XI No:29.

Accordingly, if the amount of dividend distributions calculated in accordance with the net distributable profit requirements of the CMB does not exceed the statutory net distributable profit, the total amount of distributable profit shall be distributed. If it exceeds the statutory net distributable profit, the total amount of the statutory net distributable profit shall be distributed. It is stated that dividend distributions should not be made if there is a loss in either the consolidated financial statements prepared in accordance with CMB regulations or in the statutory financial statements.

In accordance with the Board Decision dated 9 January 2009, the total amount of net income after the deduction of accumulated losses at statutory records and reserves that can be subject to dividend distribution shall be disclosed in the notes to the financial statements which will be prepared and publicly announced in accordance with Communiqué XI No:29.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 23 - SALES AND COST OF SALES

Sales

	31 March 2009	31 March 2008
Advertisment sales	106.680.023	155.100.526
Circulation and publishing sales	44.780.042	43.890.075
Other	22.556.680	21.355.508
Net sales	**174.016.745**	**220.346.109**
Cost of sales	(122.858.037)	(129.957.844)
Gross profit	**51.158.708**	**90.388.265**

Cost of sales

The details of cost of sales for the three-months interim period ended 31 March 2008 and 2007 are as follows:

	31 March 2009	31 March 2008
Raw materials	55.282.370	55.616.252
Paper	*38.481.355*	*34.402.709*
Printing and ink	*12.351.382*	*16.156.352*
Other	*4.449.633*	*5.057.191*
Payroll	36.055.885	39.777.517
Depreciation and amortization	11.640.764	10.517.758
Commission	3.862.678	6.766.389
Distribution and travel	1.734.855	1.878.149
Fuel, electricity and water	1.664.337	1.930.691
Packaging expenses	1.394.994	1.257.657
Maintenance expenses	1.360.662	1.638.648
Rent expenses	1.011.216	947.448
Communication	951.524	1.288.357
News agency expenses	648.918	753.309
Insurance expenses	267.819	313.819
Other	6.982.015	7.271.850
	122.858.037	**129.957.844**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 24 - RESEARCH AND DEVELOPMENT EXPENSES, MARKETING, SELLING AND DISTRIBUTION EXPENSES, GENERAL ADMINISTRATION EXPENSES

a) Marketing, selling and distribution expenses:

	31 March 2009	31 March 2008
Advertisement	5.541.622	11.861.866
Transportation, storage and travel	4.775.400	6.745.311
Payroll	2.268.905	2.318.556
Promotion	1.278.803	2.422.533
Outsourced services	425.419	1.522.910
Sponsorship	310.606	362.406
Other	1.744.804	1.910.806
	16.345.559	**27.144.388**

b) General administrative expenses:

	31 March 2009	31 March 2008
Payroll	11.096.898	12.311.393
Depreciation and amortization	9.774.002	8.699.027
Consultancy	4.431.162	5.063.455
Rent	3.349.946	3.161.863
Fuel, electricity and water	1.477.909	4.040.172
Transportation, storage and travel	1.167.493	1.643.305
Communication	1.038.473	902.433
Maintenance and repairment	491.848	603.268
Other	2.718.009	3.426.703
	35.545.740	**39.851.619**

NOTE 25 - EXPENSES BY NATURE

The expenses as of 31 March 2009 and 2008 are shown based on the functions and the details are given in Notes 23 and 24.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 26 - OTHER OPERATING INCOME - EXPENSES

The details of other income and gains for the period ended 31 March 2009 and 2008 are as follows:

	31 March 2009	**31 March 2008**
Provisions terminated	931.803	383.447
Rent and building service fees	635.930	1.064.322
Other	316.157	-
	1.883.890	**1.447.769**

The details of other expenses and losses for the period ended 31 March 2009 and 2008 are as follows:

	31 March 2009	**31 March 2008**
Provision for doubtful receivables	1.339.432	812.068
Loss on sale of property, plant and equipment	490.581	259.008
Penalties and compensations paid	192.730	69.472
Aids and donations	137.850	133.584
Provision for lawsuits	100.379	157.758
Other	472.322	182.875
	2.733.294	**1.614.765**

NOTE 27 - FINANCIAL INCOME

The details of financial income for the period ended 31 March 2009 and 2008 are as follows:

	31 March 2009	**31 March 2008**
Foreign exchange income	25.088.445	20.589.620
Time deposits interest income	7.726.782	2.635.557
Due date difference income	4.277.071	4.161.799
Credit finance income from receivables	658.639	-
Interest income on financial assets at fair value through profit and loss, net	408.007	225.708
Other	21.423	293.070
	38.180.367	**27.905.754**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 28 - FINANCIAL EXPENSES

The details of financal expenses for the period ended 31 March 2009 and 2008 are as follows:

	31 March 2009	31 March 2008
Foreign exchange losses	88.056.848	65.600.664
Interest expenses on bank borrowings	9.467.704	11.529.375
Banking commission and factoring expenses	289.993	193.526
Other	2.884.948	5.815.399
	100.699.493	**83.138.964**

NOTE 29 - NON-CURRENT ASSETS HELD FOR SALE AND DISCONTINUED OPERATIONS

As of 31 March 2009, the Group has no non-current assets held for sale and discontinued operations.

The Group classified the wholly owned shares of its subsidiary Trader.com (Polska) Sp. Z.o.o. as discontinued operation. Discontinued operations have been sold for TL 66.508.000 in consideration of USD 54.350.000 on 25 June 2008.

Discontinued operations

	31 March 2008
Sales	3.857.212
Cost of sales	(2.509.130)
Gross profit	**1.348.082**
Operating expenses	(1.554.804)
Other operating expenses	(89.561)
Financial income	654.953
Income from discontinued operations	**358.670**

The Group has stopped classification of one of its Subsidiary incorporated in Hungary, Kisokos Directory Kereskedelmi es Szolgalto Kft. ("Kisokos") as discontinued operations in accordance with the decision take on 30 June 2008. Discontinued operations which were presented as an item on the face of financial statements as " non current assets held for sale", "liabilities related to non-current assets held for sale" and " net discontinued operations loss after tax" at 31 March 2008 have been reclassified and restated in order to be consistent with the current period.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 30 - TAX ASSETS AND LIABILITIES

	31 March 2009	31 December 2008
Corporate and income taxes payable	707.272	2.159.564
Less: Prepaid taxes (Note 21)	(21.090.037)	(19.476.471)
Taxes payable, net	**(20.382.765)**	**(17.316.907)**

The Group calculates its deferred tax assets and liabilities, considering the effects of temporary differences which result from different evaluations of principles of preparation of the financial statements and legal financial statements mentioned in Note 2.1.1. Those temporary differences usually cause income and loss to be accounted for in different reporting periods in accordance with the principles of preparation of the financial statements and tax laws mentioned in Note 2.1.1.

Deferred income taxes are calculated on temporary differences that are expected to be realized or settled based on the taxable income in coming years under the liability method using a principal tax rate of 20% (31 December 2008: 20%).

The tax rates (%) at 31 March 2009, which are used in the calculation of deferred tax, taking each country's tax legislations into consideration are as follows:

Country	Tax rates	Country	Tax rates
Germany	28,0	Kazakhstan	30,0
Austria	25,0	Hungary	16,0
Belarus	24,0	Poland	19,0
Russia	20,0	Netherlands	25,5
Croatia	20,0	Ukraine	25,0

The temporary differences giving rise to deferred income tax assets/ (liabilities) using the enacted tax rates as of 31 March 2009 and 31 December 2008 are as follows:

	Temporary differences		Deferred tax assets/ (liabilities)	
	31 March 2009	31 December 2008	31 March 2009	31 December 2008
Carry forward tax losses (*)	96.694.854	52.161.867	18.547.974	9.986.699
Difference between tax base and carrying value of trade receivables	11.097.041	18.410.048	1.910.504	3.376.827
Provision for employment termination benefits and unused vacation rights	15.151.600	16.303.754	3.030.320	3.260.751
Difference between tax base and carrying value of leasing payables	7.253.637	6.976.631	2.031.018	1.953.457
Deferred revenue	1.266.981	1.250.152	253.396	250.031
Other, net	9.368.836	2.328.594	2.029.063	465.719
Deferred tax assets			**27.802.275**	**19.293.484**
Difference between tax bases and carrying value of property, plant and equipment and intangibles	(748.064.456)	(688.508.892)	(146.050.343)	(148.228.187)
Other, net	(9.680.402)	(20.228.274)	(1.963.071)	(4.206.378)
Deferred tax liabilities			**(148.013.414)**	**(152.434.565)**
Deferred tax liabilities, net			**(120.211.139)**	**(133.141.081)**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

Deferred tax assets:	**31 March 2009**	**31 December 2008**
Deferred tax asset to be recovered after more than 12 months	27.110.923	18.206.512
Deferred tax asset to be recovered within 12 months	691.352	1.086.972
Total	**27.802.275**	**19.293.484**

Deferred tax liabilities:	**31 March 2009**	**31 December 2008**
Deferred tax liability to be recovered after more than 12 months	(147.348.414)	(151.855.668)
Deferred tax liability to be recovered within 12 months	(665.000)	(578.897)
Total	**(148.013.414)**	**(152.434.565)**

(*) Deferred income tax assets are recognized for all deductible temporary differences to the extent that it is probable that taxable profit will be available against which the deductible temporary difference can be utilized. As of 31 March 2009, carry forward tax losses for which no deferred income tax asset was recognized amounted to TL 23.674.525 (31 December 2008: TL 22.897.094).

The maturity analysis of carry forward tax losses is as follows:

	31 March 2009	**31 December 2008**
2011	313.083	313.083
2012	-	-
2013	40.712.963	40.712.963
2014 and over	55.668.808	11.135.821
	96.694.854	**52.161.867**

The movements in deferred tax liabilities for the three-months period ended 31 March 2009 and 2008 are as follows:

	2009	**2008**
1 January	**133.141.081**	**153.284.770**
Deferred tax income at the consolidated statement of income	(10.560.828)	(8.110.944)
Currency translation differences	(2.369.114)	17.311.474
31 March	**120.211.139**	**162.485.300**

The analysis of the tax expenses for the period ended 31 March 2009 and 2008 are as follows:

	31 March 2009	**31 March 2008**
Current	1.315.624	8.351.669
Deferred	(10.560.828)	(8.110.944)
	(9.245.204)	**240.725**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

The reconciliation of the taxation on income in the consolidated statement of income for the periods ended 31 March 2009 and 2008 and the taxation on income calculated with the current tax rate over income before tax and minority interest is as follows:

	31 March 2009	31 March 2008
Loss before taxes and minority from continuing operations	(67.403.720)	(34.775.921)
Current period tax (income)/loss calculated at the effective tax rates of countries	(13.812.571)	(6.872.483)
Expenses not deductible for tax purposes	2.357.532	3.563.362
Effect of tax rate change	-	293.188
Financial losses for which no deferred tax asset was calculated	5.768.727	2.324.932
Income not subject to tax	(2.900.756)	(209.442)
Witholding tax relating to dividend distribution	167.240	-
Other, net	(825.376)	1.141.168
Tax (income)/loss from continuing operations	**(9.245.204)**	**240.725**

Turkish tax legislation does not permit a parent company and its subsidiaries to file a consolidated tax return. Therefore, provisions for taxes, as reflected in these consolidated financial statements, have been calculated on a separate-entity basis.

The details of the effective tax laws in Turkey and other countries which Group has significant operations are stated below:

Turkey:

Turkish Corporate Tax Law has been amended by Law No. 5520 dated 13 June 2006. Most of the articles of this new Law No. 5520 have come into force effective from 1 January 2006. Corporation tax is 20% (31 December 2008: 20%). Corporation tax is payable on the total income of the companies after adjusting for certain disallowable expenses, corporate income tax exemptions (gain from associates' exemption, investment allowances etc) and corporate income tax deductions (like research and development expenditures deduction). No further tax is payable unless the profit is distributed (except withholding tax at the rate of 19,8% on the investment incentive allowance utilised within the scope of the Income Tax Law Transitional Article 61).

Dividends paid to non-resident corporations, which have a place of business in Turkey, or resident corporations are not subject to withholding tax. Otherwise, dividends paid are subject to withholding tax at the rate of 15%. An increase in capital via issuing bonus shares is not considered as a profit distribution and thus does not incur withholding tax.

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

Corporations are required to pay advance corporation tax quarterly at the rate of 20% (31 December 2008: 20%) on their corporate income. Advance tax is to be declared by the 10th day of the second month following each calendar quarter end and is payable by the 17th of the second month following each calendar quarter end. Advance tax paid by corporations is credited against the annual corporation tax liability. The balance of the advance tax paid may be refunded or used to set off against other liabilities to the government.

In accordance with Tax Law No: 5024 "Law Related to Changes in Tax Procedure Law, Income Tax Law and Corporate Tax Law" that was published on the Official Gazette on 30 December 2003 to amend the tax base for non-monetary assets and liabilities, effective from 1 January 2004, the income and corporate taxpayers will prepare the statutory financial statements by adjusting the non-monetary assets and liabilities for the changes in the general purchasing power of the Turkish Lira. In accordance with the aforementioned law provisions, in order to apply inflation adjustment, cumulative inflation rate (TURKSTAT WPI) over last 36 months and 12 months must exceed 100% and 10%, respectively. Inflation adjustment has not been applied as these conditions were not fulfilled in the year 2006.

In Turkey, there is no procedure for a final and definitive agreement on tax assessments. Companies file their tax returns within the 25th of the fourth month following the close of the financial year to which they relate.

Tax returns are open for 5 years from the beginning of the year that follows the date of filing during which time the tax authorities have the right to audit tax returns, and the related accounting records on which they are based, and may issue re-assessments based on their findings.

Under the Turkish taxation system, tax losses can be carried forward to offset against future taxable income for up to 5 years. Tax losses can not be carried back to offset profits from previous periods.

Dividend income from shares in capital of another corporation subject to resident taxpaying (except dividends from investment funds participation certificates and investment trusts shares) are exempt from corporate tax.

Gains from issued premiums derived from the disposal of sales at nominal values during incorporations and the capital increase of joint stock companies are exempt from corporate tax.

The participation income of corporations participating in 10% or more of the capital of a limited liability or joint stock company which does not have its legal or business centre in Turkey (except for corporations whose principal activity is financial leasing or investment of marketable securities) for at least a year until the date of the income is generated and transferred to Turkey until the date of the filing of the corporate income tax return of the fiscal year in which the income is generated is exempt from corporation tax subject to those subsidiaries are subject to corporate income tax, or alike, in their country of legal or business centre at the rate of at least 15% (at corporate income tax rate applicable in Turkey for those companies whose principal activity is financial assurance or insurance).

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

The income of corporations arising from their offices or permanent representatives abroad (except for corporations whose principal activity is financial leasing or investment of marketable securities) for at least a year until the date of the income is generated and transferred to Turkey until the date of the filing of the corporate income tax return of the fiscal year in which the income is generated is exempt from corporation tax and provided that the foreign office or permanent representative must be subject to corporate income tax, or alike, in the country it is located at the rate of at least 15% (at corporate income tax rate applicable in Turkey for those companies whose principal activity is financial assurance or insurance).

75% of the gains derived from the sale of preferential rights, usufruct shares and founding shares from investment equity and real property which has remained in assets more than two full years are exempt from corporate tax. To be entitled to the exemption, the relevant gain is required to be held in a fund account in the liabilities and it must not be withdrawn from the entity for a period of five years. The sales consideration has to be collected up until the end of the second calendar year following the year the sale was realised.

The investment allowance application which had been in force for a significant period of time; and indicated that the taxpayer may receive 40% of the fixed asset purchase amounts; was abolished by Law No.5479 dated 30 March 2006. However, in accordance with the temporary article 69 of the Income Tax Law, income and corporate taxpayers can deduct the amounts in relation to below mentioned allowances from their income for the years 2006, 2007 and 2008 as well as the investment allowances amounts they could not offset against 2006 gains which were present as of 2006, in accordance with the legislation (including the provisions related to tax rates) in force as of 2006:

a) In the scope of the investment incentive certificates prepared related to the applications before 24 April 2003, investments to be made after 1 January 2006 in the scope of the certificate for the investments started in accordance with the additional 1st, 2nd, 3rd, 4th, 5th and 6th articles prior to the abrogation of Income Tax Law No. 193, with Law No. 4842,

b) In the scope of the abolished 19th article of Income Tax Law No: 193, the investment allowance amounts to be calculated in accordance with the legislation, the investments which were started before 1 January 2006 and which display an economic and technical integrity,

The Companies can utilize the investment allowance exemption, for their investments performed according to provisions of the legislation as of that date and for their subsequent investments in line with the provisions of the legislation (including provisions regarding tax rates) in calculating tax on their profits for the years 2006, 2007, and 2008.

Accordingly, abovementioned profits within trade income/loss are considered in the calculation of corporate income tax.

Apart from the above mentioned exceptions in the determination of the corporate tax base, allowances cited in the articles 8, 9 and 10 of Corporate Tax Law and article 40 of Income Tax Law are taken into consideration.

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

Russian Federation

The corporate tax rate effective in Russian Federation is 20% (31 December 2008: 24%).

Russian tax year is the calendar year and other fiscal year ends are not permitted. Profit tax is calculated on a year-to-date basis. Advance payments are made monthly, with different calculation methods for quarterly or monthly schedules subject to the taxpayer's choice.

The annual balance is due by 28 March of the following year.

According to Russian Federation's tax system, losses may be carried forward for 10 years to be deducted from future taxable income.Starting from 2007 there is no limitation as to the maximum amount that can be deducted in each particular year. Maximum amount that can be deducted in any year is limited to 30% of the taxable income (31 December 2008: 30%). Rights related to tax losses that have not been utilized in the related periods will be lost.

Tax refunds are technically possible but are very difficult to obtain in practice. Often they can only be obtained through court action.Tax consolidation of tax reporting/ payments by different legal entities (or grouping) are not permitted in Russia at present. Generally, dividend income payable to a foreign organisation is subject to withholding tax at 15%. This standard rate may, however, be reduced under the provisions of applicable double tax treaty.

In Russian Federation the tax regulations are subject to to various comments and change frequently. Regarding to TME's operations the interpretation of tax regulations by tax authorities may differ from the management.

Hungary

The corporate tax rate effective in Hungary is 16% (31 December 2008: 16%).

Taxpayers are, in general, entitled to carry forward their tax losses indefinitely. The Tax Authority's permission is needed to carry forward the tax-year's losses if a company's pre-tax profit is negative and its income is less than 50% of its costs and expenses or the company's tax base was also negative in the previous two years.

From 1 January 2007, capital gains from the sale of registered shareholdings are tax-exempt, provided that the taxpayer has held the shareholding for at least two years prior to its disposal. The two-year holding period has been reduced to one year from 1 January 2008. Capital losses and impairments on registered shares are not deductible for corporate income tax purposes.

Since 1 January 2004, interest and royalty payments have not been subject to withholding tax. Starting from 1 January 2006 withholding tax on dividend distributions to companies was fully abolished.

NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

Croatia

The corporate tax rate effective in Croatia is 20% (31 December 2008: 20%).

There are no formal procedures in Croatia to agree the final level of tax charge upon submission of the declaration for corporate tax and VAT. However, such tax settlements may be subject to review by the relevant tax authorities during the limitation period of three years. The limitation period of three years starts with the year that follows the year of submission of tax declarations. The counting of three years starts again with any action of tax authorities with the purpose to collect tax, interest or fines until absolute statute of limitation of 6 years expires.

Tax losses may be carried forward and used within five years following the year in which they were incurred.

When paying fees for the use of intellectual property, market research services, tax and business consultation, auditing and similar services, and interest to foreign legal persons, Croatian taxpayers are obliged to withhold and pay 15% tax.

Poland

The corporate tax rate effective in Poland is 19% (31 December 2008: 19%).

The annual corporate income tax return should be submitted to the tax office within three months after the end of the tax year. The corporate income tax advances should be paid for each month by the 20th day of the following month. Prepaid taxes are deductable from following years declared corporate tax amount. Leftover amount of the prepaid corporate tax after the deduction made can be acquired in cash or either can be deducted from another fiscal liability.

A tax loss reported in a tax year can be carried forward over the next five consecutive tax years. However, only 50% of a loss can be deducted against income reported in any one particular year of the above five-year period.

Dividend payments are generally subject to 19% withholding tax.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 31 - EARNINGS PER SHARE

Basic earnings per share are calculated by dividing the net income for the period by the weighted average number of ordinary shares in issue. Calculation is as follows:

	31 March 2009	**31 March 2008**
Net loss from continuing operations	(58.158.516)	(35.016.646)
Net loss of minority shareholders from continuing operations	(8.356.208)	968.269
Net loss for the period attributable equity holders of the company	(49.802.308)	(35.984.915)
Weighted average number of ordinary shares in issue (with nominal value of TL 1 each)	460.000.000	460.000.000
Loss per share (Kr)	**(10,83)**	**(7,82)**
Net income from discontinuing operations	-	358.670
Weighted average number of ordinary shares in issue (with nominal value of TL 1 each)	460.000.000	460.000.000
Earnings per share (Kr)	**-**	**0,08**
Net loss for the period	(49.802.308)	(35.626.245)
Weighted average number of ordinary shares in issue (with nominal value of TL 1 each)	460.000.000	460.000.000
Loss per share (Kr)	**(10,83)**	**(7,74)**

There are no differences for any of the periods between earnings per share and diluted earnings per share

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 32 - RELATED PARTY DISCLOSURES

i) <u>Balances with related parties</u>:

a) Short-term due from related parties:

	31 March 2009	31 December 2008
Doğan Gazetecilik A.Ş. ("Doğan Gazetecilik")	8.931.787	10.180.754
Bağımsız Gazeteciler Yayıncılık A.Ş. ("Bağımsız Gazeteciler")	4.059.333	9.144.437
Doğan Media	3.939.244	3.274.216
Medyanet A.Ş. ("Medyanet")	3.229.253	3.081.240
Doğan Müzik Kitapçılık A.Ş. ("DMK")	2.581.036	2.794.431
Doğan Dağıtım Satış ve Pazarlama A.Ş. ("Doğan Dağıtım")	2.501.517	2.462.713
Doğan Burda Yayıncılık ve Pazarlama A.Ş. ("Doğan Burda")	1.177.509	1.099.608
Katalog Yayın Tanıtım Hizmetleri A.Ş. ("Katalog")	1.109.510	1.068.516
Doğan TV Holding A.Ş. ("Doğan TV")	1.056.067	-
Milliyet Verlags und Handels GmbH ("Milliyet Verlags")	988.590	1.151.197
Doğan Portal ve Elektronik Ticaret A.Ş. ("Doğan Portal")	696.830	578.322
Other	981.713	1.057.640
	31.252.389	**35.893.074**

b) Short-term due to related companies:

	31 March 2009	31 December 2008
Doğan Yayın	2.619.477	1.960.599
Doğan Dış Ticaret	857.709	125.040
Doğan İletişim Elektronik Servis Hizmetleri ve Yayıncılık A.Ş. ("Doğan İletişim")	288.336	202.401
Milta Seyahat Acentası İşletmeciliği A.Ş. ("Milta")	196.061	624.053
Petrol Ofisi A.Ş. ("Petrol Ofisi")	182.092	126.372
Medyanet	38.610	-
D-Market Elektronik Hizmetleri Ticaret A.Ş. ("D Market")	9.231	131.850
Işıl İthalat İhracat Mümessillik A.Ş. ("Işıl İthalat")	-	2.148.488
DTV Haber ve Görsel Yayıncılık A.Ş. ("Kanal D")	-	120.576
Other	552.186	771.778
	4.743.702	**6.211.157**

c) Advances given to related parties:

	31 March 2009	31 December 2008
Doğan Dış Ticaret	-	1.135.207
	-	**1.135.207**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 32 - RELATED PARTY DISCLOSURES (Continued)

ii) Significant transactions with related parties:

a) Significant service and product sales to related parties:

	31 March 2009	31 March 2008
Doğan Dağıtım	20.718.981	19.476.149
Doğan Gazetecilik	7.625.199	6.897.046
Doğan Media	3.852.481	3.443.515
Bağımsız Gazeteciler	1.807.741	-
Doğan Burda	1.254.228	1.694.312
Doğan TV	1.214.662	903.879
Medyanet	965.248	647.511
Milliyet Verlags	560.313	573.161
Turner Doğan Prodüksiyon A.Ş ("Turner")	518.431	233.423
Doğan Yayın	488.952	913.798
Doğan İletişim	282.613	265.608
Petrol Ofisi	244.913	431.602
Doğan ve Egmont Yayıncılık ve Yapımcılık Ticaret A.Ş. ("Doğan Egmont")	221.395	335.324
Eko TV	146.294	894.087
DMK	26.388	312.155
Other	1.202.261	2.047.470
	41.130.100	**39.069.040**

b) Significant service and product purchases from related parties:

	31 March 2009	31 March 2008
Doğan Dış Ticaret (*)	18.433.006	14.506.018
Işıl İthalat	14.952.521	14.685.366
Doğan Dağıtım (**)	3.749.318	5.025.593
Doğan Yayın	1.619.140	2.876.022
Kanal D	935.967	2.815.285
Doğan İletişim	555.062	441.598
Işıl Televizyon Yayıncılık A.Ş. ("Star TV")	386.055	1.163.820
Milta	371.696	1.776.351
Petrol Ofisi	326.740	416.142
Doğan Gazetecilik	95.977	329.500
D Yapım Reklamcılık ve Dağıtım A.Ş. ("D Yapım Reklamcılık")	73.253	495.797
Other	1.195.406	1.584.000
	42.694.141	**46.115.492**

(*) The Group purchases its raw materials primarily from Doğan Dış Ticaret and Işıl İthalat.

(**) Doğan Dağıtım provides newspaper distribution services to the Group. The amount of services and goods purchased from Doğan Dağıtım comprises newspaper returns, distribution and transportation expenses.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 32 - RELATED PARTY DISCLOSURES (Continued)

c) Other significant transactions with related parties:

Other income:

	31 March 2009	31 March 2008
Bağımsız Gazetecilik	533.659	-
Işıl İthalat	203.294	203.294
Doğan Dış Ticaret	159.326	180.222
Doğan Dağıtım	149.205	142.264
Doğan Burda	101.576	116.679
Doğan Media	95.887	77.264
Doğan Yayın	46.766	46.766
Doğan İletişim	36.628	34.295
Other	387.033	119.069
	1.713.374	**919.853**

Other expenses:

	31 March 2009	31 March 2008
Petrol Ofisi	20.486	32.381
Doğan Gazetecilik	-	119.283
	20.486	**151.664**

Purchase of property, plant and equipment:

	31 March 2009	31 March 2008
D-Market	86.294	12.056
D Yapı	-	210.110
Doğan Holding	-	26.840
	86.294	**249.006**

Financial expenses:

	31 March 2009	31 March 2008
Doğan Yayın	200.780	866
Doğan Factoring	136.019	191.165
Doğan Dağıtım	-	11.075
	336.799	**203.106**

The Group determined the key management personnel as board of directors and executive committee. Benefits provided to key management personnel consist of wage, premium, health insurance and transportation.

	31 March 2009	31 March 2008
Board of directors	671.314	568.463
Executive committee	261.451	767.026
	932.765	**1.335.489**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT

33.1 Financial Risk Management

(i) Interest rate risk

The Company's interest rate sensitive financial instruments are as follows:

	31 March 2009	31 December 2008
Financial instruments with fixed interest rate		
Financial assets		
- *Designated at fair value through profit or loss*	255.545.433	348.438.613
Financial liabilities	21.206.453	109.398.581
Financial instruments with floating interest rate		
Financial liabilities	835.961.434	794.200.720

(*) Financial assets designated at fair value through profit or loss consists of TL and foreign currency denominated time deposits with fixed interest rate and with maturity less than three months.

The Group management uses interest bearing short-term assets within natural policy context to stabilize the maturity of the interest bearing liabilities and assets. Furthermore, the Group hedges interest rate risks arising from floating rate borrowings, by limited use of derivatives, such as interest rate swaps.

At 31 March 2009 had the interest rates on USD and Euro denominated borrowings been 100 basis point higher/lower with all other variables held constant, mainly as a result of higher/lower interest expense on floating rate borrowings; net income for the period before tax and minority would have been lower/higher by TL 1.489.470 (31 March 2008: TL 1.312.037).

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(ii) Liquidity risk

The table below shows the liquidity risk arises from financial liabilities of the Group:

31 March 2009	**Carrying value**	**Total contractual cash outflow**	**Less than 3 months**	**3-12 months**	**1-5 years**	**More than 5 years**
Non-derivative financial liabilities						
Financial liabilities	857.167.887	923.229.187	53.523.289	197.228.649	667.868.537	4.608.712
Other financial liabilities	19.059.208	19.059.208	-	13.412.848	5.646.360	-
Trade payables						
- *Related party*	4.743.702	4.743.702	4.743.702	-	-	-
- *Other*	37.825.918	37.825.918	37.825.918	-	-	-
Other payables						
- *Related party*	-	-	-	-	-	-
- *Other*	16.347.909	16.347.909	16.347.909	-	211.000	-

31 December 2008	**Carrying value**	**Total contractual cash outflow**	**Less than 3 months**	**3-12 months**	**1-5 years**	**More than 5 years**
Non-derivative financial liabilities						
Financial liabilities	903.599.301	983.127.947	146.187.880	159.073.025	674.442.779	3.424.263
Other financial liabilities	19.729.466	20.567.280	-	14.215.620	6.351.660	-
Trade payables						
- *Related party*	6.211.157	6.211.157	6.211.157	-	-	-
- *Other*	38.813.109	38.813.109	38.813.109	-	-	-
Other payables						
- *Related party*	-	-	-	-	-	-
- *Other*	15.757.295	15.757.295	15.568.257	-	189.038	-

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(ii) Liquidity risk (Continued)

Prudent liquidity risk management implies maintaining sufficient cash and marketable securities, the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions.

Funding risk of current and future debt requirements is managed by continuance of sufficient and highly qualified creditor's access. The Group aims at maintaining cash and cash equivalents for the anticipated cash flows of raw material purchase for the subsequent six-months.

The liquidity table demonstrates the Group's net financial liabilities in accordance with the redemption schedule. Such amounts are undiscounted future cash flows of financial liabilities of the Group. Balances due within 12 months equal their carrying balances as the impact of discounting is not significant.

At 31 March 2009 the Group has long-term financial liabilities amounting to TL 523.073.583 (31 December 2008: TL 537.552.557) and long-term trade payables amounting to TL 99.558.577 (31 December 2008: TL 86.094.672) (Note 7). The Group has no marketable securities with a maturity over one year at 31 March 2009 (31 December 2008: None) (Note 6).

(iii) Credit risk

Ownership of financial assets involves the risk that counterparties may be unable to meet the terms of their agreements. These risks are monitored by limiting the aggregate risk to any individual counterparty. The credit risk is generally highly diversified due to the large number of entities comprising the customer bases.

Aging analysis for trade receivables:

As of 31 March 2009 there are trade receivables amounting to TL 58.259.276 (31 December 2008: TL 52.265.614) past due but not impaired. The Group does not foresee any collection risk for the delay up to one month due to the dynamics and circumstances of the market. The Group restructures its trade receivables and accordingly does not foresee any collection risk for its trade receivables by charging due date differences which are due over one month and/or holding collaterals such as mortgages, bails and guarantee letters.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iii) Credit risk (Continued)

As of 31 March 2009 and 31 December 2008, aging analysis for trade receivables that are past due but not impaired are as follows:

	31 March 2009		**31 December 2008**	
	Related party	**Other receivables**	**Related party**	**Other receivables**
0-1 months	1.010.779	15.776.856	833.543	18.023.894
1-3 months	1.904.571	14.174.995	316.044	10.937.072
3-6 months	2.209.689	6.603.793	957.279	5.800.697
6-12 months	538.005	5.681.292	5.915.327	2.327.315
1-2 years	221.853	10.137.443	2.639.937	4.514.506
2-5 years	-	-	-	-
5 years and over	-	-	-	-
	5.884.897	**52.374.379**	**10.662.130**	**41.603.484**

As of 31 March 2009 and 31 December 2008, aging analysis for trade receivables that are past due and impaired is as follows:

Impaired	**31 March 2009**	**31 December 2008**
Past due 0 - 3 months	1.634.081	2.873.413
Past due 3 - 6 months	2.999.899	914.567
Past due 6 months and over	28.784.197	28.871.337
Less: Provision for impairment	(33.418.177)	(32.659.317)
	-	**-**

There are no related party receivables that are past due and impaired. There are no trade receivables that are not due but impaired.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iii) Credit risk (Continued)

The Group's credit risk of financial instruments as of 31 March 2009 is as follows:

	Trade receivables		**Other receivables**		**Bank**	**Derivative**
31 March 2009	**Related party**	**Other**	**Related party**	**Other**	**deposits**	**instruments**
Maximum credit risk exposure as of balance sheet date	**31.252.389**	**142.213.119**	**-**	**6.562.368**	**278.529.372**	**-**
- The part of maximum credit risk under guarantee with collateral	**-**	***32.080.147***	**-**	**-**	**-**	**-**
A. Net book value of financial assets that are not past due/impaired	25.367.492	89.838.740	-	6.562.368	278.529.372	
B. Net book value of financial assets that are negociated, if not that will be accepted as past due or impaired	-	-	-	-	-	-
C. Carrying value of financial assets that are past due but not impaired (Note 9)	5.884.897	52.374.379	-	-	-	-
-The part under guarantee with collateral	-	*5.735.147*	-	-	-	-
D. Net book value of impaired asset						
- Past due (gross carrying amount)	-	33.418.177	-	-	-	-
- Impairment (-)	-	(33.418.177)	-	-	-	-
- The part of net value under guarantee with collateral	-					
- Not over due (gross carrying amount)						
- Impairment (-)	-	-	-	-	-	-
- The part of net value under guarantee with collateral	-	-	-	-	-	-
E. Off-balance sheet items with credit risk						

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iii) Credit risk (Continued)

The Group's credit risk of financial instruments as of 31 December 2008 is as follows:

	Trade receivables		Other receivables		Bank	Derivative
31 December 2008	**Related party**	**Other**	**Related party**	**Other**	**deposits**	**instruments**
Maximum credit risk exposure as of balance sheet date	**35.893.074**	**158.380.813**	**-**	**16.993.849**	**369.331.911**	**-**
- The part of maximum credit risk under guarantee with collateral	-	***32.336.169***	-	-	-	-
A. Net book value of financial assets that are not past due/impaired	25.230.944	116.777.329	-	16.993.849	369.331.911	-
B. Net book value of financial assets that are negociated, if not that will be accepted as past due or impaired	-	-	-	-	-	-
C. Carrying value of financial assets that are past due but not impaired (Note 9)	10.662.130	41.603.484	-	-	-	-
-The part under guarantee with collateral	-	*5.991.169*	-	-	-	-
D. Net book value of impaired asset						
- Past due (gross carrying amount)	-	32.659.317	-	-	-	-
- Impairment (-)	-	(32.659.317)	-	-	-	-
- The part of net value under guarantee with collateral	-	-	-	-	-	-
- Not over due (gross carrying amount)						
- Impairment (-)	-	-	-	-	-	-
- The part of net value under guarantee with collateral	-	-	-	-	-	-
E. Off-balance sheet items with credit risk						

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iv) Foreign currency risk

The Group is exposed to foreign exchange risk through the impact of rate changes in the translation of foreign currency denominated liabilities to TL. These risks are monitored and limited by the analysis of foreign currency position.

The foreign exchange risk mainly arises from the impact of rate changes in the translation of the Group's foreign currency denominated borrowings which are obtained to fund capital expenditures in domestic and overseas operations. The risk is monitored in regular meetings. The Group maintains a certain portion of its excess cash and cash equivalents in foreign currency to minimize the currency risk exposure.

The Group's risk management policy for currency risk is to maintain sufficient liquid assets for the anticipated cash flows of raw material purchase and borrowing repayment amounts in each major foreign currency for the subsequent three to six months. However, this policy should be revised by the management when deemed necessary, according to market conditions.

TL equivalents of assets and liabilities denominated in foreign currencies at 31 March 2009 and 31 December 2008 are as follows:

	31 March 2009	**31 December 2008**
Assets	226.292.670	318.394.991
Liabilities	(919.438.362)	(964.275.645)
Net foreign currency position	**(693.145.692)**	**(645.880.654)**

Following exchange rates have been used in the translation of foreign currency denominated balance sheet items as of 31 March 2009: TL 1,6880=USD 1 and TL 2,2258=Euro 1 (31 December 2008: TL 1,5123=USD 1 and TL 2,1408 TL=Euro 1).

	31 March 2009	**31 December 2008**
Total export amount (TL)	-	-
Total import amount (TL)	-	-

The Group uses financial instruments such as forward and option agreements to manage foreign currency risk arising on the Group's assets and liabilities denominated in foreign currencies as of 31 March 2009 and 31 December 2008 (Note 19 and 21). Assets denominated in foreign currency amounting TL 226.292.670 as of 31 March 2009, protected to 25% naturally by the existence of liabilities denominated in foreign currency amounting TL 919.438.362. Assets denominated in foreign currency amounting TL 318.394.991 as of 31 December 2008, protected to 33% naturally by the existence of liabilities denominated in foreign currency amounting to TL 964.275.645.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iv) Foreign currency risk (Continued)

The table below summarizes the foreign currency position risk as of 31 March 2009 and 31 December 2008. The carrying amount of foreign currency denominated assets and liabilities of the Group are as follows:

31 March 2009

	USD Original amount	TL	Euro Original amount	TL	Other TL	Total
Assets:						
Cash and cash equivalents	63.941.123	107.932.615	11.123.253	24.758.137	19.295.339	151.986.091
Trade receivables	176.065	297.198	3.759.775	8.368.507	15.365.997	24.031.702
Financial investments	11.948.694	20.169.396	-	-	-	20.169.396
Other receivables and current assets	1.258.000	2.123.504	183.528	408.496	27.207.184	29.739.184
Other non-current assets	-	-	3.792	8.440	357.857	366.297
		130.522.713		**33.543.580**	**62.226.377**	**226.292.670**
Liabilities:						
Short-term portion of long-term financial liabilities	99.547.013	168.035.358	20.127.013	44.798.706	17.192.850	230.026.914
Trade payables	1.826.227	3.082.671	2.271.503	5.055.912	11.649.765	19.788.348
Other payables and short-term liabilities	1.004.000	1.694.752	315.701	702.687	35.123.905	37.521.344
Long-term financial liabilities	289.431.521	488.560.408	38.360.451	85.382.691	52.438.026	626.381.125
Other non-current liabilities	1.209.000	2.040.792	-	-	3.679.839	5.720.631
		663.413.981		**135.939.996**	**120.084.385**	**919.438.362**
Net foreign currency position		**(532.891.268)**		**(102.396.416)**	**(57.858.008)**	**(693.145.692)**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iv) Foreign currency risk (Continued)

31 December 2008

	USD Original amount	TL	Euro Original amount	TL	Other TL	Total
Assets:						
Cash and cash equivalents	137.313.859	207.659.749	17.939.468	38.404.813	19.503.111	265.567.673
Trade receivables	290.390	439.157	4.828.736	10.337.358	16.008.071	26.784.586
Other receivables	833.000	1.259.746	27.983	59.905	24.276.952	25.596.603
Other current assets	-	-	3.532	7.562	438.567	446.129
	138.437.249	**209.358.652**	**22.799.719**	**48.809.638**	**60.226.701**	**318.394.991**
Liabilities:						
Short-term portion of long-term financial liabilities	156.669.806	236.931.747	8.960.838	19.183.363	17.036.836	273.151.946
Trade payables	1.962.371	2.967.695	3.826.839	8.192.497	11.527.070	22.687.262
Other payables and short-term liabilities	1.205.000	1.822.322	357.051	764.374	31.484.573	34.071.269
Long-term financial liabilities	315.354.463	476.910.554	44.617.768	95.517.718	55.509.621	627.937.893
Other non-current liabilities	1.140.000	1.724.022	-	-	4.703.253	6.427.275
	476.331.640	**720.356.340**	**57.762.496**	**123.657.952**	**120.261.353**	**964.275.645**
Net foreign currency position	**(337.894.391)**	**(510.997.688)**	**(34.962.777)**	**(74.848.314)**	**(60.034.652)**	**(645.880.654)**

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iv) Foreign currency risk (Continued)

The Group is exposed to foreign currency risk of USD, Euro and CHF.

31 March 2009	**Profit/Loss**	
	Foreign currency appreciation	**Foreign currency depreciation**
If the US dollar had changed by 10% against TL		
USD net (liabilities)/assets	(60.085.285)	60.085.285
Hedging amount of USD	-	-
USD net effect on (loss)/income	**(60.085.285)**	**60.085.285**
If the EUR had changed by 10% against TL		
Euro net (liabilities)/assets	(8.709.022)	8.709.022
Hedging amount of Euro	-	-
Euro net effect on (loss)/income	**(8.709.022)**	**8.709.022**
If the CHF had changed by 10% against TL		
CHF denominated net (liabilities)/assets	(6.893.766)	6.893.766
Hedging amount of CHF	-	-
CHF net effect on (loss)/income	**(6.893.766)**	**6.893.766**

31 December 2008	**Profit/Loss**	
	Foreign currency appreciation	**Foreign currency depreciation**
If the US dollar had changed by 10% against TL		
USD net (liabilities)/assets	(56.311.728)	56.311.728
Hedging amount of USD	-	-
USD net effect on (loss)/income	**(56.311.728)**	**56.311.728**
If the EUR had changed by 10% against TL		
Euro net (liabilities)/assets	(5.716.264)	5.716.264
Hedging amount of Euro	-	-
Euro net effect on (loss)/income	**(5.716.264)**	**5.716.264**
If the CHF had changed by 10% against TL		
CHF denominated net (liabilities)/assets	(7.217.751)	7.217.751
Hedging amount of CHF	-	-
CHF net effect on (loss)/income	**(7.217.751)**	**7.217.751**

NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

33.2 Fair value of financial instruments

Fair value is the amount at which a financial instrument could be exchanged in a current transaction between willing parties, other than in a forced sale or liquidation, and is best evidenced by a quoted market price, if one exists.

The estimated fair values of financial instruments have been determined by the Group using available market information and appropriate valuation methodologies. However, judgement is necessarily required to interpret market data to estimate the fair value. Accordingly, the estimates presented herein are not necessarily indicative of the amounts the Group could realise in a current market exchange

The following methods and assumptions were used to estimate the fair value of the financial instruments for which it is practicable to estimate fair value:

(i) Monetary assets

The fair value of the balances denominated in foreign currencies, which are translated by using the exchange rates prevailing at year-end, is considered to approximate carrying value.

The fair values of certain financial assets carried at cost where the fair values cannot be measured reliably, including cash and cash equivalents, are considered to approximate their respective carrying values due to their short-term nature and is negligible impairment risk of the receivables.

The carrying value of trade receivables measured at amortised cost using the effective interest method, less provision for impairment are assumed to approximate their fair values.

(ii) Monetary liabilities

The carrying values of trade payables are assumed to approximate their fair values. The carrying values of long-term borrowings (Note 7), trade payables to suppliers (Note 7) and other long term financial liabilities (Note 8) approximate their carrying values as the effect of the discounting is not material.

33.3 Capital risk management

The Group's objectives when managing capital are to safeguard the Group's ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure to reduce the cost of capital.

In order to maintain or adjust the capital structure, the Group may adjust the amount of dividends paid to shareholders in accordance with the CMB regulations, issue new shares or sell assets to decrease borrowing. There are covenants related with the bank borrowings stated in Note 7 which the Group has to fulfil net debt/equity ratio as stated in the contracts' of the related bank borrowings.

(Amounts expressed in Turkish lira ("TL"), unless otherwise indicated)

NOTE 34 - SUBSEQUENT EVENTS

Within the scope of the sequestration, shares that Doğan Yayın Holding A.Ş. possesses in the Hürriyet Gazetecilik ve Matbaacılık A.Ş.'s share capital and which is also included in the Central Registry Institution and Intermediary Institution export/investment accounts, were immobilised due to the tax charges and penalties notified to Doğan Yayın Holding A.Ş. by the Halkalı Tax Administration, and transfer of the stocks was restricted.

The board of the Company assembled on 10 April 2009 and resolved that since the Group had "consolidated net period loss" of TL 38.093.867, taking into account together with "tax expense for the period" "deferred tax revenue" and minority interest, in accordance with the consolidated financial statements related to 2008, which were independently audited and prepared pursuant to CMB Communiqué Serial XI No. 29 and IFRS, the presentation principles of which were set out in CMB Communiqué No. 11/467 dated 17 April 2008, the shareholders would be notified that no profit distribution can be made related to the year 2008 accounting period in the scope of CMB profit distribution regulations, and this issue would be submitted to the vote of the General Assembly; in addition, the shareholders would be informed that the firm had a period loss of TL 32.131.261 in the financial records kept in accordance with the TCC and TPL.

NOTE 35 - CASH FLOWS

The details of changes in operating assets and liabilities at consolidated statement of cash flows for the periods ended 31 March are as follows:

	31 March 2009	**31 March 2008**
Change in blocked deposits and time deposits with maturity of more than three months	5.723	(4.140)
Change in trade receivables and due from related parties	17.331.243	(3.109.268)
Change in financial investments	(20.169.396)	418.840
Change in inventories	1.540.814	(4.324.549)
Change in other current assets	5.759.465	(3.096.006)
Change in trade payables and due to related parties	(1.963.699)	16.346.857
Change in other current liabilities	5.423.380	8.136.907
Change in other financial liabilities	5.197.120	(5.637.616)
Change in other non-current assets	2.824.818	437.952
	15.949.468	**9.168.977**

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