

30 September 2018 Investor Presentation

November 2018

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☐ Turkish ad market figures are estimates of Demirören Medya Yatırımları Ticaret A.Ş.; based on currently available data. Ad market statistics may show inconsistency with IFRS figures.

Change in Shareholder Structure of the Company

Presentation of Some Subsidiaries as Discontinued Operations (*PMH, Glokal, Doruk Factoring*)

Market Leadership

Ad Market (32%) Circulation (9%)

Strong Foreign Currency Position

300.8 mio TL Gain From Sale of Investments (*Glokal, Doruk Factoring*)

DEMİRÖREN MEDYA YATIRIMLARI A.Ş.

HURRIYET WORLD

TURKEY



yenibiris:)com

SPOR
ARENA

 **hurriyet**
oto.com

yakala.co

GERMANY



Zweigneiderlassung
GmbH

HOLLAND & RUSSIA

trader
media
east

*Hürriyet Invest BV
*Publishing Int. Holding BV

As a result of the negotiations with Demirören Media, Doğan Holding signed an agreement for the sale of Hürriyet Gazetecilik shares except Glokal and Doruk Factoring.

April 6, 2018

It has been decided to sell shares of Doruk Factoring A.Ş. to Doğan Şirketler Grubu Holding A.Ş.

May 10, 2018

Extraordinary General Assembly Meeting was held on June 6, 2018.

June 6, 2018



May 7, 2018

Turkish Republic Board gave permission for the takeover of full control of Hurriyet indirectly and finally by Erdoğan Demirören through Demirören Medya Yatırımları Ticaret A.Ş.

May 14, 2018

It has been decided to sell the shares of Glokal Dijital Hizmetler Pazarlama ve Ticaret A.Ş. to Glocal Invest BV.

August 16, 2018

Request for exemption from share purchase offer of Hürriyet Gazetecilik ve Matbaacılık A.Ş. has been approved by the Capital Markets Board and published in the bulletin of CMB dated on 16.08.2017 and numbered 2018/37.

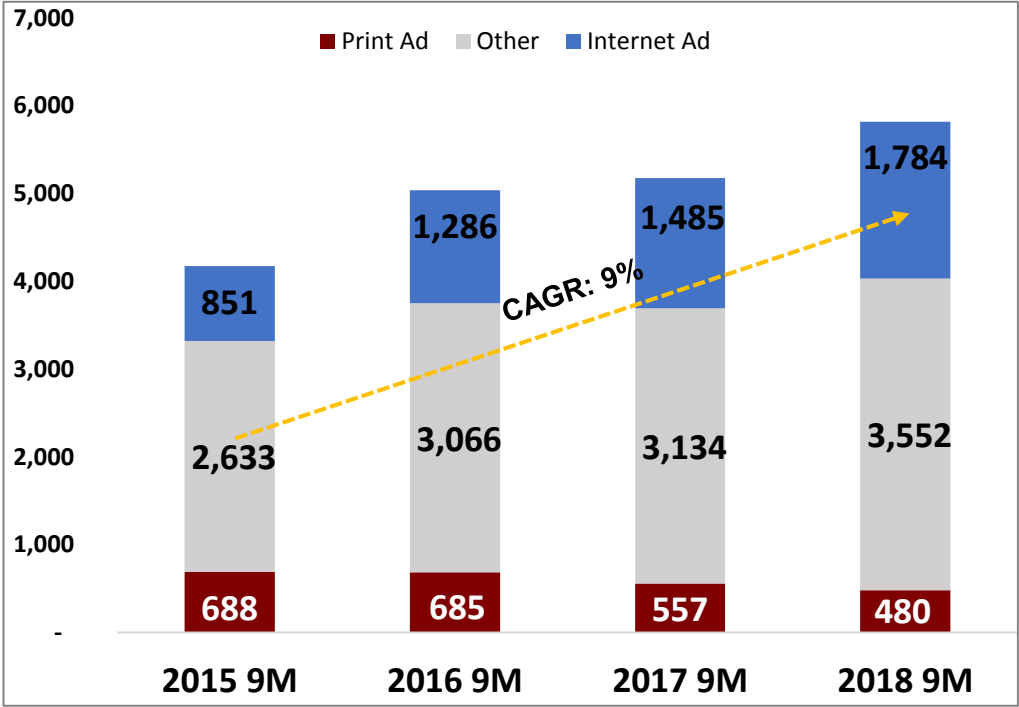


Ad Market in Turkey

AD MARKET IN TURKEY: Market Leader in Print Ad Market with 32% market share

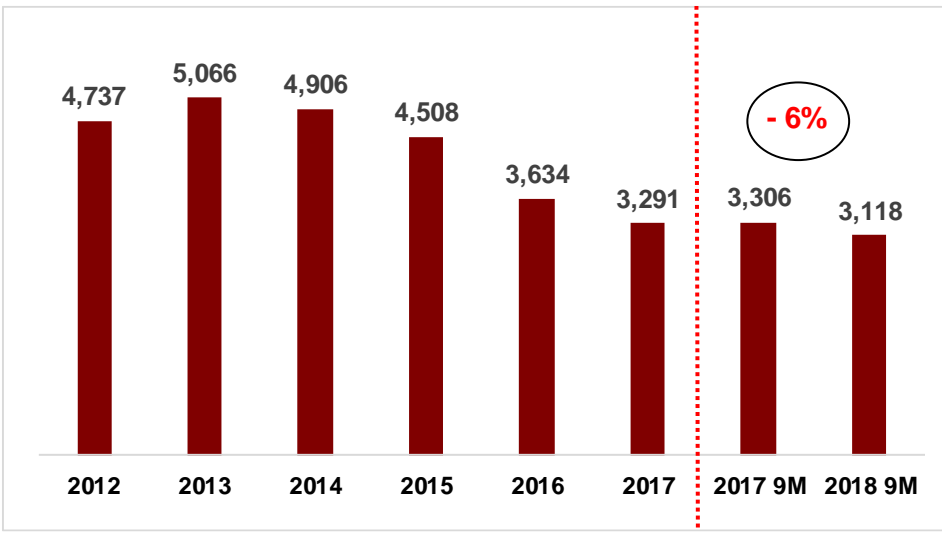
- ✓ 9% growth in total Ad Market in 4 yrs
 - Solid growth of 20% in Internet
 - -9% decline in Printed Ad Market

- Market share in Print Ad Market: 32%
- Market share in Internet Ad Market: 3%



GROWTH in AD MARKET (CAGR)

- +20% INTERNET
- 9% PRINT
- + 8% OTHER

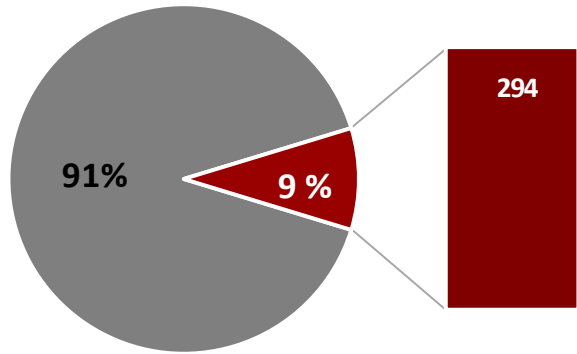


Average Daily Newspaper Circulation
(thousand units)

- Newspaper circulation market is decreased by %6 when compared to 2017, 9M.

Despite the decrease in circulation market, Hürriyet has 9% market share.

Circulation Market Share of Hürriyet



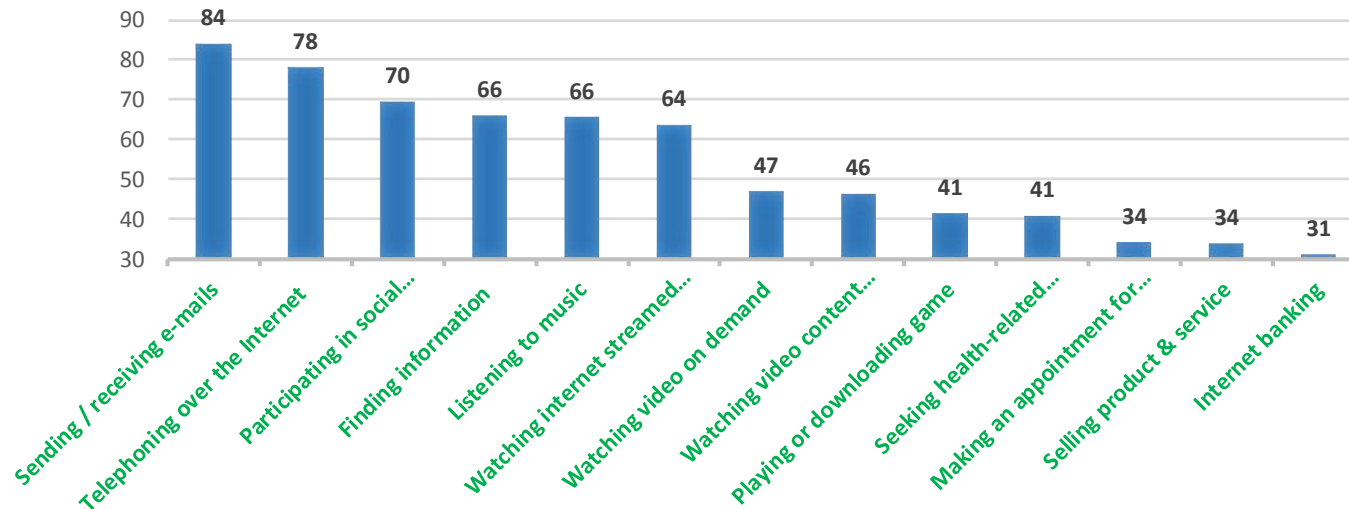
■ Market (Exc-Hürriyet) ■ Hürriyet Circulation

Digital Content

Based on TUIK research results, the individuals, who have accessed the Internet in Turkey, are using internet mostly for:

- Sending and receiving e-mails
- Telephoning over the internet
- Participating in social networks
- Finding information
- Listening to music

This information motivates us more for digital growth.



(*) The data is obtained from Tuik web site.

- **Hurriyet.com.tr** maintains its leader position in the media sector with **more than 1 million UV** per day and over **10 million page views** in social media traffic.
- **Hurriyet.com.tr** Facebook page, is still the one of the most active social media web site in Turkey with over **30 million engagement** per month.

Top Websites Extended In Turkey (Total Traffic)



88%

of individuals using the internet everyday or almost everyday

73%

Internet Usage in Turkey

99%

Smart Phone Penetration

38%

Laptop Penetration

28%

Tablet Penetration

BOOSTING DIGITAL AD REVENUES THRU INVESTMENT ON DIGITAL AD TECHNOLOGIES

- Focus and realignment with rapid advances in technology and dramatic shifts in consumer behavior.
- Engaging the right audience, with the right message, at the right time
- Using of data management platforms (DMPs) to manage the scale of data, while exploring new ways to increase customer engagement

Native Ad Model



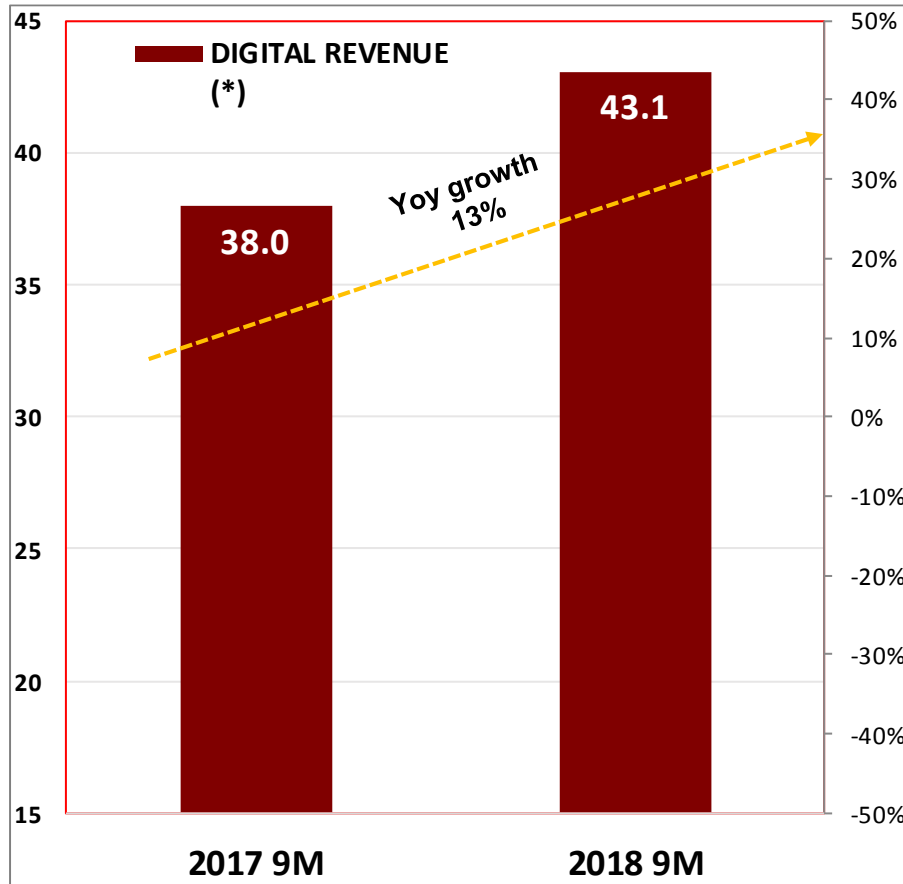
360 Ad Model



Video



Data
Management
Platform

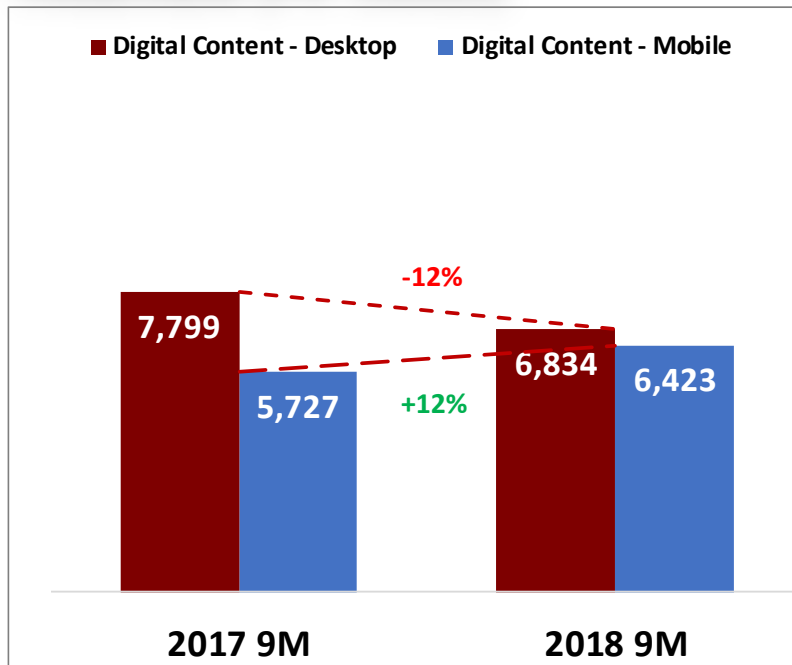


(*) excluding TME and e-business operations.

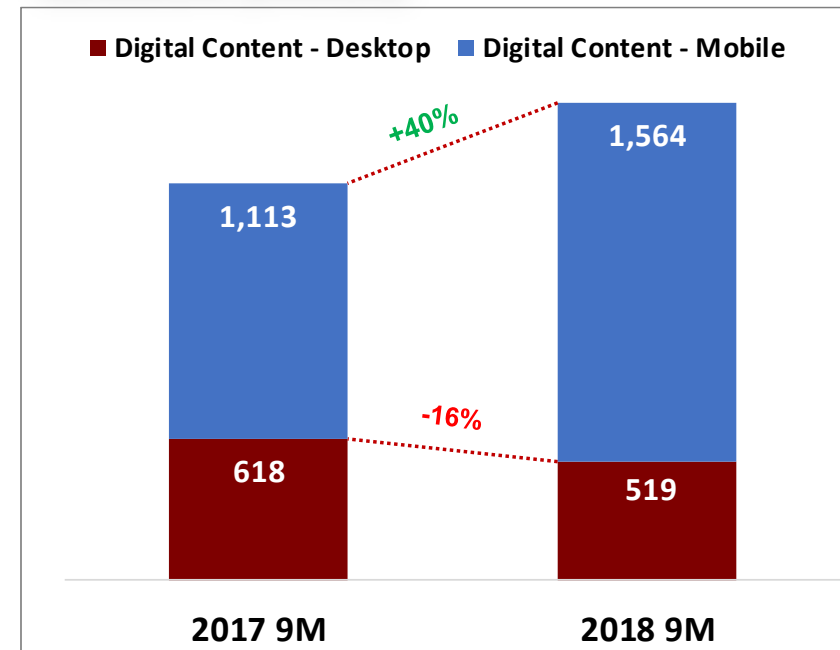
- Focused growth and monetization via new Ad Formats (ie: SporArena)
- Increase traffic and customer engagement thru technical innovation and audience focus strengthening mobile conversion
- Focus on content enrichment and technology investment for digital premium subscription model

- Hürriyet is the top local player in the market, including Facebook and Google, with monthly average page views with 1.5 bio and 231 mio visitors, respectively.
- As of November 2018, Hurriyet.com.tr is the 7th ranked web site among the most visited web sites and the leader site among the news web sites.

PAGEVIEW (PV- million)



SESSION (million)



MONETIZATION IN DIGITAL CONTENT FOCUSING ON DIVERSIFIED VERTICALS



Pageview	166 mio
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Session	9.7 mio
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User	9.4 mio
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Pageview	41.8 mio
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Session	0.9 mio
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User	1.9 mio
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Pageview	1.7 bio
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Session	259 mio
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User	98 mio
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Pageview	58 mio
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Session	13.5 mio
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User	6 mio
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Pageview	10.3 mio
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Session	3.8 mio
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User	2.8 mio
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Pageview	17.7 mio
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Session	2.8 mio
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User	2.3 mio
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The above figures does not include referral traffic from hurriyet.com.tr.

Financial Performance

	2017	2018	yoy
	9M	9M	9M
REVENUE (*)	349	319	-9%
PRINT MEDIA	295	260	-12%
DIGITAL CONTENT (**)	38	43	13%
OTHER	16	16	-1%
TOTAL COSTS	-308	-316	3%
EBITDA	41	3	-93%

Sharp increase, thanks to our investment on digital in 2017 and 2018.

(*) During 2018, Doğan Holding decided to transfer the shares of Glokal and its subsidiaries to the direct and indirect subsidiaries of Doğan Holding. Due to this improvement, in addition to PMH, total net profit/loss from these operations are presented as “Discontinued Operations” in the profit/loss statement as of September 30, 2018 and 2017.

(**) Excluding TME and e-business operations.

Sale of Glokal Shares

On 14 May 2018, the Group sold the shares of Glokal and its subsidiaries to Glocal Invest BV for USD 76.2 mio (TRY 330 mio)

	May 14, 2018
Sales amount	330.0
Net book value	(35.2)
Non-controlling interest	0.1
Gain on sale of financial investment (Note 16)	294.9

Sale of Doruk Factoring Shares

On 10 May 2018, the Group sold all of its shares in Doruk Factoring to Doğan Holding amounting to USD 1.6 mio (TRY 6.9 mio)

	May 10, 2018
Sales amount	6.9
Net book value	(1.0)
Gain on sale of financial investment (Note 16)	5.9

	30.09.2018	31.12.2017
Cash and Cash Equivalents	17	66
Non-trade Receivable from Related Parties	243	-
Land and Buildings	222	206
Investment Properties	179	172
Total Assets	917	769
Total Loan	39	263
Total Liabilities	287	466
Total Equity	630	303

- ✓ Total amount of land and buildings including the investment properties is 401 mio TL as of 30 September 2018.
- ✓ Hürriyet paid significant amount of loans during of 2018.
- ✓ The Group has non-trade receivable from Demirören Medya, main shareholder of the Hürriyet, amounting to 243 mio TL due to sale of investments of Glokal and Doruk Factoring shares. It is expected that 182 mio TL of this balance to be received within 1 year.

30 September 2018	TRY Equivalent	USD	Euro	Other
Total Assets	247.2	40.7	0.5	0.2
Total Liabilities	1.7	0.1	0.1	0.0
Net FC position	245.5	40.6	0.4	0.2

In 2018, foreign currency position was positively influenced by both the high amount of foreign currency denominated loan repayments and the increase in foreign currency denominated receivables.

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