

2018 Investor Presentation

March 2019

☐ This presentation does not constitute an offer or invitation to purchase or subscription for any securities and no part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.

☐ The information contained in this document has not been independently verified. No representation or warranty express or implied is made as to and no reliance should be placed on, the accuracy, completeness, correctness or fairness of the information or opinions contained herein. Neither the company nor any of its affiliates, advisors or representatives shall have any liability whatsoever (for negligence or otherwise) with respect to any loss howsoever arising from any use by third parties of this presentation or its contents or otherwise arising in connection with it.

☐ 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 (31%) Circulation (10%)

Strong Foreign Currency Position

Paid Capital Increase After 9 Years

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

DEMİRÖREN MEDYA YATIRIMLARI TİCARET A.Ş.

TURKEY



GERMANY



Zweig- und Niederlassung
GmbH



*Hürriyet Invest BV
*Publishing Int. Holding BV

KKTC



Hürriyet Gazetecilik signed an agreement for the sale of all of its shares.

April 6, 2018»

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

May 14, 2018

The issued capital of Hürriyet Gazetecilik ve Matbaacılık A.Ş. amounting to TL 552,000,000 has been increased by TL 40,000,000 (7,24%) to TL 592,000,000.

November 19, 2018

May 10, 2018

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

September 19, 2018

SAHA Kurumsal Yönetim ve Kredi Derecelendirme Hizmetleri A.Ş. has confirmed our corporate governance rating as 9,27 on a basis of 10 (92,67 over 100) on September 19, 2018.

December 21, 2018

The Capital Increase through Rights Issue and Allocation which has completed with collecting 40 million TL in cash from Demirören Media Investments.

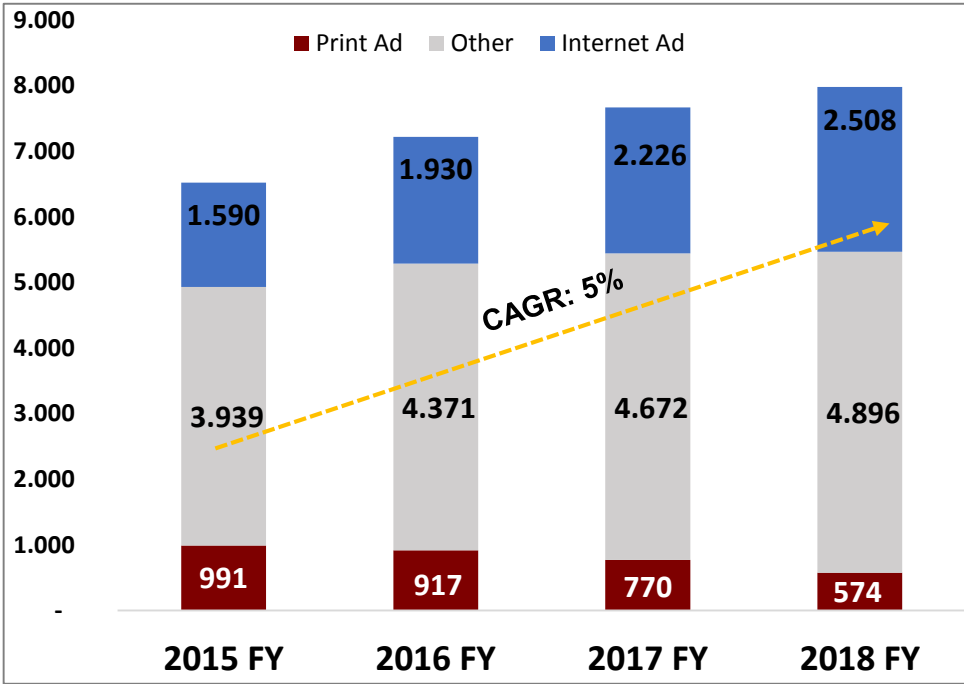
Ad Market in Turkey

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

- ✓ 5% growth in total Ad Market in 4 yrs
 - Growth of 12% in Internet
 - -13% decline in Printed Ad Market

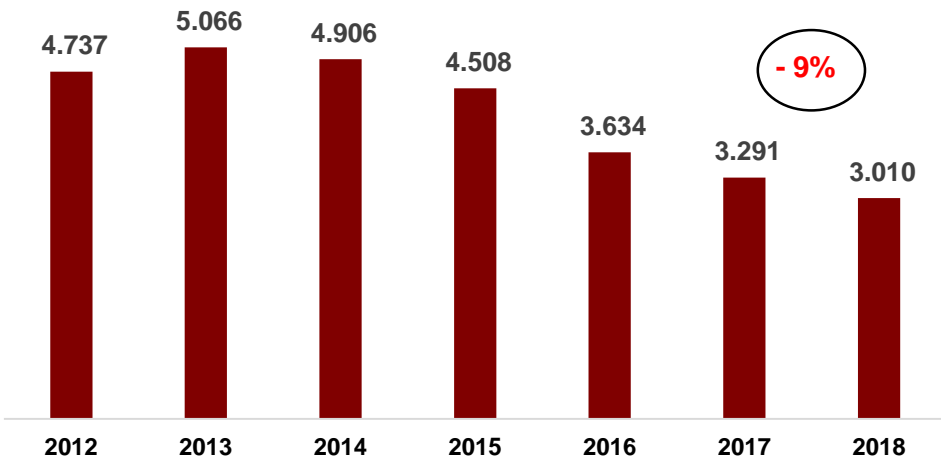
Hürriyet Newspaper Market Shares:

- Print Ad Market: 31%
- Internet Ad Market: 3%



GROWTH in AD MARKET (CAGR)

+12%	INTERNET
- 13%	PRINT
+ 6%	OTHER

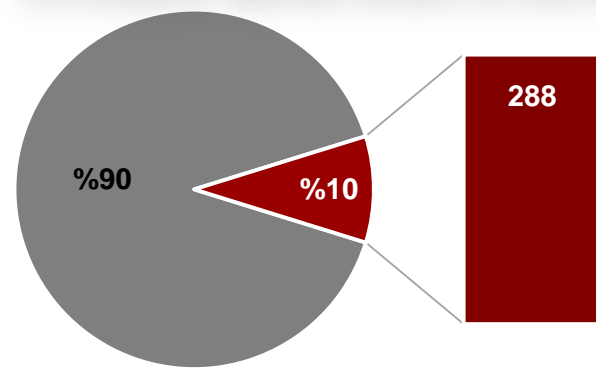


Average Daily Newspaper Circulation
(thousand units)

- At the end of the 2018, newspaper circulation market is decreased by %9 when compared to 2017.

- Despite 9% decrease in circulation market, Hürriyet's market share was 10%.

Circulation Market Share of Hürriyet



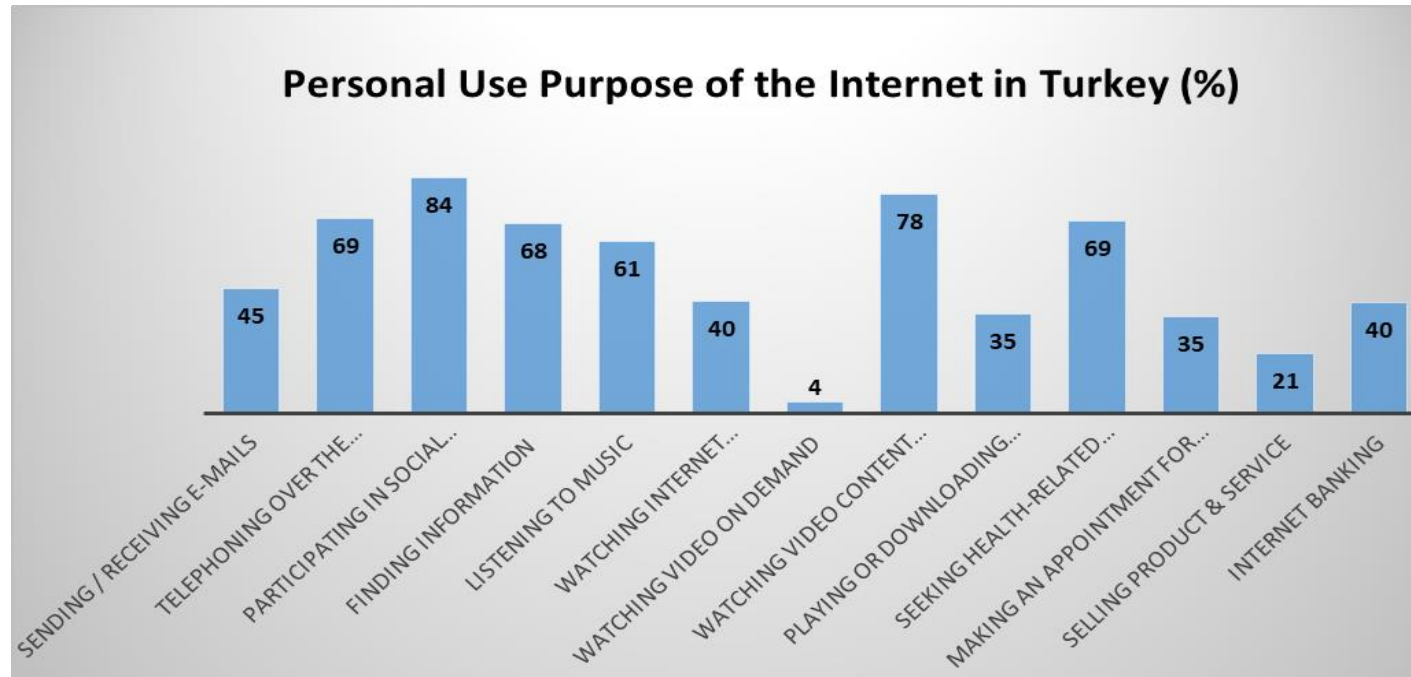
■ Market (Exc-Hürriyet) ■ Hürriyet Circulation

Digital Content

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

- Participating in social networks
- Watching video content from sharing services
- Telephoning over the internet
- Seeking health-related information
- 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 48 million page views daily average.
- 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.
- According to similar Web data, hurriyet.com.tr maintains its leadership in the ranking of news sites. 8'th place in the general ranking after the majority of social media and search engine sites.

Top Websites Extended In Turkey (Total Traffic)



Ratio of Information Technologies in Households



89%

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



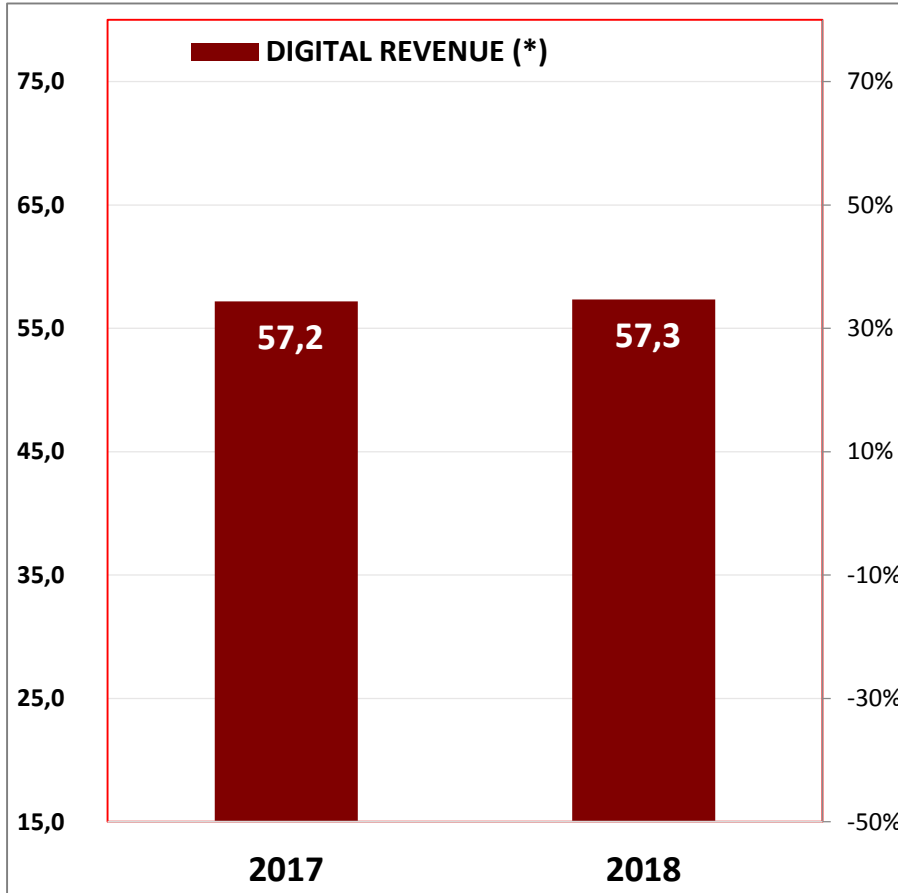
360 Ad Model



Video



Data
Management
Platform

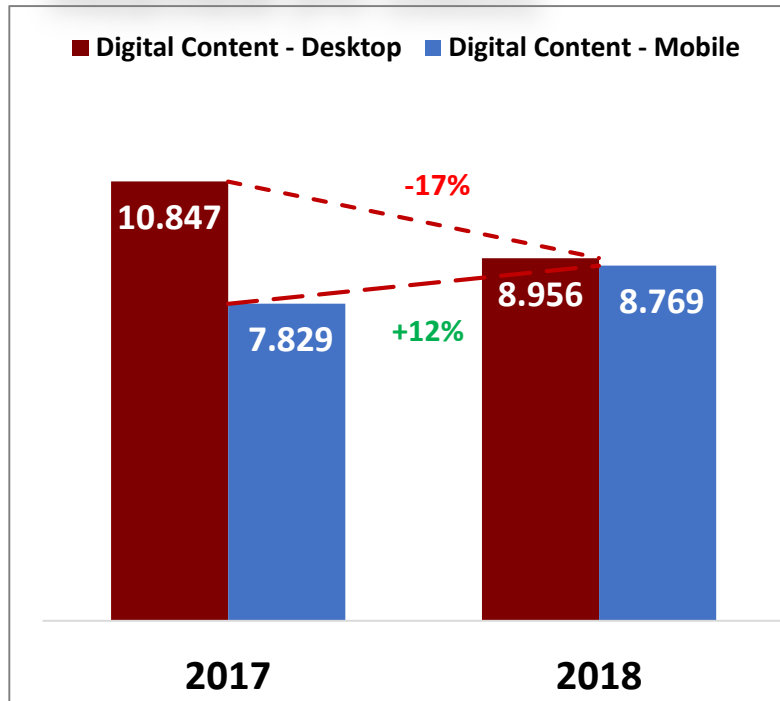


(*) excluding TME and e-business operations.

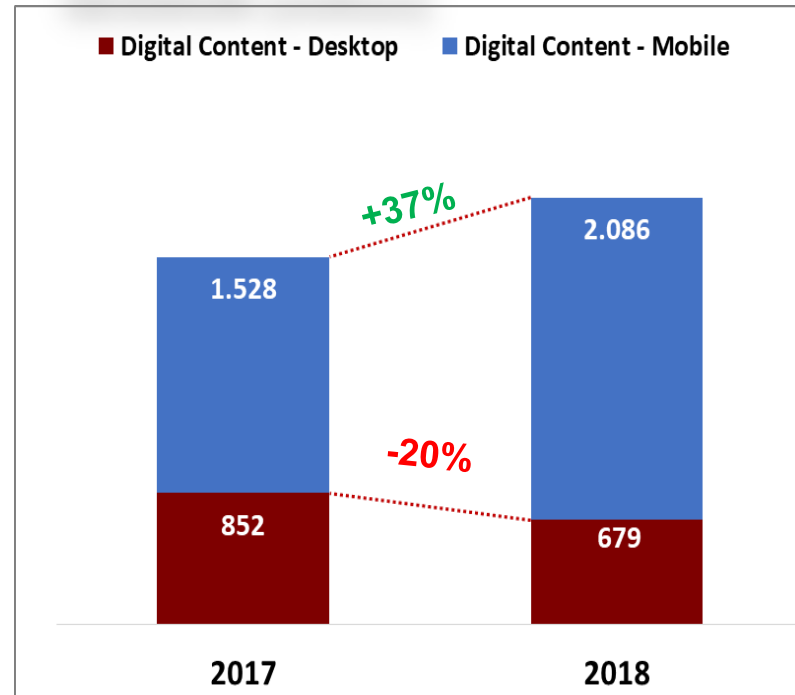
- Increase traffic and customer engagement thru technical innovation and audience focus strenghting mobile conversion
- Accelerating the infrastructure works to get the deserved share in the digital market

- 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 February 2019, Hurriyet.com.tr is the 8th 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	186 mio
----------	---------

Session	10.2 mio
---------	----------

User	9.5 mio
------	---------



Pageview	40.4 mio
----------	----------

Session	0.9 mio
---------	---------

User	1.9 mio
------	---------



Pageview	1.5 bio
----------	---------

Session	231 mio
---------	---------

User	80 mio
------	--------



Pageview	55 mio
----------	--------

Session	13.8 mio
---------	----------

User	6 mio
------	-------



Pageview	9.7 mio
----------	---------

Session	3.9 mio
---------	---------

User	2.8 mio
------	---------



Pageview	17.2 mio
----------	----------

Session	2.9 mio
---------	---------

User	2.3 mio
------	---------

The above figures does not include referral traffic from hurriyet.com.tr.

Corporate Governance Rating



SAHA Kurumsal Yönetim ve Kredi Derecelendirme Hizmetleri A.Ş., holding the activity permission for conducting rating in accordance with the Corporate Governance Principles of the Capital Markets Board (CMB) in Turkey, has confirmed our corporate governance rating as 9,27 on a basis of 10 (92,67 over 100) on September 19, 2018. In the framework of the Resolution of the CMK regarding this matter, the final rating is determined by weighting four subcategories in a different manner. In this framework, the distribution of our corporate governance rating as per the subcategories is as follows;

Sub-Categories	Weight	Rating Obtained
Shareholders	0,25	90,74
Publicity Disclosure and Transparency	0,25	96,87
Stakeholders	0,15	93,92
Board of Directors	0,25	90,50
Toplam	1	92,67
Toplam (10 üzerinden)		9,27

You can find the full report from the below link;

<http://www.hurriyetkurumsal.com/tr/NKurumsal-Yonetim/Sayfalar/NKy-Derecelendirme-Raporu.aspx>

- As a result of the improvement activities which is made in 2018, our corporate governance rate to 9,27 in 2018.
- There are 47 companies in the BIST Corporate Governance Index.
- Hürriyet's corporate governance rating rate since 2007 are as follows:

Hürriyet

79,67 1.09.2007 ISS	83,21 24.09.2008 ISS	84,31 24.09.2009 ISS	84,69 23.09.2010 ISS	85,54 23.09.2011 ISS	90,90 24.09.2012 ISS	90,90 24.09.2013 ISS	88,69 1.03.2014 ISS
92,96 24.09.2014 SAHA	93,58 18.09.2015 SAHA	92,79 19.09.2016 SAHA	91,27 19.09.2017 SAHA	92,67 19.09.2018 SAHA			

Financial Performance

	2017	2018	yoy
REVENUE (*)	485	422	-13%
PRINT MEDIA	406	343	-16%
DIGITAL CONTENT (**)	57	57	0%
OTHER	22	22	0%
TOTAL COSTS	-444	-446	0%
EBITDA	41	-24	-159%

(*) 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 December 31, 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	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	5.9

	31.12.2018	31.12.2017
Cash and Cash Equivalents	57	66
Non-trade Receivable from Related Parties	117	-
Land and Buildings	238	206
Investment Properties	197	172
Total Assets	874	769
Total Loan	27	262
Total Liabilities	234	466
Total Equity	640	303

- ✓ Total amount of land and buildings including the investment properties is 435 mio TL as of December 31, 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 117 mio TL due to sale of investments of Glokal and Doruk Factoring shares.

31 December 2018	TRY Equivalent	USD	Euro	Other
Total Assets	120.6	22.5	0.3	0.2
Total Liabilities	4.6	0.3	0,5	(0.0)
Net FC position	116.0	22.2	(0.2)	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.

More information available at investor relations:

Name	Title	Phone	E-mail
Semih Metin	Investor Relations Manager	+90 212 449 60 30	ir@hurriyet.com.tr
Elif Özcan	Investor Relations Specialist	+90 212 449 60 88	elifozcan@hurriyet.com.tr