

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

**CONVENIENCE TRANSLATION INTO ENGLISH OF
CONSOLIDATED INTERIM FINANCIAL STATEMENTS
FOR THE NINE-MONTH PERIOD ENDED 30 SEPTEMBER 2008**

**CONVENIENCE TRANSLATION INTO ENGLISH OF
FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH**

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

**CONSOLIDATED FINANCIAL STATEMENTS
FOR THE PERIOD 1 JANUARY - 30 SEPTEMBER 2008**

(Amounts expressed in New Turkish Lira (“YTL”) unless otherwise indicated).

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**CONSOLIDATED BALANCE SHEETS
AT 30 SEPTEMBER 2008 AND 31 DECEMBER 2007**

(Amounts expressed in New Turkish Lira (“YTL”) unless otherwise indicated).

	Note		(Restated)
	References	30 September 2008	31 December 2007
ASSETS			
Current assets		557.526.977	441.616.814
Cash and cash equivalents	5	276.460.823	137.938.512
Financial assets	6	-	2.093.720
Trade receivables		207.133.337	222.307.498
Due from related parties	32	30.079.100	27.439.824
Other trade receivables	9	177.054.237	194.867.674
Other receivables	10	9.936.344	6.231.594
Inventories	11	25.298.435	26.186.912
Other current assets		38.698.038	46.858.578
Advances due from related parties	32	-	2.299.904
Other current assets	21	38.698.038	44.558.674
Non-current assets		1.402.611.095	1.380.788.222
Other receivables	10	303.804	123.718
Financial assets	6	6.235.699	6.186.438
Investments accounted for by equity method	12	1.655.394	4.380.092
Investment property	13	27.909.048	12.692.088
Property, plant and equipment	14	531.020.492	552.835.380
Intangible assets	15	567.408.842	558.636.995
Goodwill	16	252.513.596	236.129.473
Deferred tax assets	30	8.586.800	6.645.156
Other non-current assets	21	6.977.420	3.158.882
Total assets		1.960.138.072	1.822.405.036

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

**CONVENIENCE TRANSLATION INTO ENGLISH OF
FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH**

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**CONSOLIDATED BALANCE SHEETS
AT 30 SEPTEMBER 2008 AND 31 DECEMBER 2007**

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

	Note References	30 September 2008	(Restated) 31 December 2007
LIABILITIES			
Current liabilities		279.230.188	174.541.213
Short term financial liabilities	7	175.394.725	59.744.251
Trade payables		43.154.707	45.081.733
Due to related parties	32	4.699.799	6.662.436
Other trade payables	9	38.454.908	38.419.297
Other payables	10	22.007.890	21.125.928
Current income tax liabilities	30	11.595.496	26.864.197
Provisions	18	6.841.652	5.147.520
Other current liabilities	21	20.235.718	16.577.584
Non-current liabilities		725.612.110	794.038.044
Long term financial liabilities	7	525.310.157	605.195.883
Other financial liabilities	8	26.230.617	17.850.192
Other payables	10	153.951	145.588
Provision for employment termination benefits	20	12.527.706	10.115.141
Deferred tax liabilities	30	160.786.195	159.929.926
Other non-current liabilities	21	603.484	801.314
TOTAL EQUITY			
Shareholders' equity		955.295.774	853.825.779
Share capital	22	460.000.000	421.000.000
Inflation adjustment to share capital	22	77.198.813	77.198.813
Translation reserve		(28.159.402)	(50.857.712)
Restricted reserves	22	27.310.182	22.516.607
Retained earnings		229.592.042	179.198.476
Net income for the period		57.010.434	94.187.141
Minority interests		132.343.705	110.582.454
Total liabilities and shareholders' equity		1.960.138.072	1.822.405.036

These consolidated financial statements as at and for the period ended 30 September 2008 were approved by the Board of Directors on 12 November 2008.

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 INTERIM STATEMENTS OF INCOME FOR
THE PERIODS ENDED 30 SEPTEMBER 2008 AND 2007**

		2008		<i>(Restated)</i> 2007	
	Note References	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
<u>Continued operations</u>					
Sales	23	770.486.253	254.548.697	659.392.218	253.686.409
Cost of sales (-)	23	(444.802.353)	(154.000.744)	(390.673.095)	(141.777.088)
Gross profit		325.683.900	100.547.953	268.719.123	111.909.321
Marketing, selling and distribution expenses (-)	24	(99.715.522)	(31.064.222)	(104.921.306)	(39.933.415)
General administrative expenses (-)	24	(127.423.592)	(41.885.122)	(78.862.141)	(32.888.520)
Other operating income	26	62.774.809	777.294	3.838.465	1.980.736
Other operating expenses (-)	26	(7.823.716)	(3.542.303)	(7.993.138)	(4.042.229)
Operating income		153.495.879	24.833.600	80.781.003	37.025.893
Share of loss of investments accounted for by the equity method	12	(5.693.145)	(1.975.560)	(10.791.681)	(1.653.344)
Financial income	27	78.056.341	14.998.060	108.517.780	56.243.224
Financial expenses (-)	28	(122.326.724)	(20.058.656)	(54.234.714)	(25.786.100)
Income before taxes from continuing operations		103.532.351	17.797.444	124.272.388	65.829.673
Taxation from continuing operations					
Current tax for the period	30	(31.268.466)	(11.912.441)	(35.883.829)	(19.180.636)
Deferred tax income	30	5.069.718	3.125.204	1.239.019	6.308
Net income for the period		77.333.603	9.010.207	89.627.578	46.655.345
Allocation of income for the period:					
Attributable to minority interests		(20.323.169)	1.284.596	(4.578.900)	(2.223.707)
Attributable to equity holders of the Company		57.010.434	10.294.803	85.048.678	44.431.638
Earnings per share (YKr)	31				
- continuing operations (YKr)		12,39	2,24	18,49	9,66

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

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FINANCIAL STATEMENTS ORIGINALLY ISSUED IN TURKISH

HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY
FOR NINE-MONTH PERIODS ENDED 30 SEPTEMBER 2008 AND 2007

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

	Share capital	Inflation adjustment to shareholders' equity	Currency translation differences	Restricted reserves	Retained earnings	Net income for the period	Minority interests	Total shareholders' equity
Balances at 1 January 2007	416.742.560	77.198.813	501.968	18.464.156	85.615.226	104.157.463	111.140	702.791.326
Currency translation differences	-	-	(60.156.882)	-	-	-	-	(60.156.882)
Transfers	-	-	-	4.052.451	100.105.012	(104.157.463)	-	-
Minority interest from subsidiary share acquisitions	-	-	-	-	-	-	1.593.295	1.593.295
Minority interest of subsidiaries	-	-	-	-	-	-	2.812.646	2.812.646
Subsidiaries' dividend payments to non-group companies	-	-	-	-	-	-	(4.281.618)	(4.281.618)
Net income for the period	-	-	-	-	-	80.469.778	4.578.900	85.048.678
Balances at 30 September 2007	416.742.560	77.198.813	(59.654.914)	22.516.607	185.720.238	80.469.778	4.814.363	727.807.445
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
Currency translation differences	-	-	22.698.310	-	-	-	6.132.721	28.831.031
Transfers	-	-	-	4.793.575	89.393.566	(94.187.141)	-	-
Capital increase	39.000.000	-	-	-	(39.000.000)	-	1.820.327	1.820.327
Subsidiaries' dividend payments to non-group companies	-	-	-	-	-	-	(6.514.966)	(6.514.966)
Net income for the period	-	-	-	-	-	57.010.434	20.323.169	77.333.603
Balances at 30 September 2008	460.000.000	77.198.813	(28.159.402)	27.310.182	229.592.042	57.010.434	132.343.705	955.295.774

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

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HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

**CONSOLIDATED CASH FLOW STATEMENTS FOR NINE-MONTH PERIOD
ENDED 30 SEPTEMBER 2008 AND 2007**

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

	Note references	30 September 2008	30 September 2007
Net income for the period		57.010.434	85.048.678
Adjustments:			
Amortisation	15	42.940.184	39.126.977
Depreciation	13,14	18.983.689	4.015.442
Net loss on disposal of property, plant and equipment, intangible assets and investment property	26	259.008	1.544.960
Minority interest		20.323.169	4.578.900
Taxation	30	26.198.748	34.644.810
Provision for employment termination benefits and unused vacation rights		5.412.943	4.422.103
Income accruals		(4.720.216)	-
Interest income	27	(21.391.831)	(20.328.165)
Interest expenses	28	32.826.769	30.733.132
Foreign exchange losses/(gains) from bank borrowings		24.732.206	(65.977.621)
Deferred income		520.967	2.525.181
Income from disposal of subsidiaries	26	(58.675.805)	-
Loss from investments accounted for by equity method	12	5.693.145	10.791.681
Provision expenses		4.770.426	1.733.562
Cash flows from operating activities before changes in operating assets and liabilities		154.883.836	132.859.640
Changes in operating assets and liabilities-net	35	(3.025.763)	44.584.684
Income taxes paid		(27.943.824)	(37.345.627)
Doubtful receivables collected	9	2.376.498	154.854
Employment termination benefits paid	20	(1.376.484)	(1.981.887)
Net cash provided by operating activities		124.914.263	138.271.664
Cash flow from investing activities:			
Purchases of investment properties	13	(15.929.520)	-
Purchases of property, plant and equipment	14	(19.341.908)	(46.561.670)
Purchases of intangible assets	15	(8.415.235)	(6.498.255)
Proceeds from sales of property, plant and equipment, intangible assets and investment properties		2.202.434	5.316.117
Interests received		20.199.217	20.768.036
Acquisition of subsidiaries, net paid		(631.162)	(446.460.107)
Proceeds from sales of financial assets		66.141.473	-
Share capital increase in associates and financial assets	12	(2.890.897)	(7.850.467)
Net cash provided by/(used in) investing activities		41.334.402	(481.286.346)
Cash used in financing activities:			
Proceeds of issuance of share capital to minority interests		1.820.327	1.593.295
Dividends paid to minority interests		(6.514.966)	(4.281.618)
Bank borrowings received		82.722.599	440.970.946
Redemption of bank borrowings		(74.805.341)	(8.155.726)
Change in trade payables to suppliers		(5.460.881)	8.634.468
Interests paid		(28.488.809)	(27.585.134)
Net cash (used in)/provided by financing activities		(30.727.071)	411.176.231
Exchange gains/(losses) on cash and cash equivalents		1.807.119	(5.806.344)
Change in cash and cash equivalents		137.328.713	62.355.205
Cash and cash equivalents at beginning of period	5	136.516.480	90.041.981
Cash and cash equivalents at end of period	5	273.845.193	152.397.186

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

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HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS AS AT AND FOR THE NINE-MONTH PERIOD ENDED 30 SEPTEMBER 2008

(Amounts expressed in New Turkish Lira (“YTL”) unless otherwise indicated).

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 GDR.

The subsidiaries of the Company

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
Yenibirş İnsan Kaynakları Hizmetleri Danışmanlık ve Yayıncılık A.Ş. (“Yenibirş”)	Turkey	Turkey	Internet services
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 BV. (“Hürriyet Invest”)	Netherlands	Europe	Investment
Trader Media East Ltd. (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 services
TME Management (France) SAS	France	Europe	Investment
Expressz Garancia Központ Kft	Hungary	Europe	Marketing
Expressz Magyarorszag Rt	Hungary	Europe	Newspaper and internet publishing
Kisokos Directory kereskedelmi es Szolgaltato kft	Hungary	Europe	Newspaper and internet publishing
Szuperinfo Magyarorszag Kft	Hungary	Europe	Newspaper and internet publishing
Trader Hungary Tanacsado Kft	Hungary	Europe	Investment
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 and EE	Investment
ZAO Pronto Akzhol	Kazakhstan	Russia and EE	Newspaper and internet publishing

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
AS AT AND FOR THE NINE-MONTH PERIOD ENDED 30 SEPTEMBER 2008**

(Amounts expressed in New Turkish Lira (“YTL”) unless otherwise indicated).

NOTE 1 - ORGANISATION AND NATURE OF OPERATIONS (Continued)

Subsidiaries (Continued)

Subsidiaries	Country	Geographic Segment	Nature of business
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
Informatcia Vilnusa	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 Server	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 spletini 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 started to operate significantly in foreign countries after the acquisition of Trader Media East and its subsidiaries at 29 March 2007. Accordingly the Group has initiated geographical segment reporting for the purpose of segment reporting in these consolidated financial statements (Note 4).

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HÜRRİYET GAZETECİLİK VE MATBAACILIK A.Ş.

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
AS AT AND FOR THE NINE-MONTH PERIOD ENDED 30 SEPTEMBER 2008**

(Amounts expressed in New Turkish Lira (“YTL”) unless otherwise indicated).

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 announcement dated 14 April 2008, 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 YTL using the relevant foreign exchange rates prevailing at the balance sheet date. The results of the foreign Subsidiaries and Associates are translated into YTL 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.

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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 (e) 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 recognises 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 recognising 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 recognised 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 recognise immediately in income statement any excess remaining after that reassessment.

Since TME was acquired on 29 March 2007, the statement of income starting from 31 March 2007 has been included in these consolidated financial statements.

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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 30 September 2008 and 31 December 2007 are as follows:

Subsidiaries	Proportion of voting power held by Hurriyet and its subsidiaries (%)		Effective ownership interests (%)	
	30 September 2008	31 December 2007	30 September 2008	31 December 2007
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	-	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 Management (France) SAS	100,00	100,00	67,30	67,30
TME Teknoloji Proje Geliştirme ve Yazılım Anonim Şirketi				
Expressz Garancia Kôzpont Kft	100,00	100,00	67,30	67,30
Expressz Magyarorszag Rt	100,00	100,00	67,30	67,30
Kisokos Directory kereskedelmi es Szolgaltato kft	100,00	100,00	100,00	100,00
Szuperinfo Magyarorszag Kft	100,00	100,00	67,30	67,30
Trader Hungary Tanacsado 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
Trader.com (Polska) Sp. Z.o.o.	-	100,00	-	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
Informatcia Vilnusa	100,00	100,00	67,30	67,30
OOO Pronto Rostov	100,00	100,00	67,30	67,30
ZAO Avtotehsnab	100,00	100,00	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

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

2.1.3 Consolidation principles (Continued)

(a) Subsidiaries (Continued)

Subsidiaries	Proportion of voting power held by Hurriyet and its subsidiaries (%)		Effective ownership interests (%)	
	30 September 2008	31 December 2007	30 September 2008	31 December 2007
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
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	60,00	60,00	40,38	40,38
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	90,00	90,00	60,57	60,57
Pronto Soft	90,00	-	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 Server	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	46,13	46,13
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
TCM Croatia Holding BV	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

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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; unrealised 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 30 September 2008 and 31 December 2007 are as follows.

Name	30 September 2008 Direct and indirect control by Hürriyet and its Subsidiaries (%)	31 December 2007 Direct and indirect control by Hürriyet and its Subsidiaries (%)
Doğan Media International GmbH (“Doğan Media”)	42,26	42,26
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).

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

(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.

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 recognising 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 realised 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

Consolidated financial statements and accompanying notes have been presented in accordance with the format, recommended to be implemented by CMB through its announcement dated 14 April 2008, and by including the mandatory information (Note 2.1.1). Where necessary, comparative figures have been reclassified to conform to the changes in presentation of consolidated financial statements at 30 September 2008. All the reclassifications are made in order to be consistent with the abovementioned format and the details are as follows:

- Trade receivables: The items amounting to YTL 27.439.824, included in “Due from related parties” in the balance sheet at 31 December 2007, has been reclassified to “Trade receivables” in the current period.
- Other receivables: The items amounting to YTL 1.529.700, included in “Trade receivables” in the balance sheet at 31 December 2007, has been reclassified to “Other receivables” in the current period.

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

2.1.5 Comparatives (Continued)

- Other current assets: The items amounting to YTL 32.321.509, included in “Other receivables”, the items amounting to YTL 2.299.904, included in “Due from related parties” and the items amounting to YTL 718.054, included in “Inventories” in the balance sheet at 31 December 2007, have been reclassified to “Other current assets” in the current period.
- Other long term receivables: The items amounting to YTL 123.718, included in “Trade receivables” in the balance sheet at 31 December 2007, has been reclassified to “Other receivables” in the current period.
- Investments accounted for by using equity method: The items amounting to YTL 4.380.092, included in “Financial assets” in the balance sheet at 31 December 2007, has been presented as “Investments accounted for by using equity method” in the current period.
- Financial investments: The items amounting to YTL 6.186.438, presented as in “Financial assets” in the balance sheet at 31 December 2007, has been reclassified to “Financial investments” in the current period.
- Other non-current assets: The advances given amounting to YTL 72.123, included in “Tangible assets” in the balance sheet at 31 December 2007, has been reclassified to “Other non-current assets” in the current period.
- Financial liabilities: The items amounting to YTL 2.489.272, included in “Leasing liabilities”, the items amounting to YTL 99.094.584, included in “Trade payables” and the items amounting to YTL 5.256.664, included in “Leasing liabilities” in the balance sheet at 31 December 2007, has been reclassified to “Financial liabilities” in the current period.
- Trade payables: The items amounting to YTL 6.662.436, included in “Due from related parties” in the balance sheet at 31 December 2007, has been reclassified to “Trade payables” in the current period.
- Other payables: The items amounting to YTL 207.686, included in “Trade payables” and the items amounting to YTL 17.982.758, included in “Other current liabilities” in the balance sheet at 31 December 2007, has been reclassified to “Other payables” in the current period.
- Other current liabilities: The items amounting to YTL 223.470, included in “Advances received” in the balance sheet at 31 December 2007, has been reclassified to “Other current liabilities” in the current period.
- Current year income tax liability: The items amounting to YTL 26.864.197, included in “Debt provision” in the balance sheet at 31 December 2007, has been reclassified to “Current income tax liabilities” in the current period.

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

2.1.5 Comparatives (Continued)

- Other payables: The items amounting to YTL 145.588 included in “Other long term liabilities” in the balance sheet at 31 December 2007, has been reclassified to “Other payables” in the current period.
- Provision for employment termination benefit: The items amounting to YTL 10.115.141 included in “Provisions” in the balance sheet at 31 December 2007, has been presented as “Provision for employment termination benefit” in the current period.
- Cost of sales: The items amounting YTL 18.076.427 which were presented as “Marketing, selling and distribution expenses” in the consolidated statement of income for the period ended 30 September 2007 have been reclassified to “Cost of sales” in the current period.
- Share of loss of investments accounted for by the equity method: The items amounting YTL 10.791.681 which were presented as “Other expenses and losses” in the consolidated statement of income for the period ended 30 September 2007 have been reclassified to “Losses from valuation of the investments by using equity method” in the current period.
- Financial expenses : The items amounting YTL 22.569.395 which were presented as “Other expenses and losses” in the consolidated statement of income for the period ended 30 September 2007 have been reclassified to “Financial expenses” in the current period.
- Financial income : The items amounting YTL 42.540.159 which were presented as “Other income and gains” in the consolidated statement of income for the nine-month period ended 30 September 2007 have been reclassified to “Financial income” 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 to” at 30 June 2008 and 31 December 2007 respectively, have been reclassified and restated in order to be consistent with the current period.

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).

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

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 recognised at cost of purchase including the transaction costs and subsequently re-measured at fair value. All related realised and unrealised gains and losses are included in the statement of income.

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 amortised 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).

2.2.4 Provision for doubtful receivables

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.

2.2.5 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 and depreciation

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).

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

2.2.6 Investment properties and depreciation (Continued)

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 recognised 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	3-10 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 recognised for the amount by which the carrying amount of the asset exceeds its recoverable amount, which is the higher of assets net selling price 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. The recoverable amount of an asset is the higher of its fair value less costs to sell and its value in use. Fair value less costs to sell is the amount obtainable from the sale of an asset less the costs of disposal. Value in use is the present value of the future cash flows expected to be derived from an asset plus residual value of the related assets.

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 capitalised if they result in an enlargement or substantial improvement of the respective assets (Note 14).

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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 capitalised and amortised 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” amortisation 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 30 June 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 amortised 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 (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

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

2.2.10 Intangible assets and amortization (Continued)

Computer software and rights and other intangible assets are carried at their acquisition cost and amortised 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 recognised for the amount by which the carrying amount of the asset exceeds its recoverable amount. Impairment losses are recognised immediately in the statement of income.

2.2.11 Significant accounting estimates and decisions

Preparation of financial statements requires the use of estimates and assumptions that may affect the amount of assets and liabilities recognised 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 YTL 10.837.304 (30 September 2007: YTL 7.128.367) and income before tax and minority interests would have decreased by YTL 10.837.304 (30 September 2007: YTL 7.128.367).

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 YTL 1.530.798 (30 September 2007: YTL 771.361 YTL) and income before tax and minority interests would have increased by YTL 1.530.798 or
- Had the useful lives been lower by 10%, amortization charges would have increased by YTL 1.569.014 (30 September 2007: YTL 1.104.109) and income before tax and minority interests would have decreased by YTL 1.569.014.

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

2.2.12 Taxation on income

Taxation on income include 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.

2.2.12 Taxes 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).

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

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.

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.

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

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.

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).

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

2.2.20 Earnings per share

Earnings per share disclosed in the consolidated statements of income are determined by dividing net profit 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 authorised 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).

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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 fulfil 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 liability” in the consolidated balance sheet. The Group presents, 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. 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 (Note 15).

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).

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

2.2.28 Segment reporting

A geographical segment is a distinguishable component of an enterprise that is engaged in providing products or services within a particular economic environment and that is subject to risks and returns that are different from those of components operating in other economic environments. A business segment is a distinguishable component of an enterprise that is engaged in providing an individual product or service or a group of related products or services and that is subject to risks and returns that are different from those of other business segments.

A reportable segment is a business segment or a geographical segment identified based on the foregoing definitions for which segment information is required to be disclosed. A business segment or geographical segment should be identified as a reportable segment if a majority of its revenue is earned from sales to external customers and its revenue from sales to external customers and from transactions with other segments is 10% or more of the total revenue, external and internal, of all segments; or its segment result, whether profit or loss, is 10% or more of the combined result of all segments in profit or the combined result of all segments in loss, whichever is the greater in absolute amount; or its assets are 10% or more of the total assets of all segments.

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 30 September 2008 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.

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NOTE 3 - BUSINESS COMBINATIONS

1 January - 30 September 2008:

The Group acquired all the shares of Oglasnik Nekretnine d.o.o (“Nekretnine”) in cash consideration of YTL 609.423 at 6 June 2008.

The details of net assets of the subsidiary acquired and related positive goodwill are as follows:

	Nekretnine
Cash consideration	609.423
Direct costs relating to the acquisition	21.739
Total purchase consideration	631.162
Fair value of net assets acquired	(5.201)
Goodwill (Note 16)	625.961

1 January - 30 September 2007:

TME:

Group acquired 67,3% of TME shares in consideration of YTL 479.333.941. The provisional purchase price allocation during 30 September 2007 resulted in goodwill amounting YTL 506.417.024. The provisional purchase price allocation was completed at 31 December 2007 and the amount of goodwill is revised to YTL 240.236.651.

The Group recognised positive goodwill for the excess of the cost of the business combination over the Group’s interest in the net fair value of the identifiable assets, liabilities and contingent liabilities (Note 16).

Details of net assets acquired and goodwill are as follows:

	TME	Moje Delo
Cash consideration	466.410.050	5.217.076
Direct costs relating to the acquisition	12.923.891	-
Put option liability at fair value	-	6.049.430
Total purchase consideration	479.333.941	11.266.506
Fair value of net assets acquired	(239.097.290)	(195.670)
Goodwill (Note 16)	240.236.651	11.070.836

The Group has initiated external valuation studies for the fair values of identifiable assets, liabilities and contingent liabilities acquired and the allocation of purchase prices relating to these business combinations. Such valuations have been completed as of the date these financial statements are prepared.

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NOTE 3 - BUSINESS COMBINATIONS (Continued)

TME shares acquisition:

The fair values of acquired identifiable assets, liabilities and contingent liabilities and acquisition costs are as follows:

	Fair value	Carrying value
Cash and cash equivalents	43.949.285	43.949.285
Marketable securities (net)	4.068.535	4.068.535
Trade receivables (net)	19.790.634	19.790.634
Inventory (net)	4.820.689	4.820.689
Other receivables	29.167.033	29.167.033
Financial assets (net)	168.372	168.372
Property, plant and equipment	43.815.415	32.174.271
Intangible assets	629.910.132	142.545.009
Deferred tax assets	9.231.489	9.231.489
Other non-current assets	466.474	466.474
Borrowings	(180.755.837)	(180.755.837)
Lease payables (net)	(197.354)	(197.354)
Trade payables	(32.773.235)	(32.773.235)
Provisions	(1.747.208)	(1.747.208)
Other financial liabilities	(14.123.943)	(14.123.943)
Other liabilities	(38.134.579)	(38.134.579)
Deferred tax liabilities	(160.153.629)	(43.079.822)
Minority interest	(118.404.983)	(2.652.552)
Net assets acquired	239.097.290	(27.082.739)

Details of the cash outflows on acquisitions are as follows:

Purchase consideration settled in cash	479.333.941
Cash and cash equivalents in subsidiary acquired	(43.949.285)
Cash outflow on acquisition	435.384.656

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NOTE 4 - SEGMENT REPORTING

a) Segmental analysis for the nine-month period between 1 January and 30 September 2008:

	Turkey	Russia and EE	Europe	Total
Sales	453.219.885	240.982.180	76.284.188	770.486.253
Cost of sales	(283.746.190)	(113.572.177)	(47.483.986)	(444.802.353)
Gross operating profit	169.473.695	127.410.003	28.800.202	325.683.900
Marketing, selling and distribution expenses	(69.666.230)	(18.980.827)	(11.068.465)	(99.715.522)
Losses from investments accounted for by equity method, net (-)	(5.693.145)	-	-	(5.693.145)
Net segment result	94.114.320	108.429.176	17.731.737	220.275.233
General administrative expenses (-)				(127.423.592)
Other operating income				62.774.809
Other operating expenses				(7.823.716)
Financial income				78.056.341
Financial expense (-)				(122.326.724)
Operating income before tax from continued operations				103.532.351
Tax expenses for the period				(31.268.466)
Deferred tax income				5.069.718
Net income for the period				77.333.603

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NOTE 4 - SEGMENT REPORTING (Continued)

b) Segmental analysis for the nine-month period between 1 July and 30 September 2008:

	Turkey	Russia and EE	Europe	Total
Sales	146.750.520	83.502.077	24.296.100	254.548.697
Cost of sales	(102.120.665)	(37.796.985)	(14.083.094)	(154.000.744)
Gross operating profit	44.629.855	45.705.092	10.213.006	100.547.953
Marketing, selling and distribution expenses	(19.968.971)	(7.708.323)	(3.386.928)	(31.064.222)
Losses from investments accounted for by equity method, net (-)	(1.975.560)	-	-	(1.975.560)
Net segment result	22.685.324	37.996.769	6.826.078	67.508.171
General administrative expenses (-)				(41.885.122)
Other operating income				777.294
Other operating expense				(3.542.303)
Financial income				14.998.060
Financial expense (-)				(20.058.656)
Operating income before tax from continued operations				17.797.444
Tax expenses for the period				(11.912.441)
Deferred tax expense				3.125.204
Net income for the period				9.010.207

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NOTE 4 - SEGMENT REPORTING (Continued)

c) Segmental analysis for the nine-month period between 1 January and 30 September 2007:

	Turkey	Russia and EE	Europe	Total
Sales	449.518.193	148.071.376	61.802.649	659.392.218
Cost of sales	(295.722.349)	(57.354.571)	(37.596.175)	(390.673.095)
Gross operating profit	153.795.844	90.716.805	24.206.474	268.719.123
Marketing, selling and distribution expenses	(81.270.333)	(15.149.643)	(8.501.330)	(104.921.306)
Losses from investments accounted for by equity method, net (-)	(10.791.681)	-	-	(10.791.681)
Net segment result	61.733.830	75.567.162	15.705.144	153.006.136
General administrative expenses (-)				(78.862.141)
Other operating income				3.838.465
Other operating expense				(7.993.138)
Financial income				108.517.780
Financial expense (-)				(54.234.714)
Operating income before tax from continued operations				124.272.388
Tax expenses for the period				(35.883.829)
Deferred tax expense				1.239.019
Net income for the period				89.627.578

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NOTE 4 - SEGMENT REPORTING (Continued)

d) Segmental analysis for the period between 1 July and 30 September 2007:

	Turkey	Russia and EE	Europe	Total
Sales	153.376.512	72.359.358	27.950.539	253.686.409
Cost of sales	(98.789.265)	(23.716.684)	(19.271.139)	(141.777.088)
Gross operating profit	54.587.247	48.642.674	8.679.400	111.909.321
Marketing, selling and distribution expenses	(28.454.621)	(10.930.860)	(547.934)	(39.933.415)
Losses from investments accounted for by equity method, net (-)	(1.653.344)	-	-	(1.653.344)
Net segment result	24.479.282	37.711.814	8.131.466	70.322.562
General administrative expenses (-)				(32.888.520)
Other operating income				1.980.736
Other operating expense				(4.042.229)
Financial income				56.243.224
Financial expense (-)				(25.786.100)
Operating income before tax from continued operations				65.829.673
Tax expenses for the period				(19.180.636)
Deferred tax expense				6.308
Net income for the period				46.655.345

e) Segment assets

	30 September 2008	31 December 2007
Turkey	936.567.498	862.792.913
Russia and EE	767.097.231	722.459.862
Europe	228.917.233	193.725.652
	1.932.581.962	1.778.978.427
Unallocated assets	25.900.716	39.046.517
Investments accounted for by the equity method	1.655.394	4.380.092
Total assets per consolidated financial statements	1.960.138.072	1.822.405.036

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NOTE 4 - SEGMENT REPORTING (Continued)

f) Segment liabilities

	30 September 2008	31 December 2007
Turkey	51.675.928	37.853.499
Russia and EE	23.582.494	26.751.545
Europe	13.511.272	36.977.294
	88.769.694	101.582.338
Unallocated liabilities	916.072.604	866.996.919
Total liabilities per consolidated financial statements	1.004.842.298	968.579.257

g) Depreciation and amortisation charges and capital expenditures

Capital expenditures (excluding business combinations)

	2008		2007	
	1 January- 30 September	1 July- 30 September	1 January- 30 September	1 July- 30 September
Turkey	33.215.487	13.217.414	45.061.301	569.098
Russia and EE	5.931.514	3.165.935	2.743.235	1.211.089
Europe	4.544.390	1.227.677	5.255.389	1.113.054
	43.691.391	17.611.026	53.059.925	2.893.241

Depreciation and amortization charges:

	2008		2007	
	1 January- 30 September	1 July- 30 September	1 January- 30 September	1 July- 30 September
Turkey	37.315.463	13.851.518	36.513.014	14.310.713
Russia and EE	16.745.340	6.253.960	2.553.671	771.591
Europe	7.863.070	3.046.906	4.075.734	315.661
	61.923.873	23.152.384	43.142.419	15.397.965

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NOTE 4 - SEGMENT REPORTING (Continued)

h) Non-cash expenses:

	30 September 2008			
	Turkey	Russia and EE	Europe	Total
Interest expense accruals	7.239.348	62.827	173.479	7.475.654
Provision for employment termination benefits	5.412.943	-	-	5.412.943
Provision for doubtful receivables	1.700.480	416.985	2.454.721	4.572.186
Provision for lawsuits	70.238	-	-	70.238
	14.423.009	479.812	2.628.200	17.531.021

	30 September 2007			
	Turkey	Russia and EE	Europe	Total
Interest expense accruals	9.231.641	3.749.338	267.247	13.248.226
Provision for employment termination benefits	4.442.103	-	-	4.442.103
Provision for doubtful receivables	1.148.476	-	554.493	1.702.969
Provision for lawsuit	655.264	-	-	655.264
	15.477.484	3.749.338	821.740	20.048.562

NOTE 5 - CASH AND CASH EQUIVALENTS

The cash and cash equivalents at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Cash	1.431.722	692.277
Banks		
- demand deposits	30.694.649	29.848.056
- time deposits	244.281.438	107.348.259
- blocked deposits	53.014	49.920
	276.460.823	137.938.512

The Group has blocked deposits amounting to YTL 53.014 as of 30 September 2008. (31 December 2007: YTL 49.920).

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NOTE 5 - CASH AND CASH EQUIVALENTS (Continued)

Cash and cash equivalents included in the consolidated statements of cash flows as at and for the nine-month periods ended at 30 September 2008 and 2007 are as follows:

	30 September 2008	31 December 2007	30 September 2007	31 December 2006
Cash and banks	276.460.823	137.938.512	155.009.786	141.823.172
Blocked deposits	(1.668.874)	(887.160)	(2.305.988)	(51.034.707)
Less: Interest accruals	(946.756)	(534.872)	(306.612)	(746.484)
	273.845.193	136.516.480	152.397.186	90.041.981

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

	30 September 2008	31 December 2007
0-1 month	242.184.667	93.695.231
1-3 months	517.278	12.865.708
3-6 months	631.811	-
6-12 months	984.049	837.240
	244.317.805	107.398.179

There are no time deposits with variable interest rates at 30 September 2008 and 31 December 2007. The effective interest rate for YTL time deposits is 18,8% (31 December 2007: 17,9%). The effective interest rates of foreign currency denominated time deposits is 3,5 % for USD and 5,2% for Euro as of 30 September 2008 (31 December 2007: USD: 5,5%, Euro: 4,1%, Other: 4,6%).

NOTE 6 - FINANCIAL ASSETS

The details of financial assets at fair value through profit and loss at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Treasury bills and government bonds	-	2.093.720
	-	2.093.720

The best bid prices by the end of the second session in ISE on 30 September 2008 were used upon the determination of the fair values of government bonds and treasury bills at 30 September 2008. The effective interest rate of treasury bills and government bonds is 20,2% as of 31 December 2007.

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NOTE 6 - FINANCIAL ASSETS (Continued)

The maturity analysis of financial assets at fair value through profit and loss at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
181-365 days	-	2.093.720
	-	2.093.720

There are no pledged or blocked marketable securities at 30 September 2008 and 31 December 2007.

The details of long term financial assets at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Available-for-sale financial assets	6.235.699	6.186.438
	6.235.699	6.186.438

	Share %	30 September 2008	Share %	31 December 2007
Doğan Havacılık San. ve Tic. 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 Mümessilik A.Ş. (“Doğan Dış Ticaret”)	2,00	346.038	2,00	346.038
Coats İplik Sanayi A.Ş.	1,00	257.850	0,50	257.850
Hür Servis Sosyal Hizmetler ve Ticaret A.Ş. (“Hürservis”)	19,00	169.166	19,00	169.166
Other	-	213.130	-	163.869
		6.235.699		6.186.438

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NOTE 7 - FINANCIAL LIABILITIES

The details of financial liabilities at 30 September 2008 and 31 December 2007 are as follows:

Short term financial liabilities:	30 September 2008	31 December 2007
Bank borrowings	153.330.930	41.401.587
Financial liabilities to suppliers	19.844.778	15.853.392
Lease payables	2.219.017	2.489.272
Total	175.394.725	59.744.251
Long term financial liabilities:	30 September 2008	31 December 2007
Bank borrowings	447.365.205	516.698.027
Financial liabilities to suppliers	73.788.925	83.241.192
Lease payables	4.156.027	5.256.664
Total	525.310.157	605.195.883

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NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings:

The details of bank borrowings at 30 September 2008 and 31 December 2007 are as follows:

	Effective interest rate per annum (%)		Original foreign currency		YTL	
	30 September 2008	31 December 2007	30 September 2008	31 December 2007	30 September 2008	31 December 2007
Short-term bank borrowings:						
- YTL	-	-	4.287.214	1.621.336	4.287.214	1.621.336
- Euro	-	6,6	-	1.224.098	-	2.093.453
Sub-total					4.287.214	3.714.789
Short-term portion of long-term bank borrowings:						
- USD	6,9	6,9	116.020.543	26.591.243	142.890.901	30.970.821
- Euro	5,7	5,8	1.557.034	2.141.477	2.799.235	3.662.354
- CHF	5,1	4,8	2.967.507	2.972.476	3.353.580	3.053.623
Sub-total					149.043.716	37.686.798
Total short term bank borrowings					153.330.930	41.401.587
Long-term bank borrowings:						
- USD	6,4	7,3	307.459.391	418.885.476	378.666.985	487.875.914
- Euro	7,0	6,3	35.515.680	12.499.436	63.850.090	21.376.535
- CHF	5,0	5,0	4.290.000	7.247.715	4.848.130	7.445.578
Total long term bank borrowings					447.365.205	516.698.027

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NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings (Continued):

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

Year	30 September 2008	31 December 2007
2009 (*)	62.666.895	180.866.303
2010	156.506.534	117.213.006
2011	124.609.092	121.833.893
2012	72.995.074	68.419.981
2013 and over	30.587.610	28.364.844
	447.365.205	516.698.027

(*) Year 2009 on redemption schedule of long-term bank borrowings as of 30 September 2008 represents the period between 1 October 2009 - 31 December 2009.

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

Year	30 September 2008	31 December 2007
Up to 6 months	574.611.222	484.966.299
6-12 months	12.091.748	5.784.931
1-5 years	13.993.165	67.348.384
	600.696.135	558.099.614

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 earnings before interest, tax, depreciation and amortisation (“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 2007: 33.649.091 unit).

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NOTE 7 - FINANCIAL LIABILITIES (Continued)

Bank borrowings (Continued):

Furthermore, the Group’s subsidiary TME has signed a senior credit agreement which amounts to a total facility of USD 200.000.000. The borrowing is available in two parts: the first up to USD 165.000.000 and the second up to USD 35.000.000. The second part will be available in 2008 and shall be used for acquisitions and general corporate purposes. The total amount drawn by TME within the credit facility is amounting to USD 144.800.000 as of 30 September 2008. Furthermore, the Group has made a repayment amounted to USD 54.350.000 related to this bank borrowing during the period. The Group has drawn the remaining part of the credit facility amounted to 55.200.000 USD subsequently.

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 YTL 592.801.651 at 30 September 2008 (31 December 2007: YTL 474.489.322).

Lease payables:

Lease payables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Short term lease payables	2.219.017	2.489.272
Long term lease payables	4.156.027	5.256.664
	6.375.044	7.745.936

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

Year	30 September 2008	31 December 2007
2009 (*)	581.224	2.161.551
2010	2.243.138	1.980.440
2011	1.307.152	1.094.694
2012 and over	24.513	19.979
	4.156.027	5.256.664

(*) Year 2009 on redemption schedule of long-term lease payables as of 30 September 2008 represents the period between 1 October – 31 December 2009.

The effective interest rate for long term lease payables is 6,5% for USD and 5,0% for Euro (31 December 2007: USD: 6,5%, Euro:5,0%).

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NOTE 7 - FINANCIAL LIABILITIES (Continued)

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 5,1% for USD, 5,1% for Euro and 3,9% for CHF (31 December 2007: USD:5,5%, Euro:4,7%, CHF:3,8%).

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

Year	30 September 2008	31 December 2007
2009 (*)	5.857.034	20.329.886
2010	17.704.387	16.409.591
2011	17.345.411	16.070.114
2012	17.076.460	15.814.269
2013 and over	15.805.633	14.617.332
	73.788.925	83.241.192

(*) Year 2009 on redemption schedule of long-term financial liabilities to suppliers as of 30 September 2008 represents the period between 1 October - 31 December 2009.

The Group’s long-term financial liabilities to suppliers issued at variable interest rates are amounting to YTL 69.325.310 at 30 September 2008 (31 December 2007: YTL 79.104.465).

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	30 September 2008	31 December 2007
Up to 6 months	93.045.227	97.718.979
6-12 months	588.476	353.742
1-5 years	-	1.021.863
	93.633.703	99.094.584

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.

Other financial liabilities at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Financial liabilities due to put options (Note 19)	26.230.617	17.850.192
	26.230.617	17.850.192

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NOTE 8 - OTHER FINANCIAL LIABILITIES

Other financial liabilities at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Financial liabilities due to put options (Note 19)	26.230.617	17.850.192
	26.230.617	17.850.192

NOTE 9 - TRADE RECEIVABLES AND PAYABLES

Trade receivables net of unearned credit finance income at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Trade receivables	195.833.680	213.166.381
Cheques and notes receivable	8.167.769	6.393.305
Receivables from credit cards	325.822	441.690
	204.327.271	220.001.376
Unearned credit finance income	(1.437.543)	(1.934.126)
	202.889.728	218.067.250
Less: provision for doubtful receivables	(25.835.491)	(23.199.576)
Trade receivables	177.054.237	194.867.674

Trade receivables resulting from advertisement and publications, amounting to YTL 121.501.875 (31 December 2007: YTL 142.885.075) 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 2007: 3 months). The unearned credit finance income related with the receivables followed up by Doğan Factoring is YTL 1.153.396 (31 December 2007: YTL 1.592.008) and the effective interest rate is 18% (31 December 2007: 18%).

Aging analysis of trade receivables:

As at 30 September 2008, trade receivables of YTL 51.612.884 (31 December 2007: YTL 56.515.126) were past due but not impaired. The Group does not foresee any collection risk for receivables less than one month overdue due to sector dynamics and circumstances. Trade receivables that are overdue for over a month are restructured and a due date difference is charged. The Group does not foresee a collection risk since there are guarantee notes, guarantee cheques, mortgages and bails obtained for these receivables.

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NOTE 9 - TRADE RECEIVABLES AND PAYABLES (Continued)

Aging of past due receivables at 30 September 2008 and 31 December 2007 is as follows:

	30 September 2008	31 December 2007
0 to 3 months	41.843.399	38.086.889
3 to 6 months	3.500.967	8.743.356
Over 6 months	6.268.518	9.684.881
	51.612.884	56.515.126

The movement of provisions for doubtful receivables are as follows:

	2008	2007
1 January	23.199.576	12.901.857
Additions during the period (Note 26)	4.572.186	1.702.969
Collections during the period	(2.376.498)	(154.854)
Currency translation differences	862.404	168.673
Acquisition of subsidiaries	(422.177)	7.509.558
30 September	25.835.491	22.128.203

Trade payables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Short-term trade payables	38.442.494	37.557.565
Notes payable	12.414	861.732
	38.454.908	38.419.297

NOTE 10 - OTHER RECEIVABLES AND PAYABLES

Other receivables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Receivable from tax authorities (*)	8.660.611	4.701.894
Deposits and guarantees given	1.275.733	1.529.700
	9.936.344	6.231.594

(*) Receivable from tax authorities is 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.

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NOTE 10 - OTHER RECEIVABLES AND PAYABLES (Continued)

Other long-term receivables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Deposits and guarantees given	303.804	123.718
	303.804	123.718

Other payables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Due to personnel	7.968.245	7.314.876
Taxes and funds payable	7.670.534	10.337.433
Social security withholdings payable	5.558.050	3.265.933
Deposits and guaranties received	811.061	207.686
	22.007.890	21.125.928

Other long-term payables at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Deposits and guarantees given	153.951	145.588
	153.951	145.588

NOTE 11 - INVENTORIES

	30 September 2008	30 December 2007
Promotion stocks (*)	4.385.250	4.450.920
Impairment for promotion stocks	(670.308)	(542.306)
Promotion stocks, net (*)	3.714.942	3.908.614
Raw materials and supplies	19.997.197	20.831.846
Semi-finished goods	824.940	316.182
Finished goods and merchandise	761.356	1.130.270
	25.298.435	26.186.912

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

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NOTE 12 - FINANCIAL INVESTMENTS ACCOUNTED FOR BY EQUITY METHOD

The details of the financial investments accounted for by equity method as of 30 September 2008 and 31 December 2007 are as follows:

	Share %	30 September 2008	Share%	31 December 2007
Doğan Media	42,26	1.206.754	42,26	4.139.280
Yaysat	25,00	357.409	25,00	149.470
DYG İlan	20,00	91.231	20,00	91.342
		1.655.394		4.380.092

The summary Group’s share of the financial statements of the financial investments accounted for by equity method at 30 September 2008 are as follows:

30 September 2008	Total assets	Total liabilities	Net sales	Net (loss)/ income for the period
Doğan Media (*)	26.667.105	25.460.351	40.604.992	(5.900.973)
Yaysat	774.930	417.521	554.383	207.940
DYG İlan	99.037	7.806	59.113	(111)
	27.541.072	25.885.678	41.218.488	(5.693.144)

(*) 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 the financial statements of the Associates at 31 December 2007 are as follows:

31 December 2007	Total assets	Total liabilities	Net sales (*)	Net loss for the period (*)
Doğan Media	27.498.589	23.359.309	9.185.127	(9.074.528)
Yaysat	641.742	492.272	100.719	(56.238)
DYG İlan	106.234	14.892	-	(7.571)
	28.246.565	23.866.473	9.285.846	(9.138.337)

(*) Net sales and net loss for the period represents the nine-month period ended as of 30 September 2007

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**NOTE 12 - FINANCIAL INVESTMENTS ACCOUNTED FOR BY EQUITY METHOD
(Continued)**

The movements in associates during the nine-month periods ended 30 September 2008 and 2007 are as follows:

	2008	2007
1 January	4.380.092	4.683.331
Loss from associates	(5.693.145)	(10.791.681)
Currency translation differences	77.550	(812.554)
Share capital increase	2.890.897	7.850.467
30 September	1.655.394	929.563

NOTE 13 - INVESTMENT PROPERTY

The movements in investment property and related amortisations as at and for the nine-month period ended 30 September 2008 are as follows:

	1 January 2008	Additions	Disposals	30 September 2008
Cost:				
Land	9.565.495	-	-	9.565.495
Buildings	3.444.900	15.929.520	(660.000)	18.714.420
Total	13.010.395	15.929.520	(660.000)	28.279.915
Accumulated depreciation:				
Buildings	318.307	52.560	-	370.867
Total	318.307	52.560	-	370.867
Net book value	12.692.088			27.909.048

The fair value of the investment property has been determined as YTL 40.071.927 at 30 September 2008 (31 December 2007: YTL 24.802.407).

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NOTE 13 - INVESTMENT PROPERTY (Continued)

The movements in investment and related amortisations property as at and for the nine-month period ended 30 September 2007 are as follows:

	1 January 2007	Additions	Disposals	Reversal of impairment	30 September 2007
Cost:					
Land	9.565.494	-	-	-	9.565.494
Buildings	5.899.087	-	(2.630.156)	510.921	3.779.852
Total	15.464.581	-	(2.630.156)	510.921	13.345.346
Accumulated depreciation:					
Buildings	244.852	55.092	-	-	299.944
Total	244.852	55.092	-	-	299.944
Net book value	15.219.729				13.045.402

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NOTE 14 - PROPERTY, PLANT AND EQUIPMENT

The movements in property, plant and equipment and related accumulated depreciation as at and for the nine-month period ended 30 September 2008 are as follows:

	1 January 2008	Currency translation differences	Additions	Disposals	Transfers	Acquisitions	30 September 2008
Cost							
Land and land improvements	52.246.932	323.561	4.593.638	-	-	-	57.164.131
Buildings	258.805.088	1.220.311	533.616	-	-	-	260.559.015
Machinery and equipments	644.183.292	2.195.028	2.869.971	(23.159)	11.253.964	-	660.479.096
Motor vehicles	9.750.872	126.180	1.427.011	(217.202)	-	-	11.086.861
Furniture and fixtures	92.068.472	970.391	6.055.002	(1.248.634)	17.114	(2.749.806)	95.112.539
Leasehold improvements	24.629.038	53.579	391.838	-	17.245	(66.246)	25.025.454
Other non current assets	325.592	16.656	2.122	-	-	-	344.370
Construction in progress	8.502.573	100.074	5.159.163	(583.848)	(12.978.776)	(84.648)	114.538
	1.090.511.859	5.005.780	21.032.361	(2.072.843)	(1.690.453)	(2.900.700)	1.109.886.004
Accumulated depreciation							
Land and land improvements	325.667	-	36.490	-	-	-	362.157
Buildings	51.139.088	130.104	4.293.139	-	-	-	55.562.331
Machinery and equipment	390.229.388	616.860	31.701.118	-	-	-	422.547.366
Motor vehicles	5.131.167	32.286	868.220	(175.437)	-	-	5.856.236
Furniture and fixtures	68.536.761	257.564	5.698.705	(805.358)	-	(1.750.611)	71.937.061
Leasehold improvements	22.171.037	17.978	261.353	-	-	(28.216)	22.422.152
Other non current assets	143.371	6.239	28.599	-	-	-	178.209
	537.676.479	1.061.031	42.887.624	(980.795)	-	(1.778.827)	578.865.512
Net book value	552.835.380						531.020.492

Net book value of the property, plant and equipment in machinery and equipment group obtained via financial leasing is amounting to YTL 12.201.079 at 30 September 2008 (31 December 2007: YTL 13.130.901). At 30 September 2008, there are liens amounting to YTL 5.508.459 (31 December 2007: YTL 13.421.650) and mortgages amounting to YTL 11.685.700 (31 December 2007: YTL 11.116.300) on property plant and equipment. The depreciation charge for the nine-month period ended at 30 September 2008 amounting to YTL 30.361.010 (30 September 2007: YTL 29.010.875) has been included in cost of sales and YTL 12.579.174 (30 September 2007: YTL 10.061.010) has been included in operating expenses.

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NOTE 14 - PROPERTY, PLANT AND EQUIPMENT (Continued)

The movements in property, plant and equipment and related accumulated depreciation as at and for the nine-month period ended 30 September 2007 are as follows:

	1 January 2007	Currency translation differences	Additions	Disposals	Transfers (*)	Acquisitions	30 September 2007
Cost							
Land and land improvements	50.605.457	(406.891)	45.922	-	-	191.834	50.436.322
Buildings	244.840.858	(1.571.878)	571.934	-	-	5.334.087	249.175.001
Machinery and equipment	598.259.252	(5.785.411)	3.786.748	(11.847.505)	38.286.204	27.256.163	649.955.451
Motor vehicles	7.169.886	(1.559.513)	353.935	(145.511)	-	1.559.513	7.378.310
Furniture and fixtures	76.322.539	(480.950)	4.664.797	(1.088.044)	-	21.636.044	101.054.386
Leasehold improvements	24.252.211	(41.992)	53.543	-	-	520.298	24.784.060
Advances given	8.004.928	-	12.360.744	(500.870)	(18.321.204)	-	1.543.598
Construction in progress	3.947.833	(163.380)	24.724.047	-	(19.965.000)	1.883.837	10.427.337
	1.013.402.964	(10.010.015)	46.561.670	(13.581.930)	-	58.381.776	1.094.754.465
Accumulated depreciation							
Land and land improvements	278.438	-	35.240	-	-	-	313.678
Buildings	46.027.032	(278.345)	3.968.469	-	-	615.525	50.332.681
Machinery and equipment	359.518.379	(2.254.400)	30.294.531	(8.264.686)	-	10.168.577	389.462.401
Motor vehicles	3.875.679	-	766.326	(145.511)	-	-	4.496.494
Furniture and fixtures	63.735.700	(1.444.797)	3.617.694	(940.812)	-	15.195.301	80.163.086
Leasehold improvements	21.700.387	(17.003)	389.625	-	-	204.255	22.277.264
	495.135.615	(3.994.545)	39.071.885	(9.351.009)	-	26.183.658	547.045.604
Net book value	518.267.349						547.708.861

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NOTE 15 - INTANGIBLE ASSETS

Movement of intangible assets and related accumulated amortization as at and for the nine-month period ended 30 September 2008 is as follows:

	1 January 2008	Additions	Disposals	Currency translation differences	Disposal of Subsidiary	Transfers	30 September 2008
Cost							
Trade names	289.768.125	32.910	-	14.321.812	(1.964.070)	-	302.158.777
Customer list	252.681.895	-	-	10.122.627	(310.375)	-	262.494.147
Computer software and rights	23.876.159	6.402.709	(709.800)	1.423.058	(1.283.209)	1.685.725	31.394.642
Internet domain names	16.696.590	80.447	-	1.014.973	(4.579.133)	-	13.212.877
Other intangible assets	6.076.417	213.444	-	288.086	-	-	6.577.947
	589.099.186	6.729.510	(709.800)	27.170.556	(8.136.787)	1.685.725	615.838.390
Accumulated amortization							
Trade names	915.911	949.563	-	(23.119)	-	-	1.842.355
Customer list	11.833.877	12.672.164	-	(199.157)	(215.913)	-	24.090.971
Computer software and rights	12.264.010	3.701.798	(406)	708.416	(1.052.575)	-	15.621.243
Internet domain names	650.523	681.097	-	2.521	(407.770)	-	926.371
Other intangible assets	4.797.870	979.067	-	171.671	-	-	5.948.608
	30.462.191	18.983.689	(406)	660.332	(1.676.258)	-	48.429.548
Net book value	558.636.995						567.408.842

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NOTE 15 - INTANGIBLE ASSETS (Continued)

Movement of intangible assets and related accumulated amortisation as at and for the nine-month period ended 30 September 2007 is as follows:

	1 January 2007	Additions	Disposals	Currency translation differences	Acquisitions	30 September 2007
Costs						
Trade names	-	2.614	-	(6.766.570)	146.924.066	140.160.110
Customer list	-	-	-	(564.643)	18.827.324	18.262.681
Software	-	5.570.624	-	(441.781)	12.365.479	17.494.322
Rights	10.603.019	195.681	(231.620)	(7.441.634)	-	3.125.446
Other intangible assets	4.451.878	729.336	-	(302.518)	3.530.689	8.409.385
	15.054.897	6.498.255	(231.620)	(15.517.146)	181.647.558	187.451.944
Accumulated depreciation						
Trade names	-	386.885	-	818.210	17.178.105	18.383.200
Customer list	-	355.516	-	440.474	9.587.555	10.383.545
Software	-	2.156.624	-	524.125	9.678.641	12.359.390
Rights	10.022.798	207.418	(231.620)	(4.995.388)	-	5.003.208
Other intangible assets	3.852.429	908.999	-	(239.495)	2.658.248	7.180.181
	13.875.227	4.015.442	(231.620)	(3.452.074)	39.102.549	53.309.524
Net book value	1.179.670					134.142.420

Intangible assets with indefinite useful lives amounted to YTL 279.382.666 at 30 September 2008, (31 December 2007: YTL 274.117.489). 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 YTL 18.983.689 for the nine-month period ended 30 September 2008 have been included in operating expenses (30 September 2007: YTL 4.015.442).

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NOTE 16 - GOODWILL / NEGATIVE GOODWILL

The movements in goodwill as at and for the nine-months ended 30 September 2008 and 2007 are as follows:

	2008	2007
1 January	236.129.473	11.332.183
Additions (Note 3)	625.961	517.487.860
Currency translation differences	11.547.922	(65.710.493)
Disposal of subsidiary (**)	(191.961)	-
Other (*)	4.402.201	10.993.864
30 September	252.513.596	474.103.414

(*) Other represents the changes in the fair value of the put options (Note 2.2.25).

(**) Disposal of subsidiary is related to disposal of Trader.com (Polska) Sp. Z.o.o. (“Trader.com”) as discussed in Note 26.

Group recognised goodwill for the excess of the cost of the business combination over the Group’s interest in the net fair value of the identifiable assets, liabilities and contingent liabilities acquired amounting to YTL 240.236.651. The provisional purchase price allocation during 30 September 2007 resulted in goodwill amounting YTL 506.417.024. The provisional purchase price allocation at 30 September 2007, was finalized at 31 December 2007 and the amount of goodwill is revised to YTL 240.236.651 (Note 3).

Goodwill is tested annually for impairment at the date of accounted 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 an investment of imported equipment amounting to USD 103.647.819, and domestic equipment amounting to YTL 1.779.817, in respect of an investment incentive certificate dated 9 September 2004. Equipment imported within the scope of the certificate is exempt from Customs Duty, Collective Housing Fund and VAT. As of 16 May 2008, this certificate was cancelled by General Directorate of Incentive and Implementation.

The Group realized six investment agreements of imported equipment amounting to USD 24.700.361 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

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NOTE 18 - COMMITMENTS, CONTINGENT ASSETS AND LIABILITIES

As of 30 September 2008 and 31 December 2007, provisions for the short term liabilities are as follows:

Provisions:	30 September 2008	31 December 2007
Provision for lawsuit	2.634.898	2.564.660
Provision for unused vacation	4.206.754	2.582.860
Total	6.841.652	5.147.520

The movements in provision for lawsuit during the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008	2007
As of 1 January	2.564.660	6.240.306
Additions (Note 26)	70.238	655.264
Provisions reversed	-	(113.750)
30 September	2.634.898	6.781.820

The Company has 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 YTL 13,752.185 on 29 December 2004, YTL 7.500.000 on 30 December 2006, YTL 5.543.000 on 14 November 2007 and YTL 715.111 on 27 December 2007 - hence a total of YTL 27.510.296 as a result of the tax and penalty notices notified due to these lawsuits. The payments were made based on the amounts calculated by the Tax Authority except for those in relation which the Council of State ruled for stay of execution, but including the default interest. The payments made were accounted for through deduction from provisions allocated for said law suits in the period of payment.

The Council of State quashed the ruling of the local court by accepting the appeal lodged for two both lawsuits. Subsequent ruling of the local court is being awaited. In the event that the lawsuit concludes partly or completely in favour of the Group , the amounts recognized as expense in the previous paragraph will be able to be recognized as other operating income.

Group Management, made a provision of YTL 479.402 as of 30 September 2008 regarding the two tax lawsuits in line with the opinion of the Group legal consultant. (31 December 2007: YTL 479.402)

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NOTE 19 - COMMITMENTS

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

a) Guarantees given

	Currency	Original amount	30 June 2008	Original amount	31 December 2007
Letters of guarantee	YTL	4.384.074	4.384.074	2.339.610	2.339.610
	HUF	58.700.000	439.373	58.700.000	395.378
Financial notes	YTL	202.223	202.223	202.223	202.223
Guarantee notes	YTL	1.714	1.714	1.714	1.714
Guarantees given	YTL	3.008.529	3.008.529	5.008.529	5.008.529
	Euro	25.000	44.945	25.000	42.755
			8.080.858		7.990.209

b) Commitments given:

The Group has blocked deposits amounting to YTL 53.014 (31 December 2007: YTL 49.920) (Note 5) and has liens amounting to YTL 5.508.459 related to the machinery and equipment, arising from the operations in Germany (31 December 2007: YTL 13.421.650).

There are mortgages amounting to YTL 11.685.700 on property plant and equipment as of 30 September 2008 (31 December 2007: YTL 11.116.300) (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 30 September 2008, in connection with the barter agreements, the Group has YTL 10.710.696 (31 December 2007: YTL 4.289.130) of advertisement commitment and YTL 15.936.044 (31 December 2007: YTL 6.411.034) goods and services purchase rights.

d) Legal cases:

The legal cases against the Group amount to YTL 27.748.585 (31 December 2007: YTL 41.330.730). Group sets 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 30 September 2008, the Group has set a provision of YTL 2.155.496 for trade and administrative lawsuits (31 December 2007: YTL 2.085.258). Additionally, provision for the tax litigation detailed in Note 18 is YTL 479.402 (31 December 2007: YTL 479.402). Accordingly, total provision for the lawsuits is amount to YTL 2.634.898 as of 30 September 2008 (31 December 2007: YTL 2.564.660).

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NOTE 19 - COMMITMENTS (Continued)

e) Derivative financial instruments:

As of 30 September 2008, Group has made a Euro swap transaction related to a bank credit agreement amounted to USD 80.283.333 regarding the last three installments in 2011 and 2012. Due to swap transactions in foreign exchange, gain amounted to YTL 3.794.050 has been accounted for as of 30 September 2008.

The Group entered into two collar agreements amount to USD 37.000.000 in total and purchased one CAP amounting to USD 71.500.000 to hedge the interest rate risk arising from borrowings as of 30 September 2008. 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.

The details of the two collar agreements and one CAP agreement which are valid as of 30 September 2008 are as follows:

Agreement	LIBOR Floor rate (%)	LIBOR Ceiling rate(%)	Amount USD	Due date
ABN Amro Bank NV	-	5,50	37.000.000	17 May 2010
BNP Paribas	4,77	5,50	20.000.000	17 November 2009
ABN Amro Bank NV	2,80	5,50	17.000.000	17 November 2009
ABN Amro Bank NV	3,75	5,61	12.500.000	17 November 2010
ABN Amro Bank NV	3,75	5,61	10.000.000	17 May 2011
ABN Amro Bank NV	3,75	5,61	7.500.000	17 November 2011
ABN Amro Bank NV	3,75	5,61	4.500.000	17 May 2012

Financial income recognized in regards with these agreements amounted to YTL 251.561 (30 September 2007: YTL 330.481).

Agreement	Forward	Maturity date	Amount Fx currency	Amount USD	(YTL)
Forward	24,56	17 November 2011	Russian Ruble	13.300.000	793.330

Group, has a forward contract amounted to 13.300.000 USD/Russian ruble as of 30 September 2008. Gain amounted to YTL 793.330 has been accounted for as of 30 September 2008.

Group, has a forward contract consisted of USD18.000.000 forward buying contract and USD 11.000.000 forward selling contract as of 30 September 2008. Maturity of foreign exchange buying and selling is less than three months. Gain amounted YTL 140.400 has been accounted for as of 30 September 2008.

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NOTE 19 - COMMITMENTS (Continued)

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 31,46% from owners without a time constraint, provided that certain conditions are met. The option’s value as of 30 September 2008 is YTL 8.313.300 (31 December 2007: YTL 4.159.144) according to various valuation techniques and assumptions.

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. The fair value of this option is amount to YTL 10.248.144 (31 December 2007: YTL 7.445.927). as of 30 September 2008 in accordance with various valuation techniques and assumptions. 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 YTL 7.669.173 as of 30 September 2008 (31 December 2007: YTL 6.245.121).

Commitments related with put options offered and explained in details above have been disclosed as “other long term financial liabilities”.

NOTE 20 - PROVISION FOR EMPLOYMENT TERMINATION BENEFITS

Provision for employment termination benefits at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Provision for employment termination benefits	12.527.706	10.115.141
	12.527.706	10.115.141

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 30 September 2008 the amount payable maximum YTL 2.173,18 (31 December 2007: YTL 2.030,19) for each year of service.

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NOTE 20 - PROVISION FOR EMPLOYMENT TERMINATION BENEFITS (Continued)

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.

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:

	30 September 2008	31 December 2007
Discount rate (%)	5,71	5,71
Turnover rate to estimate the probability of retirement (%)	90	90

The principal assumption is that the maximum liability of YTL 2.087,92 (31 December 2007: YTL 2.030,19) 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 YTL 2.173,18 (1 July 2007: YTL 2.030,19), 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 30 September 2008, 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 as follows:

	2008	2007
1 January	10.115.141	8.470.347
Charge for the period	3.789.049	3.232.222
Acquisitions	-	8.282
Payments during the period and provisions terminated	(1.376.484)	(1.981.887)
30 September	12.527.706	9.728.964

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

Other current assets at 30 September 2008 and 31 December 2007 is as follows:

	30 September 2008	31 December 2007
Prepaid expenses (*)	10.588.063	9.377.112
Advances given to personnel	6.189.854	3.354.129
Income accruals	5.374.906	654.690
Prepaid tax (Note 30)	5.007.153	18.038.010
Value Added Tax (“VAT”) receivables	3.892.693	2.771.799
Job advances	2.531.582	1.554.128
Advances Given for Purchases	1.073.953	718.054
Other	4.039.834	8.090.752
	38.698.038	44.558.674

(*) Prepaid expenses comprise prepaid rent, insurance and similar expenses.

Other non current assets at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Advances given	5.588.992	72.123
Prepaid expenses (*)	1.154.984	2.520.624
Other	233.444	566.135
	6.977.420	3.158.882

(*) Prepaid expenses comprise prepaid rent expenses

Other short-term liabilities at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Deferred revenue	10.035.722	9.514.755
VAT payables	5.762.777	2.459.967
Expense accruals	2.565.037	3.254.384
Other	1.872.182	1.348.478
	20.235.718	16.577.584

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

Other long term liabilities at 30 September 2008 and 31 December 2007 is as follows:

	30 September 2008	31 December 2007
Other long-term liabilities	603.484	801.314
	603.484	801.314

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 YTL 1 There are no privileged shares. The Company's historical authorised and paid-in share capital at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Historical authorised and paid-in share capital	460.000.000	421.000.000
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.

The shareholding structure is as follows:

	30 September 2008	Share (%)	31 December 2007	Share (%)
Doğan Yayın Holding A.Ş.	276.000.000	60	252.600.000	60
Publicly owned	184.000.000	40	168.400.000	40
	460.000.000		421.000.000	
Adjustment to share capital	77.198.813		77.198.813	
Total share capital	537.198.813		498.198.813	

The share capital of the Company amounting to YTL 421.000.000, has increased by YTL 39.000.000 from the dividend distributable over the income for the year 2007 to YTL 460.000.000.

As of 30 September 2008, 5,02% of publicly owned shares belong to Doğan Yayın which is the main shareholder of the Group, and 4,84% by Doğan Holding, which is the ultimate parent of the Group.

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NOTE 22 - SHARE HOLDERS’ EQUITY (Continued)

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.

Details of Group’s restricted reserves are as follows:

Restricted reserves:	30 September 2008	31 December 2007
1. Composition restricted reserves	23.067.690	18.274.115
2. Composition restricted reserves	4.242.492	4.242.492
	27.310.182	22.516.607

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”.

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NOTE 22 - SHARE HOLDERS’ EQUITY (Continued)

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 2007: 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 2007 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 23 - SALES AND COST OF SALES

Sales

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Turkey	453.219.885	146.750.520	449.518.193	153.376.512
Russia and EE	240.982.180	83.502.077	148.071.376	72.359.358
Europe	76.284.188	24.296.100	61.802.649	27.950.539
Net sales	770.486.253	254.548.697	659.392.218	253.686.409
Cost of goods sold	(444.802.353)	(154.000.744)	(390.673.095)	(141.777.088)
Gross operating profit	325.683.900	100.547.953	268.719.123	111.909.321

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NOTE 23 - SALES AND COST OF SALES

Cost of sales

The details of cost of sales for the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 July - 30 September	1 July - 30 September
Raw materials	198.590.325	69.709.863	181.645.139	65.104.548
<i>Paper</i>	123.212.732	43.795.890	127.855.983	45.308.651
<i>Printing and ink</i>	57.219.591	19.566.287	38.902.919	16.321.938
<i>Other</i>	18.158.002	6.347.686	14.886.237	3.473.959
Payroll	129.411.284	46.385.755	89.874.762	36.183.701
Depreciation and amortization	30.361.010	8.400.146	32.268.419	11.232.966
Commission	24.795.877	7.962.043	18.076.427	8.886.757
Distribution and travel	6.491.177	2.282.768	5.743.814	1.815.562
News agency expenses	6.358.852	2.322.132	6.251.358	2.179.826
Fuel, electricity and water	5.271.309	1.006.327	5.294.669	1.235.609
Maintenance expenses	5.185.738	1.728.464	5.012.364	1.431.417
Communication	4.353.262	1.515.592	2.735.494	1.186.181
Packaging expense	4.351.396	1.319.795	5.005.529	1.628.884
Other	29.632.123	11.367.859	38.765.120	10.891.637
Total	444.802.353	154.000.744	390.673.095	141.777.088

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

a) Marketing, selling and distribution expenses:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Advertisement	43.239.013	13.213.954	35.602.552	13.724.370
Transportation, storage and travel	24.417.928	8.968.942	22.172.436	8.079.095
Promotion	9.108.845	3.396.600	10.199.195	2.214.983
Payroll	7.817.402	2.578.615	16.009.664	7.928.627
Sales premiums (*)	5.309.425	1.956.048	4.093.369	1.968.369
Other	9.822.909	950.063	16.844.090	6.017.971
Total	99.715.522	31.064.222	104.921.306	39.933.415

(*) Sales premiums are the amounts to be paid to agencies at year end. The Group has started calculating sales premiums in the second quarter of 2007.

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**NOTE 24 - RESEARCH AND DEVELOPMENT EXPENSES, MARKETING, SELLING AND
DISTRIBUTION EXPENSES, GENERAL ADMINISTRATION EXPENSES
(Continued)**

b) General administrative expenses:

	2008		2007	
	1 January - 30September	1 July 30September	1 January - 30September	1 July 30September
Payroll	41.729.747	13.737.449	27.777.391	12.226.818
Depreciation and amortization	31.562.863	12.452.732	10.874.000	4.164.999
Consultancy	15.922.073	5.556.665	13.652.499	4.887.543
Rent	10.605.161	3.339.865	5.978.073	2.846.068
Electricity and water	9.217.786	2.840.999	7.677.673	3.575.727
Transportation, storage and travel	5.556.325	1.741.421	1.043.934	59.826
Communication	3.064.653	1.078.248	1.497.178	769.244
Maintenance and repairment	2.055.482	734.731	1.916.852	671.450
Other	7.709.502	403.012	8.444.541	3.686.845
Total	127.423.592	41.885.122	78.862.141	32.888.520

NOTE 25 - EXPENSES BY NATURE

The expenses by nature as at and for the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30September	1 July - 30September	1 January - 30September	1 July - 30September
Raw material	198.590.325	69.709.863	181.645.139	65.104.548
<i>Paper</i>	123.212.732	43.795.890	127.855.983	45.308.651
<i>Printing and ink</i>	57.219.591	19.566.287	38.902.919	16.321.938
<i>Other</i>	18.158.002	6.347.686	14.886.237	3.473.959
Personnel	178.958.433	62.701.819	133.661.817	56.339.146
Depreciation and amortization	61.923.873	20.852.878	43.142.419	15.397.965
Advertisement	43.239.013	13.213.954	35.602.552	13.724.370
Transportation, storage and travel	36.465.430	12.993.131	28.960.184	9.954.483
Commissions	30.105.302	9.918.091	22.169.796	10.855.126
Electricity, water and office expenses	14.489.095	3.847.326	12.972.342	4.811.336
Consultancy	15.922.073	5.556.665	13.652.499	4.887.543
Rent	13.557.630	5.247.051	8.645.389	3.674.022
Promotion expenses	9.108.845	3.396.600	10.199.195	2.214.983
Communication	7.417.915	2.593.840	4.232.672	1.955.425
Maintenance and repairment	7.241.220	2.463.195	6.929.216	2.102.867
News agency expenses	6.358.852	2.322.132	6.251.358	2.179.826
Packaging expenses	4.351.396	1.319.795	5.005.529	1.628.884
Other	44.212.065	10.813.748	61.386.435	19.768.499
Total	671.941.467	226.950.088	574.456.542	214.599.023

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NOTE 26 - OTHER INCOME AND EXPENSES

The details of other income and gains for the period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Gain on disposal of subsidiary (*)	58.675.805	-	-	-
Rent and building service fees	2.923.733	679.400	3.054.496	1.263.916
Reversed provisions	855.211	15.932	368.528	37.257
Other	320.060	81.962	415.441	679.563
Total	62.774.809	777.294	3.838.465	1.980.736

(*) The Group transferred all of its share in Trader.com (Polska) Sp. Z.o.o. residing in Poland, which is its indirect subsidiary and into whose capital Hürriyet participates with a rate of 100%, to Agora SA, which is the leading media corporation of Poland, for YTL 66.508.000 in consideration of USD 54.350.000 at 25 June 2008.

The details of other expenses and losses as at and for the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Provision for doubtful receivables	4.572.186	2.456.790	1.702.969	396.285
Penalty and fines paid	715.492	715.492	516.053	516.053
Aids and donations	300.730	88.976	278.505	41.434
Loss on sale of property, plant and equipment	259.008	-	1.544.960	113.542
Provision for lawsuits	70.238	16.945	655.264	0
Other	1.906.062	264.100	3.295.387	2.974.915
Total	7.823.716	3.542.303	7.993.138	4.042.229

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NOTE 27 - FINANCIAL INCOME

The details of financial income for the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Foreign exchange income	52.823.536	6.278.825	81.384.730	45.206.986
Due date difference income, net	10.205.873	3.333.612	9.288.826	3.079.567
Foreign exchange gain on borrowings	11.037.163	4.336.613	9.532.532	3.400.656
Due date difference income on trade payables	2.689.684	854.776	2.356.730	673.435
Interest income on financial assets at fair value through profit and loss, net	148.795	74.480	1.506.807	611.634
Other	1.151.290	119.754	4.448.155	3.270.946
Total	78.056.341	14.998.060	108.517.780	56.243.224

NOTE 28 - FINANCIAL EXPENSES

The details of financial expenses for the nine-month period ended 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Foreign exchange loss	77.555.742	7.799.782	18.342.343	9.549.900
Interest expenses on bank borrowings	32.826.769	10.862.077	30.733.132	15.111.089
Banking commission and factoring expenses	3.063.486	1.289.511	1.178.513	385.107
Other	8.880.727	107.286	3.980.726	740.004
Total	122.326.724	20.058.656	54.234.714	25.786.100

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

The Group no longer classified its subsidiary based in Hungary, Kisokos Directory Kereskedelmi es Szolgalto Kft. (“Kisokos”) as discontinued operations with the decision made on 30 June 2008. Discontinued operations which were presented respectively and stated one item under each titles as “non current assets held for sale”, “liabilities related to non current assets held for sale” and “ net discontinued operations loss after tax” in 30 June 2008 and 31 December 2007 financial statements have been reclassified and restated in order to be consistent with the current period.

NOTE 30 - TAX ASSETS AND LIABILITIES

	30 September 2008	31 December 2007
Corporate and income taxes payable	11.595.496	26.864.197
Less: Prepaid taxes (Note 21)	(5.007.153)	(18.038.010)
Taxes payable, net	6.588.343	8.826.187
Deferred tax liabilities	167.989.592	167.971.144
Deferred tax assets	(15.790.197)	(14.686.374)
Deferred tax liability, net	152.199.395	153.284.770

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 2007: 20%).

The tax rates at 30 September 2008, which are used in the calculation of deferred tax, taking each country’s tax legislations into consideration are as follows:

<u>Country</u>	<u>Tax rates</u>	<u>Country</u>	<u>Tax rates</u>
Germany	28,0	Kazakhstan	30,0
Austria	25,0	Hungary	16,0
Belarus	24,0	Poland	19,0
France	33,3	Russia	24,0
Croatia	20,0	Ukraine	25,0
Netherlands	25,5		

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

The temporary differences giving rise to deferred income tax assets/ (liabilities) using the enacted tax rates as of 30 September 2008 and 31 December 2007 are as follows:

	<u>Temporary differences</u>		<u>Deferred tax assets/ (liabilities)</u>	
	30 September 2008	31 December 2007	30 September 2008	31 December 2007
Carry forward tax losses	41.670.469	42.701.505	7.875.945	5.565.017
Provision for employment termination benefits and unused vacation rights	16.734.460	12.698.001	3.346.891	2.539.600
Difference between tax base and carrying value of leasing payables	6.338.283	7.601.877	1.774.719	2.174.136
Difference between tax base and carrying value of trade receivables	9.709.733	6.389.099	1.652.027	1.162.981
Deferred revenue	-	1.472.706	-	294.541
Other, net	5.703.073	3.027.788	1.140.615	2.950.099
Deferred tax assets	80.156.018	73.890.976	15.790.197	14.686.374
Difference between tax bases and carrying value of property, plant and equipment and intangibles	(819.945.585)	(729.430.313)	(166.519.862)	(164.738.336)
Other, net	(4.755.143)	(14.542.012)	(1.469.730)	(3.232.808)
Deferred tax liabilities	(824.700.728)	(743.972.325)	(167.989.592)	(167.971.144)
Deferred tax liabilities, net	(744.544.710)	(670.081.349)	(152.199.395)	(153.284.770)

The movements of deferred tax balances during the nine-month period ended at 30 September 2008 and 2007 are as follows:

	2008	2007
1 January	153.284.770	21.841.667
Deferred tax income at the consolidated income statements	(5.069.718)	(1.239.019)
Disposal of subsidiary	(797.487)	35.061.441
Currency translation differences	4.781.830	(3.503.585)
30 September	152.199.395	52.160.504

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

The analysis of the tax expenses for the nine-month period ended at 30 September 2008 and 2007 are as follows:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Current	31.268.466	11.912.441	35.883.829	19.180.636
Deferred	(5.069.718)	(3.125.204)	(1.239.019)	(6.308)
	26.198.748	8.787.237	34.644.810	19.174.328

The reconciliation of the taxation on income in the consolidated statement of income for the nine-month period ended at 30 September 2008 and 2007 and the taxation on income calculated with the current tax rate over income before tax and minority interest is as follows:

	30 September 2008	30 September 2007
Income before tax and minority	103.532.351	124.272.388
Current period tax expense calculated at 20% effective tax rate	20.706.470	24.854.478
Difference due to the different tax rates applicable in different countries	3.786.032	(782.199)
Expenses not deductible for tax purposes	8.008.051	4.373.166
Current period financial losses	6.767.962	233.008
Carry forward losses utilised	(44.988)	(1.923.036)
Income not subject to tax	(18.008.474)	(2.215.024)
Withholding tax relating to dividend distribution	3.237.434	4.572.617
Other, net	1.746.261	5.531.800
Taxation on income from continuing operations	26.198.748	34.644.810

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.

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

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 2007: 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.

Corporations are required to pay advance corporation tax quarterly at the rate of 20% (31 December 2007: 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.

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

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).

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:

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

- 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.

Russian Federation:

The corporate tax rate effective in Russian Federation is 24% (31 December 2007: 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. Maximum amount that can be deducted in any year is limited to 30% of the taxable income (31 December 2007:30%). 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) is not permitted in Russia at present.

Dividend income payable to a foreign organisation is subject to withholding tax at 15%.

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NOTE 30 - TAX ASSETS AND LIABILITIES (Continued)

Hungary:

The corporate tax rate effective in Hungary is 16% (31 December 2007: 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. Withholding tax on dividend distributions to companies was fully abolished in January 2006.

Croatia:

The corporate tax rate effective in Croatia is 16% (31 December 2007: 16%).

The deadline for the submission of corporate income tax returns is four months after the period for which the profit tax is assessed. The tax liability is paid in the form of monthly tax advances which are determined on the basis of the previous year's tax liability. If corporate tax pre-payments exceed the determined tax liability, taxpayers are entitled either to a refund or to offset the pre-payment against other tax liabilities.

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

Consolidated group accounts are not permitted under Croatian legislation.

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 2007: 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 deductible 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.

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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:

	2008		2007	
	1 January - 30September	1 July - 30September	1 January - 30September	1 July - 30September
Net income for the period	57.010.434	10.294.803	85.048.678	44.431.638
Weighted average number of ordinary shares in issue (with nominal value of YTL 1 each)	460.000.000	460.000.000	460.000.000	460.000.000
Earnings per share (Ykr)	12,39	2,24	18,49	9,66

NOT 32 - RELATED PARTY DISCLOSURES

i) Balances with related parties:

a) Short-term due from related parties:

	30 September 2008	31 December 2007
Doğan Gazetecilik A.Ş. (“Doğan Gazetecilik”)	9.793.088	6.903.110
Bağımsız Gazeteciler Yayıncılık A.Ş. (Bağımsız Gazeteciler”)	5.091.537	-
Doğan Müzik Kitapçılık A.Ş. (“DMK”)	2.960.565	3.613.324
Doğan Media	2.391.726	1.633.716
Doğan Dağıtım Satış ve Pazarlama A.Ş. (“Doğan Dağıtım”)	2.361.162	7.124.939
Doğan Burda Yayıncılık ve Pazarlama A.Ş. (“Doğan Burda”)	1.295.869	1.117.789
Medyanet A.Ş. (“Medyanet”)	1.068.562	1.694
Doğan Factoring	864.423	-
Milliyet Verlags und Handels GmbH (“Milliyet Verlags”)	618.168	3.067.743
Doğan Portal ve Elektronik Ticaret A.Ş. (“Doğan Portal”)	552.270	-
D Market Ticaret A.Ş. (“D Market”)	527.256	337.682
Doğan Elektronik Turizm Satış Pazarlama Hizmetleri ve Yayıncılık A.Ş. (“Doğan Turizm”)	127.902	470.863
Doğan Dış Ticaret	122.302	110.971
DB Popüler Dergiler Yayıncılık A.Ş. (“DB Popüler”)	-	-
Diğer	2.304.270	3.057.993
	30.079.100	27.439.824

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NOT 32 - RELATED PARTY DISCLOSURES (Continued)

b) Short-term due to related companies:

	30 September 2008	31 December 2007
Doğan Dış Ticaret	854.009	-
DTV Haber ve Görsel Yayıncılık A.Ş. (“Kanal D”)	741.167	939.744
Milta Seyahat Acentası İşletmeciliği A.Ş. (“Milta”)	670.003	603.533
Doğan Yayın	650.091	1.200.104
Eko TV Televizyon Yayıncılık A.Ş. (“Eko TV”)	342.200	236.000
Petrol Ofisi A.Ş. (“Petrol Ofisi”)	214.370	-
Doğan İletişim Elektronik Servis Hizmetleri ve Yayıncılık A.Ş. (“Doğan İletişim”)	196.030	-
Işıl Televizyon Yayıncılık A.Ş. (“Işıl TV” veya “Star TV”)	170.717	170.717
Işıl İthalat İhracat Mümessillik A.Ş. (“Işıl İthalat”)	142.351	-
Doğan Burda	4.222	276.841
D Yapı İnşaat Sanayi Ticaret A.Ş. (“D Yapı”)	1.423	1.011.421
Medyanet	-	1.082.940
Diğer	713.216	1.141.136
	4.699.799	6.662.436

c) Advances given to related parties:

	30 September 2008	31 December 2007
Işıl İthalat İhracat	-	2.188.933
Doğan Dış Ticaret	-	110.971
	-	2.299.904

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NOT 32 - RELATED PARTY DISCLOSURES (Continued)

ii) Significant transactions with related parties:

a) Significant service and product sales to related parties:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Doğan Dağıtım	59.026.846	20.857.713	62.762.315	20.442.071
Doğan Gazetecilik	21.358.633	6.868.482	19.638.118	6.019.929
Doğan Media	10.807.545	3.394.919	11.157.478	3.250.625
Doğan Burda	5.164.870	1.629.057	5.637.464	1.682.756
Doğan TV Holding A.Ş. (“Doğan TV”)	2.996.167	1.089.318	2.094.864	691.574
Medyanet	2.701.534	982.885	1.595.684	476.036
Doğan Yayın	2.526.044	815.733	2.660.335	762.180
Bağımsız Gazeteciler	2.256.182	1.039.219	-	-
Milliyet Verlags	1.727.867	521.010	1.815.764	528.282
Turner Doğan Prodüksiyon A.Ş. (“Turner”)	1.668.077	681.811	-	-
Eko TV	984.115	5.175	2.304.165	671.100
Petrol Ofisi	938.445	32.523	1.549.072	790.054
Doğan ve Egmont Yayıncılık ve Yapımcılık Ticaret A.Ş. (“Doğan Egmont”)	876.012	248.654	743.397	276.961
DMK	839.563	257.887	853.828	273.588
Smile Dağıtım A.Ş. (“Smile Dağıtım”)	580.586	43.651	96.360	84.538
Doğan İletişim	873.464	362.762	621.427	103.785
Diğer	4.132.626	586.711	5.325.272	1.353.825
	119.458.576	39.417.510	118.855.543	37.407.304

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NOTE 32 - RELATED PARTY DISCLOSURES (Continued)

b) Significant service and product purchases from related parties:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Doğan Dış Ticaret (*)	50.817.964	12.350.502	60.375.705	24.200.421
Işıl İthalat	57.172.779	22.635.712	67.035.574	19.432.138
Doğan Dağıtım (**)	19.562.873	7.763.117	18.114.206	5.979.141
Kanal D	10.890.797	2.074.641	8.170.280	3.127.235
Doğan Yayın	8.520.477	2.820.657	8.752.397	2.771.359
Milta	5.939.321	2.188.012	5.888.577	1.664.086
D Yapım Reklamcılık ve Dağıtım A.Ş. ("D Yapım Reklamcılık")	1.719.734	254.799	1.612.080	675.075
Star TV	1.758.654	526.434	4.760.383	1.745.973
Petrol Ofisi	1.117.549	258.014	1.186.858	414.657
Doğan İletişim	1.380.309	544.050	1.346.514	396.208
Diğer	4.793.099	871.408	6.025.123	1.630.593
	163.673.556	52.287.346	183.267.697	62.036.886

(*) 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.

c) Other significant transactions with related parties:

Other income:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Işıl İthalat	609.882	203.294	881.834	206.222
Doğan Dış Ticaret	647.337	286.894	630.831	201.053
Doğan Dağıtım	390.648	107.373	467.604	148.466
Doğan Burda	385.435	137.185	375.605	143.715
Doğan Media	239.907	78.073	232.591	232.132
Diğer	737.928	347.363	643.208	184.502
	3.011.137	1.160.182	3.231.673	1.116.090

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NOTE 32 - RELATED PARTY DISCLOSURES (Continued)

Other expenses:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Doğan Factoring	669.948	197.830	860.132	274.132
Doğan Gazetecilik	119.283	-	89.500	-
Diğer	221.123	143.405	109.536	15.212
	1.010.354	341.235	1.059.168	289.344

Purchase of property, plant and equipment:

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
D Yapı	228.428	18.318	1.611.107	1.611.107
D-Market	81.728	56.257	214.644	19.277
Medyanet	-	-	746.693	-
Diğer	99.532	35.605	46.131	6.356
	409.688	110.180	2.618.575	1.636.740

	2008		2007	
	1 January - 30 September	1 July - 30 September	1 January - 30 September	1 July - 30 September
Payments to the members of Board of Directors	1.867.316	670.507	1.832.401	691.522
	1.867.316	670.507	1.832.401	691.522

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NOTE 33 - FINANCIAL RISK MANAGEMENT

33.1 Financial Risk Management

(i) Interest rate risk

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 when necessary, by limited use of derivatives, such as interest rate swaps.

At 30 September 2008, 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 YTL 1.695.823 (30 September 2007: YTL 1.782.403).

(ii) Liquidity risk

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.

Following 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.

30 September 2008	less than 1 year	1-2 years	2-5 years	over 5 years	Total
Financial liabilities	183.084.167	189.655.305	339.242.773	-	711.982.245
30 September 2007	less than 1 year	1-2 years	2-5 years	over 5 years	Total
Financial liabilities	101.230.321	238.005.505	409.897.108	48.599.224	797.732.158

At 30 September 2008, the Group has long-term financial liabilities amounting to YTL 436.969.209 (31 December 2007: YTL 516.698.027) and long-term trade payables amounting to YTL 73.788.925 (31 December 2007: YTL 83.241.192) (Note 7). The Group has no marketable securities with a maturity over one year at 30 September 2008 (31 December 2007: None) (Note 6).

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NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(iii) Funding risk

The ability to fund the existing and prospective debt requirements is managed by maintaining the availability of adequate committed funding lines from high quality lenders.

(iv) 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.

(v) 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 YTL. 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 nine-months. However, this policy should be revised by the management when deemed necessary, according to market conditions.

YTL equivalents of assets and liabilities denominated in foreign currencies at 30 September 2008 and 31 December 2007 are as follows:

	30 September 2008	31 December 2007
Assets	254.398.799	161.564.076
Liabilities	(769.854.780)	(743.530.279)
Net foreign currency position	(515.455.981)	(581.966.203)

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NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

	30 September-2008			
	USD	Euro	Other	Total
Assets:				
Cash and cash equivalents	121.137.688	43.291.156	39.148.204	203.577.048
Trade receivables	410.902	8.181.625	17.676.046	26.268.573
Other receivables and current assets	847.341	549.294	22.928.697	24.325.332
Non-current assets		11.084	216.762	227.846
Total assets	122.395.931	52.033.159	79.969.709	254.398.799
Liabilities:				
Financial liabilities	150.205.638	10.424.059	10.477.815	171.107.512
Trade payables	3.399.954	3.081.960	12.448.537	18.930.451
Other current liabilities	587.473	1.291.686	25.793.399	27.672.558
Total current liabilities	154.193.065	14.797.705	48.719.751	217.710.521
Financial liabilities	392.945.297	85.393.407	46.971.454	525.310.158
Other financial and non-current liabilities	7.669.173	-	9.164.928	26.834.101
Total non-current liabilities	400.614.470	85.393.407	66.136.382	552.144.259
Total liabilities	554.807.535	100.191.112	114.856.133	769.854.780
Net foreign currency position	(432.411.604)	(48.157.953)	(34.886.424)	(515.455.981)

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NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

	31 December 2007			
	USD	Euro	Other	Total
Assets:				
Cash and cash equivalents	53.499.412	13.288.367	25.300.255	92.088.034
Trade receivables	17.813.139	14.770.377	16.109.758	48.693.274
Other receivables ve current assets	623.115	3.010.610	17.149.043	20.782.768
Total assets	71.935.666	31.069.354	58.559.056	161.564.076
Liabilities:				
Financial liabilities	37.214.993	16.545.710	3.053.624	56.814.327
Trade payables	11.111.916	21.210.010	11.099.714	43.421.640
Other financial liabilities	2.148.872	1.552.664	18.956.657	22.658.193
Total current liabilities	50.475.781	39.308.384	33.109.995	122.894.160
Financial liabilities	503.380.484	46.639.408	51.855.986	601.875.878
Other financial liabilities	6.238.133	228.699	12.293.409	18.760.241
Total non-current liabilities	509.618.617	46.868.107	64.149.395	620.636.119
Total liabilities	560.094.398	86.176.491	97.259.390	743.530.279
Net foreign currency position	(488.158.732)	(55.107.137)	(38.700.334)	(581.966.203)

Following exchange rates have been used in the translation of foreign currency denominated balance sheet items as of 30 September 2008: YTL 1,2316= USD 1 and YTL 1,7978= Euro 1 (2007: YTL 1,1647= USD 1 and YTL 1,7102= Euro 1).

30 September 2008 30 September 2007

Total export amount (YTL)	-	-
Total import amount (YTL)	-	-

Group is using financial instruments such as forward and option agreements to manage foreign currency risk further than the balance between Group’s assets and liabilities denominated in foreign currency as of 30 September 2008 (Note 19 and 21)(31 December 2007: None). Assets denominated in foreign currency amounting YTL 254.398.799 as of 30 September 2008, protected to 33% naturally by the existence of liabilities denominated in foreign currency amounting YTL 769.854.780. Assets denominated in foreign currency amounting YTL 161.564.076 as of 31 December 2007, protected to 22% naturally by the existence of liabilities denominated in foreign currency amounting to YTL 743.630.279.

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NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

The Group is exposed to foreign currency risk mainly in US Dollars, CHF and Euro.

At 30 September 2008, had the US Dollar strengthened/weakened by 10% against YTL and the local currency of the countries which Group has significant operations, ceteris paribus, income before tax and minority interests for the year would have been YTL 42.289.134 lower/higher (30 September 2007: YTL 53.000.104 lower/higher)

At 30 September 2008, had the Euro strengthened/weakened by 10% against YTL and the local currency of the countries which Group has significant operations, ceteris paribus, income before tax and minority interests for the year would have been YTL 3.331.538 lower/higher (30 September 2007: YTL 4.683.770 lower/higher).

At 30 September 2008, had the CHF strengthened/weakened by 10% against YTL and the local currency of the countries which Group has significant operations, ceteris paribus, income before tax and minority interests for the year would have been YTL 5.028.252 lower/higher (30 September 2007: YTL 4.503.250 higher/lower).

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 period-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.

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NOTE 33 - FINANCIAL RISK MANAGEMENT (Continued)

(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 6 which the Group has to fulfil net debt/equity ratio as stated in the contracts’ of the related bank borrowings.

NOTE 34 - SUBSEQUENT EVENTS

Due to the global financial crisis started after 30 September 2008, Turkish Lira has devaluated by 25% and 10% against USD and Euro respectively when exchange rates effective at the approval date of these financial statements are compared with the exchange rates effective at the balance sheet date.

The Group has drawn the remaining part of the senior credit facility amounted to USD 55.200.000 million disclosed in Note 7 to finance the acquisitions and general corporate purposes.

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NOTE 35 - CASH FLOWS

The details of changes in operating assets and liabilities at consolidated cash flows for the nine-month periods ended 30 September 2008 and 2007 are as follows:

	30 September 2008	30 September 2007
Change in restricted deposits	(781.714)	48.728.719
Change in trade receivables	8.787.389	(5.873.009)
Change in financial investments	2.093.720	19.841.340
Change in inventories	165.665	(635.461)
Change in other current assets	(4.078.998)	(95.663)
Change in other non-current assets	(20.345.546)	16.334.225
Change in trade payables	849.601	(15.043.933)
Change in other current liabilities	3.384.642	(23.550.938)
Change in other financial liabilities	6.899.478	4.879.404
	(3.025.763)	44.584.684