



DOĞAN HOLDİNG

Business Review & 1H14 Financial Results

Aug 19, 2014

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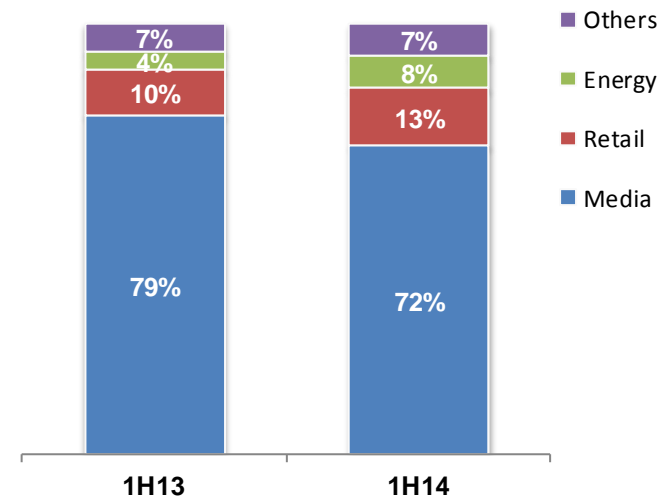
1H14 Highlights

- Total consolidated revenues increased by 4% yoy to TL1,785mn in 1H14.
- Revenue growth attained in all segments including Retail, Energy and Other, except Media.
- Consolidated EBITDA was TL131mn in 1H14; while EBITDA margin was 7.3%.
- Share of loss on investments accounted by equity method was TL31mn vs. TL63 mn in 1H13, mainly led by lower fx losses, due to strong TL.
- Due to fx volatility, Net Other Operating Income was TL60 mn in 1H14 down from TL129 mn in 1H13; and Net Financial Expenses was TL79mn, vs.TL226 mn attained in 1H13.
- Net loss (attributable to equity holders) realized at TL83mn; as a result of higher costs of media segment.
- Regarding the merger of Doğan Holding and its media subsidiary Doğan Yayın Holding; the Extraordinary General Assembly Meeting of Doğan Holding has been held on Aug 7, 2014 and the merger transaction has been approved at the General Assembly Meeting.

Doğan Holding (TL mn)	P&L Consolidated Results		
	1H2014	1H2013	YoY
Consolidated Revenues	1,785	1,709	4%
Media	1,278	1,345	-5%
Retail	236	178	33%
Energy	137	73	88%
Other	132	112	18%
Gross Profit	415	487	-15%
EBIT	0.2	83	-100%
EBITDA*	131	206	-36%
EBITDA Margin	7.3%	12.1%	
Profit / (Loss) Before Tax	-85	14	n.m.

*As calculated by DOHOL

Breakdown of Consolidated Revenues



Doğan Holding – 1H14 Financial Results

Highlights of 1H14 –Income Statement Summary

in TL mn	2Q14	2Q13	Δ YoY	1H14	1H13	Δ YoY
Sales	959	933	3%	1,785	1,709	4%
Gross Profit	252	291	-13%	415	487	-15%
<i>Gross Margin</i>	26.3%	31.2%	-4.9 p.p.	23.2%	28.5%	-5.2 p.p.
General Administrative Expenses (-)	77	98	-21%	170	185	-8%
Marketing Expenses (-)	123	116	7%	245	218	12%
Other Operating Income/(Expense),net	24	89	-73%	60	129	-53%
Share of Profit/(Loss) on Investments Accounted by Equity Method	-5	-55	n.m.	-31	-63	n.m.
Operating Profit	70	111	-37%	29	149	-81%
Income/(Expense) From Investment Activities, net	-45	80	n.m.	-35	90	n.m.
Financial Income/(Expense),net	-19	-167	n.m.	-79	-226	n.m.
Profit/(Loss) Before Income Taxes From Continued Operations	7	24	-72%	-85	14	n.m.
Profit After Tax From Continued Operations	-10	-23	n.m.	-105	-49	n.m.
Net Profit After Minority	-22	-6	n.m.	-83	-27	n.m.
EBITDA	116	141	-18%	131	206	-36%
<i>EBITDA Margin</i>	12.1%	15.1%	-3.0 p.p.	7.3%	12.1%	-4.7 p.p.

Highlights of 1H14 – Sectoral Breakdown

P&L Results

Media

TL mn	1H14	1H13	Δ YoY
Sales	1,288	1,354	-5%
Gross Profit	302	402	-25%
EBITDA	105	196	-46%
EBITDA Margin (%)	8%	14%	
Profit/Loss Before Tax	-44	-15	n.m.

Retail

TL mn	1H14	1H13	Δ YoY
Sales	236	175	35%
Gross Profit	89	67	33%
EBITDA	5	4	42%
EBITDA Margin (%)	2%	2%	
Profit/Loss Before Tax	2	2	23%

Energy

TL mn	1H14	1H13	Δ YoY
Sales	145	70	106%
Gross Profit	27	13	112%
EBITDA	23	21	12%
EBITDA Margin (%)	16%	29%	
Profit/Loss Before Tax	-10	-31	n.m.

Other

TL mn	1H14	1H13	Δ YoY
Sales	151	139	8%
Gross Profit	26	26	1%
EBITDA	-3	-14	n.m.
EBITDA Margin (%)	-2%	-10%	
Profit/Loss Before Tax	-33	57	n.m.

Total

TL mn	1H14	1H13	Δ YoY
Sales	1,785	1,709	4%
Gross Profit	415	487	-15%
EBITDA	131	206	-36%
EBITDA Margin (%)	7%	12%	
Profit/Loss Before Tax	-85	14	n.m.

*As calculated by the Company; before intersegment eliminations

Highlights of 1H14 – Balance Sheet Summary

in TL mn	06/30/2014	12/31/2013	Δ
Current Assets	3,822	3,978	-4%
Non Current Assets	3,540	3,610	-2%
Total Assets	7,361	7,588	-3%
Current Liabilities	2,216	2,024	9%
Non Current Liabilities	1,265	1,563	-19%
Minority Interest	710	750	-5%
SHs Equity, parent	3,169	3,250	-2%
Total Liabilities & SH's Equity	7,361	7,588	-3%

Consolidated Net Cash Position (TL mn)¹

June 30, 2014

Cash&Marketable Securities²	2,576
S/T Debt	1,220
L/T Debt	970
Net Cash/(Debt)	386

Dogan Holding's stand-alone net cash was US\$0.7bn as of 1H14.

¹ JV companies debt are not included in the Consolidated Net Cash position

² Cash & marketable securities includes blocked deposits.



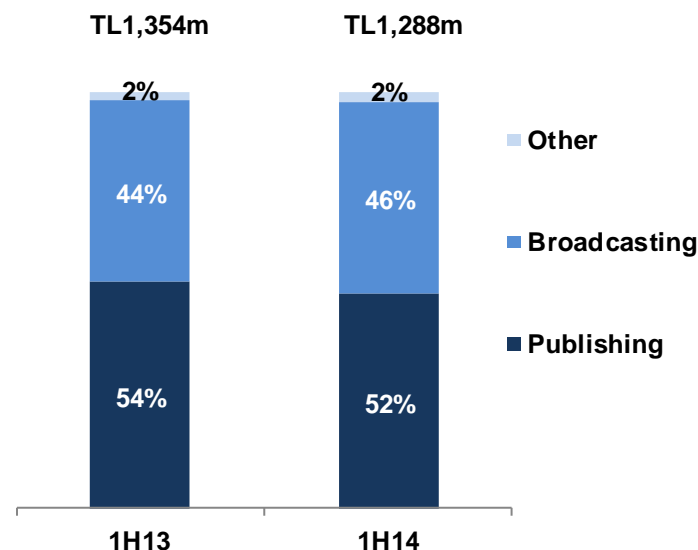
Media

- Consolidated revenues decreased by 5% yoy to TL1,288 mn in 1H14, due mainly to lower ad market.
- Digital platform subscription revenues continued to be strong with 19% yoy growth.
- EBITDA was TL105 mn, mainly due to higher costs in broadcasting.
- Net financial expenses in 1H14 was TL75 mn lower than TL163 mn attained in 1H13, due to lower fx losses.
- Consolidated net debt was US\$467 mn; while stand alone net cash of US\$27 mn.
- Net loss (attributable to equity holders) stood at TL36 mn in 1H14, as a result of lower revenues and higher costs.
- The merger transaction under Doğan Holding through the entire take-over of all assets and liabilities of DYH by Doğan Holding has been approved at the General Assemblies.

Doğan Yayın Holding (TL mn)	P&L Consolidated Results		
	1H13	1H14	YoY
Consolidated Revenues	1,354	1,288	-5%
Advertising	676	619	-8%
Circulation & Printing	159	151	-5%
Subscription	195	232	19%
Other	324	286	-12%
EBITDA*	196	105	-46%
EBITDA Margin	14.4%	8.2%	
Net Profit (Loss)**	-31	-36	n.m.

*As calculated by DYH

Consolidated Revenues



Doğan Holding – 1H14 Financial Results

- Turkish ad market increased by 2% yoy in 1H14, thanks to strong June figures.
- TV ad market up was up by 1% yoy, while newspaper ad market contracted by 12% yoy.
- Internet registered 16% yoy growth, while increasing its share to 17%.

Ad Market in Turkey*

	2Q14		1H14		
	TL mn	YoY	TL mn	Share	YoY
TV	919	3%	1,588	55%	1%
Internet	273	18%	492	17%	16%
Newspaper	255	-10%	449	15%	-12%
Outdoor	129	16%	220	8%	10%
Radio	39	12%	69	2%	8%
Magazine	34	-9%	59	2%	-6%
Cinema	17	0%	35	1%	11%
Total Market	1,667	4%	2,913	100%	2%

Ad Market by Sectors* 1H14 vs. 1H13

Sectors	Share	Δ Share	YoY
Food	10%	+0.0 pp	1%
Telecoms	6%	-0.1 pp	-1%
Finance	6%	-2.7 pp	-30%
Construction	6%	-0.8 pp	-10%
Cosmetics	6%	+0.4 pp	9%
Beverages	5%	+0.4 pp	10%
Retail	4%	+0.3 pp	9%
Media	4%	-0.0 pp	1%
Automotive	4%	-0.5 pp	-10%
Furniture	3%	-0.0 pp	0%
Other	46%	+3.1 pp	9%
Total	100%		1%

(*) Estimated figures by the DYH Advertising Platform

- Newspaper ad market declined by 12%, yoy in 1H14.
- TV ad market increased by 1% yoy growth in 1H14.
- Construction and finance sectors had cut down their ad spending in 1H14 in both segments.

Newspaper Ad Market by Sectors* 1H14 vs. 1H13

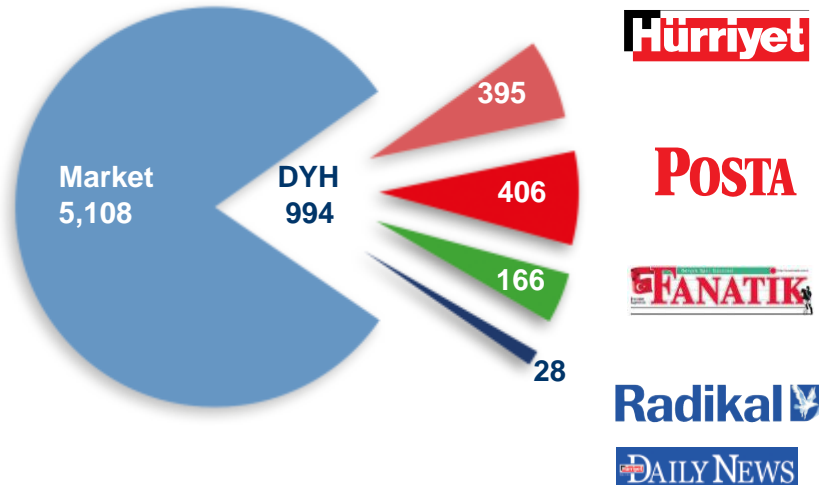
Sectors	Share	Δ Share	YoY
Retail	13%	+2.7 pp	12%
Construction	13%	-1.1 pp	-19%
Automotive	6%	-1.1 pp	-25%
Tourism	6%	+0.5 pp	-5%
Media	6%	-0.3 pp	-16%
Finance	5%	-1.6 pp	-33%
Public & Political Parties	5%	+2.2 pp	60%
Education	3%	+0.2 pp	-7%
Furniture	3%	-0.0 pp	-12%
Textile	3%	+0.2 pp	-4%
Other	37%	-1.8 pp	-16%
Total	100%		-12%

TV Ad Market by Sectors* 1H14 vs. 1H13

Sectors	Share	Δ Share	YoY
Food	16%	+0,4 pp	3%
Telecoms	8%	-0,3 pp	-3%
Cosmetics	8%	+0,7 pp	10%
Finance	7%	-3,8 pp	-34%
Beverages	7%	+2,1 pp	43%
Construction	5%	-0,7 pp	-11%
Media	5%	+0,1 pp	3%
Home Cleaning Products	5%	-0,0 pp	0%
Furniture	5%	+0,0 pp	1%
Electrical Home Appliances	4%	-0,1 pp	-1%
Other	29%	+1,7 pp	7%
Total	100%		1%

(*) Estimated figures by the DYH Advertising Platform

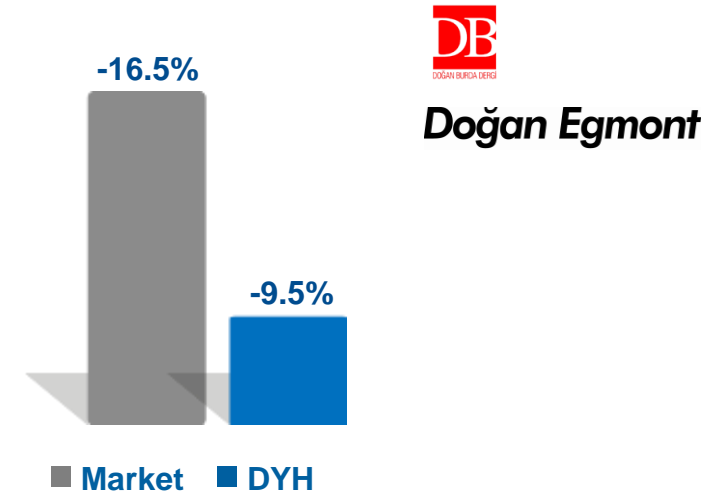
Newspaper Circulation in 1H14 (000 copies daily)



Source: Basın –İlan

- Average daily newspaper circulation in the market was 5.1 mn in 1H14 and remained intact.
- DYH maintained its leading position with 19% circulation market share.

Total Magazine Circulation in 1H14 (Units m & yoy growth)



Source: DPP & Dogan Burda Dergi Yay.

• DYH includes Dogan Burda & Dogan Egmont

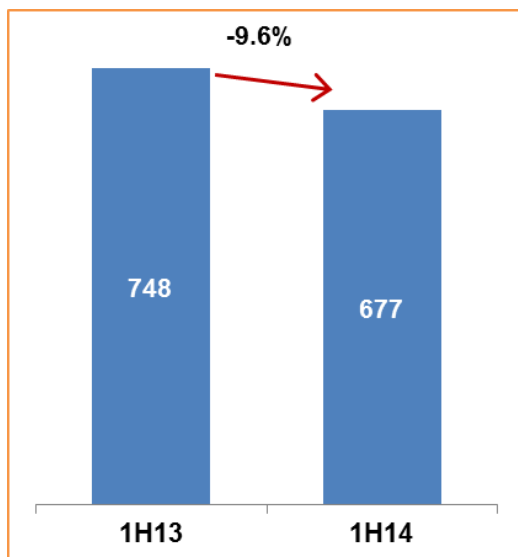
- Dogan Burda launched internationally well-known Geo in Mar'13; and Spa & Wellness in Sept'13 and Revolution in Dec'13 and Beef & Fish in Apr'14.
- Doğan Burda and Doğan Egmont had a total circulation market share of 40% in 1H14.

Publishing (TL mn)	P&L Results		
	1H13	1H14	YoY
Revenues	748	677	-9.6%
Advertising	336	320	-4.5%
<i>Domestic</i>	258	255	-1.0%
<i>International</i>	78	65	-16.3%
Circulation	113	107	-5.0%
Printing Revenues	48	44	-8.0%
Other Revenues	252	205	-18.7%
EBITDA*	85	70	-18.3%
<i>EBITDA Margin</i>	<i>11.4%</i>	<i>10.3%</i>	
Net Profit (Loss)	3	-8	n.m.

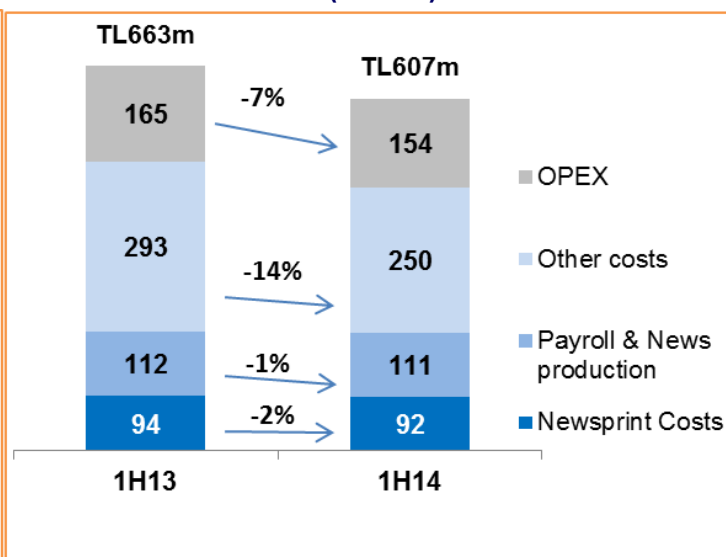
*As calculated by DYH; before intersegment eliminations

- Newsprint prices in 1H14 averaged at around US\$736 up by 5% yoy.
- Despite higher newsprint prices, newsprint costs down by 2% in 1H14, yoy, due to low circulation and cut down in page numbers.
- Cost cutting measures limited the decline in margins. Cash costs were down by 8% yoy.
- EBITDA margin was 10.3%, vs. 11.4% in 1H13.

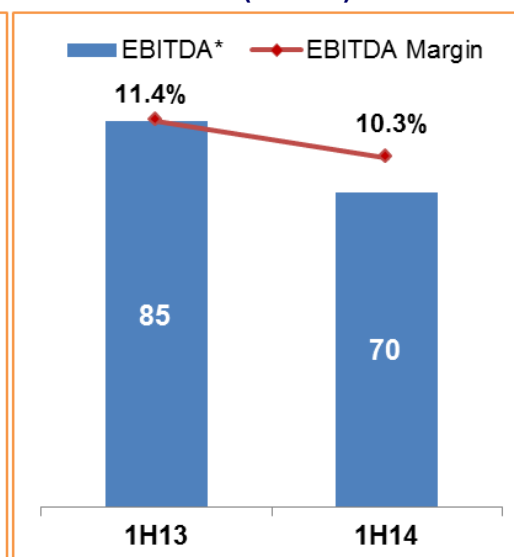
Revenue
(TL mn)



Cash Costs Breakdown
(TL mn)

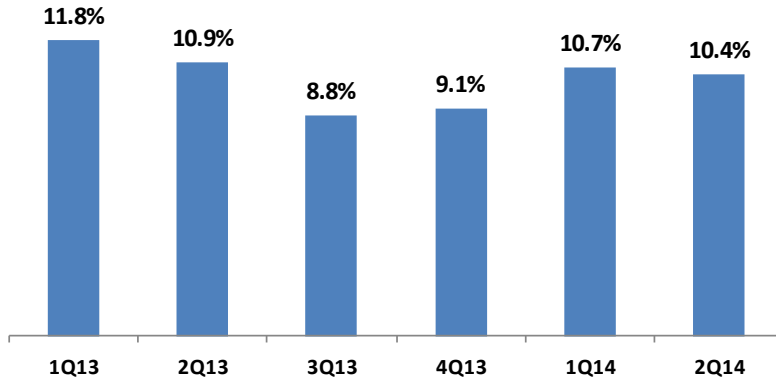


EBITDA
(TL mn)



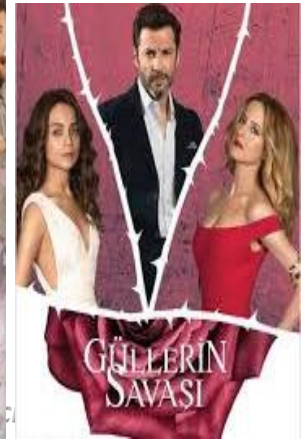


Kanal D Audience Share*



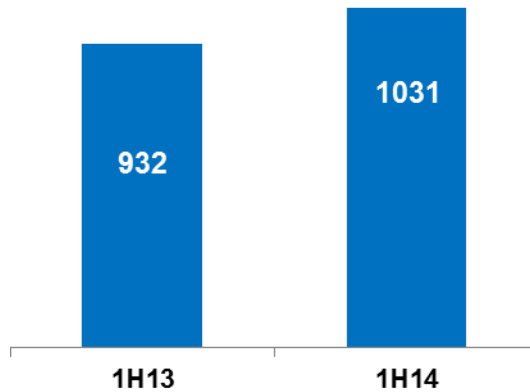
*Source: TNS (Total Individual/Total Day)

Kanal D's Total Day audience share started to improve, after lowest levels attained in 3Q13, with a shift in TV programs.



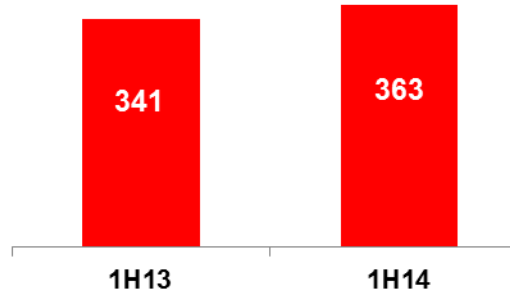
D-SMART daha fazlası

■ D-Smart Pay TV Subscribers



D-SMART internet

■ D-Smart Net Subscribers



- Attractive demographics and viewing trends
- Young population in Turkey and increasing number of households.
- Average daily TV viewing time around 5.9 hours in Turkey.
- D-Smart will benefit from the attractive demographics and viewing trends:
 - 52 HD Channels currently, exclusive sports content including UEFA Champions League, UEFA Europe League, La Liga, NBA, WWE, Formula 1, Fed Cup and Moto GP
 - D-Smart BLU, launched in 2012, has been providing access to D-Smart content through internet connected devices; PCs, laptops, smartphones and tablets. D-Smart BLU is provided both as a TV Everywhere product for D-Smart subscribers and also a standalone OTT TV service for non-PayTV users. D-Smart BLU is the first OTT TV service that offer Premium Video on Demand content in Turkey.



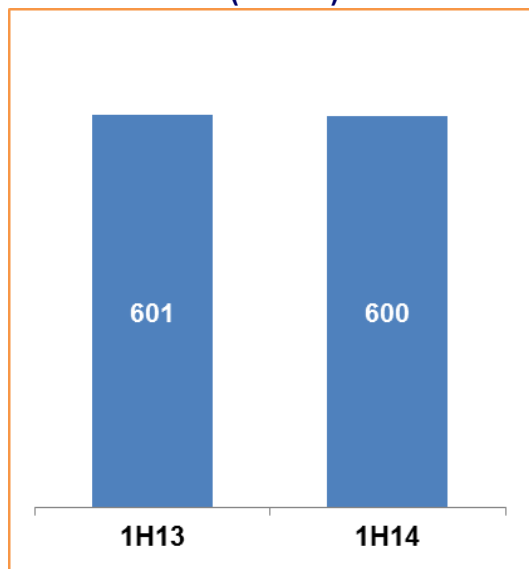
- Pay TV subscribers reached 1,031 K by 1H14, up by 11%, yoy.
- D-Smart Net ADSL subscribers 363 K, up by 6%.

Broadcasting (TL mn)	P&L Results		
	1H13	1H14	YoY
Revenues	601	600	0%
Advertising	348	304	-13%
Subscription	195	232	19%
Other Revenues	58	64	10%
EBITDA*	108	26	-76%
EBITDA Margin	18%	4%	
Net Profit (Loss)	-25	-47	n.m.

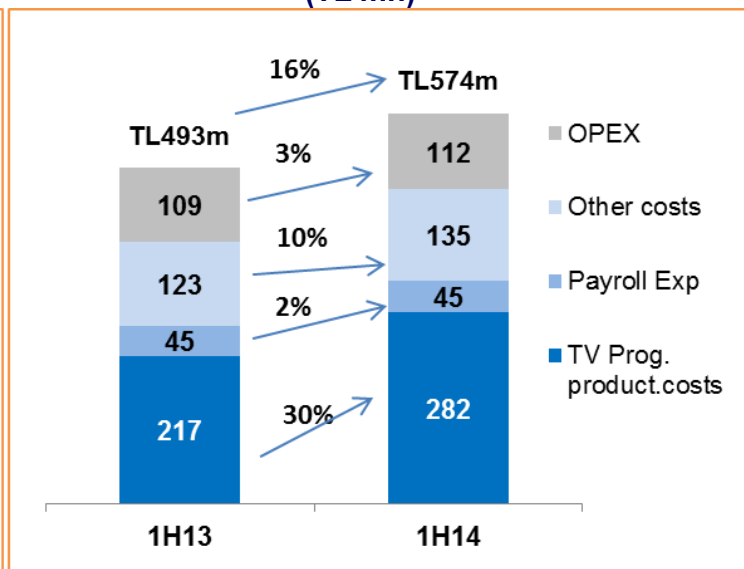
*As calculated by DYH; before intersegment eliminations

- Positive impact on revenues from D-Smart continued: 19% yoy increase in subscription revenues.
- Volatility in fx rates and shifts in TV programs to increase audience share led to an increase in programming costs.
- Operating expenses were down by 3% in 2Q14, yoy.
- EBITDA was TL26 mn in 1H14, and margin was 4%.

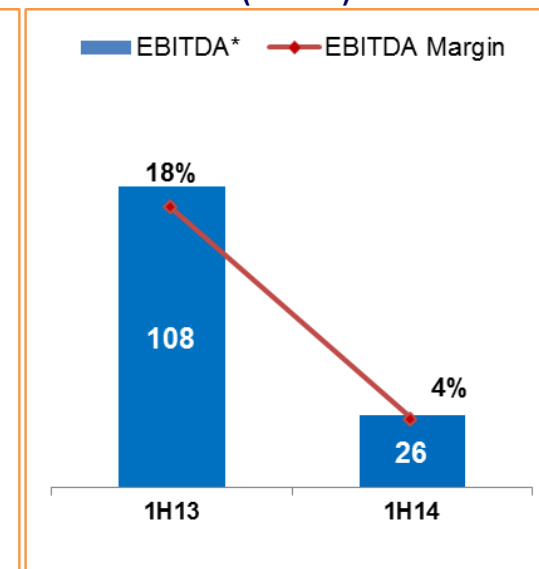
Revenue
(TL mn)



Cash Costs Breakdown
(TL mn)



EBITDA*
(TL mn)



(TL mn)	2Q13	2Q14	Δ YoY	1H13	1H14	Δ YoY
Revenues	746	701	-6%	1,354	1,288	-5%
Publishing	416	360	-13%	748	677	-10%
Broadcasting	327	334	2%	601	600	0%
Other	14	16	13%	27	31	12%
Intersegment Eliminations	-12	-9	n.m.	-23	-19	n.m.
COGS	501	498	-1%	952	987	4%
Publishing	283	244	-14%	522	480	-8%
Broadcasting	216	251	16%	423	502	19%
Other	10	8	-20%	19	16	-16%
Intersegment Eliminations	-7	-5	n.m.	-12	-10	n.m.
Operating Expenses	157	148	-6%	304	300	-1%
Publishing	98	89	-9%	187	175	-6%
Broadcasting	62	60	-3%	121	128	6%
Other	3	3	-22%	8	5	-35%
Intersegment Eliminations	-5	-4	n.m.	-12	-8	n.m.
EBIT	87	55	-37%	98	1	-99%
Publishing	36	27	-24%	39	22	-44%
Broadcasting	50	23	-53%	58	-29	n.m.
Other	1	5	481%	0	10	2790%
Intersegment Eliminations	1	-1	n.m.	1	-1	n.m.
EBITDA	137	106	-23%	196	105	-46%
Publishing	58	50	-14%	85	70	-18%
Broadcasting	77	51	-34%	108	26	-76%
Other	1	6	364%	1	10	1025%
Intersegment Eliminations	1	-1	n.m.	1	-1	n.m.

(TL mn)	2Q13	2Q14	Δ YoY	1H13	1H14	Δ YoY
Publishing	190	181	-5%	333	317	-5%
Hurriyet Grup excluding TME	110	108	-1%	195	186	-5%
TME	38	32	-15%	74	62	-17%
Dogan Gazetecilik	28	27	-5%	50	48	-5%
DMG International	2	2	-2%	4	3	-7%
Other	13	13	n.m.	13	22	n.m.
<i>Interseg. Elim. (-)</i>	<i>-1</i>	<i>-2</i>	<i>n.m.</i>	<i>-3</i>	<i>-3</i>	<i>n.m.</i>
Broadcasting	196	176	-10%	344	302	-12%
Doğan TV	188	164	-13%	332	281	-15%
Kanal D Romanya	9	13	37%	16	23	39%
<i>Interseg. Elim. (-)</i>	<i>-1</i>	<i>-1</i>	<i>n.m.</i>	<i>-5</i>	<i>-2</i>	<i>n.m.</i>
Total Advertising	386	357	-8%	676	619	-8%
Total Combined	389	360	-7%	684	624	-9%

* 2012 figures were stated due to changes in IFRS regulations.

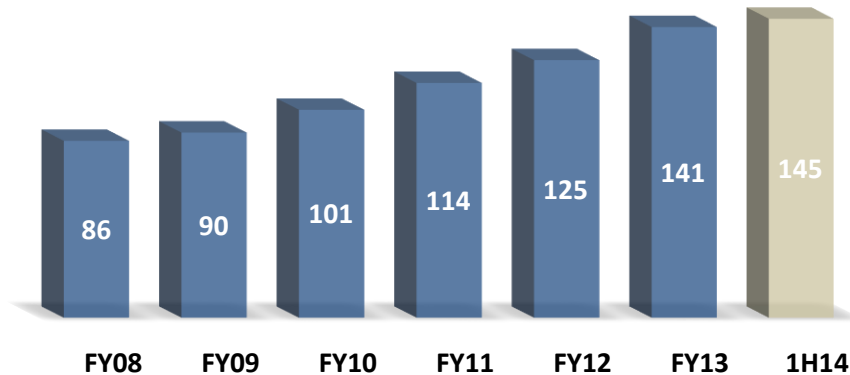




Retail (TL mn)	P&L Results		
	1H2014	1H2013	YoY
Revenues	236.2	174.6	35%
Gross Profit	88.5	66.8	33%
EBIT	1.5	0.4	314%
EBITDA*	5.4	3.8	42%
EBITDA Margin	2.3%	2.2%	
Profit / (Loss) Before Tax	2.3	1.8	n.m.

- ❑ # 1 player in the market
- ❑ 145 stores in 25 cities in Turkey.
- ❑ 2.5 Million store visitor per month.
- ❑ 1.7 mn monthly unique visitor in online services.
- ❑ Wide variety of product mix including books, music, movies, magazines and games, as well as hobby, multimedia and electronic products, accessories and stationery.
- ❑ In 2013, D&R made an investment in e-commerce by acquiring Idefix and Prefix brands also renewed its web site to enable more efficient use.
- ❑ In 1H14, D&R reached 145 stores and net store area of 57,136 (up by 16% yoy).
- ❑ Retail segment revenues reached 236 mn TL, yoy increase of 35%; and EBITDA margin was 2.3%.

D&R Stores





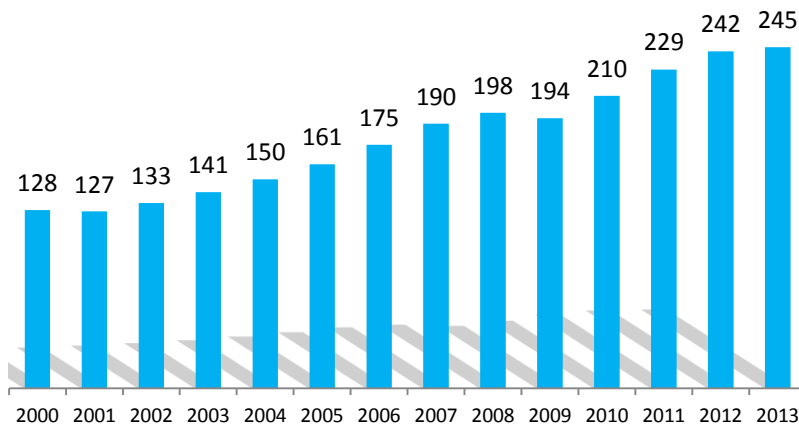
Energy

Energy (TL mn)	P&L Results		
	1H2014	1H2013	YoY
Revenues	145.0	70.4	106%
Gross Profit	26.5	12.5	112%
EBIT	11.0	9.4	17%
EBITDA*	23.0	20.6	12%
EBITDA Margin	15.8%	29.2%	
Profit / (Loss) Before Tax	-10.5	-30.8	n.m.

*As calculated by DOHOL

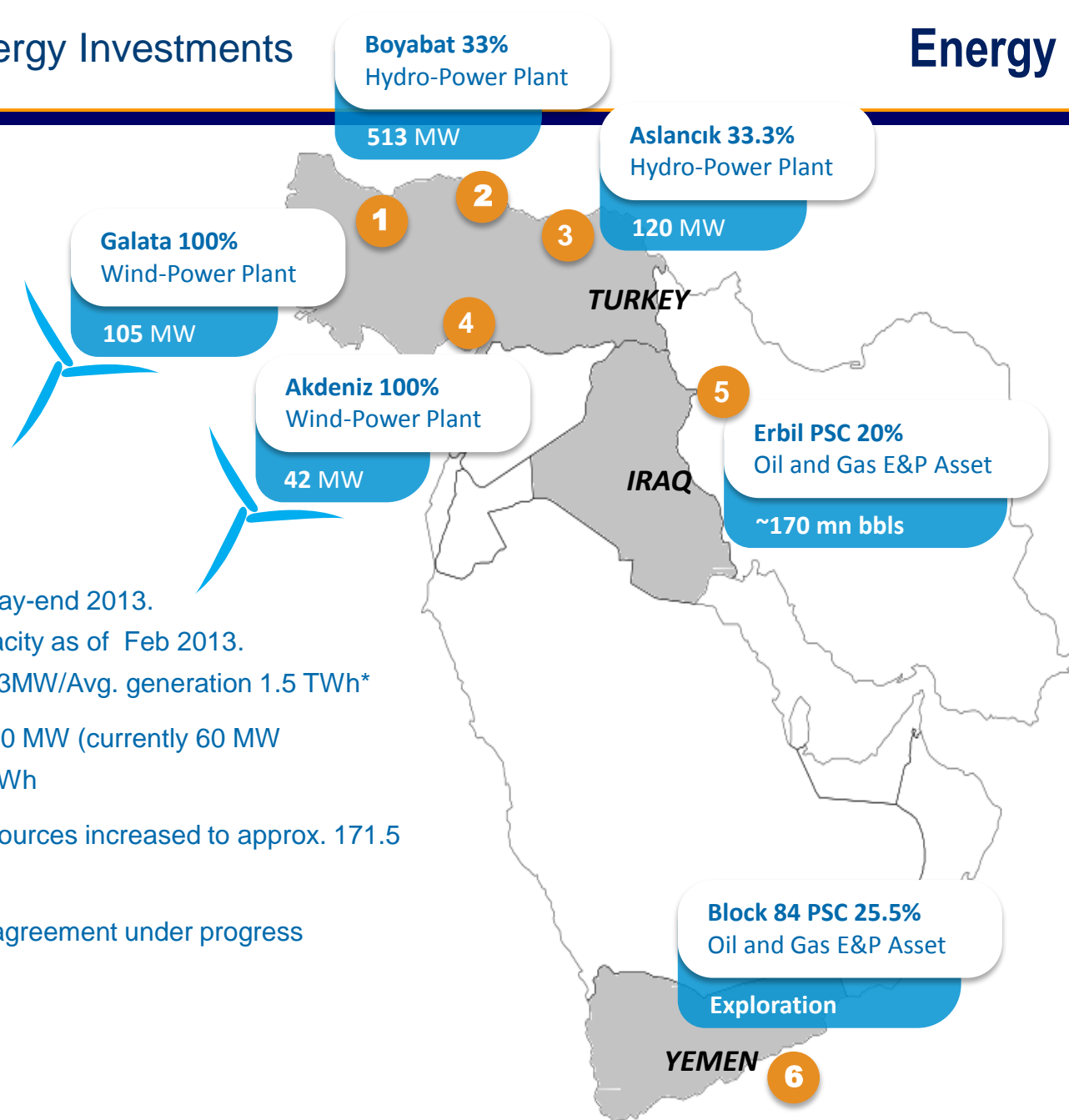
In the consolidated Energy segment data, only wind production and trade figures are provided, as JV HEPPs Boyabat and Aslancık are consolidated through equity pick up.

Electricity Consumption in Turkey (GWh)



- Revenues were up by 106% thanks to higher capacity on average and trade figures.
- EBITDA realized at TL23 mn, representing an increase of 12%; while EBITDA margin was 16%.
- Doğan Enerji increased its share in D-Tes Elektrik from 25% to 100% in 2013. Through D-Tes Elektrik, which owns an electricity wholesale license, Doğan Energy continues to increase its portfolio in electricity wholesale and retail sale.
- Lower margins due to electricity wholesale and retail sale; marketing expenses increased in 1H14.
- Net loss before tax recovered by TL20.3 mn and realized at TL10.5 mn in 1H14.
- Drought year in Turkey: Electricity production from dams declined in 1H14. This had a negative impact on the operational results of Boyabat & Aslancık HEPP.

Current Energy Investments



* firm+secondary, based on 40 years of water data

**Aslancık's 2nd 60 MW capacity unit expected to be operational in 3Q14.



Industry



ÇELİK HALAT

(TL mn)	FY13	1H13	1H14
Revenue	131.9	60.5	79.1
EBITDA	13.0	5.2	9.0
Net Profit / Loss	-0.6	-0.2	5.2
	12/31/2013	6/30/2013	6/30/2014
Assets	100.2	92.5	118.7
Shareholders' Equity	27.5	28.5	32.7

- ❑ The leading supplier of steel wire ropes, mechanical spring wire, galvanized wire, concrete strand and bead wire; for automotive suppliers, white goods manufacturers, telecommunication and energy sectors.
- ❑ Çelik Halat's sales volumes in 1H14 increased by 13% and reached 30,799 tons.
- ❑ Revenues increased by 31% yoy in 1H14 to TL79 mn, while its EBITDA reached TL9 mn in 1H13.
- ❑ With strong operational performance, net profit was TL5.2 mn, vs. net loss of TL0.2 mn.
- ❑ In line with its previous disclosure regarding evaluating opportunities for strategic partnerships with a steel producer in Europe, Çelik Halat disclosed that it signed an agreement to acquire Italy-based Trafilera Del Lario S.P.A. for €7.5 mn.



ÇELİK HALAT

(TL mn)	FY13	1H13	1H14
Revenue	52,3	24,4	35,8
EBITDA	4,9	1,5	7,2
Net Profit / Loss	3,9	0,9	4,8
	31.12.2013	30.06.2013	30.06.2014
Assets	43,1	37,8	44,7
Shareholders' Equity	22,2	19,6	27,1

- Ditaş produces rods and parts to the vehicle manufacturers (OEM) and spare parts (IAM)
- Revenues in 1H14 increased by 47% to TL36 mn, thanks to its sales prices in Euro terms.
- EBITDA reached TL7.2 mn, vs. TL 1.5 mn in 1H13; EBITDA margin was 20%.
- Net income was TL4.8 mn, vs. TL0.9 mn in 1H13.
- In order to further develop its business activities in America, Asia Pacific countries and the Commonwealth of Independent States, including Russia; Ditaş established three separate local companies, one in the Russian Federation, one in the People's Republic of China, and one in United States.



Tourism



İŞİL CLUB BODRUM - Resort Management



BODRUM Marina



İŞİL TOUR

- ❑ Milta provides hotel management services in Bodrum via Işıl Club, and travel agency operations and fleet and daily car rental services via Işıl Tur. Bodrum Marina ranks among the top 10 marinas in the Mediterranean.
- ❑ Milta Bodrum Marina received the Five Golden Anchors international quality award from the European Boating Association, entitling the facility to be recommended to yacht owners around the world.
- ❑ Milta Turizm's "Superficies Right", for 49 years on 92,476 sqm land in Göynük village of Kemer, Antalya has been sold to Ceylan İşletme for EUR 20 mn on Feb 18, 2014. EUR 15 mn was paid upfront and the remaining EUR 5 mn will be collected until Aug 31, 2018.

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US Dollar amounts shown in the presentation have been included solely for the convenience of the reader and are translated from TL as a matter of arithmetic computation only, at the Central Bank of the Republic of Turkey official TL exchange rates

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Thank You

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