

**COMPANY NAME** : Doğan Yayın Holding A.Ş.  
**DATE** : 16.01.2012  
**SUBJECT** : Sale and Transfer of Doğan Müzik Kitap Mağazacılık ve Pazarlama A.Ş. Shares.

**Sale and Transfer of Doğan Müzik Kitap Mağazacılık ve Pazarlama A.Ş. Shares.**

It has been resolved to sell to Doğan Şirketler Grubu Holding A.Ş., our controlling shareholder, 49,999,996 shares, each with a nominal value of 1.-TL representing 99.99% of the 50,000,000.-TL capital of our subsidiary Doğan Müzik Kitap Mağazacılık ve Pazarlama A.Ş., 39,891,268.-TL of which has been paid-in capital; the consideration for which is to be paid in cash and in advance, in return for 139,404,000.-TL calculated by taking the average of the values set forth as per two separate Valuation Reports issued by independent valuation firms.

Following the transfer of the Doğan Müzik Kitap Mağazacılık ve Pazarlama A.Ş. shares, around 90,640,000.-TL "gain on sale of subsidiary share" shall be calculated (subject to 75% Corporate Tax exemption) according to our legal records; and the impact of share sales and transfer procedures on our consolidated financial statements prepared as per the IFRS in line with the Capital Market Board regulations shall also be included in the first financial statements to be made public.



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