

With your growing trust



WHEN WE CAST AN EVALUATING EYE BACK OVER THE PAST 40 YEARS, WE GLADLY NOTE THE REMARKABLE SERVICES AND CONTRIBUTIONS OF TÜRKİYE NEWSPAPER TO OUR COUNTRY AND NATION. IT HAS GENERATED EMPLOYMENT FOR THOUSANDS AND HAS WITHOUT A DOUBT CONTRIBUTED IMMENSELY TO THE COUNTRY'S ECONOMY. WE HAVE ALWAYS PUBLISHED ON THE SIDE OF GOOD AND TAKEN LOVE AND PEACE AS THE BASIS OF OUR PRINCIPLES."

F. Ören

Dr. Enver Ören

Contents

Mission, Vision and Strategic Targets of İhlas Gazetecilik	1
History of İhlas Gazetecilik	4
Publishing Principles of İhlas Gazetecilik	5
Shareholding Structure	6
ISE Performance of İhlas Gazetecilik	6
Results Regarding the Public Offering of İhlas Gazetecilik	7
Main Financial Indicators	7
Sectoral Evaluation and the Position of İhlas Gazetecilik in its Sector	8
About İhlas Gazetecilik	9
Message from the Chairman	12
Message from the Editor-in-Chief	14
Board of Directors	16
Senior Management	18
2010 Activities	
Activities of İhlas Gazetecilik	22
İhlas Gazetecilik - Printing Facilities	32
Human Resources	36
Social Responsibility	39
Financial Statements and Independent Auditor's Report	
Board of Directors' Report	41
Proposal on the Distribution of Profit	60
Audit Report Abstract for the 2010 Accounting Year	61
Statement of Responsibility	62
Financial Statements and Independent Auditor's Report	63

“ The main target of İhlas Gazetecilik is to provide accurate news and information to its readers and other clients and give them honest comments and evaluations.

Mission, Vision and Strategic Targets of İhlas Gazetecilik

Mission: The main target of İhlas Gazetecilik is to provide accurate news and information to its readers and other clients and give them honest comments and evaluations, and also to present the highest quality in the print services it offers. The main duty of the Company's directors has always been to manage the Corporation and Newspaper in a manner that protects its independence, which is fundamental, and provides the highest profit possible for shareholders.

Vision: İhlas Gazetecilik stands out with its qualified publishing, quality print, the value placed on its employees and the care in social responsibilities in order to reach its targets. The vision is to maintain its support for social works in the future just as in the past and keep being a pioneer in this field.

Strategic Targets: The strategic targets of İhlas Gazetecilik are to provide a consumer oriented system; develop special products aimed at the reader; produce content with traditional brands; closely follow developments in technology; to diversify and enlarge distribution channels by using management methods; prepare information and entertainment products and tools for individuals and cooperate with the world's leading media corporations.

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AK PARTİ'NİN
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3 AYRI
ANKETE
GÖRE



KİYLARA ÖZEL ÇALIŞMA
Başbakan, son durumu görmek istemesi üzerine AK Parti, 15 günde bir üç şirkete anket yaptırıyor. Son ankete göre, AK Parti'nin oy oranı %48, CHP'nin %25, MHP'nin ise %11 çıktı. AK Parti, sonuçları üzerine kıylara özel çalışma yapma kararı aldı. YÜCEL KAYAĞLU'NUN HABERİ 12'DE

Hacı Bayram'da
İLK CUMA



OLDU-TAŞTI
Başkent'in 600 yıllık ibadethanesi Hacı Bayram Camii'nde restorasyonun ardından ilk cuma kılındı. 4500 kişilik kapasite, avludaki cemaatle birlikte 10 bini geçti. Vatandaşlar, montlarını yere sererek namazlarını kıldı. 12'DE



ASLANLI KÖŞK'TE HÜZÜN
Nakliye araçları, saldıran askerler tarafından Aslanlı Köşk'e geldi. Yıllardır hizmet ettikleri patronlarının eşyaları kamyonla yüklenirken, köşk çalınırken güden daldı.

Halis Ağa
köşküne
veda etti



ÖĞLÜNÜN YANINA TAŞINDI
Danıştay'ın "Borcu tekrar besaplanın" kararının ardından "El komulan malla" rının ladesini isteyen Halis Toprak'a sok! TMSF, verdiği süre içinde tahliye etmediği için Toprak'ı Aslanlı Köşk'ten çıkardı. 21 senedir köşkte yaşayan Halis Ağa, öğlünün yanına taşındı. 6'DA

Türkiye 40
www.turkiyegazetesi.com.tr

BAŞBAKAN
Adres gösterdi

Erdoğan "Nerede Ergenekon, üye olacağım" diyen CHP lideri "Danıştay'ın 2. Dairesi'ne git aradığın örgütün izini bulursun"

UTANMADAN BİZİ SUÇLUYOR
Başbakan, "Elinde üye kayıt fişi Ergenekon'u arıyor" dediği Kemal Kılıçdaroğlu'na eleştiride bulundu: "Türkiye'nin kanun emen bir örgüte üye olmak istediğini pervasızca söyleyor. Ardından utanmadan partimizi sivil diktatörlüğe, korku siyaseti ile itham ediyor."

SENİ HEMEN KAYDEDERLER
Erdoğan, Ergenekon davasıyla birleştirilen Danıştay baskınına edip şöyle dedi: "Nerede, gösterim üyeleri alayım" diyor. Götürün 2. Dairesi'ne, orada gör. Corum'a, Sivas'a git izleri bulursun. Orada üye kayıt buroları var. Hem sen kaydederler. 13'TE

"ANKARA SİMİDİ ESKİ KAŞARLA İYİ GİDİYOR"
Başbakan, Genişletilmiş İl Başkanları Toplantısı'nın ardından cuma namazına katılan vatandaşlara konuştu: "Ankara simidi, İstanbul simidi ile Ankara simidinin tatları farklı. Simidi eski kaşarla yenmeyi seviyorum" dedi.



DARBE PLANI
Albay Dursun Çiçek Balyoz'dan tutuklandı

42 KİŞİYLE DARBE OL
"İrticayla Mücadele Etmek" tutuklu sanığı Albay İsmail Hakkı Balyoz, "Balyoz Darbe Planı" ile ilgili iddiaları Çiçek, "42 kişilik bir liste" ile 42 kişiyle darbe olma planı olduğunu söyledi.

ERGENEKON ÜYELERİ
Soner Yalçın ve yöneticileri cezalandırıldı

EVLET BİRRİN
İnternet sitesinde Soner Yalçın ve Başbakan Erdoğan'ın yakın ilişkileri yayınlanarak Silivri'ye sevk edildi.

KOMUTANLAR
Genelkurmay Başkanı'nın sanıklarına...

İşik Kaşar...
Genelkurmay Başkanı'nın...

PIYASALAR...
Döviz: 2.147
Altın: 1.578
Borsa: 1.578
Euro: 1.578
Dolar: 1.578

ASKERİ MAHKEME:
Generaller terfi etmeli

ASKERİ YÜKSEK İDARE MAHKEMESİ, Hükümet'in itirazını geri çevirdi ve açığa alınan Balyoz sanığı 2 general ile 1 amiralin terfi ettirilmesi gerektiğine hükmetti. 12'DE

'Ucube' değil
'iş' istiyorlar!

Genç Türkiye'yi, Marmara Üniversitesi İktisat Fakültesi öğrencileriyle hazırladık. Doğu Ekspresiyle Anadolu turuna çıkan okullu muhabirler "Ucube" tartışmasıyla gündeme gelen Karşı farkı tıkmış. Halk, heykel değil iş istiyor.

Yemen'de polisler göstericilere müdahale etti

İsyan ateşi yayılıyor
Orta Doğu'da isyan dalgası Yemen, Bahreyn ve Libya'ya da yayıldı. İsyanın günden günden büyümesi, Libya'da, keskin nişancılara muhaliflere ateş açtı. 29 kişi can verdi. 4'TE

HAFTALIK DURUM
Abdülhamid Han'ı sevmek Atatürk'e ihanet sayılırdı!

İhtilafçıların ilk yıllarındaki Sultan Hamid düşmanlığı, tek parti cumhuriyet döneminde inkılat etti. Bu hürriyet aykırı tarih yazılar Atatürk'e ihanet sayılırdı.

Semdinli sanıkların sivil yargı yolunda
Askeri Yargıtay, 2005'te Semdinli'deki katliamın bombalanması olayına ilişkin sivil yargı kararını verdi. 9'DA

FOREX
Kanada ve Avustralya dolarının yıldızı parlıyor

ERANK ALPHANIN YAKINI YOK

We are proud to be a deep-rooted, prudent, steady and innovative newspaper

İHLAS GAZETECİLİK STANDS OUT WITH ITS QUALIFIED PUBLISHING, VALUE PLACED ON ITS EMPLOYEES AND CARE GIVEN TO SOCIAL RESPONSIBILITIES. THE COMPANY WILL CONTINUE ITS ACTIVITIES AS IN THE PAST WITH SUPPORT TO ITS SOCIAL RESPONSIBILITIES.



History of İhlas Gazetecilik

- “ Türkiye Newspaper was established on April 22, 1970 by Dr. Enver Ören under the name "Hakikat".
- “ On April 30, 1972 the name "Hakikat" was changed to "Türkiye".
- “ After meeting Asahi Shimbun in the FIEJ (World Association of Newspapers) conference in Japan, Dr. Enver Ören started distribution of the newspaper by hand delivery in 1978.
- “ In 1980 marketing activities started with the establishment of a newspaper distribution organization.
- “ In 1981 the Company established its own offset printing facilities.
- “ In 1983 the Company started manufacturing products in Ankara, Adana, Erzurum and Samsun facilities.
- “ In 1985 Türkiye Newspaper raised its number of pages from 8 to 12 and reached a circulation of 119 thousand.
- “ In 1986 its circulation reached 300 thousand.
- “ In 1989 Türkiye Newspaper extended its number of pages from 12 to 16.
- “ On March 17, 1987 it was chosen as "Newspaper of the Year" by the Turkish Press Association.
- “ On October 24, 1987 Türkiye Newspaper was quoted as the second biggest company among the large companies in publishing in a research by the Istanbul Chamber of Industry.
- “ On March 28, 1988 the Izmir Printing Facility started its operations.
- “ On November 29, 1990 the paper had net sales of 1,361,553.
- “ In 1990 Ankara printing facility was renewed.
- “ In 1991 the Newspaper started to be prepared in a computerized system and then sent to printing facilities online.
- “ In 1998 the Newspaper moved to İhlas Media Plaza, one of the most modern and largest media centers in Turkey.
- “ Parallel to the general structuring tendencies of newspaper and distribution companies, Samsun Printing Facility moved to Trabzon in 2001 and in 2000 Erzurum Printing Facility moved to Antalya.
- “ On August 15, 2000 İhlas Gazetecilik A.Ş. was established. After that date, Türkiye Newspaper started to be published by İhlas Gazetecilik A.Ş.
- “ On April 22, 2010 Türkiye Newspaper celebrated its 40th anniversary. In these past 40 years, with its fully owned structure and publishing criteria, Türkiye Newspaper has continued operations as the only national newspaper that has not changed at all since the first day.
- “ After the procedures for its public offering were completed, stocks started trading on the ISE (Istanbul Stock Exchange) under the code IHGZT ISIN on June 14, 2010.

Türkiye Newspaper adopts a journalistic character that is objective, follows press ethics and principles and is tied closely to international and contemporary values.

**Türkiye Newspaper
exerts the maximum
effort to preserve
the common
belief that,
"if it is written in
Türkiye Newspaper
then it is a fact."**

Publishing Principles of İhlas Gazetecilik

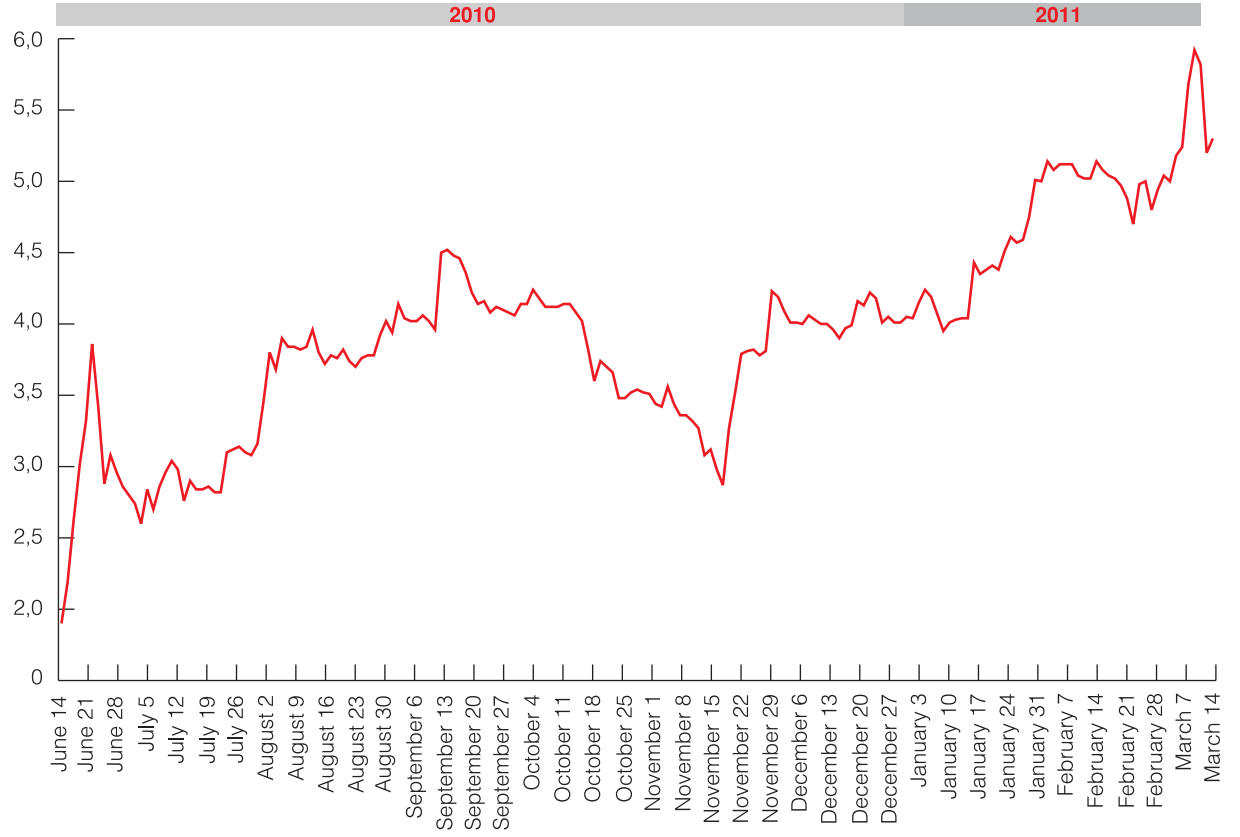
- “ As can be understood from the carefully chosen anniversary of April 22, proudly bearing the name of our country, Türkiye Newspaper deems the protection of democracy, to which it is bonded at the heart, as its principal duty.
- “ Türkiye Newspaper publishes what supports the independence and indivisible integrity of the Turkish Republic Government and national benefits.
- “ Türkiye Newspaper places uncompromising value on its readers' trust, Türkiye Newspaper exerts the maximum effort to preserve the common belief that, "if it is written in Türkiye Newspaper then it is a fact".
- “ Türkiye Newspaper is a family newspaper.
- “ Türkiye Newspaper contributes to develop forbearance and tolerance of different opinions.
- “ Türkiye Newspaper adopts a journalistic character that is objective, follows press ethics and principles and is tied closely to international and contemporary values.
- “ Türkiye Newspaper, which believes positive news is news too, publishes with a "glass half full" perspective for economic stability.
- “ Türkiye Newspaper follows a publishing policy allowing understandable and peaceful reading by different social groups and ages.
- “ Türkiye Newspaper stays away from any type of relationship based on special interest.
- “ Türkiye Newspaper never offends anyone based on race, sex, religious beliefs, language, social ranking and physical handicap in its publications.
- “ Türkiye Newspaper does not accept anyone as 'guilty' before being proven so by court ruling and never uses insulting nicknames or statements.
- “ Türkiye Newspaper does not take part in anyone's private life. Information given in confidentiality is never shared.
- “ Türkiye Newspaper respects the right of reply of individuals and corporations.

Shareholding Structure

	Share Rate	Share Amount
İhlas Yayın Holding A.Ş.	56.55%	45,239,706
İhlas Holding A.Ş.	6.92%	5,536,050
Enver Ören	2.02%	1,615,514
Others	1.51%	1,208,730
Publicly-traded	33.00%	26,400,000
Total	100.00%	80,000,000

As of December 31, 2010.

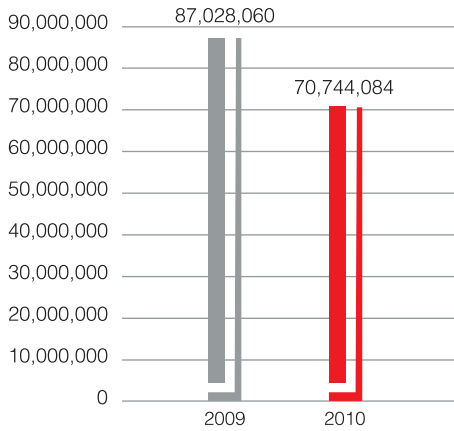
ISE Performance of İhlas Gazetecilik



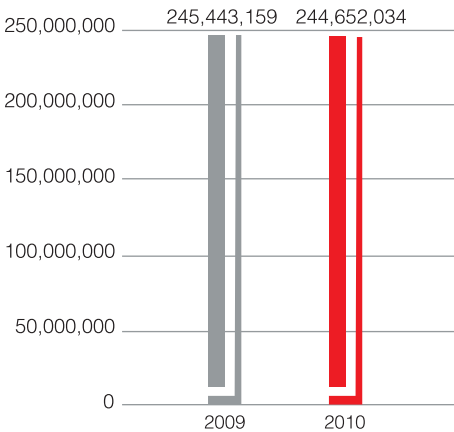
Main Financial Indicators (TL)

According to the financial statements within the framework of international financial reporting standards (TL)

SALES INCOME



TOTAL ASSETS

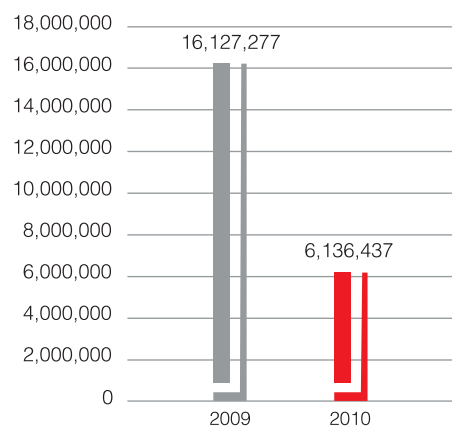


Results Regarding the Public Offering of İhlas Gazetecilik

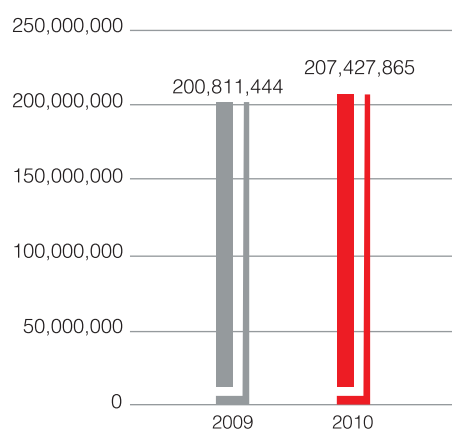
Investors rushed to the 40 year old Türkiye. Only 72% of demand could be fulfilled.

Despite global uncertainty, the public offering of 33% of İhlas Gazetecilik A.Ş., the owner and the publisher of Türkiye Newspaper, was successfully completed. There was a demand for 35 million 225 thousand share lots of stock for the 26 million 400 thousand share lots on the public offering, which took place on June 3 - 4, 2010. A consortium composed of 16 brokerage companies interceded the offering and a fair value of TL 1.65 was attached to the stock price.

PROFIT FOR THE PERIOD



SHAREHOLDERS' EQUITY





Sectoral Evaluation and the Position of İhlas Gazetecilik in its Sector

“08

The stability in the national economy brought steadiness to the general level of prices. The variety of development channels on the internet is expected to expand. The challenge is to be able to quickly revise the way we make and present the business subject to developing technology, without changing our core values and traditions. Some of the newspapers in the sector prefer to outsource printing work to the big companies and their facilities instead of setting up their own facilities. They prefer to publish magazines through the internet instead of printing them. On a similar trait, they opt to organize virtual fairs.

Even though the printing business has been negatively affected by the development and spread of the internet, the economic development of the country has kept this negativity at a certain level while expanding the need for printed material in different fields. This has balanced the use of printing capacity. The developing technology may help to reduce costs. The development of the communication sector enhances the need of people to communicate and find different ways to meet this need. Higher purchasing power affects selling prices positively.

Thanks to the principled publishing that İhlas Gazetecilik has held onto for all these years, as a result of devoted work it has emerged the least affected media corporation in the face of ever-growing alternative sources and media web pages. İhlas Gazetecilik, standing tall, boosted its announcement-advertising profit in 2010, a year of heavy impact by the global crisis in this field, and where those who could not follow a consistent strategy lost large amounts of money.



The public offering of 33% of İhlas Gazetecilik A.Ş., the owner and the publisher of Türkiye Newspaper which was celebrating its 40th anniversary, was successfully completed. ”

About İhlas Gazetecilik

Türkiye Newspaper (www.turkiyegazetesi.com.tr), continuing its activities as the only national newspaper under its original ownership structure and publishing policy was established on April 22, 1970.

The public offering of 33% of İhlas Gazetecilik A.Ş., the owner and the Publisher of Türkiye Newspaper, which was celebrating its 40th anniversary, was completed successfully. There was demand for 35 million 225 thousand share lots of stock despite the total of 26 million 400 thousand share lots offered on June 3 - 4.

İhlas Gazetecilik has a strong technical and distribution infrastructure as well as content, and maintains printing facilities in Istanbul, Ankara, Izmir, Adana, Trabzon and Antalya.

Besides retail sales, Türkiye Newspaper was the first to implement direct marketing by hand delivery. The paper distributes directly to houses and offices. This type of distribution also provides a wide customer base for İhlas Holding's other marketing activities.

Valuing protection of the environment, Türkiye Newspaper received an "ENVIRONMENT CERTIFICATE" from the Ministry of Environment and Forestry for "Green Page", the first environmental ecology page created in order to fulfill social responsibility. The certificate was awarded on World Environment Day.

By the end of 2010, the share of İhlas Holding in İhlas Gazetecilik stood at 6.92%, while 56.55% is held by İhlas Yayın Holding. The Company has 486 employees.



www.turkiyegazetesi.com.tr

Türkiye

40. yıl

22 NİSAN 2010 PERŞEMBE

TÜRKİYE GAZETESİ'NİN ÖZEL EKİDİR. PARA İLE SATILMAZ

Enver Ören: Türkiye Gazetesi HAYATIMIN ANLAMIDIR

Bu gazeteyi milletimize hizmet niyetiyle çıkardık. Onu her zaman milletimizin bir emaneti olarak gördük. Bu emaneti göz bebeğimiz gibi koruduk. Gazeteyi hiçbir zaman kendi menfaatimiz için kullanmadık. En sıkıntılı günlerimizde dahi bu hizmetin kesintiye uğramadan devam etmesi için ne gerekiyorsa onu yaptık.

22 Nisan 1970 yılında bu gazeteyi kurmayı nasıb eden Yüce Rabbi-me hamdolsun.

Hiçbir hazır sermayemiz veya sermayedarımız yoktu ama büyük bir azimimiz ve niyetimiz vardı.

Birkaç arkadaşla beraber 'nasıl bir gazete' kuracağımızı düşünmeye başladık. O yıllar ve sonrası ülkemizin gerek siyasi gerekse ekonomik olarak çok karışık yılları idi. Anarşi zirvede idi.

Pozitif yayıncılık yapmaya karar verdik. Yani üzücü, ürkütücü değil, ümit ve huzur verici olmasını istedik. Daima müesses nizamdan yana ve demokrasie bağlı olmaya karar verdik. İnancımıza saygılı olmak, milletimize hizmet etmek asıl hedefimizdi....

Cağaloğlu'nda küçük bir odada işe başladık.

Çok sıkıntılar çektik.

Asıl zor olan da kimseyi rencide etmeden gazetecilik yapmaktır.

Ama biz zaten çok satan bir gazete değil, huzur veren bir gazete çıkarmak için yola çıkmıştık.

Hamdolsun ki zaman içinde milletimizin teveccühüne ve güvenine mazhar olduk. Tirajımız her gün yükseldi, yükseldi ve basın tarihinde en yüksek tiraja ulaşmak nasıb oldu.

ÖNEMLİ GÖREVLER İFA ETTİK

Şimdi geriye dönüp 40 yıllık geçmişimizi değerlendirdiğim zaman Türkiye Gazetesi'nin, ülkemize ve milletimize hizmetleri olduğunu gö-

rüyorum. Binlerce kişinin istihdamını sağlamış ve katma değer olarak ekonomiyeye çok büyük katkılarımız olmuştur. Daima iyiden yana yayın yapmış, sevgi ve barışı şiar edinmişiz.

Başta da ifade ettiğim gibi bu gazeteyi milletimize hizmet niyetiyle çıkardık. Onu her zaman milletimizin bize bir emaneti olarak gördük. Bu emaneti göz bebeğimiz gibi koruduk. Gazeteyi hiçbir zaman kendi menfaatimiz için kullanmadık.

En sıkıntılı günlerimizde dahi bu hizmetin kesintiye uğramadan devam etmesi için ne gerekiyorsa onu yaptık. Bu hassasiyetimizi, müessesemize mensup her arkadaşım çok iyi bilir.

**TÜRKİYE GAZETESİ
HAYATIMIN ANLAMIDIR**

Böyle temiz bir niyetle kurulan ve 40 yıldır, şartlar ne olursa olsun kuruluş gayesi dışına çıkmadan yoluna devam eden bu gazete benim için çok değerlidir. Gençliğimi hatta sağlığımı uğruna harcadığım bu önemli vazifeyi hayatıma anlam kazandıran bu hizmeti ahiret yolunda da en önemli sermayem olarak görüyorum.

Bu hizmetin ifasında bana 40 yıldır her türlü fedakârlığa katlanarak yardımcı olan bütün arkadaşlarıma kalbi şükranlarımı sunuyorum. Allah'a emanet olun.



B

Gazete
sunduğ
olarak
Yeni Re
nakları
metli za
Anadolu
lam'ın
Sevgili P
hanesini

We have been with you for 40 years with principled and accurate reporting

TÜRKİYE NEWSPAPER IS A PRINCIPLED PAPER WITH AN ACCURATE REPORTING PERCEPTION, WHICH ADHERES TO PRESS ETHICS AND PRINCIPLES WITHOUT COMPROMISE. BY ADOPTING A PUBLISHING STRATEGY PARALLEL TO UNIVERSAL AND CONTEMPORARY VALUES, IT HAS RETAINED ITS DISTINCTION OF ALWAYS BEING A CURRENT AND MODERN NEWSPAPER.

FOTOGRAF: OSMAN SAKIRLI

Message from the Chairman

Last year we witnessed two exciting developments for Türkiye Newspaper, which is the oldest company and best known brand of İhlas Group.

Türkiye Newspaper, which shares its first publishing date, April 22, 1970, with the establishment of İhlas Holding, celebrated its 40th anniversary in 2010.

Türkiye Newspaper, the only paper retaining its original structure, and the first to implement hand-delivery distribution in Turkey, experienced another first in its 2010 public offering.

İhlas Gazetecilik A.Ş.'s 33% of shares were offered to the public in June 2010. While more than 1,600 shareholders joined our Company, Türkiye Newspaper cemented its place in the media sector as an economic asset with a loyal readership, consistent sales and advertising profit.

In 2010, continuing innovations on content and appearance, that started in 2009, Türkiye Newspaper reinforced its position as a preferred source for advertisers, with stable circulation and growing readership.



Standing out with various special news items, and with the results obtained, our Newspaper showed that news has economic value.

Our publishing policy always bears in mind the responsibility and the importance of the name 'Türkiye' that we carry in our logo. Placing the peace and wealth of society first, Türkiye Newspaper will continue its special and principled production in the years to come with its non-sensationalist approach.

Ending 2010 with encouraging results, I would like to thank and offer my sincere regards to our esteemed shareholders and to all our employees, from reporter to manager.

Warmest regards,



A. Mücahid Ören
Chairman of the Board of Directors

“ Our publishing policy always bears in mind the responsibility and the importance of the name 'Türkiye' that we carry in our logo. Placing the peace and wealth of society first, Türkiye Newspaper will continue its special and principled production in the years to come with its ‘non-sensationalist’ approach. ”

Message from the Editor-in-Chief

There is a saying in Anatolia... "A Spartan is raised in forty years"...

This means that "age forty" announces that the maturing process is complete and the most productive era has begun.

The 40th anniversary is also a milestone for corporations. Especially if this corporation is Türkiye Newspaper which started publishing in the 70s to protect our democracy and values, and has traveled its 40-year long journey full of adventures without compromising whatsoever on its principles...

For this reason we wanted to embark on a new period in our 40th year, shaking off and escaping from the effects of the global crisis.

TRADITIONAL NEWSPAPER MANAGEMENT IS BURIED IN THE CRISIS...

The crisis we have fought for years taught us that sound publishing can be possible only through a strong financial structure. At this point the main duty is on the media managers. In the media sector, managers who think only about the 'issue' and pay no attention to the 'bill' must now act like businessmen and think about resources, productivity and profitability as much as the issue in itself.

In the meantime, the advent of internet journalism, allied to image journalism, has brought about discussions centered on the life of the newspapers.

In brief, the duty of newspaper managers has become harder in every way...

Keeping these realities in mind we prepared a road map and set off. First we restored the companies that we are financially and administratively responsible for in a way that makes it simpler to be able to make decisions and implement them quickly. We have started to receive positive results on total quality and profitability, with wide participation by all employees. Thus we ended last year in profit while the media sector generally was affected badly. Indeed, the public offering that took place on June 3 - 4 was testimony to this success. The sale, composed of 33% of İhlas Gazetecilik A.Ş., drew enormous attention and we could only meet two thirds of the demand. This interest in our stock, which continued burgeoning even after the public offering, is an indicator of the trust placed in our Corporation, which has now a better structure.



On the other hand, we believed that we had to re-shape journalism within the framework of the reasons we have stated above. After in-depth research we found that we had to take social responsibility and include the common problems that society is facing.

For this reason, we thought that we could help to find a solution by bringing together specialists and everyday problems of society from 'environment' to 'employee' from 'handicapped' to 'education'. Every week, many were inspired by solutions on a full page printed in an interactive environment.

Of course we did not forget the truism that a "newspaper is news".

On the contrary, we believe that quality journalism is a much better form of publicity than the best promotion or the most common advertising. As a result, thanks to our intensifying special news prepared by our renewed news department, our paper began to be scrutinized closely by the media sector. Citing of items of our special news by dozens of web pages has become something of the ordinary for us.

Turkey's oldest newspaper has succeeded in the face of adversity and achieved regeneration by preserving its core values. Our "40th Year Destiny" that we are trying to summarize was observed by many and greatly appreciated.

I would like to express my gratitude to our valuable readers who have accompanied us on our journey of over 40 years, our investors who have trusted us, and to my colleagues, bound together and focused on success, who have given us their utmost support.



Nuh Albayrak
Editor-in-Chief

“ The crisis we have fought for years taught us that sound publishing can be possible only through a strong financial structure. Up till now, managers in the media sector would concern themselves only with the ‘issue’. Henceforth, they must also act as businessmen. ”

Board of Directors



AHMET MÜCAHİD ÖREN

Chairman of the Board of Directors

A. Mücahid Ören was born on April 28, 1972, in Istanbul. He completed his university education in Economics at Anadolu University. Between 1989 and 1991, he worked as a Computer Coordinator for Türkiye Newspaper, while also serving as Chief Publishing Advisor for Türkiye Children's Newspaper. He was directly in charge of Türkiye Newspaper's transition to electronic publishing. Hence the paper became one of the first in Turkey to use an entirely electronic system. In 1991, he became General Manager of TGRT, Turkey's first private radio and television channel. He was instrumental in setting up studios, upgrading technical equipment and establishing a new infrastructure for broadcasting. He was appointed General Manager and Deputy Chairman of the Board of Directors of İhlas Holding in 1993. He is a member of several Turkish and international foundations, associations, societies and other groups operating in various sectors and has numerous published articles. Mr. A. Mücahid Ören speaks fluent English.

MUSTAFA R. SELÇUK

Member of the Board of Directors

Born in 1968, Mustafa Selçuk graduated from Istanbul Saint Joseph French High School for his middle and high school education. He entered the Faculty of Business Administration in Istanbul University in 1986 and graduated in 1990. Mustafa Selçuk was trained in financial management, risk management and financial modeling in the USA, in the Netherlands and Turkey. He started working for İhlas Group in 1993 at the Finance Department. Mr. Selçuk established the Loans and Fund Management Department and worked as a director until 2003. Mustafa Selçuk joined İhlas Media Holding in 2003 to establish the Finance Department and since then, he has been serving as İhlas Media Holding Finance Coordinator. In addition to his professional administration duties, Mustafa Selçuk writes articles three days a week for Türkiye Newspaper, he airs a radio show with a friend of his once a week at TGRT FM radio channel, and he has a television show on economics and current issues once a week at TGRT News TV. Mustafa Selçuk is married and has a son. He is a member of the Board of Trustees and the Chairman of the Supervisory Board of TESYEV (Turkey Disabled Persons Sports and Education Organization), a congress member of Beşiktaş Gymnastics Club (BJK), a member of the Board of Trustees of SAJEV (Saint Joseph Educational Foundation) and a member of Saint Joseph Students Association.

NUH ALBAYRAK

Member of the Board of Directors and Editor-in-Chief

Nuh Albayrak was born in 1960 in Konya where he completed his primary and secondary education. He had a great interest in literature ever since, and proved this interest with many first places in high school essay contests. Mr. Albayrak wrote editorials in a local newspaper named Seydişehir Postası (Seydişehir Journal) for a year. Nuh Albayrak completed his university education in Istanbul at the Faculty of Engineering of İDMM - Galatasaray University, graduating as a civil engineer in 1980. After completing a year as an engineer, he returned to his first love, journalism, and started working at Türkiye Newspaper as an "apprentice". Since then, Mr. Albayrak has worked in all the units of the newspaper and after serving as Editorial Director for 12 years he undertook the responsibility of Chief Editor in May 2007. As one of the first people to display an example of the new "total responsibility" management format, Mr. Albayrak has expressed that he continuously experiences the difference in doing journalism in an "engineering kind of way" in the media sector. He is married and has two children. Nuh Albayrak is a member of the Journalists Association of Turkey, TSJD (Sports Journalists Association of Turkey), and MÜSİAD (Independent Industrialists and Businessmen's Association) in addition to carrying out his duties as Member of the Board of Directors of the Press Association and Vice President of the Media Ethics Council.

M. MUAMMER GÜRBÜZ

Deputy Chairman and CEO

M. Muammer Gürbüz was born in 1954 in Istanbul. He graduated from the Department of Electrical Engineering at Istanbul National Academy of Engineering and Architecture's Işık Engineering Faculty. From 1980 to 30th April 1981 he worked as an electrical engineer in Egesan Elektrik ve Elektronik Gereçler Sanayi. On 1st July 1981 he started to work in İhlas Holding. He worked as Technical Manager, Technical Coordinator and Newspaper Facility Engineer. Still the Deputy Chairman Gürbüz, speaks fluent English. M. Muammer Gürbüz is married with three children.



NAZMİ ÖRS

Independent Member of the Board of Directors

Born in 1948 in Antalya, Nazmi Örs graduated from Yenişehir Health College, Department of Radiology in 1969. In 1979 he graduated from the Gevher Nesibe Health Education Institute, Department of Public Health in Ankara. He held various posts in the Ministry of Health in İzmir, Kars, Gaziantep and İstanbul. He retired voluntarily in 1999 while working as an Assistant Manager in Bakırköy Psychiatric Hospital. He still runs his own independent business.

ORHAN TANIŞMAN

Member of the Board of Directors

Orhan Tanışman was born in İstanbul in 1969. After graduating in Shipbuilding Engineering at İstanbul Technical University, he got his master's degree from Yıldız Technical University, followed by his doctorate studies in investment planning at İstanbul University. Meanwhile, he attended İstanbul University's Graduate School of Business and Economics and graduated in 1999. He served as a Research Assistant at Marmara University's Faculty of Technical Education in 1991 - 1992 and at İstanbul University's Faculty of Engineering between 1992 and 1994. Mr. Tanışman began providing services for İhlas Holding in 1994 and since then, he has been Investor Relations Manager of İhlas Holding. Orhan Tanışman is married and has a son and a daughter. He is a member of the Corporate Administration Association of Turkey (TKYD) and the Investor Relations Association of Turkey (TÜYİD).

MEHMET REMZİ ESEN

Independent Member of the Board of Directors

Born in 1956 in İstanbul, Mehmet Remzi Esen graduated from the Faculty of Commercial Science, Department of Business Administration in 1980. In 1976 he worked in the Liquid Capital Accounting Department of the University of Cerrahpaşa Medical School. In 1986 he started to work in Technical Services at the Encyclopedia Department of Türkiye Newspaper. In 1998 he transferred to Türkiye Newspaper's Technical Department. He retired in 2001.

ÜMİT KÜNAR

Executive Member of the Board of Directors Responsible for Financial Affairs

Ümit Künar was born in 1975 in Tekirdağ. He graduated from Anadolu University, Faculty of Business Administration. He began working at İhlas Holding in 1992 and is now the Member of the Board of Directors Responsible for Financial Affairs for İhlas Gazetecilik A.Ş. He holds an independent accounting and financial advisory license and speaks fluent English. He is married with one child. Mr. Künar is also a member of the Corporate Governance Association of Turkey (TKYD) and the Investor Relations Association of Turkey (TÜYİD).

DOĞUŞ BEKTAŞ

Independent Member of the Board of Directors

Doğuş Bektaş was born in 1978 in Yozgat. He completed his high school education in Ankara Hasanoğlu Atatürk Anatolian Teachers High School. Following this, he graduated from the Department of Business Administration at İstanbul University's School of Economics. Starting his professional life in 2000, he worked at İrfan Bağımsız Denetim ve Y.M.M. A.Ş. until 2006. After that, until 2010, he worked in Bilgili Bağımsız Denetim ve Y.M.M. A.Ş. He still works as Chief Financial Officer in Kiler Holding. He speaks fluent English. Doğuş Bektaş is married with one child.

Senior Management



NUH ALBAYRAK (1)
Editor-in-Chief

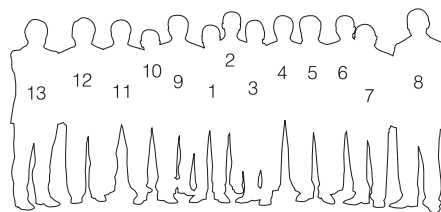
MUSTAFA ASIM GÖK (3)
Technical Manager

İBRAHİM ÖNGÜN (5)
General Coordinator of Advertising

ÜMİT KÜNAR (2)
Financial Affairs Manager

MUSTAFA BİLİM (4)
Editorial Coordinator

SADIK SÖZTUTAN (6)
Chief Editor





ALİ İBRAHİMOĞLU (7)
European Print Coordinator

MUSTAFA KUM (8)
Printing Coordinator

BEHÇET FAKİHOĞLU (9)
Responsible Manager

ADİL KÜÇÜK (10)
Economy Department
Manager

AYDOĞAN KAÇIRA (11)
Publishing Coordinator

NACİ ARKAN (12)
Manager Responsible for Sports

HAYRETTİN TURAN (13)
Foreign News Manager

NURİ ELİBOL*
Ankara Representative

* Not in the photo.



KIRIM'la

ak@tg.com.tr

TÜRKİYE'NİN İLK VE TEK İŞ ANALİZİ SAYISI

Meraklı iş adamına başarı için önerilerim

1. MERAKLI İŞ ADAMI YAPMAYIN

2. HER İŞTE PAZARLAMA VARDIR

3. ÇALIŞANINIZA İNSAN GİBİ DAVRANIYIN

■ ORTALAKTA bir sürü motivasyon teorisi var. Bir sürü motivasyon eğilimi. İş aslında çok temel ve basit. Çalışan insan gibi davranırsanız, insanlar mutlu ve motive olur. Bunu sev yaparsanız yeter. Birincisi çalışanların işi sevmesini sağlamak olarak verecek bir çabaya o çaba da

YILLARIN TECRÜBELERİ

Bugün biraz daha farklı bir açıdan meseleye yaklaşılasam ve hem bir iş adamı, hem onlarca şirkete danışmanlık yapmış olmamın verdiği tecrübe sahibi bir kişi ve elbette şirket yönetimi konusunda çalışan bir bilim adamı olarak tüm birikimlerimden süzüp sizlere başarılı bir iş adamı olmanın en temel esaslarını anlatmaya çalışacağım. Liste elbette daha da uzatılabilir ama bunlar benim hayatımda yaşadığım önemli öğrenimler. Sizlerle paylaşmak bir zevk...

1 ...İN YAPTIĞINI YAPMAYIN

[illegible]

2 AŞK YOKSA BAŞARI ŞANSI DÜŞÜK

■ İşini sevmek, işi beğenmekten ötesinde, bir işi beğenmek, insanı yaptığı işe aşık olursa onu daha da üst boyutlara taşıyarak iş için sürekli olarak çalışır. Çünkü zaten o işi istiyorsa, beraber yapmayı düşünür. İş iyalısına girer, işinde kalmaz, gerçeğin de hayatın her yanında onunla karşılaşır. Eğer sevmediğiniz işi yapıyorsanız, bu işle başınızı ağrıtır. Tamamen sarısa bağdır. Ayrıca çok ama çok çalışın olamazsınız. Çalışırken başın bir yerden kalksın.

3 HER İŞTE PAZARLAMA VARDIR

[illegible]

4 NAKİT VE MALİYETE HÂKİM OLUN

■ NAKIT kredisi. Süti gıvacılık odası başkanları bir iş adamı ile ortaklık yapmak yönünde görüşmelerde bulunuyor. Bu da yarımda önemli bir gelişme olarak karşımıza çıkıyor. Bir de yarımda önemli bir gelişme olarak karşımıza çıkıyor. Bir de yarımda önemli bir gelişme olarak karşımıza çıkıyor.

5 EN İYİ ELEMANLARLA ÇALIŞIN

■ **Yİ** eleman olmak zor. Bu, elemanın en önemli özelliği. Hele bizim memleket büyük şehirlerin uzaklaşmış köyleri. Eleman bulmak daha da zor oluyor. Ama tüm bunlara rağmen eleman olmak ve memleketi iyileştirmek için çalışmak zorunda. O nedenle öncelikle tasarruflarını biriktirip eğitim için yollarda. Elemanın en iyisini bulmak, onun yeteneklerini ve makul fiyatla almak, onu memleketi iyileştirmek için çalışmaya yönlendirmek. Elemanın temel hedefi memleketi iyileştirmek. Gücünü yetki dışında bulamaz. Elemanın en önemli özelliği memleketi iyileştirmek için çalışmak.

6 GEZEN KURT AÇ KALMAZI!

[illegible]

7. MANINIZA INSAAN GIBI DAVRANIN

[illegible]

8 KENDİNİZİ SÜREKLİ GELİŞTİRİN

[illegible]

9 GEREKTİĞİNDE PİYASAYI

■ Bakınız ihsiniz ne yaparsanız yapın iyi götü-
sayınız zıvanadan çıkması durumunda ve fıtıkla-
Vadeleri uzaması tahsilat zorlaşsın. Bu
herkes için benzer. Bakıyorsanız için pe-
zaman bu sektörden çıkmasını zamanı
gösterebilmelisiniz. Çoğu iş adımı ele-
zararına da olsa dükkânı açık tutmayı b-
Bu çok yanlış. Piyasaları iyi inceleyin.
«İç ve yeni çekmek alanları neredeyse»

10 STRATEGISZ

[illegible]

Hocam Kuzen



ingiltere B
Cameron, M

[illegible]

Salih'in ayrıldı
Yemenliler so

YEMEN Yemen'in kuzeyinde c
let Başkanı Ali Abdullah
aynıması için gösteri y

YENİ riyi düzenleyen Bakanlar
darda bulunan Salih'i
nevden ayırmazını istedi
on binlerce Şiinin Salih'i
birlikte yürüyüşe

gini belirtti. Gösterici
rüyüste Sana, Aden
başka şehirlerdeki p
toçulara destek ver

1



We interpret the economy from the correct perspective

BESIDES THE VISUAL COMPONENTS, İHLAS GAZETECİLİK RENEWED THE PAGE LAYOUT AND THE APPEARANCE OF THE PAPER. WITH ITS CONTENT CONSISTING OF THE BEST WRITERS, AND SUCCESSFUL ECONOMIC, SOCIAL AND SCIENTIFIC PAGES, IT PRESENTS TRUSTWORTHY AND ACCURATE NEWS ON THE ECONOMY.

İŞTİRİN

cuğun başarılı iş
ok bula değışiyor
yla kopyalanıyor,
değirmiz ürünler, iş
iPad'e. Baksanız
internetten yapılan
internetten yapılan
eklam harcamalarını
yaptığına. Baksanız
i değışim karşısında
eriler edinmek. Zaten
uz. Memleketin Türkiye
kayın ve pazarlamayı
en, okuyun farklılaşmayı
sım "Bana Bir Akl Ver
mül kitabımdan). Kurşa
ne etmek yok.

ASAYI TERK EDİN

iyi gitmiyor. Piyasada rakip
ve fiyatlar yerlerde sürünüyor.
muş. Durum hemen hemen
tuz için geleceği de kalmamış. O
zamana geldi derne becerisini
atma ele güne rezil olmamak için
atmayı bir quroz meselesi yapar.
celeyleyin, perreliğinde işinizi terk
eredeyse gidip orada iş kurun.

SİZ İŞ YAPILMAZ

sonraki yıl veya önümüzdeki iki yıl
odaklanarak ve hangi yeni pazarlama
e girerek işinizi büyüteceğinizin plan-
e. Yani kendinize geleceğe yönelik bir
emek. Bunun için şirketinizde kaç kişi
planınıza çalışan, gerekirse katışı çalışan
adamları arkadaşlarınızı da davet edip
ch bir beyin fırtınası yapın. Bu çalışmadan
fikirlerinizi proje haline getirin ve belirli bir
uygulamaya koyun. Hedefsiz iş yönetilmez.
mez. Yol haritası olmadan iş yönetilmez.
yıl her sene tekrarlayın ve bir önceki seneyi
indikten sonra gelecek planlarını geliştirin.
abileceğiniz de benim "Bana Bir Akl Ver
an öğrenip uygulayabilirsiniz.

2010 Activities

“ Retaining its character as a universal and contemporary newspaper, Türkiye Newspaper has a vision of real and true journalism and adheres to press principles and values without compromise.

Activities of İhlas Gazetecilik

Türkiye Newspaper (www.turkiyegazetesi.com.tr) was established on April 22, 1970. Since its establishment, the newspaper's ownership and publishing policy have remained unchanged.

Türkiye Newspaper is a newspaper committed to the principle of transmitting accurate and real news, uncompromisingly dedicated to press ethics and principles and faithful to universal and contemporary values.

İhlas Gazetecilik preserves its position in the media sector as a corporation with unmatched competitive strength, wide readership and brand awareness, and with an experienced management perspective and steady publishing.

In addition to its content, Türkiye Newspaper has a powerful technical and logistics infrastructure. It boasts printing facilities in Istanbul, Ankara, Izmir, Adana, Trabzon and Antalya. The capacity of the Istanbul facility alone is 55 thousand newspapers an hour. The individual printing offices in Ankara, Izmir, Adana, Trabzon and Antalya also produce pages supported by local news to report on regional current affairs.





**İhlas Gazetecilik
preserves its position
in the media sector as
a corporation
with unmatched
competitive strength,
wide readership and
brand awareness, and
with an experienced
management
perspective and
steady
publishing.** ”

Türkiye 40^{year}

Circulation Table of Türkiye Newspaper in 2010 and 2009

Months	2010 Total Circulation	2010 Daily Circulation	2009 Daily Circulation
January	4,465,298	144,042	143,402
February	3,948,294	141,011	142,916
March	4,358,699	140,603	143,976
April	4,210,256	140,342	142,076
May	4,263,585	137,535	140,889
June	4,259,337	141,978	141,315
July	4,326,259	139,557	141,851
August	4,157,030	134,098	143,032
September	3,810,039	127,001	143,078
October	4,055,125	130,810	144,151
November	3,931,724	131,057	146,156
December	4,086,546	131,824	146,626

As well as being sold at newsagents, Türkiye Newspaper is distributed directly to houses and offices, and was the first newspaper in Turkey to implement such a system. The manual delivery system, which is used commonly and especially in the USA and Japan, brings about good sales stability, in addition to establishing sound communication with readers. The manual delivery network also provides a strong customer base to İhlas Group's marketing operations.

The most noteworthy development in 2010 for İhlas Gazetecilik was the public offering. With a renewed corporate structure, which stems from the motivation of celebrating its 40th anniversary in 2010 and the public offering, this year we plan to take significant steps towards strengthening the structure and the product.

With the trust obtained from merits such as being transparent, reliable and valuable, Türkiye Newspaper has provided its readers with the opportunity to be partners in a newspaper they have known and heard of for 40 years. For 40 years, Türkiye Newspaper has been continuing its business life with the same ownership structure and is a newspaper that is diversified with high future potential due to its pages, brand, stable principles of broadcasting and loyal reader base. İhlas Gazetecilik, operating with six printing facilities in Turkey, is a strong and trustworthy corporation.

Valuing protection of the environment, Türkiye Newspaper received an "ENVIRONMENT CERTIFICATE" for "Green Page", the first environmental ecology page created in order to fulfill social responsibility. The certificate was awarded on World Environment Day.

By the end of 2010, the share of İhlas Holding in İhlas Gazetecilik stood at 6.92%, while 56.55% is held by İhlas Yayın Holding. The Company has 486 employees.

2010 Daily Printing Amounts

Printing Facility	Printing Amount of Türkiye Newspaper	Printing Amount of Other Newspapers	Printing Capacity
Istanbul	63,415	138,935	1,920,000
Ankara	31,725	65,821	350,000
Izmir	25,376	47,732	350,000
Adana	18,889	63,332	300,000
Antalya	7,123	38,059	150,000
Trabzon	17,551	46,832	150,000
Total	164,079	400,709	3,220,000



“ With the confidence based on being a transparent, trustworthy and valuable newspaper, Türkiye Newspaper allows its readers to be a part of a newspaper that they have known and heard about for 40 years.



As part of the "new content and new appearance" theme that started in 2008, continued in 2009 and was reinforced in 2010, the page layout and design of the Newspaper were completely renewed. Planning to continue this change with "a new vision of journalism" by using the opportunities and technology of the information age, Türkiye Newspaper succeeded in changing its design and content while preserving professional traditions and values. These "Special pages", which have become extremely important for those who advertise in the paper, have been the most successful part of this change and evolution.

İhlas Gazetecilik presents "a different kind of journalism" in a period where news channels broadcast live almost every minute and where internet journalism threatens print media. Instead of competing with "shallow information", Türkiye Newspaper prefers to provide its readers information with "depth" and "quality" brought together by "specialists".

"Special Pages" that created a "new style" for the first time in Turkey succeeded in fulfilling its mission.

**"Special Pages" that
created a "new style"
for the first time in
Turkey succeeded in
fulfilling its
mission.**





“ The "Green Page with Ediz Hun" caught the eye of many corporations. The Ministry of Environment awarded an "Environment Certificate" to Türkiye Newspaper for its services in protecting the environment.



Through the "No-Handicap Page" with TESYEV (Turkey Handicapped Sports, Education and Assistance Foundation) everything from wheelchairs to computers for the handicapped were donated to social institutions. ”

Ediz Hun'la Yeşil Sayfa® / Green Page with Ediz Hun®

Initially, Türkiye Newspaper brought the environmental problem to the table as it has become an issue that affects our lives directly. Together with the experienced environmental scholar, Ediz Hun, the newspaper introduced "the Green Page" to Turkey. The great interest generated by this page resulted in the newspaper being presented with an "Environment Award" and was perceived as a signal indicating how appropriate and timely this new structuring was. "Yeşil Sayfa" is a trademark of the newspaper, registered with the Turkish Patent Institute.

Çalışanın Dünyası / Employee's World

In the Employee's World page, Lütfi Köksal and Şerif Akcan produce tailor made solutions and provide private consultancy to everyone in the business world, be they employee or employer, within the framework of data given and questions asked.

Engelliler İçin "Engelsiz Sayfa"® / "No-Handicap Page" for the Handicapped®

10% of our population is handicapped and in an attempt to do something for them Türkiye Newspaper cooperated with TESYEV, the most experienced and reputable institution that focuses on the handicapped. Together they have commenced publishing the "No-Handicap Page", the first and still the only newspaper page in Turkey designed for the handicapped. "Engelsiz Sayfa" is also a trademark of the newspaper, registered with the Turkish Patent Institute.

Kadın ve Aile Sayfası / Women and Family Page

Female readers in particular have benefited from the "Women and Family Page" at every stage of their lives due to its broad spectrum varying from emergency home remedies to practical advice on quick careers.

Ailenizin Doktoru® / Your Family Doctor®

Another trademark of the newspaper that is registered with the Turkish Patent Institute is "Ailenizin Doktoru". On this page, in addition to regular warnings according to the season and developments, Dr. Hilmi Özkırış provides personal recommendations to readers in need, as well as forwarding them to the right contacts.

Sevimli Lezzetler / Lovely Tastes

The famous cuisine specialist Sevim Gökyıldız promotes the culture of Turkish cuisine all around the world, especially in Paris. Each week, she guides food enthusiasts to new flavors on the Lovely Tastes Page.

Pazar Sohbetleri / Sunday Chats

Sunday Chats, with different celebrity guests by Betül Altınbaşak and Gurbet Kalay Zorba, have taken the lead over their counterparts in other newspapers.

Business

Turkey's first business management page is at Türkiye Newspaper. Prof. Dr. Arman Kırım provides the business world with different points of view on the "Business" page. Prof. Kırım supplies a different angle on the business world by correcting misinformation and misunderstandings while gently opening the door to growth, development, change and transformation.

İz Bırakanlar / Those Who Made a Mark

With his exquisite style, İrfan Özfatura writes "İz Bırakanlar", a specialty of Türkiye Newspaper that "points an x-ray" at the lives of people who have left a mark on Turkey and on the world with their personalities and their actions.

Başyazarımızın Farkı / The Difference of Our Lead Writer

The detections and forecasts made by Yılmaz Öztuna in his leading articles at Türkiye Gazetesi are addictive. In these pages he writes separately, evaluates "Weekly Situations", and as a historian he helps readers to observe things from a different perspective.



“ Practical but at the same time scientific advice appropriate for professional life on the "Business" page has been followed by numerous managers. They have since become a road map for many SMEs. Following great demand, the Business page is now being made into a book.



Diplomatik Muhakeme / Diplomatic Reasoning

Prof. Dr. Çağrı Erhan makes an analysis of global political and diplomatic developments and holds his findings up to reason, especially in relation to Turkey.

Kurşun Kalem / Pencil

"Kurşun Kalem" focuses on secondary school students as its target audience and is presented to the world of education as the product of a rigorous study conducted by a team of experts in their particular fields.

Türkiye Gençlik / Türkiye Youth

Türkiye Gençlik is prepared by young communication students, as they are the journalists of the future. The page is especially recommended by university teachers to their students as a vocational education tool. Each week, a different faculty of communication prepares this page and due to its content and preparation format, Türkiye Gençlik is the only page of its kind in Turkey.

Thanks to the Youth page, which is prepared by a different group of students each week from various communications faculties, in cooperation with the deans of the faculties, students have a chance to get to know the media world while still studying. ”

Darbe mağduru geri dönecek

YAS kararıyla TSK'dan ihraç edilenlere emekliye ya da jamada istibdam hakkı getiren yasa tasarısı son anda 12 Mart ve 12 Eylül mağdurları da aklarıyla GENEL Kurul'da kabul edildi. 1543 YAS'ın yasada, 1971 ve 1980'de TSK'dan atılan 1193 subay ve astsubay yaradılacak. 9'da

Yaz saatine 24 saatlik YGS rötarı

BAKANLAR Kurulu, 27 Mart Pazar günü geçilmesi gereken İhtisap YGS'ni (YGS) 28 Mart Pazartesi erteleceği. Saatler 28 Mart Pazartesi 03.00'te bir saat öne alınacak. 5'te

Arda, Fener'e karşı sahada

FORMASINDAN bahatlarında uzak kalan ve taraftarın tepkisini çekmeye başlayan Arda Turan'dan iyi haberler geldi. Kulüp Doktoru Burak Kunturacıoğlu müjdeli verdi. "AĞRILARI dindi. Antrenmanına çıkıyor. Teknik becerisi de uygun görmesi halinde, haftaya Fenerbahçe derbisinde sahaya çıkabilir. Psikolojik bir skontu da yok" dedi



TELEGOL

Bir sakatlığı olmadığı belirtilen Arda'nın son derbide oynamak için kendisini hatırlatmış. Fenerbahçe'nin teknik direktörü Senol Güneş, Arda'nın ya da diğer oyuncuların sakatlığı ifade etmiyor.



DORT SAAT İFADE VERDİ

BUGÜN

Fiyatı: 35 Kuruş (KKTG: 1 TL)

BÜTÜN TÜRKİYE BUNU KONUSACAK

Çarşambayı bekleyin

Taraf

Bu yasa bir aldatmacadır

"YAS" kararlarıyla veya "yargı denetimine kapalı dönemlerdeki" idari işlemlerle TSK'dan atılmış olan subay ve astsubayların yaralarını sürde sarımsı gölgenin yasa, sözleşmeli erbay ve emirle ilgili tasarının içinde yer alarak, parlamentoda görüşülüp kabul edildi. Bu kamunun hükümeti, "28 Şubat" sürecindeki için "yararlı ve hükümet" olmakla beraber, yarı ki "22 Mart" ve "22 Eylül" mağdurları için tam bir "aldatmaca" dır. 13



Gazeteciler Taksim'de

TAKSİM'DE buluşan gazeteciler, Ergenekon soruşturması kapsamında Nedim Şener ve Ahmet Şahin'in tutuklanmasını bir yürüyüşle protesto etti. 10

DÜŞÜNMEK TARAF OLMAKTIR



Vivaldi evimize kadar geldi işte

BESTECİ Antonio Vivaldi'nin kayıp bu keşifini denizlere bıraktı. La Serenissima Topluluğu ve Katy herçes'in 11 Gran Mogri kayıtları az bir ücretle internet üzerinden dinleyebilirsiniz. 16



CHP'den para aldık lafı aramızda kalsın

Ergenekon savcısı, Soner Yalçın'a, Halk Tv'nin satışı ile ilgili telefon görüşmesinde "CHP'den para aldık ama aramızda kalsın" sözünü sordu



TELEFONDA SÖYLEDİN

YALÇIN'LA gazeteci Hakan Aygün arasında görüşmede gazeteci Aygün'ün "CHP'den para aldık lafı bile aramızda kalsın" sözüne, Yalçın "Ama telefonda bunu söylüyorsunuz" diye karşılık veriyor.

PARANIN SAHİBİ GÜNEŞ

SAVCI Öz, Yalçın'a CHP Genel Başkan Yardımcısı Hürşit Güneş'ten neden "paramın sahibi" diye bahsettiğini de soruyor. Güneş de telefonda Yalçın'ı televizyonu için "Acemizm" diye de anıyor. 10



Başbuğ Yalçın'la görüşmek istemiş

İLKER Başbuğ 2009'da OGA TV'deki yarışmada kendisine "Psikolojik olarak aynı şekilde cevap verin" diye de soner Yalçın'ı

ARDA	MARKAR	ESAYAN	14
Gandigala	ve kozmetik	demokratik	
BİR TABAKA	OMUT İZMEN		
Çarşı	şekil		16
MENKUR	OLURSA	NABİ YALÇIN	10
Değişim	13		
YÜZÜM	OLURSA	MİRCİ	12
Ergenekon	piyasası		

Thanks to our strong technological basis we present quality printing services

BY PRIORITIZING VALUES SUCH AS PRODUCTIVITY AND RESOURCE PLANNING, AND BY USING MODERN, QUALITATIVE AND FAST PRINTING FEATURES AND INFORMATICS TECHNOLOGIES IN THE MOST EFFICIENT WAY POSSIBLE, İHLAS GAZETECİLİK IS ONE OF THE LEADING CORPORATIONS IN THE SECTOR WITH ITS TECHNOLOGY, PRODUCTION TECHNIQUES, MACHINERY TRACK AND PRODUCTION CAPACITY.



“ The new structures that strengthen integration between the Publishing Facilities and the administration management enables İhlas Gazetecilik to offer more qualitative printing to national and local newspapers, publishers and advertising agencies.

İhlas Gazetecilik - Printing Facilities

İhlas Gazetecilik, which has a strong technical and distribution infrastructure as well as content, has printing facilities in Istanbul, Ankara, Izmir, Adana, Trabzon and Antalya. İhlas Newspaper's printing capacity in Istanbul alone stands at 55 thousand copies per hour. Along with the other facilities in Ankara, Izmir, Adana, Trabzon and Antalya, İhlas Gazetecilik can address the affairs of each region with local news pages.

The new structures that strengthen integration between the publishing management and the administration of the facilities enables the Company to offer more qualitative printing to national and local papers, publishers and advertising agencies. With this new method, the Company's dynamics became more active, enabling complete printing services from graphic design to actual print. These facilities print many magazines, inserts, brochures and books, and especially local and national newspapers.

Also, in order to keep up with technological developments, CTP (computer to plate) system that remove the film printing unit and film costs by enabling direct exposure on the plate began to be used in the main facilities. Following a certain investment flow, the same system will also be implemented in the regional facilities.





The Company's average daily capacity utilization rate in the 12 months of 2010 is provided below on a printing facility base.

Printing Facility	Daily Printing Amount	Total Capacity	Rate
Istanbul	707,455	1,920,000	37%
Ankara	98,008	350,000	28%
Izmir	73,464	350,000	21%
Adana	83,637	300,000	28%
Antalya	46,980	150,000	31%
Trabzon	64,589	150,000	43%
Total	1,074,132	3,220,000	33%

In 2011 İhlas Gazetecilik is planning a new machinery investment in two of its facilities.



İhlas Gazetecilik, which has a strong technical and distribution infrastructure as well as content, has printing facilities in Istanbul, Ankara, Izmir, Adana, Trabzon and Antalya. ”

We use our strength for national and social responsibility

GROWING AND CHANGING WITH THE SOCIETY IT OPERATES IN, İHLAS GAZETECİLİK, CONSCIOUS OF ITS RESPONSIBILITIES AS A CORPORATE CITIZEN, ACCEPTS SOCIAL RESPONSIBILITY AS AN INSEPARABLE PART OF THIS.

şlar Meke
'nün eski
elliğine
uşturuyor

ya'nın Karapınar ilçesi-
bulunan ve dünyanın "Na-
Bosroğu" olarak adlandı-
rılan Meke Krater Gölü'nde-
su alması bölgede etkili
an yağışlarla birlikte sona
rdı. Karapınar Belediyesi
başkanı Mehmet Müşaytoğ-
lu, bölgede üç aydan bu
yana etkili olan yağmur ve
kar yağışı sonrası yer altı su-
larındaki seviyenin arttığını
söyledi. Müşaytoğlu, "İlke-
har ayına kadar yağışların
sürmesi Meke Gölü'nün bir-
kaç ay daha güzel kalmasını
anlamını taşıyor" dedi.



de-bilen uydu vericilerinden bir
haftadır sinyal alınamadığını
söyledi. Amaçlarının kuşların
hangi göç rotasına sahip oldu-
ğu, nerede konaklayıp kışladığı
gibi bilgilere ulaşmak olduğunu
anlatan Kiraz Erçiyas, "Verici-
lerden düzenli olarak sinyal alı-
yorduk. En son Ukrayna'dan
sinyal aldık" şeklinde konuştu.

Human Resources

“ Composing its greatest capital, human resources, of members who share and live its values, İhlas Gazetecilik conducts modern Human Resources Management.

The Human Resources policy of İhlas Gazetecilik is as follows:

Human Resources Vision

İhlas Gazetecilik manifests its values as a corporation that has a global and strategic view, is nature, society and customer focused, respects natural resources, is knowledgeable about science and total quality, and gives due attention to peace, change and sharing. Thus the Company tries to compose its greatest capital, human resources, of members who share these values and follow a Contemporary Human Resources Management. İhlas Gazetecilik Human Resources policy follows innovations in the science of management and organization and human resources parallel to developments, both domestic and international. The Company conducts studies that grant Türkiye Newspaper greater competitive strength amongst its rivals, and help preserve this advantage. In this sense the Company establishes and carries on modern management systems that are appropriate to the corporation's values and culture within a modern vision.





Its Human Resources Policy enables the organizational structure of İhlas Gazetecilik to be dynamic, and to face change in line with its vision and targets.



Basic Human Resources Policy

- “ To enable the organizational structure of İhlas Gazetecilik to be dynamic, and to face change in line with its vision and targets.
- “ In order to ensure effective and productive work by its employees, and to lead them towards the main targets of the corporation, the Company sets up all systems through processes development. To this end, it supports studies that can enhance the professional skills of employees, and so boost individual performance, career development and the Company's performance.
- “ The Company does not discriminate according to religion, language, sex and race among members to be chosen at the end of selection and placement processes.
- “ Instead of prohibitions the Company takes restrictive, regulatory and disciplinary measures.
- “ People with a high level of education and upstanding morals, with emotional intelligence, without behavioral issues, dynamic and open to change, who can think positively, with superior delegation skills, and who can vitalize the Company's values by living them, are selected.
- “ Establishing and developing performance and salary scales that enable the system to make fair performance, career and salary evaluations that best fit the Company's general structure.

Operational Policy

- “ Creating an environment allowing all employees to contribute to the Company,
- “ Providing a fair approach to all employees in current situations,
- “ Providing equal opportunity to all employees to contribute to the Company and the team they are working with, and to develop themselves to reach the highest level possible,
- “ Ensure that all employees use their skills, intellectual prowess, and production of values in favor of the corporation's targets,
- “ Establishing and developing systems that enable career development parallel to the needs of the Company, individual skills and professional objectives of the employees,
- “ Establishing and developing performance and salary scales that enable the system to make fair performance, career and salary evaluations,
- “ Providing clear and sufficient information to each employee on their role within the Company, their efficiency, responsibilities and contribution of their work to the Company's objectives,
- “ Provide first-hand information to employees on decisions about setting up a new system and on the objectives of the Company
- “ Provide all-round communication and interaction during Human Resources Management applications,
- “ Collecting, arranging and improving all information and files on employees and administrative data,
- “ Conduct the necessary work to implement a wide ranging and unifying corporate culture,
- “ Organize social and cultural activities that will enable integration of the Company's culture and boost motivation,
- “ Continuously improve and develop human resources systems parallel to changes in the world and the Company's beliefs and values,
- “ Ensure that training processes that target development of employees' personal skills are distributed among the whole within a certain budget and system,
- “ Giving equal rights to employees, making the necessary arrangements and drawing up the necessary procedures in order to ease the workload of employees,
- “ Provide the necessary assistance in the shortest time possible in any personal difficulties that employees might face.

“ Creating an environment allowing all employees to contribute to the Company is the main focus of Ihlas Gazetecilik's Operational Policy.

Social Responsibility

While performing its operations, İhlas Gazetecilik gives due attention to the achievement of its goals of improving quality of life, supporting economic growth and complying with laws and regulations and moral principles designed for environment and public health. Following implementations towards the environment, region and works devoted to society, İhlas Gazetecilik proposes leading and supporting appropriate projects.

No harm to the environment has been recorded in this period. Also there is no situation requiring an environmental impact evaluation report concerning the Company.

**Following
implementations
towards the
environment, region
and works devoted
to society,
İhlas Gazetecilik
proposes leading
and supporting
appropriate
projects.**



İhlas Gazetecilik Anonim Şirketi

**Board of Directors' Report Regarding the
Accounting Period 01.01.2010 - 31.12.2010**

Board of Directors' Report

a) Period of the Report: Annual Report for the Period January 1 - December 31, 2010

Company's Name: İhlas Gazetecilik Anonim Şirketi

Names and surnames, limits of authorization, and terms of office (beginning and end dates) of the Chairpersons and Members who took charge at the Board of Directors and Board of Auditors, as well as Managing Directors:

Position	Name	Limits of Authority	Terms of Office Starting and Ending Date	
Chairman	Ahmet Mücahid Ören	Is Independently Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Deputy Chairman and General Manager	M. Muammer Gürbüz	Is Jointly Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Editor-in-Chief	Nuh Albayrak	Is Jointly Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Executive Member Responsible for Financial Affairs	Ümit Künar	Is Jointly Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member	Mustafa R. Selçuk	Is Jointly Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Corporate Management Committee Chairman	Orhan Tanışman	Member - Not Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Corporate Management Committee Member	Mehmet Remzi Esen	Independent Member - Not Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Audit Committee Chairman	Doğuş Bektaş	Independent Member - Not Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*
Board Member and Audit Committee Member	Nazmi Örs	Independent Member - Not Authorized to Represent and Have Binding Power Concerning the Company.	21.04.2010	2013*

* He was elected for three years on April 21, 2010 to do his duty until the next General Meeting that will be held by the end of the third year.

b) Main factors influencing the performance of the Company, significant changes in the environment where the Company operates, policies implemented by the Company to deal with such changes, the investment and dividend policy implemented by the Company to strengthen its performance:

Our Company's field of activity consists of publishing and printing newspapers, magazines, books, encyclopaedias, pamphlets and journals that are daily, weekly, monthly, shorter term, longer term or of uncertain frequency in Turkish and in foreign languages in addition to distributing, selling, delivering and marketing of these products.

Despite the intense competitive environment and market fluctuations in general, worldwide and in Turkey, our Company has earned its rightful place in the related sectors by continuously making innovations in the printing of newspapers and magazines, which are among the Company's main fields of activity.

The newspaper in particular, as the majority income source, has maintained its publication of prints and newspapers with higher quality for the sustainability of quality and modern life, despite the period of crisis experienced by the printing and publishing sectors.

Our Newspaper will continue to contribute to the issue of education and culture with the CDs and books it distributes.

c) Sources of finance and risk management policies of the Company:

Sources of Finance

Required financial resources are provided from the Company's equity capital and / or foreign sources. Due to their costs and taxable liabilities, foreign sources are preferred if they are deemed to be more profitable.

Risk in Collection

The Company's risk in collection generally arises from its trade receivables. Trade receivables are evaluated by the Company management in the light of past experiences and current market conditions and provisions for doubtful receivables are allocated at reasonable levels.

Exchange Rate Risk

The exchange rate risk resulting from changes in the value of any financial instrument because of variations in exchange rates. FX risk emerges in cases where the TL rises in value against other currencies (or in cases where the value of the TL declines against foreign currencies).

Liquidity Risk

Liquidity risk refers to the risk of any company encountering difficulty in raising funds in order to fulfill their commitments regarding financial instruments. The Company manages its liquidity risk by balancing the maturity distribution of its assets and liabilities.

d) Other matters not included in financial statements, but can be useful for users:

None.

e) Significant incidents that took place between the closing date of the accounting period and the date of publication of the related financial statements:

The Company's financial statements dated 31.12.2010 were endorsed by the Company's Board of Directors on 22.02.2011. The only authority with the power to make changes to the financial statements endorsed by the Company's Board of Directors is the Company's General Assembly.

f) Projections on the development of the Company:

The bidding initiated by the Operations Management for Working Capital regarding Religious Publications of the Department of Religious Affairs for the printing of a monthly religious magazine with 90,000 copies per month and 1,080,000 copies per year was awarded to our Company for TL 676,998 + VAT. The contract was signed on 22.11.2010.

g) Report in Compliance with Corporate Governance Principles:**1. Declaration of Compliance with Corporate Governance Principles**

As Türkiye Newspaper completed its 40th year in publishing life, the newspaper's owner İhlas Gazetecilik A.Ş. initiated compliance works regarding Corporate Management Principles before the public offering. Within this scope, the Company rearranged its Board of Directors and set up its Shareholder Relations Unit. In order for the partnership to fulfil the liabilities arising from the capital market legislation, and to ensure coordination in corporate management practices after the public offering, Alper Korkmaz acquired the "Advanced Level Certificate for Capital Market Activities" and was appointed Shareholder Relations Unit Coordinator.

Within the scope of Corporate Management Principles, all annual reports prepared and the corporate website are maintained in compliance with these principles. The Shareholder Relations Unit keeps all the shareholders informed through the website, which is continuously maintained at an up to date status.

One third of the Board of Directors, in which the Chairman of the Board of Directors is different from the Chief Executive Officer, consists of Independent Members. In the Corporate Management Committee, one of the committees created within the Board of Directors, Orhan Tanışman was commissioned as Chairman and Mehmet Remzi Esen, who is an Independent Member, was commissioned as a Member. Doğuş Bektaş Başkan and Nazmi Örs were commissioned in the Audit Committee, which is formed entirely of Independent Members.

Our Company has participated in training courses, seminars and panel discussions in order to improve compliance with the principles and follow developments in Corporate Governance.

There are no conflicts of interest arising from any matters of discordance with Corporate Management Principles.

Nuh Albayrak

Member of the Board of Directors
and Editor-in-Chief

Ümit Künar

Executive Member of the Board
of Directors Responsible for Finance

Board of Directors' Report

SECTION I - SHAREHOLDERS

2. Shareholders Relations Unit

The Company's Shareholder Relations Unit was established according to the Board of Directors' decision No. 2010-06, dated 19.03.2010.

In order to ensure coordination in corporate management practices after the public offering, Alper Korkmaz was appointed Shareholder Relations Unit Coordinator as of 08.09.2010. Alper Korkmaz also holds the "Advanced Level Certificate for Capital Market Activities". In the Shareholder Relations Unit, Murat Kayalı was assigned manager and Sinan Yılmaz was assigned as the other employee.

Contact information of the Shareholder Relations Unit is as follows:

Name and Last Name	Title	Telephone	E-Mail
Alper Korkmaz	Coordinator	(+90 212) 454 3447	alper.korkmaz@tg.com.tr
Murat Kayalı	Manager	(+90 212) 454 3015	murat.kayali@tg.com.tr
Sinan Yılmaz	Personnel	(+90 212) 454 3437	sinan.yilmaz@tg.com.tr

By the end of December 2010 e-mails received at this contact address were answered, and questions from domestic and international investors have also been answered.

The Unit performed an active role in the preparation of the Company's Annual Report. By this way investors are kept fully informed of developments. The Company's Investor Relations Unit updates the corporate website in line with developments and changes in the corporate organization and in accordance with the Corporate Governance Principles issued by the CMB. Since then, it has been updated in accordance with principles.

3. The Use of the Shareholders' Right to Obtain Information

Information requests received from shareholders are generally responded to via e-mail and telephone. The majority of incoming questions were related to Stock Market performance and the content of the replies included information that was not publicly announced and of confidential nature in commercial terms, while remaining in conformity with the Capital Markets Board legislation and the Turkish Code of Commerce.

The website provided as a service for shareholders is at www.ihlasgazetecilik.com.tr and is continuously updated by the Shareholder Relations Unit.

The appointment of a private auditor was not regulated in the articles of incorporation and there were no demands for such.

4. General Assembly Information

Decisions made by the Board of Directors for the General Assembly Meeting, the date, location and agenda items regarding the meeting are announced to the public through the Public Disclosure Platform (KAP) within the structure of the Istanbul Stock Exchange, through the Turkey Trade Registry Gazette and through two national newspapers.

The balance sheet, income statement and annual report are kept available for inspection by shareholders 21 days prior to the meeting date of the General Assembly Meeting on the Company website, under the Financial Affairs Coordinator and Shareholder Relations Unit.

After being registered and shared with the public, proceedings of the General Assembly Meeting are kept available on the Company website and at the Shareholder Relations Unit.

No provisions were included in the articles of association stating that a General Assembly resolution was required for major issues e.g. division, sale, purchase, leasing of substantial assets.

There were 4 General Assembly Meetings held during the year 2010 and 100% participation was achieved.

- In the Extraordinary General Meeting dated 11.02.2010, an amendment was made in the Company Main Contract's article on capital, stock share lots and concessions.

- In the Extraordinary General Meeting of Group A Privileged Shareholders dated 29.03.2010, the Company Main Contract's articles regarding the subject and the purpose were amended.
- The scope of the Ordinary General Assembly Meeting dated 21.04.2010 included the selection of the Members of the Board of Directors, transition to the registered capital system and the results of the accounting period of 2009.
- In the Extraordinary General Meeting of Group A Privileged Shareholders dated 21.04.2010, privileged shareholders endorsed the decisions taken by the ordinary shareholders.

5. Voting Rights and Minority Rights

In the Ordinary and the Extraordinary General Assembly Meetings of İhlas Gazetecilik A.Ş., group A shareholders have 100 vote rights for each share they possess.

The affiliated companies have no participations in the Company.

Minority interests are not represented in the management and no method of cumulative voting is provided in the Articles of Association of İhlas Gazetecilik A.Ş.

6. Profit Distribution Policy and Date of Profit Distribution

The Board of Directors of the Company aims at stable dividend distribution for as long as circumstances allow. However, the authority of arbitration on dividend distribution in accordance with Turkish Commercial Code belongs to the General Assembly. Within this context, the "net distributable profit for the period" calculated by taking the financial statements prepared to the standard specified by the Capital Markets Board into consideration, will be subject to distribution at the ratio determined by the Capital Markets Board, if an obligation of distribution is imposed by the Capital Markets Board for companies whose shares are traded on the Stock Exchange. However, if an obligation of distribution is not imposed by the Capital Markets Board for companies whose shares are traded on the Stock Exchange, it will be subject to distribution at the ratio determined by the General Assembly. Profit distribution is described in detail in the 29th and 30th articles of our main contract.

a) The portion of revenue that should be legally set aside according to the Turkish Trade Act, Tax Procedural Law, Capital Markets Law, Principles of the Capital Markets Board and related articles of the Company's articles of association is set aside. Once set aside, the distributable revenue is determined.

b) Profit will be allocated in proportion with the minimum profit share amount designated by the Capital Markets Board, by taking our Company's investment and financing plans, strategic objectives, fund requirements arising from the working capital and the interests of the shareholders into consideration. Arising needs of the Company's growth trend, profitability, strategic objectives, investment projects and net working capital will also be taken into consideration. The related articles of the Turkish Trade Act, Tax Procedural Law, Capital Markets Law, Principles of the Capital Markets Board and related articles of the Company's articles of association will be complied with. Bearing in mind the potential profit share of the Company, the Executive Board can always decide to share more than the minimum profit allocation amount and propose this to the Board of Directors for approval.

c) Once the profit sharing decision is made, it is up to the Executive Board to decide on the method. It can be either cash and / or opt for a bonus share. This is then proposed to the Board of Directors for approval.

d) A grant in profit allocation is not in question. The profit is distributed equally between all existing shareholders no matter what the issuance and acquisition dates may be.

e) There is no article in the articles of association on profit allocation to managers and employees.

f) The shared profit will be distributed within legal regulations and article 30 of the Company's articles of association following the approval of the General Assembly of Shareholders and on the date decided once again by the Board of Directors.

g) Referring to article 29 of the articles of association, if the Board of Directors authorizes the Executive Board, and with the decision of the Executive Board, it is possible to give advance profit share to our partners.

h) The management informs the public on donations and charity work made during the year and those that are planned to be made at the end of the year. Moreover, donations made and grants given are also included in the Board of Directors' Annual Report which is disclosed to the public in three-month intervals.

Profit Distribution Policy has not yet been submitted for shareholders' information at the General Assembly.

Board of Directors' Report

The 29th and 30th articles of our main contract are as follows;

DETECTION AND DISTRIBUTION OF PROFIT

Article - 29:

A. Dividend

Dividend is designated based on the Turkish Trade Act, Capital Markets Law and generally accepted accounting principles. Dividend is the amount left at the end of the accounting year and shown in the annual financial statement after sums such as general expenses and diverse depreciations that must be paid by the Company are deducted. Taxes that must be paid by the corporate body are deducted from the revenue determined at the end of the accounting year. Deficit from previous years, if any, is also deducted from that amount. What is left is allocated according to the following:

Primary Legal Reserve

a. A legal reserve of five percent (5%) of the net profit is separated up to one fifth of the paid-in capital.

First Dividend

b. A first dividend is separated at a rate decided by the Capital Markets Board from the amount remaining after the sum described in paragraph (a) is deducted from the profit.

Second Dividend

c. The General Assembly is authorized to decide whether to allocate some or all of the amount remaining once the sums of dividend described in paragraphs (a) and (b) are deducted from the net profit, or to set aside an auxiliary reserve.

Secondary Legal Reserve

d. One tenth of the amount of the profit remaining, after 5% of the paid-up capital is set aside from the sum decided to be allocated to shareholders and other participants, is set aside as secondary legal reserve according to the third sub clause of the second paragraph of article 466 of the Turkish Trade Act.

e. Before the legal reserves that must be put aside according to law, and before the first dividend is distributed in cash and / or as shares, it cannot be decided to separate reserves, endorse profit for the next year and allocate dividend to preferred shareholders, owners of participation, constituent and redeemed shares, Members of the Executive Board, officials, clerks, employees, foundations of any sort and individuals and / or institutions of this sort.

f. If not contravening the 15th/last article of the Capital Markets Law, if necessary explanations are given and on condition that donations made during the year are presented to the knowledge of the Members of the Board of Directors, it is possible to set aside part of the dividend for Members of the Executive Board, officials, clerks, employees, foundations of any sort and individuals and/or institutions of this sort.

g. Dividend is distributed equally to all existing shares by the accounting period no matter what their issuance and acquisition dates may be.

h. The type and the date of the profit allocation are decided by the Board of Directors upon the proposal of the Executive Board. It complies with the articles of Capital Markets Law.

B. Advance Dividend

If authorized by the Board of Directors and complying with article 15 of Capital Markets Law and other communiqués of the Capital Markets Board, the Executive Board can distribute advance dividend limited to the related year. The authorization of distributing dividend, given to the Executive Board by the Board of Directors, is limited to the year that the authorization is given. Before the advance dividend of a previous year is fully entered into account, no extra or new advance dividend can be distributed.

DATE FOR PROFIT DISTRIBUTION

Article - 30:

The date of the profit distribution is decided by the Board of Directors upon the proposal of the Executive Board. It complies with the articles of the Capital Markets Law.

7. Transfer of Shares

According to the 8th article of the Company's main contract, Group A shareholders have the prioritized share purchase rights in the transfers of Group A registered shares. In addition, transfers of Group A shares are subject to endorsement by the Board of Directors.

In the subject of the transfer of B Group shares issued to the bearer, there are no restrictions. These shares can be transferred freely under condition of being in accordance with the Turkish Commercial Code.

SECTION II - PUBLIC DISCLOSURE AND TRANSPARENCY

8. The Company Information Policy

The Informing Policy of İhlas Gazetecilik A.Ş. will be submitted for shareholders' information in the first General Assembly meeting to be held. The information policy included in the Corporate Management Principles Compliance Report is announced to the public through the periodical activity reports and on the Company's corporate website under the title "Corporate Management".

Purpose

The main purpose of the information policy is to ensure the transmission of the necessary information and explanations excluded by the scope of trade secrets, to shareholders, employees, customers, creditors and other related parties in a manner that is timely, accurate, complete, understandable, and accessible in the easiest way, at the lowest cost and under equal conditions.

In order to follow an active and transparent information policy, İhlas Gazetecilik A.Ş. performs its informing and public disclosure activities, including all kinds of necessary financial information, other explanations and notifications within the framework of the relevant legislation in the Turkish Commercial Code and especially the regulations of the Capital Markets Board (SPK) and Istanbul Stock Exchange (İMKB) while remaining within the context of Generally Accepted Accounting Principles.

Responsibility

The Board of Directors is responsible for creating, reviewing and updating the information policy. The Corporate Management Committee makes recommendations to the Board of Directors and related units about the information policy. The information policy presented to the shareholders at the General Assembly is disclosed to the public on the Company website.

Informing Tools and Methods

Tools and methods used by the Company in order to inform and notify the public in accordance with Capital Markets Board (SPK), Istanbul Stock Exchange (İMKB) regulations and the Turkish Commercial Code (TTK) provisions are listed below.

- 1- Special case announcements transmitted to the Public Disclosure Platform within the Istanbul Stock Exchange (İMKB) in accordance with the relevant notification of the Capital Markets Board (SPK),
- 2- The corporate website (www.ihlasgazetecilik.com.tr),
- 3- Financial Statements and their Footnotes, Independent Audit Report, Statements and Annual Reports declared on the Public Disclosure Platform and on the Company website,
- 4- Notices and announcements made by means of the Turkey Trade Registry Gazette and daily newspapers,
- 5- Press releases made to the written and visual media in addition to data distribution companies such as Reuters and Forex,
- 6- Investor meetings, informational and promotional documents prepared for investors,
- 7- Registration statements, communiqués, announcements and other documents that are required to be prepared in accordance with Capital Market Regulations,
- 8- Meetings with Capital Market participants that are either face to face or via teleconferencing.

Public Disclosure of Financial Statements and Authorized Officers

Financial statements and footnotes of our Company are prepared in accordance with International Financial Reporting Standards (IFRS); are subject to independent audit, based on independent audit standards published by the Capital Markets Board and submitted for the approval of the Board of Directors following the approval of the Audit Committee. It is presented to the Board of Directors' endorsement after being approved by the Audit Committee. After the attestation is signed by the authorized Members of the Board of Directors, financial statements are disclosed to the public.

Following the approval of the Board of Directors, financial statements and their footnotes, as well as independent audit reports and their annexes are submitted to the Public Disclosure Platform in electronic form for publication in line with CMB and ISE regulations. Financial statements and their footnotes are also submitted through an electronic environment via KAP (Public Disclosure Platform) Submission.

Board of Directors' Report

Individuals Authorized to Make Statements

All special case statements of İhlas Gazetecilik A.Ş. are made within the scope of the Capital Markets Board's Communiqué on Principles Regarding Public Disclosure of Special Cases (Series: VIII, No: 54). Special case announcements are prepared within the structure of the Financial Affairs Coordinatorship, with the signatures of the related Members of the Board of Directors, and are disclosed to the public through the Public Disclosure Platform (KAP) and the Company website.

News and Rumors in the Market

News and rumors about the Company appearing in media organs and in the public are followed by our Investor Relations Unit on an up-to-date basis.

When news or rumors appear in media organs and/or in the public regarding our Company, and in the event that they are of a degree of significance such that they affect the investment decisions of investors or influence the value of capital market instruments, and which had not been disclosed by individuals authorized to represent our Company (other than information already disclosed to the public through special situation announcements, prospectuses, circular notes, proclamation texts approved by the Board, financial reports and other public disclosure documents), necessary explanations shall be provided by the associates in pursuance with Article 18 "Confirmation of News and Rumors" of the Communiqué on whether such news and / or rumors are true or sufficient.

However, no special situation announcement shall be made if the information in such news and / or rumors is composed of information which had been disclosed through special situation announcements, circular notes, prospectuses, promulgation texts approved by the Board and financial reports and did not include any additional information.

Announcement of Expectations

Our Company may announce its expectations from time to time in compliance with its Information Policy. In written documents in which expectations are stated, the assumptions that such expectations are based on, and the motives they were prepared in accordance with, shall also be explained. Such explanations shall clearly state that the actual results may differ from expectations due to possible risks, uncertainties or various other reasons. Future-oriented information included in public disclosures shall be explained along with the grounds that the forecasts are based on, as well as statistical data. Information shall not include groundless or exaggerated projections, shall not be misleading and shall be associated with the Company's financial status and results of its operations.

In public disclosures, in the event that forecasts and their grounds stated in regular financial statements and reports are not realized or understood not to be realized, revised information, statements and reports along with their grounds shall be immediately disclosed to the public.

Expectations shall be announced only by those persons authorized to issue public disclosures and by explicitly expressing the above stated warnings or by making reference to a written document (such as press release, information document, explanation formerly made within the framework of the Capital Markets Legislation, etc.) which is already disclosed to the public.

In the event that there is a significant change in the Company's financial status and/or operations or in cases in which it is expected that a significant change will take place in the near future, public disclosure is made within the framework of the Company's Public Disclosure Policy, provided that provisions stated in related regulations are preserved.

Internal Information and Non-Disclosure

Press statements to the written and visual media can only be made under the responsibility of the Executive Board Member responsible for Fiscal Affairs. Apart from this Member, unless specially assigned, none of the Company employees may respond to questions from participants of the capital market. Incoming information requests are forwarded to the Shareholder Relations Unit. Within the scope of information management, information regarding the Company's management, legal status and Company projects, other than those set by legislation, are announced to the public through explanations made by appointed managers and Members of the Board of Directors.

Public Announcements by Insiders with Access to Information

People with access to information of a nature that may affect the value of the Company's capital market tools may be specified as the Board of Directors, Members of the Board of Directors and people involved in senior management as they also have access to insider information. When providing a balance between the policies of full and complete public disclosure, transparency of activities and preserving the Company and investor benefits, it is very important that all Company employees and managers comply with the legal regulations regarding the use of inside information. In this respect, the names of those with access to inside information are published in an updated list at the Company website under the title Corporate Management. None of the employees or managers has the right to use any insider information regarding the Company directly or indirectly. Moreover, they are aware of all restrictions about the nature of this information and the legal regulations, in addition to behaving in compliance with these restrictions and prohibitions.

The Company Website and its Content

The website address of İhlas Gazetecilik A.Ş. is www.ihlasgazetecilik.com.tr. Miscellaneous information that may be requested about the Company is comprehensively included on the Internet address in question. Information disclosed to the public is also published on the website to ensure that everyone may access the same information simultaneously. The website is updated in line with developments and includes a section called "investor relations" in which minimum points predicated by the Capital Markets Boards are included. The Shareholder Relations Unit keeps all the shareholders informed through the website, which is continuously maintained at an up to date status.

9. Special Situation Disclosures

All information on exceptional situations given after our Company was listed on the Istanbul Stock Exchange in 2010 complies with the Capital Markets Board's communiqué on the principles regarding the explanation of exceptional situations to the public (Serial VII, No: 54). By the end of December 2010 we made 18 exceptional occasion explanations. These explanations made by our Company were prompt and complete and the Capital Markets Board did not request for further explanation.

10. The Company Website and Its Content

Our Company website is www.ihlasgazetecilik.com.tr. Miscellaneous information that may be requested about our Company is comprehensively included on the Internet address in question. Our website is updated in line with developments and includes a section called "Investor Relations" in which minimum points predicated by the Capital Markets Boards are included. Our work on continuous dialogue with investors, and expanding disclosures, is ongoing.

11. Announcement of Individuals Who are Ultimate Controlling Shareholders

The Company's shareholding structure is disclosed on the website free from indirect participation relationships. All changes are immediately displayed in the tables.

12. Announcement of Persons Who Have Access to Inside Information

The list of persons who have access to inside information are:

Name	Title
Dr. Enver Ören	Partner of the Company
Ahmet Mücahid Ören	Chairman of the Board and Partner of the Company
M. Muammer Gürbüz	Deputy Chairman of the Board, CEO and Partner of the Company
Nuh Albayrak	Board Member, Editor-in-Chief and Partner of the Company
Ümit Künar	Executive Board Member Responsible for Financial Affairs
Mustafa R. Selçuk	Board Member
Orhan Tanışman	Board Member
Mehmet Remzi Esen	Independent Board Member
Nazmi Örs	Independent Board Member
Doğuş Bektaş	Independent Board Member
Salih Sağlam	Auditor
Alper Korkmaz	Investor Relations Unit Coordinator
Murat Kayalı	Investor Relations Unit Manager
Sinan Yılmaz	Investor Relations Unit Officer
Oğuz Fatih Topal	Accountant
Umut Bilen	Secretary to the Board
Şükrü Yavuz	Pür Bağımsız Denetim YMM A.Ş., Responsible Partner Chief Auditor
Hüseyin Perviz Pür	Pür Bağımsız Denetim YMM A.Ş., Responsible Partner Chief Auditor
Ercan Çardak	Pür Bağımsız Denetim YMM A.Ş., Chief Auditor
Uğur Yıldırım	Pür Bağımsız Denetim YMM A.Ş., Chief Auditor
Nilgün Karataş	Pür Bağımsız Denetim YMM A.Ş., Auditor
Şeref Özçelik	Pür Bağımsız Denetim YMM A.Ş., Auditor
Funda Songül Mantarcı	Pür Bağımsız Denetim YMM A.Ş., Assistant Auditor
Faruk Çardak	Pür Bağımsız Denetim YMM A.Ş., Assistant Auditor
Mustafa Tunca	Pür Bağımsız Denetim YMM A.Ş., Assistant Auditor
Özkan Yavuz	Pür Bağımsız Denetim YMM A.Ş., Assistant Auditor

SECTION III - STAKEHOLDERS

13. Informing Stakeholders

Corporate management practices of İhlas Gazetecilik A.Ş. guarantee the stakeholders' rights defined by legislations, legal regulations and mutual agreements. Company employees, partners and any third parties or organizations carrying on a business relationship with the Company may submit all suggestions or violations of this nature directly to Company authorities.

During the reporting period, all requests and questions from stakeholders were responded to by the related units and the e-mail address ihlasgazetecilik@tg.com.tr was used as the most effective response point.

14. Participation of Stakeholders in the Management

Considering stakeholders, İhlas Gazetecilik A.Ş., continuously improves the quality of products and services to meet customer expectations. During the reporting period, recommendations received through the official e-mail address were taken into consideration and transferred to the relevant units. Works regarding stakeholders' participation in management are ongoing.

15. Human Resources Policy

Our Company's human resources policy is as follows:

Our Vision

İhlas Gazetecilik is an organization with global and strategically oriented thinking; focused on the environment, society and customers; respecting resources, targeting efficiency, commanding scientific and integrated business practices, emphasizing compromise, change and sharing. Thus, for a contemporary Human Resources Management, the Company tries to recruit employees who share and practice these values. In parallel with the developments in management and organizational sciences and human resources management, both in Turkey and the world, the Company aims to maintain a competitive edge among its competitors; to introduce and employ a modern management system in the framework of a progressive vision in line with corporate culture and values.

Our Basic Policy

- Adjusting the organizational structure of İhlas Gazetecilik to ensure it is dynamic and open to change, without diverting from its visions and objectives
- To ensure an efficient and productive workforce working under the guidance of the Company's main objectives, developing all systems in terms of individual and team performance within the context of process development, improving employees' professional skills to support their own performance, the corporate performance and for their career enhancement.
- Adherence to democratic principles of recruitment by not discriminating between candidates based on religion, language, sex or race during search, selection or during their employment.
- Preference to take disciplinary and regulatory measures rather than impose prohibitions
- Recruitment of employees to İhlas Gazetecilik who have outstanding academic credentials, are ethically conscious, demonstrate high emotional intelligence, display no behavioral problems, are open to dynamism and changes, able to think positively, exhibit superior delegation skills and relate to corporate values.

Functional Policy

- To set up a friendly atmosphere so that all employees will contribute to the Company,
- To treat all employees equally and fairly,
- To provide all employees with equal opportunities so that they can contribute to the company, to the team they work in, and will self-improve to the utmost level,
- To help all employees utilize their skills, mental capacities and value production in the direction of corporate objectives,
- To establish and update systems that offer opportunities to employees for career development in the Company (or subsidiaries), by bearing in mind the needs of the company, individual talents and professional goals,
- To establish and update performance and pay systems in accordance with the structure of the Company; carrying out performance, career and salary appraisals in the fairest way,
- To make sure that employees will have clear and explicit information about how their role, capacities, authorities, responsibilities and work contribute to the main objectives of the Company,
- To notify all employees in advance about a system to be introduced and decisions about targets,
- To achieve multi-dimensional interaction and communication during Human Resources Management practices,

- To collect, sort and update all information, files and administrative data concerning employees,
- To establish an all-embracing and integrative corporate culture,
- To organize social and cultural activities that will prompt feelings owning up to the corporate culture and increase morale/motivation,
- To revise human resources systems steadily to catch up with the developments in the world, while remaining loyal to beliefs / values of the Company,
- To extend training activities in a fair manner, within a certain budget and system to develop personal skills of employees,
- To introduce necessary regulations and drafting procedures so all employees will have the same rights and their performance will be facilitated,
- To offer assistance as soon as possible in case of any personal problems that may befall employees.

16. Information Concerning Customers and Suppliers

For our Company which operates in the written media, customer (readers, advertisers, outsourced newspapers and other printing jobs) satisfaction is extremely important. To this end, qualified publishing and the importance granted to social responsibilities are especially prioritized.

The most important raw material in the Company's production is paper. Paper is obtained from suppliers abroad.

Newspapers, their attachments, and outsource printing for the market are produced in the Company's printing facilities in İstanbul, Ankara, İzmir, Adana, Antalya and Trabzon.

Every effort is made to ensure customer satisfaction.

17. Social Responsibility

Our Company strives to achieve the objective of improving quality of life, supporting economic development and remaining in compliance with laws, environment, consumers, regulations on public health and ethical principles in its operations. Our Company has been following social works for the environment, its region and the general public, while envisaging supporting and leading the appropriate projects.

During the period, no harm was done to the environment. Similarly, there were no conditions present that required an environmental impact assessment report about our Company.

18. The Structure and Composition of the Board of Directors and Independent Members

Ahmet Mücahid Ören	Chairman of the Board (Non-Executive Member)
M. Muammer Gürbüz	Deputy Chairman of the Board and CEO (Executive Member)
Nuh Albayrak	Board Member and Editor-in-Chief (Executive Member)
Ümit Künar	Board Member and Executive Director Responsible for Financial Affairs (Executive Member)
Mustafa R. Selçuk	Board Member (Non-Executive Member)
Orhan Tanışman	Board Member and Corporate Management Committee Chairman (Non-Executive Member)
Mehmet Remzi Esen	Board Member and Corporate Management Committee Member (Independent Member)
Doğuş Bektaş	Board Member and Audit Committee Chairman (Independent Member)
Nazmi Örs	Board Member and Audit Committee Member (Independent Member)

Our Board of Directors consists of 9 Members including 3 Executive, 3 Non-Executive and 3 Independent Members. Accordingly, one third of the Members of the Board of Directors have executive duties and one third of the Board is made up of Independent Members.

Mehmet Remzi Esen, Doğuş Bektaş and Nazmi Örs, Independent Members of the Board, submitted their statements of independence (copied below) to the General Assembly they were elected on April 21, 2010.

STATEMENT OF INDEPENDENCE

I declare that in the past two years, there has not been any direct or indirect relationship of interest between İhlas Yayın Holding A.Ş. (the Company) or subsidiaries and myself, my spouse or relatives to the third degree with respect to employment, capital or commerce; I have not taken part in the independent auditing process in the past two years; I have not worked and served in any company that provides important amount of service and products to the Company in the past two years, I am independent

Board of Directors' Report

according to criteria stated in the regulations, contracts and the Corporate Governance Principles issued by the Capital Markets Board.

Mehmet Remzi Esen

STATEMENT OF INDEPENDENCE

I declare that in the past two years, there has not been any direct or indirect relationship of interest between İhlas Yayın Holding A.Ş. (the Company) or subsidiaries and myself, my spouse or relatives to the third degree with respect to employment, capital or commerce; I have not taken part in the independent auditing process in the past two years; I have not worked and served in any company that provides important amount of service and products to the Company in the past two years, I am independent according to criteria stated in the regulations, contracts and the Corporate Governance Principles issued by the Capital Markets Board.

Doğuş Bektaş

STATEMENT OF INDEPENDENCE

I declare that in the past two years, there has not been any direct or indirect relationship of interest between İhlas Yayın Holding A.Ş. (the Company) or subsidiaries and myself, my spouse or relatives to the third degree with respect to employment, capital or commerce; I have not taken part in the independent auditing process in the past two years; I have not worked and served in any company that provides important amount of service and products to the Company in the past two years, I am independent according to criteria stated in the regulations, contracts and the Corporate Governance Principles issued by the Capital Markets Board.

Nazmi Örs

19. Qualifications of Board Members

In principle, candidates for the Membership of the Board are chosen among those with a high level of knowledge and skill, qualified and with a certain experience. Those who have committed any crime against Capital Markets Law, insurance laws, banking laws, money laundering laws and laws on loans and / or those who have served more than five years incarceration, apart from convictions on negligence, may not become Member of the Board. Also, those who have been sentenced to penal service for debt fraud, extortion, bribe, theft, fraud, forgery of legal documents, abuse of trust for service, fraudulent bankruptcy, conspiracy to fix tenders and purchasing, revealing state secrets, and fiscal evasion through counterfeit. Those, going five years back from the date that they are chosen to the Board, convicted of one of the above crimes, must immediately resign from their duty and they cannot be re-elected in the following five years.

A Board Member is chosen from among qualified people with knowledge about the Company's field of activity and with experience gained through working in the public or private sector.

Besides the general characteristics described above, the minimum requirements sought in a candidate for Board Membership candidacy are as follows:

- a- Being able to read and analyze financial tables,
- b- Having fundamental information of the legal regulations that daily and long-term activities of the Company are subject to,
- c- Possessing the capacity and determination to attend all meetings of the Board that are planned to be held within the related accounting year.

Although minimum qualities required from Board Members are not specified in the Articles of Association, conventionally, all Board Members have these minimum qualifications.

20. Mission, Vision and Strategic Targets of the Company

Mission: The main target of İhlas Gazetecilik is to provide accurate news and information to its readers and other clients and give them honest comments and evaluations, and also to present the highest quality in the print services it offers. The main duty of the Company's directors has always been to manage the Corporation and Newspaper in a manner that protects its independence, which is fundamental, and provides the highest profit possible for shareholders.

Vision: İhlas Gazetecilik stands out with its qualified publishing, quality print, the value placed on its employees and the care in social responsibilities in order to reach its targets. The vision is to maintain its support for social works in the future just as in the past and keep being a pioneer in this field.

Strategic Targets: The strategic targets of İhlas Gazetecilik are to provide a consumer oriented system; develop special products aimed at the reader; produce content with traditional brands; closely follow developments in technology; to diversify and enlarge distribution channels by using management methods; prepare information and entertainment products and tools for individuals and cooperate with the world's leading media corporations.

21. Risk Management and Internal Control Mechanism

An Audit Committee was formed in the Board of Directors and works regarding the setting up of an Internal Audit Department were initiated. Regarding the effective implementation of Internal Audit in our Company, the process time frames will be determined, procedures will be prepared and implementation will be commenced.

22. Authorities and Responsibilities of the Board Members and Company Executives

The Company is represented and managed by the Board of Directors.

For documents given by or agreements to be made by the Company to be valid, a signature of an authority with the power to represent and bind the Company must be present beneath the Company title. The signatures to represent and bind the Company are assigned and determined by the General Assembly.

The Board of Directors selects a President from among its Members and a Deputy Chairman to stand in for him in case of his absence.

The Board of Directors holds the right to establish as many committees or commissions as needed from its Members to overview the process of operations, to make the necessary preparations for requests, to report on all important issues and especially on the issuing of the balance sheet, in addition to observing the implementation of the decisions taken.

If required by the Company operations, Members of the Board of Directors may select Executive Members or Members and assign them a portion of the related works.

The Board of Directors may also represent and bind the Company through assigning managers.

The Board of Directors keeps the necessary books, issues the balance sheet of the determined business year in accordance with the provisions of the law, and presents the balance sheet for review by shareholders at least 21 days before the General Assembly meeting.

Aside from the balance sheet, the Board of Directors issues a report at the end of each year which shows the Company's commercial, financial and economic status in addition to a summary of the business and operations performed. In the report, the Board of Directors also prepares a proposal regarding the determination of the amount of earnings to be distributed, as well as the amount that constitutes the reserve fund, and presents this report and proposal to the General Assembly. The report and the proposal documents are respectfully submitted for review by the shareholders at least 21 days before the General Assembly meeting.

The Members of the Board of Directors perform the necessary operations to ensure compliance with Corporate Management Principles that already are or will be published by the Capital Markets Board.

The management rights and the representation authorities of the Board of Directors of the Company are not identified in the Articles of Association. However, they are specified with legislation, ethical principles and procedures within the Company.

For any documents given by or agreements to be made by the Company to be authentic, a signature of an authority or authorities with the power to represent and bind the Company must be present beneath the Company title. When representing and binding the Company, Ahmet Mücahid Ören is authorized with an individual and detached signature as the Chairman of the Board of Directors, and any two Members of the Board of Directors M. Muammer Gürbüz, Nuh Albayrak, Ümit Künar and Mustafa R. Selçuk are authorized with joint signatures.

Company executives perform their duties correctly and transparently, and are accountable and responsible for their performance. Executives comply with laws and regulations, the Company's Articles of Association, and Company rules and policies in the performance of their duties, and inform the Board of Directors accordingly.

Board of Directors' Report

23. Principles for the Activities of the Board of Directors

The agenda of the Board of Directors Meeting consists of items that are requested by the Members of the Board of Directors, demands of the Company managers and the recommendations of the committees. As required by the Articles of Association, the Board of Directors meets at least once a month. The actual participation of the Members of the Board of Directors is secured in all of the Board of Directors Meetings.

The Board of Directors Secretariat is authorized to organize and announce the Board of Directors' meeting agenda and serve notices for the call to meetings; to inform the Board Members and to draw up all documents related to the Board of Directors. Umut Bilen acts as the Secretary for the Board of Directors. Board Members are invited to attend meetings by the Board of Directors Secretariat via e-mail or telephone, informing Board Members of the venue, date and time of the meeting.

As of the end of December 2010, the Board of Directors held 28 meetings with an 85% participation rate. There was no objection which was required to be recorded as at the meetings.

Questions forwarded at the meetings are not recorded. Members of the Board of Directors Members are not entitled to preferential votes and / or veto rights.

24. Prohibition of Transactions and Competition with the Company

Prohibition for transactions with the Company was not applied to Board of Directors Members at the end of December 2010 and yet no resulting conflict of interest occurred concerning this policy.

25. Rules of Ethics

With the start of our public offering studies, the following rules of ethics have been developed by the Board of Directors for the Company and its employees. These rules of ethics have been announced to Company employees and publicized on the website in accordance with the Company's information policy.

Our Board of Directors;

Believes that the capital markets are, first and foremost, based on trust and therefore rules of ethics are of high importance, and on top these rules of ethics lie the supremacy of the law and the defense of this supremacy. The Company's General Manager, the Chief Financial Officer and Accounting Finance Executives are assumed to:

- Draw up complete, fair, true, timely and understandable disclosures in all reports and documentation publicized or submitted to the authorities of the capital market where the Company is a member thereof,
- Comply with all the laws, regulations and principles binding the Company individually and the Company's relations with its shareholders,
- Ensure compliance with the essence as well as the letter of these rules of ethics; and to expend effort to promote the development of a company culture which forms the basis of compliance with laws and company policies in all activities.

In addition to these;

Individuals within the Company who are in a position to possess knowledge regarding the financial statements, which nevertheless is not yet public, are expected to keep such information confidential in accordance with the rules of ethics.

Our Employees;

- Are honest and reliable people who give due care to, and make no compromise on ethical and moral values;
- Perform their duties in their units or departments for the benefit of the Company zealously and objectively in a disciplined and careful manner, in compliance with the principles of confidentiality;
- Fulfill their duties in the best possible manner to enhance the Company's profitability and market share;
- Are always reasonable and considerate in their language, manners and the way they are attired;
- Are aware of the significance of proper relations between subordinates – top management and customers in business life, and organize themselves accordingly;
- Have a positive impact on the people they address both within and outside the Company with their respectful, moderate, modest, active and positive attitudes;
- Meticulously comply with the laws, professional principles and the concerned regulations;
- Take the most effective, sound and appropriate decisions for the Company by evaluating different ideas, perspectives and suggestions with a conciliatory attitude;
- Refrain from political, religious, ethnic arguments involving discrimination; and all unlawful activities;
- Possess the knowledge and experience that the job they are performing requires, and demonstrate continuous effort to develop their general knowledge, professional knowledge and skills. Employees should fulfill their responsibilities in the best possible manner with all these qualifications and values.

Publishing Principles of Türkiye Newspaper

- As can be understood from the carefully chosen anniversary of April 22, proudly bearing the name of our country, Türkiye Newspaper deems the protection of democracy, to which it is bonded at the heart, as its principal duty.
- Türkiye Newspaper publishes what supports the independence and indivisible integrity of the Turkish Republic Government and national benefits.
- Türkiye Newspaper places uncompromising value on its readers' trust, Türkiye Newspaper exerts the maximum effort to preserve the common belief that, "if it is written in Türkiye Newspaper then it is a fact".
- Türkiye Newspaper is a family newspaper.
- Türkiye Newspaper contributes to develop forbearance and tolerance of different opinions.
- Türkiye Newspaper adopts a journalistic character that is objective, follows press ethics and principles and is tied closely to international and contemporary values.
- Türkiye Newspaper, which believes positive news is news too, publishes with a "glass half full" perspective for economic stability.
- Türkiye newspaper follows a publishing policy allowing understandable and peaceful reading by different social groups and ages.
- Türkiye Newspaper stays away from any type of relationship based on special interest.
- Türkiye Newspaper never offends anyone based on race, sex, religious beliefs, language, social ranking and physical handicap in its publications.
- Türkiye Newspaper does not accept anyone as 'guilty' before being proven so by court ruling and never uses insulting nicknames or statements.
- Türkiye Newspaper does not take part in anyone's private life. Information given in confidentiality is never shared.
- Türkiye Newspaper respects the right of reply of individuals and corporations.

26. Number, Structure and Independence of the Committees Established by the Board of Directors

In accordance with Corporate Management Principles, a Corporate Management Committee and an Audit Committee were formed within the structure of the Company's Board of Directors. Committee Members are composed of non-executive Members of the Board of Directors.

Distribution and qualifications of Committee Members are as follows:

Corporate Governance Committee Chairman	: Orhan Tanışman
Corporate Governance Committee Member	: Mehmet Remzi Esen (Independent Member)
Audit Committee Chairman	: Doğuş Bektaş (Independent Member)
Audit Committee Member	: Nazmi Örs (Independent Member)

"Committees act within the scope of their authorities and responsibilities and make recommendations to the Board of Directors. The final decision however, lies with the Board of Directors." Committees shall act by following this procedure. During the operating period of the year 2010, the Audit Committee has held two meetings and all the decisions of recommendation that resulted from these meetings were adopted by the Board of Directors.

27. Financial Benefits for the Board of Directors

No payments are made to the Members of the Board of Directors other than the rights and benefits designated by the General Assembly. Remunerations are paid to Executive Board Members however, for their executive duties.

No performance based payment method exists which reflects performance within the Company.

The Company does not extend loans or make available credits to Members of the Board and Company managers.

No credits have been made available under the name of personal credit via the mediation of third persons, and no guarantees have been given such as surety in favor.

h) Conducted research and development studies:

We have not performed any research and development studies.

Board of Directors' Report

i) Amendment(s) made to the articles of incorporation during the period and their reasons:

In relation to the public offering of our Company's shares, amendments on articles 3, 4, 5, 6, 7, 8, 9, 14, 20, 21, 23, 24, 26, 27, 29, 30, 31 and 33, in addition to the removal of article 10, were decided upon. The necessary application was made to the Capital Markets Board and the Ministry of Industry and Trade, which was followed by the approval of our applications. The implementation of amendment and removal of the articles in question was completed.

j) Type and amount of issued capital market instruments, if any:

There is no capital market instruments during the period.

k) Information regarding the sector in which the Company operates and its position in the sector:

* İhlas Gazetecilik A.Ş. was established on 15.08.2000. After the completion of amendments on the main contract, the core business activity fields of Gazetecilik consist of printing and publishing of newspapers and magazines.

* Although the main contract of İhlas Gazetecilik A.Ş. was edited thus comprehensively, as of the report date, the Newspaper only operates in the press sector under the umbrella of its own legal entity.

The average daily net sales of daily newspapers published in Turkey in the year 2010 on a monthly basis, and Türkiye Newspaper's place among them, are shown in the table below.

	NEWSPAPERS	MONTHLY AVERAGE
1	ZAMAN	796,867
2	POSTA	499,303
3	HÜRRİYET	453,066
4	SABAH	356,619
5	HABERTÜRK	241,813
6	FOTOMAÇ	198,625
7	MİLLİYET	178,293
8	VATAN	152,119
9	AKŞAM	143,424
10	TÜRKİYE	137,179
11	TAKVİM	124,742
12	STAR	105,682
13	GÜNEŞ	105,625
14	YENİŞAFAK	101,289
15	BUGÜN	70,121
16	VAKİT	54,973
17	YENİÇAĞ	54,247
18	CUMHURİYET	53,884
19	TARAF	52,452
20	RADİKAL	47,998
21	TERCÜMAN	11,567

l) Developments in investments, status in benefiting from incentives and the extent to which the Company benefited from incentives,

Our Company has not benefited from any incentives.

m) Explanations including the Company's qualifications of the production units, capacity utilization rates and related developments, general capacity utilization rate, developments in products and services within the field of operation, quantity, quality, version and prices:

Türkiye Newspaper 2010 Monthly Circulation Table

Months	2010	2010 Daily Circulation	2009
January	4,465,298	144,042	4,437,447
February	3,948,294	141,011	3,990,267
March	4,358,699	140,603	4,456,602
April	4,210,256	140,342	4,255,362
May	4,263,585	137,535	4,360,903
June	4,259,337	141,978	4,233,957
July	4,326,259	139,557	4,407,419
August	4,157,030	134,098	4,426,988
September	3,810,039	127,001	4,289,168
October	4,055,125	130,810	4,464,663
November	3,931,724	131,057	4,382,398
December	4,086,546	131,824	4,539,497

The Company's 12 month average capacity utilization rates for the year 2010 are shown below on a printing centre basis;

Printing Center	Daily Number of Printing*	Total Capacity	Ratio
Istanbul	707,455	1,920,000	37%
Ankara	98,008	350,000	28%
Izmir	73,464	350,000	21%
Adana	83,637	300,000	28%
Antalya	46,980	150,000	31%
Trabzon	64,589	150,000	43%
Toplam	1,074,132	3,220,000	33%

* Number of printing includes contract printing amounts besides daily Türkiye Newspaper number of printing.

n) The prices of goods and services subject to activity, turnover, sale conditions and developments in all these areas during the year; developments regarding efficiency and productivity measures; reasons for any significant changes in these measures when compared to previous years:

Media Activities	01.01 - 31.12.2010
Türkiye Gazetesi Sales Income (Net)	19,276,504
Advertising Sales Income (Net)	10,267,286
Income of Contract Manufacturing and Other Sales (Net)	40,854,409
Total Media Sales Income (Net)	70,398,199
Total Media Sales Costs (-)	(58,514,495)
Gross Profit of Media Activities	11,883,704

The Company's only alternative area of activity is the time share sales activity. The Company's time share activity in question is not one of the Company's main areas of activity, and is related to the sales of time share stocks derived from the merger with media advertising.

As of the end of the current period, the remaining time share stock amounts to TL 284,098. Time share sales activity will be terminated after the completion of sales of these stocks.

Timeshare Activity	01.01 - 31.12.2010
Timeshare sales revenue (net)	345,885
Timeshare sales cost (-)	(141,043)
Total	204,842

Board of Directors' Report

Sales Conditions:

The Company publishes Türkiye Newspaper. In addition to sales through dealers, Türkiye Newspaper is the first practitioner of the hand delivery model in Turkey, and has been delivering newspapers directly to homes and businesses. Earnings from dealer sales are collected from dealers through the distribution company on a weekly basis, whereas subscription sales are collected on a monthly basis.

o) Basic ratios related to the Company's financial status, profitability and solvency, calculated based on financial statements and information prepared within the framework of this communiqué's provisions:

Balance Sheet	31.12.2010	Ratio Analysis	31.12.2009	Ratio Analysis
Current Assets	70,353,511	28.76%	92,555,805	37.71%
Fixed Assets	174,298,523	71.24%	152,887,354	62.29%
TOTAL ASSETS	244,652,034	100.00%	245,443,159	100.00%
Short-Term Liabilities	10,881,732	4.45%	21,643,642	8.82%
Long-Term Liabilities	26,342,437	10.77%	22,988,073	9.37%
SHAREHOLDERS EQUITY	207,427,865	84.78%	200,811,444	81.82%
TOTAL RESOURCES	244,652,034	100.00%	245,443,159	100.00%

Income Statement Analysis	31.12.2010	Ratio Analysis	31.12.2009	Ratio Analysis
Sales Revenue	70,744,084	100.00%	87,028,060	100.00%
Cost of Sales (-)	(58,655,538)	(82.91)%	(69,295,819)	(79.62)%
GROSS PROFIT / LOSS	12,088,546	17.09%	17,732,241	20.38%
Operating Costs	(17,103,807)	(24.18)%	(9,685,308)	(11.13)%
Other Operating Revenues	6,928,297	9.79%	1,920,298	2.21%
Other Operating Costs (-)	(288,940)	(0.41)%	(547,552)	(0.63)%
OPERATING PROFIT / LOSS	1,624,096	2.30%	9,419,679	10.82%
PROFIT/LOSS BEFORE TAX				
FOR CONTINUING OPERATIONS	7,589,225	10.73%	19,735,892	22.68%
Tax Income / Costs for Continuing Operations	(1,452,788)	(2.05)%	(3,608,615)	(4.15)%
PROFIT / LOSS FOR				
CONTINUING OPERATIONS	6,136,437	8.67%	16,127,277	18.53%
Ceased Operations				
Profit / Loss After Tax for Ceased Operations	0	0.00%	0	0.00%
PROFIT / LOSS FOR THE PERIOD	6,136,437	8.67%	16,127,277	18.53%

Ratios	31.12.2010	31.12.2009
Liquidity Ratios		
Current Ratio	6.47	4.28
Liquidity Ratio	5.87	4.12
Cash Ratio	0.56	0.32
Financial Structure Ratios		
Financial Leverage	0.15	0.18
Total Liabilities / Shareholders Equity	0.18	0.22
Short-Term Loans / Total Resources	0.04	0.09
Long-Term Loans / Total Resources	0.11	0.09
Financial Debts / Shareholders Equity	0.020	0.015
Financial Debts / Total Assets	0.017	0.012

p) Measures thought to be taken in order to improve the Company's financial structure:

The Company's financial structure is planned to be improved further by converting its short-term financial debts into long-term debts within the framework of the current economic conditions.

q) Changes to the senior management during the year and names, surnames and professional experience of those still serving:

There was no change in the senior management during the year.

Those serving in their positions are listed as follows:

Name, Surname	Duty	Professional Experience
Ahmet Mücahid Ören	Chairman of the Board	21 Years
M. Muammer Gürbüz	Deputy Chairman of the Board and General Manager	39 Years
Nuh Albayrak	Board Member	31 Years
Ümit Künar	Board Member and Executive Financial Affairs Member	18 Years
Mustafa R. Selçuk	Board Member	22 Years*
Orhan Tanışman	Board Member	15 Years*
Mehmet Remzi Esen	Board Member	34 Years*
Doğuş Bektaş	Board Member	10 Years*
Nazmi Örs	Board Member	41 Years*

*He was elected for three years on April 21, 2010 to do his duty until the next General Meeting that will be held by the end of the third year.

r) Personnel and employee actions, collective agreements, and rights and benefits provided to the personnel and employees:

The number of employees at İhlas Gazetecilik A.Ş. stood at 486 by the end of the period. No collective agreements are made in our Company.

Personnel expenses included in operating costs in the parent capital within the period stood at TL 1,875,978.00.

s) Information on donations made during the period:

No donation was made during the period 01.01.2010 - 31.12.2010.

t) Information on whether there are organizations other than the registered office:

Apart from our registered office, we have offices as stated in the following table.

Ankara Printing Facilities	Samsun Yolu Demirciler Sitesi No: 68 Siteler - ANKARA
Adana Printing Facilities	Ceyhan Yolu Üzeri 4 Km. No: 158 Yüreğir - ADANA
İzmir Printing Facilities	1397 Sok. No: 3 Kahramanlar - İZMİR
Antalya Printing Facilities	Yenigöl Mah. Serik Cad. No: 38 Altınova - ANTALYA
Trabzon Printing Facilities	Organize Sanayi Sitesi Arsin - TRABZON

İhlas Gazetecilik A.Ş.

Proposal on the Distribution of Profit

By the end of our Company's 2010 accounting period;

The profit for the period was TL 6,136,437.00 according to the consolidated balance sheet prepared according to International Accounting / Financial Reporting Standards, in compliance with the provisions of Communiqué - Serial: XI, No.: 29.

The Company has a total of TL 4,746,153.43 period profit in the statutory documents prepared in accordance with the provisions of the Tax Procedure Law (TPL).

However according to our legal records put in order in compliance with Tax Procedure Law, since there is loss of TL 27,916,826.82 from previous years, it was decided to submit proposal to the Ordinary General Meeting of Shareholders about not distributing profit about charging our profit for 2010 from loss for the previous years.

Our above explanation, in compliance with the provisions of Communiqué - Serial VIII, No: 54, reflects exact and right information attained us on this subject / subjects; the information is appropriate with the books, records and our documents; we make all efforts to get the exact and right information about the subject and we announce that we are responsible for these explanations

Respectfully yours,

Nuh Albayrak
Board Member

Ümit Künar
Board Member

İhlas Gazetecilik A.Ş.

Audit Report Abstract for the Accounting Year 2010

To the General Assembly of İHLAS GAZETECİLİK A.Ş.

Company's Name	: İHLAS GAZETECİLİK A.Ş.
Registered Office	: Istanbul
Capital	: Authorized Capital: 240,000,000.00 TL Issued Capital: 80,000,000.00 TL
Business Lines	: Publishing, printing and locally and internationally expanding, selling, distributing and marketing of daily, weekly, monthly and shorter or longer termed or without any period newspaper, magazine, book, encyclopedia, brochure and periodical in Turkish and foreign languages
Auditors / Auditors' Name(s) Status of whether the auditors are shareholders or personnel of the Company	: Salih Sağlam Designated at Ordinary General Meeting held on April 21, 2010 for a term of three years. They are neither shareholders nor personnel.
Number of Board of Directors meetings participated in and Audit Committee meetings held	: Participation in seven Board of Directors meetings, with a review of Board of Directors resolutions. Five Audit meetings held.
Scope of the audit carried out in the Company's accounts Partnership accounts, scope of the audit carried out in the Company's books and records, date of the audit and the result	: It was observed in the quarterly audits made on the statutory books and books and records at the audit dates and in the conclusion documents that the records were in compliance with the documents and standards.
Number and results of cash audits made in accordance with sub-paragraph 3, paragraph 1, Article 353 of the TCC	: Apart from cash audits carried out in affiliated companies, five cash audits were carried out at the Head Office and it was observed that cash balances were in conformity with the records.
Dates and results of audits carried out as per sub-paragraph 4, paragraph 1, Article 353 of the TCC	: Company records were audited each month and it was observed that the cited assets existed and complied with records.
Complaints and information concerning embezzlements, which were referred to us, and procedures followed (if any)	: No complaints and information about embezzlement were referred to us.

I have audited the accounts and transactions of İhlas Gazetecilik A.Ş. for the period of January 1, 2010 - December 31, 2010 in accordance with the Turkish Commercial Code, the Company's Articles of Association, other laws and regulations and generally accepted accounting principles and standards.

It is my view that the annexed Balance Sheet drawn up as per December 31, 2010, the contents of which is recognized by me; and the Income Statement for the period January 1, 2010 - December 31, 2010 truly and accurately reflect the Company's financial situation as per the above date and the operating results as per the above period respectively; and the recommendation for the distribution of profits complies with the laws and the Company's Articles of Association.

I submit the approval of the Balance Sheet and Income Statement, and the discharge of the Board of Directors for your examination.

Istanbul, March 18, 2011
Auditor
Salih Sağlam

İhlas Gazetecilik A.Ş.

Statement of Responsibility

DATE: FEBRUARY 22, 2011

DATE OF THE BOARD OF DIRECTORS' DECISION FOR THE FINANCIAL
TABLES AND ANNUAL REPORTS: FEBRUARY 22, 2011
NUMBER OF DECISION: 2011 / 04

STATEMENT OF RESPONSIBILITY IN ACCORDANCE WITH THE 9TH ARTICLE OF CAPITAL MARKETS BOARD'S "COMMUNIQUE ON THE PRINCIPLES OF FINANCIAL REPORTING IN CAPITAL MARKETS", SERIAL: XI, NO.: 29

We declare that the consolidated financial statements and the Annual Report of İhlas Gazetecilik A.Ş., which were completed by December 31, 2010, in accordance with the International Accounting / Financial Reporting Standards pursuant to the provisions of the Capital Markets Board's "Communiqué on the Principles of Financial Reporting in Capital Markets", Serial: XI, No.: 29,

a) Were examined by our side;

b) Did not include any explanation contrary to the facts in respect to important matters or any gaps that could be misleading as of the date when the explanation was made, to the extent of the information we have as per our duty and responsibility within the Company; and

c) To the extent of the information we have as per our duty and responsibility within the Company, financial statements, which were prepared in accordance with the financial reporting standards in effect, truly reflect the Company's assets, liabilities, financial status and profit / loss; and the Annual Report solely reflects the truth regarding the development and performance of the business; and the annual report, along with those under the scope of consolidation, reflects the truth regarding the Company's financial status, significant risks and uncertainties it faces.

Yours faithfully,

Nuh Albayrak
Board Member and
Editor-in-Chief

Ümit Künar
Board Member and Executive Member
Responsible for Financial Affairs

İhlas Gazetecilik Anonim Şirketi

**Financial Statements and Independent Auditor's Report
for the Accounting Year January 1 - December 31, 2010**



**PÜR BAĞIMSIZ DENETİM
YEMİNLİ MALİ MÜŞAVİRLİK A.Ş.**

Bahariye Cad. Site 64 No.: 25/9 B Blok Kadıköy - İSTANBUL
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Independent Auditor's Report
of İhlas Gazetecilik A.Ş.
for the Accounting Period January 01 - December 31, 2010

To the Board of Directors of İhlas Gazetecilik Anonim Şirketi,

We have audited the following documents regarding İhlas Gazetecilik A.Ş. (the "Company") which were included in the appendix: table of financial conditions (balance sheet) prepared as of December 31, 2010, comprehensive income statement for the year ending on the same date, statement of changes in equity, cash flow statement, summary of significant accounting policies and the footnotes.

Liability of the Company Management Regarding Financial Statements

The Company Management is responsible for preparation and accurate presentation of financial statements in accordance with the financial reporting standards published by the Capital Markets Board. This responsibility includes design, implementation and continuation of the necessary internal control system, estimating the accounting required by conditions and selecting the appropriate accounting policies in order to ensure that financial statements reflect the truth in an honest way and that they are prepared in a manner that does not contain any significant errors derived from mistakes and / or fraud or misconduct.

Responsibility of the Independent Auditing Company

Our responsibility is to express our opinion on these financial statements, based on the independent audit we conduct. Our independent audit has been conducted in accordance with independent auditing standards published by the Capital Markets Board. These standards require compliance with ethical principles, as well as ensuring that the independent audit was planned and executed in a way that ensures a reasonable amount of assurance over whether or not the financial statements reflect the truth in an accurate and honest way.

Our independent audit includes the use of independent auditing techniques in order to gather independent audit evidence regarding the amounts and footnotes included in financial statements. The selection of the independent audit techniques to be used was made according to our professional opinions in a manner that also includes a risk assessment on whether or not the financial statements contain any significant errors derived from mistakes and / or fraud and misconduct. In this risk assessment, the entity's internal control system was also taken into consideration. However, our aim is not to state an opinion on the effectiveness of the internal control system. It is to reveal the relationship between the financial statements prepared by the management of the Company and the internal control system to design the independent auditing techniques in accordance with the conditions. Our independent audit also includes an assessment over the conformity of an aggregate presentation, consisting of accounting policies adopted by and significant accounting estimates made by the Company management and the financial statements.

We believe that the independent auditing evidence we have obtained, make an adequate and appropriate basis in the composing of our opinion.

Opinion

In our opinion, the enclosed financial statements accurately and honestly reflect İhlas Gazetecilik A.Ş.'s financial condition as of December 31, 2010, the Company's financial performance and cash flows regarding the year that ends on the same date, within the framework of financial reporting standards published by the Capital Markets Board.

Although it does not affect our opinion, we would like to draw attention to the following matter:

The Company's financial statements dated December 31, 2009 are presented as a comparison to the financial statements dated December 31, 2010 and are also enclosed. The financial statements in question were audited by another independent auditing company and a favorable opinion was reported.

Istanbul, February 22, 2011

Responsible Partner Chief Auditor

ŞÜKRÜ YAVUZ

PÜR BAĞIMSIZ DENETİM YEMİNLİ MALİ MÜŞAVİRLİK A.Ş.

Contents

	Page No.
FINANCIAL POSITION STATEMENTS (BALANCE SHEETS)	68
COMPREHENSIVE INCOME STATEMENTS	70
STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY	72
CASH FLOW STATEMENTS	73
FOOTNOTES TO THE FINANCIAL STATEMENTS	74
NOTE 1 ORGANIZATION AND LINE OF ACTIVITY OF THE COMPANY	74
NOTE 2 PRINCIPLES REGARDING THE PRESENTATION OF FINANCIAL STATEMENTS	75
NOTE 3 ENTERPRISE MERGERS	87
NOTE 4 JOINT VENTURES	87
NOTE 5 REPORTING ON THE BASIS OF DEPARTMENT OF ACTIVITY	87
NOTE 6 CASH AND CASH EQUIVALENTS	88
NOTE 7 FINANCIAL INVESTMENTS	88
NOTE 8 FINANCIAL LIABILITIES	88
NOTE 9 OTHER FINANCIAL LIABILITIES	89
NOTE 10 TRADE RECEIVABLES AND PAYABLES	89
NOTE 11 OTHER RECEIVABLES AND PAYABLES	90
NOTE 12 RECEIVABLES AND PAYABLES RESULTING FROM FINANCIAL SECTOR OPERATIONS	90
NOTE 13 INVENTORIES	90
NOTE 14 BIOLOGICAL ASSETS	91
NOTE 15 BALANCES RELATED TO CONSTRUCTION CONTRACTS IN PROGRESS	91
NOTE 16 INVESTMENTS EVALUATED WITH THE EQUITY METHOD	91
NOTE 17 INVESTMENT PROPERTY	91
NOTE 18 TANGIBLE FIXED ASSETS	93
NOTE 19 INTANGIBLE FIXED ASSETS	94

Page No.

NOTE 20	GOODWILL	96
NOTE 21	GOVERNMENT GRANTS AND INCENTIVES	96
NOTE 22 - 23	PROVISIONS, CONTINGENT ASSETS AND LIABILITIES, COMMITMENTS	96
NOTE 24	BENEFITS PROVIDED TO THE PERSONNEL	103
NOTE 25	PENSION PLANS	104
NOTE 26	OTHER ASSETS AND LIABILITIES	104
NOTE 27	SHAREHOLDERS' EQUITY	104
NOTE 28	SALES REVENUES AND COSTS	106
NOTE 29	OPERATING COSTS	106
NOTE 30	QUALITATIVE DISTRIBUTION OF EXPENSES	106
NOTE 31	OTHER OPERATING INCOMES / EXPENSES	107
NOTE 32	FINANCIAL REVENUES	107
NOTE 33	FINANCIAL EXPENSES	107
NOTE 34	NON-CURRENT ASSETS HELD-FOR-SALE AND DISCONTINUED OPERATIONS	108
NOTE 35	TAX ASSETS AND LIABILITIES	108
NOTE 36	EARNINGS PER SHARE	109
NOTE 37	RELATED PARTY DISCLOSURES	110
NOTE 38	NATURE AND EXTENT OF RISKS ARISING FROM FINANCIAL INSTRUMENTS	113
NOTE 39	FINANCIAL INSTRUMENTS	114
NOTE 40	SUBSEQUENT EVENTS (EVENTS AFTER THE BALANCE SHEET DATE)	120
NOTE 41	OTHER MATTERS THAT MAY AFFECT THE FINANCIAL STATEMENTS TO A SIGNIFICANT EXTENT OR MATTERS WHICH ARE REQUIRED TO BE EXPLAINED IN ORDER THE FINANCIAL STATEMENTS TO BE CLEAR, INTERPRETABLE AND UNDERSTANDABLE	120

Financial Position Statements (Balance Sheets)**As of December 31, 2010 and December 31, 2009**

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	Footnote	Independently	
	References	Audited 31.12.2010	Audited 31.12.2009
ASSETS			
Current Assets		70,353,511	92,555,805
Cash and Cash Equivalents	6	6,068,379	6,829,951
Financial Investments	7	-	-
Trade Receivables	10	51,638,270	67,821,283
- Trade Receivables from Related Parties	10	8,026,380	8,993,499
- Other Trade Receivables	10	43,611,890	58,827,784
Receivables from Finance Sector Operations	12	-	-
Other Receivables	11	5,200	5,200
Inventories	13	6,424,827	3,479,369
Live Assets	14	-	-
Other Current Assets	26	6,216,835	14,420,002
(Sub Total)		70,353,511	92,555,805
Fixed Assets Held-for Sale	34	-	-
Fixed Assets		174,298,523	152,887,354
Trade Receivables	10	-	-
Receivables from Finance Sector Operations	12	-	-
Other Receivables	11	1,728	1,728
Financial Investments	7	-	-
Investment by Equity Method	16	-	-
Live Assets	14	-	-
Real Estate Held-for-Investment	17	72,418,658	56,228,289
Tangible Assets	18	34,600,981	15,108,996
Intangible Assets	19	56,125,860	51,876,165
Goodwill	20	-	-
Deferred Tax Liabilities	35	11,125,498	11,282,796
Other Non-Current Assets	26	25,798	18,389,380
TOTAL ASSETS		244,652,034	245,443,159

Financial Position Statements (Balance Sheets)**As of December 31, 2010 and December 31, 2009**

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	Footnote References	Independently Audited 31.12.2010	Audited 31.12.2009
LIABILITIES			
Short-Term Liabilities		10,881,732	21,643,642
Financial Debts	8	2,456,101	2,341,189
Other Financial Liabilities	9	969,000	3,060,828
Trade Payables	10	3,544,309	13,065,553
- Trade Payables to Related Parties	10	113,674	2,057,496
- Other Trade Liabilities	10	3,430,635	11,008,057
Other Liabilities	11	969,779	843,022
Debts from Financial Sector Operations	12	-	-
Government Promotion and Aid	21	-	-
Tax Liability Profit for the Period	35	423,368	199,746
Provision of Debt	22-23	57,700	5,000
Other Short-Term Liabilities	26	2,461,475	2,128,304
(Sub Total)		10,881,732	21,643,642
Liabilities Related to Fixed Assets Held-for-Sale	34	-	-
Long-Term Liabilities		26,342,437	22,988,073
Financial Debt	8	1,760,230	665,500
Other Financial Liabilities	9	-	-
Trade Payables	10	-	-
Other Liabilities	11	-	-
Debts from Financial Sector Operations			
Financial Lease Payables	12	-	-
Government Promotion and Aid	21	-	-
Provision of Debt	22-23	236,180	201,480
Allowances Related to Extended Benefit to Employees	24	5,619,625	2,789,663
Deferred Tax Liability	35	18,726,402	19,328,548
Other Long-Term Liabilities	26	-	2,882
SHAREHOLDERS' EQUITY		207,427,865	200,811,444
Ödenmiş Paid-in Capital	27	80,000,000	79,520,016
Capital Correction Discrimination	27	78,494,868	78,494,868
Opposite Affiliate Capital Correction (-)		-	-
Share Premiums		-	-
Value Increase Funds		-	-
FX Conversion Differences		-	-
Restricted Reserves Derived from Profit	27	957,185	957,185
Profit / Loss for the Previous Period	27	41,839,375	25,712,098
Net Profit / Loss for the Period	36	6,136,437	16,127,277
TOTAL LIABILITIES		244,652,034	245,443,159

Comprehensive Income Statements**As of January 1 - December 31, 20010 and January 1 - December 31, 2009**

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

		Independently	
	Footnote	Audited	Audited
	References	01.01.2010	01.01.2009
		31.12.2010	31.12.2009
CONTINUING OPERATIONS			
Income from Sales	28	70,744,084	87,028,060
Cost of Goods Sold (-)	28	(58,655,538)	(69,295,819)
Gross Profit / (Loss) from Trade Activities		12,088,546	17,732,241
Interest, Fee, Premium, Commission and Other Income	28	-	-
Interest, Fee, Premium, Commission and Other Expenses (-)	28	-	-
Gross Profit / (Loss) from Financial Sector Activities		-	-
GROSS PROFIT / (LOSS)		12,088,546	17,732,241
Marketing Sales and Distribution Expenses (-)	29	(5,037,280)	(2,951,895)
General Administration Expenses (-)	29	(12,066,527)	(6,733,413)
Research and Development Expenses (-)	29	-	-
Other Operating Income	31	6,928,297	1,920,298
Other Operating Expenses (-)	31	(288,940)	(547,552)
OPERATING PROFIT / (LOSS)		1,624,096	9,419,679
Shares of Investments Evaluated by Equity Method in Profit / (Loss)	16	-	-
Financial Income	32	9,207,384	14,725,862
Financial Expenses (-)	33	(3,242,255)	(4,409,649)
PRE-TAX PROFIT / (LOSS) OF CONTINUING OPERATIONS		7,589,225	19,735,892
Shares of Investments Evaluated by Equity Method in Profit / (Loss)		(1,452,788)	(3,608,615)
- Tax Income / (Expense) of the Period	35	(1,897,636)	(199,746)
- Deferred Tax Income / (Expense)	35	444,848	(3,408,869)
PROFIT / (LOSS) OF CONTINUING OPERATIONS	36	6,136,437	16,127,277
CEASED OPERATIONS			
After Tax Profit / (Loss) of Ceased Operations	34	-	-
PROFIT / (LOSS) FOR THE PERIOD		6,136,437	16,127,277
Earnings / (Loss) per Share	36	0.08	0.20
Earnings / (Loss) per Share from Continuing Operations	36	0.08	0.20

İhlas Gazetecilik A.Ş.

Comprehensive Income Statements

As of January 1 - December 31, 2010 and January 1 - December 31, 2009

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	Footnote References	Independently	
		Audited 01.01.2010 31.12.2010	Audited 01.01.2009 31.12.2009
PROFIT / LOSS FOR THE PERIOD	36	6,136,437	16,127,277
OTHER COMPREHENSIVE PROFIT			
Change in Financial Assets Value Increase Fund		-	-
Change in Fixed Assets Value Increase Fund		-	-
Change in the Fund of Protection from Financial Risk		-	-
Change in Foreign Currency Conversion Difference		-	-
Actuarial Gains and Loss in Pension Plans		-	-
Shares of Partnerships, Valued with Equity Method, in Other Comprehensive Income		-	-
Tax Income / Expenditure(s) Related with Other Comprehensive Income Items		-	-
OTHER COMPREHENSIVE INCOME (AFTER TAX)		-	-
TOTAL COMPREHENSIVE INCOME	36	6,136,437	16,127,277

İhlas Gazetecilik A.Ş.

Statement of Changes in Shareholders' Equity as of January 1 - December 31, 2010 and January 1 - December 31, 2009

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	Footnote References	Paid-in Capital	Capital Correction Differences	Restricted Reserves Derived from Profit	Profit / (Loss) for the Previous Year	Net Profit / (Loss) for the Period	Total Shareholders' Equity
January 01, 2010		79,520,016	78,494,868	957,185	25,712,098	16,127,277	200,811,444
Capital Payment	27	479,984	-	-	-	-	479,984
Transfers	27	-	-	-	16,127,277	(16,127,277)	-
Net Profit / (Loss) for the Period	36	-	-	-	-	6,136,437	6,136,437
December 31, 2010		80,000,000	78,494,868	957,185	41,839,375	6,136,437	207,427,865
	Footnote References	Paid-in Capital	Capital Correction Differences	Restricted Reserves Derived from Profit	Profit / (Loss) for the Previous Year	Net Profit / (Loss) for the Period	Total Shareholders' Equity
January 01, 2009		74,773,500	78,494,868	957,185	(4,027,372)	29,415,329	179,937,651
Capital Increase - Cash Payment	27	746,516	-	-	-	-	746,516
Capital Increase - no. 5811 Assets Peace	27	4,000,000	-	-	-	-	4,000,000
Transfers	27	-	-	-	29,415,329	(29,415,329)	-
Net Profit / (Loss) for the Period	36	-	-	-	-	16,127,277	16,127,277
Revaluation of Fixed Assets	27	-	-	(324,141)	324,141	-	-
December 31, 2009		79,520,016	78,494,868	957,185	25,712,098	16,127,277	200,811,444

The accompanying footnotes form an integral part of the consolidated financial statements.

Cash Flow Statements**As of January 1 - December 31, 2010 and January 1 - December 31, 2009**

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	Footnote	Independently	
	References	Audited 31.12.2010	Audited 31.12.2009
Cash flows from operating activities			
Net profit / (loss) for the period	36	6,136,437	16,127,277
Mutual agreement between cash flows from operating activities and net profit			
Depreciation	17, 18	6,913,305	9,322,513
Amortization and depletion allowance	19	165	8,865
Provisions for severance pay	24	3,459,826	1,428,407
Tax	35	1,452,788	3,608,615
Cancellation of brand impairment	31	(4,249,860)	-
Provision for law suits	31	132,400	55,000
Cancellation of law suits	31	(45,000)	-
Interest income	32	(1,378,120)	(1,273,892)
Interest expense	33	965,861	1,936,297
Profit / (loss) on fixed assets sold	31	(4,493)	(24,749)
Other income / (expenses) not requiring cash inflow / (outflow), net		-	(17,057)
Net operating profit before changes in operating assets and liabilities		13,383,309	31,171,276
Changes in assets and liabilities			
Changes in trade receivables	10	16,183,013	9,692,988
Changes in other receivables	11	-	1,899,520
Changes in inventories	13	(2,945,458)	3,245,031
Changes in other current assets	26	8,203,167	1,905,567
Changes in other fixed assets	26	18,389,380	14,175
Changes in trade payables	10	(9,521,244)	(24,984,185)
Changes in other debts	11	126,757	98,382
Changes in other short and long-term debts	26	330,289	(4,995,725)
Taxes paid	35	(1,674,014)	-
Paid severance pays	24	(629,864)	(603,631)
Net cash provided by operating activities (A)		41,845,335	17,443,398
Investment activities			
Tangible fixed asset and held-for-investment real estate purchases	17, 18	(42,809,128)	(956,800)
Intangible fixed assets purchases	19	-	-
Cash from fixed assets sales		217,962	4,526,077
Advances given for fixed assets	26	(25,798)	(18,375,000)
Net cash extended from investment activities (B)		(42,616,964)	(14,805,723)
Financial activities:			
Taken and paid Interest - net	32, 33	412,259	(662,405)
Capital payment	27	479,984	4,746,516
Changes in financial debt	8, 9	(882,186)	(309,731)
Net cash used in financial activities (C)		10,057	3,774,380
Net increase in cash and cash equivalents (D=A+B+C)		(761,572)	6,412,055
Outstanding balance of cash and cash equivalents at the beginning of the period (E)	6	6,829,951	417,896
Outstanding balance of cash and cash equivalents at the end of the period (D+E)	6	6,068,379	6,829,951

The accompanying footnotes form an integral part of the consolidated financial statements.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 1 - Organization and Line of Activity of the Company

The Company's line of activity consists of publishing and printing newspapers, magazines, books, encyclopedias, pamphlets and journals that are daily, weekly, monthly, shorter term, longer term or of uncertain frequency in Turkish and in foreign languages in addition to distributing, selling, delivering and marketing of these products.

The Company's number of personnel as of the dates indicated below is as follows;

December 31, 2010 : 486 personnel

December 31, 2009 : 480 personnel

The Company's headquarters is located at the address "29 Ekim Cad. No: 23 C Blok Kat: 4, Bahçelievler - Yenibosna / Istanbul". Information regarding the printing plants of the Company is as follows:

- Central Printing Facility: 29 Ekim Cad. No: 23 B4, Bahçelievler - Yenibosna - Istanbul
- Ankara Printing Facility: Samsun Yolu Demirciler Sitesi No: 68 Siteler Altındağ - Ankara
- Antalya Printing Facility: Yenigöl Mah. Serik Cad. No: 38 Altınova - Antalya
- Izmir Printing Facility: 1397 Sokak No: 3 Kahramanlar Konak - Izmir
- Adana Printing Facility: Ceyhan Yolu Üzeri 4 Km. No: 158 Yüreğir - Adana
- Trabzon Printing Facility: Organize Sanayi Bölgesi Arsin - Trabzon

The Company's partnership structure as of 31/12/2010 and 31/12/2009 is as follows:

Name / Title	31.12.2010		31.12.2009	
	Share Ratio %	Share Amount (TL)	Share Ratio %	Share Amount (TL)
İhlas Yayın Holding A.Ş.	56.55	45,239,706	59.55	47,639,706
Free Float	33.00	26,400,000	-	-
İhlas Holding A.Ş.	6.92	5,536,050	36.92	29,536,050
Enver Ören	2.02	1,615,514	2.02	1,615,514
İhlas Ev Aletleri İmalat Sanayi Ticaret A.Ş.	1.03	825,035	1.03	825,035
Other	0.48	383,695	0.48	383,695
Total	100.00	80,000,000	100.00	80,000,000
Capital Commitments (-)		-		(479,984)
Distinction from Share Capital Adjustments		78,494,868		78,494,868
Total		158,494,868		158,014,884

Company partners' application to the Capital Markets Board for the public offering of share stocks was registered with the date 27.05.2010 and number 40/382. In the meeting of the Board of Directors of the Directorate of Istanbul Stock Exchange dated 10.06.2010, it was decided that stock shares representing İhlas Gazetecilik A.Ş.'s capital of TL 80,000,000 would be listed on the Stock Exchange and as of 14/06/2010, their trading on the National Market would be commenced with the code "IHGZT". For the stock shares offered to the public with a nominal value of TL 26,400,000, a base price of TL 1.65 was set for each share with a nominal value of TL 1.

The distribution of the Company's preferential shares (Group A shares) according to the Company's Ordinary General Assembly Decision dated 21.04.2010 is as follows:

Name / Title of Shareholder	Bearer / Registered	Quantity	Amount
İhlas Yayın Holding A.Ş.	Bearer	6,000,000	6,000,000
İhlas Holding A.Ş.	Bearer	1,600,000	1,600,000
Enver Ören	Bearer	400,000	400,000
Total		8,000,000	8,000,000

Benefits Provided from Preferential Shares

If the General Assembly of the Company decides that the Board of Directors consist of 5 people, at least 4 of the Members of the Board of Directors are selected from among candidates nominated by group (A) shareholders. Similarly, at least 5 of the members are selected among those candidates if a board of 7 people is decided, at least 7 of the members are selected among those candidates if a board of 9 people is decided, and at least 9 of the members are selected among those candidates if a board of 11 people is decided.

If the General Assembly of the Company decides the number of comptrollers as one, this comptroller is selected among the candidates nominated by group (A) shareholders.

Similarly, at least two of the comptrollers are selected among those candidates if a comptroller number of three is decided upon.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 2 - Principles Regarding the Presentation of Financial Statements

A. Basic Principles Regarding the Presentation

Declaration of Conformity

The Company keeps its accounting records and prepares its legal financial statements according to Uniform Chart of Accounts, Turkish Commercial Code and Turkish Tax Legislation, and in conformity with generally accepted accounting policies.

With the "Communiqué on Principles Regarding Financial Reporting in Capital Markets" Serial: XI, No. 29, the Capital Markets Board specifies the principles, procedures and guidelines regarding financial reports prepared by entities, their preparation methods and their presentation to the interested parties. This Communiqué was put into effect to cover the financial statements of the first interim that ends on January 1, 2008 and it was repealed with the Capital Markets Board's "Communiqué on Accounting Standards in Capital Markets" Serial: XI No. 25. Pursuant to Communiqué Serial: XI, No: 29, businesses apply International Accounting / Financial Reporting Standards (IAS / IFRS) endorsed by the European Union and they include the provision endorsed by the European Union for IAS / IFRS in the footnotes of their financial statements. Within this context, Turkish Accounting / Financial Reporting Standards (TAS / TFRS), which is not contrary to the adopted standards, published by the Turkish Accounting Standards Board (TASB) shall prevail. However, the IAS / IFRS will be in effect until the differences between the IAS / IFRS adopted by the European Union and those published by the International Accounting Standards Board (IASB) are announced by TASB.

The Company's financial statements and their attachments were prepared according to CMB's communiqué Serial: XI, No: 29; the financial statements and their footnotes were presented in compliance with the formats which were imposed as mandatory for implementation in CMB's announcement dated April 14, 2008.

In order to make fair measurements and presentations in accordance with IFRS, the financial statements of the Company are prepared to include revisions on legal records and re-classifications.

Comparative Information and Correction of Previous Year's Financial Tables

In order to provide the opportunity to detect the financial status and performance trends, the Company's financial statements are prepared by including comparison with the previous period. When the representation or the classification of financial statement items are changed, financial statements of the prior period are re-classified accordingly to provide comparability.

In the event of the Company applying an accounting policy in a retrospective manner, a business adjusting the items of its financial statements in a retrospective manner, or making a re-classification on the items of its financial statements, it is required to present a minimum of a 3 period financial status statement (balance sheet), 2 period of statements for each of the other statements (comprehensive income statement, cash flow statement, changes in shareholders' equity statement), in addition to their related footnotes.

The Company makes the presentation of its financial status statements in the frequency defined by the periods below:

- as of the end of the current period,
- as of the end of the previous period, and
- as of the beginning of the earliest comparative period.

Explanation Regarding Inflation Accounting and the Currency Unit of Reporting

With the decision taken by the Capital Markets Board on March 17, 2005, it was announced that implementation of inflation accounting is no longer required for companies that operate in Turkey and prepare their financial statements in accordance with the CMB Financial Reporting Standards, as of January 1, 2005. Therefore, the IAS 29 "Financial Reporting in Hyper Inflationary Economies" published by the IASB was not implemented in the financial statements dated 31.12.2010 as of January 1, 2005.

The attached financial statements, including the financial statements dated December 31, 2010 and the financial data of the prior period to be used for comparative purposes, are prepared by using the currency unit Turkish Lira "TL".

As required by the standard IAS 21 "Effects of Changes in Foreign Exchange Rates", the Company records its foreign currency transactions in the functional currency unit with the amount that is calculated by applying the spot exchange rate between the foreign currency and the functional currency unit on the transaction date.

Closing exchange rates of foreign currencies published by the Central Bank of Turkey (CBT) on the dates December 31, 2010, and December 31, 2009, are listed below.

Foreign Exchange Type	Foreign Exchange Rates (TL / Foreign Exchange Unit Value)	
	31.12.2010	31.12.2009
US\$	1.5460	1.5057
EURO	2.0491	2.1603
GBP	2.3886	2.3892
CHF	1.6438	1.4492
SEK	0.2262	0.2082

Net Settlement

Assets - liabilities and revenues - expenses are not deducted unless anticipated or allowed by the Standards or Comments. Assets and liabilities are displayed on a net basis in cases where a legal right is present, an intention to evaluate those assets and liabilities in question on a net basis is present, an acquisition of assets is subjected and where fulfillment of liabilities is taking place simultaneously. Presenting the assets in their net amounts, which is calculated after being deducted by the regulatory accounts such as provision for decrease in value of inventories and provision for doubtful receivables, is not a net settlement.

Explanation Concerning Individual Financial Statements

The Company's financial statements include a single company. Therefore, the attached financial statements include the individual financial statements.

B. Changes in Accounting Policies

Financial statement users should have the opportunity to compare an entity's financial statements over time, so that they can determine the entity's financial situation, performance and cash flow trends. Therefore, the same accounting policies are applied on each interim period and each accounting period.

The following conditions are not considered as changes in accounting policies:

- Implementation of an accounting policy on transactions or events which are different by nature when compared to previous transactions or events,
- Implementation of a new accounting policy on transactions or events which have not occurred before or were not of significance before.

As required by the principle of consistency, the Company implements the same accounting policies on all of the periods.

Implementation of International Financial Reporting Standards which are new and revised:

New standards, amendments and comments effective as of January 1, 2010:

New standards and amendments which do not have any effect on the Company's financial situation or its performance are as follows;

IFRS 1 (Amendment) "First time Implementation of IFRS" - Additional exclusions concerning the first implementation: The amendment has no effect on the Company's financial performance.

IFRS 2 (Amendment) "Share Based Payments" - Share based payment transactions that are paid in cash: The amendment has no effect on the Company's financial performance.

IFRS 3 (Amendment), "Entity Mergers" and IAS 27 (Amendment), "Consolidated and Unconsolidated Financial Statements"

IAS 39 (Amendment), "Financial Instruments: Recognition and Measurement" - Instruments with proper protection: The amendment has no effect on the Company's financial performance.

IFRIC 17, "Distribution of Non-Cash Assets to Shareholders": The amendment has no effect on the Company's financial performance.

Improvements in IFRS (published in 2008): The improvements have no effect on the Company's financial performance.

Improvements in IFRS (published in 2009): The improvements have no effect on the Company's financial performance.

The new standard, amendment and comments which will be valid after the date of December 31, 2010 (these changes have not yet been accepted by the European Union):

IFRIC 9 "Reassessment of Embedded Derivatives" (to be valid for accounting periods which begin on January 1, 2013, or later): The amendment has no effect on the Company's financial performance.

IFRS 9 'Brings new conditions related to the classification and measurement of financial assets. The Company is in a process of evaluation regarding the effect of the comment in question.

IAS 24 (Revision) "Related Party Explanations" (to be valid for the accounting periods which begin on January 1, 2011, or later): The Company will implement the revision in question on the footnotes of the accounting period which begins on January 1, 2011.

IAS 32 (Amendment) "Classification of Share Issues"

The amendment made on IAS 32 is applied for recognition of an issuer's shares that are denominated in a currency unit other than the functional currency unit. The amendment has no effect on the Company's financial performance.

IFRIC 14 (Amendment) "Reimbursement of Minimum Funding Conditions" (to be valid for accounting periods which begin on January 1, 2011, or later. An early implementation is permitted); this amendment solves the problem of entities not being able to perform recognition of some payments, which they perform voluntarily in advance to provide minimum funding requirements, as assets. The amendment has no effect on the Company's financial performance.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

IFRIC 19 "Elimination of Financial Liabilities through Capital Instruments"

IFRIC 19 only indicates the recognition to be implemented by entities which issue capital instruments to eliminate a financial liability completely or partially. The comment has no effect on the Company's financial performance.

IFRS 1 (Amendment) - Limited exemption for the comparative IFRS 7 notes (to be valid for the accounting periods which begin on July 1, 2010, or later. However, an early implementation is permitted): The amendment does not affect the Company's financial statements.

Improvements in IFRS (published in May 2010):

The International Accounting Standards Board has published 11 amendments concerning 7 standards in May 2010.

Revised standards are as follows:

IFRS 1: Changes in accounting policies during the first years of implementation

IFRS 1: Basis of revaluation as an estimated cost

IFRS 1: The estimated use of cost for operations subjected to rate regulation

IFRS 3: Transitional provisions regarding conditional fees arising from entity mergers that have occurred before the date on which the revised IFRS was put into effect.

IFRS 3: The measurement of shares without any control power

IFRS 3: Awards regarding share based payments that are either unchangeable or voluntarily changeable

IFRS 7: Clarification in the footnotes

IAS 1: Clarification in the statement of changes in equity

IAS 27: Transitional provisions for the improvements in the standard IAS 27 "Consolidated and Solo Financial Statements"

IAS 34: Important events and transactions

IFRIC 13: The fair value of gift points

The Company is of the opinion that implementation of the Standards and Comments above will not constitute a significant impact on the Company's financial statements in the future periods.

C. Revisions and Errors in the Accounting Estimates

Revisions and errors in the accounting estimates refer to corrections that are required due to changes in the amount of periodical usage which is caused by the determination of the book value of an asset, a foreign source or their current status and the evaluation of their benefits or liabilities expected in the future. Revisions in the accounting estimates are caused by new information or a new development. Therefore, it does not mean the correction of errors.

During the preparation of financial statements according to IFRS, the Company management is required to make some estimates and assumptions which would affect the reported active and passive amounts, and the explanations concerning possible assets and liabilities as of the date of the balance sheet. Actual results may vary from the estimates and assumptions.

Significant changes in accounting policies, and significant accounting errors detected, are applied in a retrospective manner and financial statements of the prior period are re-issued. If the revisions in the accounting estimates relate to a single period, they are applied on the current period in which the change occurs. However, if the revisions in the accounting estimates relate to future periods, they are applied both on the current period in which the change occurs and on the subsequent period in a prospective manner.

D. Summary of Significant Accounting Policies

Cash and Cash Equivalents

Cash and cash equivalents include cash assets in the cash account as well as cash money and time deposits in the banks, to be presented in the cash flow statement. Cash and cash equivalent values are shown with the sum of acquisition costs and their accrued interests. As required by the communiqué with Serial: XI, No. 29, financial investments with a maturity of less than three months are reported in the cash and cash equivalents group.

Financial Investments

Financial investments are classified into three groups which are financial assets with trading purposes (their fair value difference is recognized in the income statement), financial investments to be held until maturity, and financial investments that are available for sale.

During the initial recognition of financial investments, which have a fair value difference that has not been reflected to the profit or the loss, the transaction costs, which can be directly linked to the acquisition of the related financial asset, are added to the fair value in question.

Financial assets with trading purposes are composed of banks with a maturity longer than three months, and marketable securities which are either obtained for generating profit from short-term market fluctuations in prices or similar elements, or are part of a portfolio that is for generating profit in a short period of time regardless of the cause of acquisition. During their initial recognition, the financial assets with trading purposes are measured by their fair values. Transaction costs regarding the acquisition of the related financial asset are added to its fair value and they are subjected to valuation with their fair values in the periods following their recognition. Gains and losses calculated as a result of the valuation are included in the profit / loss accounts. Trading purpose financial investments without an active market are shown by their cost price in the subsequent periods. Interests earned during the possession of marketable securities with trading purposes are firstly

shown in the interest income and the dividend income derived from received profit shares. The purchasing and sales transactions of marketable securities with trading purposes are included to and excluded from the records according to their "delivery date".

Investments to be held until maturity are the financial investments which the entity has the intention and opportunity to hold onto until their maturity. These investments include payments of fixed or determinable nature and a fixed maturity date. Financial investments to be held until maturity are shown from their amortized cost price calculated by using the effective interest method in the periods following their recognition. Gains and losses calculated as a result of the valuation are included in the profit / loss accounts.

The effective interest method is a method which includes calculating the amortized costs of financial assets (or a group of financial assets) and distributing the related interest income or expenses to the associated period. The effective interest rate is the rate that exactly reduces the financial instruments' estimated cash payments and collections in the future (through the expected life or for a shorter period of time if applicable) to the net book value of the associated financial asset or liability.

Financial investments available for sale are financial investments which are defined as available for sale and are not classified as financial investments to be held until maturity or financial investments that are reflected on the profit or loss. If an active market is present, the financial investments available for sale are evaluated over their fair value. All the gains and losses that result from the performed evaluation are shown as part of the equity, until the time the asset in question is sold. However, if an active market is not present, it is evaluated over its cost price.

Trade Receivables

Trade receivables arising from forward sales are evaluated from their amortized costs by using the effective interest method. If the effect of the interest accrued is insignificant, trade receivables without a specified interest rate are evaluated by regarding the invoice amount as a basis.

If the effective interest rates of trade receivables are unknown, a precedent interest rate is taken as a basis. A precedent interest rate is determined depending on the maturity of the trade receivable, which is followed by calculating an effective interest rate and the effective interest rate is used in the discounting process.

Promissory notes and post-dated checks are classified as trade receivables. They are subjected to re-discounting and their reduced value (amortized cost values), which is calculated through the use of the effective interest rate method, is used when reporting.

According to the standard "IAS 39 Financial Instruments: Recognition and Measurement", the difference between the nominal amount of trade receivables and their amortized value is recognized as an interest expense.

Provisions for doubtful receivables are recognized as expenses. The provision is the amount that is reckoned to compensate possible losses estimated by the Company management. These losses may arise from either economic conditions or the risk carried by the account due to its nature. There are various indicators when evaluating whether or not a receivable is a doubtful receivable. These indicators are as follows:

- a) Data regarding the presence of receivables in previous years which could not be collected,
- b) The debtor's ability to pay,
- c) Extraordinary circumstances arising in the sector in which the Company operates, and in the current economic environment.

As a requirement of the standard IAS 1 "Presentation of Financial Statements", trade receivables are classified as short-term, even if they are going to be collected in a period of time that is longer than twelve months from the balance sheet date. This is because they are a part of the business capital used by the entity within the normal operating period.

Inventories

When evaluating the inventories either the cost or the net realizable value is taken as a basis, depending on which of the two is the lower. The cost of inventories includes all purchasing costs, conversion costs and other costs incurred for bringing the inventories to their current condition and location. Unit cost of inventories is determined by the moving weighted average method. The distribution of fixed production overheads over the conversion costs are based on the assumption that production activities would be at the normal capacity. Normal capacity is the average amount of production which is expected to be obtained under normal conditions in a period, more than one period, or seasons. It is determined by taking into consideration capacity reductions arising from planned maintenance and repair work. If actual production levels are close to the normal capacity, then this capacity is accepted as the normal capacity.

The net realizable value is the amount calculated by adding the estimated cost of completion and the estimated cost of sales required to perform the sale, and then deducting this sum from the estimated selling price in the ordinary course of business. The renovation costs of raw materials and supplies might be the best measure that reflects the net realizable value.

The acquisition costs of inventories are reduced to their net realizable values on the basis of each inventory item. This reduction is performed by allocating an allowance for the decline in the value of inventories. This means that if the cost prices of the inventories are greater than their net realizable value, then they are reduced to their net realizable value by allocating a provision for impairment. Otherwise, no action needs to be taken.

If the acquisition of the inventories was performed with a deferred payment condition or includes a financing element, the difference between the cash purchase price and the price that was actually paid for these elements, is recognized as interest expenses within the financing period.

Tangible and Intangible Fixed Assets

The cost of a tangible or an intangible fixed asset item is reflected in the financial statements as an asset only in the event of the following conditions:

- a) If it is probable that the future economic benefit regarding this item is going to be reflected to the entity, and
- b) If the cost of the item in question can be measured reliably.

A tangible or an intangible fixed asset item, which meets the conditions of its recognition as an asset, is measured with its cost price during its initial recognition. In subsequent periods, these assets are evaluated by using either their cost or revaluation method.

The initial costs of fixed assets consist of the purchase price including customs duties, non-refundable purchase taxes and all direct costs until the asset is brought to its operating location, and until it is in running condition.

The cost model is to present a tangible or an intangible fixed asset by deducting the accumulated depreciation and impairments (if there are any) from its cost values.

The revaluation model requires a tangible or an intangible fixed asset item, which has a fair value that can be measured reliably, to be shown at its revalued amount after being recognized as an asset. The revalued amount is the value obtained by deducting the losses of subsequent accumulated depreciation and subsequent accumulated impairment from the asset's fair value on its date of revaluation. Revaluations are done on a regular basis as of the date of the balance sheet, so that there will not be a significant difference between the amount calculated by using the fair value and the book value. The Company uses the revaluation model for its tangible fixed assets if there are symptoms indicating significant differences. And the Company uses the cost model for its intangible fixed assets due to lack of an active market.

When a tangible fixed asset is revalued, the accumulated depreciation on the date of the revaluation is corrected in proportion with the changes in the asset's gross book value, and by doing so, the asset's book value after the revaluation becomes equal to the revalued amount.

Depreciation is calculated according to straight-line method and the following useful life and methods by taking the pro rata basis into consideration:

	Useful Life (Years)	Method
Buildings	50	Straight-line
Machinery, plant and equipments	10	Straight-line
Vehicles, tools and instruments	5-10	Straight-line
Fixtures and fittings	3-10	Straight-line
Other intangible fixed assets (computer software)	5	Straight-line

The useful life and depreciation method is reviewed on a regular basis, and accordingly, it is carefully examined to observe whether the method and the depreciation time are compatible with the economic benefits to be obtained from the asset in question.

Even when bought together, lands and buildings are separable tangible assets and they are recognized as separate assets. There are no depreciations allocated for assets such as lands and buildings as they have an undetectable useful life span, In other words, their useful life is considered as indefinite.

In case of events and changes in current conditions regarding impossibility of recovery in the carrying amount of tangible fixed assets, it is examined whether there is a decrease in the values of the tangible fixed assets in question. In the events of these kinds of symptoms, or if the carrying values exceed the realizable value, the related assets are reduced to their realizable values. Realizable value is either the net selling price or the use value of an asset, depending on which is the higher. When calculating the use value, estimated future cash flows are reduced to their present day value by using the pre-tax discount rate which reflects the asset-specific risks. For assets that do not form large amounts of cash flow by themselves and independently, the realizable value is calculated for the cash forming units to which that asset belongs. The tangible fixed asset in question is depreciated from its estimated remaining useful life. In the income statement, the depreciation amounts of tangible fixed assets are recorded under General Management Expenses and Cost of Sales, whereas impairment losses are recorded under Cost of Sales.

The Company has performed an impairment test for its assets and has determined their net selling prices by considering the assets' "second hand market values". For those assets without a second hand market, the Company took the assets' "redeemed renovation costs" into consideration. Net selling prices were either equal to or more than the assets' net book values. Therefore, it was deemed unnecessary to calculate their use values, and no impairment provisions were allocated.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Intangible fixed assets are used to represent brands and other intangible items (such as computer software). For items purchased before January 1, 2005, intangible fixed assets are reflected by use of their corrected cost values due to the effects of inflation as of December 31, 2004. For items bought after December 31, 2004 intangible fixed assets are reflected by deducting the permanent impairment and the accumulated amortizations of their acquisition cost. Amortization regarding intangible fixed assets is allocated by using the straight line amortization method, as of the date of purchase, over the useful life time of the related assets, provided that their economic life is not exceeded. The amortization of intangible fixed assets is recorded in the income statement under general management expenses.

The brand "Türkiye" was purchased by the Company in the year 2000, and is used as the brand of the newspaper published by the Company. Due to the continuity of the entity, the brand is considered to have an indefinite useful life. Therefore, it was not subjected to amortization. As required by IAS 36, "Impairment of Assets", an impairment test was performed. To this end, a brand valuation service was hired from an expert valuation provider company and the amount of impairment has been determined. During the initial public offering, in May and June of 2010, the Company conducted much image advertising in both written and visual media platforms. In addition, as April 22, 2010 was the 40th anniversary of Türkiye Newspaper's publishing career, the Company conducted many advertising programs both in written and visual media. Based on these two heavy advertising schedules, brand recognition progressed, and this change caused an adjustment in the brand value. Therefore, an expert valuation company was hired for a new brand evaluation and the findings of the report were reflected in the current period's financial statements as a value difference in comparison with the previous valuation report (See: Note 19 and Note 31).

Information regarding the remaining useful lives of the Company's tangible and intangible fixed assets that are of significance to the Company's financial statements is as follows:

Type of Asset	Date of Entry	Balance Sheet Value	Useful Life (Years)	Remaining Life
Land, Building (Konak - Izmir) ^(*)	2010	TL 6,675,000	50	50
Land, Building (Konak - Izmir) ^(*)	2010	TL 5,275,000	50	50
Land, Building (Kepez - Antalya) ^(*)	2010	TL 5,050,000	50	50
Land, Building (Tekkeköy - Samsun) ^(*)	2010	TL 1,075,000	50	50
Land, Building (Yüreğir - Adana) ^(*)	2010	TL 850,000	50	50
Brand	2000	TL 56,125,860	-	-

^(*) These assets are acquired by considering the valuation reports prepared by independent authorized appraisal companies. (See: Note 18).

Any profits or losses occurring when selling off tangible and intangible fixed assets are determined by comparing their net book value to the sales amounts, and in the current period they are reflected in the related other operating income and expenses accounts.

Investment Purpose Real Estate Properties

Rather than the following purposes, investment purpose real estate properties are real estate properties that are kept in order to obtain a rental income, a gain from an increase in value, or both. These real estate properties are held by either the owner or the tenant, depending on the financial lease agreement. They can consist of land, a building, a part of a building, or both.

- a) To be used for administrative purposes or in the production or supplying of goods or services; or
- b) To be sold in the normal course of business.

Investment purpose real estate properties are held for obtaining rental income, capital gain (capital appreciation) or both.

If the following conditions are met, the Company records an investment purpose real estate property as an asset:

- a) If it is probable that the future economic benefits regarding this real estate property are going to be earned by the entity, and
- b) If the cost of the real estate property in question can be measured reliably.

An investment purpose real estate's initial measurement is performed according to its cost. Operation costs are also included in its initial measurement. However, investment purpose real estate properties purchased through financial leasing are recognized by either their fair values, or by the present value of the minimum lease payments, depending on which of the two is the lower.

Investment purpose real estate properties are valued in subsequent periods by electing to use either the fair value method or the cost method. In the valuation of its investment purpose real estate properties, the Company has chosen to use the fair value method.

When a tangible fixed asset is revalued, the accumulated depreciation on the date of the revaluation is corrected in proportion with the changes in the asset's gross book value; and by doing so, the asset's book value after the revaluation becomes equal to the revalued amount.

Gains or losses arising from the changes of the fair value of an investment purpose real estate property are included in the profit or loss of the period in which they occur, and they are recognized in the other operating income / expenses accounts.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Depreciation is calculated according to straight-line method and the following useful life and methods by taking the pro rata basis into consideration:

	Useful Life (Years)	Method
Buildings	50	Straight-line

Even when bought together, lands and buildings are separable tangible assets and they are recognized as separate assets. Land shares are reported as separate assets because plots and land which were bought together are considered as a complimentary part of the building. However, the share of land was not shown separately in the Company's appraisal reports. Instead, the land share rate provided separately in the real estate property appraisal report of another independent section was used. The section in question belongs to one of the Company's associated companies within the building in which the Company has some of its investment purpose real estate properties. There are no depreciations allocated for assets such as lands and buildings as they have an undetectable useful life span. In other words, their useful life is considered as indefinite.

Taxation and Deferred Taxes

The Company's tax expense / income consist of the sum of its current tax expense and deferred tax expense / income.

Current year tax liability is calculated over the taxable portion of the profit for the period. Taxable profit excludes income or expense items which can be taxed or deducted in other years and items which are un-taxable or non deductible. Therefore, it may vary from the profit presented in the income statement. The Company's current tax liability was calculated by using the tax rate which is either already enacted or certain to be enacted as of the date of the balance sheet.

If the current tax amounts to be paid are already paid or are going to be paid to the same tax authority, they are netted off with the prepaid tax amounts. Deferred tax assets and liabilities are also netted off in the same way.

Deferred taxes are calculated by using the temporary differences between the book values of the assets and liabilities that are included in the financial statements, and the related tax values (balance sheet method / balance sheet liability method). These temporary differences are classified into two categories, which are deductible and taxable. All temporary differences that have a deductible expense nature in tax aspects, are recognized as a deferred tax asset under the following conditions: it should be highly probable that there will be taxable income in future periods sufficient to deduct these expenses; the operation should not be part of a company merger; and the debt should not be arising from its initial recognition. All taxable temporary differences are recognized as a deferred tax liability. However, a deferred tax liability is not recognized for the temporary differences if they are occurring during the initial recognition of goodwill, if they arise during the initial recognition of an asset or a liability, or if they are caused by operations which are not of a company merger nature.

According to the tax laws, financial losses and tax advantages of the past year which have not yet been used, are recognized as deferred tax assets if it is probable that a taxable income will be obtained in the subsequent period by an amount that is enough to make them deductible.

According to the tax legislation in force, the valid and enacted tax rates as of the date of the balance sheet are used for calculating the deferred income tax.

Deferred tax liabilities are calculated for all taxable temporary differences. However deferred tax assets arising from deductible temporary differences are calculated only if it is highly probable that a benefit from these differences will be obtained by generating taxable profit in the future (Note 35).

Regarding the deduction of current tax assets from current tax liabilities, tax assets and tax liabilities deferred because of a legally enforceable right shall be mutually deducted from each other, provided that all of these operations are subjected to the same country's tax legislation.

A 75% portion of the gains occurring from sales of the following are exempt from corporate tax: all real estate properties and participation stocks that were among the entities' assets for at least two full years; founder's shares; dividend right certificates and pre-emption rights. In order to benefit from the exemption, the gain in question is required to be kept in a fund account under the liabilities section of the balance sheet, and they should not be withdrawn for 5 years. It is also required that the selling price should be collected, at the latest, by the end of the second calendar year following the year in which the sale occurs. Therefore, 25% of the differences regarding these assets are considered as temporary differences.

The brand "Türkiye" was acquired by the Company through purchase and it is a part of the goodwill. The standard IAS 12 "Income Taxes" indicate that brands are subjected to amortization by the legal authorities, in other words, they are considered as a deductible item when calculating the financial profit. Therefore, the brand was evaluated as a temporary difference and it was subjected to deferred tax as a deferred tax liability.

Leases**Financial Lease:**

Financial leases envisioning the transfer of all the risks and benefits related to the ownership of the asset that was leased to the Company, shall be recognized by reflecting one of the following as a basis, depending on which of the two is the lesser amount; the fair value of the asset subjected to leasing, or the present value of lease payments. Financial lease payments are allocated as capital and finance expenses all through the lease term, so that they would generate a constant periodic rate of interest over the remaining debt balance. Financing

expenses are directly reflected to the income statement in the respective periods. Capitalized leased assets are subjected to depreciation over the asset's estimated useful life.

Operational Lease:

The form of leasing in which the lessor party holds all the risks and benefits of the leased asset to themselves is classified as operational leasing. All through the lease term, the operating lease payments are recognized as expenses in the income statement, using the straight line method.

Provision for Termination Indemnities

Provision for severance pay indicates the reduction of the estimated total provisions for possible future liabilities to the value of the balance sheet date for the following conditions or terms: if the employee of the Company becomes retired in conformity with the "Law on Arrangement of the Relationships Between Employees Working In Press and Turkish Labor Law", or if the employee's employment relationship is discontinued after completing at least one year of service (at least five years of service for Press employees), if the employee is called to duty for his military services, or in case of the employee's death (Note 24). The actuarial valuation method is used for the reduction of liabilities for employee termination benefits. In order to do this, actuarial assumptions were made. The most important of these is the discount rate used in performing the termination.

The ratio used for discounting benefit obligations (provisions for employee termination benefits) after the release of the employee is determined by observing the market returns regarding high quality corporate bonds on the date of the balance sheet. Due to the lack of a deep market for such bonds, the real interest rate was used by taking the market returns (compound interest rates) of state bonds (on the date of the balance sheet) into consideration. In other words an interest rate (real interest rate) which was net of the effects of inflation is used (Note 24).

Within this context, as an institution subject to business law, a provision for severance pay was calculated in accordance with the "International Accounting Standard Regarding Benefits Provided to Employees" (IAS 19), and by using the actuarial method for future liability amounts which may arise if the entire personnel were to become retired, discontinued their working relations with the Company after completing a minimum of one year of service, if they were all called to duty for their military service, or in case of death; the calculated severance pay is recognized in the attached financial statements.

The assumptions used in the calculation of the provisions for employee termination benefits are described in Note 24.

Provisions, Contingent Assets and Liabilities

Provisions are recognized only if the Company has a liability (legal or structural) that has been carried over from the past, if there is a probability that the Company's benefit generating sources might have to be sold because of this liability, and if the amount of the liability can be determined in a reliable manner.

If another party is expected to partially or entirely compensate the expenditure required for fulfilling the obligations of the liability, the related compensation is also included in the financial statements. However, in this scenario, it must be highly probable that if the Company was to fulfill the obligations of the liability, the related compensation would be acquired by the Company.

When allocating a provision, one of the three methods is applied. The first of these methods is applied when the time value of money is important. When the loss of value encountered by money over time gains importance, provisions are reflected by the reduced value (on the date of the balance sheet) of the expenses likely to occur in the future. When the reduced value is used, the increases that are going to occur in the provisions, due to the passage of time, are recognized as interest expenses. For the provisions in which the time value of the money is of importance, it is assumed that there are no risks or uncertainties when determining the estimated cash flows. The reduction of these provisions is performed by using the estimated cash flow and the risk free discount rate, which is based on similar term government bonds. The second method is the expected value method. This method is applied when the provision is related to a large batch or a large number of incidents. With this method, the liability is estimated by taking all possible results into consideration. Meanwhile, the third method is applied when there is only a single liability or an incident. The application of this method involves reflecting the provision to the financial statements by estimating the most likely outcome.

If a liability or an asset is of uncertain nature, they are not included in the financial statements and they are considered as contingent liabilities and assets. Therefore, they are explained in the footnotes. This uncertain nature might be caused by past events, the asset's or liability's existence within the structure of the Company might be dependent on a condition over which the Company does not have full control, or it might be dependent on an event in the future which is not certain at the reporting date (See: Note 22 - 23).

Revenue

Revenue occurs when it is probable that an economic benefit is going to be received by an entity and it is recognized when the amount of income can be measured in a reliable manner. Revenues are shown in their net forms, which are obtained after deducting discounts, value added tax and sales taxes. For the formation of a revenue, the following criteria are required to be fulfilled.

Sales of Goods (Newspaper, Magazine, Other Publications and Time Share Sales):

Revenue is considered as occurring when the risks and the benefits of the goods sold are transferred to the buyer, and when the amount of revenue can be calculated in a reliable manner. Net sales consist of the invoiced selling price, after the deduction of discounts and commissions is performed.

The Company does not have a progress price within its construction activities. Therefore, the provisions of IAS 11 are not applied and the Company's income regarding its construction activities is measured by the standard IAS 18 "Revenue". The terms of reflecting sales of goods and services in financial statements are indicated in IAS 18, and the Company's construction proceeds are reflected in the financial statements in accordance with these terms. For sales that are performed in return for receiving advance payments, the Company holds the risk until the product has been delivered and invoiced. The Company does not have any revenues until the delivery and invoice time.

Sales of Services:

When an income from the sale of a service achieves a measurable completion level, it is considered as having occurred. In cases where a gain obtained from an agreement made cannot be measured reliably, the income is accepted by the recoverable amount of the expenses incurred.

Interest:

In cases where the collection is not classified as doubtful, the income is considered to be earned on an accrual basis.

Dividend:

Revenue is considered to be earned when the right to receive a dividend is provided to the partners.

The revenue is measured by the fair value of a fee which is either obtained or will be obtained. If the sales are performed with a maturity, according to the standard "IAS 39 Financial Instruments: Recognition and Measurement", the difference between the nominal amount of the sales price and the fair value (the discounted value) is recognized as an interest income.

In cases where the result of a transaction related to a sale of services can be estimated in a reliable manner, the revenue regarding the transaction is recognized by taking into consideration the level of completion of the procedure on the date of the balance sheet.

Level of completion regarding the service transaction is determined by using various methods. Depending on the nature of the transaction, the preference made is based on which method provides a reliable measurement. Depending on the nature of transaction, these methods are as follows:

- Investigations related to the work done,
- The ratio of the services to be provided until the date of the balance sheet, to the total of the services provided, and
- The ratio of total costs incurred until the present day within the estimated total costs.

Unaccrued Financial Income / Expenses

Financial income / expenses which have not been accrued, represent financial income and expenses regarding sales and purchases with terms. During the period of the credit sales and purchases, these revenues and expenses are calculated with the use of the effective interest method and they are shown under the item titled financial income and expenses.

Borrowing Costs

Borrowing costs which can be directly linked to the acquisition, construction or production of a qualifying asset, are capitalized as an element of the cost of the qualifying asset in question. If these types of costs can be measured in a reliable manner and if it is probable that the future economic benefits deriving from them can be of benefit to the entity, they are included in the cost of the related qualifying asset. Borrowing costs other than those mentioned above, are recognized as an expense in the period in which they occur.

In the following periods, these borrowing costs are presented in the financial statements at a discounted value. The difference between the provided cash entry and the repayment value is written off in the income statement throughout the borrowing period.

Earnings per Share

Earnings per share is calculated through dividing the part of the net profit or loss for the period that corresponds with the holders of ordinary shares, by the weighted average number of ordinary shares within the period. The weighted average of the total number of shares in circulation during the period is calculated by also taking into consideration the shares issued without causing an increase in the sources (free shares).

Financial Instruments

Recognition and De-recognition of the Financial Instruments:

The Company reflects financial assets or financial liabilities in its balance sheet only and only if the Company is defined as a party in the agreement of the financial instrument. The Company removes the financial asset or a portion of the financial asset from its books only and only if the Company cedes control over its contractual rights regarding the assets in question. The Company removes a financial liability from its books, only and only if the Company's liability as defined in the contract or agreement is eliminated, is cancelled or is subjected to expiry.

The Fair Value of Financial Instruments:

The fair value of a financial instrument represents the amount for which the financial instrument in question can be exchanged between informed and willing parties through a current transaction under circumstances that the amount would not be affected by any relationship between the parties. If applicable, the fair value of a financial instrument is best determined by using a market price.

The estimated fair values of financial instruments are determined by the Company through the use of existing market information and the appropriate valuation methods. However, when estimating a fair value, the interpretation of the market data is left to the Company's

decisions. As a result, the estimates presented herein, may not be an indication of the actual values which may be obtained by the Company in a current market transaction.

The following methods and assumptions were used while estimating the fair values of the financial instruments with a determinable fair value:

Financial Assets:

Balances denominated in foreign currencies which are traded at the exchange rates at the end of the periods, are considered as an approximate for their book values. The foreign exchange rate expenses / income deriving from these types of financial instruments are reported within the financial expense / income account.

Financial assets presented with their cost price, including cash in hand, bank and bank deposits, are of short-term nature and losses of receivables regarding these assets are negligible. Therefore, they are considered as an approximate for their book value.

Foreign exchange rate expenses / income deriving from the appreciation of foreign currency balances, which are included in the cash and demand deposits accounts, are reported within the financial expense / income account. The amount of the term deposit (restricted and unrestricted) is valued according to the effective interest method; and the gains and losses regarding the term deposit are reported within the financial expense / income accounts. Gains and losses regarding investment funds are reported within the financial expense / income accounts as a sales profit / loss of marketable securities.

The fair values of marketable security investments have been estimated on the basis of market price on the date of the balance sheet.

Trade receivables are valued according to the effective interest method. All gains and losses which may derive from these trade receivables are associated with the sales account and the financial expense / income accounts.

Financial Liabilities:

Short-term and long-term bank loans are presented with their amortized cost values. Long-term loans with foreign currencies as their currency unit are exchanged by using the foreign exchange rates available at the ends of the respective periods. Thus by doing so, their fair values become closer to their book values.

Trade payables are presented at their amortized cost values. As a requirement of the standard IAS 1, trade payables are classified as short-term, even if they are going to be paid in a period of time that is longer than twelve months away from the balance sheet date. This is because they are a part of the business capital used by the entity within the normal operating period.

In case of the Company planning or preferring to re finance or rotate its financial liability within at least twelve months after the reporting period, this liability is classified as a long-term liability, even if the new payment program is short-termed. However, if the re financing or the rotation of the liability is not subject to the Company's preference or choice (for example, if a re financing agreement is not present), the probability of a re financing is not taken into consideration and the liability is classified as a short-term liability.

Trade payables and financial payables are valued according to the effective interest method; and all gains and losses which may derive from these trade payables and financial payables are associated with the cost of sales account and the financing expense / income accounts.

According to the standards, IAS 39 "Financial Instruments: Recognition and Measurement", financial assets are classified into four groups and financial liabilities are classified into two groups. Financial assets consist of those with a fair value (FV) difference that is reflected in the income statement, those which will be held until maturity, loans and receivables, and values that are available for sale. Financial liabilities are classified into two groups, which are those with a fair value difference that is reflected in the income statement and other financial liabilities.

Fair value measurements are explained in the accounting policies regarding each and every financial asset and liability. There are no other incidents or events that require any valuation process. The book value of the cash and bank accounts are considered as an approximate for their fair value.

Financial Risk Management

Risk in Collection:

A collection risk might be an issue for the Company, due to the Company's trade receivables in general. Trade receivables are evaluated by the Company management in light of market conditions and by taking past experiences into consideration. After this evaluation, a provision for doubtful receivables is allocated accordingly. A provision is allocated for doubtful receivables which will occur until the date of the report (Note 39).

Foreign Currency Risk:

Foreign currency risk occurs due to changes in the value of a financial instrument which depend on changes in foreign currency exchange rates. As of the date of the report, the balances of the Company's transactions in foreign currencies resulting from its operations, investments and financial activities are described in Note 38. A foreign currency risk occurs when the foreign currency exchange rate rises in a manner that favors TL currency (when TL currency loses its value against foreign currencies). (Note 39).

Liquidity Risk:

The liquidity risk refers to the risk of encountering difficulties in providing funds to fulfill an entity's commitments regarding its financial instruments. The Company has been managing its liquidity risk by balancing the distribution of its assets and liabilities over time. (Note 39)

Related Parties

IAS 24 "Related Party Disclosures Standard" identifies an organization as an associated organization if the organization in question may directly or indirectly control, or significantly affect the other party through a relationship such as partnership, contractual rights, family relations or by similar means. The related parties also include the capital holders and the Company management. Related party operations consist of the resources and liabilities being transferred among the related parties with or without a fee.

In these financial statements, the parties identified as "related parties" include the Company's partners, companies that have an indirect capital relationship with the Company, members of the Board of Directors, senior managers and other key management personnel. The key management personnel consist of the people who directly or indirectly have the authority and responsibility of planning, managing and controlling the Company's activities and also include any of the directors in the Company. (Note 37)

In general, transactions with related parties, which occur as a result of ordinary activities of the Company, are performed with prices that are in accordance with market conditions. The companies and real people who have a direct or indirect relationship with the Company are as follows:

Related Company Titles

- 1) İhlas Holding A.Ş.
- 2) İhlas Ev Aletleri İmalat San. Tic. A.Ş.
- 3) İhlas Pazarlama A.Ş.
- 4) İhlas Haber Ajansı A.Ş.
- 5) İhlas Yayın Holding A.Ş.
- 6) Kristal Kola ve Meşrubat Sanayi Ticaret A.Ş.
- 7) İhlas Madencilik A.Ş.
- 8) İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture
- 9) Promaş Profesyonel Medya Reklam ve Film Hizm. A.Ş.
- 10) Kuzuluk Kapl. İnş. Tur. Sağ. Petr. Ür. Tic. A.Ş.
- 11) İhlas Net A.Ş.
- 12) İhlas Motor A.Ş.
- 13) TGRT Haber TV A.Ş.
- 14) TGRT Dijital TV Hizmetleri A.Ş.
- 15) Bisan Bisiklet Moped Oto. San. Tic. A.Ş.
- 16) Bisiklet Pazarlama ve Tic. A.Ş.
- 17) İletişim Magazin Gazt. Yayın San. ve Tic. A.Ş.
- 18) İhlas Yapı Turizm ve Sağlık A.Ş.
- 19) Cyprus Office
- 20) İhlas Reklam Ajans Hizmetleri Ltd. Şti.
- 21) Mir İç ve Dış Tic. Maden San. Ltd. Şti.
- 22) İhlas Gelişim Yayıncılık A.Ş.
- 23) İhlas Fuar Hizmetleri A.Ş.
- 24) Detes Enerji Üretim A.Ş.
- 25) Armutlu Tatil ve Turizm İşletmeleri A.Ş.
- 26) Bayındır Madencilik ve Ticaret A.Ş. (former title: Okan Tekstil Sanayi ve Ticaret A.Ş.)
- 27) İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 2
- 28) İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 3
- 29) İhlas Holding A.Ş. - İhlas Yayın Holding A.Ş. ve İhlas Pazarlama A.Ş. Joint Venture
- 30) İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.
- 31) Buryal Bursa Yalova Enerji Dağıtım Ltd. Şti.
- 32) Tasfiye Halinde İhlas Finans Kurumu A.Ş.
- 33) Kia İhlas Motor San ve Tic. A.Ş.
- 34) İhlas Dış Ticaret A.Ş. (former title: İhlas İnşaat Yapı Taahhüt ve Tic. A.Ş.)
- 35) İhlas İnşaat Proje Taahhüt Turizm ve Tic. A.Ş.
- 36) Alternatif Medya Görsel İletişim Sis. Ltd. Şti.
- 37) İhlas Enerji Üretim Dağıtım ve Tic. A.Ş.
- 38) İhlas Net Ltd. Şti.
- 39) İhlas Mining Ltd. Şti.
- 40) İhlas Kimya San. Ltd. Şti.
- 41) İhlas İletişim Hiz. A.Ş.
- 42) İhlas Oxford Mortgage İnş. ve Tic. A.Ş.
- 43) Detes Maden Enerji ve Çevre Tek. Sis. Ltd. Şti.
- 44) Doğu Yatırım Holding A.Ş.
- 45) Swiss PB AG
- 46) Kristal Gıda Dağıtım Pazarlama ve Ticaret A.Ş.
- 47) İhlas Meşrubat Üretim ve Pazarlama A.Ş. (former title: Atmaca Gıda Üretim ve Ticaret A.Ş.)
- 48) İhlas İnşaat Holding A.Ş.
- 49) İhlas Pazarlama Yatırım Holding A.Ş.
- 50) İhlas Zahav Otomotiv A.Ş.
- 51) İhlas Kuzu Ulubol Ordinary Partnership

Real Persons (Shareholders)

- 1) Enver Ören
- 2) Ahmet Mûcahid Ören
- 3) M. Muammer Gürbüz
- 4) Nuh Albayrak
- 5) Sinan Yılmaz

Events After the Date of the Balance Sheet

Events after the date of the balance sheet refer to those events occurring between the date of the balance sheet and the date of authorization for the distribution of the balance sheet. These events may be in favor of or against the Company. In accordance with the provisions of IAS 10 "International Accounting Standard Regarding Events After the Date of the Balance Sheet", the Company corrects its financial statements to comply with the requirements of a new situation if the following conditions for a correction are present: if there are new evidences indicating that the events in question are in fact present, or if the events in question are revealed after the date of the balance sheet, and if these events require the correction of the financial statements. If the events in question do not require the correction of the financial statements, the Company explains these aforementioned issues in its related footnotes (See: Note 40).

Statement of Cash Flows

In terms of a cash flow statement, cash consists of the cash within the entity and the demand deposits of the entity. Whereas cash equivalents stand for investments which have an amount that can be easily converted into a certain amount of cash, these are short-term investments with high liquidity and the risk derived from changes occurring in their conversion is insignificant. Cash equivalents are assets that are retained for short-term cash liabilities and they are not used for investment purposes or other similar purposes. In order to consider an asset as a cash equivalent, it must be easily converted to a cash amount with a precisely detectable value and it is essential that the risk of changes in its value should be insignificant. Accordingly, investments with a maturity of 3 months or less are considered as cash equivalent investments. Investments done on marketable securities which represent shareholders' equity are not considered to be cash equivalents, unless they are fundamentally cash equivalents to begin with (for example, preferential stock shares which have a certain date of amortization written on them and which are acquired in a short period of time before their maturities).

“ 86

The Company prepares its cash flow statements in order to inform the financial statement users about its ability to orient changes in its net assets, its financial structure, the amount of its cash flows, and the timing of its cash flows, in accordance with the changing conditions.

In the cash flow statement, the cash flow for the period is reported according to the classification made on the basis of its business, investment and financing activities. Cash flows derived from operating activities, represent the cash flows which are derived from issues included in the Company's field of activity. Cash flows related to investment activities indicate the cash flows obtained by the Company through the investing activities (fixed investments and financial investments). Cash flows related to financing activities indicate the sources used by the Company in its financing activities, and the reimbursement of these sources.

Reporting According to Operation Departments

Within the structure of an entity, an operation department can be defined as follows:

- (a) An operation department is engaged in the business activities from which the entity is able to obtain revenues and perform payments (including revenues and expenses related to transactions performed with other parts of the same entity),
- (b) An operation department is reviewed on a regular basis by the authority assigned by the entity, who is authorized to make decisions in the related activities. The purpose of this review is decision making regarding the resources to be provided for the department, evaluating the operating results and assessing the performance of the department, and
- (c) An operation department represents a part of an entity with separate financial information.

Reportable Departments:

The Company reports the following information regarding each and every operation department with a separate report:

- (i) Those determined as in compliance with the above mentioned paragraphs (paragraphs a, b and c) or the results obtained from combining two or more related departments together, and
- (ii) Those exceeding the threshold values presented in the following article consisting of the numerical lower limits, are reported separately.

Numerical Lower Limits:

The Company prepares a separate report containing information about an operation department that meets any of the following numerical lower limits:

- (a) If the reported revenues obtained by the operation department, including sales to non-business customers and interdepartmental sales or transfers, constitute 10 percent or more of the total value of all operation departments both inside the entity and outside the entity,
- (b) If the absolute amount of the profit or loss reported by an operation department is 10 percent or more than the absolute figures of the profit report prepared by combining all of the operation departments that have not declared a loss, or 10 percent or more than the absolute figures of the loss report prepared by combining all of the operation departments that have declared a loss,
- (c) If the assets of an operation department is 10 percent or more than the total assets of all the operation departments.

E. Significant Accounting Assessments, Estimates and Assumptions, and Sources of Uncertainties

Preparation of financial statements involves the amounts of assets and liabilities reported as of the date of the balance sheet, the disclosure of contingent assets and liabilities, and the use of estimates and assumptions which may have an affect over the amounts of income and

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

expenses that are reported throughout the accounting period. Accounting assessments, estimates and assumptions are continuously evaluated by taking reasonable expectations into account. These reasonable accounts involve past experience, other factors and future events based on conditions of the present day. Although these estimates and assumptions are based on the managements' best information regarding current events and transactions, the actual results may vary from the assumptions.

The important estimates and assumptions used by the Company while preparing its financial statements are included in the following footnotes:

Note 2 / D	Determination of fair values
Note 35 / B	Deferred tax assets and liabilities
Note 22 - 23	Provisions for lawsuits
Note 24	Provision for employee termination benefits
Note 2 / D	Useful lives and provision for impairment of tangible and intangible fixed assets
Note 10 ve 39 / E	Provision for impairment of trade receivables
Note 13	Provision for impairment of inventories

The descriptions provided below include assumptions regarding the upcoming period which carry a particular risk that may lead to significant alterations on the assets and liabilities of the balance sheet in the next reporting period. The descriptions also include the sources of uncertainty in the calculations.

a) In case of a symptom indicating an impairment, the Company determines whether there is a reduction of values in its tangible fixed assets by calculating the recoverable amount. To this end, a net selling price (the fair values obtained after the deduction of sales costs) was calculated, and as these values were greater than the assets' book values, a calculation regarding the use value became unnecessary.

b) Deferred taxes are recognized in the books only in the case of a detection indicating the probability of a taxable income in the years to come. If a taxable income is considered to be probable, the calculation regarding deferred tax assets is based on the unused accumulated losses and all deductible temporary differences.

c) The management has also used some assumptions and projections during the determination of useful lives, determining the provision for doubtful receivables (Note 10 and 39), the calculation of provisions for litigation (Note 22 - 23), and the calculation of the provision for severance payments (Note 24).

87 ”

Note 3 - Enterprise Mergers

31.12.2010: None (31.12.2009: None).

Note 4 - Joint Ventures

31.12.2010: None (31.12.2009: None).

Note 5 - Reporting on the Basis of Department of Activity

The only alternative activity of the Company is time share sales activity. The Company's time share activity in question is not one of the main fields of activity of the Company, and it is related to the sales of time share stocks derived from the merger with Medya Reklam in the year 2008. As of the end of the current period, the remaining time share stock amounts to TL 284,098 (31.12.2009: TL 425,141). Time share sales activity will be terminated after completion of the sales of these stocks.

As the revenue obtained from time share sales was less than 10% of the total revenue as of the current period and in the previous period, reporting according to operation departments was limited to the department's sales revenue data and the presentation of the department's costs, in accordance with IFRS 8, as follows:

Media Activities	01.01-31.12.2010	01.01-31.12.2009
Türkiye Gazetesi Sales Revenues (net)	19,276,504	23,322,480
Advertising Sales Revenues (net)	10,267,286	9,681,930
Outsourcing and Other Sales Revenues (net)	40,854,409	49,528,954
Total Media Sales Revenues (net)	70,398,199	82,533,364
Cost of Türkiye Gazetesi Sales	(22,527,926)	(24,677,517)
Cost of Outsourced and Other Sales	(35,986,569)	(42,620,072)
Cost of Total Media Sales	(58,514,495)	(67,297,589)
Gross Profit of Media Activities	11,883,704	15,235,775
Time Share Activity	01.01-31.12.2010	01.01-31.12.2009
Time Share Sales Revenue (net)	345,885	4,494,696
Cost of Time Share Sales (-)	(141,043)	(1,998,230)
Total	204,842	2,496,466

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 6 - Cash and Cash Equivalents

	31.12.2010	31.12.2009
Cash	89,913	95,539
- Turkish lira	89,913	93,760
- Foreign currency	-	1,779
Bank	5,754,571	6,220,009
- Demand Deposits	787,984	1,224,674
- Turkish lira	560,369	967,092
- Foreign currency	227,615	257,582
- Time Deposits	4,966,587	4,995,335
- Repo	4,661,402	4,994,969
- Liquid funds	305,185	366
Other cash equivalents	1,947	8,418
Checks to be expired on the day of balance sheet	221,948	505,985
Total	6,068,379	6,829,951

Note 7 - Financial Investments**Short and Long-Term Financial Investments**

31.12.2010: None (31.12.2009: None).

Note 8 - Financial Liabilities

	31.12.2010	31.12.2009
Short-Term Financial Liabilities	2,456,101	2,341,189
Bank loans	-	1,715,780
Financial leasing operations	2,456,101	625,409
Long-Term Financial Liabilities	1,760,230	665,500
Bank loans	-	-
Financial leasing operations	1,760,230	665,500

a) Bank Loans

31.12.2010: None.

31.12.2009:

	Currency Unit	Applied Interest Rate		Maturity	Equivalent Amount in TL
		Minimum	Maximum		
Short-term loans	TL	12%	17%	up to 3 months	3,745
	TL	12%	17%	Between 3 and 12 months	1,712,035
Total Short-Term Loans					1,715,780
Long-term loans	TL	-	-	Between 1 - 5 years	-
Total Long-Term Loans					-

The amortized values and the contract values of bank loans are presented in Note 39-F.

The maturity analyses as of December 31, 2010 and December 31, 2009, are shown below:

	31.12.2010	31.12.2009
up to 3 months	-	3,745
Between 3 and 12 months	-	1,712,035
Total	-	1,715,780

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

b) Financial Leasing Operations

			31.12.2010	31.12.2009
	Currency	Maturity	Equivalent Amount in TL	Equivalent Amount in TL
Short-Term Leasing Payables	EURO	up to 3 months	664,405	96,723
	EURO	Between 3 and 12 months	1,791,696	528,686
Total Short-Term Leasing Payables			2,456,101	625,409
Long-Term Leasing Payables	EURO	Between 1 and 5 months	1,760,230	665,500
Total Long-Term Leasing Payables			1,760,230	665,500

The maturity analyses of long-term financial leasing debts as of December 31, 2010 and December 31, 2009, are shown below:

	31.12.2010	31.12.2009
2011	-	665,500
2012	1,760,230	-
Total	1,760,230	665,500

Financial leasing transactions are reported with either the minimum lease payments or their present day values, depending on which of the two is the lower. The calculations performed indicated that the fair values (purchasing prices - capital payments) of the financial leasing transactions are lower than the present day values of the minimum lease payments. Financial leases are reported based on their fair values and as of the date of the balance sheet.

Note 9 - Other Financial Liabilities

The unamortized bank loans as of December 31, 2010 and December 31, 2009, are shown below:

	31.12.2010	31.12.2009
Other Short-Term Financial Liabilities	969,000	3,060,828
Unamortized Bank Loans	969,000	3,060,828
- Turkish Lira	969,000	2,290,000
- Foreign Currency	-	770,828
Other Long-Term Financial Liabilities	-	-
Total	969,000	3,060,828

Bank loans with the Turkish Lira as currency unit and which have not been depreciated are called revolving loans. Loans denominated in foreign currencies are the accrued interest of the loans which were pushed into default in previous periods. Loans denominated in foreign currencies consist of the Company's debt to the Export - Import Bank of the United States.

The bank loan used from foreign countries was not directly used from the Export - Import Bank of the United States. Instead, this bank was the loan guarantor. As payments were not made to the other banks from which the loan was granted, the related banks took recourse to the Export - Import Bank of the United States, and they have all collected their payments. The Export - Import Bank of the United States has taken recourse to İhlas Gazetecilik A.Ş. and İhlas Holding because of this debt. The principle payments of the debt were made in full in 2008, and a payment plan was prepared on June 13, 2008, covering the interests for the years 2009 and 2010. All payments were made according to this payment plan, and as of 31/12/2010, the Company does not have any debt remaining.

Note 10 - Trade Receivables and Payables

	31.12.2010	31.12.2009
Trade receivables from related parties⁽¹⁾	8,026,380	8,993,499
- Gross amounts of trade receivables without a promissory note	8,644,803	9,344,011
- Gross amount of postdated checks and notes payable	-	287,638
- Minus: Trade receivables accrual from related parties	(618,423)	(638,150)
Other trade receivables	43,611,890	58,827,784
- Buyers	22,718,919	34,154,894
- Postdated checks and notes receivables	22,185,270	25,437,792
- Doubtful trade receivables	6,398,521	5,876,448
- Minus: Trade receivables accrual	(1,868,719)	(2,603,565)
- Minus: Provision for doubtful receivables ⁽²⁾	(5,822,101)	(4,037,785)
Total	51,638,270	67,821,283

⁽¹⁾ Related details are described in Note 37.

⁽²⁾ Reconciliation regarding the provision for doubtful trade receivables as of the beginning and end of the period is as follows:

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	31.12.2010	31.12.2009
Balance as of January 1	(4,037,785)	(3,856,125)
Provisions no longer required in the current period	377,117	731,845
Provision amount of the current period	(2,161,433)	(913,505)
Balance as of the end of the period	(5,822,101)	(4,037,785)

In addition to the allocated provisions, the ageing analysis for those without an allocated provision for impairment, even though they are past due, and for those that are overdue and a provision for impairment was allocated, are described in detail in Note 39-E.

The maturity analysis of (net) trade receivables which are not past due as of the dates 31.12.2010 and 31.12.2009 are presented in Note 39-E.

	31.12.2010	31.12.2009
Trade payables to related parties⁽³⁾	113,674	2,057,496
- Gross amounts of trade payables without a promissory note	115,118	2,126,239
- Minus: Accrued trade payables to related parties	(1,444)	(68,743)
Other trade payables	3,430,635	11,008,057
- Gross amount of vendors	3,474,123	4,347,698
- Postdated checks and the gross amount of notes payable	-	6,839,000
- Minus: Accrued trade payables	(43,488)	(178,641)
Total	3,544,309	13,065,553

⁽³⁾ Related details are described in Note 37.

Note 11 - Other Receivables and Payables

	31.12.2010	31.12.2009
Deposits and guarantees given	5,200	5,200
Other Receivables (Short-Term)	5,200	5,200
Deposits and guarantees given	1,728	1,728
Other Receivables (Long-Term)	1,728	1,728
	31.12.2010	31.12.2009
Payables to personnel	942,426	743,432
- Payables to key personnel ⁽¹⁾	18,089	6,272
- Payables to other personnel	924,337	737,160
Payables to the directorate of Yenibosna tax office	-	88,621
Other various payables	27,353	10,969
Other Payables	969,779	843,022

⁽¹⁾ Described in Note 37.

Note 12 - Receivables and Payables Resulting from Financial Sector Operations

31.12.2010: None (31.12.2009: None).

Note 13 - Inventories

	31.12.2010	31.12.2009
Starting materials and supplies	6,150,917	2,252,881
Finished goods	115,474	327,086
Goods	234,076	946,652
Provision for inventory impairment (-)	(75,640)	(47,250)
Total	6,424,827	3,479,369

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Reconciliation regarding the provision for inventory impairment as of the beginning and end of the period is as follows:

	31.12.2010	31.12.2009
Balance as of the beginning of the period	(47,250)	(89,646)
Provision for impairment (-) / provisions that are no longer required	(28,390)	42,396
Balance as of the end of the period	(75,640)	(47,250)

There are no inventories presented as guarantee for the Company's liabilities (Previous period: None).

As inventories are not covered by the qualifying asset definition in the standard IAS 23 "Borrowing Costs", financing expenses regarding the inventories are associated with the income statement and they are not capitalized.

Note 14 - Biological Assets

31.12.2010: None (31.12.2009: None).

Note 15 - Balances Related to Construction Contracts in Progress

31.12.2010: None (31.12.2009: None).

Note 16 - Investments Evaluated with the Equity Method

31.12.2010: None (31.12.2009: None).

Note 17 - Investment Property**January 01 - December 31, 2010**

	01.01.2010	Inputs	Outputs	Transfers	31.12.2010
Investment Property					
Lands	32,638,569	9,753,657	-	-	42,392,226
Buildings	27,193,963	7,062,993	-	-	34,256,956
Total	59,832,532	16,816,650	-	-	76,649,182
Minus: Accumulated Depreciation					
Buildings	(3,604,243)	(626,281)	-	-	(4,230,524)
Total	(3,604,243)	(626,281)	-	-	(4,230,524)
Investment Property (net)	56,228,289				72,418,658

The investment purpose real estates received by the Company through financial leasing are as follows:

	01.01.2010	Inputs	Outputs	Transfers	31.12.2010
Investment Property					
Lands	17,415,321	-	-	-	17,415,321
Buildings	13,252,607	-	-	-	13,252,607
Total	30,667,928	-	-	-	30,667,928
Minus: Accumulated Depreciation					
Buildings	(2,530,408)	(300,643)	-	-	(2,831,051)
Toplam	(2,530,408)	(300,643)	-	-	(2,831,051)
Investment Property (net)	28,137,519				27,836,877

January 01 - December 31, 2009

	01.01.2009	Inputs	Outputs	Transfers	31.12.2009
Investment Property					
Lands	32,579,276	59,293	-	-	32,638,569
Buildings	27,193,963	-	-	-	27,193,963
Toplam	59,773,239	59,293	-	-	59,832,532
Minus: Accumulated Depreciation					
Buildings	(3,060,364)	(543,879)	-	-	(3,604,243)
Total	(3,060,364)	(543,879)	-	-	(3,604,243)
Investment Property (net)	56,712,875				56,228,289

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

The investment purpose real estates received by the Company through financial leasing are as follows:

	01.01.2009	Inputs	Outputs	Transfers	31.12.2009
Investment Property					
Lands	17,415,321	-	-	-	17,415,321
Buildings	13,252,607	-	-	-	13,252,607
Toplam	30,667,928	-	-	-	30,667,928
Minus: Accumulated Depreciation					
Buildings	(2,229,766)	(300,643)	-	-	(2,530,408)
Total	(2,229,766)	(300,643)	-	-	(2,530,408)
Investment Property (net)	28,438,162				28,137,519

The total amounts of pledges, restrictions or mortgages on the Company's real estate properties with investment purposes are TL 107,400,000 and US\$ 25,000,000. (31.12.2009: TL 67,400,000 and US\$ 25,000,000)

The Company has no investment purpose real estate properties that are already being used and have been fully amortized.

As investment purpose real estate properties are not covered by the qualifying asset definition in the standard IAS 23 "Borrowing Costs", financing expenses regarding investment purpose real estate properties are associated with the income statement and they are not capitalized.

Details regarding upward and downward trends in the value of lands, lots and buildings that are investment purpose real estate properties, are as follows: (According to the gross value method)

	31.12.2010	31.12.2009
Fair values (a)	13,498,805	13,498,805
- Revalued cost value	13,600,265	13,600,265
- Revalued accumulated depreciation (-)	(101,460)	(101,460)
Book values (b)	11,016,630	11,016,630
- Cost value	11,100,000	11,100,000
- Accumulated depreciation (-)	(83,370)	(83,370)
Increases in value (a-b)	2,482,175	2,482,175
Fair vales (a)	44,240,982	44,240,982
- Revalued cost value	46,169,978	46,169,978
- Revalued accumulated depreciation (-)	(1,928,996)	(1,928,996)
Book values (b)	64,299,408	64,299,408
- Cost value	66,691,900	66,691,900
- Accumulated depreciation (-)	(2,392,492)	(2,392,492)
Decreases in value (-) (a-b)	(20,058,426)	(20,058,426)

The Company has hired an expertise service for its lands, lots and buildings, and the calculations for impairment and revaluation increases were performed in accordance with the appraisal reports (The fair value method).

The fair value of all the investment purpose real estate properties was determined by an independent and expert institution (expert). Information regarding the valuation process is as follows:

Fixed Assets ^(*)	Date of Entry	Appraisal Values	The Company Performing the Valuation	The Date of the Valuation	Methods Used in the Valuation
Independent Sections No. 8 - 9 - 10 - 11 - 12	16.08.2001	29,766,000	Vektör Gayrimenkul Değerleme A.Ş.	02.12.2009	Cost Method Peer Comparison Method Income Capitalization Method
Independent Section No. 5	05.08.2004	6,600,000	Vektör Gayrimenkul Değerleme A.Ş.	21.10.2009	Cost Method Peer Comparison Method Income Capitalization Method
Independent Section No. 3	05.08.2004	6,600,000	Vektör Gayrimenkul Değerleme A.Ş.	02.12.2009	Cost Method Peer Comparison Method Income Capitalization Method
Independent Section No. 2	02.06.2005	6,600,000	Vektör Gayrimenkul Değerleme A.Ş.	02.12.2009	Cost Method Peer Comparison Method Income Capitalization Method
Independent Section No. 4	26.12.2007	6,600,000	Vektör Gayrimenkul Değerleme A.Ş.	02.12.2009	Cost Method Peer Comparison Method Income Capitalization Method

^(*) These are the independent sections located within Istanbul City, Bahçelievler District, Yenibosna Mah. Plot 24, Parcel No. 10913.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 18 - Tangible Fixed Assets**January 01 - December 31, 2010**

	01.01.2010	Inputs	Outputs	Transfers	31.12.2010
Cost					
Land and land improvements	151,041	12,754,098	-	-	12,905,139
Buildings	109,374	6,170,902	-	-	6,280,276
Plant, machinery and equipment	80,254,779	6,501,784	(360,484)	-	86,396,079
Vehicles	745,806	242,907	(51,685)	-	937,028
Fixtures	6,915,845	322,787	-	-	7,238,632
Total	88,176,845	25,992,478	(412,169)	-	113,757,154
Minus: Accumulated Depreciation					
Buildings	(14,219)	(83,431)	-	-	(97,650)
Plant, machinery and equipment	(66,617,146)	(5,584,652)	155,437	-	(72,046,361)
Vehicles	(498,204)	(142,690)	43,263	-	(597,631)
Fixtures	(5,938,280)	(476,251)	-	-	(6,414,531)
Total	(73,067,849)	(6,287,024)	198,700	-	(79,156,173)
Tangible Fixed Assets (net)	15,108,996				34,600,981

The tangible fixed assets received by the Company through financial leasing are as follows:

	01.01.2010	Inputs	Outputs	Transfers	31.12.2010
Cost					
Plant, machinery and equipment	2,914,934	4,791,342	(173,611)	-	7,532,665
Total	2,914,934	4,791,342	(173,611)	-	7,532,665
Minus: Accumulated Depreciation					
Plant, machinery and equipment	(874,483)	(376,910)	85,359	-	(1,166,034)
Total	(874,483)	(376,910)	85,359	-	(1,166,034)
Tangible Fixed Assets (net)	2,040,451				6,366,631

January 01 - December 31, 2009

	01.01.2009	Inputs	Outputs	Transfers	31.12.2009
Cost					
Land and land improvements	2,761,041	-	(2,610,000)	-	151,041
Buildings	2,091,891	-	(1,982,517)	-	109,374
Plant, machinery and equipment	79,485,480	772,423	(3,124)	-	80,254,779
Vehicles	699,956	67,954	(22,104)	-	745,806
Fixtures	6,858,716	57,129	-	-	6,915,845
Total	91,897,084	897,506	(4,617,745)	-	88,176,845
Minus: Accumulated Depreciation					
Buildings	(64,898)	(41,838)	92,517	-	(14,219)
Plant, machinery and equipment	(58,659,586)	(7,959,356)	1,796	-	(66,617,146)
Vehicles	(381,361)	(138,947)	22,104	-	(498,204)
Fixtures	(5,299,787)	(638,493)	-	-	(5,938,280)
Total	(64,405,632)	(8,778,634)	116,417	-	(73,067,849)
Tangible Fixed Assets (net)	27,491,452				15,108,996

The tangible fixed assets received by the Company through financial leasing are as follows:

	01.01.2009	Inputs	Outputs	Transfers	31.12.2009
Cost					
Plant, machinery and equipment	2,914,934	-	-	-	2,914,934
Total	2,914,934	-	-	-	2,914,934
Minus: Accumulated Depreciation					
Plant, machinery and equipment	(582,990)	(291,493)	-	-	(874,483)
Total	(582,990)	(291,493)	-	-	(874,483)
Tangible Fixed Assets (net)	2,331,944				2,040,451

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

The details regarding real estate properties that have been acquired within the current period, by considering the valuation reports conducted by independent valuation companies, and the details regarding the valuation reports, are as follows:

Real Estate Properties	Appraisal Values	Acquisition Cost	The Company Performing the Valuation	The Date of the Valuation Report	Methods Used in the Valuation
1397 Sok., No: 3 Kahramanlar, Konak / İzmir	6,675,000	6,675,000	Elit Gayrimenkul Değerleme A.Ş.	10.12.2009	Cost Method, Peer Comparison Method, Income Capitalization Method
Mürselpaşa Bulvarı, No:161 Kahramanlar, Konak / İzmir	5,275,000	5,275,000	Elit Gayrimenkul Değerleme A.Ş.	10.12.2009	Cost Method, Peer Comparison Method, Income Capitalization Method
12553 Ada, 11 Parsel, Koyunlar Köyü, Kepez / Antalya	4,880,000	5,050,000	Epos Gayrimenkul Danışmanlık ve Değerleme A.Ş.	20.01.2010	Cost Method, Peer Comparison Method,
Samsun-Ordu Karayolu 13. km, 19 Mayıs Mah., 719 Ada, 2 ve 3 no.lu parseller Tekkeköy / Samsun	1,075,000	1,075,000	Elit Gayrimenkul Değerleme A.Ş.	10.12.2009	Cost Method, Peer Comparison Method, Income Capitalization Method
Levent Mah., Girne Bulvarı, No: 200 / A, (1927 Ada, parcel No. 187) Yüreğir / Adana	850,000	850,000	Elit Gayrimenkul Değerleme A.Ş.	09.12.2009	Cost Method, Peer Comparison Method, Income Capitalization Method
	18,755,000	18,925,000			

The total amount of pledges, restrictions or mortgages on the Company's tangible fixed assets is TL 28,830,000 and US\$ 6,400,000. (31/12/2009: US\$ 1,300,000)

94

The Company's tangible fixed assets that are already being used and have been fully amortized are as follows:

	31.12.2010	31.12.2009
Plant, machinery and equipment	63,595,563	-
Vehicles	215,647	-
Fixtures	5,428,243	1,785,577
Total	69,239,453	1,785,577

As tangible fixed assets are not covered by the qualifying asset definition in the standard IAS 23 "Borrowing Costs", financing expenses regarding tangible fixed assets are associated with the income statement and they are not capitalized.

The Company does not possess any tangible fixed assets that are temporarily in an inactive condition.

As required by the standard IAS 36 "Impairment of Assets", the Company has performed an impairment test on its tangible fixed assets. The results of the impairment test indicated that the net selling prices of the assets (their fair value after deduction of the related sales costs) are greater than the book value of the assets. Therefore, it was deemed unnecessary to calculate their use values and no impairment provisions were allocated.

Not 19 - Intangible Fixed Assets**January 01 - December 31, 2010**

	01.01.2010	Inputs	Outputs	Cancellation of Impairment Provision	31.12.2010
Cost					
Brand	51,876,000	-	-	4,249,860	56,125,860
Computer software	117,181	-	-	-	117,181
Total	51,993,181	-	-	4,249,860	56,243,041
Minus: Accumulated Depreciation					
Computer software	(117,016)	(165)	-	-	(117,181)
Total	(117,016)	(165)	-	-	(117,181)
Intangible Fixed Assets (net)	51,876,165				56,125,860

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

January 01 - December 31, 2009

	01.01.2009	Inputs	Outputs	31.12.2009
Cost				
Brand	51,876,000	-	-	51,876,000
Computer software	117,181	-	-	117,181
Total	51,993,181	-	-	51,993,181
Minus: Accumulated Depreciation				
Computer software	(108,151)	(8,865)	-	(117,016)
Total	(108,151)	(8,865)	-	(117,016)
Intangible Fixed Assets (net)	51,885,030			51,876,165

Gross book values of the Company's intangible fixed assets that are already being used and have been fully amortized are as follows:

	31.12.2010	31.12.2009
Other intangible fixed assets	117,181	117,016
Total	117,181	117,016

There are no pledges, restrictions or mortgages over the intangible fixed assets that belong to the Company.

The Company has conducted an impairment test on its intangible fixed assets as of the dates December 31, 2010, and December 31, 2009. Due to the results of the impairment test, it was decided that there were no impairments for the Company's intangible fixed assets which have a limited useful life. During the evaluation on whether the brand value has an unlimited useful life, the concept of continuity was taken into account.

During the applications regarding the Company's initial transition to IFRS, a brand valuation was conducted by AGD Bağımsız Denetim ve Danışmanlık SMMM A.Ş. on March 15, 2010 for the opening financial statements dated 01/01/2007. In the course of this brand valuation, the Company-owned brand, "Türkiye", was subjected to an impairment test. During the initial public offering, the Company conducted much image advertising in both written and visual media platforms in May and June of 2010. In addition, as April 22, 2010, was the 40th anniversary of Türkiye Newspaper' publishing career, the Company conducted many advertising programs both in the written and visual media. Based on these two heavy advertising schedules, brand recognition progressed, and this change caused an adjustment in the brand value. Therefore, Güreli Yeminli Mali Müşavirlik ve Bağımsız Denetim Hizmetleri A.Ş. was hired for a new brand evaluation and, after another impairment test, the Company was presented with a new brand valuation report on August 27, 2010. Summarized information, assumptions and methods regarding the aforementioned new brand valuation report, which was conducted by Güreli Yeminli Mali Müşavirlik ve Bağımsız Denetim Hizmetleri A.Ş. on August 27, 2010, are as follows:

- During the brand valuation, the factors taken into consideration by the valuation company were the macroeconomic factors (economic indicators (the gross national product, inflation rates)), data regarding the media and printing industries (newspaper circulations, advertising revenues, etc.)), in addition to the financial statements and projections regarding İhlas Gazetecilik.

- The methods used for the valuation: During the brand valuation works, the methods that were the most useful included The Method of Determining the Brand by Separating Goodwill from the Brand, The Method of Freeing from Name Rights, and the method which is used most by the OECD and Financial Institutions - the Profit Sharing Method.

- In the valuation conducted in accordance with the Method of Freeing from Name Rights, the value of the brand was calculated as TL 33,419,268. In the valuation conducted in accordance with the Method of Determining the Brand by Separating Goodwill from the Brand, the value of the brand was calculated as TL 56,125,860. In the valuation conducted in accordance with the Profit Sharing Method, the value of the brand was calculated as TL 38,637,511 for 25% of the reduced income, and as TL 77,275,022 for 50% of the reduced income.

- Among the above methods, the appraisal company has chosen TL 56,125,860, which was determined by using the Method of Determining the Brand by Separating Goodwill from the Brand, as the amount that represents the value of the brand "Türkiye" in a realistic manner.

(Summarized information, assumptions and methods regarding the brand valuation for the brand in question, which was conducted by AGD Bağımsız Denetim ve Danışmanlık SMMM A.Ş. on March 15, 2010 for the opening financial statements dated 01/01/2007, are as follows:

- During the brand valuation, the factors taken into consideration by the valuation company were the macroeconomic factors (economic indicators (the gross national product, inflation rates)), data regarding the media industry (newspaper circulations, advertising revenues, etc.)), in addition to financial statements and projections regarding İhlas Gazetecilik.

- The methods used for the valuation: During the brand valuation works, the methods that were the most useful included The Method of Determining the Brand by Separating Goodwill from the Brand, The Method of Freeing from Name Rights, and the method which is used most by the OECD and Financial Institutions - the Profit Sharing Method.

- In the valuation conducted in accordance with the Method of Freeing from Name Rights, the value of the brand was calculated as TL 44,397,011. In the valuation conducted in accordance with the Method of Determining the Brand by Separating Goodwill from the Brand, the

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

value of the brand was calculated as TL 51,876,000. In the valuation conducted in accordance with the Profit Sharing Method, the value of the brand was calculated as TL 44,667,151 for 25% of the reduced income, and as TL 89,334,303 for 50% of the reduced income.

- Among the above methods, the appraisal company has chosen TL 51,876,000, which was determined by using the Method of Determining the Brand by Separating Goodwill from the Brand, as the amount that represents the value of the brand "Türkiye" in a realistic manner.)

According to the expertise reports, the provisions for impairment regarding the brand are as follows:

	31.12.2010	31.12.2009
Book value of the brand (a)	79,875,083	79,875,083
Appraisal value (b)	56,125,860	51,876,000
Provision for impairment (b-a)	(23,749,223)	(27,999,083)

TL 56,125,860 is presented by the recent valuation report conducted by Güreli Yeminli Mali Müşavirlik ve Bağımsız Denetim Hizmetleri A.Ş., dated August 27, 2010. TL 51,876,000 is presented by the previous valuation report. In the attached summarized financial statements, the Company has reflected the TL 4,249,860 difference between the two on its other operating income account as provisions are no longer required for impairment of the brand (See: Note 31).

Note 20 - Goodwill

31.12.2010: None (31.12.2009: None).

Note 21 - Government Grants and Incentives

31.12.2010: None (31.12.2009: None).

Note 22 - 23 - Provisions, Contingent Assets and Liabilities, Commitments

a) Guarantees, mortgages and pledges given by the Company:

The Company's charts regarding its position on guarantees, pledges and mortgages (GPM) are as follows:

GPMs Given by the Company (31.12.2010)	US\$ Balance	EURO Balance	TL Balance	Total (TL Equivalent)
A. The Total Amount of GPMs Given by the Company on Behalf of Its Own Legal Entity (See: articles b and d)	6,550,000	88,851	903,001	11,211,365
B. The Total Amount of GPMs Given by the Company in Favor of Its Partnerships Which are Included in the Scope of Full Consolidation	-	-	-	-
C. The Total Amount of GPMs Given by the Company to Guarantee the Debts of Other 3rd Parties in Order to Execute Ordinary Business Activities	-	-	--	-
D. The Total Amount of Other GPMs Given by the Company	33,432,847	225,000	141,822,769	193,970,998
i. The Total Amount of GPMs Given by the Company in Favor of the Main Partnership	-	-	-	-
ii. The Total Amount of GPMs Given by the Company in Favor of Other Related Companies Which are not Included in the Scopes of Articles B and C (See: articles b, d and e)	33,432,847	225,000	141,822,769	193,970,998
iii. The Total Amount of GPMs Given by the Company in Favor of Third Parties Which are Included in the Scope of Article C	-	-	-	-
Total	39,982,847	313,851	142,725,770	205,182,363
Total Shareholders' Equity of the Company (Note 27)				207,427,865
The ratio of the other GPMs given by the Company over the Company's shareholders' equity				94%

GPMs Given by the Company (31.12.2009)	US\$ Balance	EURO Balance	TL Balance	Total (TL Equivalent)
A. The Total Amount of GPMs Given by the Company on Behalf of Its Own Legal Entity (See: articles b and d)	1,450,658	-	887,206	3,071,461
B. The Total Amount of GPMs Given by the Company in Favor of Its Partnerships Which are Included in the Scope of Full Consolidation	-	-	-	-
C. The Total Amount of GPMs Given by the Company to Guarantee the Debts of Other 3rd Parties in Order to Execute Ordinary Business Activities	-	-	-	-
D. The Total Amount of Other GPMs Given by the Company	34,949,591	342,812	95,227,419	148,591,595
i. The Total Amount of GPMs Given by the Company in Favor of the Main Partnership	-	-	-	-
ii. The Total Amount of GPMs Given by the Company in Favor of Other Related Companies Which are not Included in the Scopes of Articles B and C (See: articles b, d and e)	34,949,591	342,812	95,227,419	148,591,595
iii. The Total Amount of GPMs Given by the Company in Favor of Third Parties Which are Included in the Scope of Article C	-	-	-	-
Total	36,400,249	342,812	96,114,625	151,663,056
Total Shareholders' Equity of the Company (Note 27)				200,811,444
The Ratio of Other GPMs Given by the Company over the Company's Shareholders' Equity				74%

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

b) Existing mortgages on the active values of the Company:

As of the date 31.12.2010:

Description	Payee	Province	Mortgage Date	Mortgage Amount	Degree	Client Code	Beneficiary
Independent section No. 9 ^(*)	Creditwest Faktoring	Istanbul	02.07.2009	TL 3,000,000	1		Given in favor of associated companies
Independent section No. 4 ^(*)	Halkbank	Istanbul	15.06.2009	US\$ 4,500,000	1		Given in favor of associated companies
Independent section No. 4 ^(*)	Halkbank	Istanbul	15.06.2009	TL 9,000,000	2		Given in favor of associated companies
Independent section No. 10 ^(*)	Halkbank	Istanbul	18.06.2009	TL 3,500,000	1		Given in favor of associated companies
Independent section No. 10 ^(*)	Halkbank	Istanbul	18.06.2009	TL 7,000,000	2		Given in favor of associated companies
Independent section No. 11 ^(*)	Halkbank	Istanbul	18.06.2009	US\$ 3,500,000	1		Given in favor of associated companies
Independent section No. 11 ^(*)	Halkbank	Istanbul	18.06.2009	TL 7,000,000	2		Given in favor of associated companies
Independent sections No. 2, 3 and 5 ^(*)	Halkbank	Istanbul	19.06.2009	US\$ 13,500,000	1	Mutual	Given in favor of associated companies
Independent sections No. 2, 3 and 5 ^(*)	Halkbank	Istanbul	19.06.2009	TL 27,000,000	2	Mutual	Given in favor of associated companies
Independent section No. 8 ^(*)	Türkiye Finans	Istanbul	09.01.2009	TL 6,700,000	1		Given in favor of associated companies
Independent section No. 12 ^(*)	Türkiye Finans	Istanbul	27.02.2009	TL 7,700,000	1		Given in favor of associated companies
Independent section No. 13 ^(*)	Denizbank	Istanbul	12.02.2010	TL 40,000,000	1		Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	27.09.1993	TL 30,000	1	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	12.09.1994	TL 200,000	2	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 35	İş Bankası	Izmir	22.07.1996	TL 500,000	3	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	21.07.2000	TL 2,500,000	4	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	13.08.2001	TL 2,000,000	5	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	08.02.2002	TL 15,000,000	6,7	Mutual	Given in favor of associated companies
Izmir Konak Building Parcel 32	İş Bankası	Izmir	28.06.2002	TL 8,000,000	7	Mutual	Given in favor of associated companies
Adana Printing House Building Parcel 187	İş Bankası	Adana	03.10.1995	TL 150,000	1		Given in favor of associated companies
Adana Printing House Building Parcel 187	İş Bankası	Adana	21.07.2000	TL 450,000	2		Given in favor of associated companies
Antalya Printing House Building	İng Bank	Antalya	10.07.2009	US\$ 5,100,000	1		Given in favor of its own legal entity
Adana Printing House Building	İng Bank	Adana	10.07.2009	US\$ 1,300,000	1		Given in favor of its own legal entity
Total TL				TL 136,230,000			
Total US\$				US\$ 31,400,000			

^(*) These are the independent sections located within Istanbul City, Bahçelievler District, Yenibosna Mah. Plot 24, Parcel No. 10913.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

As of the date 31.12.2009:

Description	Payee	Province	Mortgage Date	Mortgage Amount	Degree	Client Code	Beneficiary
Independent section No. 9 ^(c)	Creditwest Faktoring	İstanbul	02.07.2009	TL 3,000,000	1		Given in favor of associated companies
Independent section No. 4 ^(c)	Halkbank	İstanbul	15.06.2009	US\$ 4,500,000	1		Given in favor of associated companies
Independent section No. 4 ^(c)	Halkbank	İstanbul	15.06.2009	TL 9,000,000	2		Given in favor of associated companies
Independent section No. 10 ^(c)	Halkbank	İstanbul	18.06.2009	US\$ 3,500,000	1		Given in favor of associated companies
Independent section No. 10 ^(c)	Halkbank	İstanbul	18.06.2009	TL 7,000,000	2		Given in favor of associated companies
Independent section No. 11 ^(c)	Halkbank	İstanbul	18.06.2009	US\$ 3,500,000	1		Given in favor of associated companies
Independent section No. 11 ^(c)	Halkbank	İstanbul	18.06.2009	TL 7,000,000	2		Given in favor of associated companies
Independent sections No. 2, 3 and 5 ^(c)	Halkbank	İstanbul	19.06.2009	US\$ 13,500,000	1	Mutual	Given in favor of associated companies
Independent sections No. 2, 3 and 5 ^(c)	Halkbank	İstanbul	19.06.2009	TL 27,000,000	2	Mutual	Given in favor of associated companies
Independent section No. 8 ^(c)	Türkiye Finans	İstanbul	09.01.2009	TL 6,700,000	1		Given in favor of associated companies
Independent section No. 12 ^(c)	Türkiye Finans	İstanbul	27.02.2009	TL 7,700,000	1		Given in favor of associated companies
Adana Printing House Building	Ing Bank	Adana	10.07.2009	US\$ 1,300,000	1		Given in favor of its own legal entity
Total TL				TL 67,400,000			
Total US\$				US\$ 26,300,000			

c) The total amount of mortgages and other guarantees received by the Company in return for its receivables is as follows:

31.12.2010: None (31.12.2009: None).

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

d) Commitments that are not included in the balance sheet, which are given by the Company in favor of its own legal entity:

As of the date 31.12.2010:

Type of Commitment	Starting Date	Commitment's Termination Date	Commitment's Granting Reason	To Whom It Was Given	Currency Unit	Amounts in TL Currency
Letter of Guarantee	09.11.1998	Indefinite	Aircraft Hangar Construction	Devlet Hava Meydanları İşl. Gen. Müd.	US\$	231,900
Letter of Guarantee	07.11.2003	Indefinite	Electricity	Adana Elektrik Dağ. Müesse. Müd.	TL	7,371
Letter of Guarantee	01.03.2006	Indefinite	Execution	Directorate of Tokat 2nd Execution Office	TL	18,000
Letter of Guarantee	14.04.2006	Indefinite	Gas	İgdaş	TL	12,350
Letter of Guarantee	01.06.2007	Indefinite	Electricity	Tedaş Adana	TL	2,629
Letter of Guarantee	08.06.2007	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	910
Letter of Guarantee	08.10.2008	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	678
Letter of Guarantee	03.11.2008	Indefinite	Gas	İgdaş	TL	14,840
Letter of Guarantee	09.03.2009	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	1,134
Letter of Guarantee	02.05.2009	Indefinite	Electricity	Gediz Elektrik Dağıtım	TL	15,360
Letter of Guarantee	07.08.2009	Indefinite	Petrol	Shell & Turcas Petrol A.Ş.	TL	45,000
Letter of Guarantee	26.01.2010	Indefinite	Electricity	T.C. Gediz Elektrik Dağıtım A.Ş. İzmir	TL	960
Letter of Guarantee	26.01.2010	Indefinite	Electricity	T.C. Akdeniz Elektrik Dağıtım A.Ş. Antalya	TL	605
Letter of Guarantee	23.02.2010	Indefinite	Bid	T.C M.E.B Devlet Kitapları	TL	26,000
Letter of Guarantee	01.03.2010	14.02.2011	Newspaper Printing	Istanbul Chamber of Commerce	TL	160,000
Letter of Guarantee	01.04.2010	Indefinite	Electricity	Gediz Elektrik Dağıtım	TL	2,880
Letter of Guarantee	26.04.2010	Indefinite	Electricity	Başkent Elektrik Dağıtım A.Ş. İzmir	TL	4.015
Letter of Guarantee	27.05.2010	Indefinite	Natural Gas	İgdaş	TL	7,402
Letter of Guarantee	14.06.2010	Indefinite	Court	Directorate of Istanbul 14th Execution Office	TL	23,050
Letter of Guarantee	10.08.2010	Indefinite	Electricity	Trabzon Arsin Org. San. Bölgesi	TL	15,000
Letter of Guarantee	20.07.2010	Indefinite	Bid	T.C. M.E.B Devlet Kitapları	TL	324,240
Letter of Guarantee	20.10.2010	30.06.2012	Bid	Tübitak	TL	64,074
Letter of Guarantee	11.11.2010, 27.12.2010	27.03.2011, 30.11.2013	Bid	Tübitak	EURO	182,064
Letter of Guarantee	23.11.2010,	14.02.2011,	Bid	Department of Religious Affairs	TL	49,620
Letter of Guarantee	15.12.2010	31.12.2012	Bid	T.C. Kadıköy Belediye Başkanlığı Destek Hiz. Müd.	TL	25,763
Letter of Guarantee	17.12.2010	31.12.2011	Bid	Belya Ankara Metropolitan Municipality	TL	81,120
Total TL						1,316,965

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

As of the date 31.12.2009:

Type of Commitment	Starting Date	Commitment's Termination Date	Commitment's Granting Reason	To Whom It Was Given	Currency Unit	Amounts in TL Currency
Letter of Guarantee	09.11.1998	Indefinite	Aircraft Hangar Construction	Devlet Hava Meydanları İşl. Gen. Müd.	US\$	226,845
Letter of Guarantee	07.11.2003	Indefinite	Electricity	Adana Elektrik Dağ. Müesse. Müd.	TL	7,371
Letter of Guarantee	01.03.2006	Indefinite	Execution	Directorate of Tokat 2nd Execution Office	TL	18,000
Letter of Guarantee	14.04.2006	Indefinite	Gas	İgdaş	TL	12,350
Letter of Guarantee	02.05.2009	Indefinite	Electricity	Gediz Elektrik Dağıtım	TL	15,360
Letter of Guarantee	01.06.2007	Indefinite	Electricity	Tedaş Adana	TL	2,629
Letter of Guarantee	08.06.2007	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	910
Letter of Guarantee	11.06.2007	Indefinite	Electricity	Bedaş Elektrik Dağ. Ankara	TL	3,250
Letter of Guarantee	28.03.2008	01.03.2010	Research Consultancy	Taylor Nelson Sofres Piar Araş. Dan.	TL	25,826
Letter of Guarantee	08.10.2008	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	678
Letter of Guarantee	03.11.2008	Indefinite	Gas	İgdaş	TL	14,840
Letter of Guarantee	24.12.2008	31.01.2010	Bid	T.C. Kadıköy Belediyesi	TL	24,570
Letter of Guarantee	28.01.2009	28.01.2010	Newspaper printing	Istanbul Chamber of Commerce	TL	24,000
Letter of Guarantee	28.01.2009	28.01.2010	Tag packaging	Istanbul Chamber of Commerce	TL	34,000
Letter of Guarantee	09.03.2009	Indefinite	Electricity	Akdeniz Elektrik Antalya	TL	1,134
Letter of Guarantee	07.05.2009	Indefinite	Book publishing	Republic of Turkey Ministry of National Education	TL	500,000
Letter of Guarantee	07.08.2009	Indefinite	Petrol	Shell & Turcas Petrol A.Ş.	TL	45,000
Letter of Guarantee	28.07.2009	01.02.2010	Paper purchasing	Istanbul Chamber of Commerce	TL	22,000
Letter of Guarantee	22.10.2009	20.01.2010	Bid	Department of Religious Affairs	TL	30,000
Letter of Guarantee	20.10.2009	18.01.2010	Bid	Department of Religious Affairs	TL	30,000
Letter of Guarantee	16.12.2009	31.12.2010	Bid	T.C. Kadıköy Belediyesi	TL	15,288
Letter of Guarantee	21.12.2009	20.04.2010	Bid	Republic of Turkey Ministry of National Education	TL	60,000
Total TL						1,114,051

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

e) Liabilities such as guarantees, commitments, securities, advance payments and endorsements, granted by the Company in favor of its partners and / or other related companies:

As of the date 31.12.2010:

Type of Commitment	Starting Date	Commitment's Termination Date	Commitment's Granting Reason	Beneficiary	Currency Unit	Amounts in TL Currency
Non Cash Security Guarantee	19.01.2007	Indefinite	Purchase of Service	İhlas Holding A.Ş.	US\$	154,600
Non Cash Security Guarantee	22.02.2007	Indefinite	Purchase of Service	TGRT Haber TV A.Ş.	US\$	405,408
Non Cash Security Guarantee	14.07.2009	07.11.2011	Contract Assurance	İhlas Yayın Holding A.Ş.	US\$	9,385,174
Cash Guarantee	-	-	Bank loan	İhlas Pazarlama A.Ş.	US\$	3,092,000
Non Cash Security Guarantee	04.11.2008	Indefinite	ATK-1 geothermal well	İhlas Holding A.Ş.	TL	16,080
Non Cash Security Guarantee	22.01.2009	22.01.2011	Armutlu holiday camp electricity	İhlas Holding A.Ş.	TL	66,000
Non Cash Security Guarantee	23.02.2007	Süresiz	Execution Vildan Küçükali	İhlas Holding A.Ş.	TL	17,500
Non Cash Security Guarantee	14.05.2009	Süresiz	For Construction Excavation	İhlas Holding A.Ş.	TL	50,000
Non Cash Security Guarantee	22.01.2009, 26.02.2010	22.01.2011, 26.02.2011	Electricity Assurance	İhlas Holding A.Ş.	TL	356,600
Non Cash Security Guarantee	04.12.2008, 17.04.1992, 06.09-24.10.1996	Indefinite	Customs Assurance	İhlas Holding A.Ş.	TL	55,029
Non Cash Security Guarantee	31.10.2007	Indefinite	Bid Training Assurance	İhlas Enerji Üret. Dağ. Tic. A.Ş.	TL	180,000
Non Cash Security Guarantee	17.05.2005	Indefinite	Assurance	İhlas Motor A.Ş.	TL	5,500
Non Cash Security Guarantee	18.11.2009	Indefinite	Construction	İhlas Holding A.Ş.	TL	3,620,000
Non Cash Security Guarantee	10.01.2005	Indefinite	Rent License Assurance	İhlas Holding A.Ş.	TL	12,000
Non Cash Security Guarantee	04.11.2008	Indefinite	Assurance	İhlas Holding A.Ş.	TL	92,160
Non Cash Security Guarantee	15.10.1997, 19.07.2007, 22.06.2006, 12.03.2009, 06.08.2009	Indefinite	Court	İhlas Holding A.Ş.	TL	781,950
Non Cash Security Guarantee	13.03.2009	Indefinite	Court	İhlas Ev Aletleri İmalat San. Tic. A.Ş.	TL	264,000
Non Cash Security Guarantee	-	-	Court	TGRT Haber TV A.Ş.	TL	75,950
Non Cash Security Guarantee	17.03.2004, 10.04.2007, 15.06.2009	Indefinite	Customs Assurance	İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.	EURO	461,047
Total TL						19,090,998

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

As of the date 31.12.2009:

Type of Commitment	Starting Date	Commitment's Termination Date	Commitment's Granting Reason	Beneficiary	Currency Unit	Amounts in TL Currency
Letter of Undertaking	13.06.2007	Indefinite	Cheques and notes	İhlas Ev Aletleri İmalat San. Tic. A.Ş.	EURO	254,509
Non Cash Security	04.11.2008	Indefinite	ATK-1 geothermal	İhlas Holding A.Ş.	TL	16,080
Non Cash Security	22.01.2009	22.01.2011	Armutlu holiday camp electricity	İhlas Holding A.Ş.	TL	66,000
Non Cash Security	23.02.2007	Indefinite	Execution Vildan Küçükali	İhlas Holding A.Ş.	TL	17,500
Non Cash Security	12.03.2009	Indefinite	Execution	İhlas Holding A.Ş.	TL	17,900
Non Cash Security	14.05.2009	Indefinite	For Construction Excavation	İhlas Holding A.Ş.	TL	50,000
Non Cash Security	22.01.2009	22.01.2011	Electricity Assurance	İhlas Holding A.Ş.	TL	174,000
Non Cash Security	17.03.2004, 10.04.2007, 15.06.2009	Indefinite	Customs Assurance	İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.	EURO	486,068
Non Cash Security	04.12.2008, 17.04.1992, 06.09-24.10.1996	Indefinite	Customs Assurance	İhlas Holding A.Ş.	TL	55,029
Non Cash Security	13.08.2009	18.02.2010	Bid	İhlas Net A.Ş.	TL	50,000
Non Cash Security	31.10.2007	Indefinite	Bid	İhlas Enerji Üret. Dağ. Tic. A.Ş.	TL	180,000
Non Cash Security	17.05.2005	Indefinite	Training Assurance	İhlas Motor A.Ş.	TL	5,500
Non Cash Security	18.11.2009	Indefinite	Construction	İhlas Holding A.Ş.	TL	3,620,000
Non Cash Security	10.01.2005	Indefinite	Rent	İhlas Holding A.Ş.	TL	12,000
Non Cash Security	08.01-04.11.2008	Indefinite	License Assurance	İhlas Holding A.Ş.	TL	92,160
Non Cash Security	19.07-15.10.2007, 22.06.2006, 12.03-06.08.2009	Indefinite	Court	İhlas Holding A.Ş.	TL	770,350
Non Cash Security	13.03.2009	Indefinite	Court	İhlas Ev Aletleri İmalat San. Tic. A.Ş.	TL	264,000
Non Cash Security	19.01.2007	Indefinite	Purchase of Service	İhlas Holding A.Ş.	US\$	150,570
Non Cash Security	22.02.2007	Indefinite	Purchase of Service	TGRT Haber TV A.Ş.	US\$	394,840
Non Cash Security	14.07.2009	07.11.2010, 07.11.2011	Contract Assurance	İhlas Yayın Holding A.Ş.	US\$	11,424,289
Cash Guarantee	-	-	Factoring	İhlas Pazarlama A.Ş.	TL	2,499,900
Cash Guarantee	-	-	Bank loan	İhlas Pazarlama A.Ş.	TL	1,492,000
Cash Guarantee	-	-	Bank loan	İhlas Pazarlama A.Ş.	US\$	3,011,400
Cash Guarantee	-	-	Bank loan	İhlas Holding A.Ş.	TL	18,000,000
Cash Guarantee	-	-	Bank loan	TGRT Haber TV A.Ş.	TL	445,000
Total TL						43,549,095

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

f) Details regarding lawsuits of the Company as of the dates December 31, 2010, and December 31, 2009, are as follows:

	31.12.2010	31.12.2009
Provisions for lawsuits	57,700	5,000
Debt Provisions (Short-Term)	-	5,000
Provisions for lawsuits	236,180	201,480
Debt Provisions (Long-Term)	236,180	201,480

The transaction information regarding provisions allocated for lawsuits against the Company as of the dates December 31, 2010, and December 31, 2009, are as follows:

	31.12.2010	31.12.2009
Balance at the beginning of the period	206,480	151,480
Payments	(5,000)	-
Provisions for no longer valid lawsuits	(40,000)	
Provision expense	132,400	55,000
Balance at the end of the period	293,880	206,480

The Company did not allocate provision for lawsuits against the Company with high probability of winning. However, the Company has allocated provisions for those lawsuits which might be lost, or in other words, which might lead to the loss of economic resources.

The summarized information regarding the Company's ongoing lawsuits as of December 31, 2010, is provided in the chart below:

	Quantity	Amount
Enforcement proceedings conducted in favor of the Company	79	2,069,946
Enforcement proceedings conducted against the Company	3	101,420
Ongoing lawsuits that were commenced in favor of the Company	5	232,307
Ongoing lawsuits that were commenced against the Company	29	553,180

Note 24 - Benefits Provided to the Personnel

	31.12.2010	31.12.2009
Long-Term Liabilities		
Provision for severance pay	5,619,625	2,789,663
Total	5,619,625	2,789,663

According to Labor Law, the Company is obliged to pay severance pay to its personnel in case of the presence of the following situations, provided that the employee has completed at least one full year of service: if the employment of an employee is terminated without any valid reasons, if the employee is called to duty by the military, if the employee dies. The severance pay which the Company is obliged to pay also applies to staff who have retired after completing the required service time, which is 25 years for men and 20 years for women, provided that they have reached their retirement age, which is 58 years of age for women and 60 years of age for men. The amount to be paid is capped at the following amounts and is equal to one month's salary.

- 31.12.2010: TL 2,517
- 31.12.2009: TL 2,365

On the other hand, the Company is subjected to the "Law on Arrangement of the Relationships between Employees Working in the Press". Therefore, the Company is obliged to pay severance pay to each of its personnel whose employment is terminated after having worked in the Press sector for a minimum of five years, regardless of the grounds of termination. The compensation to be paid is limited to an amount worth 30 days' salary for each year that the employee worked. There are no maximum limit applications when calculating severance pay for press staff.

The right to early retirement for those working in the press, publishing, packaging and printing jobs have been removed as of October 1, 2008.

There are no regulations regarding pension commitments, apart from the legal regulations explained above. As it is not required to allocate a fund, no funds were allocated regarding this liability.

Provision for severance pay is calculated at an estimated value that represents the Company's possible liability in the future, which may arise from the retirement of its employees, on the date of the balance sheet.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

IAS 19 "Benefits to the Employees" requires companies to use actuarial valuation methods when estimating the companies' liabilities within the scope of certain social benefit plans. Accordingly, actuarial assumptions and existing legal obligations were used during calculations regarding the total liability. The main actuarial estimates and assumptions used are as follows:

	31.12.2010	31.12.2009
Discount rate	4.66%	5.92%
Estimated interest rate	10%	11%
Estimated inflation rate (the expected rate of raises in salary)	5.10%	4.80%
Rate of unpaid severance pay liability (average)	4%	3%
	31.12.2010	31.12.2009
Balance on January 1	2,789,663	1,964,887
Payments	(629,864)	(603,631)
Provisions allocated within the period	3,459,826	1,428,407
Balance at the End of the Period	5,619,625	2,789,663

Note 25 - Pension Plans

There are no regulations regarding pension commitments, except for the legal regulations explained in Note 24.

Note 26 - Other Assets and Liabilities

	31.12.2010	31.12.2009
Business advances	5,515,574	13,986,833
Advances given for purchase orders	676,429	411,483
Prepaid tax claims	17,596	21,686
Expenses for future months	7,236	-
Other Current / Floating Assets	6,216,835	14,420,002
Advances paid (for the fixed assets)	25,798	(⁽¹⁾)18,375,000
Expenses for future years	-	14,380
Other Intangible / Fixed Assets	25,798	18,389,380
⁽¹⁾ See: Note 37		
	31.12.2010	31.12.2009
Advances received for purchase orders	1,585,017	1,364,237
Taxes, fees and other deductions to be paid	876,458	764,067
Other Short-Term Liabilities	2,461,475	2,128,304
Deferred and Installed Public Receivables	-	2,882
Other Long-Term Liabilities	-	2,882

Note 27 - Shareholders' Equity**A. Paid-in Capital**

The Company's approved and issued share capital consists of shares and each of these shares has a registered nominal value of TL 1.

As of December 31, 2010, the registered capital ceiling of the Company is TL 240,000,000.

As of December 31, 2010, and December 31, 2009, the Company's approved and issued share capital, and its capital structure, are as follows:

Name / Title	31.12.2010		31.12.2009	
	Share Rate %	Share Amount (TL)	Share Rate %	Share Amount (TL)
İhlas Yayın Holding A.Ş.	56.55	45,239,706	59.55	47,639,706
Free Float	33.00	26,400,000	-	-
İhlas Holding A.Ş.	6.92	5,536,050	36.92	29,536,050
Enver Ören	2.02	1,615,514	2.02	1,615,514
İhlas Ev Aletleri İmalat Sanayi Ticaret A.Ş.	1.03	825,035	1.03	825,035
Other	0.48	383,695	0.48	383,695
Total	100.00	80,000,000	100.00	80,000,000
Capital Commitments (-)		-		(479,984)
Capital Adjustment Account		78,494,868		78,494,868
Total		158,494,868		158,014,884

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Company partners' application to the Capital Markets Board for the public offering of share stocks was registered with the date 27.05.2010 and number 40/382. In the meeting of the Board of Directors of the Directorate of Istanbul Stock Exchange dated 10.06.2010, it was decided that stock shares representing İhlas Gazetecilik A.Ş.'s capital of TL 80,000,000 would be listed in the Stock Exchange and as of 14.06.2010, their trading on the National Market would be commenced with the code "IHGZT". For stock shares offered to the public with a nominal value of TL 26,400,000, a base price of TL 1.65 was set for each share with a nominal value of TL 1.

The distribution of the Company's preferential shares (Group A shares), according to the Company's Ordinary General Assembly Decision dated 21/04/2010, is as follows:

Partner's Name / Title	Bearer / Registered	Quantity	Amount
İhlas Yayın Holding A.Ş.	Registered	6,000,000	6,000,000
İhlas Holding A.Ş.	Registered	1,600,000	1,600,000
Enver Ören	Registered	400,000	400,000
Total		8,000,000	8,000,000

Benefits Provided from Preferential Shares

If the General Assembly of the Company decides that the Board of Directors consist of 5 people, at least 4 of the Members of the Board of Directors are selected among candidates nominated by group (A) shareholders. Similarly, at least 5 of the members are selected among those candidates if a board of 7 people is decided, at least 7 of the members are selected among those candidates if a board of 9 people is decided, and at least 9 of the members are selected among those candidates if a board of 11 people is decided.

If the General Assembly of the Company decides the number of comptrollers as one, this comptroller is selected among the candidates nominated by group (A) shareholders. Similarly, at least two of the comptrollers are selected among those candidates if a comptroller number of three is decided.

In the ordinary and extraordinary General Assembly Meetings of the Company, each group A shareholder has 100 (one hundred) vote rights for each share they possess.

B. Restricted Reserves That Are Allocated from Profit

According to the Turkish Commercial Code, legal reserves are classified into two, which are the primary and the secondary legal reserves. Until the primary legal reserves reach 20% of the sum of revalued paid-in capital, they are allocated by an amount that corresponds to 5% of the net profit in the legal financial statements. The secondary legal reserves are allocated as 10% of the sum of dividend distributions exceeding 5% of the revalued capital. Within the framework of TCC provisions, legal reserves are only used for netting the losses; and they are not allowed to be used for any other purpose unless they exceed 50% of the paid-in capital.

	31.12.2010	31.12.2009
Legal reserves	83,901	83,901
Special reserves	873,284	873,284
Total	957,185	957,185

C. Revaluation Fund

None (31.12.2009: None).

D. Profit / Loss for the Previous Years

According to CMB's communiqué Serial: XI, No: 29, which entered into force as of January 1, 2008, "Paid-in Capital" is required to be presented from the amounts that represent "Restricted Reserves That Are Allocated from Profit" and "Premiums on Sale of Share Certificates" in the legal records. The differences occurring in the valuation during the implementation of the aforementioned communiqué are processed as follows:

- If the difference is derived from "Paid-in Capital", and if the difference has not yet been added to the capital, then the difference is associated with the item "Capital Adjustment Difference" coming right after the item "Paid-in Capital",

- If the difference is derived from "Restricted Reserves That Are Allocated from Profit" and "Premiums on Sale of Share Certificates", and if it is not subjected to profit sharing or share capital increase, it is associated with the "Accumulated Profit/Loss of previous years".

Profit / Loss for the Previous Years consists of the following items;

	31.12.2010	31.12.2009
Balance on January 1	25,712,098	(4,027,372)
Profit / (loss) for the previous period	16,127,277	29,415,329
Transfer of the value increase fund	-	324,141
Balance at the end of the period	41,839,375	25,712,098

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 28 - Sales Revenues and Costs**A. Gross Profit / Loss from Commercial Activities**

	01.01-31.12.2010	01.01-31.12.2009
Domestic sales	73,960,079	87,325,152
International sales	1,169,618	1,290,477
Total Gross Sales	75,129,697	88,615,629
Sales discounts (-)	(4,385,613)	(1,587,569)
Net Sales	70,744,084	87,028,060
Cost of sales (-)	(58,655,538)	(69,295,819)
Gross Sales Profit	12,088,546	17,732,241

B. Gross Profit / Loss from Activities in the Finance Sector

31.12.2010: None (31.12.2009: None).

Note 29 - Operating Costs

	01.01-31.12.2010	01.01-31.12.2009
Marketing, selling and distribution expenses	(5,037,280)	(2,951,895)
General management expenses	(12,066,527)	(6,733,413)
Research and development expenses	-	-
Total	(17,103,807)	(9,685,308)

Note 30 - Qualitative Distribution of Expenses

The details regarding expenses according to their nature for the periods 01.01 - 31.12.2010 and 01.01 - 31.12.2009 are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Advertising commission and bonus expenses	(2,465,505)	(1,263,939)
Promotion expenses	(1,517,945)	(701,568)
Advertising and advertising expenses	(539,835)	(516,762)
Distribution and shipping expenses	(406,595)	(345,145)
Market research expenses	(107,400)	(124,481)
Marketing, Sales and Distribution Expenses	(5,037,280)	(2,951,895)

	01.01-31.12.2010	01.01-31.12.2009
Expenses regarding the public offering ^(a)	(2,320,714)	-
Provision expenses for doubtful trade receivables	(2,161,433)	(913,505)
Personnel wages expenses ^(b)	(1,875,978)	(1,457,414)
Outsourced benefits and services	(1,343,974)	(1,148,597)
Expense for the provision for employee termination benefits ^(c)	(1,150,583)	(727,347)
Rent Expenses	(719,816)	(832,206)
Court, notary, land registry and membership fees expenses	(684,676)	(109,743)
Depreciation and amortization expenses ^(d)	(485,849)	(507,164)
Maintenance and insurance expenses	(355,752)	(357,765)
Taxes, duties and charges	(251,041)	(113,599)
Consultancy and auditing expenses	(31,700)	(22,958)
Other general management expenses	(685,011)	(543,115)
General Management Expenses	(12,066,527)	(6,733,413)

^(a) The Company has incurred expenses regarding the initial public offering. A part of these expenses, corresponding to TL 1,004,837, was reflected to the Company's partners who have offered their shares to the public. (See: Note 31 and Note 37).

^(b) Details regarding personnel fee expenses, which is included in the operating expenses, are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Gross wage expenses	(1,560,270)	(1,202,975)
Social Security deductions (employee and employer)	(315,708)	(254,439)
Total	(1,875,978)	(1,457,414)

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

^(c) Details regarding the Company's provision expenses of severance pay are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Cost of sales	(2,309,243)	(701,060)
General management expense	(1,150,583)	(727,347)
Total	(3,459,826)	(1,428,407)

^(d) Details regarding the Company's expenses on depreciation and amortization are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Cost of sales	(6,427,621)	(8,824,214)
General management expense	(485,849)	(507,164)
Total	(6,913,470)	(9,331,378)

Note 31 - Other Operating Incomes / Expenses

Details regarding other income / expenses for the periods 01.01 - 31.12.2010 and 01.01 - 31.12.2009 are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Provisions that are no longer required (loss of value of the brand)	4,249,860	-
Provisions that are no longer required (other)	425,067	893,774
The part of the expenses incurred regarding the initial public offering that is reflected to the partners	1,004,837	-
Rental income	762,119	536,403
Financial aids	412,082	340,873
Profit from the sale of fixed assets	38,749	24,749
Income derived from reconciliation differences	-	27,517
Other income	35,583	96,982
Total Other Income	6,928,297	1,920,298

	01.01-31.12.2010	01.01-31.12.2009
Provision expenses for lawsuits	(132,400)	(55,000)
Private communication tax and latency amounts	(117,700)	(319,371)
Loss from the sale of fixed assets	(34,256)	-
Tax penalties	(4,584)	(135,352)
Other expenses	-	(37,829)
Total Other Expenses	(288,940)	(547,552)

Note 32 - Financial Revenues

Details regarding financial income for the periods 01.01 - 31.12.2010 and 01.01 - 31.12.2009 are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Revenues from maturity gaps (including re discount interest income)	6,219,595	8,025,199
Interest income	1,257,111	1,122,880
Foreign exchange profits	1,213,274	5,390,392
Profit from sales of financial investments	121,009	151,012
Other financial income	396,395	36,379
Total	9,207,384	14,725,862

Note 33 - Financial Expenses

Details regarding financial expenses for the periods 01/01 - 31/12/2010 and 01/01 - 31/12/2009 are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Foreign exchange losses	(1,323,050)	(1,608,432)
Expenses from maturity gaps (including re discount interest expenses)	(953,344)	(864,920)
Interest expenses	(639,230)	(1,936,297)
Other financial expenses	(326,631)	-
Total	(3,242,255)	(4,409,649)

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Note 34 - Non-Current Assets Held-for-Sale and Discontinued Operations**A. Fixed Assets Held-for-Sale**

31.12.2010: None.

31.12.2009: None.

B. Discontinued Operations

31.12.2010: None.

31.12.2009: None.

Note 35 - Tax Assets and Liabilities**A. Tax Assets and Liabilities of the Current Period**

Corporate tax rate is 20%. Profit shares (dividends) paid to institutions which obtain a revenue through an office in Turkey, or through its permanent representative and institutions which are established in Turkey, are not subjected to withholding tax. Apart from the above mentioned institutions, all paid dividends are subject to a withholding tax at a rate of 15%. Adding the profit to the capital is not considered as a profit distribution. Therefore, it is not subjected to a withholding tax. Advance tax paid during the year belongs to that year and is deducted from corporate tax, which is to be calculated according to the corporate tax return to be presented in the following year.

A 75% portion of the gains occurring from sales of the following are exempt from corporate tax: all real estate properties and participation stocks that were among the entities' assets for at least two full years, founder's shares, dividend right certificates and pre-emption rights. In order to benefit from the exemption, the gain in question is required to be kept in a fund account under the liabilities section of the balance sheet and they should not be withdrawn for 5 years. It is also required that the sales price should be collected, at the latest, by the end of the second calendar year following the year in which the sale occurs.

According to Corporate Tax Law, all financial losses declared on the returns can be deducted from the corporate tax base of the period, unless they exceed a 5 year period. Returns and related accounting records can be reviewed by the tax authorities for five years in a retrospective manner and tax accounts can be revised.

The main components of the tax expenses as of the dates December 31, 2010, and December 31, 2009, are as follows:

	31.12.2010	31.12.2009
Tax provisions for the current period	1,897,636	199,746
Prepaid taxes (-)	(1,474,268)	-
Total	423,368	199,746

Reconciliation for the tax provisions for the current period and the accounting profit as of the dates December 31, 2010, and December 31, 2009, are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Accounting Profit / Loss	6,643,789	18,810,160
Additions (+)	3,081,527	776,905
Discounts (-)	(237,138)	(158,402)
Financial losses used (-)	-	(18,429,931)
Financial Profit / Loss	9,488,178	998,732
Tax rate	20%	20%
Tax Provision Amount	1,897,636	199,746

The main components of the tax expenses which are reflected to the income statement as of the dates 01.01 - 31.12.2010, and 01.01 - 31.12.2009, are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Current period corporate tax	(1,897,636)	(199,746)
Deferred tax income / (expense)	444,848	(3,408,869)
Balance at the end of the period	(1,452,788)	(3,608,615)

Reconciliation regarding the tax expenses, which are calculated by multiplying tax expense and the pre-tax profit by the tax rate, is as follows:

	01.01-31.12.2010	01.01-31.12.2009
Profit / (Loss) Before Tax	7,589,225	19,735,892
Calculated tax expense (20%)	(1,517,845)	(3,947,178)
- The effect of expenses which are legally disallowed	(616,306)	(155,381)
- The recognition of deferred tax assets which are caused by the Company's financial losses	-	3,685,986
- The Company's tax loss which is not subjected to statutory tax or deferred tax, and the effect of correction records	681,363	(3,192,042)
Tax Expense	(1,452,788)	(3,608,615)

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

B. Deferred Tax Assets and Liabilities

The Company calculates the assets and liabilities of the income tax, by taking into consideration the effects of the temporary differences between the evaluations of the items in the balance sheet IFRS and the legal tables. The temporary differences in question are generally caused by the recognition of income and expenses according to IFRS and tax laws in different reporting periods.

Corporate tax rate for the year 2010 is 20% (31.12.2009: 20%). Therefore the tax rate applied to the deferred tax assets and liabilities, which are calculated according to the Liability Over Temporary Differences Method, is 20%.

The detailed list prepared by using the enacted tax rates of the accumulated temporary differences, deferred tax assets and liabilities as of the dates December 31, 2010, and December 31, 2009, is as follows:

	31.12.2010		31.12.2009	
	Total Temporary Differences	Deferred Tax Assets / (Liabilities)	Total Temporary Differences	Deferred Tax Assets / (Liabilities)
Deferred Tax Associated with the Income Statement				
Provisions for impairment on the intangible fixed asset (the brand)	23,749,223	4,749,845	27,999,083	5,599,817
Expense from reduction of value on investment purpose real estate properties	20,058,426	4,011,685	20,058,426	4,011,685
Provisions for employee termination benefits	5,619,625	1,123,925	2,789,663	557,933
Provisions for doubtful receivables	3,296,016	659,203	1,965,953	393,191
Accrual expenses for trade receivables	1,868,719	373,744	2,603,565	520,713
Accrual expenses for receivables from the related parties	618,423	123,685	638,150	127,630
Provision expenses for lawsuits	293,880	58,776	201,480	40,296
Provisions for impairment of inventories	75,640	15,128	47,250	9,450
The amount of maturity differences in inventories	47,543	9,507	40,291	8,058
The accrued interest expense regarding bank loan	-	-	69,764	13,953
The amount of accumulated appreciation difference regarding intangible fixed assets	(81,600,894)	(16,320,179)	(80,847,793)	(16,169,559)
The capitalization of the building that was purchased through leasing (land share included - cancellation of expenses)	(10,303,996)	(2,060,799)	(10,303,996)	(2,060,799)
The amount of accumulated depreciation difference regarding tangible fixed assets (those with investment purposes included)	(1,061,351)	(212,270)	(4,526,287)	(905,257)
Income from increase of value on investment purpose real estate properties	(620,544)	(124,109)	(620,544)	(124,109)
Re discount income from trade liabilities	(43,488)	(8,698)	(178,641)	(35,728)
Re discount income from related party payables	(1,444)	(289)	(68,743)	(13,749)
Foreign exchange difference income / expense (derived from differences between foreign exchange rates)	(294)	(58)	356	70
Re discount income from financial liabilities	-	-	(96,736)	(19,347)
Gross deferred tax asset	55,627,495	11,125,498	56,413,981	11,282,796
Gross deferred tax liability	(93,632,011)	(18,726,402)	(96,642,740)	(19,328,548)
Net deferred tax assets / (liabilities)	(38,004,516)	(7,600,904)	(40,228,759)	(8,045,752)

Behavior chart of the net deferred tax assets is as follows:

	01.01-31.12.2010	01.01-31.12.2009
Balance on January 1	(8,045,752)	(4,653,943)
Deferred tax income / (expense)	444,848	(3,408,869)
Deferred tax income / (expense) associated with shareholders' equity	-	17,060
Balance at the end of the period	(7,600,904)	(8,045,752)

Note 36 - Earnings Per Share

The weighted average shares and the profit calculation per share of the Company, as of the periods 01.01 - 31.12.2010 and 01.01 - 31.12.2009, are as follows:

	01.01-31.12.2010	01.01-31.12.2009
Earning / (loss) obtained from ongoing activities, per share:		
The main partnership's net profit / (loss) for the period, regarding ongoing activities	6,136,437	16,127,277
The weighted average number of shares with a value of TL 1, each	80,000,000	80,000,000
Earning / (loss) obtained from ongoing activities, per share (TL)	0.08	0.20

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	01.01-31.12.2010	01.01-31.12.2009
Earning / (loss) per share:		
Profit / (loss) for the period	6,136,437	16,127,277
Net profit / (loss) of minority shareholders for the period	-	-
Net profit / (loss) of main partnership for the period	6,136,437	16,127,277
The weighted average number of shares with a value of TL 1, each	80,000,000	80,000,000
Earning / (loss) per share (TL)	0.08	0.20

The reconciliation of the number of stock shares of the Company at the beginning and by the end of the period is as follows:

	31.12.2010	31.12.2009
The number of weighted stock shares at the beginning of the period	80,000,000	74,773,500
The number of issued stock shares within the period	-	5,226,500
The number of weighted stock shares at the end of the period	80,000,000	80,000,000

No income per dilutive share has been calculated as the Company has no dilutive potential ordinary shares. (Previous period: None.)

There is no accrued dividends in the current period. (Previous period: None.)

Note 37 - Related Party Disclosures

A. The Company's existing account balances (net book value) with its partners, indirect capital through its partners, the management, the major companies with whom the Company has a business relationship, and with its key personnel, as of 31/12/2010 and 31/12/2009 are as follows:

	31.12.2010	31.12.2009
Receivables from Shareholders and Parties Associated with Shareholders		
İhlas Pazarlama A.Ş.	5,653,284	1,078,216
İhlas Holding A.Ş.	903,713	6,244,091
İhlas Haber Ajansı A.Ş.	673,376	733,052
İhlas Ev Aletleri İmalat Sanayi Ticaret A.Ş.	335,985	167,519
İhlas Fuar Hizmetleri A.Ş.	92,096	116,473
İletişim Magazin Gazt. Yayın San. ve Tic. A.Ş.	83,852	-
İhlas Reklam Ajans Hizmetleri Ltd. Şti.	58,712	41,010
İhlas Dış Ticaret A.Ş.	45,533	-
Alternatif Medya Görsel İletişim Sis. Ltd. Şti.	44,292	-
İhlas Yapı Turizm A.Ş.	36,617	-
Armutlu Tatil ve Turizm İşletmeleri A.Ş.	32,032	603,014
İhlas Kimya Sanayi Ltd. Şti.	16,350	-
İhlas Enerji Üretim Dağ. ve Tic. A.Ş.	10,638	-
İhlas Oxford Mortgage İnş. ve Tic. A.Ş.	7,353	-
Detes Enerji Üretim A.Ş.	5,216	-
İhlas Motor A.Ş.	4,614	-
İhlas İnşaat Holding A.Ş.	3,706	-
İhlas Pazarlama Yatırım Holding A.Ş.	3,369	-
İhlas İnşaat Proje Taahhüt Turizm ve Tic. A.Ş.	3,234	-
TGRT Dijital TV A.Ş.	2,352	10,124
Kuzuluk Kaplıca İn. Tur. Sağlık Tic. A.Ş.	2,312	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture	1,664	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 2	1,664	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 3	1,664	-
İhlas Holding A.Ş. - İhlas Yayın Holding A.Ş. ve İhlas Pazarlama A.Ş. Joint Venture	1,664	-
Mir İç Dış Ticaret ve Maden San. Ltd. Şti.	1,088	-
Total	8,026,380	8,993,499

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	31.12.2010	31.12.2009
Payables to Shareholders and Parties Associated with Shareholders		
İhlas Net A.Ş.	74,747	55,966
Promaş Pro. Medya Rek. ve Film Paz. Hiz. A.Ş.	36,633	-
İhlas İletişim Hiz. A.Ş.	1,423	-
İhlas Net Ltd. Şti.	607	-
İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.	264	3,921
İhlas Madencilik A.Ş.	-	1,720,061
İhlas Yayın Holding A.Ş.	-	276,000
Kuzuluk Kaplıca İnş. Tur. Sağlık Tic. A.Ş.	-	1,548
Payables to Other Associated Parties (Key Personnel)	18,089	6,272
Total	131,763	2,063,768

	31.12.2010	31.12.2009
Advance Payments Given		
İhlas Pazarlama A.Ş. ^(*)	-	18,375,000
İhlas Madencilik A.Ş.	402,177	-
İhlas Yayın Holding A.Ş.	24,939	-
Total	427,116	18,375,000

^(*) In the decision taken by the Company's Board of Directors on 30.12.2009, it was decided for İhlas Pazarlama A.Ş. to purchase its buildings located in the cities of Adana, Antalya, İzmir and Samsun. For this purpose, the Company included the updated appraisal reports prepared for the buildings, and gave İhlas Pazarlama A.Ş., as consideration, an advance payment of TL 18,375,000.

Conveyance of title regarding the aforementioned buildings was transferred to İhlas Gazetecilik A.Ş. on 31.12.2010; therefore, the advance payment account was closed.

	31.12.2010	31.12.2009
Advances Received		
TGRT Haber TV A.Ş.	372,667	-
Total	372,667	-

111

B. The Company's sales to and purchases from its partners, indirect capital through its partners, the management and the major companies with whom the Company has a business relationship, within the periods 01.01. - 31.12.2010 and 01.01. - 31.12.2009, are as follows:

01.01 - 31.12.2010	Service Sales	Advertising Sales	Merchandise Sales	Service Purchases	Advertising Purchases	Merchandise Purchases
İhlas Fuar Hizmetleri A.Ş.	629,487	19,944	-	-	43,692	-
İhlas Ev Aletleri İmalat San. Tic. A.Ş.	521,715	129,948	-	54	-	-
İhlas Pazarlama A.Ş.	449,979	367,423	-	1,939,008	617,810	547,250
İhlas Holding A.Ş.	217,726	^(*) 920,521	-	348,048	-	-
İletişim Magazin Gazetecilik A.Ş.	209,811	42,089	-	-	40,000	-
İhlas Yayın Holding A.Ş.	39,416	^(**) 90,706	3,901	-	-	-
İhlas Motor A.Ş.	9,975	-	-	-	-	-
İhlas Haber Ajansı A.Ş.	9,190	270	-	342,000	-	-
Armutlu Tatil ve Turizm İşletmeleri A.Ş.	6,935	-	-	1,815	-	-
Kuzuluk Kaplı. Sağ. ve Petr. Ür. Tic. A.Ş.	2,405	3,750	-	6,896	-	-
Alternatif Medya Görsel İletişim Sis. Ltd. Şti.	2,020	-	-	-	-	-
İhlas Net A.Ş.	910	3,360	-	38,974	-	-
Promaş Pro. Medya Rek.ve Film Paz. Hiz.A.Ş.	720	27,756	-	42	268,190	-
TGRT Haber TV A.Ş.	706	-	-	-	-	-
Tasfiye Halinde İhlas Finans Kurumu A.Ş.	630	-	-	-	-	-
İhlas Madencilik A.Ş.	524	-	-	-	-	-
Kristal Gıda Dağ. Paz. San. ve Tic A.Ş.	500	-	-	-	-	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş.						
Joint Venture - 2	370	-	-	-	-	-
İhlas Reklam Ajansı Hizmetleri Ltd. Şti.	250	391,358	-	-	33,000	-
Bayındır Madencilik ve Ticaret A.Ş.						
(Okan Tekstil Sanayi ve Ticaret A.Ş.)	200	-	-	-	-	-
Kristal Kola ve Meşrubat San. Tic. A.Ş.	-	6,219	-	-	-	-
İhlas Net Ltd. Şti.	-	-	-	41,823	-	-
İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.	-	-	-	1,313	-	-
Total	2,103,469	2,003,344	3,901	2,719,973	1,002,692	547,250

^(*) A part of this amount regarding the advertising expenses for the initial public offering, corresponding to TL 914,131, is reflected to the Company's related partner.

^(**) All of this amount regarding the advertising expenses for the initial public offering, is reflected to the Company's related partner.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

01.01 - 31.12.2009	Service Sales	Advertising Sales	Merchandise Sales	Service Purchases	Advertising Purchases	Merchandise Purchases
İhlas Fuar Hizmetleri A.Ş.	568,530	98,610	-	668	42,500	-
İhlas Pazarlama A.Ş.	497,024	177,030	15,760	1,816,058	395,472	1,734,791
İhlas Ev Aletleri İmalat San. Tic. A.Ş.	390,754	146,181	-	798	-	-
İhlas Holding A.Ş.	205,875	267	1,497,913	915,360	-	-
İletişim Magazin Gazetecilik A.Ş.	60,605	64,660	-	-	40,551	-
İhlas Yayın Holding A.Ş.	29,073	180	-	-	90,711	-
İhlas Motor A.Ş.	16,377	3,000	-	-	-	-
İhlas Reklam Ajans Hizmetleri Ltd. Şti.	10,616	203,901	-	-	39,339	-
İhlas Haber Ajansı A.Ş.	7,931	-	-	342,000	-	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture	6,290	26	-	-	-	-
Kuzuluk Kapl. Sağ. ve Petr. Ür. Tic. A.Ş.	3,070	2,100	-	2,627	-	-
İhlas Net A.Ş.	3,070	120	-	42,852	-	-
Alternatif Medya Görsel İletişim Sis. Ltd. Şti.	1,330	356	-	-	-	-
İhlas Finans Kurumu A.Ş.	1,210	-	-	-	-	-
TGRT Haber TV A.Ş.	1,055	-	-	-	-	-
Armutlu Tatil ve Turizm İşletmeleri A.Ş.	-	614,214	115,254	-	-	-
Okan Tekstil A.Ş.	-	720	-	-	-	-
İhlas Holding A.Ş. - İhlas Yayın Holding A.Ş. and İhlas Pazarlama A.Ş. Joint Venture	-	720	-	-	-	-
İhlas Genel Antrepo Nakliyat ve Tic. A.Ş.	-	-	-	6,688	-	-
İhlas Net Ltd. Şti.	-	-	-	537	-	-
İhlas Yapı Turizm A.Ş.	-	-	-	72	-	-
Promaş Pro. Medya Rek. ve Film Paz. Hiz. A.Ş.	-	-	-	-	76	-
Total	1,802,810	1,312,085	1,628,927	3,127,660	608,649	1,734,791

112

C. Interest, rent and other income / expense paid and received by the Company to and from its partners, indirect capital through its partners, the management and the major companies with whom the Company has a business relationship, within the periods 01.01. - 31.12.2010 and 01.01. - 31.12.2009, are as follows:

01.01 - 31.12.2010	Interest Revenues	Rent Revenues	Interest Expenses	Rent Expenses	Fixed Asset Purchases
İhlas Pazarlama A.Ş.	666,627	106,385	-	508,568	18,925,000
İhlas Holding A.Ş.	433,641	201,915	-	253,100	-
İhlas Haber Ajansı A.Ş.	67,997	1,572	-	-	-
Armutlu Tatil ve Turizm İşletmeleri A.Ş.	29,237	3,661	-	-	-
İhlas Ev Aletleri İmalat San. Tic. A.Ş.	27,886	1,475	-	211,248	-
İhlas Fuar Hizmetleri A.Ş.	13,470	-	-	-	-
İhlas Reklam Ajans Hizmetleri Ltd. Şti.	7,316	10,128	-	-	-
İhlas Dış Ticaret A.Ş. (former title İhlas İnşaat Yapı Taah. ve İnş. A.Ş.)	4,327	5,898	-	-	-
TGRT Dijital TV A.Ş.	1,171	5,898	-	-	-
Promaş Pro. Medya Rek. ve Film Paz. Hiz. A.Ş.	-	45,000	-	-	-
Tasfiye Halinde İhlas Finans Kurumu A.Ş.	-	43,932	-	-	-
İhlas Yapı Turizm ve Sağlık A.Ş.	-	33,422	-	-	-
İhlas Yayın Holding A.Ş.	-	29,441	21,621	-	-
İhlas Oxford Mortgage İnşaat ve Ticaret A.Ş.	-	6,712	-	-	-
Kuzuluk Kapl. Sağ. ve Petr. Ür. Tic. A.Ş.	-	4,424	-	-	-
İhlas Kimya Ltd. Şti.	-	4,424	-	-	-
İhlas Motor A.Ş.	-	3,661	-	-	-
Detes Enerji Üretim A.Ş.	-	3,661	-	-	-
Buryal Bursa Yalova Enerji Dağıtım Ltd. Şti.	-	3,661	-	-	-
İhlas İnşaat Holding A.Ş.	-	3,383	-	-	-
Alternatif Medya Görsel İletişim Sis. Ltd. Şti.	-	3,140	-	-	-
İhlas Madencilik A.Ş.	-	3,076	76,372	-	-
İhlas Pazarlama Yatırım Holding A.Ş.	-	3,075	-	-	-
İhlas Enerji Üretim Dağıtım ve Tic. A.Ş.	-	2,949	-	-	-
İhlas İnşaat Proje Taahhüt Turizm ve Tic. A.Ş.	-	2,214	-	-	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture	-	1,519	-	-	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 2	-	1,519	-	-	-
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture 3	-	1,519	-	-	-
İhlas Holding A.Ş. - İhlas Yayın Holding A.Ş. ve İhlas Pazarlama A.Ş. Joint Venture	-	1,519	-	-	-
Mir İç ve Dış Tic. Maden San. Ltd. Şti.	-	993	-	-	-
İhlas Net A.Ş.	-	-	5,302	-	-
İhlas İletişim Hiz. A.Ş.	-	-	-	-	1,220
Total	1,251,672	540,176	103,295	972,916	18,926,220

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

01.01 - 31.12.2009

	Interest Revenues	Rent Revenues	Revenues from Foreign Exchange Differences	Interest Expenses	Rent Expenses
İhlas Holding A.Ş.	1,021,006	201,915	-	-	308,100
Armutlu Tatil ve Turizm İşletmeleri A.Ş.	101,873	3,661	-	-	-
İhlas Pazarlama A.Ş.	-	93,051	-	-	643,527
Promaş Pro. Medya Rek. ve Film Paz. Hiz. A.Ş.	-	45,000	-	-	-
İhlas Finans Kurumu A.Ş.	-	43,932	-	-	-
İhlas Yayın Holding A.Ş.	-	29,441	858,380	846,613	-
İhlas Oxford Mortgage İnşaat ve Ticaret A.Ş.	-	6,712	-	-	-
TGRT Dijital TV A.Ş.	-	5,898	-	-	-
İhlas İnşaat Yapı Taahhüt ve İnşaat A.Ş.	-	5,898	-	-	-
Kuzuluk Kapl. Sağ. ve Petr. Ür. Tic. A.Ş.	-	4,424	-	-	-
İhlas Kimya Ltd. Şti.	-	4,424	-	-	-
İhlas Motor A.Ş.	-	3,661	-	-	-
Detes Enerji Üretim A.Ş.	-	3,661	-	-	-
Bursa Yalova Enerji Dağıtım Ltd. Şti.	-	3,661	-	-	-
İhlas Enerji Üretim Dağıtım ve Tic. A.Ş.	-	2,820	-	-	-
İhlas Madencilik A.Ş.	-	2,517	-	-	-
İhlas Ev Aletleri İmalat San. Tic. A.Ş.	-	1,475	-	-	186,831
İhlas Holding A.Ş. - İhlas Yapı Turizm ve Sağlık A.Ş. Joint Venture	-	839	-	-	-
İhlas İnşaat Proje Taahhüt Turizm ve Tic. A.Ş.	-	185	-	-	-
Total	1,122,879	463,175	858,380	846,613	1,138,458

D. Short-term benefits provided to the Company's key management personnel in the periods January 1 - December 31, 2010 and January 1 - December 31, 2009 are as follows:

01.01 - 31.12.2010: TL 245,529

01.01 - 31.12.2009: TL 121,842

Redundancy compensation for the Company's top level (key) management personnel is as follows:

01.01 - 31.12.2010: TL 153,250

01.01 - 31.12.2009: TL 63,463

E. Long-term benefits provided to the Company's key management personnel in the periods January 1 - December 31, 2010 and January 1 - December 31, 2009 are as follows:

None.

Note 38 - Nature and Extent of Risks Arising from Financial Instruments

The (net) book values of the financial assets and liabilities that are denominated in foreign currencies as of the dates December 31, 2010 and December 31, 2009 are as follows:

	31.12.2010	31.12.2009
A. Foreign currency assets	2,140,934	2,864,752
B. Foreign currency liabilities	4,226,625	2,914,533
Net Foreign Exchange Position (A-B)	(2,085,691)	(49,781)

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

	FOREIGN EXCHANGE POSITION TABLE							
	31.12.2010				31.12.2009			
	TL Equivalent	US\$	EURO	Other	TL Equivalent	US\$	EURO	Other
1. Trade Receivables	1,887,521	1,113,278	81,203	-	2,605,391	1,237,601	72,397	245,076
2a. Monetary financial assets (including Cash and Bank accounts)	227,615	1	111,079	-	259,361	166,996	3,664	-
2b. Non-Monetary Financial Assets	-	-	-	-	-	-	-	-
3. Other	-	-	-	-	-	-	-	-
4. Current Assets (1+2+3)	2,115,136	1,113,279	192,282	-	2,864,752	1,404,597	76,061	245,076
5. Trade Receivables	-	-	-	-	-	-	-	-
6a. Monetary Financial Assets	-	-	-	-	-	-	-	-
6b. Non-Monetary Financial Assets	-	-	-	-	-	-	-	-
7. Other	25,798	-	12,590	-	-	-	-	-
8. Fixed Assets (5+6+7)	25,798	-	12,590	-	-	-	-	-
9. Total Assets (4+8)	2,140,934	1,113,279	204,872	-	2,864,752	1,404,597	76,061	245,076
10. Accounts Payable	10,294	1,256	4,076	-	852,796	98,547	160,602	149,617
11. Financial Liabilities	2,456,101	-	1,198,624	-	1,396,237	511,940	289,501	-
12a. Other Monetary Liabilities	-	-	-	-	-	-	-	-
12b. Other Non-Monetary Liabilities	-	-	-	-	-	-	-	-
13. Short-Term Liabilities (10+11+12)	2,466,395	1,256	1,202,700	-	2,249,033	610,487	450,103	149,617
14. Accounts Payable	-	-	-	-	-	-	-	-
15. Financial Liabilities	1,760,230	-	859,026	-	665,500	-	308,059	-
16a. Other Monetary Liabilities	-	-	-	-	-	-	-	-
16b. Other Non-Monetary Liabilities	-	-	-	-	-	-	-	-
17. Long-Term Liabilities (14+15+16)	1,760,230	-	859,026	-	665,500	-	308,059	-
18. Total Liabilities (13+17)	4,226,625	1,256	2,061,726	-	2,914,533	610,487	758,162	149,617
19. Net Asset / (Liability) Position of Off-Balance Sheet Derivative Instruments (19a-19b)	-	-	-	-	-	-	-	-
19a. Amount of Off-Balance Sheet Derivative Instruments of an Active Nature, Denominated in Foreign Exchange	-	-	-	-	-	-	-	-
19b. Amount of Off-Balance Sheet Derivative Instruments of a Passive Nature, Denominated in Foreign Exchange	-	-	-	-	-	-	-	-
20. Net Foreign Currency Asset / (Liability) Position (9-18+19)	(2,085,691)	1,112,023	(1,856,854)	-	(49,781)	794,110	(682,101)	95,459
21. Net Foreign Asset / (Liability) Position of Monetary Items (1+2a+5+6a-10-11-12a-14-15-16a)	(2,111,489)	1,112,023	(1,869,444)	-	(49,781)	794,110	(682,101)	95,459
22. Total Fair Value of Financial Instruments used for Foreign Exchange Hedge	-	-	-	-	-	-	-	-
23. Amount of Hedged Portion of Foreign Exchange Assets	-	-	-	-	-	-	-	-
24. Amount of Hedged Portion of Foreign Exchange Liabilities	-	-	-	-	-	-	-	-
25. Exports	1,259,735	181,350	491,381	-	1,381,221	256,865	452,012	-
26. Imports	19,501,873	7,316,592	4,354,767	64,000	21,456,175	11,500,461	1,749,619	150,774

The hedging rate of total foreign exchange liabilities deriving from total imports is the rate of comparing total foreign exchange liability by using a derivative instrument. As of the dates December 31, 2010, and December 31, 2009, the Company does not have any hedging rates regarding its total foreign exchange liabilities, due to the fact that the Company does not have any forward transactions.

Note 39 - Financial Instruments**A) Capital risk management**

The Company aims to enhance its profit and market value by providing an efficient debt and equity balance while trying to ensure continuity of operations in capital management.

The Company's capital structure, formed by debts and loans which are described in Notes 8 and 9, and the paid-in capital, capital reserves, restricted profit reserves and equity components including prior years' profits/losses is explained in Note 27.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Risks associated with each class of capital and the Company's cost of capital is evaluated by the senior management of the Company. During this evaluation, senior management evaluates the risks associated with each class of capital and cost of capital, and presents those dependent on the decision of the Board of Directors for the evaluation of the Board of Directors. The Company optimizes diversification of capital, based on the evaluation of the senior management and the Board of Directors by acquisition of new debt, repayment of existing debt and / or capital increase. The Company's overall strategy is not different from the previous period.

The Company monitors capital adequacy by using the debt/equity ratio. The calculation of this ratio is performed through dividing the net debt by total shareholders' equity. Net debt is calculated by deducting cash and cash equivalents from the total debt amount (short-and long-term loans in the balance sheet, include trade and other payables).

	31.12.2010	31.12.2009
Total liabilities	37,224,169	44,631,715
Minus: Cash and Cash Equivalent Values (Note 6)	(6,068,379)	(6,829,951)
Net liability	31,155,790	37,801,764
Total shareholders' equity (Note 27)	207,427,865	200,811,444
The ratio of net liability /shareholders' equity	15.02%	18.82%

B) Significant accounting policies

The important accounting policies of the Company regarding financial instruments are described in detail in the "Financial Instruments" section within footnote No: 2 "Summary of Significant Accounting Policies".

C) Financial risk management objectives

Currently, a Company wide defined risk management model or its active applications are not present. Exchange rate risk, interest rate risk and liquidity risk are among the significant financial risks of the Company.

Although, there is not a defined risk management model, the Company manages its risks through decisions it takes, and through the implementation of these decisions. Forming a corporate risk management model is targeted and this aim is currently a work in progress.

D) The Market Risk

Due to its activities, the Company is exposed to financial risks regarding fluctuations in currency exchange rates and interest rates. Distribution of revenue and expenses according to foreign exchange types and distribution of debts according to foreign exchange rates and varying / fixed interest rates are monitored by the Company's management.

The changes in market conditions leading to market risk include benchmark interest rate, price of financial instrument of another company, commodity price, exchange rate or price or differences in the rate index.

Management of changes in inventory prices (price risk)

The Company is subjected to a price risk because of the sales prices being affected by price changes of stocked raw materials. There is no derivative instrument that can be used to avoid the negative effects of price movements on sales price margins. The Company tries to reflect raw material price changes by taking the balances of production-order-purchase according to future price movements for raw materials.

Risk management for foreign currency ratio

The Company becomes indebted through fixed interest rates. The interest rates regarding the Company's liabilities are described in detail in footnote No: 8.

Interest Position Table

	31.12.2010	31.12.2009
Financial instruments with fixed rate		
Financial assets	4,966,587	4,995,335
Financial liabilities (bank loans)	-	-
	-	1,715,780
Financial instruments with variable interest rate		
Financial assets	-	-
Financial liabilities	-	-

As of the dates December 31, 2010 and December 31, 2009, if the base point of interest were to be changed by 100 points, which means if interest rates were changed by 1%, and if all other variables could be held constant, a net interest expense / income would have emerged due to the interest change applied on the financial instruments with fixed interests. In this case the pre-tax net profit / loss;

31.12.010: 0

31.12.2009: would be TL 5,366 lower / higher.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

The Company's interest rate sensitivity is as follows:

Interest Rate Sensitivity Analysis Table				
	31 December 2010		31 December 2009	
	Profit / Loss		Profit / Loss	
	Increase of basis point	Decrease of basis point	Increase of basis point	Decrease of basis point
In case basis point is 100 (1%):				
Resulting Impact in TL Currency	-	-	(5,366)	5,366
Total Effect of Financial Instruments with Fixed Rate	-	-	(5,366)	5,366
In case basis point is 100 (1%):				
Effect of Financial Instruments with Variable Interest Rate	-	-	-	-
Total	-	-	(5,366)	5,366

Foreign currency risk management:

There is a natural balance between the income and expenses of the company in terms of exchange rate risk. It is attempted to protect the balance by including predictions for the future and the market conditions into consideration.

As of the dates December 31, 2010 and December 31, 2009, if the currency unit TL were to change by 10% against US\$, EURO and other foreign currency units, and if all other variables could be held constant, the pre-tax net profit / loss derived from net foreign exchange profit / loss of the assets and liabilities denominated by these currency units;

31.12.2010: would be TL 208,569 lower / higher.

31.12.2009: would be TL 4,978 lower / higher.

The exchange rate sensitivity analysis table regarding the Company's foreign exchange position is as follows:

Exchange Rate Sensitivity Analysis Table				
	31 December 2010		31 December 2009	
	Profit / Loss		Profit / Loss	
	Appreciation of foreign currency	Depreciation of foreign currency	Appreciation of foreign currency	Depreciation of foreign currency
In case of a 10% change in US\$ currency:				
1- Net US\$ assets / (liabilities)	171,919	(171,919)	119,569	(119,569)
2- Part protected from US\$ risk (-)	-	-	-	-
3- US\$ Net Impact (1+2)	171,919	(171,919)	119,569	(119,569)
In case of a 10% change in EURO currency:				
4- Net EURO assets / (liabilities)	(380,488)	380,488	(147,354)	147,354
5- Part protected from EURO risk (-)	-	-	-	-
6- EURO Net Impact (4+5)	(380,488)	380,488	(147,354)	147,354
In case of a 10% change in other currencies:				
7- Net assets in other foreign currency / (liabilities)	-	-	22,807	(22,807)
8- Part protected from other foreign currency risk (-)	-	-	-	-
9- Other Currency Assets Net Impact (7+8)	-	-	22,807	(22,807)
Total (3+6+9)	(208,569)	208,569	(4,978)	4,978

E) Credits and collection risk management

The credits and collection risk of the Company is basically related to its trade receivables. The amount shown in the balance sheet consists of the net amount which is obtained after the deduction of doubtful receivables predicted by the Company, due to its past experiences and current economic conditions. The Company's credit risk has been distributed as the Company has been working with a large number of customers and there is no significant concentration of credit risk.

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

Exposed credit risks in terms of financial instrument types:

December 31, 2010	Receivables					
	Trade Receivables		Other Receivables		Bank Deposits	Cash and Other
	Related Party	Other Party	Related Party	Other Party		
Maximum credit risk exposed as of the reporting date (A+B+C+D+E)⁽¹⁾	8,026,380	43,611,890	-	6,928	5,754,571	313,808
Part of maximum risk secured by Guarantee etc.	-	-	-	-	-	-
A. Net book value of financial assets which are neither overdue nor subjected to impairment ⁽²⁾	8,026,380	43,035,470	-	6,928	5,754,571	313,808
B. Book value of financial assets with renegotiated conditions, which would have been overdue or considered to be subjected to impairment	-	-	-	-	-	-
C. Net book value of assets which are overdue but not subjected to impairment ⁽³⁾	-	-	-	-	-	-
- Part secured by Guarantee etc.	-	-	-	-	-	-
D. Net book value of assets subjected to impairment ⁽⁴⁾	-	576,420	-	-	-	-
- Overdue (gross book value)	-	6,398,521	-	-	-	-
- Impairment (-)	-	(5,822,101)	-	-	-	-
- Part of the net value secured by Guarantee etc.	-	-	-	-	-	-
- Undue (gross book value)	-	-	-	-	-	-
- Impairment (-)	-	-	-	-	-	-
- Part of the net value secured by Guarantee etc.	-	-	-	-	-	-
E. Off-balance sheet items with credit risk	-	-	-	-	-	-

⁽¹⁾ Factors that increase the reliability of credit, such as received guarantees, were not taken into account when determining the amount.⁽²⁾ An impairment and credit risk is expected for financial assets which are neither overdue nor impaired in their present condition.⁽³⁾ For financial assets which are overdue but have not been subjected to impairment, an impairment is not expected in the future either, as the guarantees and / or maturities regarding these financial assets are short-term.

The ageing analysis for financial assets which are overdue but not impaired as of 31.12.2010 is as follows:

	Receivables		Bank Deposits	Derivative Instruments	Other
	Trade Receivables	Other Receivables			
1 - 30 days overdue	-	-	-	-	-
1 - 3 months overdue	-	-	-	-	-
3 - 12 months overdue	-	-	-	-	-
1 - 5 years overdue	-	-	-	-	-
More than 5 years overdue	-	-	-	-	-
Part secured by guarantee etc.	-	-	-	-	-

⁽⁴⁾ The ageing analysis for financial assets which are overdue and impaired as of 31.12.2010 is as follows:

	Receivables	
	Overdue Amount	Doubtful Receivables Provisions
1 - 30 days overdue	17,041	(1,704)
1 - 3 months overdue	41,082	(14,379)
3 - 12 months overdue	1,335,950	(801,570)
1 - 5 years overdue	5,004,448	(5,004,448)
More than 5 years overdue	-	-
Total	6,398,521	(5,822,101)
Part secured by guarantee etc.	-	-

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

There are various indicators when evaluating whether or not a receivable is a doubtful receivable. These indicators are as follows:

- a) Data regarding the presence of receivables in previous years which could not be collected,
- b) The debtor's ability to pay,
- c) Extraordinary circumstances arising in the sector in which the Company operates, and in the current economic environment.

December 31, 2009

	Receivables					
	Trade Receivables		Other Receivables		Bank	Cash and
	Related	Other	Related	Other	Deposits	Other
	Party	Party	Party	Party		
Maximum credit risk exposed as of the reporting date (A+B+C+D+E)⁽¹⁾	8,993,499	58,827,784	-	6,928	6,220,009	609,942
Part of maximum risk secured by Guarantee etc.	-	-	-	-	-	-
A. Net book value of financial assets which are neither overdue nor subjected to impairment ⁽²⁾	8,993,499	56,989,121	-	6,928	6,220,009	609,942
B. Book value of financial assets with renegotiated conditions, which would have been overdue or considered to be subjected to impairment	-	-	-	-	-	-
C. Net book value of assets which are overdue but not subjected to impairment ⁽³⁾	-	-	-	-	-	-
- Part secured by Guarantee etc.	-	-	-	-	-	-
D. Net book value of assets subjected to impairment ⁽⁴⁾	-	1,838,663	-	-	-	-
- Overdue (gross book value)	-	5,876,448	-	-	-	-
- Impairment (-)	-	(4,037,785)	-	-	-	-
- Part of the net value secured by Guarantee etc.	-	-	-	-	-	-
- Undue (gross book value)	-	-	-	-	-	-
- Impairment (-)	-	-	-	-	-	-
- Part of the net value secured by Guarantee etc.	-	-	-	-	-	-
E. Off-balance sheet items with credit risk	-	-	-	-	-	-

⁽¹⁾ Factors that increase the reliability of credit, such as received guarantees, were not taken into account when determining the amount.

⁽²⁾ An impairment and credit risk is expected for financial assets which are neither overdue nor impaired in their present condition.

⁽³⁾ For financial assets which are overdue but have not been subjected to impairment, an impairment is not expected in future either, as the guarantees and / or maturities regarding these financial assets are short-term. The ageing analysis for financial assets which are overdue but not impaired as of 31/12/2009 is as follows:

	Receivables		Bank Derivative		Other
	Trade Receivables	Other Receivables	Deposits	Instruments	
1 - 30 days overdue	-	-	-	-	-
1 - 3 months overdue	-	-	-	-	-
3 - 12 months overdue	-	-	-	-	-
1 - 5 years overdue	-	-	-	-	-
More than 5 years overdue	-	-	-	-	-
Part secured by guarantee etc.	-	-	-	-	-

⁽⁴⁾ The ageing analysis for financial assets which are overdue and impaired as of 31.12.2009 is as follows:

	Receivables	
	Overdue Amount	Doubtful Receivables Provisions
1 - 30 days overdue	765,605	(7,656)
1 - 3 months overdue	952,930	(203,657)
3 - 12 months overdue	525,079	(228,870)
1 - 5 years overdue	3,478,218	(3,442,986)
More than 5 years overdue	154,616	(154,616)
Total	5,876,448	(4,037,785)
Part secured by guarantee etc.	-	-

Footnotes to Financial Statements as of December 31, 2010

(All amounts expressed in Turkish Lira ("TL") unless mentioned otherwise.)

There are various indicators when evaluating whether or not a receivable is a doubtful receivable. These indicators are as follows:

- a) Data regarding the presence of receivables in previous years which could not be collected,
- b) The debtor's ability to pay,
- c) Extraordinary circumstances arising in the sector in which the Company operates, and in the current economic environment.

F) Liquidity risk management

The Company manages liquidity risk by following the estimated and actual cash flows regularly while supplying sufficient funds and maintaining continuity of debt reserves by matching their maturities and liabilities.

31.12.2010					
	Book Value	Total Cash Outflows as per the terms of agreement	Less than 3 months	Between 3 - 12 months	Between 1 - 5 years
Maturities as per the terms of agreement					
Non-Derivative Financial Liabilities	5,516,157	5,516,157	1,540,863	2,215,064	1,760,230
Bank Loans	-	-	-	-	-
Finance Lease Obligations	4,216,331	4,216,331	664,405	1,791,696	1,760,230
Accounts Payable ^(*)	-	-	-	-	-
Other Debts and Liabilities ^(**)	1,299,826	1,299,826	876,458	423,368	-
Expected Maturities	Book Value	Total Expected Cash Outflows	Less than 3 months	Between 3 - 12 months	Between 1 - 5 years
Non-Derivative Financial Liabilities	7,361,985	7,406,918	1,969,126	5,201,612	236,180
Bank Loans	969,000	969,000	969,000	-	-
Accounts Payable ^(***)	3,544,309	3,589,242	-	3,589,242	-
Other Debts and Liabilities	2,848,676	2,848,676	1,000,126	1,612,370	236,180
	Book Value	Total Cash Outflows Expected / as per the terms of agreement	Less than 3 months	Between 3 - 12 months	Between 1 - 5 years
Maturities Expected (or as per the terms of agreement)					
Derivative Cash Inflows	-	-	-	-	-
Derivative Cash Outflows	-	-	-	-	-

^(*) As indicated by TCC, promissory notes are contracts between two parties. Therefore, notes payable are observed in this group.

^(**) Liabilities with legal payment periods, such as tax provisions, tax installments, taxes payable and social security premiums, are observed in this group.

^(***) Suppliers and other trade payables are observed within this group.

31.12.2009					
	Book Value	Total Cash Outflows as per the terms of agreement	Less than 3 months	Between 3 - 12 months	Between 1 - 5 years
Maturities as per the terms of agreement					
Non-Derivative Financial Liabilities	10,753,274	10,910,159	7,776,304	2,468,354	665,500
Bank Loans	1,715,780	1,813,436	73,514	1,739,922	-
Finance Lease Obligations	1,290,909	1,290,909	96,723	528,686	665,500
Accounts Payable ^(*)	6,779,771	6,839,000	6,839,000	-	-
Other Debts and Liabilities ^(**)	966,814	966,814	767,067	199,746	-
Expected Maturities	Book Value	Total Expected Cash Outflows	Less than 3 months	Between 3 - 12 months	Between 1 - 5 years
Non-Derivative Financial Liabilities	11,763,230	11,951,385	3,146,360	8,600,663	204,362
Bank Loans	3,060,828	3,060,828	2,402,928	657,900	-
Accounts Payable ^(***)	6,288,782	6,476,937	-	6,476,937	-
Other Debt and Liabilities	2,413,620	2,413,620	743,432	1,465,826	204,362

^(*) As indicated by TCC, promissory notes are contracts between two parties. Therefore, notes payable are observed in this group.

^(**) Liabilities with legal payment periods, such as tax provisions, tax installments, taxes payable and social security premiums, are observed in this group.

^(***) Suppliers and other trade payables are observed within this group.

G) Hedge Accounting

In order to protect derivative products from the buying and selling process and from foreign currencies and / or interest rates (fixed and changeable), the Company performs forward, future, option and swap transactions.

Note 40 - Subsequent Events (Events After the Balance Sheet Date)

Endorsement of the financial statements

The Company's financial statements dated 31.12.2010 were endorsed by the Company's Board of Directors on February 22, 2011. The only authority with the power to make changes on the financial statements endorsed by the Company's Board of Directors is the Company's General Assembly.

Note 41 - Other Matters That may Affect the Financial Statements to a Significant Extent or Matters Which are Required to be Explained in Order the Financial statements to be Clear, Interpretable and Understandable

None.

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