



PRESS RELEASE

Trader Media East Revenue Announcement

**Q2 2006 Revenues: \$54.8 million, up 5.0% vs. 2005
+5.0% Organic Internet Growth of 71.4%, of which 78.1% Organic**

Amsterdam, The Netherlands – July 27, 2006 (0700 BST)

Trader Media East Limited, a leader in classified advertising, operating in Central and Eastern Europe, releases its unaudited second quarter and first half 2006 revenue results today.

Q2 Revenues:

<i>In \$ millions</i>	Q2 2006	Q2 2005	Total Growth %	Total Growth % ⁽¹⁾	Organic Growth % ⁽²⁾
Print revenues	52.4	50.8	+3.1%	+3.0%	+3.0%
Online revenues	2.4	1.4	+71.4%	+78.1%	+78.1%
Total revenues	54.8	52.2	+5.0%	+5.0%	+5.0%

(1) Excluding exchange rate impact
(2) Excluding exchange rate impact and the results of acquisitions and disposals until a like month is included in the previous year's base

Group second quarter organic growth was up 5.0%. After taking into account the exchange rate impact, total growth was up 5.0%.

The organic growth number reflects a change in mix with online going up 78.1%, while print grew at 3.0%.

Commenting on these results, Trader Media East's Chief Executive Officer Pierre-François Catté said:

"The 5.0% organic growth delivered in the second quarter is in line with our expectations after our 3.0% performance in Q1 and we continue on target on 6-9% organic revenue growth this year with a 32-34% operations EBITDA margin.

This 5.0% growth reflects a mix of contrasting results:

- Russia which represents 70% of our revenue in Q2 achieved a rebound in organic growth from 5.0% in Q1 to 10.3% in Q2 driven by excellent regional performance and slow recovery in Moscow.

- Performance in Hungary remains disappointing with organic revenues declining 10.8%. This is a result of a combination of worsening market conditions and operational issues and accordingly we have commenced a thorough overhaul of the business.

The progress in Russia, together with the good performance in Croatia and Poland, the planned business initiatives and the improved operational controls, underpin our expectations for accelerated growth in the second half of the year."

S1 Revenues:

<i>In \$ millions</i>	S1 2006	S1 2005	Total Growth %	Total Growth % ⁽¹⁾	Organic Growth % ⁽²⁾
Print revenues	95.8	94.7	+1.2%	+2.6%	+2.6%
Online revenues	4.0	2.6	+53.8%	+60.0%	+60.0%
Total revenues	99.8	97.3	+2.6%	+4.1%	+4.1%

(1) Excluding exchange rate impact

(2) Excluding exchange rate impact and the results of acquisitions and disposals until a like month is included in the previous year's base

First semester organic growth was 4.1%. After taking into account the exchange rate impact, total growth was +2.6%.

The organic growth number reflects a change in mix with online going up 60.0% while print grew at 2.6%.

Organic revenue growth by country:

By Country	% of Q2 2006 Revenues	Q2 2006 Organic Growth %	% of S1 2006 Revenues	S1 2006 Organic Growth %
Russia & CIS	70.2%	+ 10.3%	70.7%	+ 7.8%
Hungary	20.9%	-10.8%	20.1%	-9.2%
Poland	3.2%	+6.6%	3.3%	+2.8%
Croatia	5.7%	+12.5%	5.9%	+16.1%

Comments:

• **Russia & CIS:**

In Q2, Moscow, which represents 44% of Russian & CIS business, experienced a decline in organic revenue of 8.9% with some noticeable improvement vs. Q1. Organic growth outside Moscow accelerated from +24.3% in Q1 to +31.9% in Q2.

• **Hungary:**

The performance in Hungary continues to reflect the worsening market conditions for the automotive and real estate markets. We believe it unlikely that Hungarian economic policy will improve the prospects for these underlying markets in the short term. Our plan, through new business initiatives and geographical expansion, is to restore Hungary to growth by the end of the year. To address these issues we are undertaking a number of revenue initiatives and we are fundamentally restructuring our Hungarian business through consolidation and partnership initiatives.

• **Poland:**

Poland through accelerated online organic growth in Q2 (+55.0% vs. +39.1% in Q1) returned to positive organic revenue growth.

• **Croatia:**

Croatia continued solid organic growth through a combination of newly launched vertical publications and the strong performance of our generalist title.

Organic revenue growth by source of revenue:

By Source of Revenue	% of Q2 Revenues	Q2 2006 Organic Growth %	% of S1 Revenues	S1 2006 Organic Growth %
Display Advertising	45.7 %	+4.1 %	45.0 %	+3.2 %
Classified Advertising	32.8 %	-0.5 %	33.1 %	+1.2 %
Circulation	10.5 %	-4.6 %	12.0 %	-3.8 %
Other	6.5 %	+35.4 %	5.9 %	+24.0 %
Internet	4.5 %	+78.1 %	4.0 %	+ 60.0 %

Business indicators:

(in millions)	Q2 2006	Q2 2005	% variation
ONLINE:			
Unique Monthly Visitors (last month of the quarter)	4.1	3.4	+20.6%
OFFLINE:			
Circulation (copies sold + free distribution copies)	36.7	32.2	+14.0%
Of which copies sold	16.9	17.4	-2.9%

2006 Financial Calendar

- **Annual General Meeting of Shareholders: July 28**
- **2006 Half Year Results** will be announced on **September 29** and presented by Pierre-François Catté, Chief Executive Officer, and Paul Guest, Chief Financial Officer.
- **Third Quarter 2006 Revenue: October 27**

About Trader Media East

Trader Media East is a leader of online and print classified advertising with strong local brands serving local markets in Central and Eastern Europe. Trader Media East produces 253 print titles, with 5 million readers per week and hosts 9 websites, with 4.1 million unique monthly visitors.

Trader Media East was incorporated in November 2005. It employs 4,700 people in 8 countries.

Our branded classified advertising websites and publications and related specialized services have leading positions in specific markets in the following countries: Belarus, Croatia, Hungary, Kazakhstan, Lithuania, Poland, Russia and Ukraine.

Forward-Looking Statements

Some of the statements in this document are forward-looking. Forward-looking statements include statements regarding the intent, belief and current expectations of Trader Media East or its officers with respect to various matters. When used in this document, the words "expects," "believes," "anticipates," "plans," "may," "will," "should" and similar expressions, and the negatives thereof, are intended to identify forward-looking statements. Such statements are not promises or guarantees, and are subject to risks and uncertainties that could cause actual outcome to differ materially from those suggested by any such statements. Those factors include, but are not limited to, risks or uncertainties relating to our highly competitive industry, our dependence on advertising including print and online advertising, our ability to make and integrate acquisitions, our ability to obtain financing for acquisitions and other needs on terms acceptable to us, the uncertain operating environment created by political, economic and social conditions, including corruption, in some of the countries in which we operate, the currencies in which we do business, our ability to remit funds freely from the jurisdictions in which we operate, restraints on our operations resulting from minority holdings in some of our subsidiaries, our ability to manage foreign exchange exposures, our dependence on our management team and key personnel, our

ability to attract and retain key sales staff, our content, our brands, our limited operating history of our online operations in the countries in which we do business, our inability to adapt to technological changes, as well as general economic and market conditions relating generally to emerging markets.

These forward-looking statements speak only as of the date of this document. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions or circumstances on which any forward-looking statement is based.

Media & Investor Relations Contact Information

Brunswick Group

Contact: Patrick Handley/Anna Jones

16 Lincoln's Inn Fields

London

WC2A 3EW

Tel: +44 207 404 5959

E-mail: tmeast@brunswickgroup.com