



# PRESS RELEASE

## **Trader Media East Limited Appointments Announcement**

**Amsterdam, The Netherlands – November 23, 2007**

Following the earlier announcement of the resignation of the Pierre-François Catté, Chief Executive Officer (“CEO”), and the relocation of its Paris organisation, Trader Media East Limited (“TME”) announces further changes to its Executive Management team, with the following appointments:

### **Vice President Strategy & Business Development, Hürriyet Group**

Ahmet Özer will divide his time equally between Hürriyet and TME. He will take overall responsibility for investment strategy and maximising the growth opportunities for Hürriyet & TME.

### **Vice President Strategy and Business Development**

In addition to his current General Manager - Pronto Moscow role, Leonid Makaron, will assume additional responsibility as Vice President (“VP”) Strategy & Business Development of TME. He will be responsible for the overall management of the Company’s business development and serve as a key member of the executive team, setting the company’s strategic direction and spearheading business development initiatives that are consistent with the company’s overall strategy. He will also manage multiple business initiatives in a start-up environment and manage revenue generation and strategic partnerships development.

### **Vice President - Finance, IT and Purchasing**

Can Gökçebay will report to the CEO and will be responsible for directing the company’s financial and administrative organization, comprising purchasing treasury, IT, facilities and administrative functions.

### **Vice President Marketing, Sales and Human Resources**

Çiler Yıldız will report to the CEO and will be responsible for providing executive leadership and management of the marketing function. She is responsible for the direction and management of all sales and marketing operations, including market competitiveness, pricing and distribution and channel strategies. She will drive the Company’s efforts to be the visionary leader of its sector and attain its revenue objectives. She will be also responsible for the Human Resources function.

### **General Secretary & Legal Director**

Hakan Hanlı will report to the CEO and will provide legal support to all the operating units, as required.

Members of the outgoing Management Team including the Chief Financial Officer (“CFO”), Paul Guest and General Counsel, Rhonda Friesen have transitioned their responsibilities and will provide ongoing support until their departure in the New Year.

Vuslat Dogan Sabancı, TME Vice-Chairwoman and CEO, said: “We would like to thank the outgoing Management Team for their considerable efforts over the last two years and for contributing to a smooth transition”.

### **About Trader Media East Limited**

Trader Media East Limited is a leader of online and print classified advertising with strong local brands serving local markets in Central and Eastern Europe. Trader Media East Limited produces 193 print titles, with 5 million readers per week and hosts 15 websites, with 6.6 million unique monthly visitors.

Trader Media East Limited was incorporated in November 2005. It employs 5,200 people in 9 countries.

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

### **Media & Investor Relations Contact Information**

Brunswick Group  
Contact: Patrick Handley / Natalia Erikssen  
16 Lincoln’s Inn Fields  
London  
WC2A 3EW  
Tel: +44 207 404 5959  
E-mail: [tmeast@brunswickgroup.com](mailto:tmeast@brunswickgroup.com)

Hurriyet / TME Investor Relations  
Tel: (90) 212 677 0850  
E-mail: [ir@hurriyet.com.tr](mailto:ir@hurriyet.com.tr)