



PRESS RELEASE

TRADER MEDIA EAST First Half 2012 Financial Results

Naarden, The Netherlands – August 27, 2012

Trader Media East Limited (“TME” or the “Group”), a leader in print and online classified publishing, operating in Russia, CIS, and Eastern Europe, released today its half year (1H) financial results for 2012.

Financial Summary

(US\$ millions)	2Q12	2Q11	Change	Org ch.*	1H12	1H11	Change	Org ch.*
Revenues	33.2	40.6	-18.3%	-6.1%	61.7	73.6	-16.2%	-4.9%
Russia	26.0	31.7	-17.9%	-6.9%	48.1	56.6	-15.0%	-5.5%
Moscow	12.3	15.9	-22.7%	-14.5%	22.6	28.0	-19.6%	-13.5%
Regions	13.7	15.8	-13.1%	1.0%	25.6	28.5	-10.5%	2.8%
CIS	4.7	5.1	-7.4%	14.5%	8.7	9.9	-11.9%	14.5%
Eastern Europe	2.4	3.8	-36.0%	-24.6%	4.9	7.2	-32.2%	-23.2%
Operation EBITDA	5.5	6.7	-17.5%	-6.1%	7.9	8.4	-5.2%	4.0%
- Corporate Cost	0.6	0.9	-24.5%	-	1.3	1.7	-20.5%	-
Consolidated EBITDA	4.9	5.9	-16.5%	-4.2%	6.6	6.7	-1.4%	9.5%
Net (Loss) / Income	-7.0	1.5			-0.8	3.0		
Operation EBITDA Margin %	16.7%	16.5%			12.9%	11.4%		
Consolidated EBITDA Margin %	14.7%	14.4%			10.7%	9.1%		

*Organic Change: Local currency change, including only active operations.

(US\$ millions)	1H12	1H11	Change	Org ch.*
Online Revenues	14.5	12.4	17.3%	31.2%
Share in total revenues	23.5%	16.8%		

TRADER MEDIA EAST
Consolidated Balance Sheets
(Unless otherwise stated US Dollars in thousands)

	June, 30 2012	Dec, 31 2011
	(Reviewed)	(Audited)
ASSETS		
Non-current assets		
Property, plant and equipment	5.4	5.7
Goodwill	78.7	79.6
Intangible assets	62.4	65.3
Available-for-sale financial assets	0.1	0.1
Deferred tax assets	2.7	2.9
Other non-current assets	0.2	-
Total non-current assets	149.5	153.6
Current assets		
Inventories	0.8	1.3
Trade and other receivables	5.3	5.1
Cash and cash equivalents	15.1	9.4
Other current assets	9.5	8.0
Assets held for sale	-	1.5
Total current assets	30.7	25.3
Total assets	180.2	178.9

TRADER MEDIA EAST
Consolidated Balance Sheets
(Unless otherwise stated US Dollars in thousands)

	June, 30 2012 (Reviewed)	Dec, 31 2011 (Audited)
EQUITY		
Capital and reserves attributable to equity holders of the company		
Share capital	8.0	8.0
Additional paid-in capital	678.1	678.1
Translation reserve	15.2	17.2
Accumulated losses	-650.0	-648.1
	51.3	55.2
Non-controlling interests	1.9	1.4
Total equity	53.2	56.6
LIABILITIES		
Non-current liabilities		
Financial liabilities - Senior credit facility	-	70.0
Deferred tax liabilities	9.0	9.9
Total non-current liabilities	9.0	79.9
Current liabilities		
Financial liabilities - Senior credit facility	70.9	3.5
Financial liabilities to non-controlling interests	10.1	10.2
Trade and other payables	11.2	9.4
Due to shareholders	16.9	13.0
Current income tax liabilities	0.3	0.3
Other current liabilities	8.6	6.0
Total current liabilities	118.0	42.4
Total liabilities	127.0	122.3
Total liabilities and equity	180.2	178.9

TRADER MEDIA EAST
Consolidated Profit and Loss Statement
(Unless otherwise stated US Dollars in thousands)

	June, 30 2012 (Reviewed)	June, 30 2011 (Reviewed)
Revenue	61.7	73.6
Cost of sales	-30.4	-39.5
Gross profit	31.3	34.1
Marketing, selling and distribution expenses	-8.5	-8.2
General administrative expenses	-20.3	-24.6
Other income	3.0	0.7
Operating profit	5.5	2.0
Financial (expense) / income, net	-5.3	3.9
Gain before income taxes	0.2	5.9
Tax expense	-1.0	-2.9
Net (loss) / profit for the year	-0.8	3.0
Attributable to:		
Equity holders of the parent	-1.8	1.9
Non-controlling interests	1.0	1.1
	-0.8	3.0
Weighted average number of ordinary shares in issue (thousands)	50,000	50,000
Basic and diluted earnings per share for (loss) / profit attributable to the equity holders of the parent during the period (expressed in full US Dollar per share)	-0.036	0.038

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.

Investor Relations Contact Information

İnci Tari

Investor Relations Director

Tel: +90 212 449 65 54

e-mail: itari@hurriyet.com.tr