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18 January 2013

TRADER MEDIA EAST LIMITED

TERMINATION OF NEW GDR OFFERING

Trader Media East Limited (the "**Company**") refers to (A) its announcement on 11 December 2012 in which the Company announced: (i) an offering to holders of the Company's global depositary receipts ("**GDRs**") on 10 December 2012 ("**Eligible Investors**") of the right to subscribe for new ordinary shares in the capital of the Company (the "**New Shares**") in the form of newly issued GDRs ("**New GDRs**"), with one New GDR representing one New Share and with three New GDRs offered for every one GDR held by Eligible Investors (the "**New GDR Offering**"); and (ii) an offering to holders of ordinary shares on the register of members of the Company on 10 December 2012 the right to subscribe for New Shares pro rata to their existing holding of ordinary shares (together with the New GDR Offering, the "**Offering**") and (B) its announcements on 19 December 2012 and 3 January 2013 extending the latest time and date for receipt by The Bank of New York Mellon (as Depositary) of completed subscription cards and payment in full from Eligible Investors to 5:00p.m. London time for Eligible Investors holding Regulation S GDRs and 5:00p.m. New York time for Eligible Investors holding Rule 144A GDRs on 4 January 2013 and 18 January, respectively.

Following discussions with the parties involved in the transaction, the board of directors of the Company has decided not to proceed with the proposed Offering at this time. The Company, however, may undertake a pre-emptive or other equity offering in the future and will also consider any alternative arrangements available to the Company to fund the Group's working capital needs. Accordingly, the Company today announces that the Offering is terminated with immediate effect in accordance with the terms and conditions of the Offering.

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