

## TRADER MEDIA EAST LIMITED

### PRESS RELEASE

#### SALE OF OGLASNIK D.O.O.

**Amsterdam, The Netherlands – March 3, 2014**

In February 28, 2014, we sold our 70% indirect stake in Oglasnik d.o.o. to the Minority Shareholders. This transaction includes transfer of all assets and liabilities and does not create any cash flow. With this transaction, we have effectively discontinued our Croatian operations, in line with our strategy to focus on our core market Russia and CIS.

#### *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](mailto:itari@hurriyet.com.tr)*