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14 OCTOBER 2014

TRADER MEDIA EAST LIMITED

1 FOR 5 NEW GDR OFFERING OF 2,501,842 NEW GDRS TO EXISTING GDR HOLDERS AT A SUBSCRIPTION PRICE OF US\$2.03 PER NEW GDR CONCURRENTLY WITH A PRE-EMPTIVE SHARE OFFERING TO EXISTING SHAREHOLDERS OF UP TO 10,000,000 NEW SHARES AT AN EQUIVALENT PRICE OF US\$2.03 PER NEW SHARE

Capital Raising

The Board of Trader Media East Limited (the "**Company**") refers to its press releases of 18 September 2014 in which the Company announced (i) an offering to holders of the Company's global depository receipts ("**GDRs**") 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 (the "**New GDR Offering**"), (ii) an offering to holders of ordinary shares on the register of members of the Company the right to subscribe for New Shares pro rata to their existing holding of Shares (the "**Pre-emptive Share Offering**"), and (iii) the publication of Company's prospectus dated 18 September 2014 in connection with the New GDR Offering and Pre-emptive Share Offering.

The Company is today pleased to announce that 7,428,641 New Shares have been taken up by shareholders pursuant to the Pre-Emptive Share Offering (including 685 New GDRs which have been taken up by Eligible Investors pursuant to the New GDR Offering).

It is expected that the New GDRs will commence trading, fully paid, on the London Stock Exchange plc's main market for listed securities at 8.00 a.m. on 15 October 2014.

In accordance with its underwriting obligations as set out in the prospectus, the Company's majority shareholder, Hürriyet Invest B.V., will subscribe for 2,571,359 New Shares not taken up by investors (including 2,501,157 New GDRs not taken up by Eligible Investors under the New GDR Offering).

The Company will receive gross proceeds of approximately US\$20.3 million and net proceeds of approximately US\$19.8 million, after deduction of estimated expenses of approximately US\$0.5 million. The Company intends to use the net proceeds: (i) to repay in full its inter-group loan from Hürriyet Invest B.V.; (ii) for meeting the working capital needs of the Company's subsidiaries; and (iii) for general corporate purposes.

In connection with the New GDR Offering, the Company has also increased its GDR block headroom by 4,999,315 GDRs to an aggregate of 60,000,000 GDRs.

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