

PRESS RELEASE

CEO Appointment Announcement

Amsterdam, The Netherlands – May 19, 2014.

Trader Media East Limited (“TME”) announces that Mr. Nikolay Dadiani joined the Company as “Chief Executive Officer” or “CEO” as of May 19, 2014.

Mr. Nikolay Dadiani, born in 1970, Russian citizen, graduated from Cambridge Academy of English and European Business School for “Marketing, Advertising & Promotion” in 1992 and 1995 respectively, additionally studied in ISAS at Young & Rubicam in 2001 London in UK.

He started his career as Account Manager at MCCANN-ERICKSON RUSSIA in 1995, as Project Director at the University of Moscow in Academy of Marketing & Advertising in Russia in 1996, as Account Director at MAXIMA CG in Moscow (1997), as Group Account Director and Client Service Director at YOUNG & RUBICAM MOSCOW (2000 & 2007 respectively), as Commercial Director at AFISHA INDUSTRIES in Moscow (2007). Also, he served as Chief Sales Officer at SANOMA INDEPENDENT MEDIA in 2013.

A copy of TME’s Announcement is available on the Company’s website at www.tmeast.com

About Trader Media East

We are the leading marketplace for communities of real estate, auto and recruitment, with strong local brands, serving local markets in Russia, CIS, Central and Eastern Europe. TME produces 149 print titles, with 1.2 million readers per week and hosts 11 websites, with 17.5 million unique monthly visitors.

TME was founded in November 2005, and comprises former operations of Trader Classified Media N.V. Today, it employs 2,526 people in 3 countries.

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

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 described in our publicly filed documents.

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

Mrs. Inci Tari
Investor Relations Director
Tel: +90 212 449 65 54
e-mail: isencan@hurriyet.com.tr