

TRADER MEDIA EAST LIMITED

PRESS RELEASE

BNY Mellon Limited Converts & Transfers Some of Its Ordinary Shares to Barlow Partners

Amsterdam, The Netherlands – January 29, 2016.

Trader Media East Limited (TME) Board of Directors would like to inform that BNY Mellon Limited converted and transferred its:

- (i) 60,023 (sixty thousand and twenty-three) ordinary shares in TME to Barlow Partners Group Trust; and
- (ii) 222,308 (two hundred and twenty-two thousand three hundred and eight) ordinary shares in TME to Barlow Partners Offshore Limited on January 5, 2016.

After their registrations in January 28, 2016, BNY Mellon Limited total number of the ordinary shares will be equal to 12,227,563.

About Trader Media East

TME is the leading market place for communities of real estate, auto and recruitment with strong local brands, serving local markets in Russia, Kazakhstan and Belarus. TME produces 125 print titles with 0.8 million readers per month and hosts 11 websites with 18.7 million unique monthly visitors.

TME was founded in November 2005, and comprises the former operations of Trader Classified Media N.V. Currently, the Group employs 2,034 permanent employees in 3 countries.

TME's 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.

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