

PRESS RELEASE

Appointment of Chief Executive Officer

Resolution by Board of Directors - Circulated on June 07, 2016.

Trader Media East Limited (the "Company" or "TME" or "Group") announces the appointment of **Mr. Kamil N. Özörnek** as new Chief Executive Officer ("CEO") of the Company with effect from **03 June, 2016**, pursuant to its Resolution of the Directors passed on **07 June, 2016**.

Mr. Kamil N. Özörnek, born in 1968, Turkish citizen, holds a Master Degree in Business Administration from the University of Tampa. He started his career at NELSON Group in Miami, FL USA in 1997, followed by "sahibinden.com" the leading online classified platform of Turkey as its co-founder and first General Manager. Then, he went on to Cushman & Wakefield Turkey as its Head of Retail Services in 2005, PERA Real Estate Investment Trust as Deputy-General Manager in 2007, ELLA Internet Tech as Co-founder and CEO in 2009, VIPDUKKAN.COM as General Manager in 2012 and in 2013 he joined HÜRRİYET, the controlling shareholder of TME, as Director for E-Commerce and Executive Board Member. **Mr. Kamil N. Özörnek** has been acting as Director at TME since 2015.

The Meeting of the Board of Directors (the "Meeting") took place on **June 07, 2016** and the Board of Directors have resolved and agreed to appoint **Mr. Kamil N. Özörnek** as CEO of the Company with effect from **June 03, 2016** and the Board of Directors further resolved and agreed to appoint **Mr. Michael Kart** as the General Director of Pronto Media Holding LLC ("PMH"), the main operating entity of TME in Russia.

Mr. Michael Kart, born in 1975, Russian citizen, holds Master degrees in Business Administration, as well as in Financial Asset Management & Engineering. **Mr. Michael Kart** started his career at Europa Capital Management S.A. in 1997 as Analyst, followed by EuroTelligence GmbH as Co-Founder, Marcuard Spectrum Ltd., Moscow as Partner & CIO in 2002, Spectrum Partners Ltd., Moscow as Managing Partner in 2009 and ECOGAZ, Moscow as Partner & Managing Director in 2013. He joined the TME Group in 2014 and since then acted as Chief Financial Officer of the Company.

Investor Relations Contact Information

Mrs. Sema İpek Erhan

Investor Relations Manager

Tel. : +90 212 449 60 30

E-Mail : ierhan@hurriyet.com.tr