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12 August 2016

TRADER MEDIA EAST LIMITED

7 FOR 1 NEW GDR OFFERING OF 85,325,303 NEW GDRS TO EXISTING GDR HOLDERS AT A SUBSCRIPTION PRICE OF US\$0.21 PER NEW GDR CONCURRENTLY WITH A SHARE RIGHTS OFFERING TO EXISTING SHAREHOLDERS OF UP TO 420,000,000 NEW SHARES AT AN EQUIVALENT PRICE OF US\$0.21 PER ORDINARY SHARE

Capital Raising

The Board of Trader Media East Limited (the "**Company**") has today launched: (i) an offering to holders of the Company's global depository receipts ("**GDRs**") as at close of business on 11 August 2016 (save for those persons to whom the distribution of the Prospectus and for whom the subscription for new GDRs (as defined above) is restricted by law, "**Eligible Investors**") 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**"); and (ii) an offering to holders of ordinary shares on the register of members of the Company on 11 August 2016 the right to subscribe for New Shares pro rata to their existing holding of Shares (the "**Pre-emptive Share Offering**"). Seven New GDRs will be offered for every one GDRs held by Eligible Investors. The Company intends to raise proceeds of approximately US\$87.9 million (net of expenses).

The New GDR Offering and the Pre-emptive Share Offering will be underwritten by the Company's majority shareholder, Hürriyet Invest B.V.

Documentation

The Prospectus containing details of the New GDR Offering will be made available at the Company's registered office and Clifford Chance LLP's London Office and will also be made available on the Company's website (www.tmeast.com). A copy of the Prospectus will also be submitted to the National Storage Mechanism and will shortly be available for inspection at www.Morningstar.co.uk/uk/NSM.

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REGISTERED UNDER THE SECURITIES ACT AND, SUBJECT TO CERTAIN LIMITED EXCEPTIONS, WILL NOT BE OFFERED FOR SALE IN THE UNITED STATES.

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