

PRESS RELEASE

Filing of Reissued of 2011-12 Annual Report & Accounts

Amsterdam, The Netherlands – April 26, 2016.

Trader Media East Limited (the "Company" or "TME" or "Group") announces that it has sent its Reissued Annual Report 2011-12, and Audited Consolidated Financial Statements for the year ending December 31, 2012.

A copy of the Company's Reissued Annual Report 2011-12 containing the audited consolidated financial statements is available on the Company's website at www.tmeast.com.

CHAIRWOMAN'S STATEMENT

2012 Overview and Financial results

It is my pleasure to submit the TME Annual Report and Consolidated Financials for the year ending on December 31, 2012.

In the view of macro-economics, 2012 was a stable year overall with lower GDP growth rates versus 2011. There has been a slow-down in Russian economy in the 2nd half of the year, which had a small impact on our business. Financial crisis in Belarussia was over and the country started to recover especially in the 2nd half of the year. Macro-economic situation in CEE countries continues its negative trend. Although there has been some signs of recovery in Hungary, the economic activity in Slovenia and Croatia is extremely low, which caused even online revenues to decline in these countries.

As you all know, TME is in the process of a transformation, which has strategically been initiated since 2009. Our revenue composition has been changing in favor of digital revenues which reached 24.6% of the total revenues in 2012. Although total revenues was lower than last year's due to declining print revenues and shut down of some operations in some Russian cities, EBITDA margin was doubled to 12.2% which was 6.0% in 2011 together with the effect of strict cost efficiency measures.

TME's target to reach online revenue share of 50% by the end of 2015 is still intact, and I strongly believe that current management team will achieve this target. The board of directors of TME is very committed to this business plan and thinks that the healthy transitioning of the company is a great opportunity for the shareholders to gain value.

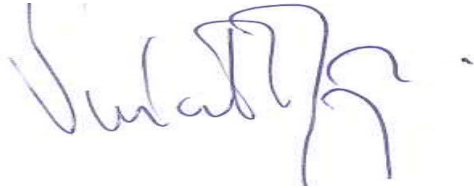
In July 2012 and January 2013, TME re-negotiated its loan interest rate twice which lowered interest expense significantly.

Dividend

The Group's policy is to re-invest cash generated in the business. Consequently, TME Board of Directors is not recommending a distribution.

Outlook

In 2013, we are still expecting highly competitive market conditions, both in print and online. Deterioration in print revenues and strong growth in online revenues will continue. Margin is expected to slightly improve, except the potential impact additional marketing investments in Russia, which is directly influencing the profitability of the company.



Vuslat Doğan-Sabancı

Chairwoman

30 April 2013

(Approved for reissuance on **26 April 2016**)

MESSAGE FROM CEO

Year 2012 was a landmark year in TME's on-going transition plan. The online revenues' share in total revenues reached 24.6%.

On the one hand, we significantly increased our digital revenues (over 40% – in local currency) in Russia and CIS, which is our core operating market), on the other hand, we increased our profitability with very strict cost measures and managed to increase our EBITDA margin by two times from 2011. The company also recorded a net income, for the first time after the crisis of 2008.

We will continue to invest our profits in our online business to accelerate growth. We will also continue to restructure the company to benefit from the transition.

Main operational developments in 2012:

- The printing facility in Samara was shut down. In such a way, TME is fully outsourcing its printing activity.
- Gojob.kz and Myjob.by launched in Kazakhstan and Belorussia respectively, working under the core JOB.ru platform.
- Car vertical JV in Russia, autoscout24.ru was discontinued.
- We moved our office to its new location in Moscow.
- Job.ru recruitment portal is spinned off as a separate legal entity.
- We continue to improve our management in regional entities of Russia. In this respect, we replaced 6 general managers and 18 online managers in the regions.

In 2013, we will continue transition with full dedication. We expect more than 1/3 of our revenues will be generated from digital products in 2013.



Ahmet ÖZER

Chief Executive Officer, CEO

30 April 2013

(Approved for reissuance on **26 April 2016**)



Nikolay DADIANI

Chief Executive Officer, CEO

26 April 2016

REPORT OF THE BOARD OF DIRECTORS

Trader Media East Limited (“TME” or the “Company” or the “Group”)’s directors present their report and the audited financial statements for the year ended December 31, 2012.

Incorporation

The Company is incorporated in Jersey, Channel Islands.

Directors’ responsibilities for the financial statements

The directors are responsible for preparing the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union. The financial statements are required by law to give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period.

International Accounting Standard 1 requires that financial statements present fairly for each financial year the company’s financial position, financial performance and cash flows. This requires the faithful representation of the effects of transactions, other events and conditions in accordance with the definitions and recognition criteria for assets, liabilities, income and expenses set out in the International Accounting Standards Board’s “Framework for the preparation and presentation of financial statements”. In virtually all circumstances, a fair presentation will be achieved by compliance with all applicable IFRSs. However, directors are also required to:

- properly select and apply accounting policies;
- present information, including accounting policies, in a manner that provides relevant, reliable, comparable and understandable information;
- provide additional disclosures when compliance with the specific requirements in IFRS are insufficient to enable users to understand the impact of particular transactions, other events and conditions on the entity’s financial position and financial performance; and
- make an assessment of the company’s ability to continue as a going concern.

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies (Jersey) Law 1991, as amended. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The maintenance and integrity of the website is the responsibility of the directors, the work carried out by the auditors does not involve consideration of these matters and accordingly, the auditors accept no responsibility for any changes that may have occurred to the information contained in the financial statements since they were initially presented on the website.

The directors are also required by the Disclosure and Transparency Rules (DTR) of the Financial Services Authority (FSA) to include a management report containing a fair review of the business and a description of the principal risks and uncertainties facing the Group.

Directors' statement pursuant to the Disclosure and Transparency Rules (DTR)

Each of the directors, whose names and functions are listed on pages 6-7 confirm that, to the best of each person's knowledge and belief:

- The financial statements, prepared in accordance with IFRS as adopted by EU, give a true and fair view of the assets, liabilities, financial position and profit of the Group, and the Company; and
- The Directors' Report contained in the Annual Report includes a fair review of the development and performance of the business and the position of the Company and Group, together with a description of the principal risks and uncertainties that they face.

Principal Activities

TME is the leading marketplace for communities of generalist, real estate, auto and recruitment, with strong local brands, serving local markets in Russia, CIS, Central and Eastern Europe. TME produces 163 print titles, with 4.8 million readers per month and hosts 25 websites, with 20 million unique monthly visitors. TME is one of the largest companies in the region operating with weekly and daily newspapers and websites, primarily in the generalist, real estate, automotive and recruitment categories.

Results and Dividends

The profit and loss account of the Group for the year ended December 31, 2012 is set out in the audited financial statements. No dividends were paid during the year 2012.

Directors

The composition of the Board of Directors as of December 31, 2012 is as follows:

- Mrs. Vuslat Sabancı as Chairwoman, Senior Executive Director;
- Mr. Paul F. E. Tesselaar as Vice-Chairman, Senior Independent Non-Executive Director; and
- Mr. Michel H. P. Teheux as Non-Executive Director.

Directors' Interests

No options were granted to or exercised by any director of TME in the period since December 31, 2012, and the signing date of these audited financial statements. None of the directors had a material interest in any contract of significance to which the Company or any of its subsidiaries was a party during the year.

Policy on Payment of Creditors

It is Group policy, in respect of all of its suppliers, to settle the terms of payment when agreeing each transaction, to ensure that suppliers are made aware of the terms of payment and to abide by those terms. The average number of creditor days in relation to trade creditors outstanding depends on each country where we generally apply local practices.

Financial Risk Management

The Group finances its operations through the generation of cash from operating activities and from bank borrowings. Liquidity risk is managed through forecasting the future cash flow requirements of the business and maintaining sufficient cash at bank balances.

Principal Risks and Uncertainties

The following risks and uncertainties could have an effect on the Group's performance. As at the date of this report, the Board considers the risks described below to be the principal risks facing the Group.

The Group has a risk management structure in place that is designed to identify, manage, and mitigate business risks. This forms part of the Group's system of internal control that is described in detail in Corporate Governance. The key risks identified through this risk management process, and how they are managed is detailed below.

General

The Group's activities expose it to a variety of operational and financial risks; these risks are market risk including the effects of changes in debt and equity market prices, foreign currency exchange rates, interest rate risk, and cash flow interest rate risk, credit risk, and liquidity risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimize potential adverse effects on the financial performance of the Group. As the Group operates in different regions and countries, TME headquarters deal effectively with the coordination of management of different entities.

Risks relating to the Group's Business and Industry

The Total Ads Revenue decreased 10.8%, in which classifieds decreased 18%, whereas displays declined 4.3% versus 2011 figures. Displays share increased in Total Ads Revenue in 2012 like 2011.

Russia (+2.1%), Kazakhstan (+3.9%) were the only countries with positive GDP growth in 2012. The lowest GDP growth was in Slovenia (-3.0%).

In LCY terms Belorussia and Kazakhstan generated positive growth in print, whereas Eastern European countries print revenues fell by 33.9% in average.

Risks relating to the Group's Financial Condition

The Group is exposed to variety of financial risks due to its operations. These risks include liquidity risk, funding risk, credit risk and foreign currency risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimize potential adverse effects on the Group's financial performance.

The Group finances its operations through the generation of cash from operating activities and from its Senior Credit Facility. Liquidity risk is managed through forecasting the future cash flow requirements of the business and maintaining sufficient cash at bank balances.

Foreign Currency

As a relatively high proportion of the Groups sales 78% and operating profits arise in Russian Federation, the Group's reported results are negatively affected by weakening of Russian Ruble (RUR) against American Dollar (US\$) (-5.7%) in yearly averages *versus* 2011.

Competitive Forces

The markets in which the Group operates are highly dynamic and competitive. The majority of its co-operation is long term in nature and access to the key platforms is critical to the success of the business. This requires sustained investment in technology, capability and infrastructure, which presents a high barrier to entry. However, these factors alone do not protect the Group from competition, such that price competition and technical advances made by competitors could adversely affect the Group's results.

The Group has developed a balanced business portfolio and maintained a steady improvement in operational performance, which together with the establishment of long term customer relationships and sustained investment in technology acquisition, allow the Group to respond to competitive pressure.

Legal Risks

The Group operates internationally and is subject to laws and regulations in a large number of jurisdictions. Combined with this, the large numbers of customers and suppliers to the Group result in a complex set of contractual obligations and a risk of non-compliance with the applicable laws and regulations.

The Group addresses this risk in a number of ways:

- Through reviews, advice and opinions provided by the in-house legal department;
- Monitoring and reporting of issues by the Internal Audit function;
- Internal control processes requiring local and Group management to report on areas of potential non-compliance; and
- Controls on the levels of management required to approve proposed contractual arrangements.

Charitable and Political Donations

The Group did not make any material charitable or political donations during the year.

Intangible Assets

Historically, the Group has attributed value to its main trade names, customer database and goodwill in allocating a part of the purchase price paid for its subsidiaries to these intangible assets. These values attributed to intangible assets are referred to in note 8 to the financial statements.

Purchase of Own Shares

The Group did not purchase any of its shares for cancellation during the year. At present, TME Group had no authority to purchase Group's issued ordinary share capital.

Secretary

Dr. Hakan Hanlı is the Company Secretary since June 30, 2009.

Independent Auditors

Deloitte Touche Tohmatsu LLP¹ member firms ZAO Deloitte & Touche CIS and DRT Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. have been appointed as External Auditor to TME Group since January 2013 and June 2010, respectively, in responding to regulatory obligation in Jersey.

A resolution to appoint the auditors and to authorize the directors to fix their remuneration will be proposed at the Annual General Meeting (AGM), which will be held in **June 12, 2013** at the Company's headquarter.

By order of the Board

Registered office:

SANNE Corporate Service
Limited
13 Castle Street
St. Helier Jersey JE4 5UT
Channels Islands



Dr. Hakan HANLI
General Secretary & Counsel
30 April 2013
(Approved for reissuance on 26 April 2016)

¹ Deloitte Touche Tohmatsu LLP was appointed by the Board as External Auditor to TME, its subsidiaries:
(i) DRT Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. in Turkey since June 2010; and
(ii) ZAO Deloitte & Touche CIS" in Russia since January 2013.

RESPONSIBILITY STATEMENT

TME Annual Report and Financial Statements of 2012 contain a “Responsibility Statement” in compliance with paragraph 4.1.12 of the DTR signed by order of the Board by Mrs. Vuslat Sabancı as Chairwoman of the Board & Senior Executive Director, Mr. Paul F.E. Tesselaar as Vice-Chairman & Senior Independent Non-Executive Director; Mr. Michel Teheux as Non-Executive Director, Mr. Turhan Cemal Beriker as Independent Non-Executive Director, and Ahmet Özer as Executive Director.

This statement is set out below in full and unedited text. This states that on April 30, 2013, the date of approval of the 2012 Annual Report and Accounts; and this also states that on April 15, 2016, the date of approval of the reissuance of 2012 Annual Report and Accounts.

Each of the directors hereby confirm:

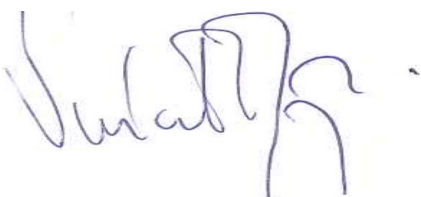
“To the best of our knowledge, and in accordance with the applicable reporting principles, the consolidated financial statements give a true and fair view of the assets, liabilities, financial position and profit or loss of the Group, and the Group management report includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected development of TME Group”.

Bussum, The Netherlands

30 April 2013

(Amsterdam, The Netherlands. Approved for reissuance on 26 April 2016)

Trader Media East Limited



Vuslat Doğan-Sabancı

Chairwoman



Turhan-Cemal Beriker

Vice-Chairman

INDEPENDENT AUDITOR'S REPORT

To the Members of Trader Media East Limited:

Report on the Consolidated Financial Statements

We have audited the accompanying consolidated financial statements of Trader Media East Limited (the "Company" or "TME") and its subsidiaries (together "the Group") which comprise the consolidated balance sheets as at 31 December 2012 and 2011, the consolidated statements of profit and loss, the consolidated statements of comprehensive income for the years ended 31 December 2012 and 2011, the consolidated statements of changes in equity and the consolidated statements of cash flows for the years then ended and the related notes 1 to 29. The financial reporting framework that has been applied is the applicable law and International Financial Reporting Standards ("IFRSs") as adopted by the European Union ("EU").

This report is made solely to the Company's members, as a body, in accordance with Article 113A of the Companies (Jersey) Law 1991. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Directors' Responsibility for the Consolidated Financial Statements

The directors are responsible for the preparation and fair presentation of consolidated financial statements in accordance with IFRSs as adopted by EU and with the requirements of the Companies (Jersey) Law 1991 and for such internal control as directors determine is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the consolidated financial statements are free from material misstatement.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the consolidated financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the companies circumstances and have been consistently applied and adequately disclosed; the reasonableness of accounting estimates made by the directors; and the overall presentation of the consolidated financial statements.

In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Basis for Qualified Opinion

As of 31 December 2012 and 2011 the Group held investments in 50% shares of LLC Pronto Kiev and LLC E-Prostir and consolidated the assets and liabilities of those entities and their financial results for the years ended on those dates. In our opinion, the Group had a significant influence over these entities, rather than control, and therefore the Group should have not consolidated their financial results for the years ended 31 December 2012 and 2011 and instead should have applied equity accounting method. If the equity method accounting was applied, total current asset of the Group would have decreased by 4.2 millions of US Dollars and 4.1 millions of US Dollars, total non-current asset would have increased by 1.9 millions of US Dollars and 1.8 millions of US Dollars and total equity would have decreased by 2.1 millions of US Dollars, 2.2 millions of US Dollars as of 31 December 2012 and 2011, respectively and the revenue would have decreased by 4.8 million USD and 5.5 million USD, operating expenses would have decreased by 3.9 million USD and 4.5 million USD and net profit for the year would have decreased by 0.3 millions of US Dollars and 0.5 millions of US Dollars for the years ended 2012 and 2011, respectively.

Qualified Opinion

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion paragraph, the consolidated financial statements:

- Give a true and fair view of the state of the Company's affairs as at 31 December 2012 and 2011, and of its profit and loss for the years then ended;
- Have been properly prepared in accordance with International Financial Reporting Standards as adopted by the EU; and
- Have been properly prepared in accordance with the Companies (Jersey) Law 1991.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies (Jersey) Law 1991 requires us to report to you if, in our opinion:

- Proper accounting records have not been kept by the parent company, or proper returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- We have not received all the information and explanations we require for our audit.

Other matters

Although not required to do so, the directors have voluntarily chosen to make a corporate governance statement detailing the extent of their compliance with the UK Corporate Governance code. We reviewed:

- The directors' statement in relation to going concern; and
- The part of the Corporate Governance Statement relating to the Company's compliance with the nine provisions of the UK Corporate Governance code specified for our review.



John Roberts

For and on behalf of ZAO Deloitte & Touche CIS

Moscow

26 April 2016

TRADER MEDIA EAST LTD

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(Amounts expressed in millions of US Dollars (“\$”) unless otherwise indicated)

	Notes	As at December 31, 2012	As at December 31, 2011
Restated			
ASSETS			
Non-current assets			
Property, plant and equipment	6	5.0	5.7
Goodwill	7	84.6	79.6
Intangible assets	8	68.0	65.3
Available-for-sale financial assets		0.1	0.1
Deferred tax assets	18	1.8	2.9
Other non-current assets		0.1	-
Total non-current assets		159.6	153.6
Current assets			
Inventories	10	0.8	1.3
Trade and other receivables	11	5.4	5.1
Cash and cash equivalents	12	16.8	9.4
Other current assets	19	8.2	8.0
Subtotal		31.2	23.8
Assets classified as held for sale	26	-	1.5
Total current assets		31.2	25.3
Total assets		190.8	178.9
EQUITY			
Capital and reserves attributable to equity holders of the company			
Share capital	13	8.0	8.0
Additional paid-in capital	13	678.1	678.1
Translation reserve		19.7	17.2
Accumulated losses		(644.5)	(648.1)
		61.3	55.2
Non-controlling interests		2.0	1.4
Total equity		63.3	56.6
LIABILITIES			
Non-current liabilities			
Borrowings	14	-	70.0
Deferred tax liabilities	18	10.6	9.9
Total non-current liabilities		10.6	79.9
Current liabilities			
Borrowings	14	70.9	3.5
Financial liabilities to non-controlling interests	15	10.2	10.2
Trade and other payables	16	10.6	9.4
Amounts due to shareholders	17	18.2	13.0
Current income tax liabilities	18	1.0	0.3
Other current liabilities	20	6.0	6.0
Total current liabilities		116.9	42.4
Total liabilities		127.5	122.3
Total liabilities and equity		190.8	178.9

The accompanying notes form an integral part of these consolidated financial statements.

TRADER MEDIA EAST LTD

CONSOLIDATED STATEMENT OF PROFIT AND LOSS

(Amounts expressed in millions of US Dollars (“\$”) unless otherwise indicated)

	Notes	For the years ended	
		December 31, 2012	December 31, 2011
Revenue	4	124.8	143.4
Cost of sales	22	(60.0)	(75.5)
Gross profit		64.8	67.9
Marketing, selling and distribution expenses	22	(17.8)	(23.4)
General administrative expenses	22	(39.7)	(61.2)
Other income		4.0	1.7
Operating profit/(loss)		11.3	(15.0)
Financial income	24	25.1	22.0
Financial expenses	25	(25.5)	(35.4)
Monetary gain		0.1	0.2
Profit/(loss) before income taxes		11.0	(28.2)
Income tax (expense)/benefit	18	(5.2)	1.5
Net profit/(loss) for the year		5.8	(26.7)
Attributable to:			
Equity holders of the parent		3.6	(29.1)
Non-controlling interests		2.2	2.4
		5.8	(26.7)
Weighted average number of ordinary shares in issue (thousands)		50,000	50,000
Basic and diluted earnings/(losses) per share for earning/(loss) attributable to the equity holders of the parent during the year (expressed in full US Dollar per share)	23	0.07	(0.58)

The accompanying notes form an integral part of these consolidated financial statements.

TRADER MEDIA EAST LTD

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

(Amounts expressed in millions of US Dollars (“\$”) unless otherwise indicated)

	For the years ended	
	December 31, 2012	December 31, 2011
Net profit/(loss) for the year	5.8	(26.7)
Items that may be reclassified subsequently to profit or loss		
Exchange differences on translating foreign operations	2.7	(1.4)
Total comprehensive profit/(loss) for the year	8.5	(28.1)
Attributable to:		
Equity holders of the parent	6.1	(30.5)
Non-controlling interests	2.4	2.4

The accompanying notes form an integral part of these consolidated financial statements.

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 operates 8 websites that had over 29 million visits with over 145 million page views per month on average in 2015.

TME was founded in November 2005, and comprises the former operations of Trader Classified Media N.V., Currently, the Group employs 1,148 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.

Investor Relations Contact Information

Mrs. Sema İpek Erhan

Investor Relations Manager

Tel: +90 212 449 6554

E-mail: ierhan@hurriyet.com.tr