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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

Publication of Prospectus

Further to the announcement by Trader Media East Limited (the "**Company**") regarding its New GDR Offering and Pre-emptive Share Offering to raise approximately US\$87.9 million (net of expenses), the UK Listing Authority has approved the Company's prospectus dated 12 August 2016 (the "**Prospectus**") containing details of the New GDR Offering.

The Prospectus 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 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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CLIFFORD CHANCE LLP'S LONDON OFFICE AND WILL ALSO BE MADE AVAILABLE ON THE COMPANY'S WEBSITE (WWW.TMEAST.COM).