

## PRESS RELEASE

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THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION.

### **NEGOTIATIONS RE. TRANSFER OF SHARES WITHIN THE PARENT GROUPS OF HURRIYET AND DOGAN**

**Amsterdam, The Netherlands – 4 April 2018**

The Board of Directors of Trader Media East Ltd. ("TME") refers to the recent announcement by Dogan Sirketler Grubu Holding A.S. ("Dogan Holding"), which owns Hurriyet Gazetecilik ve Matbaacilik A.S. ("Hurriyet"). Hurriyet owns Hurriyet Invest B.V. ("HIBV"), which is TME's major shareholder. Dogan Holding and Hurriyet are both listed on the Borsa Istanbul AS.

Dogan Holding announced that it has started negotiations with Demiroren Holding A.S. ("Demiroren") for the sale and transfer of its direct and indirect subsidiaries operating in the publishing and broadcasting segments. Any such transaction, if concluded, may also include HIBV and the TME group of companies. In case of further developments, if any, TME shall inform the public.

A copy of this announcement will be made available on the Regulatory News segment of the London Stock Exchange.

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