

PRESS RELEASE

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CONCLUSION OF AGREEMENT FOR TRANSFER OF SHARES WITHIN THE PARENT GROUPS OF HURRIYET AND DOGAN

Amsterdam, The Netherlands – 11 April 2018

The Board of Directors of Trader Media East Ltd. ("TME") refers to its announcement on 4 April 2018 and 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 concluded an agreement with Demiroren Holding A.S. ("Demiroren") for the sale and transfer of its direct and indirect subsidiaries operating in the publishing and broadcasting segments. The transaction will also include HIBV and the TME group of companies. The transaction is subject to various conditions, including, amongst others, approval by the General Assembly of Dogan Holding and regulatory consents. The transaction is expected to complete during May 2018.

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

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