

PRESS RELEASE

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THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION.

NEGOTIATIONS RE. TRANSFER OF SHARES OF THE PARENT HURRIYET INVEST B.V.

Amsterdam, The Netherlands – 27 June 2018

The Board of Directors of Trader Media East Ltd. ("TME") refers to the recent announcement dated 26 June 2018 by Hürriyet Gazetecilik ve Matbaacılık A.S. ("Hürriyet"), which owns Hurriyet Invest B.V. ("HIBV") which is TME's major shareholder. Hurriyet is listed on the Borsa Istanbul AS.

Hürriyet announced that it has decided to work with potential investors on the sale of HIBV and one or more of its subsidiaries including TME, and/or developing strategic partnerships, noting that there can be no certainty that any offer within this context will ultimately be made; and that it cannot be relied that this process will lead to a definitive sale or a strategic partnership and that this process may terminate without any results attained. 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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