CORPORATE ACTION NOTICE

TERMINATION NOTICE

BNY MELLON

October 17, 2019

NOTICE TO HOLDERS OF GLOBAL DEPOSITARY RECIPTS (“GDRs”)

REPRESENTING DEPOSITED ORDINARY SHARES OF:

TRADER MEDIA EAST LIMITED – 144A

ONE GDR REPRESENTS ONE ORDINARY SHARE

CUSIP: 89255G109 AND UNDERLYING ISIN: JE0094J15671

As owners and beneficial owners of the above GDRs, you are hereby notified that The Bank of New York Mellon, as depositary (the “Depositary”), will terminate the Deposit Agreement, dated February 10, 2006, between Trader Media East Limited – 144A (“Trader Media East – 144A”) and the Depositary, the (“Deposit Agreement”).

As a result, the existing GDR facility will be terminated effective at 5:00 PM (Eastern Time) on Wednesday, January 1, 2020.

Under the terms of the Deposit Agreement, you have until at least Monday, January 6, 2020 to surrender your Trader Media East – 144A GDRs for delivery of the underlying shares. If you surrender GDRs for delivery of the underlying shares, you must pay any applicable U.S. or local taxes or governmental charges. Payment should be made payable to The Bank of New York Mellon.

Holders of Trader Media East – 144A GDRs will be required to complete one of the attached transfer forms if they choose to surrender their GDRs for delivery of the underlying shares. The information that will need to be provided on the transfer forms are as follows:

- **For Corporations:** Full name, address, date of establishment, jurisdiction of establishment and registration number
- **For Individual Holders:** Full name, address, date of birth, place of birth and nationality

The completed forms will need to be sent to drsettlements@bnymellon.com, Attn: Stephen Reide / Kevin Garvey.

Subsequent to Monday, January 6, 2020 under the terms of the Deposit Agreement, the Depositary may attempt to sell the underlying shares. If the Depositary has sold such shares, you must surrender your GDRs to obtain payment of the sale proceeds, net of the expenses of sale and any applicable U.S. or local taxes or government charges.

Please be advised that there is currently no public trading market for Trader Media East’s ordinary shares. Accordingly, the Depositary may not be able to sell the ordinary shares.

To surrender your GDRs the address of the Depositary is: The Bank of New York Mellon, 240 Greenwich Street, Depositary Receipts Division – 8th Floor, Attention: Cancellation Desk, New York, NY 10286. Registered or overnight mail is the suggested method of delivering DRs to the Depositary.

PLEASE SEE INVESTOR DISCLOSURE ON LAST PAGE.

To learn more about Depositary Receipts, please contact DRBrokerSolutions@bnymellon.com or visit our website at adrbnymellon.com.

Investor Disclosure

This notice and the information and data provided herein are provided for general informational purposes only. BNY Mellon does not warrant or guarantee the accuracy, timeliness or completeness of any such information or data. BNY Mellon does not undertake any obligation to update or amend this notice or any information or data, and may change, update or amend this notice or any information or data at any time without prior notice.

BNY Mellon provides no advice, recommendation or endorsement with respect to any company or securities. No information or data is intended to provide legal, tax, accounting, investment, financial, trading or other advice on any matter, and is not to be used as such. We expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon this notice or any information or data, including market value loss on the sale or purchase of securities or other instruments or obligations.

Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy securities.

BNY Mellon collects fees from DR holders pursuant to the terms and conditions of the DRs and any deposit agreement under which they are issued. From time to time, BNY Mellon may make payments to an issuer to reimburse and/or share revenue from the fees collected from DR holders, or waive fees and expenses to an issuer for services provided, generally related to costs and expenses arising out of establishment and maintenance of the DR program. BNY Mellon may pay a rebate to brokers in connection with unsponsored DR issuances; brokers may or may not disclose or pass back some or all of such rebate to the DR investor. BNY Mellon may also use brokers, dealers or other service providers that are affiliates and that may earn or share fees and commissions. BNY Mellon may execute DR foreign currency transactions itself or through its affiliates; in such cases it acts as principal counterparty and not as agent, advisor, broker or fiduciary. BNY Mellon has no obligation to obtain the most favorable exchange rate, makes no representation that the rate is a favorable rate and will not be liable for any direct or indirect losses associated with the rate. BNY Mellon earns and retains revenue on its executed foreign currency transactions based on, among other things, the difference between the rate it assigns to the transaction and the rate that it pays and receives for purchases and sales of currencies when buying or selling foreign currency for its own account. The methodology used by BNY Mellon to determine DR conversion rates is available to registered Owners upon request or at https://www.adrbnymellon.com/us/en/news-and-publications/dr-issuers/asset_upload_file49220_197380.pdf.

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK).

DEPOSITARY RECEIPTS ARE NOT INSURED BY THE FDIC OR ANY OTHER GOVERNMENT AGENCY, ARE NOT DEPOSITS OR OTHER OBLIGATIONS OF, AND ARE NOT GUARANTEED BY, BNY MELLON AND ARE SUBJECT TO INVESTMENT RISKS INCLUDING POSSIBLE LOSS OF PRINCIPAL AMOUNT INVESTED.

TRANSFER NOTICE
(transfer to a body corporate)

Consideration	Nil	
Full Name of Company	Trader Media East Limited	
Full Description of Security	Ordinary shares of US$0.16 each	
Number or amount of Shares	Words	Figures
Names of registered holder	In the name(s) of BNY (Nominees) Limited	

We hereby transfer the above security out of the name aforesaid to the person(s) named below ________________________ Authorised Signatory for and on behalf of **BNY (Nominees) Limited** by authority of the Board.	________________ Date

Details of the person(s) to whom the security is transferred	Name: Address: Date of Establishment: Jurisdiction of Establishment: Registration number[1]:

We request that such entries be made in the Register of Members as are necessary to give effect to this transfer

[1] If applicable

TRANSFER NOTICE
(transfer to a natural person)

Consideration	Nil	
Full Name of Company	Trader Media East Limited	
Full Description of Security	Ordinary shares of US$0.16 each	
Number or amount of Shares	Words	Figures
Names of registered holder	In the name(s) of BNY (Nominees) Limited	

We hereby transfer the above security out of the name aforesaid to the person(s) named below

____
Authorised Signatory
for and on behalf of
BNY (Nominees) Limited

by authority of the Board.

____
Date

Details of the person(s) to whom the security is transferred	Name: Address: Date of Birth: Place of Birth: Nationality:

We request that such entries be made in the Register of Members as are necessary to give effect to this transfer