

10 November 2011

TRADER MEDIA GROUP

Italian business sold

Trader Media Group, Europe's largest digital marketplace for vehicles, has sold its Italian business for an undisclosed sum.

The business is a small print-led operation, which produces three monthly classified magazines and operates associated websites. It is not expected to make a profitable transition to digital as none of the brands are market leaders.

The business contributed some €8.4m of revenue and €2.0m of EBITDA in the year to 3 April 2011.

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Note to Editors

Trader Media Group is Europe's largest digital marketplace for vehicles and the UK's leading publisher of automotive classified advertising through market-leading websites and iconic print titles.

The Group's leading brand, Auto Trader, is the UK's no. 1 motoring website, with over 10.8m unique users in March 2011, and one billion page impressions – 16 times the volume of any competitor.

Trader Media Group's success is built on a simple formula: give trade customers the opportunity to choose all effective channels to market; build the service and relationship with dealers and manufacturers and connect them with consumers through multiple and easy-to-use channels including websites and mobile phones.

Trader Media Group employs some 1,600 people. It operates in the UK, Ireland and South Africa. It is jointly owned by Guardian Media Group and Apax Partners.