



Trader.com reports continuing strong revenue growth.
Consolidated revenues for the 2nd quarter 2001 increased by 12%.

Amsterdam, The Netherlands - July 26, 2001

Trader.com N.V., a global leader in classified advertising, releases today its second quarter 2001 revenues.

Strong revenue, driven by +8% organic growth

2nd Quarter 2001

In €millions	2nd Q 2001	2nd Q 2000	Total Growth %	Organic Growth %
Print revenues	101.8	92.5	+ 10%	+ 5 %
Online revenues	6.9	4.3	+ 60%	+57%
Consolidated revenues	108.7	96.8	+ 12%	+ 8%*

*Including 1% positive exchange rate impact.

In the 2nd quarter 2001, consolidated revenues increased by 12% to €108.7 million vs. €96.8 million in the 2nd quarter of 2000. Organic growth was 8%, including a 1% positive exchange rate impact.

In the 1st half 2001, consolidated revenues increased by 14% to €205.1 million vs. €179.4 million in the 1st half of 2000. Organic growth was 8% with no exchange rate impact.

Commenting on the results, Didier Breton, Chief Operating Officer of Trader.com said:

‘This strong revenue growth reflects our solid business base, built on content driven consumer markets, which was sustained despite softer economic conditions. Combined with the restructuring activities that we took at the end of 2000, these factors give us a strong momentum to drive continued profitable growth.’

Print revenues increased by 10%

In the 2nd quarter of 2001, print revenues increased by 10% to €101.8 million vs. €92.5 million in the 2nd quarter of 2000, with organic growth of 5%.

By channel, revenues increased for professional classified ads by 18% to €15.2 million, for private classified ads by 13% to €15.2 million, for display advertising by 6% to €39.9 million, for circulation by 9% to €26.7 million, and for services and other by 17% to €4.8 million.

By region, print revenues increased in Europe, which includes Russia, by 9% to €57.9 million, in North America by 10% to €28.6 million, in Australasia by 23% to €1.8 million, and decreased in South America by 2% to €3.5 million.

Online revenues grew by 60%

Online 2nd quarter revenues grew by 60% to €6.9 million as compared to €4.3 million for the 2nd quarter of 2000 and by 30% compared to €5.3 million for the first quarter of 2001. Developments were led by Canada and France, which represent 27% and 25% of 2nd quarter 2001 online revenues, respectively. By channel, the main sources of revenues were listings with €3.2 million, professional solutions with €2.2 million and banner ads with €0.7 million. Web traffic increased from 150 million page views in March 2001 to 180 million page views in June 2001.

Key development – Australia

This quarter saw the conclusion of the company's acquisition of a majority stake in the Trading Post Group in Sydney, Australia. As a result of this acquisition Trader.com will extend its market leadership in Australia, creating a nation-wide presence and operating under the strong local brand 'Trading Post'. We expect that this acquisition will result in both an incremental revenue of €6 million and a positive EBITDA contribution of approximately €4 million, this year.

Confirming our objectives

John H. MacBain, President and Chief Executive Officer of Trader.com added: 'We are pleased with the continuing growth of our business. We are delivering on our strategic vision of leadership in core markets. The second quarter results reinforce our strong confidence in achieving the revenue and EBITDA guidance that we set earlier this year.'

About Trader.com

Trader.com is a global leader in classified advertising. The group was founded in Canada under the name Hebdo Mag in 1987 as a private company. Today, Trader.com connects buyers and sellers through **294 publications** (more than 8 million readers per week) and **59 websites** in **20 countries** (180 million page views per month in June 2001). Trader.com has over **5,100 employees** worldwide, of whom over 2,000 are sales people. Trader.com is listed on the NASDAQ (TRDR) and Premier Marché (First Market of the Paris Stock Exchange - SICOVAM code 5729 and Reuters code: TRD).

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