

Press Release

Tamedia acquires majority stake in Trendsales

Copenhagen and Zurich, August 11, 2014 – Tamedia, publisher of Danish commuter newspaper Metroxpress, is buying the majority of Trendsales ApS, operator of the leading classifieds platform for vintage fashion trendsales.dk. The Swiss media group's aim is to further develop the successful platform together with Trendsales' founders and management team and to further strengthen the brand under other by utilizing synergies with Metroxpress.

trendsales.dk features four main product offerings: Bazaar, a classifieds section for second hand fashion, Shop and Outlet, where online merchants can display their regularly priced and discounted goods, and finally Magazine, a lifestyle section with forums, articles and fashion related blogs. trendsales.dk was founded in 2002 by Bo Eriksen and Martin Falslev Andersen and quickly grew to become the largest marketplace in Denmark for second hand clothing. In 2012, Trendsales ApS began its expansion into foreign markets, in particular Norway, Sweden, Germany, and Finland. Today Trendsales ApS has some 50 staff members based in its Copenhagen office.

On July 28, 2014, Tamedia Ltd. acquired 88 percent of the shares of Trendsales ApS. 70 percent of the shares are taken over from Ricardo Denmark ApS and the other 18 percent from the founders, which will continue to hold via Mets ApS a 12 percent stake. The parties have not disclosed the purchase price due to confidentiality reasons.

Additional Information:

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Additional Information on Tamedia

Tamedia is a Swiss media group having its registered office in Zurich. With its daily and weekly newspapers, magazines, online sites and printing facilities, Tamedia is one of the leading media companies in Switzerland. Thanks to their independent reporting and critical research, the media of the Tamedia Ltd and its subsidiaries Tamedia Publications romandes and Espace Media make an important contribution to forming opinions and provide discussion topics with entertaining stories from all walks of life. The company was founded in 1893 and has been traded on the Swiss stock exchange since 2000.

Additional Information: www.tamedia.ch