

Burak Ertas joins sahibinden.com as new CEO

Turkey's #1 classifieds and e-commerce platform sahibinden.com has appointed Burak Ertas as its new CEO. Ertas was Product and Service Management Division Head at Turkcell (NYSE:TKC), Turkey's #1 mobile network operator, prior to joining sahibinden.com

Ertas brings more than two decades of experience in IT, telecommunications, wireless and digital media as an executive, technologist and entrepreneur. He held various executive leadership positions in Marketing, Product Management and Business Development at Turkcell since 2004. Prior to joining Turkcell, Ertas was VP Engineering and Product Development at Telenity.

Burak Ertas said "Sahibinden is a powerful brand in Turkey, has a strong business model and enormously motivated and talented team of employees. This team has built a success story from scratch in its relatively short history, yet there are tremendous opportunities ahead to create value and we will be working together to take Sahibinden to the next level."

Ertas holds an MBA from Koc University and BSc. EE from Middle East Technical University.

About sahibinden.com

Established in 2000 and privately owned by Aksoy Group, sahibinden.com is an e-commerce platform that has a diverse and comprehensive portfolio with more than 1.300.000 active ads. sahibinden.com has 12,5 million monthly unique visitors, more than 1.4 billion monthly page views and is in top 10 in Alexa listing^(*) for Turkey, ahead of Yahoo, MSN and Wikipedia.

^{*}December 2009