

## **NASPERS MAKES STRATEGIC INVESTMENT IN DIGITAL SKY TECHNOLOGIES (DST)**

### **DST to assume full control of Mail.ru upon share swap with Naspers**

**Johannesburg and Moscow, 14 July 2010** – Naspers Limited (“Naspers”), the broad based international media group, and Digital Sky Technologies Limited (“DST”), one of the largest internet companies in the Russian-speaking markets, announces today that Naspers’s subsidiary Myriad International Holdings B.V. (“MIH”) will take a 28,7% stake in DST. The transaction will be effected by Naspers contributing its 39,3% stake in Mail.ru into DST and investing US\$388m in cash. Concurrently, Mail.ru management and other minorities will also convert their shares into DST.

Upon the close of this transaction, DST will own over 99,9% of Mail.ru. Mail.ru is the leading communication and entertainment platform in the Russian-speaking internet world, with over 50m registered email accounts, leading market share in MMO games and one of the leading social networks in Russia.

Naspers and DST have worked closely together over the past three years as co-owners of Mail.ru and today’s transaction will enable them to further strengthen that relationship.

Chief Executive Officer of DST, Yuri Milner, said, “Naspers’s strategic insight has already proven to be valuable in our partnership and we welcome the expertise they will bring to DST. We are delighted to announce this transaction and look forward to creating further value through our relationship.”

Antonie Roux, head of Naspers’s internet operations, commented: “We have known DST and its management for years and we share a similar view and approach. We are excited to strengthen our partnership. This opportunity further expands our exposure to emerging markets and the fast-growing internet sector.”

#### **About Digital Sky Technologies**

DST was founded in 2005 and is one of the largest internet companies in the Russian-speaking and Eastern European markets and one of the leading investment groups globally to exclusively focus on internet related companies. DST, together with its affiliate DST Global, also holds stakes in internet world leaders such as Facebook, Zynga and Groupon. DST is a privately held company backed by leading international financial institutions and companies. For more information please visit <http://www.dst-global.com>.

#### **About Naspers**

Naspers is a leading emerging market media group operating in 129 countries. It is listed on the Johannesburg Securities Exchange (JSE), with an ADR (American Deposit Receipt) listing on the London Stock Exchange. The group’s principal operations are in internet platforms (focusing on commerce, communities, content, communication and games), pay-television and the provision of related technologies and print media (including publishing, distribution and printing of magazines, newspapers and books). The group’s most significant operations in emerging markets include South Africa and sub-Saharan Africa, China, Central and Eastern Europe, India, Brazil, Russia and Thailand. For more information visit <http://www.naspers.com>.

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