

PRESS RELEASE
Stockholm, 3 January 2013**East Capital Explorer AB's largest holding, Melon Fashion Group, shows value increase of 27% following external valuation**

A revaluation of East Capital Explorer's direct investment in Melon Fashion Group (MFG), the Russian fashion retailer, was made as a result of an external valuation conducted by Ernst & Young. The new valuation corresponds to an increase of 27%, and comes mainly as a result of stronger profitability aided by a strong increase in sales and eliminated logistical problems that the company experienced in 2011.

Mia Jurke, CEO of East Capital Explorer AB says: *"We are very happy to see that our direct investment in MFG is performing well and that the company's focus on profitability has started to pay off. MFG is well positioned to benefit further from the strong consumption in Russia."*

MFG is one of the fastest growing fashion retailers in Russia. The company has expanded strongly since 2008, and operates today over 500 stores across five different concepts.

MFG is East Capital Explorer's largest direct investment. The initial investment of EUR 10m was made in 2008, followed by additional investments of approximately EUR 19m in total during 2011 and 2012. East Capital Explorer's ownership corresponds to approximately 36% of the company. The value of the holding prior to the new valuation was EUR 34.9m. Following the revaluation, which is the second upward revaluation during 2012, the value of East Capital Explorer's holding in MFG amounts to EUR 44.2m. The increase in value will have a positive contribution to East Capital Explorer's total Net Asset Value of just over 3%.

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Financial reporting calendar - East Capital Explorer:

- Monthly Net Asset Value report on the fifth working day after the end of each month
- Year-end Report 2012, 14 February 2013
- Annual Report 2012 available in April 2013
- Annual General Meeting 2013 on 24 April 2013
- Interim Report, 1 January – 31 March 2013 on 9 May 2013
- Interim Report, 1 January – 30 June 2013 on 14 August 2013
- Interim Report, 1 January – 30 September 2013 on 11 November 2013

About East Capital Explorer - East Capital Explorer AB (publ) is a Swedish company, created with the specific aim of bringing unique investment opportunities in Eastern Europe to a broader investor base. The company invests mainly in East Capital's special fund products but it also makes direct investments into private and public companies. East Capital Explorer's main investment theme is domestic growth and the Company targets fast growing sectors such as Retail and Consumer goods, Financials and Real Estate. East Capital Explorer has appointed East Capital to manage its investment activities. East Capital Explorer is listed on NASDAQ OMX Stockholm, Mid Cap.

This information is disclosed in accordance with the Securities Markets Act, the Financial Instruments Trading Act and demands made in the exchange rules. It was released for publication at 07:00 a.m. CET on 3 January 2013.