

# ru-Net Investing in Turkey

By [The Moscow Times](#)

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ISTANBUL — Russia's ru-Net has invested 6 million liras (\$3.3 million) in Lidyana.com, a Turkish firm that sells jewelry and accessories over the Internet, Lidyana said Thursday.

The investment will be used to help the Istanbul-based company expand operations into Russia and the Middle East, chief executive Hakan Bas said in a statement.

Lidyana includes Turkish national soccer team player Arda Turan, flash sales site Markafoni.com founders Sina Afra, Tolga Tatari and Ahmet Sari, and food delivery site Yemeksepeti.com founder Nevzat Aydin among its partners.

*(Bloomberg)*

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