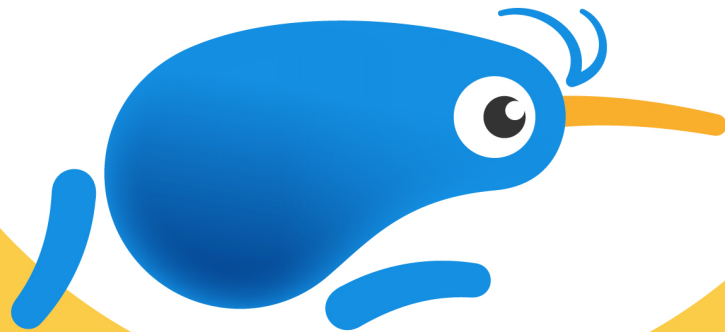




Annual Meeting

10 November 2016



David Kirk
Chairman

Jon Macdonald
CEO

Meeting Agenda

Welcome

David Kirk

Chairman's overview

David Kirk

CEO's overview

Jon Macdonald

Resolutions

David Kirk

General business and questions

David Kirk

Close

David Kirk

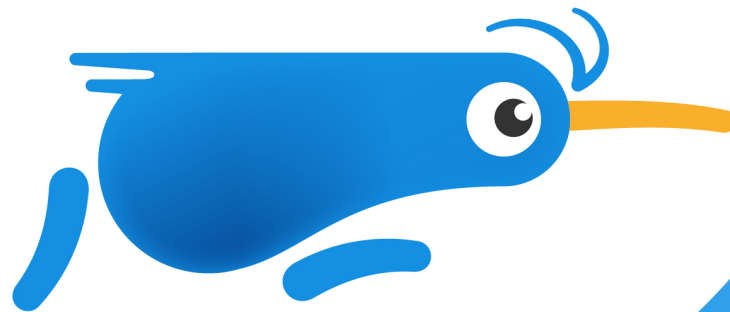
Chairman's Overview

David Kirk



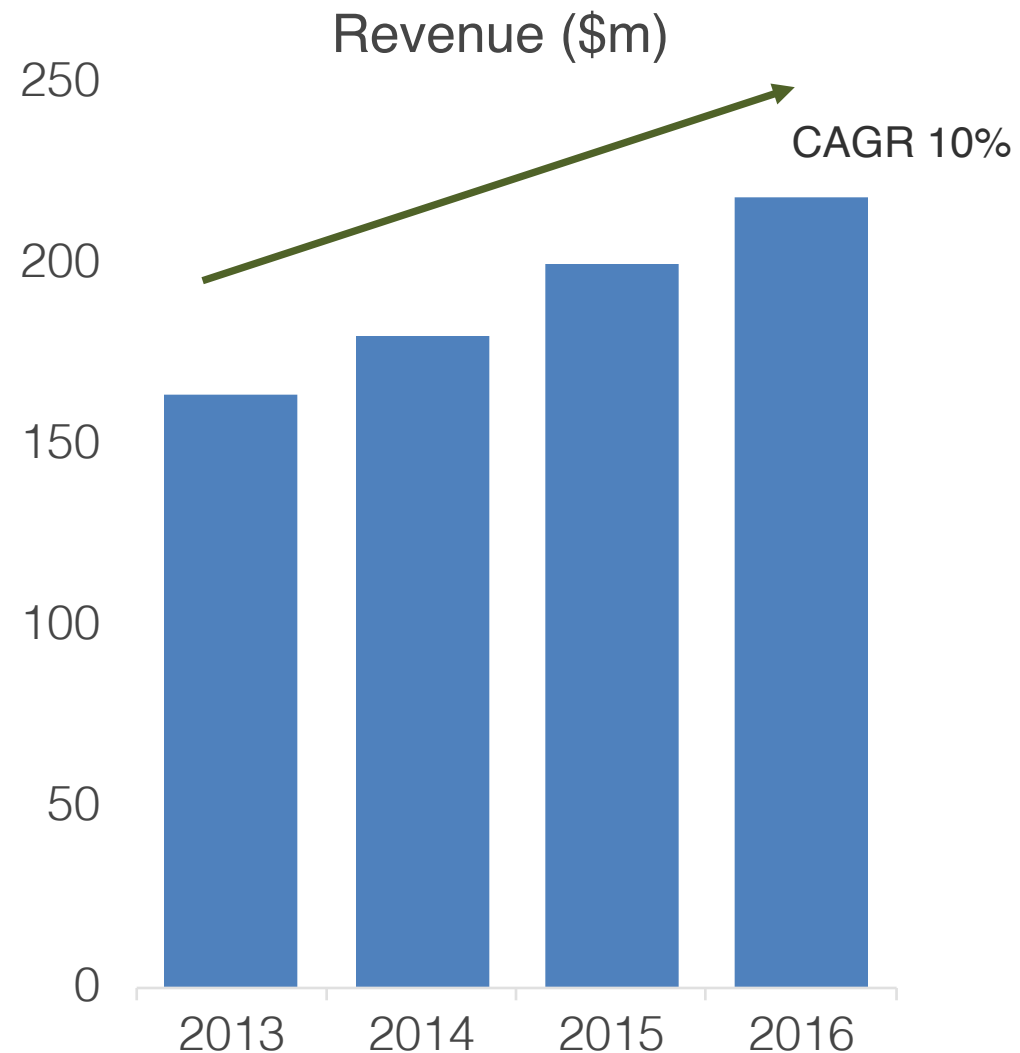
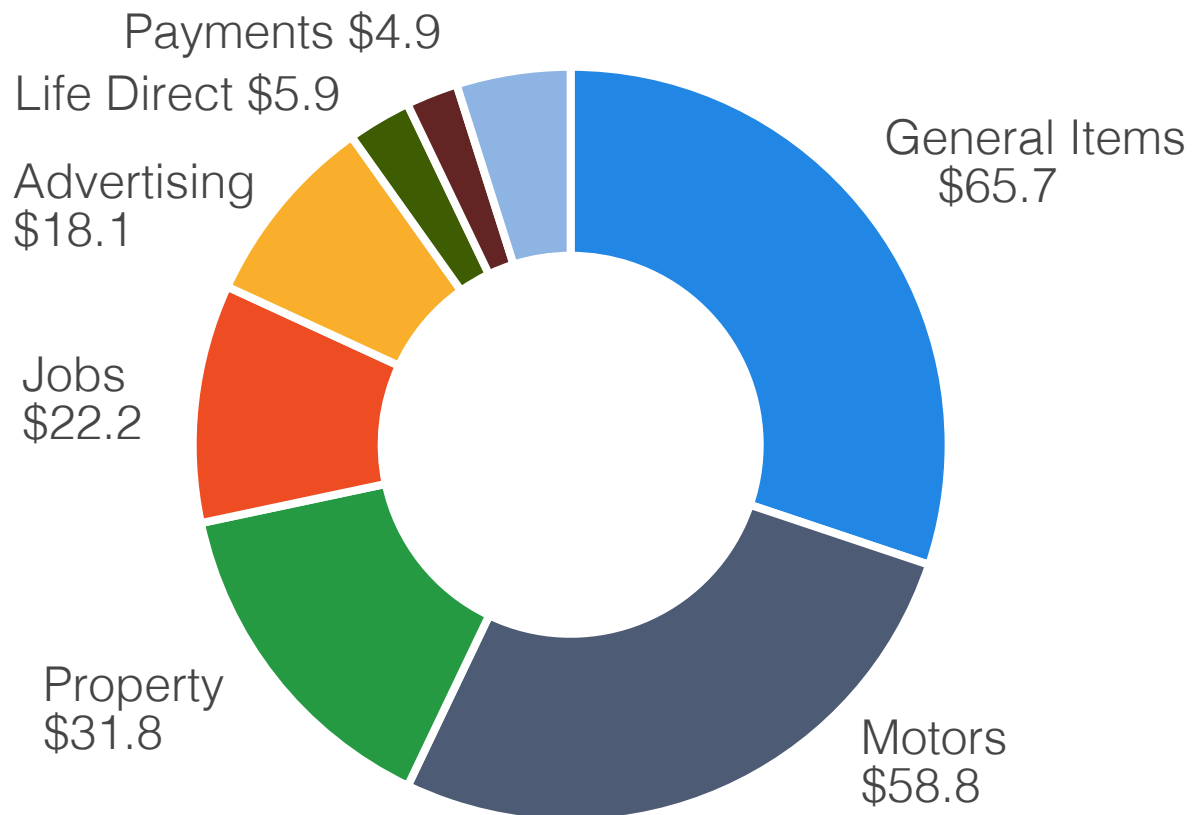
CEO's Overview

Jon Macdonald



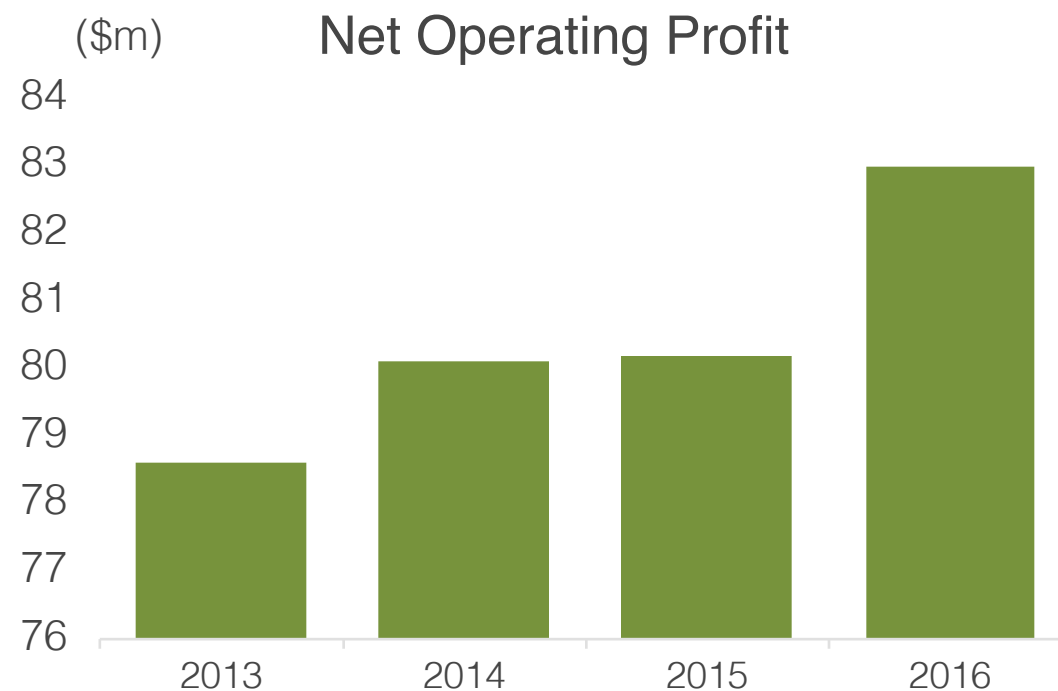
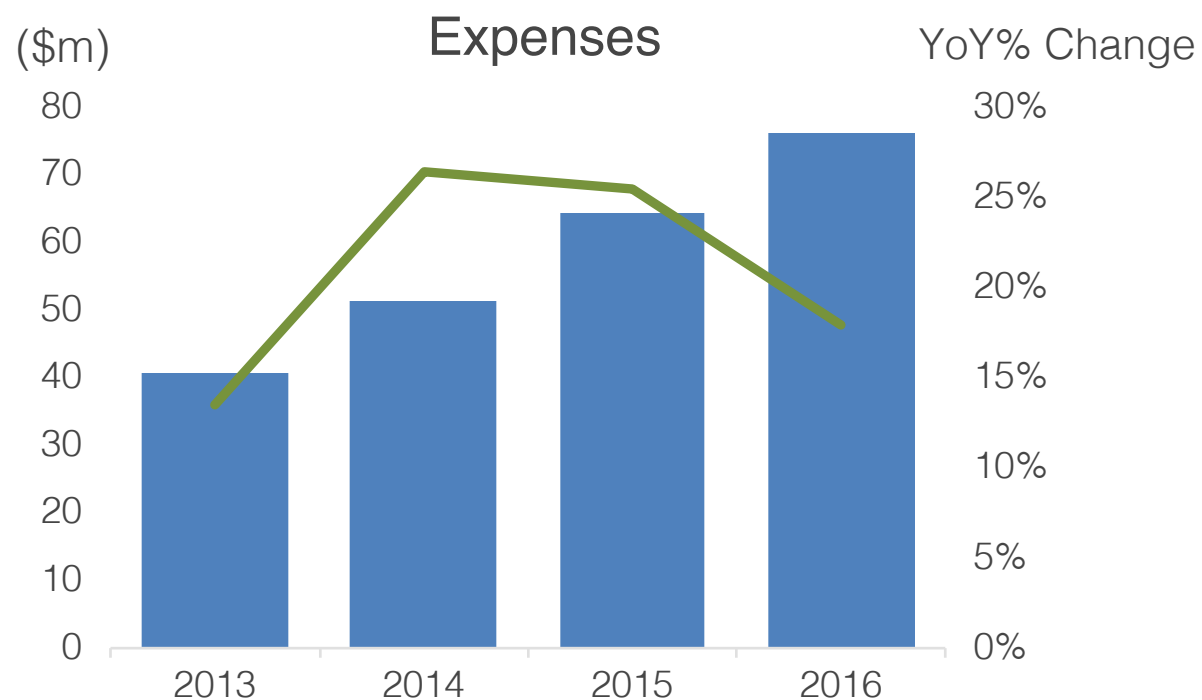
F16: Solid revenue growth at 9.2%

Full Year Revenue Composition (\$m)



F16: Operating profit growth as investment phase ends

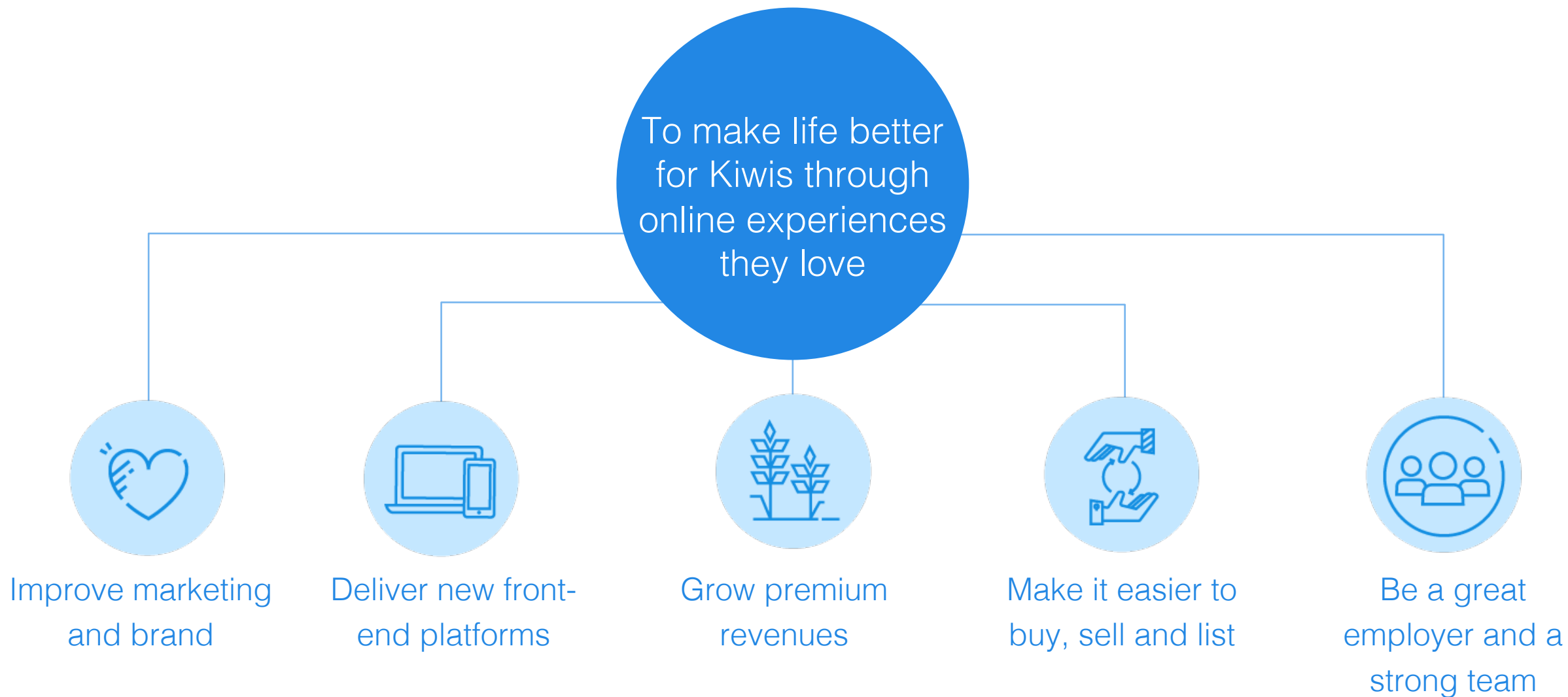
- In 2013 Trade Me was still growing but needed additional investment
- Since then we have substantially strengthened the business by doubling staff numbers, improving our product offering and enhancing our sales capability
- The investment has delivered on expectations in F16. It produced positive momentum in core operating metrics and revenue growth, and will increasingly translate into earnings growth.



F16: Summary financial performance

NZD \$000s	F16	F15	F16 Movement	
Total revenue	218,049	199,694	18,355	9.2%
Total expenses	75,926	64,467	11,459	17.8%
EBITDA before associate	142,123	135,227	6,896	5.1%
Associate losses (Harmony)	(1,643)	(846)	(797)	94.2%
EBITDA	140,480	134,381	6,099	4.5%
EBIT ¹	121,613	119,097	2,516	2.1%
Net operating profit ¹	82,996	80,168	2,828	3.5%
Goodwill impairment charge	8,053	-	8,053	100.0%
Net profit	74,943	80,168	(5,225)	(6.5%)

F17: Our strategic priorities



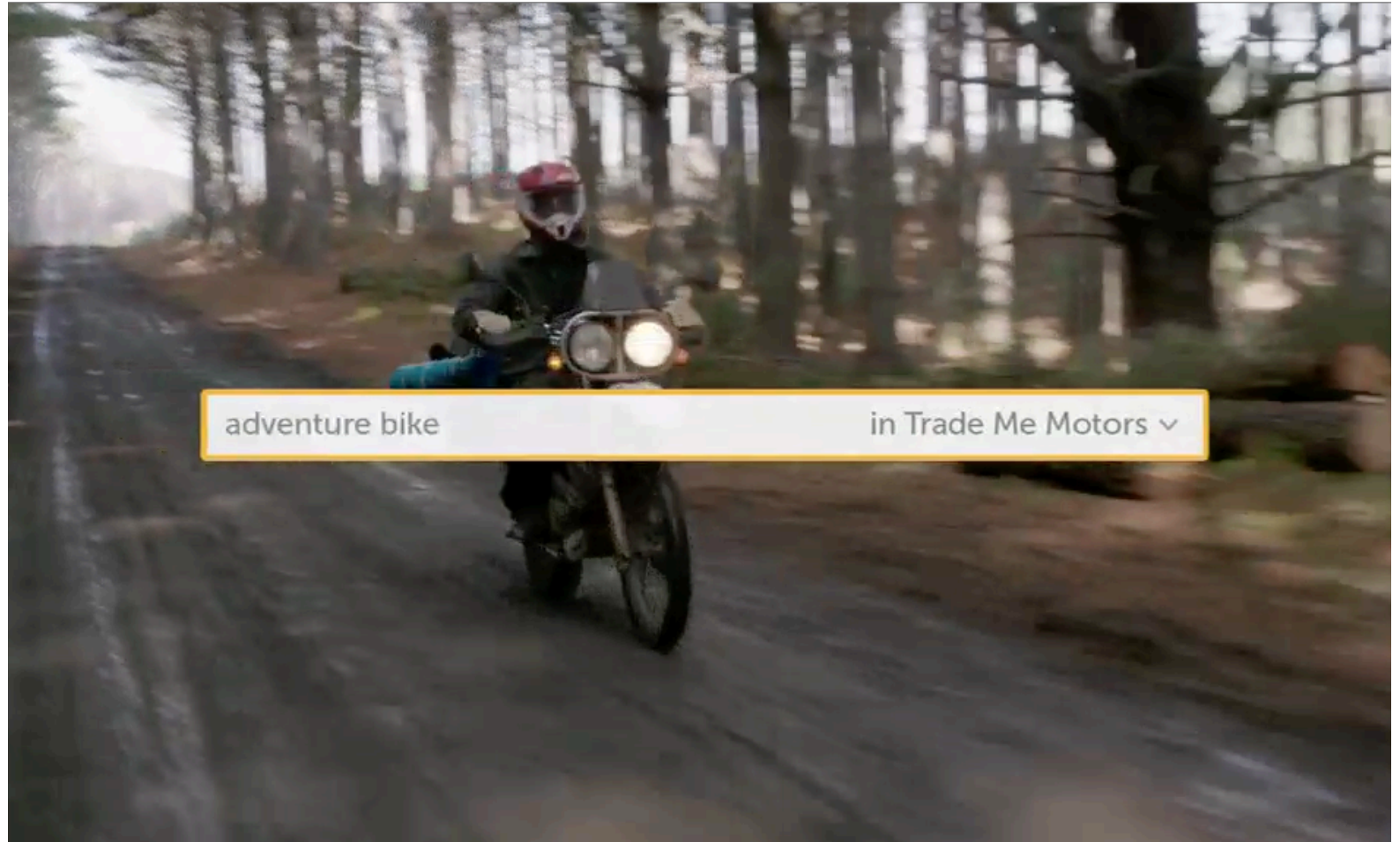
We are investing in our marketing our brand



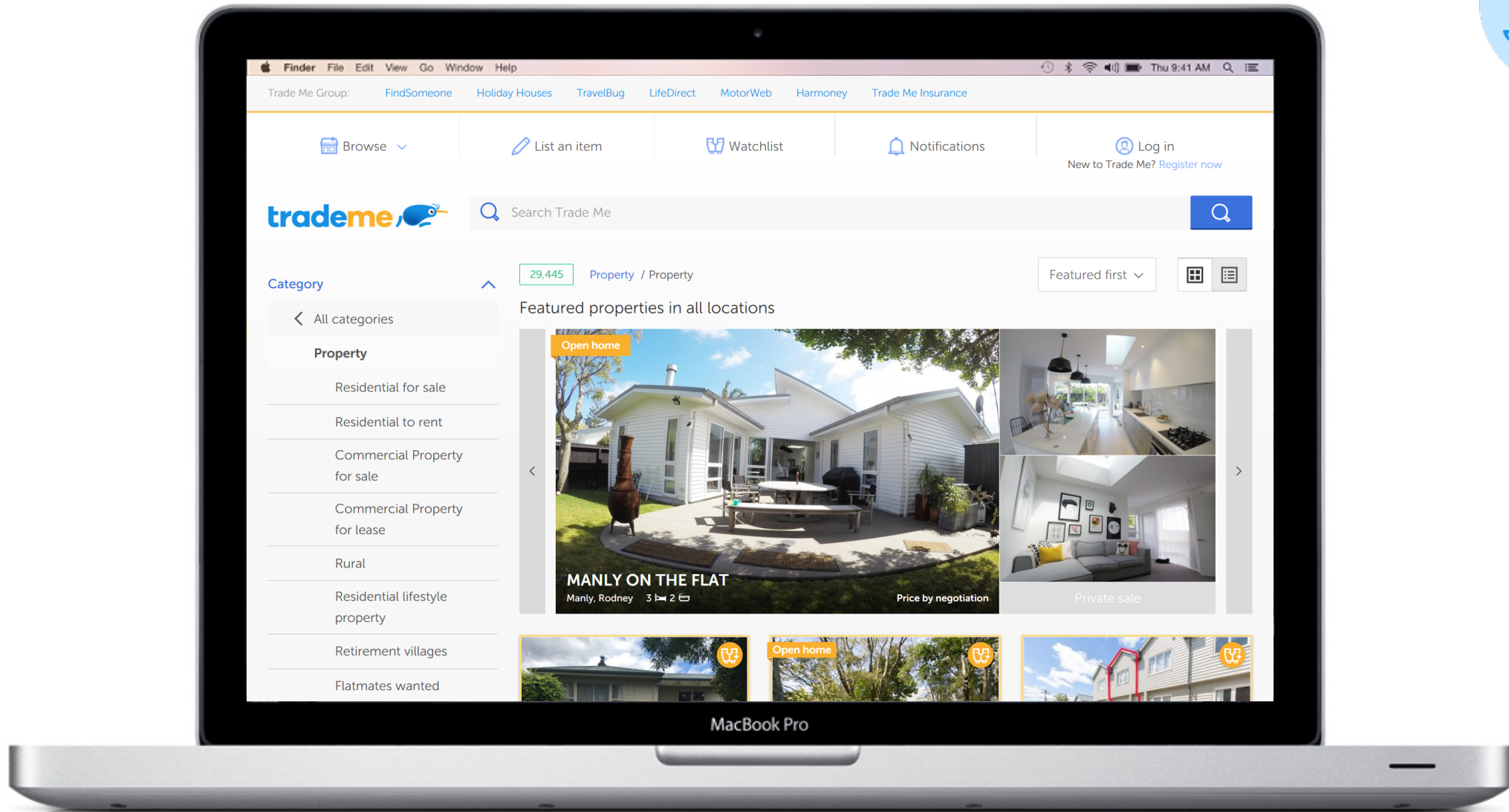
Trade Me was recognised as NZ's most influential domestic brand by Ipsos (August 2016)

In July 2016 we launched a new logo and master brand campaign. Results positive with brand preference up 6% since launch

The purpose was to remind Kiwis of all the millions of experiences and crucial life moments they experience using Trade Me



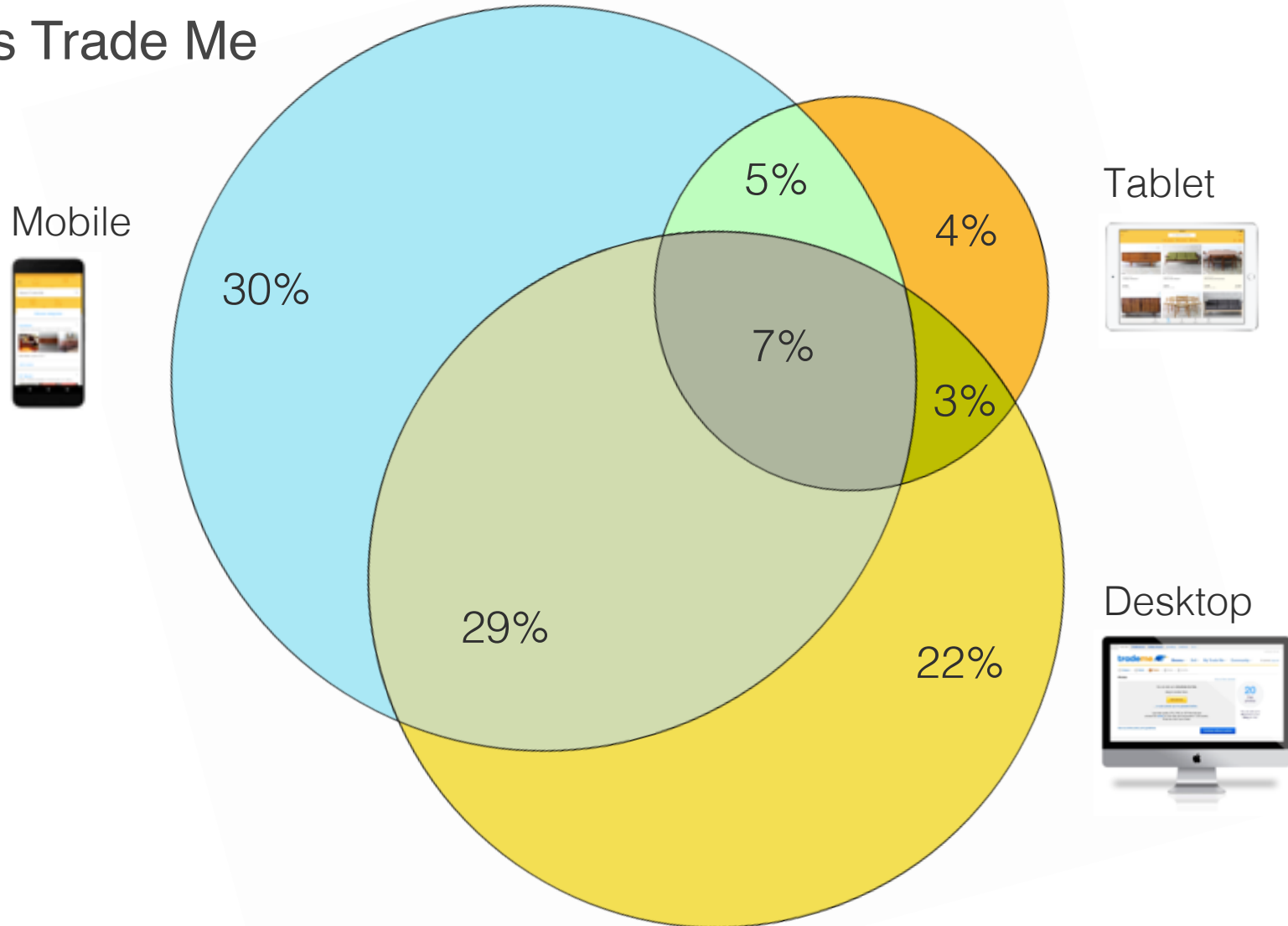
New user experiences under development



Use of multiple devices growing



How users access Trade Me




Motors News and Reviews launched July 2016



Latest reviews


Latest



SQ7 takes flight
By Richard Edwards (Auto Media Group) | Published 08/11/2016


It took a lot of checking to get the launch promotion for the new Audi SQ7 underway. Authorities frown on displays of speed in advertising, and Audi's features their new uber-SUV drag racing a jet fighter. [Read more](#)

Latest




Production Raptor to take on Baja
By Richard Edwards (Auto Media Group) | Published 01/11/2016

Ok, so the Ford Raptor has not officially made it to New Zealand, but it has sure had an impact. There are a number of privately imported ones on the ground, and it has inspired many Ranger owners to dress their ute up to look like the desert-bashing vehicle. [Read more](#)



Big Volkswagen likely a non-starter for RHD
By Richard Edwards (Auto Media Group) | Published 31/10/2016

Our choice of driving on the left is likely to exclude us from seeing Volkswagen's new large SUV — the Atlas — anytime soon. [Read more](#)



Prado launch launched
By Richard Edwards (Auto Media Group) | Published 30/10/2016

Toyota's have certainly been responsible for launching plenty of boats in New Zealand - Hilux, Prado, Landcruiser and Highlander being common name plates at boat ramp carparks for decades. [Read more](#)



Mercedes-Benz to push forward with EV production plan
By Richard Edwards (Auto Media Group) | Published 30/10/2016

Mercedes-Benz has confirmed an all-electric SUV based off its EQ concept from the Paris Motor Show will go into production.

Property Insights launched October 2016



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Looking ahead: F17 financial outlook

- For the first four months of F17, the overall performance of the business has been in line with the outlook we conveyed at our full-year results in August. Total revenue growth has been in line with our expectations, and expense growth somewhat lower than our expectations.
- Property listing volumes have been softer due to market conditions (our share of listings from real estate agents has strengthened slightly over that period). This has translated to lower than expected revenue and margins for Trade Me Property, and we expect this to continue through F17.
- There is no change to our previously stated ambition for year-on-year EBITDA and operating NPAT growth rates in excess of F16 for both H1 and the full financial year.



Resolutions

David Kirk



Resolution #1

That the Board is authorised to fix the auditor's remuneration



Resolution #2

That Katrina Johnson be elected as a director of Trade Me Group Limited



Resolution #3

That Sam Morgan be re-elected as a director of Trade Me Group Limited



General Business and Questions?



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