

Appendix 3C

Announcement of buy-back (except minimum holding buy-back)

Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/9/99. Origin: Appendix 7B. Amended 13/3/2000, 30/9/2001, 11/01/10

Name of entity

ABN/ARSN

Helloworld Limited

60 091 214 998

We (the entity) give ASX the following information.

Information about buy-back

1	Type of buy-back	On-market buyback (within 10/12 limit)
2	⁺ Class of shares/units which is the subject of the buy-back (eg, ordinary/preference)	Ordinary Shares
3	Voting rights (eg, one for one)	One for one
4	Fully paid/partly paid (and if partly paid, details of how much has been paid and how much is outstanding)	Fully paid
5	Number of shares/units in the ⁺ class on issue	440,548,572
6	Whether shareholder/unitholder approval is required for buy-back	No approval required
7	Reason for buy-back	To enable the company to purchase the shares on an opportunistic basis, particularly in times of market or share price volatility.

⁺ See chapter 19 for defined terms.

8	Any other information material to a shareholder's/unitholder's decision whether to accept the offer (eg, details of any proposed takeover bid)	N/a
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On-market buy-back

9	Name of broker who will act on the company's behalf	Deutsche Bank AG
10	Deleted 30/9/2001.	
11	If the company/trust intends to buy back a maximum number of shares - that number <small>Note: This requires a figure to be included, not a percentage.</small>	A maximum of 2.5% of the Ordinary Shares on issue
12	If the company/trust intends to buy back shares/units within a period of time - that period of time; if the company/trust intends that the buy-back be of unlimited duration - that intention	Unlimited duration
13	If the company/trust intends to buy back shares/units if conditions are met - those conditions	N/a

Employee share scheme buy-back

14	Number of shares proposed to be bought back	N/a
15	Price to be offered for shares	N/a

Selective buy-back

- 16 Name of person or description of class of person whose shares are proposed to be bought back N/a
- 17 Number of shares proposed to be bought back N/a
- 18 Price to be offered for shares N/a

Equal access scheme

- 19 Percentage of shares proposed to be bought back N/a
- 20 Total number of shares proposed to be bought back if all offers are accepted N/a
- 21 Price to be offered for shares N/a
- 22 ⁺Record date for participation in offer N/a
Cross reference: Appendix 7A, clause 9.

Compliance statement

1. The company is in compliance with all Corporations Act requirements relevant to this buy-back.

or, for trusts only:

1. The trust is in compliance with all requirements of the Corporations Act as modified by Class Order 07/422, and of the trust's constitution, relevant to this buy-back.
2. There is no information that the listing rules require to be disclosed that has not already been disclosed, or is not contained in, or attached to, this form.

Sign here:


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(Director/Company secretary)

Date: 27-08-14

Print name:

STEPHANIE BECTON

⁺ See chapter 19 for defined terms.

