



**ASX Release**

2 September 2014

**ACQUISITION OF SHARES BY HELLOWORLD EMPLOYEE SHARE PLAN TRUST**

Helloworld Limited (ASX:HLO) today announces that CPU Share Plans Pty Ltd, as trustee of the Helloworld Employee Share Plan Trust ('Trust'), will acquire fully paid ordinary shares on market during the month of September 2014 for the purpose of satisfying vested performance rights under the Performance Rights Plan.

The broker acting for the Trust for this purpose will be either of Computershare's executing brokers, Morgan Stanley or JB Were.

As previously disclosed to the market, the Board has adopted protocols for the acquisition of shares and such shares will be acquired in a manner which complies with Division 2 of Part 7.10 of the Corporations Act which prohibits market manipulation and other market misconduct. These protocols include the following:

- the Trust will begin acquiring shares no sooner than 3 business days from the date of this notice;
- shares may only be acquired at a price which is not more than 5% above the average of the market price for shares. The average is calculated as the 5 day volume weighted average price on-market on ASX excluding option exercises, overnight trades and special crossings;
- the ASX is to be advised at least half an hour before the commencement of trading on the business day after a decision has been made that the Trust will stop buying; and
- the Company's Share Trading Policy will be strictly adhered to.

Stephanie Belton  
Group Company Secretary

**ENDS**