

## Appendix 3E

### Daily share buy-back notice (except minimum holding buy-back and selective buy-back)

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

Introduced 1/9/99. Origin: rule 3.6, Appendix 7C. Amended 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	Date Appendix 3C was given to ASX	27 August 2014

#### Total of all shares/units bought back, or in relation to which acceptances have been received, before, and on, previous day

	Before previous day	Previous day	
3	Number of shares/units bought back or if buy-back is an equal access scheme, in relation to which acceptances have been received	44,103 fully paid ordinary shares	50,000 fully paid ordinary shares
4	Total consideration paid or payable for the shares/units	\$13,383.42	\$15,250.00

+ See chapter 19 for defined terms.

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	Before previous day	Previous day
5 If buy-back is an on-market buy-back	<p>highest price paid: date: \$0.310</p> <p>lowest price paid: date: \$0.300</p>	<p>highest price paid: \$0.3050</p> <p>lowest price paid: \$0.3050</p> <p>highest price allowed under rule 7.33: \$0.3197</p>

### Participation by directors

6 Deleted 30/9/2001.

N/a

### How many shares/units may still be bought back?

- 7 If the company/trust has disclosed an intention to buy back a maximum number of shares/units – the remaining number of shares/units to be bought back

A maximum of 10,919,611 fully paid ordinary shares.

### 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:

  
 (Director/Company secretary)

Date: 1.10.2014

Print name:

Stephanie Beaton

+ See chapter 19 for defined terms.