

Trade Me Annual Meeting

14 October 2015

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

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Chairman's overview

David Kirk
Chairman



F15 financial results

NZD \$'000	F15	F14	Prior year variance	
			Var \$	Var %
Total revenue	199,694	180,104	19,590	10.9
Total expenses	64,467	51,385	13,082	25.5
Total EBITDA	134,381	128,719	5,662	4.4
Total NPAT	80,168	80,111	57	0.1

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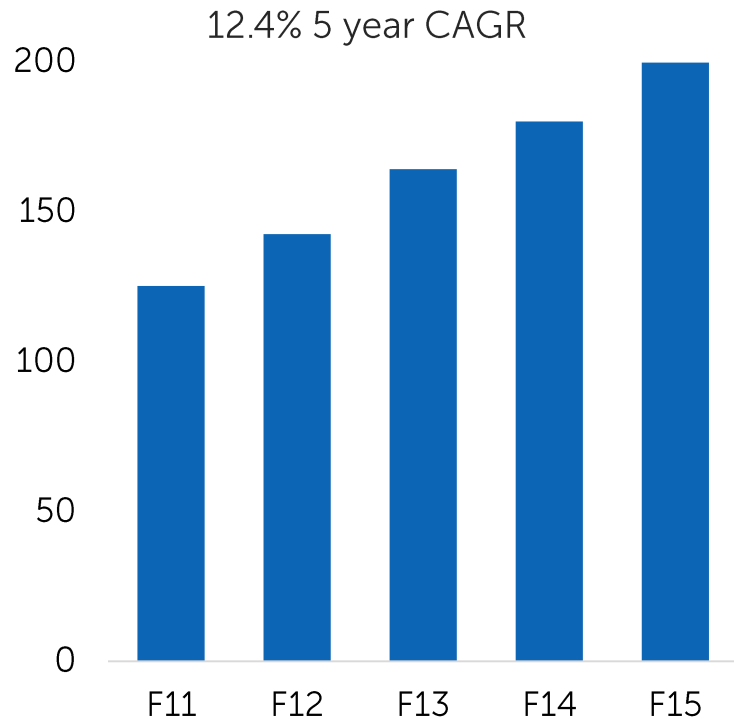
CEO's overview

Jon Macdonald
CEO

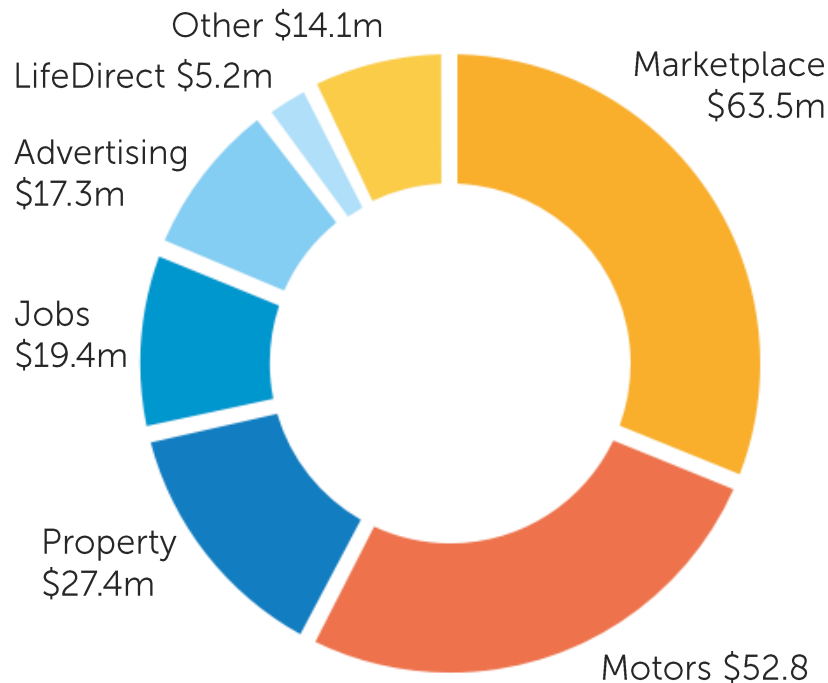


Trade Me – composition and growth

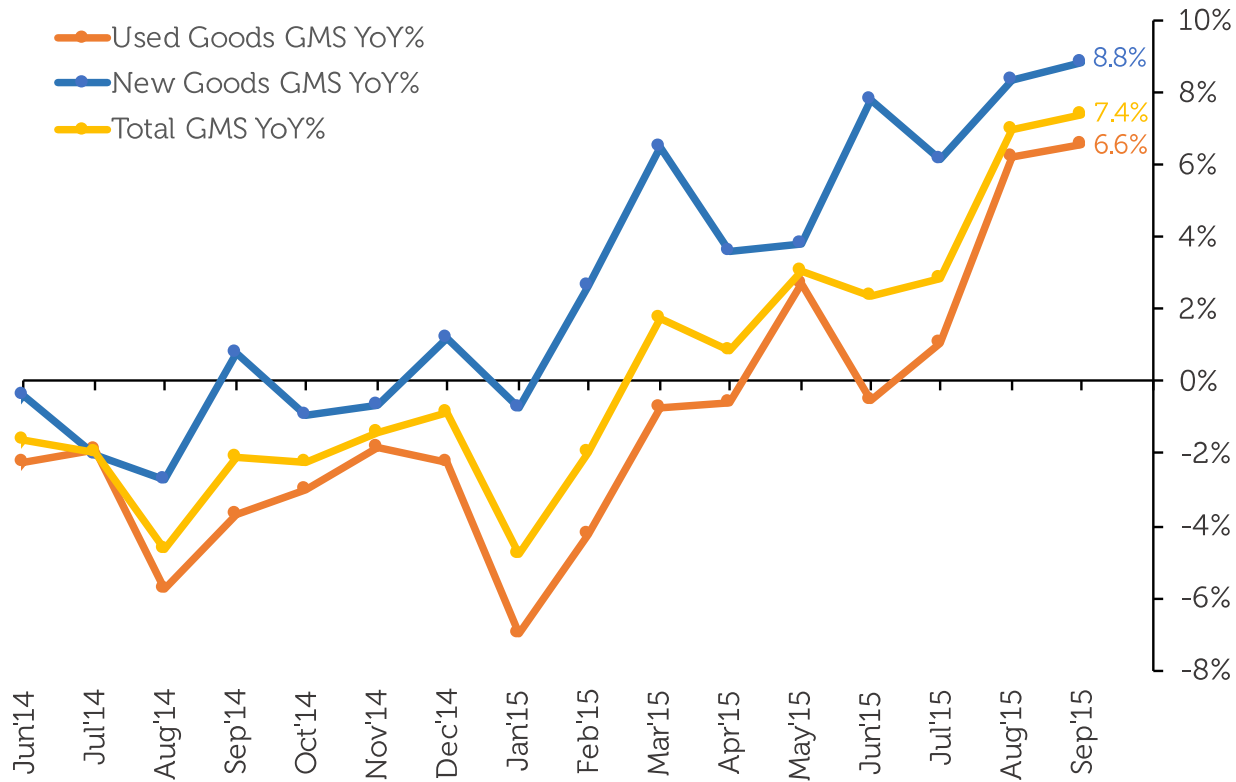
Annual revenue (\$m)



F15 revenue composition

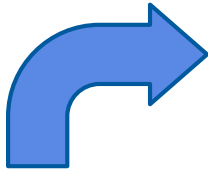


F15 progress: Marketplace getting traction



- Gross Merchandise Sales (GMS) growing, with great momentum. Core product improvements the main contributor
- F15 revenue down 2% YoY to \$63m
- Lots of opportunity – including improved search algorithms, personalisation, automated marketing, merchandising and shipping offers

F15 progress: New homepage design



Trade Me Where Kiwis Buy & Sell

FindSomeone Dating & personals Holiday Houses Browse & book baches Travelbug Hotels & motels LifeDirect Compare insurance MotorWeb Vehicle reports Harmony Personal loans Stuff.co.nz News & entertainment 11:48 am, 8 May

trade me Where Kiwis Buy and Sell Browse Sell My Trade Me Community Hi Susannah! Log out

Search in all categories Watchlist Favourites Cart

Categories Jobs Motors Property Services Travel **GIFT FINDER**

- Antiques & Collectables
- Art
- Baby Gear
- Books
- Building & Renovation
- Business & Industry
- Cars, Bikes & Boats
- Clothing & Fashion
- Computers
- Crafts
- Electronics & Photography
- Farming
- Flatmates Wanted
- Gaming
- Health & Beauty
- Home & Living
- Jewellery & Watches
- Jobs
- Mobile Phones
- Movies & TV
- Music & Instruments
- Pets & Animals
- Pottery & Glass
- Real Estate
- Services
- Sports
- Toys & Models
- Travel, Events & Activities
- Stores
- \$1 Reserve
- Closing Soon
- Hot Listings

New on Trade Me

Seller exclusive: **15% OFF STOREWIDE***

Shop Autumn Fashion, Jackets, Boots & more! **BHFO** Shop now *Offer ends 17 May

Featured Listings

- Mitsubishi Colt 2004 \$2,950 63 bids
- Mooring for Sale - Whitunga South End of \$5,000 or near offer
- The Mountain Tees \$35.00 1 bid
- Hotel and Motel deals on Travelbug
- Nugget Point Hotel Queenstown

Trade Me Where Kiwis Buy & Sell FindSomeone Dating & personals Holiday Houses Browse & book baches Travelbug Hotels & motels LifeDirect Compare insurance MotorWeb Vehicle reports Harmony Personal loans Stuff.co.nz News & entertainment

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Search in all categories Watchlist Favourites Cart

Categories Jobs Motors Property

- Antiques & collectables
- Baby gear
- Books
- Building & renovation
- Business, farming & industry
- Clothing & fashion
- Computers
- Electronics & photography
- Gaming
- Health & beauty
- Home & living
- Jewellery & watches
- Mobile phones
- Music & instruments
- Pets & animals
- Sports
- Toys & models
- Services
- Stores
- View all categories >

Advertisement

Debt Consolidation Loans? Approval is fast, easy & online. Competitive loans funded by kiwis! **Harmony** APPLY NOW

Recent searches

Clear all

- apple tv in electronics & photo...
- seiko in all categories
- stanley tools in all categories
- puma in all categories
- 240z OR 260z OR 280... in car parts & accesso...

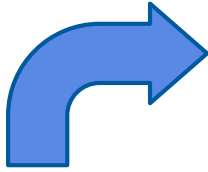
Watchlist

View all >

- Puma Drift Cat 6 SF... Closes in 2 hrs 21 mins \$63.99
- Seiko 5 Military... \$85.13 \$88.90
- Triple 2" Su Carbs /... \$3,000
- Stanley Tools Tech 3... \$156.99
- Beneteau Antares 880 \$145,000

Favourites

F15 progress: New search results



ikea

in contemporary



Watchlist



Favourites



Cart

Home > Home & living > Lounge, dining & hall > Rugs & carpets > Contemporary > Search results

Search results for 'ikea'

All locations | Wellington | [Change region](#)

[Save this search](#) and email me the latest listings

Sort

Best match

Condition

All New Used

Filter

Free shipping Buy Now Pay Now

View



30 listings, showing 1 to 30



IKEA PS 2014 Rug, low Pil...

\$299.00
Buy Now



IKEA - STOCKHOLM Rug, ...

\$529.00
Buy Now



Ikea Wool RUG-STOCKHO...

\$549.00
Buy Now



Buying

- Watchlist
- Items I won
- Items I lost
- My favourites
- Recently viewed

Selling

- List an item
- Items I'm selling
- Sold items
- Unsold items
- My products

Trade Me [FastSomers](#) [Holiday Hours](#) [Travelbug](#) [LifeDirect](#) [More](#) [LifeDirect](#) [by trademe](#)

trade me
Where Kiwis Buy and Sell

[Browse](#) [Sell](#) [My Trade Me](#) [Community](#) | Hi Susannah! Log out

Search in womenswear

Womenswear

Any item Any size Any style

Keywords: e.g. Von Dutch, daren, net Brand new items only Search Reset

Home > Clothing > Womenswear

Womenswear

All locations | Wellington | [Change region](#)

Accessories (6361) Jeans, pants & shorts (18132) Sportswear (2657)
Bags & handbags (7507) Lingerie & sleepwear (11552) Suits (536)
Bulk lots (1771) Maternity (2513) Swimwear (4642)
Costumes (3724) Novelty & adult (8196) Tops & shirts (33739)
Dresses (21216) Shoes (11626) Vintage & retro (2475)
Jackets (10045) Skirts (19135) Other (2481)

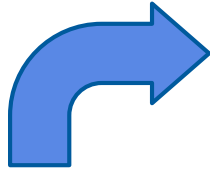
Sort: Featured first All New Used All Buy Now All Pay Now

Over 22000 listings, showing 1 to 50

	Stunning Red Dunedin, Otago, NZ Closes in 32 mins	\$30.00 Buy Now	\$20.00
	Stripe Burton Dress Pant - Size 10 - Ignite Hamilton, Waikato, NZ Closes in 17 mins	\$18.00 Buy Now	\$18.00
	Stripe Mock Belt Dress Pant - Size 8 - Ella J Hamilton, Waikato, NZ Closes in 18 mins	\$18.00 Buy Now	\$18.00
	BRAND NEW DENIM JACKET Christchurch City, Canterbury, NZ Closes in 31 mins	\$45.00 Buy Now	\$35.00

Which one was our critic's pick? Find out more

F15 progress: New product detail



Search

in jackets ▾



Watchlist ▾



Favourites ▾



Cart

Home > Clothing & Fashion > Women > Jackets

Karen walker Rare North Floral Blazer

Listing #: 961401795

Auckland City, Auckland, NZ

6 people added this to their Watchlist



11122

Details

Style Blazer

Size 8 ?

Colour Grey 

Description

Questions & answers

Closes: Wed 14 Oct, 4:12 pm
(2 days, 2 hours, 21 minutes)

Add to Watchlist



Closes Thu 14 May, 3:08pm

DSW REPLICA Dining Chair Yellow

\$59.00

BUY NOW

\$59.00

PLACE BID

Search in dresses ▾  Watchlist ▾ Favourites ▾ Cart

Buying

Watchlist
Items I won
Items I lost
My favourites
Recently viewed

Selling

List an item
Items I'm selling
Sold items
Unsold items

Advertisement

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See our management capability for all your business needs. The FT family is FT.com Financial Publishing, FT and FT Labs. We're recognised as authority. We provide a broad range of services. Please share this with your...

Home > Clothing & Fashion > Women > Dresses

Karen Walker Soul Patch Chiffon Sleeve Silk Dress

Listing #: 78198300

Start price: \$200.00 No reserve You won Closed: Thu 9 Oct 2014, 1:09 pm

Colour: Multi-coloured
Size (S): 10
Style: Casual
Brand: Karen Walker

Karen Walker Soul Patch Chiffon Sleeve Silk Dress

This beautiful dress from the North Collection features all over Soul Patch print on a cream base, fully lined, navy contrast chiffon sleeves & a keyhole button back.

Infinitely feminine, retro & modern all at the same time. ☺

This dress is one of my favourites.

100% silk. Tag is marked size USA size 6/UK size 10. Could possibly suit 10-12. Chest measures 48.5cm from pit to pit & length 83cm from shoulder down.

Can be dressed up or down. Would be amazing with flats, sandals or even heels!

This dress is gently used but looks brand new. Free from rips, stains & pilling. I will have it dry cleaned for you at no extra cost. Manufacturer's RRP is \$400 WOV!

Make this RARE dress part of your wardrobe today ☺

I will post this item for free within NZ with a tracking number ☺

I am happy to do layby so please don't hesitate. I look after my clothing well. Any spots or fading is just from my camera. Please see my other items for more bargains

More stuff you may like

Print Email Facebook Twitter

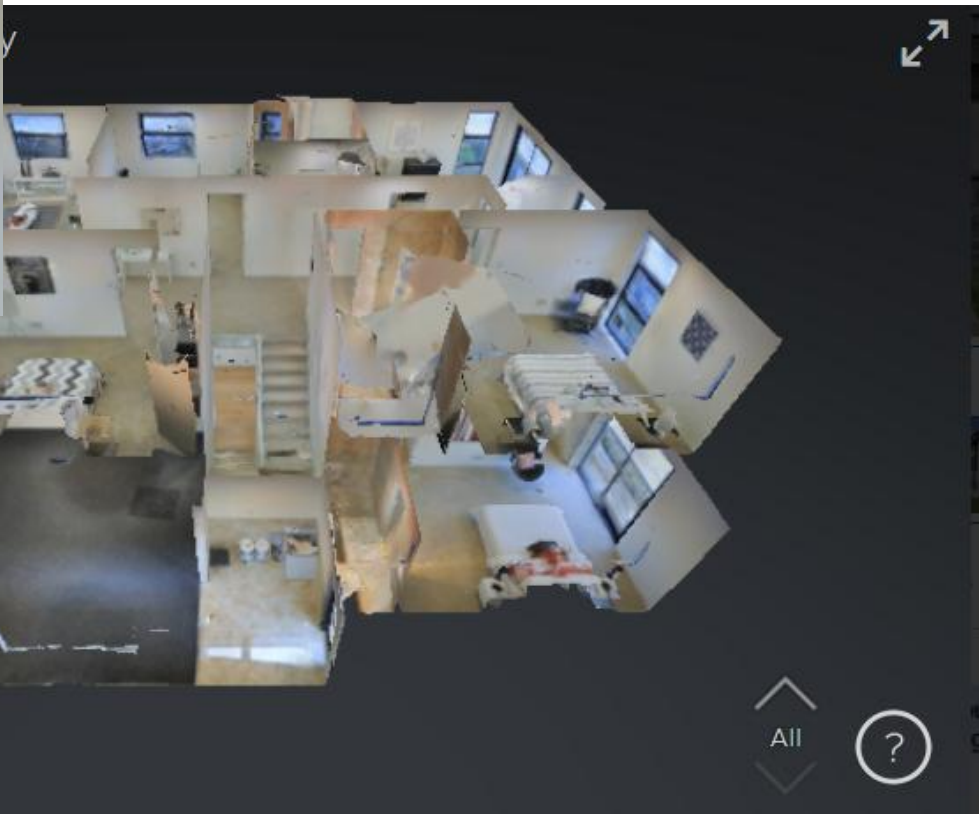
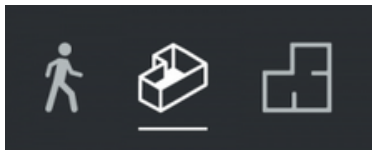
F15 progress – Classifieds

- **Motors:** F15 revenue up 24% YoY to \$53m. Dealer listings and premium uptake strong in early F16, but direct listings slightly weaker.
- **Jobs:** F15 revenue up 14% YoY to \$19m, driven predominantly by 10% listings growth. Listings growth slowing in F16.
- **Property:** F15 revenue up 5% YoY to \$27m. Product enhancements in the last 6 months include integrated Viewing Tracker, a relisting 'Boosted' product, and the launch of video and InsideView 3D video ("streetview" for inside your house). Inventory share continues to build, with promising premium uptake over the first quarter.



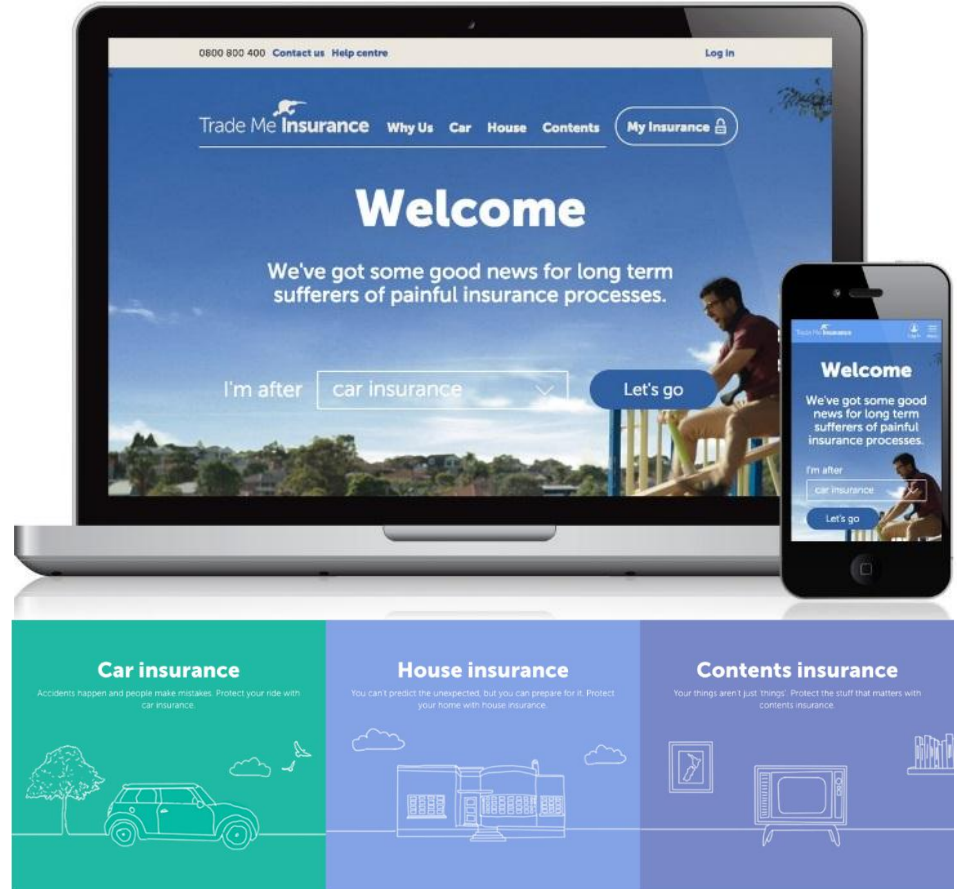
28 Caldera Place, Long Bay

Terms



F15 progress – Other businesses

- **Advertising** – F15 revenue of \$17.3m up 6% YoY, but +11% in the second half.
- **LifeDirect** (life & health insurance comparison) – growing well, with F15 revenue up 83% to \$5.2m.
- **Trade Me Insurance** launched
 - Innovative product with an entirely online experience (from quote to claim) – an industry first.
 - Relevant integration of timely offers across the Trade Me network (e.g. buy a car, get the prompt and a deal).
 - Using our competitive advantage in data & personalisation, reach, online expertise & less overheads.

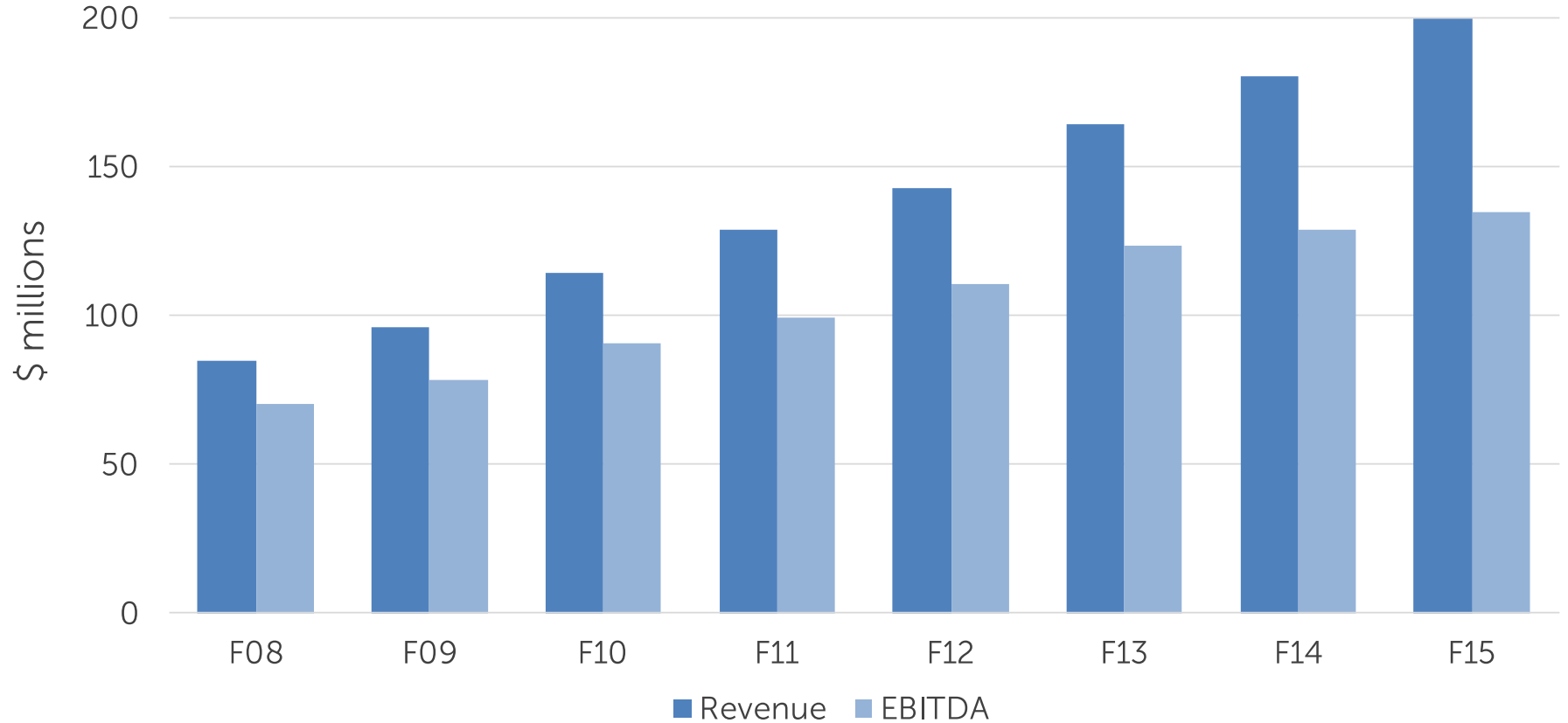


Expenses: Investment increases as per guidance

NZD \$000's	F15	F14	F15 variance	
Cost of sales	10,967	7,724	3,243	42.0%
Employee benefit expense	28,842	24,629	4,213	17.1%
Web infrastructure expense	4,089	3,176	913	28.7%
Promotion expense	9,434	7,360	2,074	28.2%
Other expenses	11,135	8,496	2,639	31.1%
Total	64,467	51,385	13,082	25.5%

- Investment in product development capability (mostly capitalised), our senior team, and promotional activities has continued
- Half of the increase in costs (\$6.6m) comes from the full year impact of recent acquisitions – MotorWeb, LifeDirect and Paystation
- Big headcount increase (+105 FTE full year; +52 in H2) and the move to new premises has resulted in a \$1.6m lift in rent expense

Track record: Revenue & EBITDA F08-F15



Trading and outlook

- F16 has started in line with our expectations, and the guidance we provided at our full year announcement
- Looking to F16, we expect similar revenue growth to F15, with lower expense growth than F15 in percentage terms. EBITDA growth for the F16 full year is expected to be similar to F15
- We expect the second half of the year to show a considerably stronger financial performance than the first half
- We have a stronger team, better products and lots of opportunities; we're well-positioned for growth

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Resolution #1

That the Board is authorised to fix the auditors' remuneration

Resolution #2

That Gail Hambly be re-elected as a director of
Trade Me Group Limited

Resolution #3

That Paul McCarney be re-elected as a director of
Trade Me Group Limited

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