

DATE 13 December 2011 TOTAL PAGES 7

FROM Megan Roberts REPLY TO FAX +64 9 367 8956

TO Company Announcements Office
ASX Limited
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ASX ANNOUNCEMENTS - TRADE ME GROUP LIMITED

For immediate release

1. We act for Trade Me Group Limited.
2. We advise that Trade Me Group Limited has successfully completed its initial public offering.
3. Please find **attached** copies of the following announcements to be released to the ASX market:
 - (a) Notice of the successful completion of the IPO;
 - (b) Substantial security holder notice; and
 - (c) Three notices of allotment required pursuant to NZSX Listing Rule 7.12.1.
4. These have also been released to the NZX market under the code TME.
5. We would appreciate if you could please acknowledge receipt of these announcements.

Yours faithfully
RUSSELL McVEAGH



Megan Roberts
Solicitor

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Media Release: Trade Me
13 December 2011



Trade Me announces successful completion of IPO

Trade Me Group Limited ("Trade Me") is pleased to announce the successful completion of its initial public offering ("IPO"). Trade Me will now become a stand-alone company, publicly listed on both the NZSX and ASX under the ticker "TME".

The IPO raised a total of NZ\$363.5 million and a total of 134.6 million shares have been issued to new investors (including those issued to Trade Me staff under the Executive Share Plan). Fairfax Media will hold the remaining 66% of the shares in Trade Me.

Trade Me chairman David Kirk said the offer attracted strong support from a wide range of institutional and retail investors.

"We have a strong and diverse range of shareholders including Trade Me members, mums and dads, institutions, and Trade Me staff. We're looking forward to serving these investors well in the years ahead. We're also looking forward to the start of trading today, and taking the next exciting step in Trade Me's evolution."

Jon Macdonald, CEO of Trade Me, said it was great giving New Zealanders the chance to own shares in a website many of them know and use, but it was back to business as usual for the team at Trade Me. "As we've said throughout the IPO process, being publicly listed will not change our focus on providing safe and trusted marketplaces for Kiwis to buy and sell."

Trading in Trade Me shares will begin today at 12pm New Zealand time.

Upon listing, Trade Me will have a market capitalisation of approximately NZD\$1.07 billion based on the offer price of NZ\$2.70 per share.

-ends-

CONTACT: Paul Ford, Trade Me
Phone 04 803 2611
Email paul@trademe.co.nz

Disclosure of beginning to have substantial holding

Section 22, Securities Markets Act 1988

To NZX

And Trade Me Group Limited

Date this disclosure made: 13 December 2011

Substantial security holder(s) giving disclosure

Name(s): Fairfax Digital Holdings NZ Limited

Contact details: Gail Hambly, +61 2 9282 2062, ghambly@fairfaxmedia.com.au

Date on which substantial security holder(s) began to have substantial holding: 13 December 2011

Summary of substantial holding to which disclosure relates

Class of listed voting securities: Ordinary shares

Summary for Fairfax Digital Holdings NZ Limited

For this disclosure,—

(a) total number held in class: 261,360,000

(b) total in class: 395,745,510

(c) total percentage held in class: 66.0424%

Details of relevant interests currently in substantial holding

Details for Fairfax Digital Holdings NZ Limited

Nature of relevant interest(s): Registered holder and beneficial owner of securities

For that relevant interest,—

(a) number held in class: 261,360,000

(b) percentage held in class: 66.0424%

(c) current registered holder(s) of securities: Fairfax Digital Holdings NZ Limited

(d) registered holder(s) of securities once transfers registered: Fairfax Digital Holdings NZ Limited

Details of transactions and events giving rise to person beginning to have substantial holding

Details of the transactions or other events requiring disclosure under the instructions to this form:

The allotment to Fairfax Digital Holdings NZ Limited of 261,359,999 shares pursuant to the reorganisation agreement in partial payment for the acquisition of Trade Me Limited by Trade Me Group Limited (consideration was non-cash but equated to a value of NZ\$705,671,997.30), together with the transfer of 1 share from Fairfax New Zealand Holdings Limited to Fairfax Digital Holdings NZ Limited for nil consideration. Both the allotment and the transfer occurred on 13 December 2011. Taking into account the 254,490 Restricted Shares also on issue under the Executive Share Plan, Fairfax Digital Holdings NZ Limited is the holder of 66% of the voting rights attaching to securities issued by Trade Me Group Limited.

Additional information

Nature of connection between substantial security holders: Not applicable

Address(es) of substantial security holder(s): 40 Boulcott Street, Wellington Central, Wellington

Name of any other person believed to have given, or believed to be required to give, a disclosure under the Act in relation to the securities to which this disclosure relates: Not applicable

Declaration

I, Gail Hambly, declare that, to the best of my knowledge and belief, the information contained in this disclosure is correct and that I am duly authorised to make this disclosure by all persons for whom it is made.

Announcement: Trade Me
13 December 2011



Notice from Trade Me Group Limited pursuant to Listing Rule 7.12.1

Pursuant to Listing Rule 7.12.1 please be advised as follows:

- | | | |
|-----|---|---|
| (a) | Class of Security: | Ordinary shares |
| | ISIN: | NZTMEE0003S8 |
| (b) | Number of Securities issued: | 134,385,510 |
| (c) | Issue price: | NZ\$2.70 per share |
| (d) | Payment: | Consideration for the issued shares was cash |
| (e) | Amount paid up: | Fully paid |
| (f) | % of the total Class of Securities issued: | 99.9999993% |
| (g) | Reason for issue: | Initial public offering of shares |
| (h) | Specific authority for issue: | Resolution of directors dated 8 November 2011 |
| (i) | Terms or details of issue: | Not applicable |
| (j) | Total number of Securities of the Class in existence after the issue: | 134,385,511 |
| (k) | Treasury stock (acquisition only): | Not applicable |
| (l) | Date of issue: | 12 December 2011 |

ENDS.

Announcement: Trade Me
13 December 2011



Notice from Trade Me Group Limited pursuant to Listing Rule 7.12.1

Pursuant to Listing Rule 7.12.1 please be advised as follows:

- | | | |
|-----|---|--|
| (a) | Class of Security: | Restricted shares |
| | ISIN: | NZTMEE0003S8 |
| (b) | Number of Securities issued: | 254,490 |
| (c) | Issue price: | NZ\$2.70 per share |
| (d) | Payment: | Consideration for the issued shares was cash |
| (e) | Amount paid up: | Fully paid |
| (f) | % of the total Class of Securities issued: | 100% |
| (g) | Reason for issue: | Restricted shares issued under the issuer's Executive Share Plan |
| (h) | Specific authority for issue: | Resolution of directors dated 8 November 2011 |
| (i) | Terms or details of issue: | To be reclassified into ordinary shares if the issuer achieves an EBITDA of \$110.9 million during the period commencing 1 January 2012 and ending 31 December 2012 and the holder remains in continuous full time employment with Trade Me until 31 December 2013 |
| (j) | Total number of Securities of the Class in existence after the issue: | 254,490 |
| (k) | Treasury stock (acquisition only): | Not applicable |
| (l) | Date of issue: | 12 December 2011 |

-ends-

Announcement: Trade Me
13 December 2011



Notice from Trade Me Group Limited pursuant to Listing Rule 7.12.1

Pursuant to Listing Rule 7.12.1 please be advised as follows:

- | | | |
|-----|---|---|
| (a) | Class of Security: | Ordinary shares |
| | ISIN: | NZTMEE0003S8 |
| (b) | Number of Securities issued: | 261,359,999 |
| (c) | Nominal value: | NZ\$2.70 per share |
| (d) | Payment: | Consideration for the issued shares was the transfer of shares in Trade Me Limited to Trade Me Group Limited pursuant to the reorganisation agreement dated 9 November 2011 |
| (e) | Amount paid up: | Fully paid |
| (f) | % of the total Class of Securities issued: | 66.0424% |
| (g) | Reason for issue: | Partial payment for the acquisition of Trade Me Limited pursuant to the reorganisation agreement dated 9 November 2011 |
| (h) | Specific authority for issue: | Resolution of directors dated 8 November 2011 |
| (i) | Terms or details of issue: | Not applicable |
| (j) | Total number of Securities of the Class in existence after the issue: | 395,745,510 |
| (k) | Treasury stock (acquisition only): | Not applicable |
| (l) | Date of issue: | 13 December 2011 |

ENDS.