

25 September 2012

Level 3, NZX Centre
11 Cable Street
Wellington
NEW ZEALAND

Dear Shareholder(s)

Trade Me Group Ltd: 2012 Annual Report for shareholders

Thank you for investing in Trade Me. We're getting in touch to let you know the first Annual Report for our shareholders is now available. This report will provide you with information about Trade Me's financial performance for the 12 months ended 30 June 2012.

You can view and download the report from the Trade Me investor relations website at this web address: <http://investors.trademe.co.nz/>

We also expect our Interim Report for the six months ending 31 December 2012 will be available in late February 2013 at the same web address.

Choose email

We email Trade Me shareholders to let them know when the reports are available online. If you are keen to receive all investor communications in relation to your Trade Me shares via email, please enter your email address in the box marked "A" below. We encourage you to do this as it ensures you get information from us as quickly as possible, keeps costs down, and saves trees.

Hard copies

As a shareholder, you have the right to request a hard copy of our Annual Report and Interim Report, free of charge. To do so, please tick the box marked "B" below and return this form to Link Market Services within 15 business days in one of these ways:

- post back in the envelope provided (if mailing from outside New Zealand please include the necessary postage);
- fax back to (+64 9) 375 5990; or
- scan and email to operations@linkmarketservices.co.nz (please put "TME Annual Report" in the subject line).

A *I wish to receive all shareholder communications via email where possible. My email address is:*

B *I would like to receive a printed copy of the 2012 Annual Report and 2013 Interim Report*

Please tick the box

If you have any further questions, please contact our share registrar, Link Market Services, by phoning (+64 9) 375 5998 or emailing enquiries@linkmarketservices.co.nz.

Yours sincerely,



Jon Macdonald
CEO, Trade Me
www.trademe.co.nz

Substantial security holder notices

This information is required by section 35F of the Securities Markets Act 1988, and is correct as at 31 August 2012. The total number of voting securities on issue at 31 August 2012 was 395,745,510.

	<i>Date of last disclosure notice</i>	<i>Voting securities in the company in which a relevant interest is held</i>	<i>% held as at the date of last notice</i>
Fairfax Digital Holdings Limited	21 June 2012	201,960,000	51.033%
Ellerston Capital Limited	15 August 2012	20,489,067	5.18%