

1 October 2012

Market Information Services Section
New Zealand Exchange Limited
Wellington

NOTIFICATION OF ALLOTMENT OF SECURITIES

For the purposes of Listing Rule 7.12.1 of the NZSX Listing Rules, Trade Me Group Limited advises the following securities have been issued:

Class of securities issued	Ordinary Shares
ISIN	NZTMEE0003S8
Number of securities issued	235,518 Ordinary Shares
Issue price	\$3.971 per share
Payment in cash?	n/a
Any amount paid up (if not in full)	Fully paid
Percentage of total class issued (excluding treasury stock)	0.06%
Reasons for the issue	Issue of Ordinary Shares for the purposes of the Trade Me Group Limited Executive Long-term Incentive Share Plan
Specific authority for the issue	Directors resolution dated 21 September 2012
Terms or details of the issue	Issue of 235,518 Ordinary Shares to Trade Me Executive and Senior Management pursuant to the Trade Me Group Limited Executive Long-term Incentive Share Plan with vesting on 30 September 2014 and 30 September 2015 subject to meeting performance hurdles.
Total number of securities of the class in existence after the issue (excluding treasury stock)	396,017,568 Ordinary Shares
Date of issue	1 October 2012



Linda Cox
Company Secretary