

Announcement: TME

18 June 2012

Fairfax completes sell-down of 15% of Trade Me

Following this morning's trading halt, Trade Me Group Limited ("Trade Me") has been advised that Fairfax Digital Holdings NZ Limited ("Fairfax") has successfully completed the sell-down of 15 per cent of the issued capital of Trade Me.

Fairfax appointed UBS New Zealand Limited to underwrite and manage the sale to a broad range of institutional investors at a price of A\$2.70 (NZ\$3.46) per share. This represents a discount of approximately 3.2% on the closing share price of Trade Me on 15 June 2012, prior to the trading halt.

After settlement of the sale of the shares, which is expected to occur on 21 June 2012, Fairfax will hold 51 per cent of Trade Me.

Trade Me chairman David Kirk said the sell-down of shares by Fairfax was a positive step for Trade Me shareholders. "We understand the shares have been placed with a wide range of New Zealand and Australian institutions, and this broader spread of shareholding in Trade Me will assist liquidity. There has been strong support from existing Trade Me shareholders, which shows their confidence in the company."

Shares in Trade Me are expected to resume trading today.

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