

Disclosure of ceasing to have substantial holding  
*Section 25, Securities Markets Act 1988*

To: NZX

And: Trade Me Group Limited

Date this disclosure made: 3 December 2012

Date last disclosure made: 30 November 2012

**Substantial security holder(s) giving disclosure**

Name(s): **UBS AG and its related bodies corporate**

Contact details: **Trish Lee**

Tel: **+852 3712 4387**

Email: **Trish.Lee@ubs.com**

Date on which substantial security holder(s) ceased to have substantial holding: 29 November 2012

**Summary of previous substantial holding to which disclosure relates**

Class of listed voting securities: **Ordinary**

Summary for: **UBS AG and its related bodies corporate**

For last disclosure:

- (a) total number held in class: 19,988,731
- (b) total in class: 396,017,568
- (c) total percentage held in class: 5.05%

For current holding after ceasing to have substantial holding:

- (a) total number held in class: 19,788,294
- (b) total in class: 396,017,568
- (c) total percentage held in class: 4.99%

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

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

Please see Appendix A for trade details.

**Additional information**

Nature of connection between substantial security holders:

UBS Global Asset Management (Australia) Ltd: Related body corporate

UBS Global Asset Management (UK) Limited: Related body corporate

UBS Securities Australia Ltd: Related body corporate

Address(es) of substantial security holder(s): Details of all UBS offices can be found through the following link: <http://apps.ubs.com/location/finder>

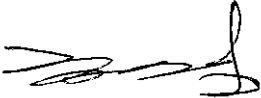
Name of any other person believed to have given, or believed to be required to give, a disclosure under the Act in relation to the securities to which this disclosure relates: Not applicable

**Declaration**


I, Trish Lee, declare that, to the best of our 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.

**SIGNATURE**

Print Name: So Young Kim Capacity: Authorised signatory

Sign Here:  Date: 3 December 2012

Print Name: Trish Lee Capacity: Authorised signatory

Sign Here:  Date: 3 December 2012

## TME - Appendix A

Date of change	Person whose relevant interest changed	Nature of Change	Consideration given in relation to change	Number of securities	Class
29-Nov-12	UBS Securities Australia Ltd	Stock borrowed	N/A	30,000	Ordinary
29-Nov-12	UBS Securities Australia Ltd	Sell	55,094	(16,669)	Ordinary
29-Nov-12	UBS AG, London Branch	Sell	208,670	(50,000)	Ordinary
29-Nov-12	UBS AG, London Branch	Sell	629,477	(148,500)	Ordinary