

## Appendix 3E

### Daily share buy-back notice (except minimum holding buy-back and selective buy-back)

*Information and documents given to ASX become ASX's property and may be made public.*

Introduced 1/9/99. Origin: rule 3.6, Appendix 7C. Amended 30/9/2001, 11/01/10

Name of entity

ABN/ARSN

Helloworld Limited

60 091 214 998

We (the entity) give ASX the following information.

#### Information about buy-back

1 Type of buy-back

On-market buyback (within 10/12 limit)

2 Date Appendix 3C was given to  
ASX

27 August 2014

**Total of all shares/units bought back, or in relation to which  
acceptances have been received, before, and on, previous day**

	Before previous day	Previous day
3 Number of shares/units bought back or if buy-back is an equal access scheme, in relation to which acceptances have been received	94,103 fully paid ordinary shares	12,700 fully paid ordinary shares
4 Total consideration paid or payable for the shares/units	\$ 28,633.42	\$ 3,873.50

+ See chapter 19 for defined terms.

**Appendix 3E**  
**Daily share buy-back notice**

	Before previous day	Previous day
5 If buy-back is an on-market buy-back	highest price paid: date: \$ 0 . 3 1 0  lowest price paid: date: \$ 0 . 3 0 0	highest price paid: \$ 0 . 3 0 5  lowest price paid: \$ 0 . 3 0 5  highest price allowed under rule 7.33: \$ 0 . 3 2 1 9

**Participation by directors**

6 Deleted 30/9/2001.

N/a

**How many shares/units may still be bought back?**

7 If the company/trust has disclosed an intention to buy back a maximum number of shares/units – the remaining number of shares/units to be bought back

A maximum of 10,906,711 fully paid ordinary shares.

**Compliance statement**

1. The company is in compliance with all Corporations Act requirements relevant to this buy-back.

*or, for trusts only:*

1. The trust is in compliance with all requirements of the Corporations Act as modified by Class Order 07/422, and of the trust's constitution, relevant to this buy-back.
2. There is no information that the listing rules require to be disclosed that has not already been disclosed, or is not contained in, or attached to, this form.

Sign here:   
(Director/Company secretary)

Date: 6.10.2014

Print name: Stephanie Seaton

+ See chapter 19 for defined terms.