

29 December 2010

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
Sydney NSW 2000

Dear Sir/Madam,

**ASX ANNOUNCEMENT
SECURITIES TRADING POLICY**

In accordance with new ASX Listing Rule 12.9, we enclose a copy of RP Data Limited's Securities Trading Policy for release to the market.

Yours faithfully,



Jonathan Kenny
Company Secretary

RP Data Limited (the "Company") SECURITIES TRADING POLICY

[insider trading obligations continue post employment whilst you hold inside information]

Objective

1. This securities trading policy sets out the circumstances in which Directors, senior executives and employees of the Company and its subsidiaries may deal in Company securities with the objective that no Director or employee will contravene the requirements of the Corporations Act or the ASX Listing Rules.

The objective of this policy is to ensure that:

Directors and employees adhere to high ethical and legal standards in relation to their personal investment in Company securities; and

Personal investments of Directors and employees do not conflict with the interests of the Company and other shareholders in relation to Company securities.

Purpose

2. The purpose of this policy is designed to protect the reputation of the Company and to ensure that such reputation is maintained or perceived to be maintained by persons external to the Company.
3. The policy is not designed to prohibit Directors and employees from investing in Company securities but does recognise that there may be times when Directors or employees cannot or should not invest in Company securities. The policy provides guidance to Directors and employees as to the times that Directors and employees may invest in the Company's securities.

Outline of Corporations Act Requirements

4. A Director or employee possesses "inside information" in relation to the Company where:
 - (a) the person possesses information that is not generally available and, if the information were generally available, a reasonable person would expect it to have a material effect on the price or value of Company securities; and
 - (b) the person knows, or ought reasonably to know, that the information is not generally available and, if it were generally available, a reasonable person would expect it to have a material effect on the price or value of Company securities.

A reasonable person would be taken to expect information to have a material effect on the price or value of Company securities if the information would, or would be likely to, influence persons who commonly invest in securities in deciding whether or not to deal in Company securities in any way.

5. If a Director or employee possesses "inside information" in relation to the Company, the person must not:

- (a) deal in Company securities in any way; or
 - (b) procure another person to deal in Company securities in any way; or
 - (c) directly or indirectly, communicate the information, or cause the information to be communicated, to another person if the person knows, or ought reasonably to know, that the other person would, or would be likely to, deal in Company securities in any way or procure a third person to deal in Company securities in any way.
6. For the purposes of paragraphs (a) and (b) above:
- (a) " Company securities" includes any shares in the Company, debentures (including convertible notes) issued by the Company, units of shares in the Company and options to acquire or subscribe for shares in the Company;
 - (b) to "deal" in Company securities includes subscribing for, purchasing or selling Company securities or entering into an agreement to do any of those things.
7. A Director or employee who deals in Company securities while they possess "inside information" will be liable to both civil and criminal penalties. The penalties are:
- (a) in the case of a natural person, up to \$220,000;
 - (b) in the case of a body corporate, up to \$1 million; and
 - (c) unlimited civil liability equivalent to the damages caused.

Examples of "inside information"

8. Examples of information which may be considered to be "inside information" include the details relating to the items listed below (this is not an exhaustive list):
- (a) sales figures;
 - (b) profit forecasts;
 - (c) unpublished announcements;
 - (d) proposed changes in capital structure, including share issues, rights issues and the redemption of securities;
 - (e) borrowings;
 - (f) impending mergers, acquisitions, reconstructions, takeovers, etc;
 - (g) significant litigation;
 - (h) significant changes in operations or proposed changes in the general character or nature of the business of the Company or its subsidiaries;
 - (i) new distributorships, products and technology;
 - (j) liquidity and cashflow information;
 - (k) major or material purchases or sales of assets
 - (l) management restructuring or Board of Directors changes;
 - (m) new significant contracts or customers; and
 - (n) a new entity proposing to buy, or a shareholder proposing to sell, a substantial number of shares in the Company.

Application of the Policy

9. The policy applies to all Directors, all employees, consultants and contractors who from time to time possess information that could be considered inside information, or who are nominated as such by the Board of Directors ("**Senior Executives**") and other employees, and to their respective associates (including a company or trust controlled by the Director, employees, consultants or contractors, a spouse, dependant children, a close relative, a person acting in concert with the Director or employee, etc).

Policy

10. **General Principles** – Directors, employees, consultants and contractors of the Company and its subsidiaries should note the following general principles regarding their personal trading of Company securities:
 - (a) avoid and be seen to avoid, actual or potential conflict between their personal interest and their duty to the Company and its shareholders;
 - (b) not to derive personal advantage from information which is not generally available and which has been obtained by reason of, or in the course of, their directorship or employment;
 - (c) seek prior approval
 - i. in the case of Directors from the Chairman,
 - ii. in the case of the Chairman from the Audit Committee,
 - iii. in the case of Senior Executives from the CEO and
 - iv. for employees, consultants and contractors from the Company Secretary
 to trade in order to ensure the Company's and shareholder's interests are not compromised; **Attachment A to be used for this purpose;**
 - (d) ensure any personal trading is on a scale that reflects your individual financial ability to fund and maintain an appropriately sized portfolio;
 - (e) ensure any personal trading does not adversely impact on your ability to perform normal duties;
 - (f) not utilise broker credit - relevant exchange settlement terms must apply on all occasions and all transactions must be settled according to industry standards. Such prohibition does not extend to normal documented margin lending or loan facilities offered to the general public by brokers, banks or other lending institutions; and
 - (g) Directors and employees who have access to price sensitive information or "inside information" should not conduct personal trading in Company securities.
11. **Short term trading** - Notwithstanding the following, Directors and employees of the Company and its subsidiaries should never engage in short term trading of any Company securities. In general, the purchase of securities with a view to resale within a 12 month period and the sale of securities with a view to repurchase within a 12 month period would be considered to be transactions of a "short term" nature. However, the sale of shares immediately after they have been acquired through the conversion of a security (eg. exercise of an option) will not be regarded as short term trading.
12. **Trading windows** - Subject to the below, the recommended time (in terms of avoiding suggestions of insider trading) for any Director or employee to deal in Company securities is during the 30 day period immediately after the:
 - (a) date of the Company's AGM;
 - (b) release by the Company of its half yearly results announcement to ASX;

- (c) release by the Company of its yearly results announcement to ASX; or
- (d) release of a disclosure document offering equity securities in the Company,

PROVIDED that the person is **NOT** in possession of any inside information relating to those securities.

13. **Trading Embargo** - In addition, a "closed season" operates in respect of which Directors and Senior Executives must refrain from dealing in Company securities starting ten (10) business days after the end of the financial reporting periods (30 June and 31 December) until release of the interim and full year results announcements. All holders of executive options are automatically regarded as being subject to this "closed season" restriction. No approval will be given to any Director or Senior Executive to trade in the Company securities during a "closed session".
14. **Directors and Senior Executives** - A Director or Senior Executive may not deal in Company securities without the prior written approval of the Chairperson of the Board in the case of Directors, the Audit Committee in the case of the Chairperson and the CEO in the case of Senior Executives before commencing the transaction. A Director or Senior Executive must also provide the Company Secretary with written confirmation of the trading that has occurred.
15. Prudence will dictate that dealings should generally be limited to the recommended times referred to in paragraph 12 above and that the Chairperson will generally refuse consent to deal in Company securities outside these recommended times unless special circumstances exist (such as financial hardship). In any event, the Director or Senior Executive should not deal in Company securities at any time if the Director or Senior Executive is in possession of any inside information relating to those securities.
16. **Employees** other than Senior Executives - Employees of the Company other than Senior Executives may deal in Company securities at any time with the prior written approval of the Company Secretary before commencing the transaction and after the transaction has occurred, providing written confirmation of the trading. Employees are strongly advised to limit dealing in Company securities to the recommended timing referred to in paragraph 12 above. In any event, the employees should not deal in Company securities at any time if the employee is in possession of any inside information relating to those securities.
17. **Exercise of options, participation in employee share option plans etc** - Subject to the insider trading provisions of the Corporations Act, Directors and employees may at any time:
 - (a) acquire the Company's ordinary shares by conversion of securities giving a right of conversion to ordinary shares;
 - (b) acquire Company securities under a bonus issue made to all holders of securities of the same class;
 - (c) acquire Company securities under a dividend reinvestment, or top-up plan that is available to all holders of securities of the same class;
 - (d) acquire, or agree to acquire, options under a Company share option plan; and
 - (e) exercise options acquired under a Company share option plan (but may not sell all or part of the shares received upon exercise of the options other than in accordance

with these procedures).

ASX Notification

18. In accordance with section 205G Corporations Act, a Director must notify the ASX within 14 days after any change in the Director's relevant interest in securities of the Company or a related body corporate of the Company.
19. In accordance with ASX Listing Rule 3.19A.2, a Director must notify the ASX within 5 business days after any change in the Director's relevant interest in securities of the Company or a related body corporate of the Company or any change in interests in contracts to which the Director is a party or under which the Director is entitled to a benefit, and that confer a right to call for or deliver shares in or debentures of the Company or a related body corporate of the Company.
20. A Director must notify the Company secretary in writing of the requisite information for the Company Secretary to make the necessary notification to ASX as required by the Corporations Act and the ASX Listing Rules.

Questions?

If you have any questions regarding this policy you should contact the Company secretary.

ATTACHMENT 'A' to SECURITIES TRADING POLICY
Approval for Directors/ Employees to trade in RP Data Securities

Name: _____

Address: _____

Position: _____

hereby apply to

Buy/Sell (*circle as appropriate*)

Number of securities: _____

Proposed Transaction Date: _____

Name of Seller/Purchaser: _____

(*if not Director/Senior Employee*)

in RP Data Limited (the Company) and hereby confirm that I am not in possession of any price sensitive information that would preclude me from trading in the Company's securities.

Inside/Outside permitted trading window periods (please circle as appropriate)

If outside the permitted trading window periods please provide details of the circumstances as to why you are seeking approval

Exceptional circumstances

(*if applicable*)

I further agree to provide written confirmation of the trade once it has occurred.

Signed _____

Dated _____

Approval (sign as appropriate).

Company Secretary _____

(*for employees*)

Date _____

CEO _____

(*for Senior Executives*)

Date _____

Chairman _____

(*for trading by directors*)

Date _____

Audit Committee approval _____

(*for trading by the Chairman*)

Date _____

I _____ hereby confirm that the approved transaction was completed on _____.