

**Disclosure of movement of 1% or more in substantial holding or change in nature of relevant interest or both**

*Sections 23 and 24, Securities Markets Act 1988*

Relevant event being disclosed: Movement of 1% or more in substantial holding

Date of relevant event: 29 January 2013

To: NZX Limited

And: Trade Me Group Limited

Date this disclosure made: 31 January 2013

Date last disclosure made: 30 January 2013

**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**

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

Class of listed voting securities: **Ordinary**

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

For **this** disclosure,—

- (a) total number held in class: 22,632,309 shares
- (b) total in class: 396,017,568 shares
- (c) total percentage held in class: 5.71%

For **last** disclosure,—

- (a) total number held in class: 42,359,489 shares
- (b) total in class: 396,017,568 shares
- (c) total percentage held in class: 10.70%

**Details of transactions and events giving rise to relevant event**

Details of the transactions or other events requiring disclosure under the instructions to this form: Please see Appendix A.

**Details of relevant interests currently in substantial holding**

Details for: UBS Global Asset Management (Australia) Ltd

Nature of relevant interest(s): Fund Manager with power to exercise control over voting shares

For that relevant interest,—

- (a) number held in class: 3,452,650
- (b) percentage held in class: 0.87%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS Global Asset Management (Australia) Ltd

Details for: UBS Global Asset Management (UK) Limited

Nature of relevant interest(s): Fund Manager with power to exercise control over voting shares

For that relevant interest,—

- (a) number held in class: 54,706
- (b) percentage held in class: 0.01%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS Global Asset Management (UK) Limited

Details for: UBS AG, Australia Branch

Nature of relevant interest(s): Prime Broker that has exercised its borrowing right in respect of shares pursuant to a Prime Broking Agreement

For that relevant interest,—

- (a) number held in class: 4,247,065
- (b) percentage held in class: 1.07%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS AG, Australia Branch

Details for: UBS AG, London Branch

Nature of relevant interest(s): Power to control disposal over shares pursuant to stock borrowing and lending activities (see Appendix A)

For that relevant interest,—

- (a) number held in class: 35,000
- (b) percentage held in class: 0.01%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS AG, London Branch

Details for: UBS AG, London Branch

Nature of relevant interest(s): Prime Broker that has exercised its borrowing right in respect of shares pursuant to a Prime Broking Agreement

For that relevant interest,—

- (a) number held in class: 35,000
- (b) percentage held in class: 0.01%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS AG, London Branch

Details for: UBS Securities Australia Ltd

Nature of relevant interest(s): Beneficial Owner

For that relevant interest,—

- (a) number held in class: 14,256,051
- (b) percentage held in class: 3.60%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS Securities Australia Ltd

Details for: UBS Wealth Management Australia Ltd.

Nature of relevant interest(s): Broker with power to exercise discretion over account

For that relevant interest,—

- (a) number held in class: 551,837
- (b) percentage held in class: 0.14%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS Wealth Management Australia Ltd.

#### **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

UBS Wealth Management 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/locationfinder>

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**

We declare that, to the best of our knowledge and belief, the information contained in this disclosure is correct and that we are duly authorised to make this disclosure by all persons for whom it is made.

**SIGNATURE**

Print Name: So Young Kim

Capacity: Authorised signatory

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Sign Here:



Date: 31 January 2013

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Print Name: Trish Lee

Capacity: Authorised signatory

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Sign Here:



Date: 31 January 2013

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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-Jan-13	UBS AG, London Branch	Sell	2,792	(846)	Ordinary
29-Jan-13	UBS AG, London Branch	Stock borrowed	N/A	846	Ordinary
29-Jan-13	UBS AG, London Branch	Stock borrowed	N/A	179	Ordinary
29-Jan-13	UBS AG	Collateral received	N/A	5,704,201	Ordinary
29-Jan-13	UBS AG	Collateral received	N/A	8,595,818	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4,184,530)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4,324,515)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(1)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(5,529,986)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(1,539,876)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4,131,205)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(15,949)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(1,114)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(1,764,889)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(3,939,312)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4,515,614)	Ordinary
29-Jan-13	UBS AG	Collateral returned	N/A	(4,080,204)	Ordinary
29-Jan-13	UBS Securities Australia Ltd	Stock returned	N/A	(179)	Ordinary