

Disclosure of beginning to have substantial holding

Section 22, Securities Markets Act 1988

To: NZE

And: Trade Me Group Limited

Date this disclosure made: 22 August 2012

Substantial security holder(s) giving disclosure

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

Contact details: **Trish Lee**

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

Date on which substantial security holder(s) began to have substantial holding: 20 August 2012

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: 20,116,319

(b) total in class: 395,745,510

(c) total percentage held in class: 5.08%

Details for: UBS AG, Australia Branch

Nature of relevant interest(s): Prime Broker with power to control the exercise of the power to dispose of shares pursuant to a Prime Broking Agreement

For that relevant interest,—

(a) number held in class: 15,263,659

(b) percentage held in class: 3.86%

(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): Prime Broker with power to control the exercise of the power to dispose of shares pursuant to a Prime Broking Agreement

For that relevant interest,—

(a) number held in class: 536,089

(b) percentage held in class: 0.13%

(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): Beneficial owner

For that relevant interest,—

- (a) number held in class: 2,011,058
- (b) percentage held in class: 0.51%
- (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

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

For that relevant interest,—

- (a) number held in class: 714,763
- (b) percentage held in class: 0.18%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS AG

Details for: UBS Securities Australia Ltd

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

For that relevant interest,—

- (a) number held in class: 59,978
- (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 Securities Australia Ltd

Details for: UBS Securities Australia Ltd

Nature of relevant interest(s): Beneficial Owner

For that relevant interest,—

- (a) number held in class: 1,530,772
- (b) percentage held in class: 0.39%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: UBS Securities Australia Ltd

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

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

Additional information

Nature of connection between substantial security holders:

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

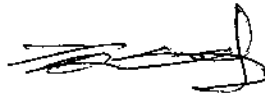
I, Trish Lee, declare that, to the best of our knowledge and belief, the information contained in this disclosure is correct and that I am duly authorised to make this disclosure by all persons for whom it is made.

SIGNATURE

Print Name: So Young Kim

Capacity: Authorised signatory

Sign Here:



Date: 22 August 2012

Print Name: Trish Lee

Capacity: Authorised signatory

Sign Here:



Date: 22 August 2012

TME - Annexure A					
Date of change	Person whose relevant interest changed	Nature of Change	Consideration given in relation to change	Number of securities	Class
26-Apr-12	UBS Securities Australia Ltd	Stock borrowed	N/A	10,000	Ordinary
27-Apr-12	UBS Securities Australia Ltd	Stock returned	N/A	(10,000)	Ordinary
30-Apr-12	UBS Securities Australia Ltd	Stock borrowed	N/A	50,000	Ordinary
30-Apr-12	UBS Securities Australia Ltd	Stock borrowed	N/A	35,000	Ordinary
01-May-12	UBS Securities Australia Ltd	Stock returned	N/A	(50,000)	Ordinary
01-May-12	UBS Securities Australia Ltd	Stock returned	N/A	(35,000)	Ordinary
08-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	50,000	Ordinary
22-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	300,000	Ordinary
31-May-12	UBS Securities Australia Ltd	Stock borrowed	N/A	1,000,000	Ordinary
31-May-12	UBS Securities Australia Ltd	Sell	15,546	(4,967)	Ordinary
05-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	1,000,000	Ordinary
06-Jun-12	UBS Securities Australia Ltd	Sell	19,842	(6,581)	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	500,000	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	200,000	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	200,000	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	200,000	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Sell	19,320	(6,421)	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Sell	19,044	(6,397)	Ordinary
08-Jun-12	UBS Securities Australia Ltd	Sell	735,212	(247,546)	Ordinary
12-Jun-12	UBS Securities Australia Ltd	Sell	204,376	(69,753)	Ordinary
12-Jun-12	UBS Securities Australia Ltd	Sell	111,296	(37,985)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	15,000	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(1,000,000)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	53,074	(18,415)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	18,517	(6,425)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	187,760	(65,147)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	53,074	(18,415)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	18,517	(6,425)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	187,760	(65,147)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	28,858	(10,013)	Ordinary
13-Jun-12	UBS Securities Australia Ltd	Sell	28,858	(10,013)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Buy	288,210	100,000	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Sell	56,317	(20,026)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Sell	56,317	(20,026)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Sell	366,562	(130,347)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Sell	103,441	(36,783)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Sell	36,120	(12,844)	Ordinary
14-Jun-12	UBS Securities Australia Ltd	Buy	56,317	20,026	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(50,000)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(300,000)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(500,000)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(102,506)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Sell	249,765	(89,692)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Sell	24,600	(8,834)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Sell	70,472	(25,307)	Ordinary
15-Jun-12	UBS Securities Australia Ltd	Sell	38,390	(13,786)	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Buy	3,528,824	1,306,972	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Buy	12,506,179	4,631,918	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Buy	1,231,500	456,111	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Buy	1,919,916	711,080	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Buy	942,257	348,984	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Sell	401,128	(136,091)	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	200,000	Ordinary
18-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	400,000	Ordinary
19-Jun-12	UBS Securities Australia Ltd	Sell	491,732	(166,092)	Ordinary
19-Jun-12	UBS Securities Australia Ltd	Sell	140,824	(47,566)	Ordinary
19-Jun-12	UBS Securities Australia Ltd	Sell	75,800	(25,603)	Ordinary
19-Jun-12	UBS Securities Australia Ltd	Sell	48,332	(16,325)	Ordinary
19-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	260,000	Ordinary
20-Jun-12	UBS Securities Australia Ltd	Sell	296,860	(100,000)	Ordinary
20-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	100,000	Ordinary
20-Jun-12	UBS Securities Australia Ltd	Stock borrowed	N/A	250,000	Ordinary
21-Jun-12	UBS New Zealand Ltd	See Block Trade Agreement attached	N/A	59,400,000	Ordinary
21-Jun-12	UBS AG, London Branch	Sell	390	(133)	Ordinary
22-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(97,494)	Ordinary

25-Jun-12	UBS AG, London Branch	Sell	754	(259)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(200,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(200,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(200,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(400,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(260,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(100,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(250,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Stock returned	N/A	(15,000)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Sell	24,717	(8,499)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Sell	15,571	(5,354)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Sell	156,546	(53,829)	Ordinary
25-Jun-12	UBS Securities Australia Ltd	Sell	46,607	(16,026)	Ordinary
26-Jun-12	UBS AG, London Branch	Sell	827	(286)	Ordinary
26-Jun-12	UBS Securities Australia Ltd	Sell	61,267	(21,168)	Ordinary
26-Jun-12	UBS Securities Australia Ltd	Sell	39,345	(13,594)	Ordinary
26-Jun-12	UBS Securities Australia Ltd	Sell	399,477	(138,022)	Ordinary
26-Jun-12	UBS Securities Australia Ltd	Sell	112,238	(38,779)	Ordinary
27-Jun-12	UBS Securities Australia Ltd	Sell	89,306	(31,226)	Ordinary
27-Jun-12	UBS Securities Australia Ltd	Sell	27,808	(9,723)	Ordinary
27-Jun-12	UBS Securities Australia Ltd	Sell	10,104	(3,533)	Ordinary
27-Jun-12	UBS Securities Australia Ltd	Sell	15,781	(5,518)	Ordinary
28-Jun-12	UBS Securities Australia Ltd	Sell	2,369,032	(821,924)	Ordinary
28-Jun-12	UBS Securities Australia Ltd	Sell	232,086	(80,521)	Ordinary
28-Jun-12	UBS Securities Australia Ltd	Sell	667,601	(231,621)	Ordinary
28-Jun-12	UBS Securities Australia Ltd	Sell	361,792	(125,522)	Ordinary
02-Jul-12	UBS Securities Australia Ltd	Sell	378,238	(128,753)	Ordinary
02-Jul-12	UBS Securities Australia Ltd	Sell	108,034	(36,775)	Ordinary
02-Jul-12	UBS Securities Australia Ltd	Sell	98,231	(33,438)	Ordinary
03-Jul-12	UBS Securities Australia Ltd	Sell	17,694	(6,022)	Ordinary
03-Jul-12	UBS Securities Australia Ltd	Sell	127,609	(43,431)	Ordinary
03-Jul-12	UBS Securities Australia Ltd	Sell	35,320	(12,021)	Ordinary
04-Jul-12	UBS Securities Australia Ltd	Sell	22,903	(7,811)	Ordinary
04-Jul-12	UBS Securities Australia Ltd	Sell	271,985	(92,761)	Ordinary
04-Jul-12	UBS Securities Australia Ltd	Sell	40,967	(13,972)	Ordinary
04-Jul-12	UBS Securities Australia Ltd	Sell	76,290	(26,019)	Ordinary
05-Jul-12	UBS Securities Australia Ltd	Sell	54,378	(18,506)	Ordinary
05-Jul-12	UBS Securities Australia Ltd	Sell	103,966	(35,382)	Ordinary
05-Jul-12	UBS Securities Australia Ltd	Sell	369,383	(125,709)	Ordinary
05-Jul-12	UBS Securities Australia Ltd	Sell	39,862	(13,566)	Ordinary
06-Jul-12	UBS Securities Australia Ltd	Sell	37,928	(12,909)	Ordinary
06-Jul-12	UBS Securities Australia Ltd	Sell	363,778	(123,814)	Ordinary
06-Jul-12	UBS Securities Australia Ltd	Sell	53,800	(18,311)	Ordinary
06-Jul-12	UBS Securities Australia Ltd	Sell	103,148	(35,107)	Ordinary
09-Jul-12	UBS Securities Australia Ltd	Sell	3,350	(1,142)	Ordinary
09-Jul-12	UBS Securities Australia Ltd	Sell	6,944	(2,367)	Ordinary
09-Jul-12	UBS Securities Australia Ltd	Sell	21,192	(7,224)	Ordinary
09-Jul-12	UBS Securities Australia Ltd	Sell	2,282	(778)	Ordinary
09-Jul-12	UBS AG, London Branch	Buy	53	18	Ordinary
11-Jul-12	UBS Securities Australia Ltd	Sell	323,292	(112,893)	Ordinary
12-Jul-12	UBS Securities Australia Ltd	Sell	30,954	(10,743)	Ordinary
12-Jul-12	UBS Securities Australia Ltd	Sell	15,259	(5,296)	Ordinary
12-Jul-12	UBS Securities Australia Ltd	Sell	103,344	(35,867)	Ordinary
12-Jul-12	UBS Securities Australia Ltd	Sell	11,286	(3,917)	Ordinary
16-Jul-12	UBS Securities Australia Ltd	Sell	38,723	(13,439)	Ordinary
16-Jul-12	UBS Securities Australia Ltd	Sell	20,830	(7,229)	Ordinary
16-Jul-12	UBS Securities Australia Ltd	Sell	14,707	(5,104)	Ordinary
16-Jul-12	UBS Securities Australia Ltd	Sell	140,042	(48,602)	Ordinary
17-Jul-12	UBS Securities Australia Ltd	Sell	194,904	(67,769)	Ordinary
17-Jul-12	UBS Securities Australia Ltd	Sell	20,730	(7,208)	Ordinary
17-Jul-12	UBS Securities Australia Ltd	Sell	55,357	(19,248)	Ordinary
17-Jul-12	UBS Securities Australia Ltd	Sell	28,818	(10,020)	Ordinary
17-Jul-12	UBS AG, London Branch	Buy	349	122	Ordinary
18-Jul-12	UBS AG, London Branch	Sell	131	(46)	Ordinary
19-Jul-12	UBS Securities Australia Ltd	Sell	51,549	(18,151)	Ordinary
19-Jul-12	UBS Securities Australia Ltd	Sell	179,457	(63,189)	Ordinary
19-Jul-12	UBS Securities Australia Ltd	Sell	26,602	(9,367)	Ordinary
19-Jul-12	UBS Securities Australia Ltd	Sell	18,770	(6,609)	Ordinary

19-Jul-12	UBS AG, London Branch	Sell	799	(282)	Ordinary
20-Jul-12	UBS Securities Australia Ltd	Sell	210,723	(74,492)	Ordinary
20-Jul-12	UBS Securities Australia Ltd	Sell	746,486	(263,888)	Ordinary
20-Jul-12	UBS Securities Australia Ltd	Sell	109,820	(38,822)	Ordinary
20-Jul-12	UBS Securities Australia Ltd	Sell	79,359	(28,054)	Ordinary
25-Jul-12	UBS AG London Branch	Sell	716,000	(200,000)	Ordinary
27-Jul-12	UBS Securities Australia Ltd	Sell	10,917	(3,913)	Ordinary
27-Jul-12	UBS Securities Australia Ltd	Sell	115,241	(41,305)	Ordinary
27-Jul-12	UBS Securities Australia Ltd	Sell	32,146	(11,522)	Ordinary
27-Jul-12	UBS Securities Australia Ltd	Sell	17,089	(6,125)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Buy	34,689	12,240	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	40,540	(14,325)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	15,135	(5,348)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	21,112	(7,460)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	143,668	(50,766)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	590,008	(208,690)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	86,996	(30,771)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	167,113	(59,109)	Ordinary
31-Jul-12	UBS Securities Australia Ltd	Sell	62,150	(21,983)	Ordinary
01-Aug-12	UBS Securities Australia Ltd	Buy	14,250	5,000	Ordinary
03-Aug-12	UBS Securities Australia Ltd	Sell	116,294	(40,450)	Ordinary
03-Aug-12	UBS Securities Australia Ltd	Sell	16,770	(5,833)	Ordinary
03-Aug-12	UBS Securities Australia Ltd	Sell	239,505	(83,306)	Ordinary
03-Aug-12	UBS Securities Australia Ltd	Sell	12,946	(4,503)	Ordinary
06-Aug-12	UBS Securities Australia Ltd	Buy	17,037	5,917	Ordinary
07-Aug-12	UBS Securities Australia Ltd	Sell	26,587	(9,203)	Ordinary
07-Aug-12	UBS Securities Australia Ltd	Sell	106,439	(36,844)	Ordinary
07-Aug-12	UBS Securities Australia Ltd	Sell	46,904	(16,236)	Ordinary
07-Aug-12	UBS Securities Australia Ltd	Sell	365,824	(126,631)	Ordinary
07-Aug-12	UBS AG London Branch	Sell	925,000	(250,000)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Buy	34,582	11,843	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	18,652	(6,474)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	145,542	(50,518)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	42,858	(14,876)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	16,226	(5,632)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	9,593	(3,293)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	73,078	(25,086)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	20,470	(7,027)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Sell	7,932	(2,723)	Ordinary
08-Aug-12	UBS Securities Australia Ltd	Stock borrowed	N/A	50,000	Ordinary
09-Aug-12	UBS Securities Australia Ltd	Sell	19,060	(6,534)	Ordinary
09-Aug-12	UBS Securities Australia Ltd	Sell	150,342	(51,538)	Ordinary
09-Aug-12	UBS Securities Australia Ltd	Sell	44,486	(15,250)	Ordinary
09-Aug-12	UBS Securities Australia Ltd	Sell	16,931	(5,804)	Ordinary
10-Aug-12	UBS Securities Australia Ltd	Sell	75,573	(25,579)	Ordinary
10-Aug-12	UBS Securities Australia Ltd	Sell	22,428	(7,591)	Ordinary
10-Aug-12	UBS Securities Australia Ltd	Sell	9,732	(3,294)	Ordinary
10-Aug-12	UBS Securities Australia Ltd	Sell	8,503	(2,878)	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Sell	226,195	(75,431)	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Sell	28,889	(9,634)	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Sell	25,330	(8,447)	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Sell	66,205	(22,078)	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Stock borrowed	N/A	463,661	Ordinary
13-Aug-12	UBS Securities Australia Ltd	Stock returned	N/A	(400,000)	Ordinary
14-Aug-12	UBS Securities Australia Ltd	Stock returned	N/A	(1,608)	Ordinary
17-Aug-12	UBS AG, London Branch	Buy	174	58	Ordinary
17-Aug-12	UBS Securities Australia Ltd	Sell	42,465	(14,182)	Ordinary
17-Aug-12	UBS Securities Australia Ltd	Sell	370,242	(123,649)	Ordinary
17-Aug-12	UBS Securities Australia Ltd	Sell	47,011	(15,700)	Ordinary
17-Aug-12	UBS Securities Australia Ltd	Sell	114,355	(38,191)	Ordinary
20-Aug-12	UBS Securities Australia Ltd	Sell	16,750	(5,492)	Ordinary
20-Aug-12	UBS Securities Australia Ltd	Sell	42,860	(14,053)	Ordinary
20-Aug-12	UBS Securities Australia Ltd	Sell	18,909	(6,200)	Ordinary
20-Aug-12	UBS Securities Australia Ltd	Sell	147,267	(48,286)	Ordinary
20-Aug-12	UBS AG	Collateral received	N/A	714,763	Ordinary
20-Aug-12	UBS Securities Australia Ltd	Stock returned	N/A	(2,075)	Ordinary