
FACSIMILE TRANSMISSION SHEET

TO: Company Secretary
Trade Me Group Ltd
Level 3, NZX Centre
11 Cable Street
Wellington 6011
New Zealand

NZX Ltd
Level 1, NZX Centre
11 Cable Street
PO Box 2959
Wellington
New Zealand
Fax: +64 4 496 2893

DATE: 21 December 2012

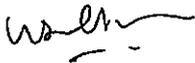
SUBJECT: Disclosure of substantial shareholding

THIS IS THE FIRST OF 4 PAGE(S)

Dear Sir/Madam,

Please find attached notification of substantial shareholding for Trade Me Group Ltd under Sections 22, Securities Markets Act 1988 for trade day 19 December 2012. Kindly contact Roland Chan at +852 2847 6105 should you have any queries in relation to this matter.

Yours sincerely,



Roland Chan
Asia Pacific Compliance

Disclosure of beginning to have substantial holding

Sections 22 Securities Markets Act 1988

To: NZX Limited

And: Trade Me Group Limited

Date this disclosure made: 21 December 2012

Substantial security holder(s) giving disclosure

Name(s): Bank of America Corporation and its related bodies corporate

Contact details: Roland Chan

Tel: +852 2847 6105

Email: wai.l.chan@baml.com

Date on which substantial security holder(s) began to have substantial holding: 19 December 2012

Summary of substantial holding to which disclosure relates

Class of listed voting securities: Ordinary Shares

Summary for: Bank of America Corporation and its related bodies corporate

For this disclosure,—

- (a) total number held in class: 21,037,041
- (b) total in class: 396,017,568
- (c) total percentage held in class: 5.312%

Details of relevant interests currently in substantial holding

Details for: Merrill Lynch (Australia) Futures Ltd

Nature of relevant interest(s): Beneficial Owner

For that relevant interest,—

- (a) number held in class: 19,037,041
- (b) percentage held in class: 4.807%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: Merrill Lynch (Australia) Futures Ltd

Details for: Merrill Lynch International (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: 500,000
- (b) percentage held in class: 0.126%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: Merrill Lynch International (Australia) Ltd

Details for: Merrill Lynch, Pierce, Fenner & Smith Incorporated

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: 1,500,000
- (b) percentage held in class: 0.379%
- (c) current registered holder(s) of securities: Not applicable
- (d) registered holder(s) of securities once transfers registered: Merrill Lynch, Pierce, Fenner & Smith, Incorporated

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 Appendix A.

Additional information

Nature of connection between substantial security holders:

Merrill Lynch (Australia) Futures Ltd: Related body corporate

Merrill Lynch International (Australia) Ltd: Related body corporate

Merrill Lynch, Pierce, Fenner & Smith Incorporated: Related body corporate

Address(es) of substantial security holder(s):

Bank of America Corporation: 100 North Tryon Street, Charlotte NC 28255, United States

Merrill Lynch (Australia) Futures Ltd: Level 38, Governor Phillip Tower, 1 Farrer Place, Sydney NSW 2000, Australia

Merrill Lynch International (Australia) Ltd: Level 38, Governor Phillip Tower, 1 Farrer Place, Sydney NSW 2000, Australia

Merrill Lynch, Pierce, Fenner & Smith, Incorporated: One Bryant Park, New York NY 10036, USA

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.

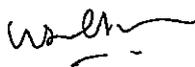
SIGNATURE

Print Name:

Roland Chan

Capacity: Authorised Signatory

Sign Here:



Date: 21 December 2012

Appendix A

Date of change	Person whose relevant interest changed	Nature of change	Consideration	Class of securities	Number of securities
18-Dec-12	Merrill Lynch (Australia) Futures Ltd	Buy	10,019,998	Ordinary	3,278,688
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Sell	1,605,550	Ordinary	(500,000)
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Sell	1,603,736	Ordinary	(500,000)
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Buy	24,860,415	Ordinary	8,142,813
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Buy	637,532	Ordinary	208,818
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Buy	641,141	Ordinary	210,000
19-Dec-12	Merrill Lynch (Australia) Futures Ltd	Buy	25,050,002	Ordinary	8,196,722
19-Dec-12	Merrill Lynch International (Australia) Ltd	Securities borrowed	N/A	Ordinary	500,000
19-Dec-12	Merrill Lynch, Pierce, Fenner & Smith Incorporated	Securities borrowed	N/A	Ordinary	500,000
19-Dec-12	Merrill Lynch, Pierce, Fenner & Smith Incorporated	Securities borrowed	N/A	Ordinary	1,000,000