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Annual Meeting

8 November 2018

Jon Macdonald | CEO

David Kirk | Chairman



Meeting agenda

Welcome

David Kirk

Chairman's overview

David Kirk

CEO's update

Jon Macdonald

Resolutions

David Kirk

General business and questions

David Kirk

Close

David Kirk

Chairman's overview

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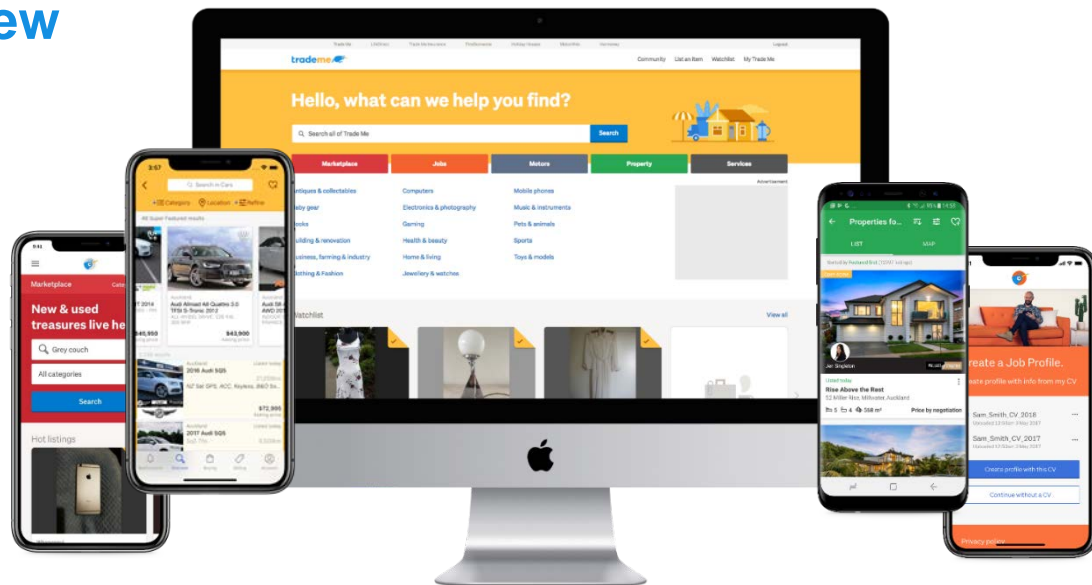
CEO's update

Jon Macdonald

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Business overview



Trade Me aims to make life better for Kiwis through online experiences they love



We have leading positions in online classifieds, and marketplaces in NZ



We connect people, allowing them to undertake a transaction or form a relationship



Liked and trusted – top 10 most loved brand (Colmar Brunton) and influential brand (Ipsos)

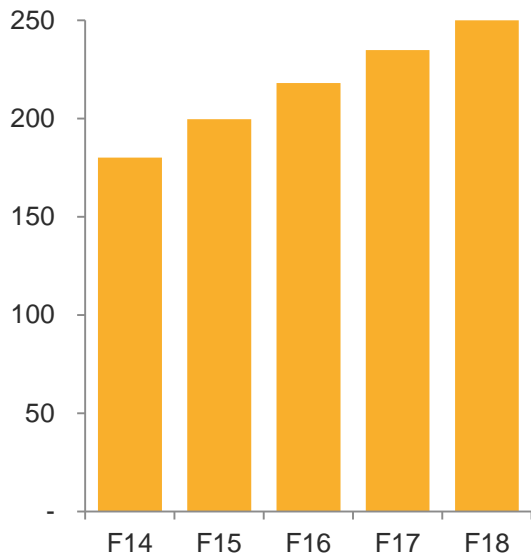


In F18 we delivered a strong financial performance

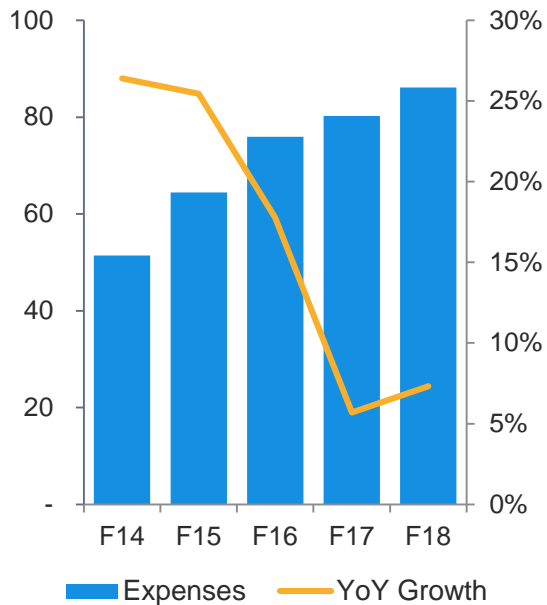


This result contributes to our good long-term performance

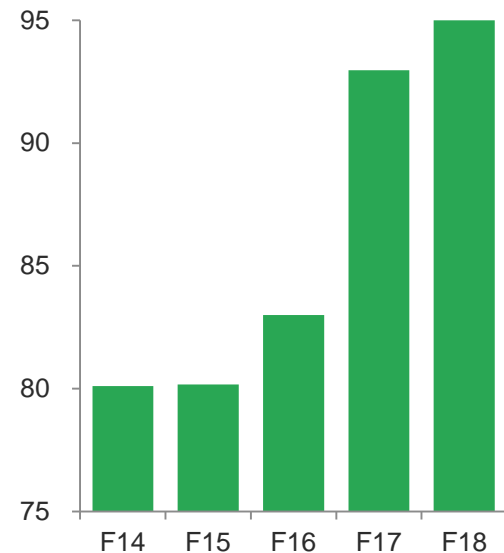
Group Revenue (\$m)



Expenses (\$m)



NPAT (\$m)



We remain excited about our growth prospects

1

Strengthening our core propositions

To our existing customers in
our existing markets.

2

Expanding our offer

Adding new products or
services for our existing
customers to enter adjacent
markets.

3

Growing our ecosystem

New offerings to new and
existing customers to fuel
long term growth.

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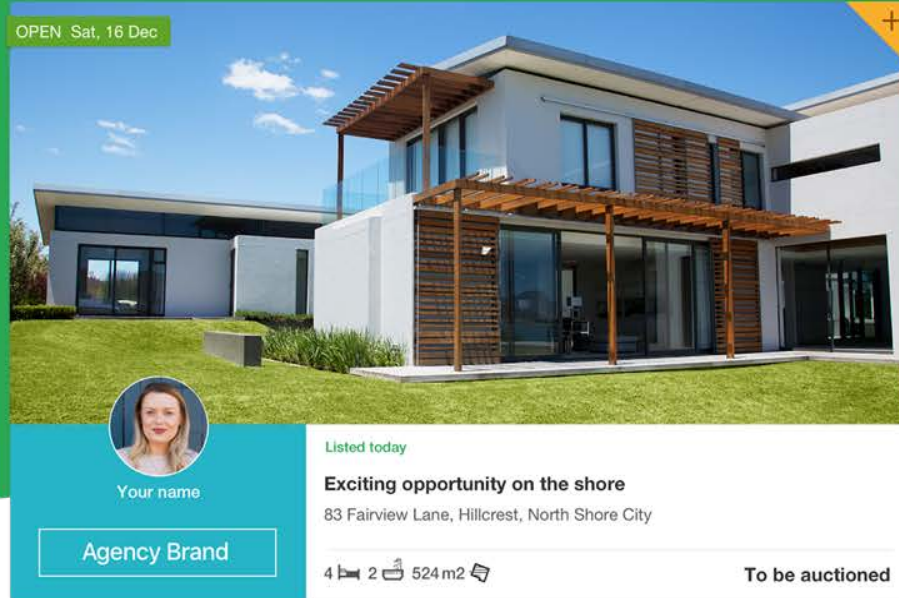
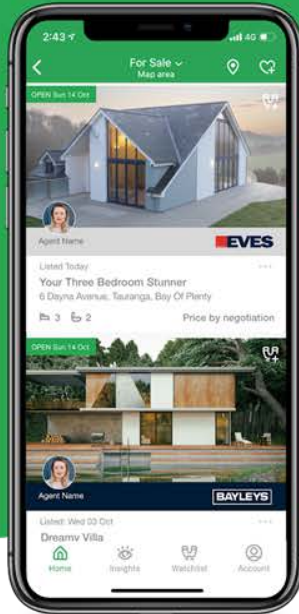
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Growing our ecosystem

New offerings to new and
existing customers to fuel
long term growth.

- 1 **Strengthening our core – e.g. a new product in TM Property**
 - supporting agent for sale depth revenue growth of 38% YoY in F18
 - and a further acceleration of this in our new financial year to 103% YoY



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Expanding our offer

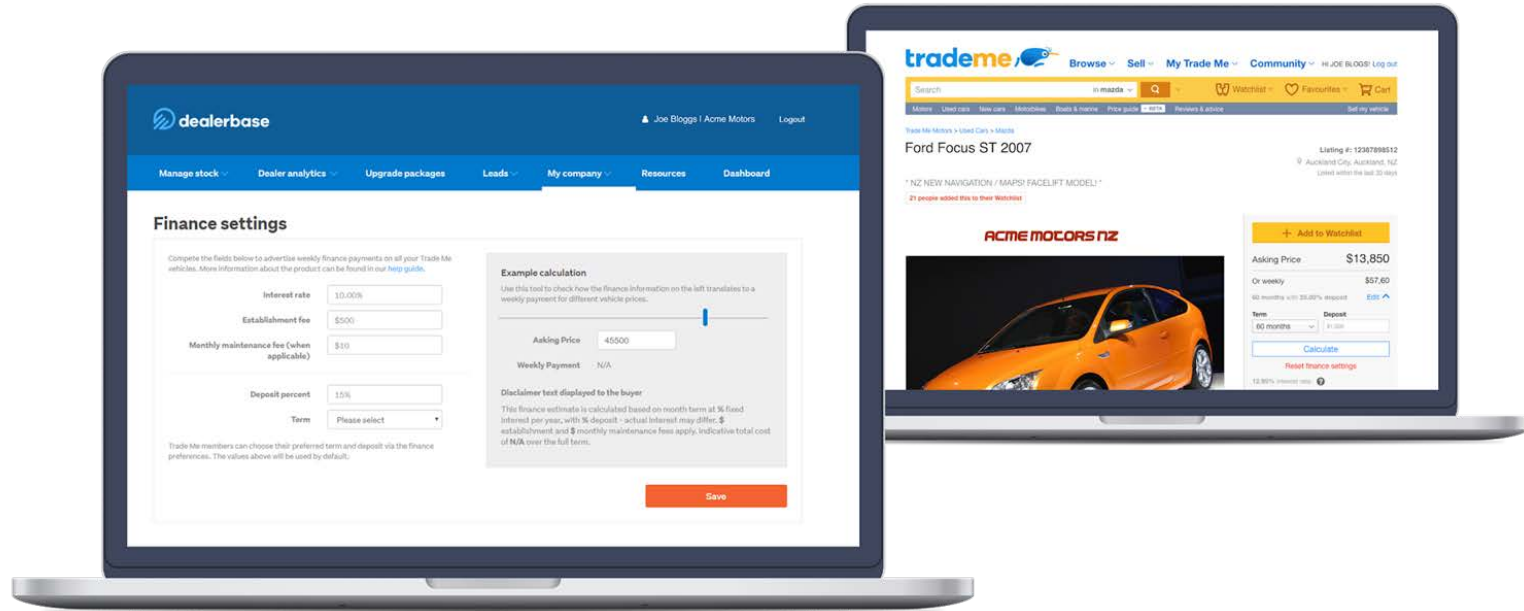
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Growing our ecosystem

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2 Expanding our offer: e.g. Motors product to showcase financing options – supporting dealer depth revenue growth of 41% YoY



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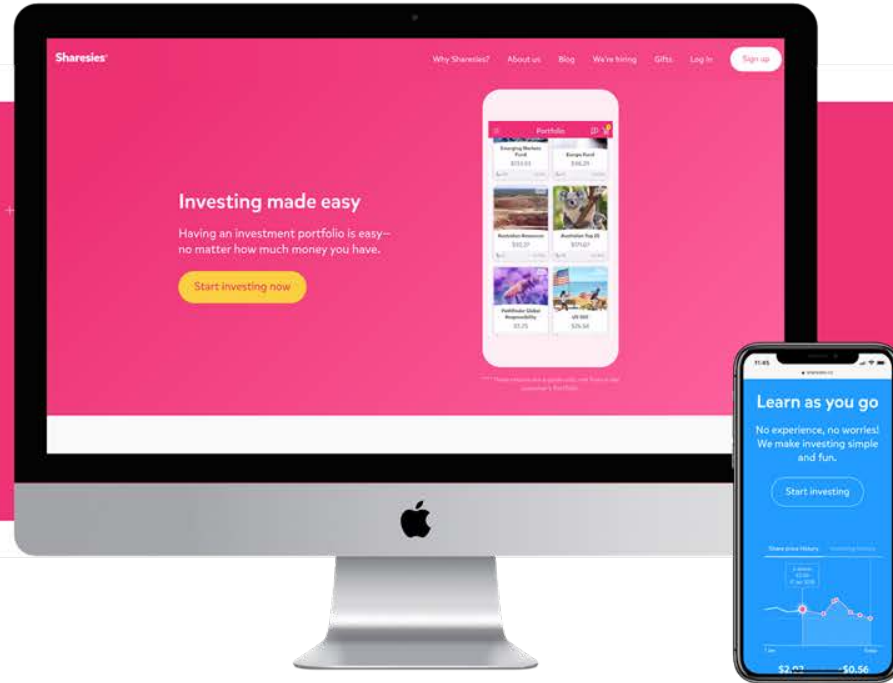
3

Growing our ecosystem

New offerings to new and
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long term growth.

3 Growing our ecosystem: We've started with a minority stake in Sharesies

Sharesies
Investing made easy



This progress is reflected in our financial performance

For the four months from 1 July to 31 Oct.

(unaudited figures)

Classifieds

total revenue +14% YoY

Marketplace

new goods GMS¹ +5% YoY,

used goods GMS -1% YoY

	YoY change
Motors	+9%
Property	+32%
Jobs	+7%
Marketplace	+6%
Total revenue	+9%
EBIT	+10%

We reiterate our F19 revenue and earnings guidance

We are happy with the momentum we have in the business – especially the exceptional performance of Trade Me Property.

At our F18 results announcement in August 2018 we outlined our expectations of F19 revenue growth of between 5 - 8% over F18. We also noted we expect operating profit after tax to grow at a similar rate (in percentage terms).

This guidance remains unchanged and, given current momentum, we would expect to be in the top half of this range for both measures.

Resolutions

David Kirk



Resolution #1

That Paul McCarney be
re-elected as a director of
Trade Me

Resolution #2

That Katrina Johnson be
re-elected as a director
of Trade Me

Resolution #3

That the Board is
authorised to fix the
auditors' remuneration

General business & questions

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