



27 September 2016

NZX Limited
Level 2, NZX Centre
11 Cable Street
WELLINGTON

Company Announcements Office
Australian Stock Exchange Centre
Level 6
20 Bridge Street
Sydney NSW 2000
AUSTRALIA

TRADE ME GROUP LIMITED (TME)
s.209 Notice

Please find attached the notice under s.209 Companies Act 1993 (NZ) which is being sent (by mail or email) today to Trade Me Group shareholders.

Yours faithfully

A handwritten signature in black ink, appearing to read "S Hard", written in a cursive style.

Sarah Hard
Company Secretary

XYZ September 2016

Name
Address
Address
City, XXXX

Holder number XXXXXXXXXXXX

<<BARCODE>>

Dear Shareholder(s),

Trade Me Group Ltd: 2016 Annual Report for shareholders

We're getting in touch to let you know that our annual report for the period 1 July 2015 to 30 June 2016 is now available on our website at investors.trademe.co.nz. We have chosen not to produce a concise annual report for the period.

In late February 2017, we expect our Interim Report for the half-year ending 31 December 2016 will be available. You can obtain the Interim Report as soon as it is uploaded in February next year, on the same website.

PLEASE CHOOSE EMAIL

If you haven't already, you can choose to receive an email when our reports are available to view online (and to receive our other shareholder communications).

To do that:

- Visit the Link Market Services Investor Centre at <https://investorcentre.linkmarketservices.co.nz> and update your communication preferences. You will require your CSN/Holder Number and FIN to access your holding information (in Australia, your holder number and postcode);

or

- Complete the details in Box A below, and return this form to Link Market Services in the enclosed reply paid envelope. (If mailing from outside New Zealand please add the necessary postage.)

We encourage you to do this so you get information from us as quickly as possible. It keeps costs down, and saves trees.

A. I wish to receive all shareholder communications via email where possible.

My email address is

Printed copies

Companies are not required to automatically mail printed copies of annual and half year reports to all shareholders. But if you would prefer to receive a printed copy of these reports (when available) please either:

- Visit the Link Market Services Investor Centre at <https://investorcentre.linkmarketservices.co.nz> to request a printed copy. You will require your CSN/Holder Number and FIN to access your holding information (in Australia, your holder number and postcode);
- or**
- Tick Box B below and return this form to Link Market Services, in the enclosed reply paid envelope, within 15 working days of receiving this form. (If mailing from outside New Zealand please add the necessary postage).

B. I would like to receive a printed hard copy of the 2016 Annual Report and 2017 Interim Report

Please tick the box

If you have any further questions, please contact our share registrar, Link Market Services, by phoning (+64 9) 375 5998 or emailing enquiries@linkmarketservices.com

Yours sincerely,



Jon Macdonald
CEO, Trade Me
www.trademe.co.nz