



Macquarie Bank Analyst Day

14 June, 2006

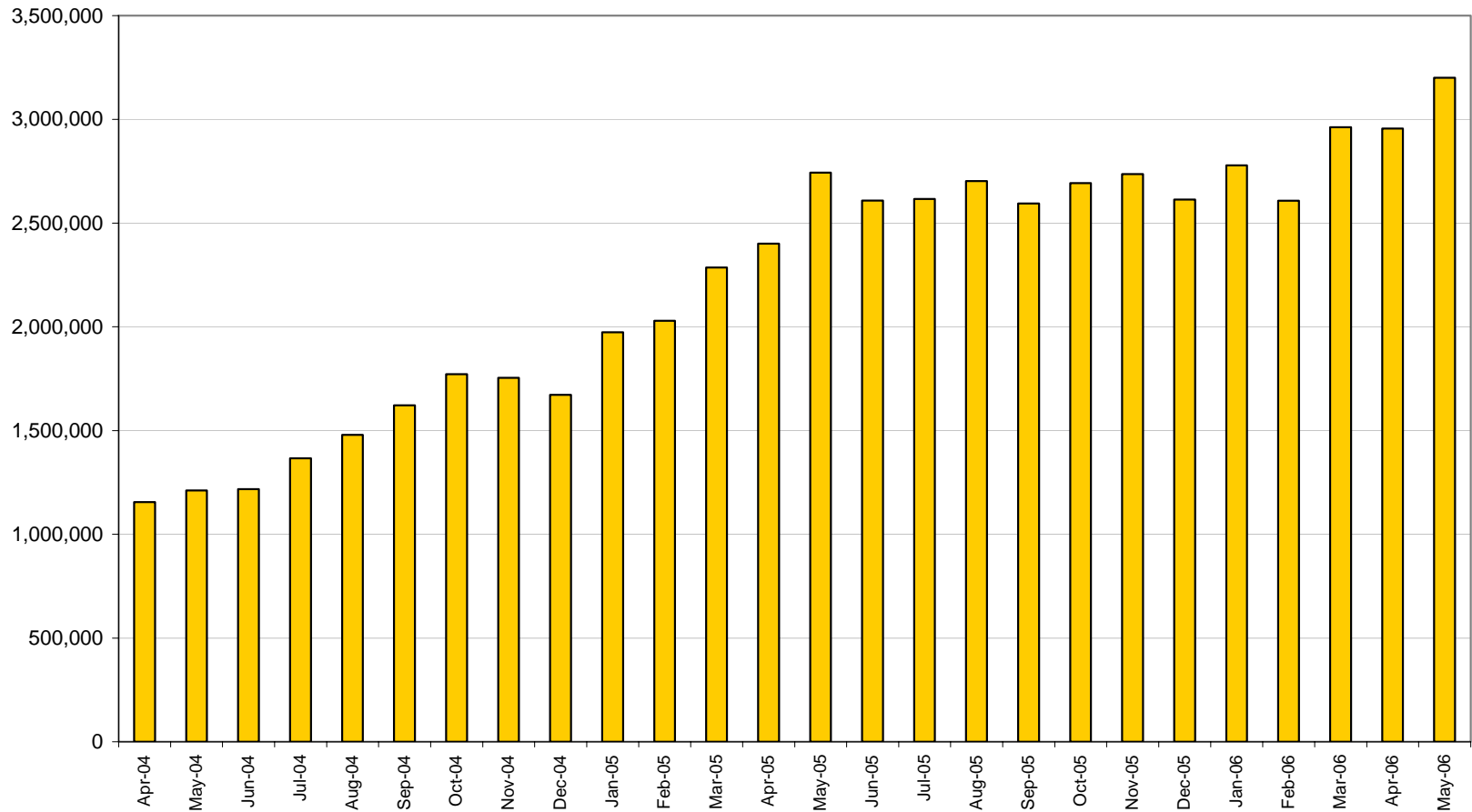
The story so far...

- **1999** Launched
- **2000** Introduced fees
- **2001** FindSomeone
- **2002** Old Friends
- **2003** Trade Me Motors
- **2004** (Fastest growing company)
- **2005** Trade Me Property
- **2006** Trade Me Jobs

Very strong overall audience growth

Trade Me Group: Unique Visitors

Combined Unique Visitors per month



Auctions

The Auction Business

Trade Me [Find Someone](#) | [Old Friends](#) | [SafeTrader](#)

trade me  Where Kiwis buy and sell online

[Logout](#) [Help](#)

[Home](#) [Browse](#) [Sell](#) [My Trade Me](#) [Community](#)

Enter at [seek.co.nz](#) [Go NOW](#)

Leap into SEEK JobMail ...and win \$10,000 worth of adventure!

Search: All Listings
 NZ Wellington
 [Advanced search](#) [Change my region](#)

Selling
 [Run an auction](#)
 [Items I'm selling](#)
 [Sold items](#)
 [Unsold items](#)

Buying
 [Watchlist](#)
 [Items I won](#)
 [Items I lost](#)
 [My favourites](#)
 [Customise...](#)
 [Logout](#)

Hi Lance! (If you're not Lance, [click here](#))
 43,198 people online. 678,580 items for sale.

Selling Basics...
 [How does it work?](#)
 [Creating a great listing](#)
 [After the auction closes](#)

Rent your property
 \$19.95 until rented!
 [Place a listing](#)

[Antiques & collectables](#) [Computers](#) [Mobile phones](#)
 [Art](#) [Crafts](#) [Music & instruments](#)
 [Baby gear](#) [DVDs & movies](#) [Personals](#)
 [Books](#) [Electronics & photography](#) [Pottery & glass](#)
 [Business, farming & industry](#) [Flatmates wanted](#) [Real estate](#)
 [Cars, boats & motorbikes](#) [Gaming](#) [Sports](#)
 [Clothing](#) [Home & living](#) [Toys & models](#)
 [Jewellery & watches](#)

[Trade Me Motors](#) 37,000+ Cars [Trade Me Property](#) 21,000+ Properties

[\\$1 Reserve](#) | [Hot](#) | [Latest Listings](#) | [Closing Soon](#) | [Stores](#)

★ **Homepage features** [more...](#)

Gallery	Title	Price	Bids	Closes


675,000 items for sale in 22 Categories

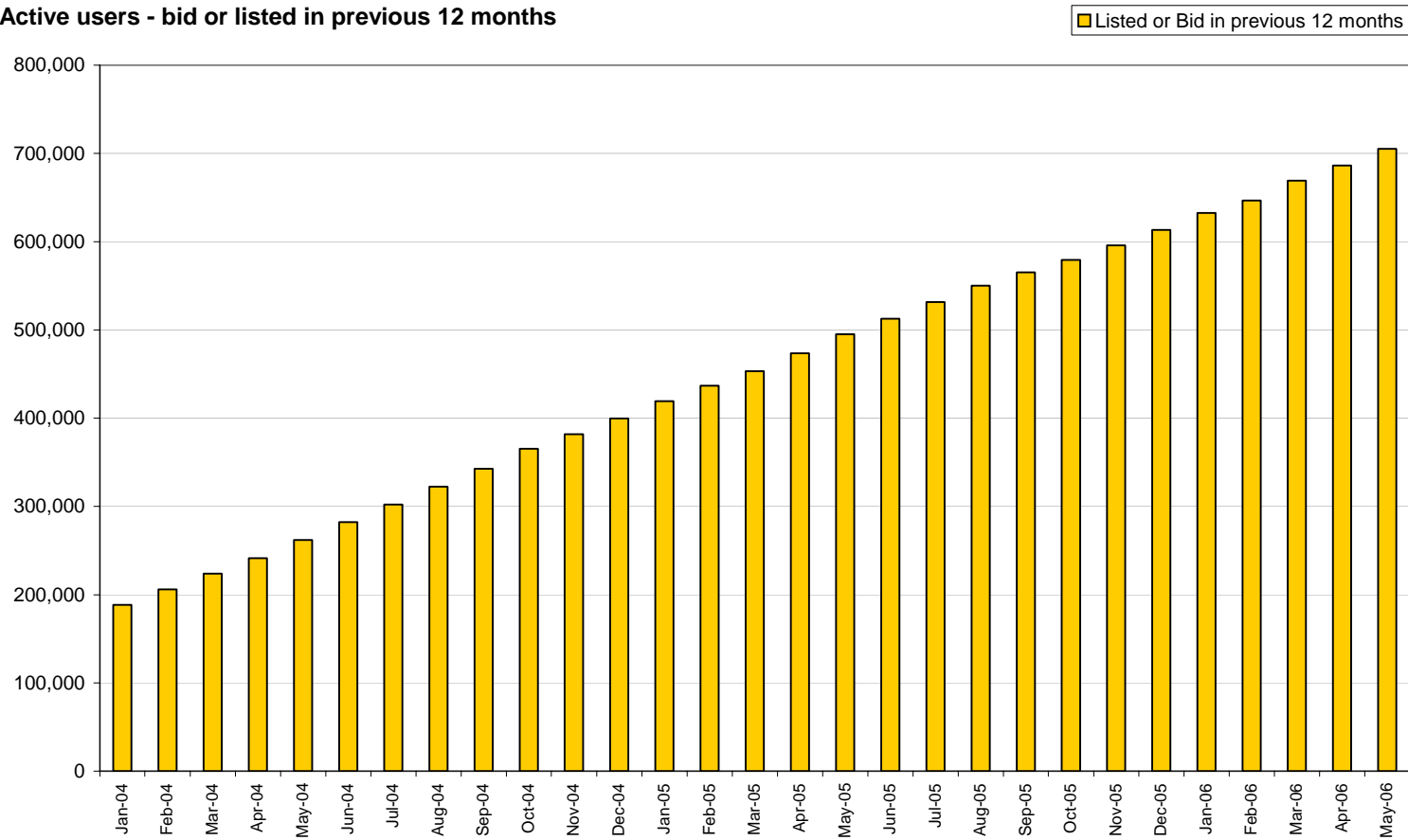
45% New goods

30% sales are local

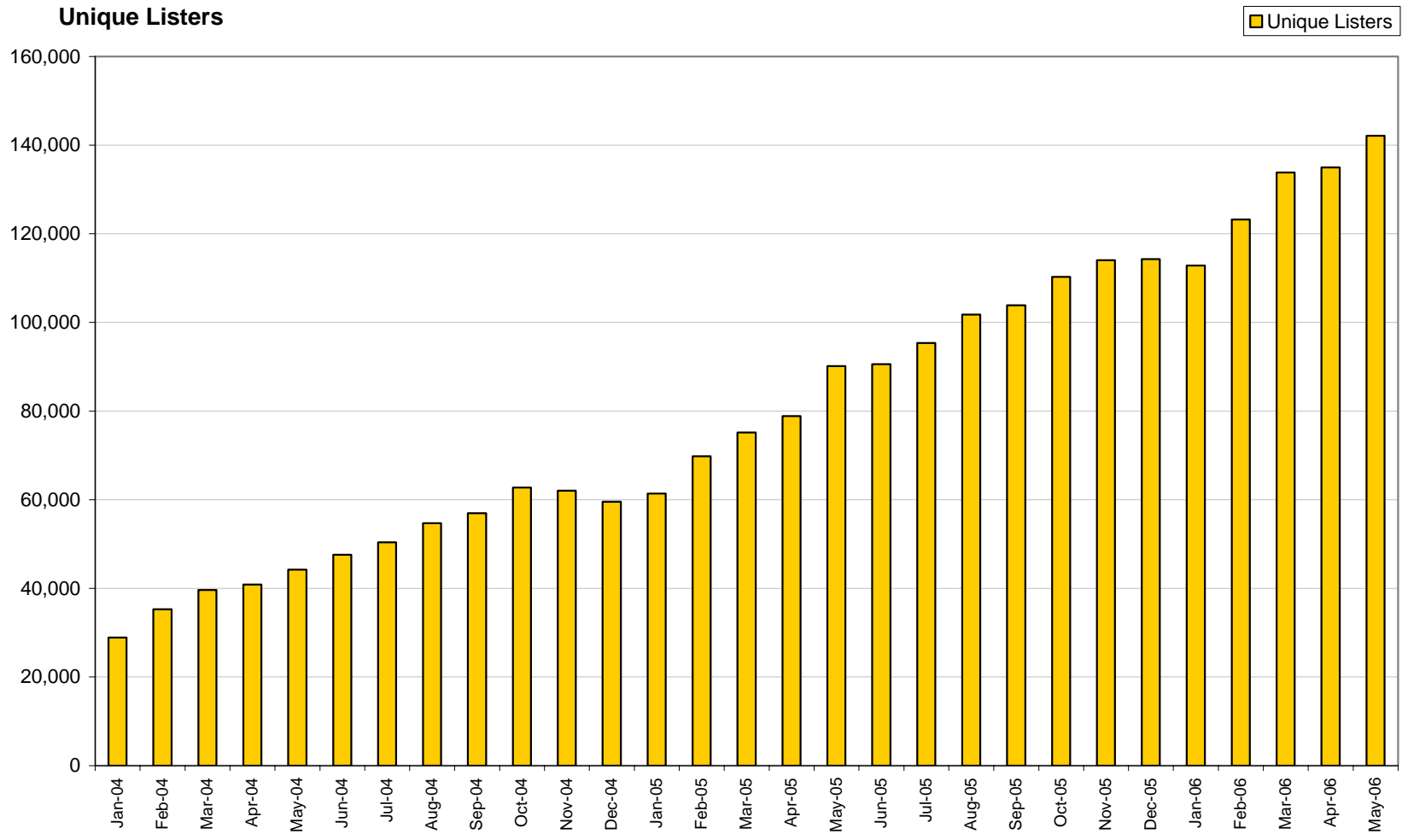
25% Buy Now

Active Users up 43% YOY

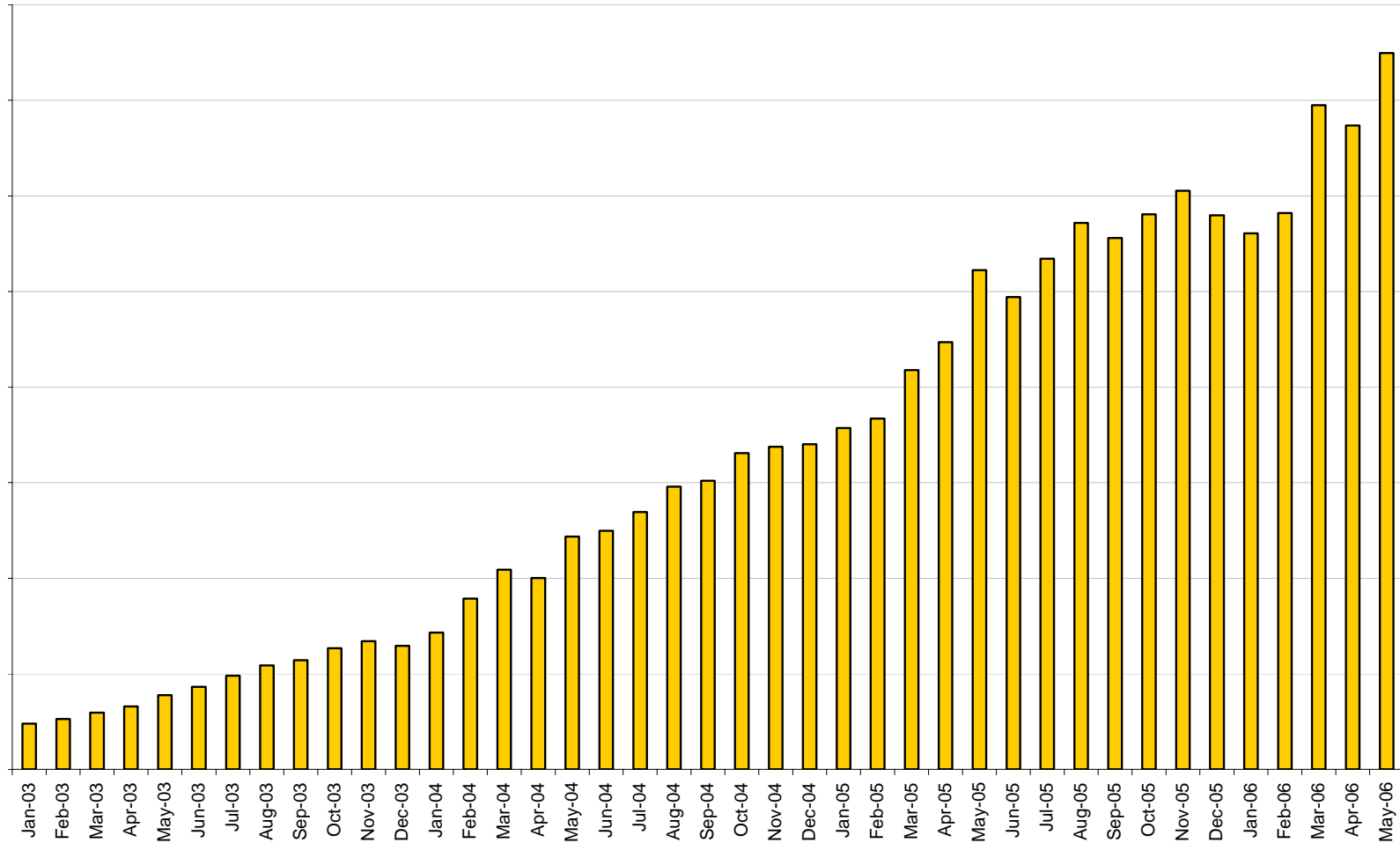
Active users - bid or listed in previous 12 months



Sellers per Month Up 80% YOY

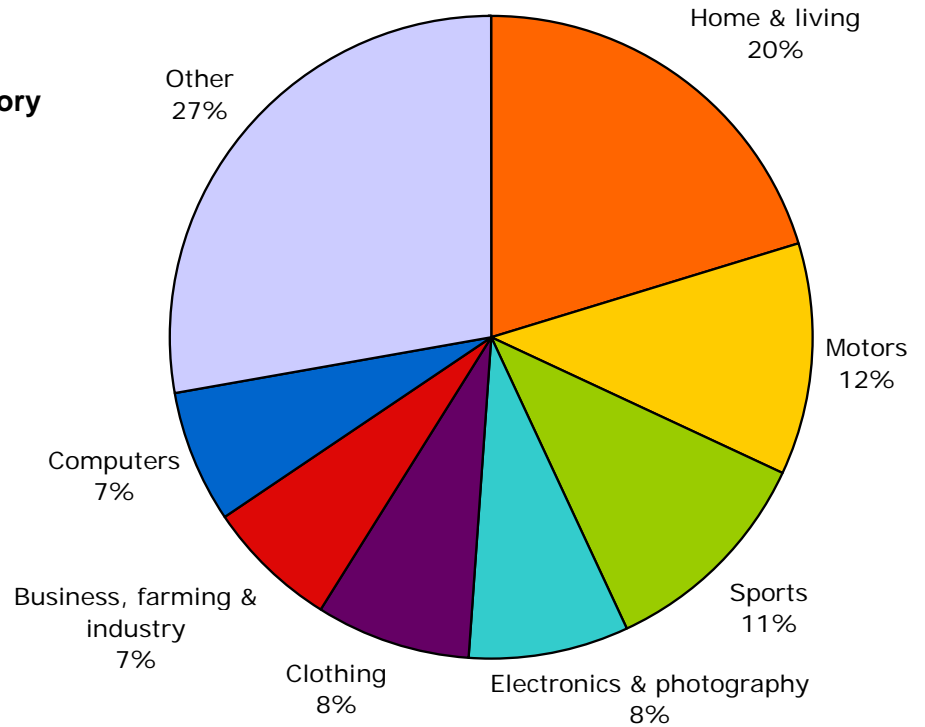
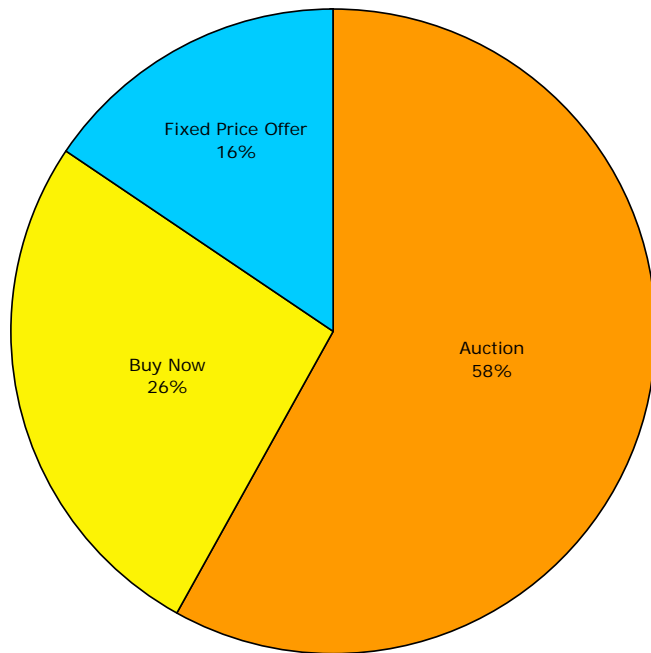


Gross Merchandise Sales and Income follows GMS



Diversified by category and Sale Type

GMS by Category



Value drivers in Auctions

Fee model:

- Success fees charged on successful sale
- Optional premium fees

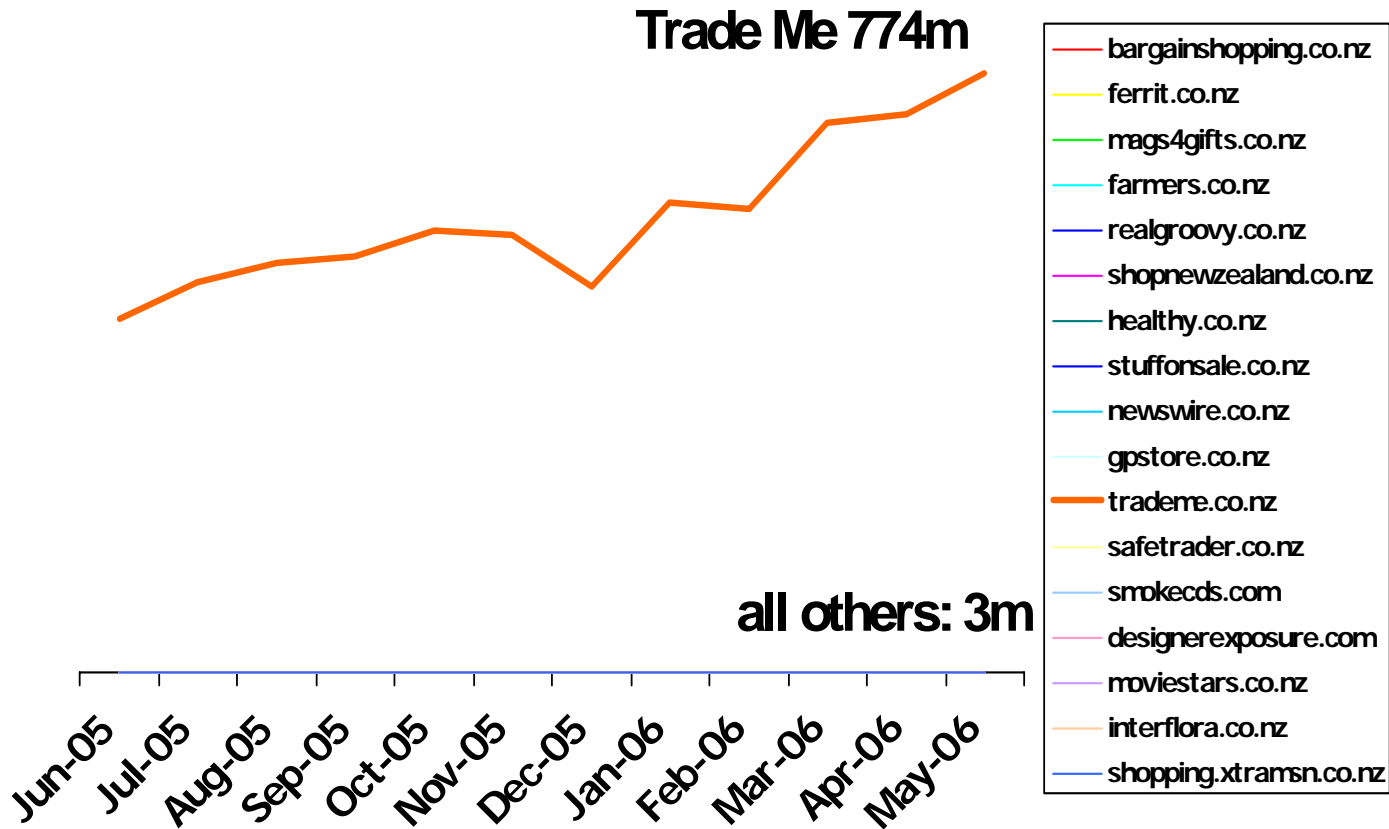
Value drivers:

- Sellers (& buyers)
- Sales per seller
- Average sale price
- Fees

Strong position in eCommerce

Page Impressions: Shopping category

Source: Nielsen NetRatings



Defensibility of market position

- Winner take all
 - Buyers need sellers and vice versa
 - Trader feedback equals trust
- Geographically constrained
- “Handbag” marketing strategy
- Hedged against economic downturn
- No “Craigslist” risk
 - We do local and classifieds





Trade Me [Find Someone](#) | [Old Friends](#) | [SafeTrader](#)

trademe Where Kiwis buy and sell online [Logout](#) [Help](#)

[Home](#) [Browse](#) [Sell](#) [My Trade Me](#) [Community](#)

[Stores](#) [Latest](#) [\\$1 Reserve](#) [Hot](#) [Closing soon](#) [Consumer guides](#) [Dealer directory](#) 6:17 pm

Hi Lance, You have been automatically logged in on this computer. [Click here](#) if you don't want this to happen.

Search
Trade Me Motors

NZ Wellington
 This category only
[Advanced search](#)
[Change my region](#)

Selling
[Run an auction](#)
[Items I'm selling](#)
[Sold items](#)
[Unsold items](#)

Buying
[Watchlist](#)
[Items I won](#)
[Items I lost](#)
[My favourites](#)
[Customise...](#)
[Logout](#)

trademe MOTORS

Cars
[Cars for sale](#) (39607)
[Parts & accessories](#) (32321)
[Car stereos](#) (2793)
[Specialist cars](#) (549)

Motorbikes
[Motorbikes for sale](#) (2677)
[Parts & accessories](#) (3871)
[Helmets, clothing & footwear](#) (1400)

Other vehicles...
[Aircraft](#) (54)
[Buses](#) (258)
[Caravans & motorhomes](#) (1344)
[Horse floats](#) (54)
[Trailers](#) (314)
[Trucks](#) (1435)



Motorboats
[Motorboats for sale](#) (2264)
[Parts & accessories](#) (1501)
[Dinghys](#) (125)
[Jetskis](#) (252)
[Yachts](#) (353)
[Trailers](#) (18)

\$24.95 until sold!
All cars, boats, bikes, trucks and more...
[Sell Now](#)
[Read our selling guide](#)

AA Request an AA Vehicle Inspection

Sort by: Filters: [All](#) | [Buy Now](#) · [All](#) | [New](#) | [Used](#)

← Increase your sales - [Add Gallery to your listings](#) to show your photo here.

	Price	Bids	Closes
 Motorbike trailer	\$310	4	5 mins
 HOTEL	\$12,000	-	11 mins

3208 listings, showing 1 to 50

40,000 cars for sale today

Dealers are 66% of listings:

- Subscription model
- Classifieds only

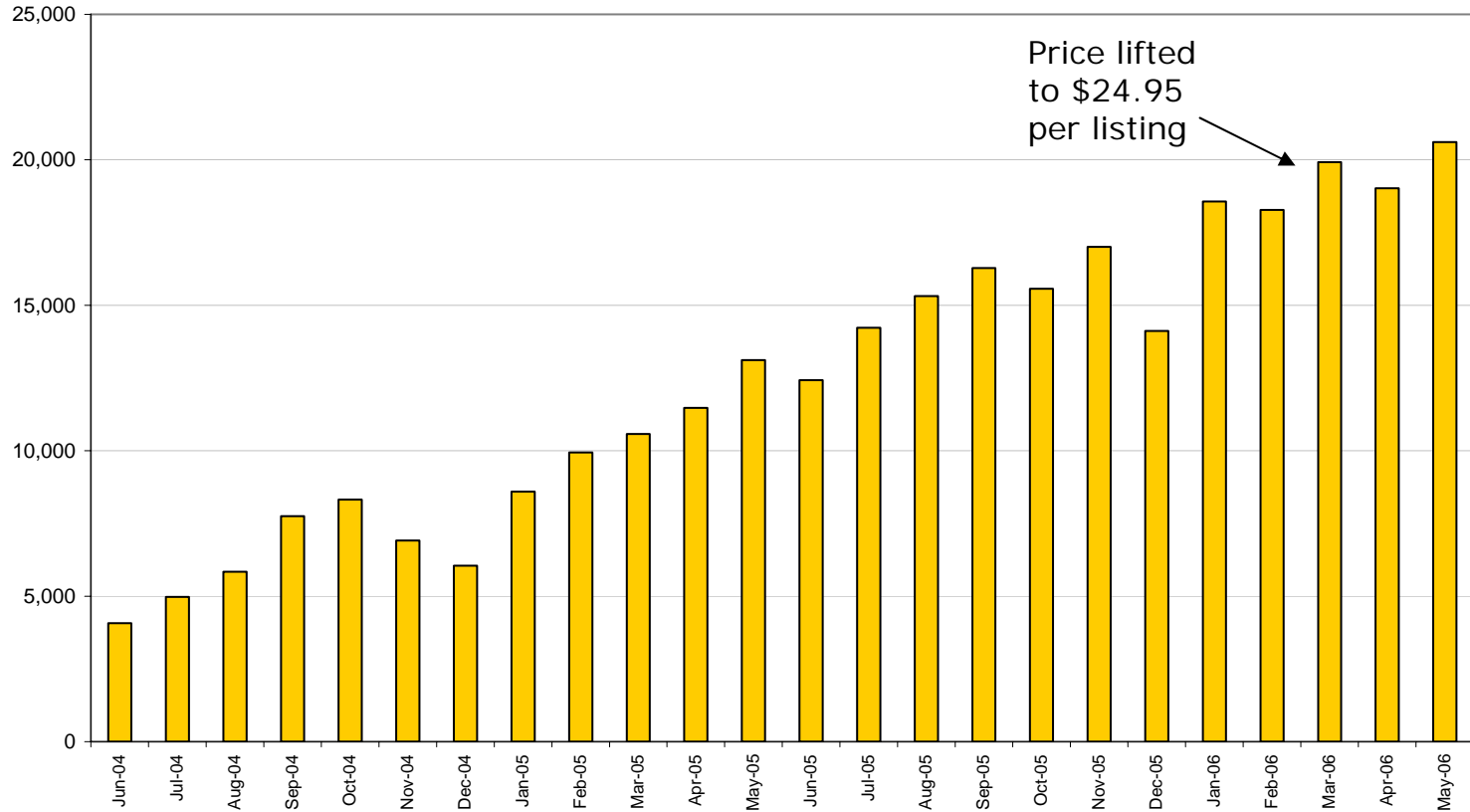
Privates are the rest:

- \$24.95 per listing
- 50% auctions

Growth opportunities:
AutoTrader, Turners

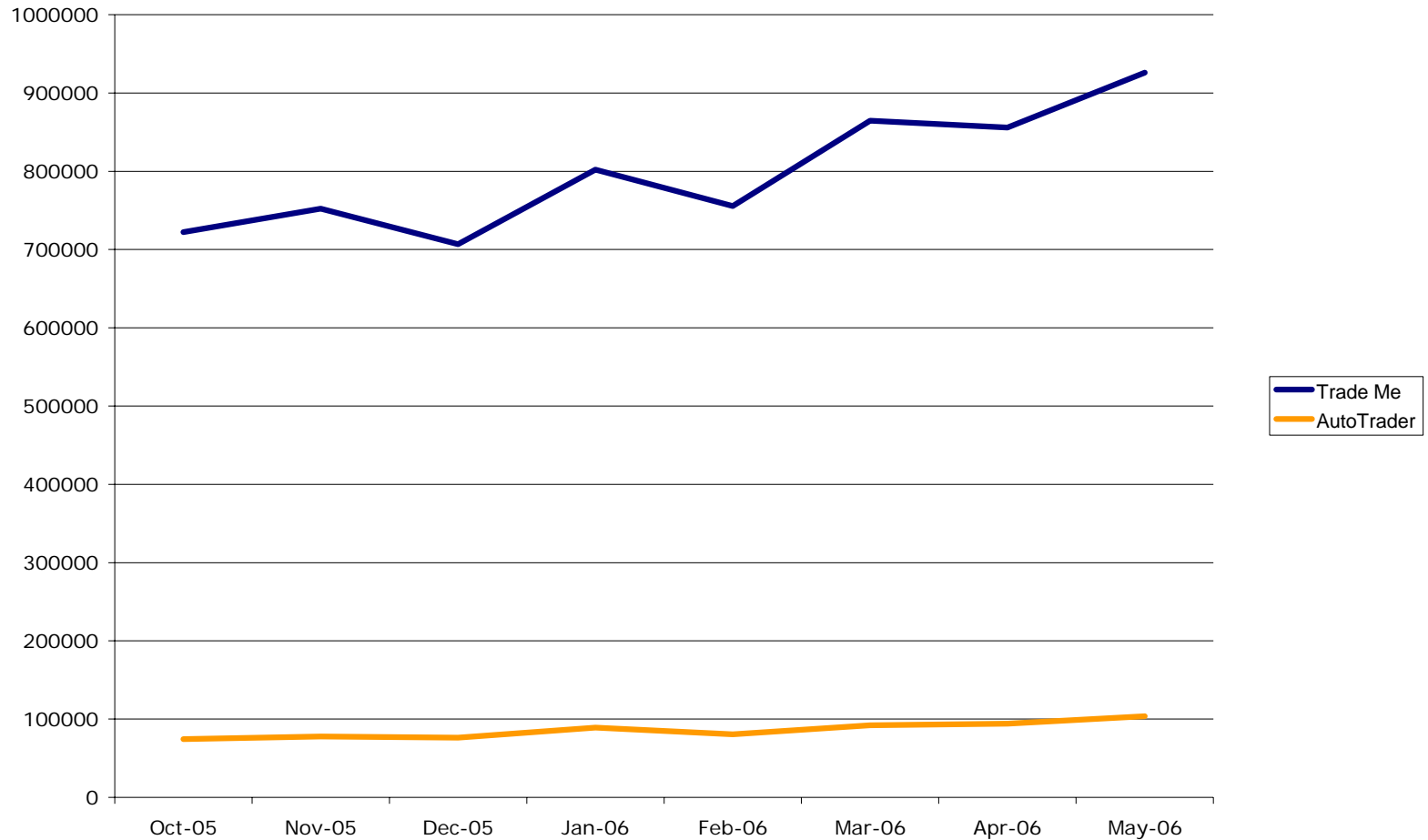
Motors listings up 57% YOY

Private Motors Listings



Motors – competition

Domestic unique visitors – Nielsen Netratings







Trade Me [Find Someone](#) [Old Friends](#) [SafeTrader](#)

trademe
Where Kiwis buy and sell online

[Home](#) [Browse](#) [Sell](#) [My Trade Me](#) [Community](#)

Stores Latest \$1 Reserve Hot Closing soon Consumer guides Dealer directory 6:20 pm

hot deals on **DVDs & MOVIES**

Search

All Listings

NZ Wellington

[Advanced search](#)
[Change my region](#)

Selling

[Run an auction](#)

[Items I'm selling](#)
[Sold items](#)
[Unsold items](#)

Buying

[Watchlist](#)
[Items I won](#)
[Items I lost](#)
[My favourites](#)

[Customise...](#)
[Logout](#)

hot deals on **DVDs & MOVIES**

trademe Property

For sale **For rent**

Properties for sale

Northland [Bay Of Plenty](#) [Nelson / Tasman](#)
Auckland [Manawatu / Wanganui](#) [Canterbury](#)
Waikato [Wellington](#) [more...](#)

Properties for rent

Auckland [Bay Of Plenty](#) [Canterbury](#)
Waikato [Wellington](#) [more...](#)

Commercial property

\$49.95 until sold
(or \$19.95 to rent)

- Pay once until sold
- Up to 20 pics
- Agent or private sale

[House buying & selling guide](#) [Services for agents](#) **ASB** **Tommy's**

Featured listings [more...](#)

Marton factory warehouse

Listed Thu, 8 Jun

situated in Marton large commercial factory warehouse in Industrial area,3642square metre section,office facilities,and large paint booth,with possible live-in potential approx 1500square metre floor area and outside rear canopy of 5000square feet a... [more](#)

\$245000, Or Near Offer

New Lynn Factory to Lease

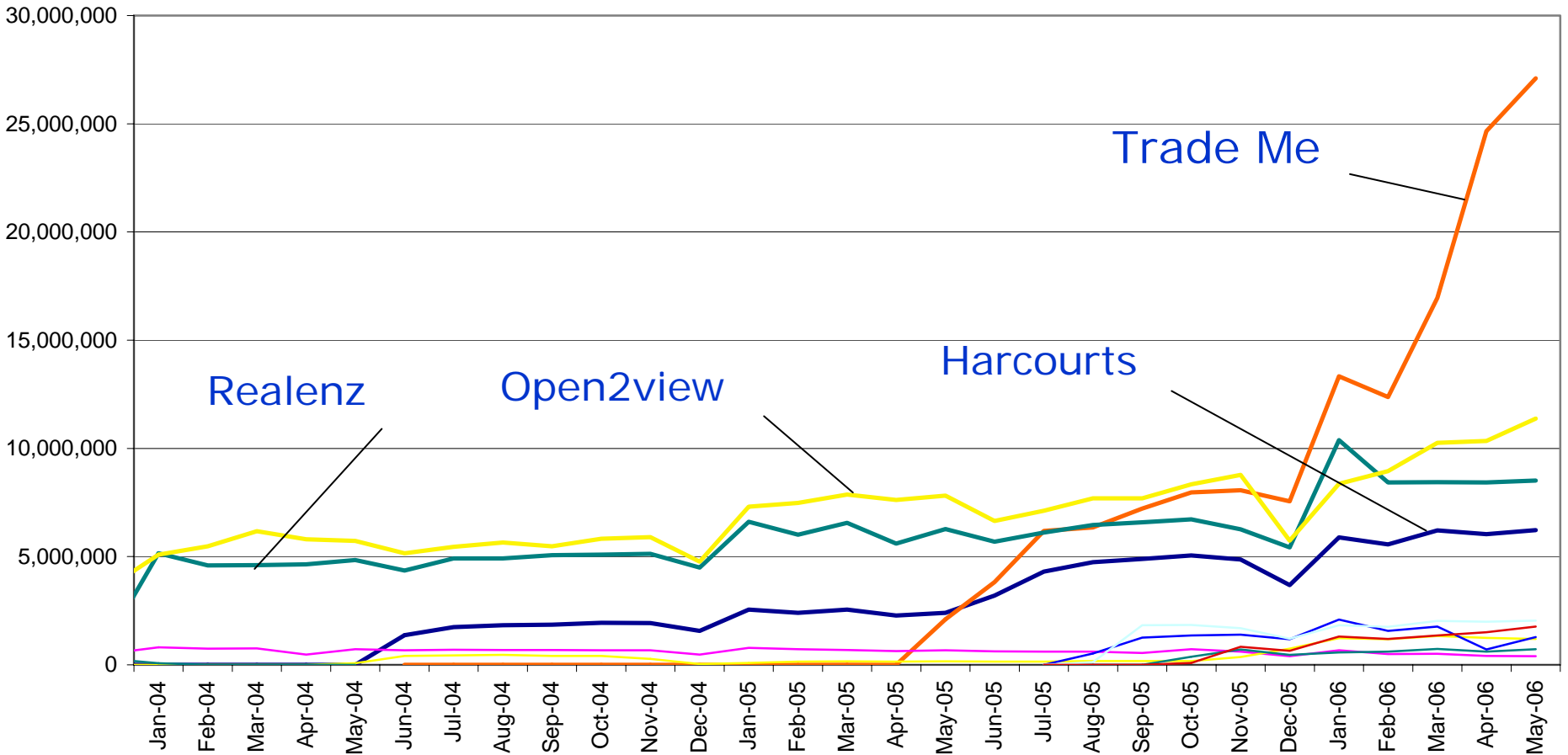
21,000 properties today

- Direct listings
- Office-level subscriptions

Have also signed 3 major franchises so far

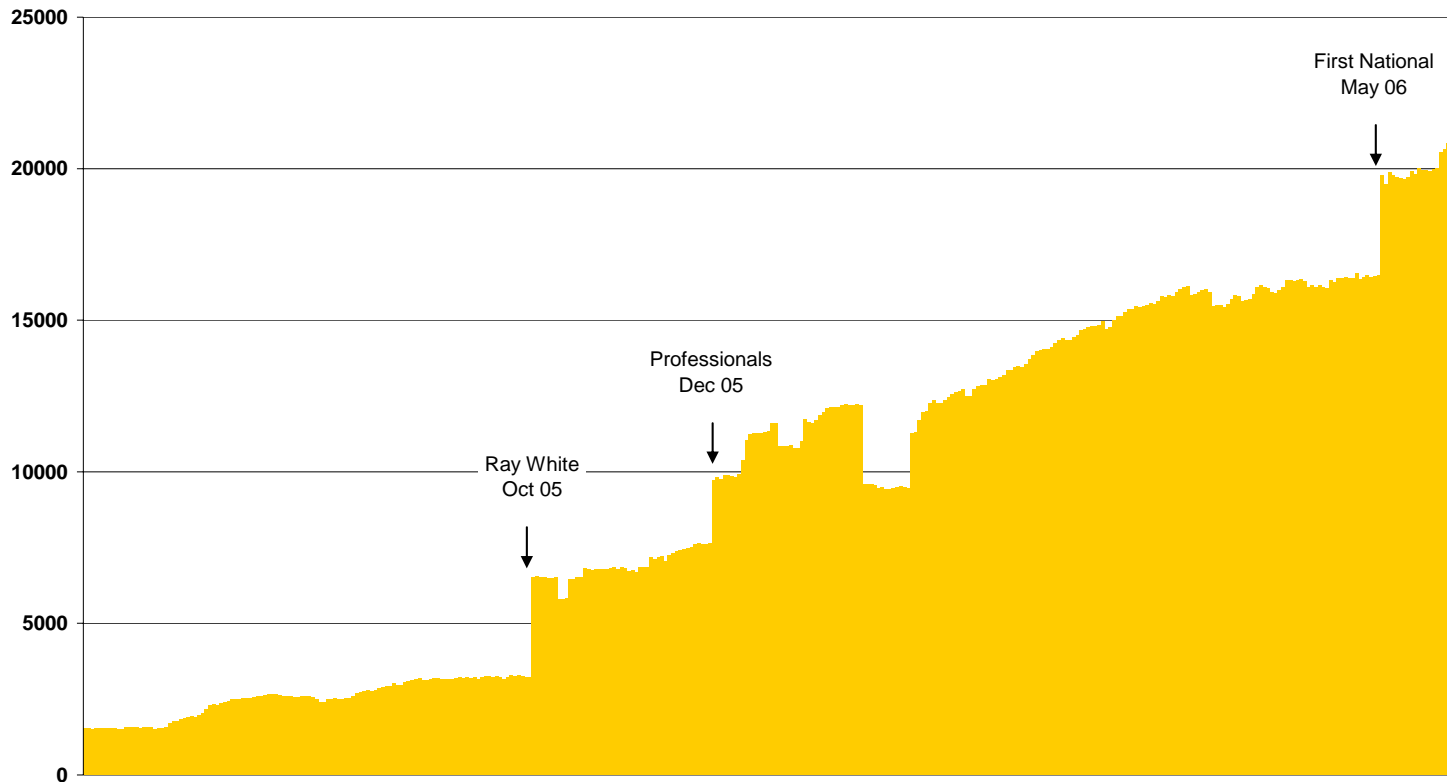
Property Competition

Page Views



Listings Grow Organically and Step with Franchise-Wide Deals

Concurrent Property Listings



Display advertising

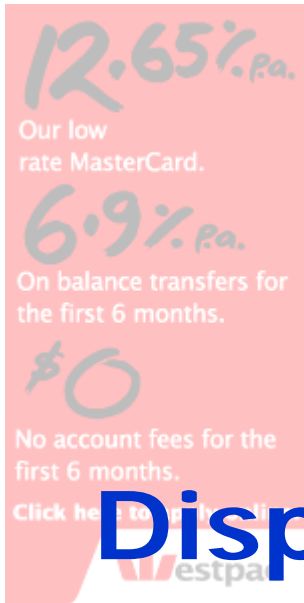


Win a \$10,000 adventure of your choice

...leap into SEEK Jobmail!

Register for SEEK JobMail before June 30 and you could be diving into the adventure of your choice!

seek.co.nz [Go NOW](#)



12.65% p.a.

Our low rate MasterCard.

6.9% p.a.

On balance transfers for the first 6 months.

\$0

No account fees for the first 6 months.

Click here to get the details

Westpac

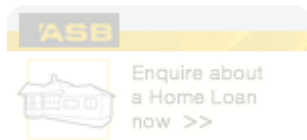


Request an AA Vehicle Inspection



Find out this property's value.

www.qv.co.nz



Enquire about a Home Loan now >>



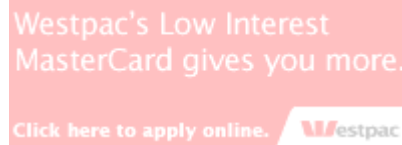
click here to be in to win up to \$250,000! plus hundreds of instant prizes!



WIN! ONE OF 3 PARTIES FOR YOU & 3 MATES

+ daily prizes to be won

SEE PACKS FOR DETAILS



Westpac's Low Interest MasterCard gives you more.

Click here to apply online.

Westpac

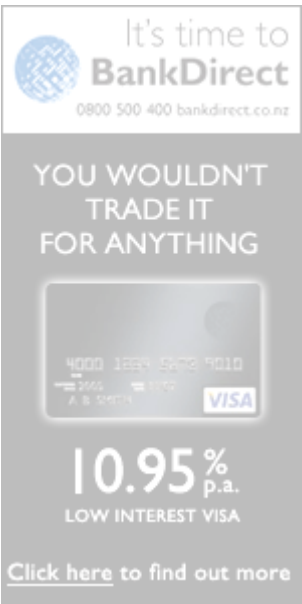


TravelCare direct

Southern Cross Travel Insurance

\$43

Click for details



It's time to BankDirect

0800 500 400 bankdirect.co.nz

YOU WOULDN'T TRADE IT FOR ANYTHING

10.95% p.a.

LOW INTEREST VISA

Click here to find out more



WIN! ONE OF 3 PARTIES FOR YOU & 3 MATES

+ daily prizes to be won

SEE PACKS FOR DETAILS



ASB Tommy's



UDC FINANCE



STATE FREE INSURANCE QUOTE



www.sorted.org.nz



WorkSite PaeMahi TOOLBOX



Win a \$10,000 adventure of your choice

...leap into SEEK Jobmail!

Enter at seek.co.nz [Go NOW](#)



Xtra Broadband. Now from only \$1 a day.

xtra



SORT ME

WEEK 8 QUESTION 1

Your votes have helped Steph's family make some big decisions.



Do you think they're now...

A Financially sorted?


[Vote A](#)

B Still in need of help?

[Vote B](#)

[Visit Steph's blog...](#)

www.sorted.org.nz



Win a \$10,000 adventure of your choice

...leap into SEEK Jobmail!

Register for SEEK JobMail before June 30 and you could be diving into the adventure of your choice!

seek.co.nz **Go NOW** →

12.65% p.a.

Our low rate MasterCard.


6.9% p.a.

On balance transfers for the first 6 months.

\$0

No account fees for the first 6 months.

Click here to apply online.



AA Request an **AA Vehicle Inspection**

Find out this property's value.

www.qv.co.nz

ASB

Enquire about a Home Loan now >>

MasterCard VISA Diners Club AMERICAN EXPRESS

ASB **Tommy's**

UDC FINANCE

STATE

FREE INSURANCE QUOTE

www.sorted.org.nz

BIG COMP

click here to be in to win up to **\$250,000!** plus hundreds of instant prizes!

WIN! ONE OF 3 PARTIES FOR YOU & 3 MATES

party LIKE A PENGUIN

+ daily prizes to be won

SEE PACKS FOR DETAILS

Westpac's Low Interest MasterCard gives you more.

Click here to apply online. **Westpac**

TravelCare direct

Online travel insurance starts from **\$43**

Click for details

Southern Cross Travel Insurance

WorkSite PaeMahi

TOOLBOX

Win a \$10,000 adventure of your choice

...leap into SEEK Jobmail!

Enter at seek.co.nz **Go NOW** →

Xtra Broadband. Now from only \$1 a day.



SORT ME

WEEK 8 QUESTION 1

Your votes have helped Steph's family make some big decisions.



Do you think they're now...

A Financially sorted?

B Still in need of help?

Vote A

Vote B

Visit Steph's blog...



www.sorted.org.nz

It's time to **BankDirect**

0800 500 400 bankdirect.co.nz

YOU WOULDN'T TRADE IT FOR ANYTHING



10.95% p.a.

LOW INTEREST VISA

Click here to find out more

party LIKE A PENGUIN

WIN! ONE OF 3 PARTIES FOR YOU & 3 MATES

+ daily prizes to be won

SEE PACKS FOR DETAILS

trademe

Where Kiwis buy and sell online



Advertising

Display Advertising

- 10-12% of total income
- We are leading on price
- Serve over 60% domestic pages
- Triple digit growth
- NZ lagging poorly behind spend alignment with media consumption habits
 - Australia has over \$600m online
 - NZ has just \$44m

A safe way to meet genuine Kiwi singles.

FindSomeone is New Zealand's largest premium dating site. It's a private, anonymous and safe way to meet other people like you.

Search

Find a
from
between and

Search →

Sign in

Email
Password

Keep me signed in on this computer

Sign in →

[Forgot your password?](#)

1 Create a profile

Add a photo, share something about yourself and who you're looking for.

2 Find your match

Let us recommend matches to you - or simply search.

3 Communicate

Chat anonymously until you're ready to take it offline.

Join free →

Quality end of market

Subscription model

Driven by Trade Me

Summary

- Large, diversified & defensible position
- Monthly revenues up 30%+ since acquisition
 - On-track for stated earnings of \$45m March Year.
- Jobs #1 focus
- Future growth opportunities significant in all segments
 - Auctions
 - Motors
 - Property
 - Jobs
 - eCommerce
 - Display advertising
- Trade Me sales currently <1% of retail sales
- Other opportunities await

Questions?