

**Announcement: Trade Me**  
13 April 2012



## **Trade Me announces new deal with ChannelAdvisor**

Trade Me has entered into an agreement with ChannelAdvisor, a global e-commerce platform provider for online retailers. The deal between the two companies will enable online retailers in Australia and across the globe to list products on Trade Me in time for the 2012 Christmas season.

Trade Me CEO Jon Macdonald said the new arrangement would provide an opportunity for brands working with ChannelAdvisor to sell their products to Trade Me members with a minimum of hassle.

“We know New Zealanders love to buy online, including from overseas retailers. With this deal we aim to provide Kiwis with access to an increased range of new goods from well-known brands in the familiar surroundings of Trade Me,” he said. “It’s also a good way for retailers to get in front of New Zealanders without setting up a bricks and mortar store.”

He said the deal was important in terms of delivering on Trade Me’s strategic goals around new goods. “When we became a listed company back in December 2011, we talked about the importance of growing and diversifying the range of new goods available on Trade Me. ChannelAdvisor is a leader in helping brands boost their presence across various e-commerce channels, and it’s great Trade Me will soon be an option for these sellers.”

Mark Gray, Managing Director of ChannelAdvisor Asia-Pacific, said the partnership with Trade Me was a great move for his company. “We’re very excited to be working with New Zealand’s largest online marketplace and helping to facilitate greater online trade between Kiwis and our customers in Australia and elsewhere around the world.

“By enabling integration of the ChannelAdvisor platform with Trade Me, online retailers will be able to access a wider audience and gain greater visibility for their merchandise in New Zealand.”

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### **About Channel Advisor:**

ChannelAdvisor ([www.channeladvisor.com.au](http://www.channeladvisor.com.au)) is a global e-commerce platform provider that helps retailers sell more online through channels such as marketplaces, paid search and comparison shopping, and with webstores and rich media solutions. Widely respected as a trusted advisor for more than 3,000 top e-commerce brands, ChannelAdvisor calms the chaos of online selling by enabling retailers to submit one inventory feed to the ChannelAdvisor platform where it is translated to fit the specifications of hundreds of e-commerce channels and distributed accordingly.

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