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ASX ANNOUNCEMENT
October 6, 2022

COMPLETES ACQUISITION OF GUMTREE, CARSGUIDE AND AUTOTRADER

The Market Herald Limited (ASX:TMH "**The Market Herald**" or "**Company**") is pleased to announce the completion of the acquisition of Gumtree, Carsguide and Autotrader, executing on the Company's expansion into digital classified advertising.

Gumtree is an iconic brand and marketplace used by 1 in 3 Australians and accessed by 10 million households every month. With over 100,000 new listings every day, 3.5 million registered users and 6 million app downloads. Gumtree has been the number 1 place where Australians buy and sell for the past 15 years.

The Market Herald's Managing Director, Jag Sanger commented:

"The Completion of the acquisition of Gumtree, Carsguide and Autotrader marks a significant step in the ongoing development of the Company and rapidly expands our reach into the digital classifieds market. The support received from shareholders in the recent entitlement offer confirms management's strategy of becoming a leading player in the online classifieds market, a sector which in Australia has an aggregate market capitalisation of over $40bn."

The Company has also placed all remaining shortfall securities from the Entitlement Offer, with an appendix 2A to follow.

This announcement has been approved by the Board of The Market Herald Ltd.

Jag Sanger
Managing Director and Publisher
The Market Herald

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