

About Trade Me

Trade Me was founded in 1999 by New Zealand entrepreneur Sam Morgan. It was a novel concept: people sending money to sellers they've never met, for goods they've never seen. Within two days, the site had 20 registered users.

By Trade Me's 3rd birthday, registered users had increased to 75,000, placing Trade Me as one of the best performers in the New Zealand online industry. Two new sites had joined the Trade Me family: FindSomeone in 2001, and Old Friends in 2002.

In 2003, Trade Me Motors was launched, followed by Property in 2005, and Jobs in 2006. By this time, Trade Me had over 1.2 million registered users, over 2.5 million auctions listed per month, and was awarded the Deloitte Fast 50 title as the fastest growing New Zealand company. Fairfax acquired Trade Me in 2006.

In the last few years, Trade Me has continued to innovate and has launched the Travelbug accommodation website, New Cars, NZ's first carbon credit trading market, and acquired Holiday Houses, BookIt and Vianet.

Trade Me is New Zealand's #1 web business, with 2.5 million members and over 4.5 million Kiwi visitors per month. Trade Me Jobs receives more than 650,000 Kiwi visitors per month.