



**Attn: Manager P&S Dept./Traders/Cashier/Manager Reorganization/Manager Dividends**  
**UNIFORM PRACTICE ADVISORY (UPC # 108-2001) December 27, 2001**

**QXL Ricardo plc – American Depositary Receipts (Nasdaq:QXLC)**

Effective December 31, 2001, QXL Ricardo plc ADRs (QXLC) will effect a 1 for 10 reverse split. Concurrent with the reverse split, the ADR ratio for QXLC will change from 1 ADR representing 25 ordinary shares (1:25) to 1 ADR representing 250 ordinary shares (1:250).

The reverse split and the ratio change will be effective on The Nasdaq Stock Market Inc (Nasdaq) on December 31, 2001, whereby the symbol will change to QXLCD. It is expected that both these actions will result in a price adjustment to QXLC/QXLCD.

For further information concerning the ratio change, please contact the Agent: The Bank of New York.

Questions regarding this notice should be directed to: Market Data Integrity Department, (203) 375-9609.

Dorothy L. Kennedy  
Director