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HALO expands to Australian Property investing vertical

- Launch into new investing data software vertical expands HALO's addressable market by tapping into huge investor interest in the Australian property market
- High profile former ANZ Chief Economist Warren Hogan appointed to lead product development sales
- Subscription-based research offering underpinned by market-leading data provided under agreement with CoreLogic Australia
- Launch on track for Q4 FY22, and is expected to be met with strong customer demand

HALO Technologies Holdings Limited (ASX:HAL) ('HALO' or 'the Company'), an online global equities research and trade execution software solution that brings sophisticated institutional-grade analytical frameworks and market insights to everyday investors, is pleased to announce it will launch Halo Property – a new research product focused on the Australian property investment market.

Launch significantly expands HALO's addressable market

The addition of Australian property data, research and insights to HALO's existing global equities offering taps into the huge interest in Australian property and the demand for high quality, insightful information and research from investors. The Company's launch into this new investment vertical complements its existing offering and is expected to appeal to both new and existing HALO customers, significantly expanding the Company's addressable market.

The subscription-based research product will be underpinned by CoreLogic Australia data under a deal to utilise one of the most comprehensive independent and trusted sources of Australian property data.

CoreLogic Australia is the leading property data, information, analytics and services provider in Australia and New Zealand, with growing partnerships throughout Asia.

Leading Australian Economist Warren Hogan appointed to drive product development and sales

Mr Warren Hogan, as newly appointed Economic Advisor to HALO, will lead a team in the development and launch of the Halo Property product and will lend his face and name towards the promotion of the product to both new and existing customers.

Mr Hogan – a highly regarded, high profile economist with a strong track-record of analysing and forecasting the Australian economy – is the former Chief Economist at both ANZ Bank and Credit Suisse Australia. A regular commentator in the media, Mr Hogan was previously Principal Advisor at The Australian Treasury and an Industry Professor at the University of Technology Business School. He is currently the Economic Advisor to Judo Bank, and the Managing Director of EQ Economics, a micro advisory firm specialising in the strategic planning and forecasts for Australian businesses.

The product is set to launch in the December 2022 (4Q22) quarter and is expected to be received with strong customer demand.

HALO Chief Executive Officer, George Paxton comments:

"Our goal is to continuously expand and enhance HALO's product offering to appeal to the ever-growing cohort of investors searching for research and insights underpinned by data to inform their investment decisions. Our aim is to be the one-stop-shop for all investors by providing data solutions tailored to the specific markets they are interested in - be that Australian equities, global equities, and now - Australian property."

History has shown that when we have launched new subscription products, our customers have supported us with a strong and rapid surge in adoption which in turn has delivered strong revenue growth for the Company, and we have similar expectations of success to come as a result of this upcoming launch."

Commenting on his appointment, Warren Hogan states:

"Property is a traditional wealth accumulation channel for Australians and we expect that to continue well into the future. HALO Property will put resources into combining microeconomic analytical capacity within a macroeconomic, top-down view of what's happening in property markets and how the economy is affecting property – creating a unique and accessible end to end property analytics function for investors.

CoreLogic Australia data makes sense as the foundation of the Halo Property analytics, given CoreLogic data is ubiquitous in the market. But big data is all about how you use it, and we believe HALO Property cuts to the chase for investors seeking insights into the market.

Halo Property provides a unique proposition that combines market leading macroeconomic analysis of interest rates, funding markets and household income with transaction level trends in property markets right across Australia.

We believe there is always value in the market, and this platform will give investors the ability to dig deeper and identify it."

Integration with XPlan

HALO feed data is now available in Xplan, a market-leading financial planning and wealth management software used by financial advisory services.

The integration allows financial advisors to connect their HALO Global custody holdings to Xplan via a one-way live data sync.

Integration of HALO with Xplan is expected to expand HALO's appeal to its prospective financial advisory client base by enabling connectivity with an industry standard software offering.

Ends.

This announcement has been approved by the Board of Halo Technologies Holdings Limited.

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About HALO Technologies

HALO is an online global equities research and trade execution software solution that brings sophisticated institutional-grade analytical frameworks and market insights to everyday investors. HALO includes two distinct and integrated offerings in HALO Global, designed for hands on investors who want professional grade tools without the cost, and HALO Trading which offers global trade execution capability and ready-made themed investment portfolios that are ideal for 'low-touch' and 'values based' investors and SMSFs.

For further information, please visit: www.halo-technologies.com/