



buyMyplace

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Annual General Meeting  
25 November 2016

# Highlights

- IPO raised \$4 million
- Web site development Stage 1
- Launched higher value & service packages
- Online & DRTV Marketing Activity
- Expanded staff in Sales & Service
- Strategic Partnerships
- Implemented TrustPilot
- Doubled revenues in two quarters
- Marketing cost efficiency



# Improved Website for UI and UX

- Home Page
- Optimised for Response
- Developed new front end
- Improved UI and UX
- Improved Search
- Improved for Mobile
- Improved Payment Gateway
- Improved Landing Pages

The screenshot displays the buyMyplace.com.au website. At the top, the logo is accompanied by the tagline "No commission! Lots of help!". Navigation links include "SELL MY PROPERTY", "BUY", "RENT", "REGISTER TODAY", and "LOGIN". A prominent banner reads "Get the price you want and save thousands in commissions". Below this, logos for partner real estate agencies are shown: realestate.com.au, Domain.com.au, allhomes+, Homely.com.au, and 居外. A central image features a smiling couple in front of a house, with a "SOLD" sign overlaying the text "ABSOLUTE BEACHFRONT" and "Contact buyMyplace on 1300 289 697". To the right, a red call-to-action box prompts users to "See how much you could save! selling privately!" and includes a value input field set to "\$900k". It compares "Typical fees & commissions\*" of \$29,250 with "You'll save\*\*" of \$28,555. A "CALL NOW" button with the phone number 1300 289 697 and a "SELECT YOUR PACKAGE" button are also present. The "WHAT OUR CUSTOMERS SAY" section features three testimonials with star ratings and dates. The "START SELLING" section at the bottom includes a dropdown menu for "CHOOSE FOR SALE OR FOR RENT", an input field for "ENTER POSTCODE OR SUBURB", another dropdown for "CHOOSE PROFESSIONAL PHOTO OR SELF-TAKEN", and a "START" button with a help icon.

# Improving Customer Value via New Packages

- **January:** \$895, \$995, \$1295
- Better Value for Vendors
- Increased Support and Choice
- Stronger Marketing for Vendor's Property
- Bundled Vendor Advocacy
- Feature Listing
- Q4 AOV up 21% on PCP
- Q1 AOV up 19% on PCP
- **October:** \$995, \$1195, \$1795
- Increased pricing of Basic Package to \$695
- Professional Negotiation, Copywriting
- Simplified delivery to Zone 1 and Zone 2

**buyMyplace.com.au** No commission! Lots of help!

SELL MY PROPERTY | BUY | RENT | REGISTER TODAY | LOGIN

YOU ARE HERE: HOME | PACKAGES

### PACKAGES

Find the right package for you

All packages stay live on buyMyplace and all property portals until the property is sold!

Below is just a quick overview of the various features and benefits of our individual packages. We have something to suit all seller requirements and budgets, giving you all the tools you need to put your property in front of the most qualified candidates.

SELECT A PACKAGE	The Basic Package \$695	Professional Photography <sup>1</sup> \$995	Advanced Marketing <sup>1</sup> \$1195 <i>RECOMMENDED</i>	Ultimate Exposure <sup>1</sup> \$1795
	PURCHASE NOW	PURCHASE NOW	PURCHASE NOW	PURCHASE NOW
Photography	12 Self-Taken Photos	12 Professional Photos*	18 Professional Photos*	18 Professional Photos*
For Sale Board	Stock Board	Photographic Board	Photographic Board	Photographic Board
Name & Number	✓	✓	✓	✓
Listing on Realestate & Domain (Until Sold)	✓	✓	✓	✓
Listing on buyMyplace.com.au	✓	✓	✓	✓
Listing on Juwai.com	✓**	✓**	✓	✓
Listing on AllHomes.com	✓**	✓**	✓**	✓**
Online Printable Brochures	✓	✓	✓	✓
Online Enquiry Forwarding	✓	✓	✓	✓
4 Hours Expert VA		✓	✓	✓
Home value Report		✓	✓	✓
1 Open For Inspection Board			✓	✓
50 Professionally Printed Brochures			✓	✓
Professional Copywriting			✓	✓
Professional Negotiations				✓
Feature Listing on Realestate.com.au or Domain.com.au				✓
That's a savings of:	\$0	\$807	\$836	\$1247
	PURCHASE NOW	PURCHASE NOW	PURCHASE NOW	PURCHASE NOW

# Building out Strategic Partnerships



Grey

Strategic Partners appointed

Blue

Strategic Partners to be appointed

# Marketing: Focus on Demand Generation

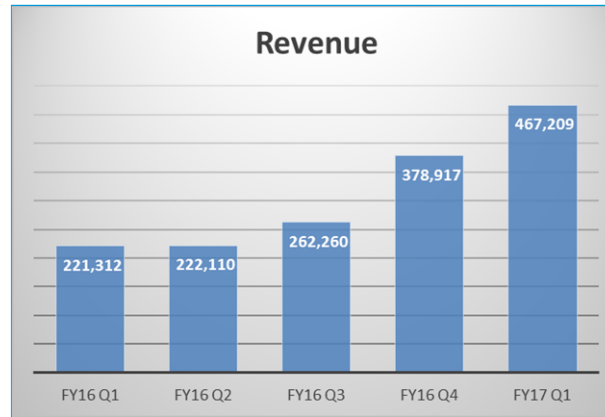
- Increasing demand generation while building awareness
- Focus on the most cost efficient channels
- Increased Online investment in SEM, SEO, Social, CRM and Retargeting
- Plus Direct Response TV
- Q1 Leads up 238% on PCP
- Q1 Listings up 77% on PCP



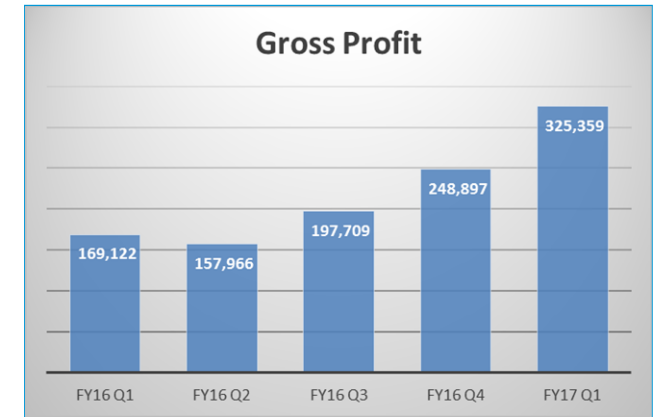
# UV Growth drove Leads and Revenue



- Q4 UVs up 57% on PCP
- Q1 UVs up 88% on PCP
- Q1 UVs up 37% on Prior Qtr
- Q1 UVs up 27% since April '16 on PCP



- Q4 Revenue up 67% on PCP
- Q1 Revenue up 111% on PCP
- Q1 Revenue up 23% on Prior Qtr
- Q1 Revenue up 61% April '16 on PCP

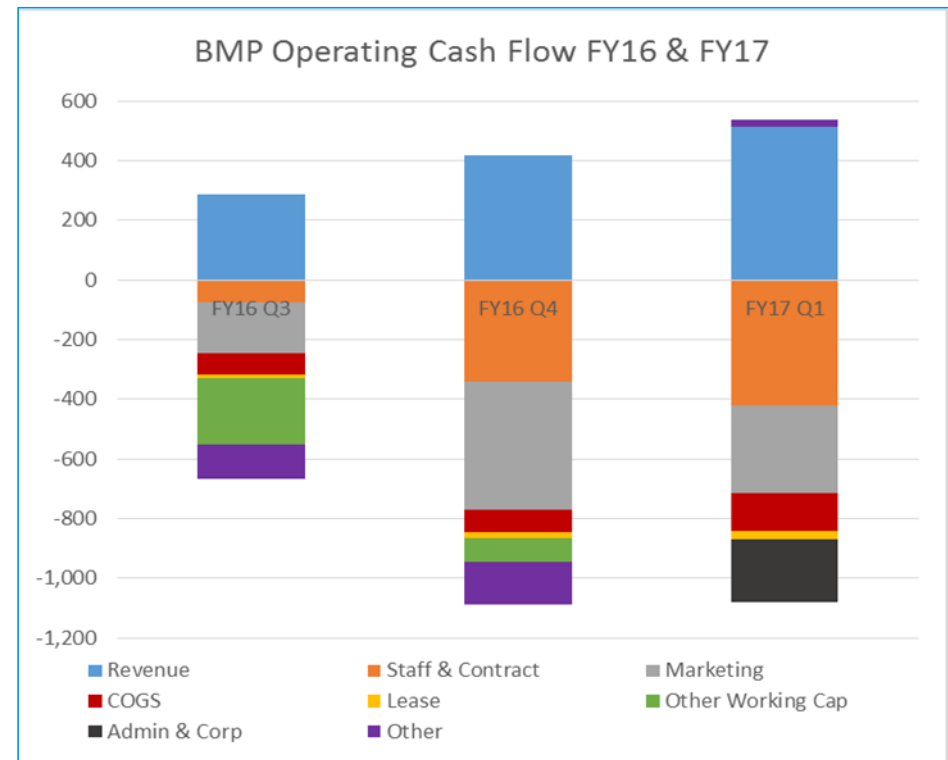
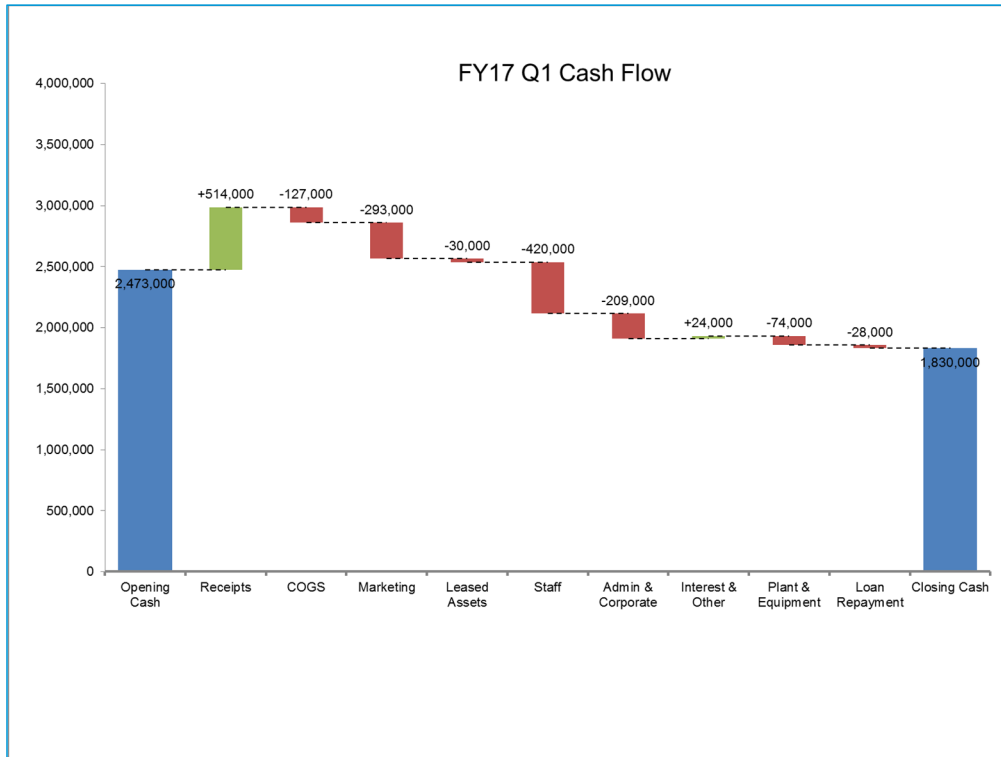


- Q4 Gross Profit up 87% on PCP
- Q1 Gross Profit up 92% on PCP
- Q1 Gross Profit up 31% on Prior Qtr
- Q1 Gross Profit up 69% April '16 on PCP

Revenue growing faster than UVs due to site improvements and growth of high value listings

Gross Profit growing faster than Revenue in Q4 due to product and pricing strategy

# Cash Burn & Marketing Efficiency Stabilising



Note: The variance in Customer Receipts vs Revenue is GST

Growth in Q1 Revenue generating higher cash receipts

Total operating costs reduced 19% due to increased marketing spend efficiency

Q1 Revenue increased 23% on Q4 with Marketing Spend reduced by 32%



# TrustPilot captures verified customer feedback

**Steve**  
1 review

★★★★★  
Verified order

Published Friday, 11 November 2016

**Best result, super fast buyer action**

I am completely thrilled!  
My add went live last Friday morning, I received a text from a prospective buyer Saturday night, they came and looked at my house Sunday morning, they left to get lunch and discuss it, came back after lunch and made an offer, which I accepted.

Listing online to handshake deal: 53 hours!!!

**VanessaBMP**  
1 review

★★★★★  
Verified order

Published Thursday, 10 November 2016

**I will never use a realestate agent again!**

We had an excellent experience with BMP! Will definitely use it again

**Cari**  
2 reviews

★★★★★  
Verified order

Published Thursday, 10 November 2016

**Easy as 1 2 3**

Why pay thousands in commission when you can easily do it yourself. buyMyplace are very easy to work with. The website is easy to navigate around and login to as a customer and the communication with the team is excellent.

**Eric**  
1 review

★★★★★  
Verified order

Published Wednesday, 9 November 2016

**Fantastic service by caring people!**

It took a long time to sell our lovely church home. BMP were with us all the way and we got hundreds of enquiries that culminated in a successful sale. Thanks BMP. You rock!

**Grace**  
1 review

★★★★★  
Verified order

Published Sunday, 4 September 2016

**I've used buymyplace 4 times!**

I have leased three properties and sold a block of land using buymyplace. All my online ads have attracted the right applicants and the best part was how quick it was.

I would start receiving enquiries on my property within 24 hours. Then I would contact the interested party and arrange my own inspections. A very good service for those who wish to save money and have a go at DIY selling and leasing property.

**Matt**  
1 review

★★★★★  
Verified order

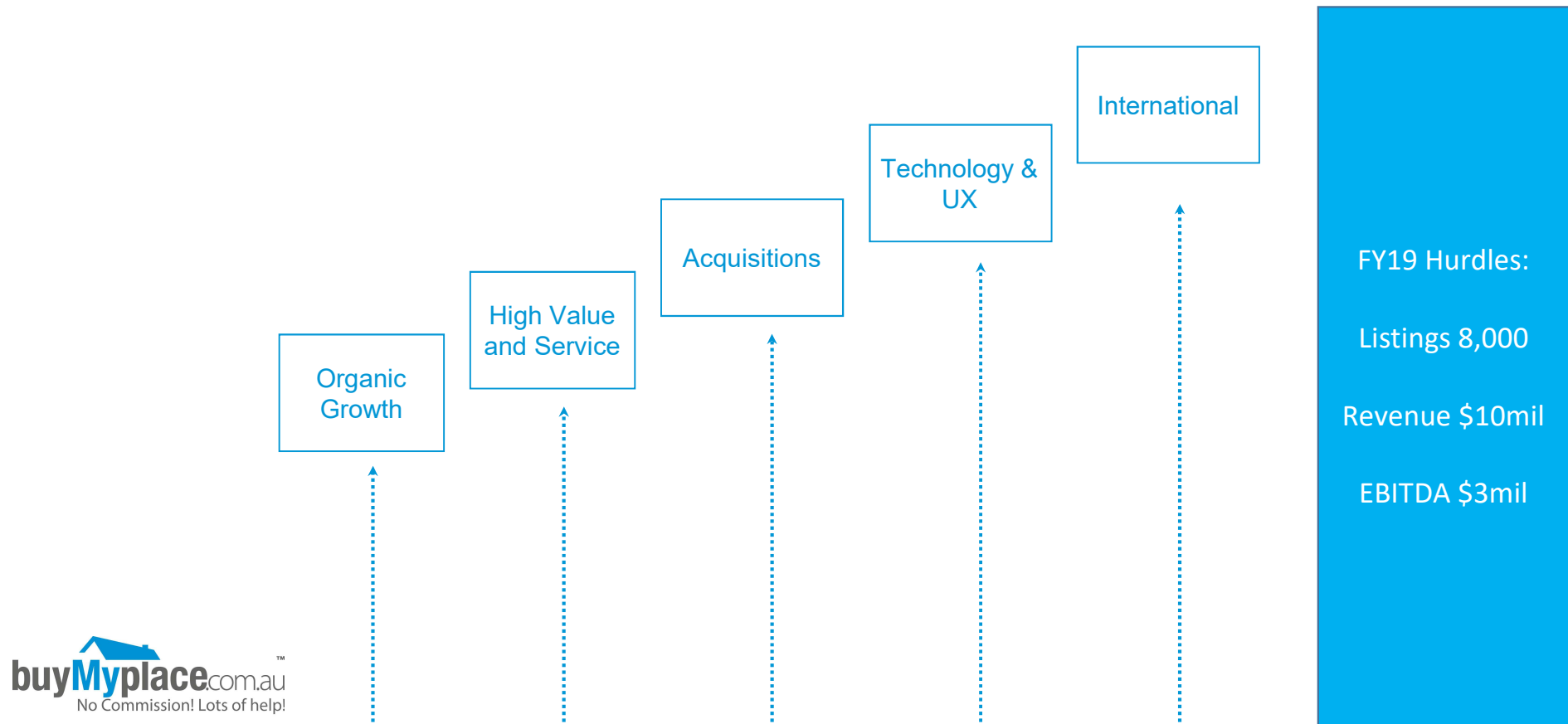
Published Tuesday, 1 November 2016

**I don't know why people still use agents, this is so easy!**

I just can't understand why people are still paying huge commissions, the internet has totally changed business and we now have access to buyers for a fraction of the cost of the expensive advertising campaigns agents use (primarily to build their own profiles at your expense) Once you're online buyers will find you and supply and demand will determine if your price is realistic.



# Future Growth Milestones



Milestone timing and scale are illustrative only

A blurred background image showing two people in business attire shaking hands in a meeting setting. The scene is brightly lit, possibly from large windows, creating a professional and positive atmosphere.

# Thank you