

BUYMYPLACE ACHIEVES RECORD QUARTER

ACN 132 204 561
ABN 68 132 204 561

8-12 Alma Road,
St Kilda Vic 3182

Contact:

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Board of Directors:

Matthew Driscoll, Non- Exec Chairman
Cameron Fisher, Executive Director
Peter Butterss, Non-Exec Director
Robert Kipp, Non-Exec Director
Paul Spottiswood, Non-Exec Director

Chief Executive Officer:

Paul Heath

Company Secretary:

Melanie Leydin

Securities on Issue:

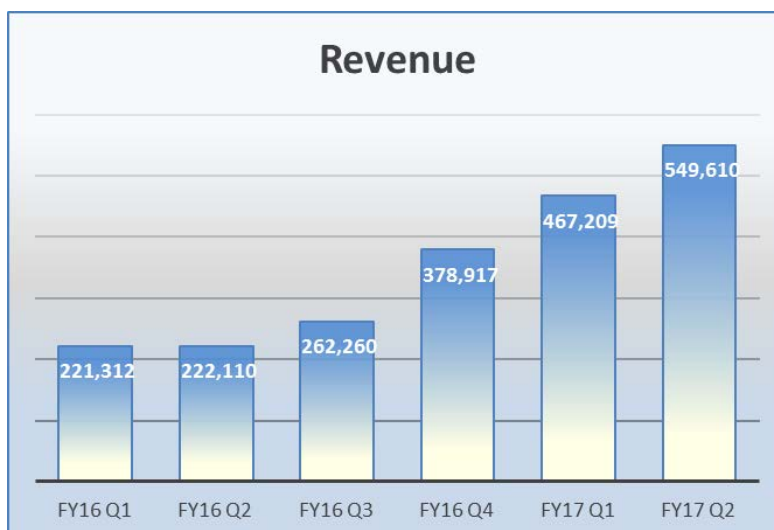
BMP: 63,743,754 ordinary shares

Website:

<http://www.buymyplace.com.au>

Highlights

- Q2 FY17 Revenue up 147% on Q2 FY16 and up 18% on prior quarter
- Q2 FY17 Total Listings up 84% on Q2 FY16
- Q2FY17 Gross Profit up 117% on Q2 FY16 and up 5% on prior quarter
- Q2FY17 Leads up 129% on Q2FY16 and up 7% on prior quarter
- Q2FY17 Average Order Value up 35% on Q2FY16 and up 11% on prior quarter
- Website Unique Visitor (UVs) traffic up 129% on Q2 FY16 and 7% on prior quarter
- Well-funded with \$4.1 m cash on hand following successful capital raising (December 2016)
- New Senior Management Appointment - Yvonne Abood - Head of Marketing



buyMyplace, a leading commission-free real estate company, has reported another growth quarter achieving record results in revenue, gross profit and average order value. Revenue grew 147 per cent on prior corresponding period (PCP) and 18 per cent on the prior quarter continuing its strong growth trajectory.

Whilst the total residential property market new listings recorded a modest 2.9 per cent growth¹ in the December quarter, buyMyPlace recorded listings growth of 84 per cent, and gross profit up 117 per cent on PCP.

buyMyplace has seen significant growth in all key metrics over the last quarter as it has done since listing in March 2016, demonstrating the disruptive model for selling real estate is not bound by traditional real estate market trends.

buyMyplace CEO, Paul Heath said “We are pleased to report another record in Q2, FY17. At a high level, the business is progressing well, with growth in leads mirroring growth in Unique Visitors (measured on daily Unique Visitors) and revenue growing significantly faster than volume and leads, due to the 35% increase in Average Order Value on PCP. This is an important outcome in our business, where we are continuing to provide additional value to our customers through additional services, which is contributing to revenue growth and retaining gross margins.”



Heath added “We also note the growth rates on PCP are accelerating in Q4 FY16 through Q2 FY17 across revenue, average order value, gross profit and UVs, providing increasingly faster growth as we progress through successive quarters following our ASX listing in March 2016. In the last two quarters, this has been achieved with increasingly efficient marketing spend, with higher revenues driven by reduced marketing spend, in absolute terms, as shown in the Appendix 4C attached.

“We are very pleased with the continued and sustained growth of the business,” says buyMyplace CEO Paul Heath. “We continue to focus equally on improving our business fundamentals, whilst also creating new partnerships and product offerings in parallel. This has worked very well for us in generating strong growth and improvement in results as the business becomes increasingly efficient.”

TEAM GROWTH

buyMyplace has also welcomed Yvonne Abood as its Head of Marketing. Yvonne has held senior marketing positions at Australia Post, Energy Australia, Metricon Homes and Fosters Group as well as leadership roles at Kimberley Clarke and Nestle. Yvonne commenced in January and is looking forward to the challenges associated with a rapidly expanding business.

“I look forward to bringing my skill-set from larger organisations to a company as exciting and disruptive as buyMyplace,” says Yvonne.

“Yvonne is a great addition to our team, and brings a wealth of experience that will see buyMyplace continue to grow and prosper,” says Heath.

-Ends-

For further information or to arrange an interview:

Paul Heath contact details for ASX version

Fiona Hamann
Principal
Hamann Communication
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About buyMyplace

buyMyplace, is an online real estate company enabling Australians to sell their homes without paying fees and commissions to real estate agents. The company was established to capitalise on an anticipated trend in the Australian property market of selling homes privately online, mirroring the adoption of this practice in the US, Canada and Europe. The business model has been validated with over 3,000 customers having sold their own properties using buyMyplace since 2009. buyMyplace generates revenues by charging an up-front listing fixed fee plus a range of additional services, which incorporate a margin on prices charged to the vendor.

buyMyplace holds real estate licenses in every state of Australia and customers can choose from four packages providing an automatic listing on major property portals realestate.com.au and Domain, a 'for sale' signboard, brochure ware plus unlimited free online and telephone support until sold. Up to seven additional portals are available to vendors as well as a range of additional products and services is also available, including professional photography, negotiation support, auctioneers, featured listings on the major property portals plus unlimited phone and online vendor support until their property is sold.

Appendix 4C

Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

Name of entity

buyMyplace.com.au Limited

ABN

68 132 204 561

Quarter ended ("current quarter")

31 December 2016

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	605	1,119
1.2 Payments for		
(a) research and development	-	-
(b) cost of sales	(211)	(338)
(c) advertising and marketing	(198)	(491)
(d) leased assets	(41)	(71)
(e) staff costs	(379)	(799)
(f) administration and corporate costs	(231)	(440)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	1	2
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives (R&D)	-	-
1.8 Other (provide details if material)	24	47
1.9 Net cash from / (used in) operating activities	(430)	(971)

2. Cash flows from investing activities		
2.1 Payments to acquire:		
(a) property, plant and equipment	(25)	(99)
(b) businesses (see item 10)	-	-
(c) investments	-	-

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
(d) intellectual property	-	-
(e) other non-current assets	-	-
2.2 Proceeds from disposal of:		
(a) property, plant and equipment	-	-
(b) businesses (see item 10)	-	-
(c) investments	-	-
(d) intellectual property	-	-
(e) other non-current assets	-	-
2.3 Cash flows from loans to other entities	-	-
2.4 Dividends received (see note 3)	-	-
2.5 Other (provide details if material)	-	-
2.6 Net cash from / (used in) investing activities	(25)	(99)

3. Cash flows from financing activities		
3.1 Proceeds from issues of shares	3,000	3,000
3.2 Proceeds from issue of convertible notes	-	-
3.3 Proceeds from exercise of share options	-	-
3.4 Transaction costs related to issues of shares, convertible notes or options	(232)	(232)
3.5 Proceeds from borrowings	-	-
3.6 Repayment of borrowings	-	(28)
3.7 Transaction costs related to loans and borrowings	-	-
3.8 Dividends paid	-	-
3.9 Other (provide details if material)	-	-
3.10 Net cash from / (used in) financing activities	2,768	2,740

4. Net increase / (decrease) in cash and cash equivalents for the period		
4.1 Cash and cash equivalents at beginning of quarter/year to date	1,830	2,473
4.2 Net cash from / (used in) operating activities (item 1.9 above)	(430)	(971)
4.3 Net cash from / (used in) investing activities (item 2.6 above)	(25)	(99)
4.4 Net cash from / (used in) financing activities (item 3.10 above)	2,768	2,740

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of quarter	4,143	4,143

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	4,143	1,830
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	4,143	1,830

6. Payments to directors of the entity and their associates

- 6.1 Aggregate amount of payments to these parties included in item 1.2
- 6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

Current quarter \$A'000
92
-

Directors' remuneration, administration fees and consulting fees for the December 2016 Quarter.

7. Payments to related entities of the entity and their associates

- 7.1 Aggregate amount of payments to these parties included in item 1.2
- 7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

Current quarter \$A'000
-
-

N/A

8. Financing facilities available <i>Add notes as necessary for an understanding of the position</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
8.1 Loan facilities	-	-
8.2 Credit standby arrangements	-	-
8.3 Other (please specify)	-	-
8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		
N/A		

9. Estimated cash outflows for next quarter	\$A'000
9.1 Research and development	-
9.2 Cost of sales	151
9.3 Advertising and marketing	430
9.4 Leased assets	36
9.5 Staff costs	552
9.6 Administration and corporate costs	303
9.7 Other (provide details if material)	-
9.8 Total estimated cash outflows	1,472

10. Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)	Acquisitions	Disposals
10.1 Name of entity	-	-
10.2 Place of incorporation or registration	-	-
10.3 Consideration for acquisition or disposal	-	-
10.4 Total net assets	-	-
10.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Sign here:


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(Company Secretary)

Date: 23 January 2017

Print name: Melanie Leydin

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.