



# FROM STRENGTH TO STRENGTH – Q3 REVENUE DOUBLES FOR BUYMYPLACE

ACN 132 204 561  
ABN 68 132 204 561

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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>

*Disruptor gains across all metrics and announces key hire for inorganic growth strategy*

**Highlights**

- Revenue up 98% on FY16Q3
- Total Listing up 44% on FY16Q3
- Gross Profit up 86% on FY16Q3
- Average Order Value up 39% on FY16Q3
- Website Unique Visitor (UVs) traffic up 100% on FY16Q3

buyMyplace, a leading commission-free real estate company, has doubled quarterly revenues since its ASX listing a year ago, proving a growing acceptance of the disruptive real estate model.

“We have effectively doubled revenue for this quarter (98% growth) compared to the prior corresponding period (PCP) in FY16. Since commencing our investment in expanding the business from February 2016 and buyMyplace listing on the ASX in March 2016, the business has grown substantially across all key metrics, exceeding our internal forecasts and remaining on track for our long term strategy,” says buyMyplace CEO Paul Heath.

Heath continues: “Interestingly, the total market volume for new listings fell 8%<sup>1</sup> in Q3 on prior corresponding period, which is the sharpest fall in any quarter over the last twelve months, however buyMyplace continues to achieve significant growth in volume of listings each quarter, despite what may be seen as adverse market conditions. Our results are typical of disruptive businesses, which do not follow the trends of the total market or traditional players.”

“The total market for new listings has declined 3.5%<sup>1</sup> over the 12 months to March 17 on PCP and buyMyplace volumes have grown 59% for the same period on PCP, showing significant growth in interest and acceptance of the buyMyplace commission-free value proposition by vendors”, Heath says.

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<sup>1</sup> Core Logic

Overall results for buyMyplace's third quarter have again seen consistent high growth, with gross profit up 86% on PCP, following the revenue growth trajectory and being closely linked with the growth in AOV<sup>2</sup>.

Following continued optimisation of its website, buyMyPlace has seen web traffic jump with unique visitors<sup>3</sup> almost doubling (94%) in Q3, compared to PCP.

The company has also announced the forthcoming appointment of a new senior management position - Head of Acquisition and Integration to proactively pursue its inorganic growth strategy, which it signaled as being a key strategic focus in its December 2016 capital raising and is finalising the appointment for the role. The Head of Acquisition and Integration will pursue areas of strategic interest, flagged in December and will identify and evaluate potential acquisition targets, as well as manage the transition of new entities into buyMyplace.

"We are in the final stages of making that appointment, which signals the company's commitment to inorganic growth via acquisition, as well as to organic growth, following the strong upward trajectory established since we listed on the ASX. We have identified some interesting acquisition targets and look forward to finalising some of these throughout 2017," says Heath.

Since engaging a Head of Marketing last quarter, the company has also developed an innovative marketing campaign in conjunction with Airtasker whereby vendors who sign up to sell with buyMyplace receive a \$100 Airtasker coupon to help them to prepare their property for sale. The promotion launched in early April and will run for six weeks.

buyMyplace has also been heartened with the performance of its full service model, with some early sales successes and its recent expansion to five real estate agents in the Melbourne area. Full Service will continue to roll out into other capital cities in coming months.

"We are experiencing a high level of interest in our full service offering which verifies the effectiveness of that sales model, and confirms what we have always known about vendors' reluctance to pay huge commissions," Heath says. "Vendors are also very responsive to our final instalment only being payable on successful sale, which is a key differential between us and similar models."

In late March, Australian stockbroking and investment banking firm, APP Securities, undertook research coverage on buyMyplace concluding with a 'BUY' recommendation. The research report can be viewed via the link below:

<https://www.buymyplace.com.au/company-profile/asx-announcements/>

"We continue to be excited by the strong growth of buyMyplace each quarter and look forward to proactively pursuing acquisitions and inorganic growth, as well as the national roll-out of our full service model in coming months," says Heath.

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<sup>2</sup> Average Order Value

<sup>3</sup> Daily Unique Visitors

-Ends-

**For further information please contact:**

Paul Heath  
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pheath@buymyplace.com.au

**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.

The Full Service package launched in early 2017 in Melbourne, and will be rolled out across Australia in the coming months.

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 March 2017

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	584	1,703
1.2 Payments for		
(a) research and development	-	-
(b) cost of sales	(207)	(545)
(c) advertising and marketing	(506)	(997)
(d) leased assets	(38)	(109)
(e) staff costs	(441)	(1,239)
(f) administration and corporate costs	(341)	(781)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	1	3
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	71
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(924)</b>	<b>(1,894)</b>

<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire:		
(a) property, plant and equipment	(63)	(163)
(b) businesses (see item 10)	-	-
(c) investments	-	-

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 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)	-	-
<b>2.6 Net cash from / (used in) investing activities</b>	<b>(63)</b>	<b>(163)</b>

<b>3. Cash flows from financing activities</b>		
3.1 Proceeds from issues of shares	-	3,000
3.2 Proceeds from issue of convertible notes	-	-
3.3 Proceeds from exercise of share options	37	37
3.4 Transaction costs related to issues of shares, convertible notes or options	(30)	(262)
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)	-	-
<b>3.10 Net cash from / (used in) financing activities</b>	<b>7</b>	<b>2,747</b>

<b>4. Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1 Cash and cash equivalents at beginning of quarter/year to date	4,143	2,473
4.2 Net cash from / (used in) operating activities (item 1.9 above)	(924)	(1,894)
4.3 Net cash from / (used in) investing activities (item 2.6 above)	(63)	(163)
4.4 Net cash from / (used in) financing activities (item 3.10 above)	7	2,747

<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
4.5	Effect of movement in exchange rates on cash held	-	-
<b>4.6</b>	<b>Cash and cash equivalents at end of quarter</b>	<b>3,163</b>	<b>3,163</b>

<b>5.</b>	<b>Reconciliation of cash and cash equivalents</b> at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	<b>Current quarter \$A'000</b>	<b>Previous quarter \$A'000</b>
5.1	Bank balances	3,163	4,143
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>3,163</b>	<b>4,143</b>

**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

<b>Current quarter \$A'000</b>
147
-

Directors' remuneration, administration fees and consulting fees for the March 2017 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

<b>Current quarter \$A'000</b>
-
-

N/A

8. <b>Financing facilities available</b> <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.		

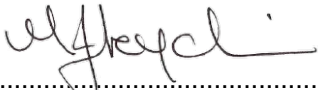
N/A

9. <b>Estimated cash outflows for next quarter</b>	\$A'000
9.1 Research and development	-
9.2 Cost of sales	149
9.3 Advertising and marketing	386
9.4 Leased assets	36
9.5 Staff costs	505
9.6 Administration and corporate costs	340
9.7 Other (provide details if material)	-
<b>9.8 Total estimated cash outflows</b>	<b>1,416</b>

10. <b>Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)</b>	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:  ..... Date: 19 April 2017  
(Company Secretary)

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.