

Company Update

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
Paul Spottiswood, Non-Exec Director

Chief Executive Officer:

Paul Heath

Company Secretary:

Melanie Leydin

Securities on Issue:

BMP: 64,327,529 ordinary shares

Website:

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

buyMyplace.com.au Limited (“buyMyplace” or the “Company”, ASX:BMP), a one-stop shop for property vendors to sell their property themselves, is pleased to release a company update presentation, which is attached to this announcement. The presentation outlines buyMyplace’s investment case, performance since listing and strategy. It will be used for a series of non-deal investor meetings in the coming weeks.

Investment highlights

- buyMyplace is disrupting the \$6bn Australian real estate market with a range of commission-free home sale packages
- Doubled revenues in FY17 with strong and stable margins
- Volumes up 80% since 2015 in a flat overall market
- Expanded product range to increase average order value
- Disruptive customer proposition continues to gain traction following successful offshore examples
- Positive feedback from verified customers
- Well-capitalised and executing on clear plan for profitable growth
- Completed acquisition of MyPlace Conveyancing, a highly complementary service proposition for vendors and buyers

buyMyplace’s Chief Executive Officer, Paul Heath, commented:

“buyMyplace is well positioned to take advantage of the rapid development of the commission free market segment in Australia. International peers have shown significant value potential from our disruptive approach to the real estate market and we enter FY18 with strong revenue and listings growth momentum. We continue to invest in technology and have bolstered our marketing activities with new hires to augment further expansion, complemented by an increase in our customer base as well as our acquisition strategy, most recently securing MyPlace Conveyancing.”

-ends-

For further information contact:

Paul Heath, CEO buyMyplace.com.au

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Company Update | August 2017

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

Investment highlights

Disrupting the \$6bn Australian real estate market with a range of commission-free home sale packages



Doubled revenues in FY17¹ with strong and stable margins



Volumes up 75% since 2015 in a flat overall market



Expanded product range to increase average order value and become a one-stop-shop for property vendors



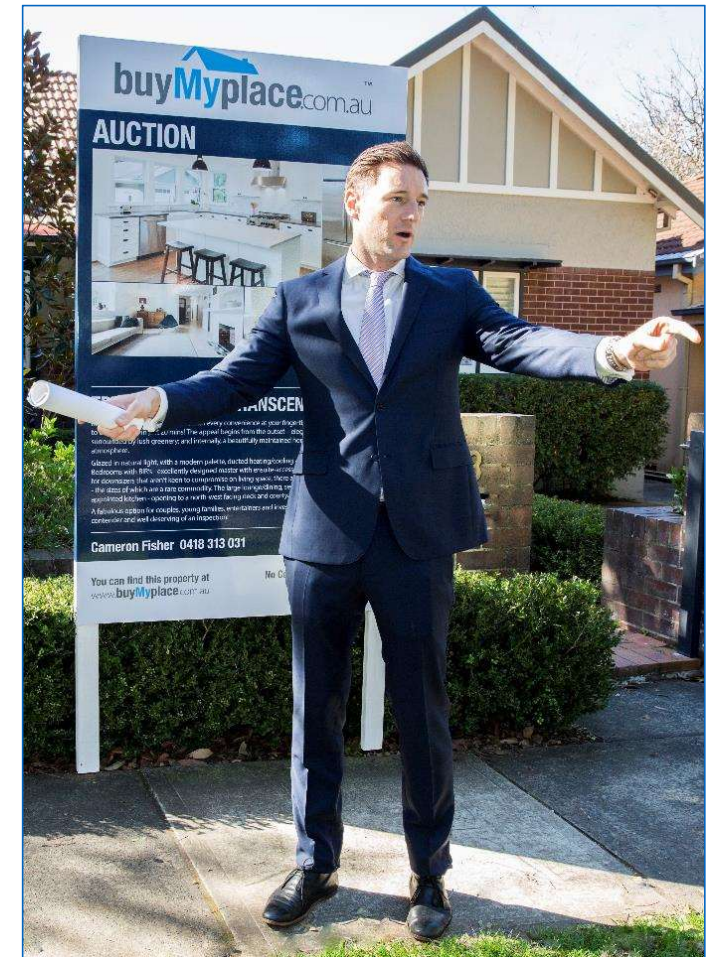
Disruptive customer proposition continues to gain traction following successful offshore examples



Great customer feedback based on results delivered



Executing on clear plan for profitable growth



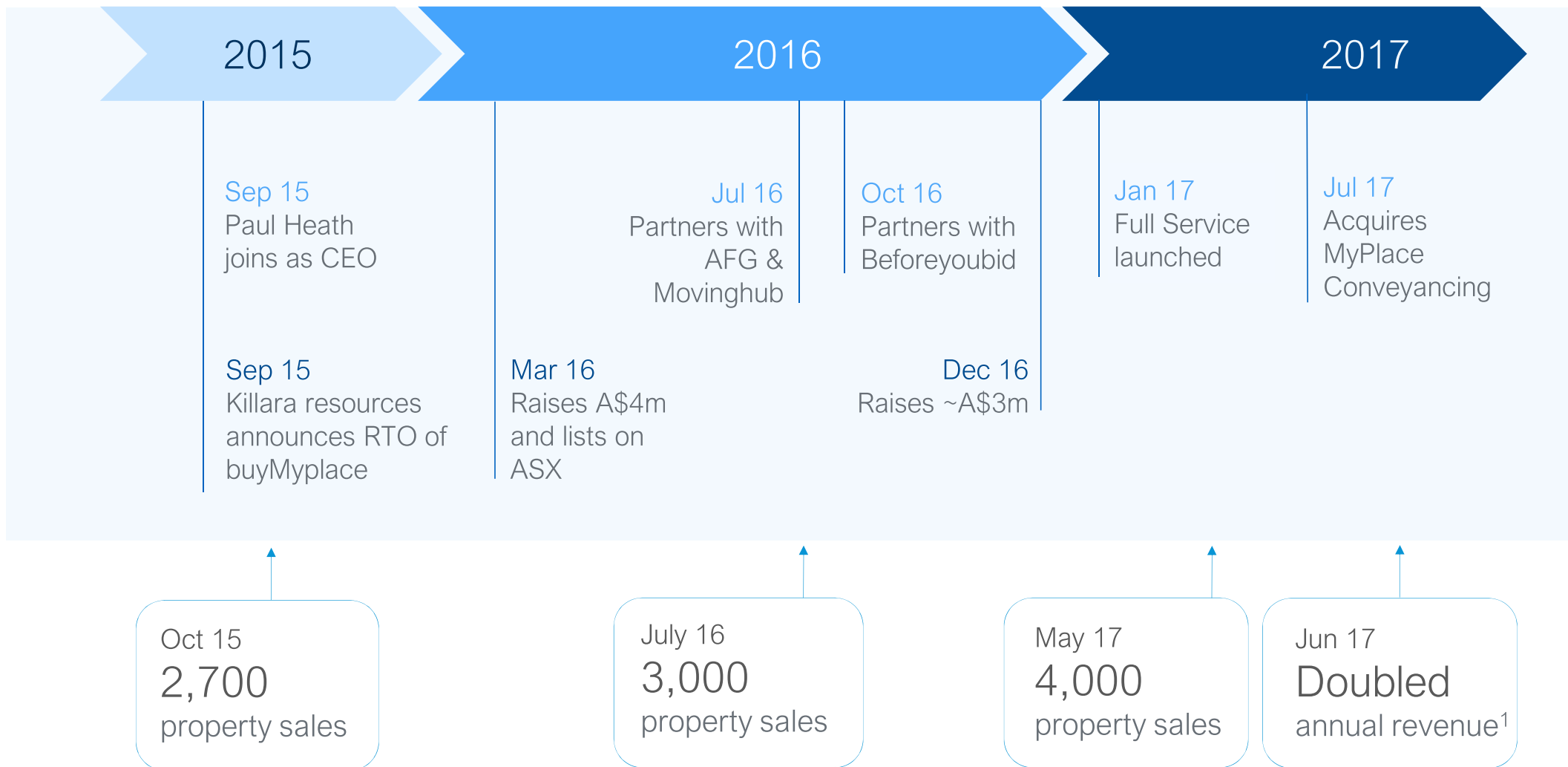
1. Full Year FY16 Results Audited; Full Year FY17 Results Unaudited

Key Metrics



1. Based on 2.5% commission and 1.0% marketing fee, median dwelling price of \$669,700 across Australia (ABS, June 2017) less BMP's Basic Package (A\$795) 2. At 10 August 2017
3. Full Year FY16 Results Audited; Full Year FY17 Results Unaudited 4. Calculated based on 4000 properties at an estimated average customer savings of \$18,000 for the period

Significant progress achieved since ASX listing



1. Full Year FY16 Results Audited; Half Year FY17 Results Audited

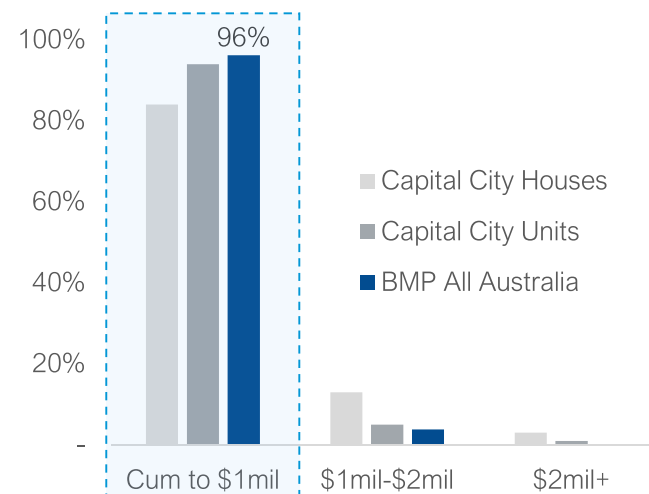
Focused on the largest customer segments

buyMyplace Group is a fully-licensed online real estate agent operating without high-cost physical premises

- ✓ Disruptive approach enables any property vendor to successfully sell their home, without using traditional real estate agents
- ✓ Saving \$22,000¹ in traditional agent commission and fees
- ✓ Broad suite of products empowers customers to choose the level of support and marketing activity they require
- ✓ One-stop-shop offers conveyancing and other related services
- ✓ Consistent revenue growth demonstrates the commission free model resonates strongly with Australians

Our target customers represent 85 to 95% of Australian homeowners

Segment of Australian properties sold²



buyMyplace is geared to the mass market and is active in 85-95% of the market

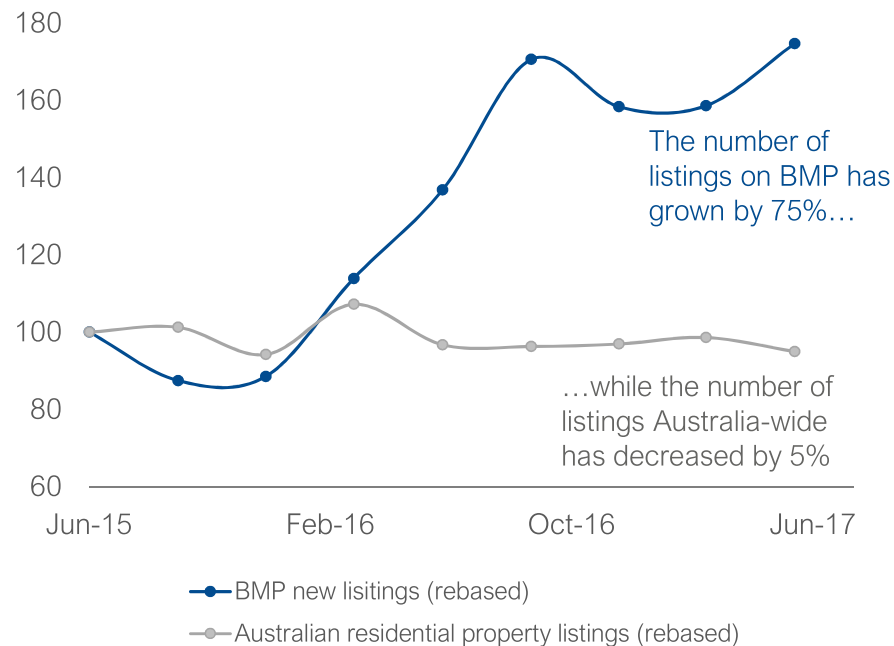
1. Based on 2.5% commission and 1.0% marketing fee, median dwelling price of \$669,700 across Australia (ABS, June 2017) less BMP's Basic Package (A\$795) 2. CoreLogic RP Data Capital City Markets Report 2015, buyMyplace actual results for 2015 properties sold (year to date 15 October 2015)

A significant player in the Total Residential Property Market

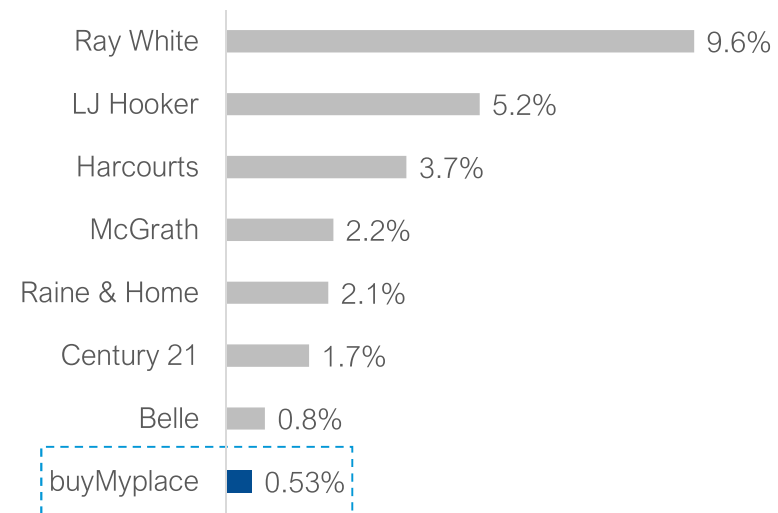
Outperformed the market by 80%
despite the weak sector backdrop

Market share of volume now equivalent to a
nationwide 'traditional' real estate agent

New listings rebased index as at Q4 FY15



Market share by volume¹

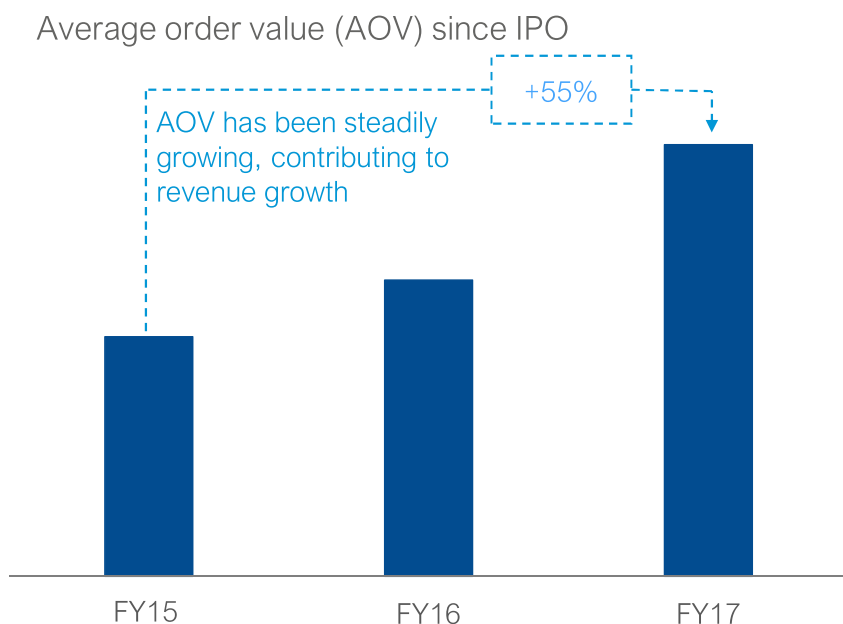


Based on new listings, buyMyplace is rapidly approaching the size of leading traditional estate agents

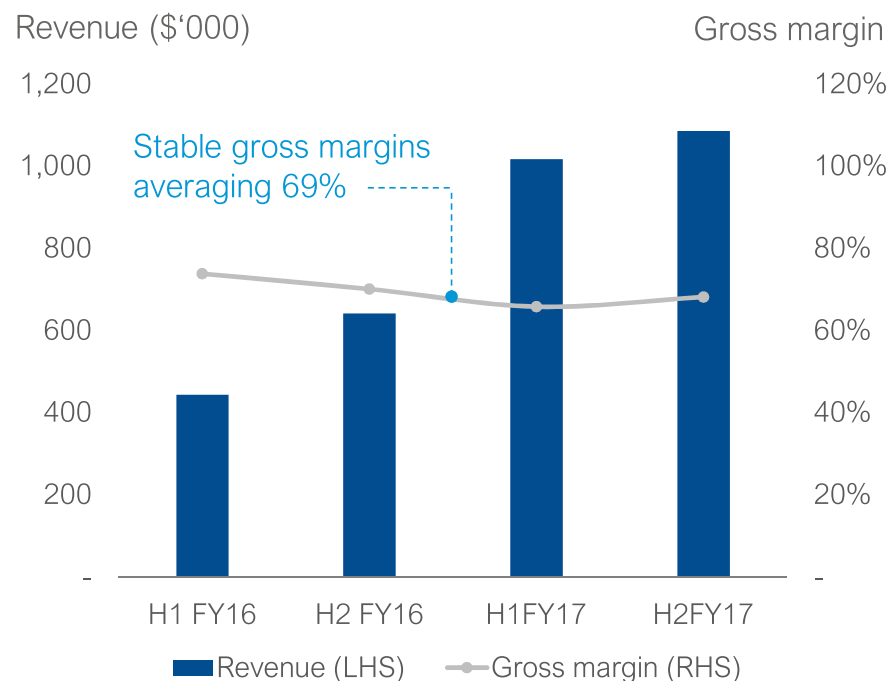
1. BMP market share based on listing volume in Q4 FY17 divided by the total residential listings for same quarter as reported in the Housing Market and Economic Update (CoreLogic, July 2017). Traditional agent market share based on sales volume sourced from the McGrath Results presentation (Feb-2017) for the 6 months ended 31-Dec-16

Delivering consistently strong financial performance

Customers are paying more for our services



We are growing revenue with stable margins



Source: buyMyplace Audited Results for FY15, FY16 and Unaudited Results for FY17

Now offering a complete conveyancing service

Recent acquisition of MyPlace Conveyancing offers BMP an incremental \$1+billion¹ market opportunity



Our Conveyancing Services to you

1. Completion of title searches
2. Preparing of all documents
3. Explaining specific terms of conditions to you
4. Liaison with lender on Settlement requirements
5. Preparation for Settlement
6. Calculation of Settlement amount and report to you
7. Booking and attending Settlement in person or via agent
8. Post Settlement reporting

Compelling acquisition rationale

- ✓ Highly complementary to buyMyplace product range
- ✓ Relevant to all customers selling or buying a property
- ✓ Near-zero incremental sales cost to existing BMP customers
- ✓ Similar price points to core buyMyplace products
- ✓ High and stable gross margins

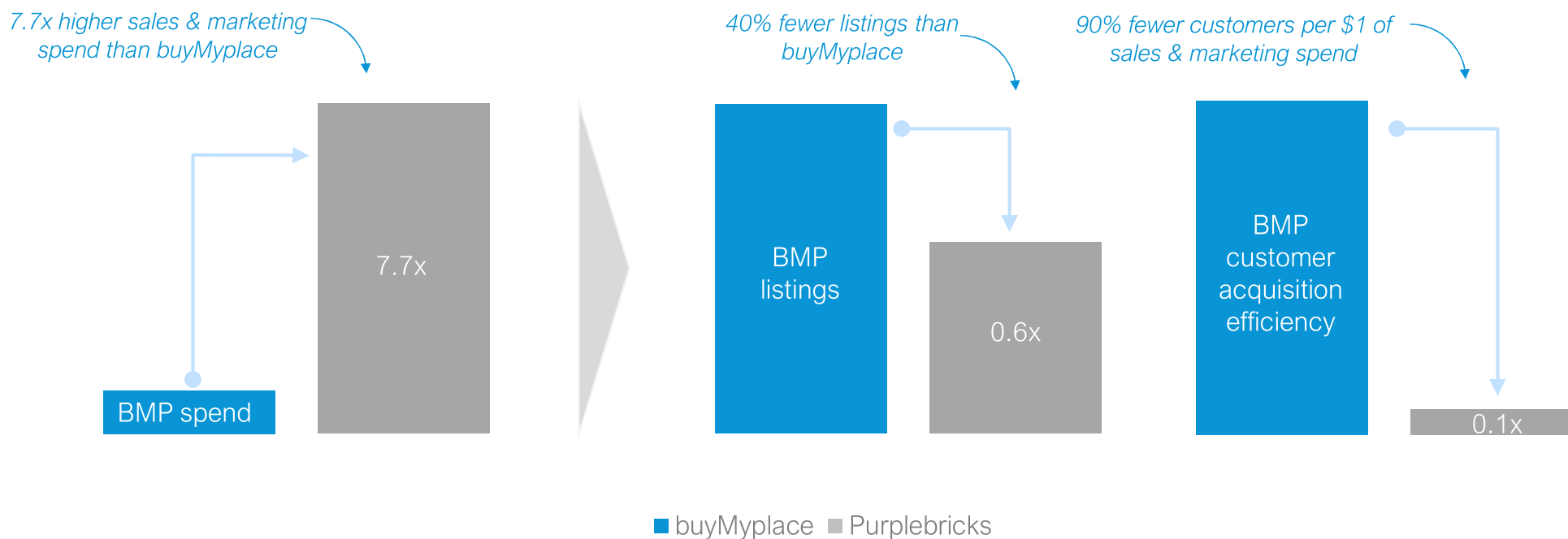
Acquisition is expected to be earnings accretive and cashflow positive in FY18

1. Annual Residential Property Sales from CoreLogic Housing Market and Economic Update, July 2017 at average price of \$1,000 per file

Outperforming other online players at greater efficiency

Other Online Players are spending significantly more on sales & marketing...

...yet buyMyplace continues to generate a high volume of listings at a significantly lower cost of customer acquisition



Note: BMP figures based on unaudited FY17 results; PurpleBricks figures based on annualisation of published results for September 2016 to April 2017 (converted at £1.0 = A\$1.65)
Source: PurpleBricks End of Year Results Presentation (29 June 2017); REA; BMP analysis.

Harnessing powerful forces of change

Commission-free property sales models are commonplace in other markets – recent trends in technology and consumer sentiment are helping accelerate this transition in Australia

Technology has moved 'the market' online

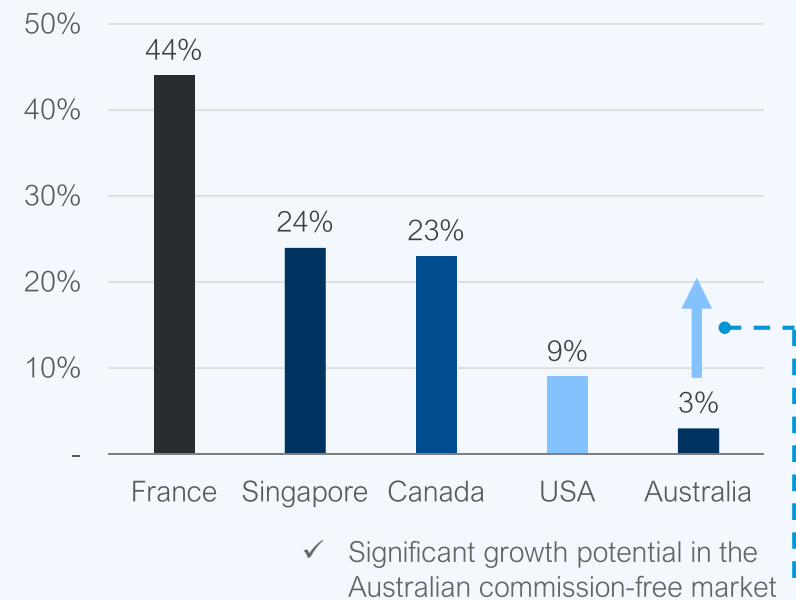
- 86% of buyers go online to find a new property¹ where REA and Domain are the market leaders
- A listing on REA or Domain is the single most important element of the sales process
- Online market places are undermining the value proposition of the traditional agent is undermined
- 'Unbundled' sales solutions are now viable

Consumers are ready for a new approach

- A self-directed approach to high-value categories is increasingly the norm, as seen in the growth of online services in investments, banking and autos
- Only 7% of Australians perceive agents to demonstrate above average 'ethics and honesty'² - there is clear appetite for a new approach

Global precedents suggest growth potential for commission-free sales¹ in Australia

Commission free penetration

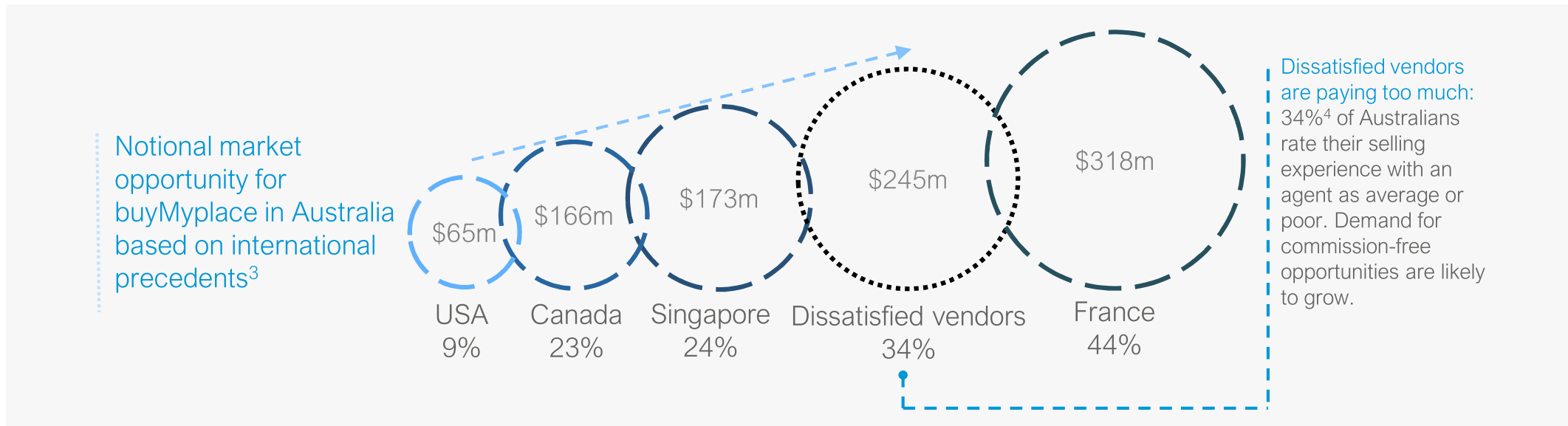


1. Residential Property Seeker Report, January 2015

Disrupting a \$6bn+ fee pool in Australia

Commission-free category is as large as 44% of the market in other developed countries, suggesting considerable headroom for category growth in Australia

Australian market today	Properties sold per year ¹	Gross value of sales ¹	Agent fees paid each year ²
	483k	\$286bn	\$6.4bn



1. Housing Market and Economic Update (CoreLogic, July 2017); 2. Based on 2.25% commission fee and a gross sales value of \$268bn; 3; Market values calculated as the corresponding percentage of 482,674 properties per year at a price of \$1,495 (the Advanced Marketing package); 4. Perceptions of Real Estate Agents (CoreLogic RP Data, 2015)

Highly valued international peers demonstrate the upside

Disruptive commission-free models are achieving considerable traction internationally



- Quebec's #1 real estate site, holding a 17% share of the province's listings market
- Fourth-most visited network of real estate properties in Canada
- Over 215,000 Canadians have sold their homes using comFree
- comFree offers commission-free services
- Sellers can buy the services they need to sell their own property without an agent

Yellow Pages acquired ComFree in 2015 for C\$50m (c. A\$50m)








- Value sold and completed of A\$9.4bn^{1,2} in FY17
- Generated more than A\$71m in Revenue from UK operations in FY17
- On the way to becoming the number 1 estate agent in the UK¹
- UK disrupter offering fixed-fee real estate agents at a lower overall cost than traditional agents

Listed on the LSE and valued at more than A\$2bn

1. Quarter ending (Purplebricks end of year results presentation, Jun-17) 2. Conversion from £5.80bn using the ATO's nearest actual UK exchange rate for 30-Jun-17 of A\$1:£0.6184

buyMyplace Group has a package for every budget

Sales packages let customers take control and only pay for what they need

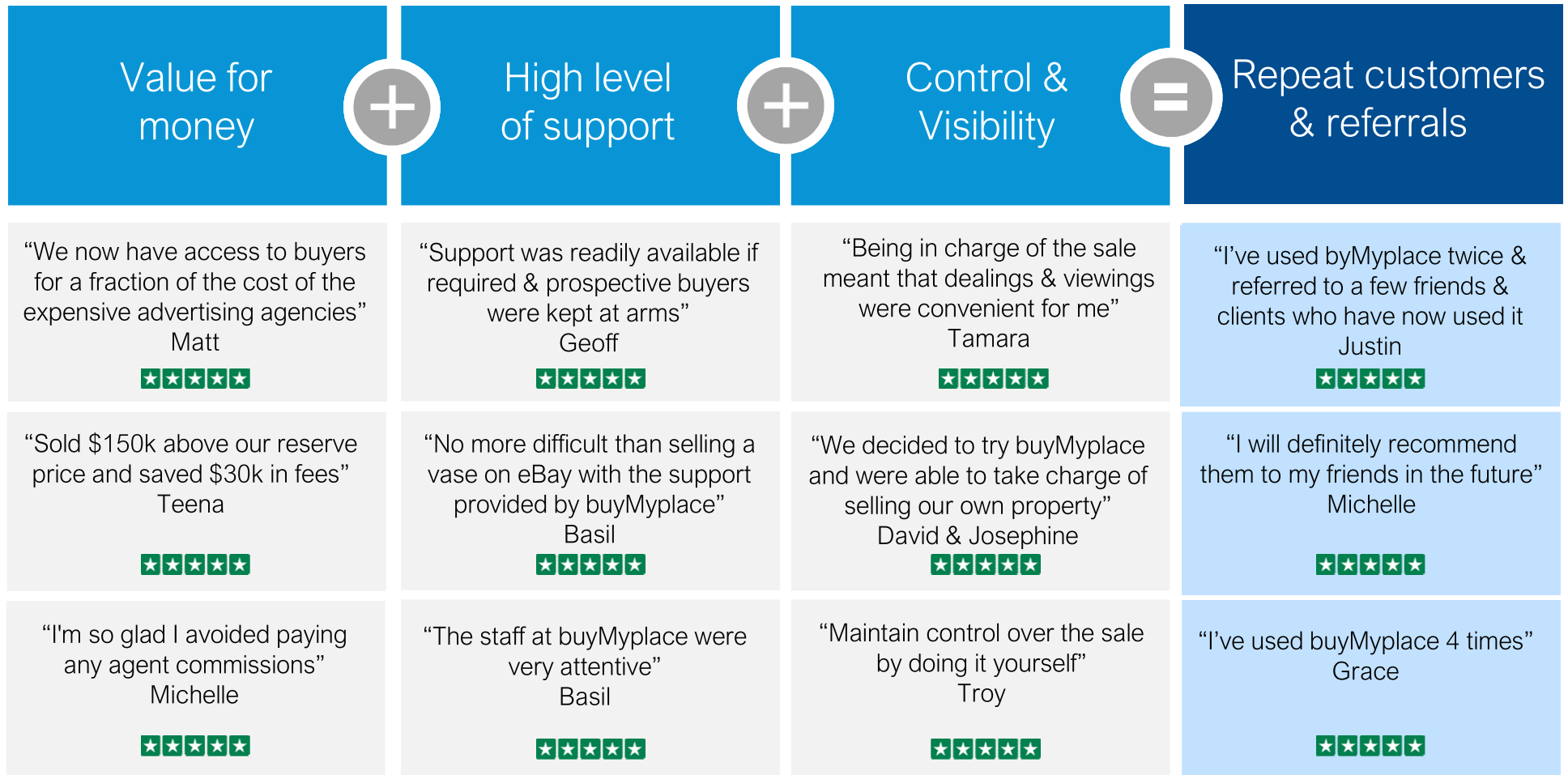
 <p>Basic Package \$795</p>	 <p>Basic Marketing \$995</p>	 <p>Advanced Marketing \$1,495</p>	 <p>Ultimate Package \$1,995</p>	 <p>Full Service with an Agent \$2,995*</p>
Listings on key online marketplaces including realestate.com.au and Domain plus up to 7 other portals				
		Additional marketing support and materials such as brochures and advocate services		
		Professional photography, photo signboard, floorplan		
		Professional negotiations & featured listings		
		Licensed Real Estate Agent		
Strategic partners offer additional value-added ancillary services to all our customers				

Our tailored product range helps us maximise our potential revenue from each customer

* \$2,995 charged on listing plus \$2,000 on sale of property

Customers love saving money with buyMyplace

Our customers find that buyMyplace allows them to take control of the sales process with enough support to ensure the process is fast, easy and great value for money



1. As at 10 August 2017

Introduction of Full Service

The Full Service package is a natural extension for buyMyplace Group, extending the addressable market to include customers who prefer dedicated agent help when selling their property

The Full Service package

- Retains “no commission” value proposition
- Includes a licensed real estate agent to represent the vendor in the sale process

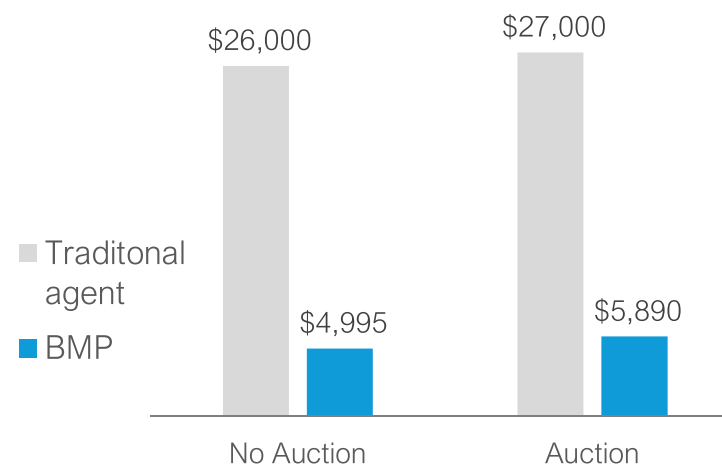
✓ Provides additional support and features

- Dedicated agent representing the vendor
- Inclusive ‘Open for Inspections’
- Inclusive Buyer follow up and negotiation
- Additional products and services available

✓ Extends the addressable market

- Offers a price conscious solution for vendors who are time poor or live in a different location to the property they are selling
- A higher-touch offering for vendors who prefer more assistance with their sale

Full Service: a compelling customer value proposition saving ~\$21k in fees¹







- ✓ Vendors only pay \$2,995 upon listing with a Full Service from buyMyplace Group - the \$2,000 balance is only payable following a successful sale

1. Price comparison is based on a property sold for \$800,000 and traditional agent fees include commission rate of 2.25% plus 1% marketing costs. Auction priced at \$1000 for traditional agent and \$895 for buyMyplace

Expanding our range of related services

Strategic partnerships are a key element of the buyMyplace growth strategy in the future, offering enhanced customer experience and revenue growth opportunities

	Related service		Relevance to our customers	Value to BMP
NEW BMP owned	✓ Conveyancing		<ul style="list-style-type: none"> Conveyancing is mandatory in all states once a property is sold (and on listing in NSW) A natural product for us to offer to all our customers once they have chosen their core buyMyplace package 	<ul style="list-style-type: none"> Conveyancing services typically cost ~\$700 Offers significant upside to average order value
3rd party owned	✓ Valuations ✓ Inspections ✓ Property search		<ul style="list-style-type: none"> Certain property reports are compulsory in some states – our partner helps our customers fulfil their obligations hassle-free 	<ul style="list-style-type: none"> Revenue from referral fees and trailing commission Services enhance the customer experience and improve the value proposition of BMP
	✓ Mortgages & insurance ✓ Financial services		<ul style="list-style-type: none"> As a licenced credit representative of AFG, buyMyplace can offer relevant financial services to home buyers and sellers 	
	✓ Negotiation ✓ Auctions ✓ Utility connections		<ul style="list-style-type: none"> Panel of providers offers 18 services to customers and extends our relationship with customers beyond the point of sale 	

Our immediate focus is to integrate our new conveyancing product into our customer service lifecycle, enabling buyMyplace to expand its addressable market by A\$1bn

Successful marketing strategy

Marketing strategy underpinned by efficient use of Online and Direct Response TV

CITY	AGENT FEES SAVED
SYDNEY	\$27,800
MELBOURNE	\$21,100
BRISBANE	\$16,600
PERTH	\$18,500
ADELAIDE	\$14,600
HOBART	\$11,600

SAVE on average of \$27,800

buyMyplace.com.au 1300 289 697

Savings calculated as the average commission over 1% marketing costs on median leading prices in Australia and for each capital city less 2.75%

Key messages focus on savings...

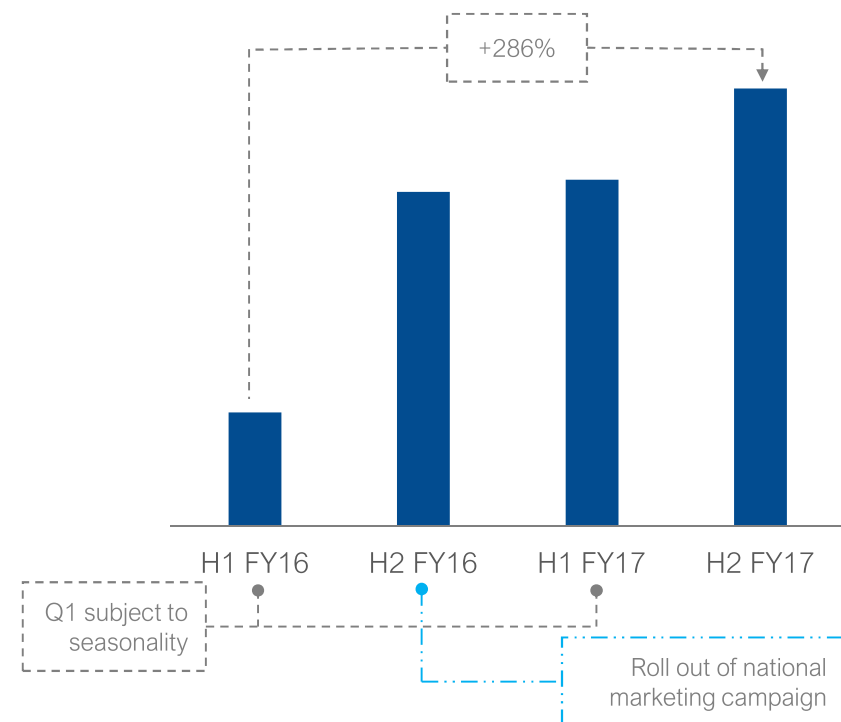
...product features...



...and customer testimonials



286% growth in leads since H1 FY16



Since listing, we have experienced rapid growth in organic lead generation, fuelling our sales pipeline and underpinning our revenue growth

Experienced executive team



Paul Heath
Chief Executive Officer

- Successfully managed transformations in both local and multinational businesses
- Senior executive roles at Vodafone, American Express, Foxtel, Reader's Digest and NetComm
- Led Vistaprint in Australia, Japan, New Zealand and Singapore



Cameron Fisher
Executive Director & GM of Agent Sales

- Past director at Australia's leading real estate companies, including Bennison Mackinnon and Talbot Birner Morley (TBM)
- Conducted over 5,000 successful auctions
- Lead and establish the expansion of the buyMyplace Licensed Agent Team (full service package)



Dan Ferguson
Chief Marketing Officer (CMO)

- 15+ years experience in leadership roles for Australian & Global ecommerce brands
- Previously Marketing Director of TradeMe, Vistaprint & CMO of DesignCrowd



Linda Dillon
Head of Acquisitions and Integration

- 15+ years experience in CFO roles for ASX-listed companies
- Support a number of companies during IPOs, capital raisings and refinancing phases



Stephenie Pulis-Cassar
Head of Sales and Operations

- Joined buyMyplace in September 2009
- Manages day to day operations including customer support, marketing and partnerships
- Previous business development positions for various internet start-ups

Executing on a clear roadmap for growth

Organic Growth

Strong progress on three key growth metrics

- ✓ Growing listings through highly targeted and efficient marketing spend
- ✓ Increasing average order value through up-sell to higher value packages
- ✓ Cross-selling high-value services to new and existing customers

Select acquisitions

Focused on complementary products and services

- ✓ Continue to identify, acquire and integrate providers of highly complementary products
- ✓ Leverage blueprint of MyPlace Conveyancing acquisition for product fit and deal structure

Near-term developments



Organic growth
Accelerate customer acquisition

- New CMO to drive focus on proven, low cost marketing channels and scaling up untapped channels
- Expand new acquisition channel testing
- Automate marketing across entire seller lifecycle



Realise synergies
from recent acquisitions and partnerships

- Fully integrate conveyancing solutions into core buyMyplace.com.au website and marketing
- Optimise up-sell and cross-sell of partner products through targeted digital marketing



New acquisitions and partnerships

- Drive new customer acquisitions through partnerships, affiliates and influencer channels
- Continue to execute on stated strategy of increasing customer share of wallet through acquisition and vertical integration



Technology

- Accelerate lead growth and reduce operating costs from further site developments
- Deploy enhanced analysts and site intelligence to grow sales conversion and optimise end-to-end customer journey



Thank
you!

Appendix: Corporate overview

buyMyplace is a disruptive online real estate agent that empowers Australians to take control of selling their homes and pay no commission

Company overview

- Australia's leading commission free online real estate company
- Disruptive technology enables house sellers to entirely bypass traditional real estate agents to successfully sell their home
- Broad suite of products empowers customers to choose the level of support and marketing activity they required
- Consistent revenue growth demonstrates the commission free model resonates with many Australians
- buyMyplace was launched in 2007 and listed in 2016

Financial information

Share price (3-Aug-17)	A\$0.255
Number of shares	64.3m
Market capitalisation	A\$16.4m
Cash (30-Jun-17)	A\$2.6m
Debt (30-Jun-17)	Nil
Enterprise value	A\$13.8

Share price performance



Top Shareholders

Cameron Fisher (<i>Executive Director</i>)	11.32%
KM Custodians	10.76%
Peter Butterss	4.65%
Matthew Driscoll	4.13%

Appendix: Deferred consideration and performance rights

<p>Ordinary shares outstanding</p>	<p>64,327,529*</p>	<p>Shares outstanding as at 28 July 2017 (post the issuance of upfront consideration to vendors of MyPlace Conveyancing) *Of which 10,886,560 escrowed until 27-Feb-2018 and 583,775 escrowed until 27-Jul-18</p>
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Deferred Consideration
<ul style="list-style-type: none"> Acquisition of BMP by Killara in September 2015 with 15.0m ordinary shares deferred consideration Deferred consideration will be issued once key milestones are reached before 30 June 2019 including: <ul style="list-style-type: none"> 5.0m shares upon achieving 8,000 property listings in a financial year 5.0m shares upon A\$10m revenue in a financial year 5.0m shares upon A\$3m EBITDA in a financial year
<ul style="list-style-type: none"> Acquisition of MyPlace Conveyancing by BMP in July 2017 <ul style="list-style-type: none"> Shares worth A\$150,000 payable based on earn-out arrangements linked to achievement of agreed performance targets in FY19 and FY20 Number of shares to be issued will be based on VWAP over the 30 day period preceding the issue of the shares

Other capital outstanding
<ul style="list-style-type: none"> 14.2m of unlisted options with exercise prices between A\$0.25 and A\$0.35 expiring on 28 February 2021 issued to: <ul style="list-style-type: none"> Directors (7.5m) Employees (4.8m) Other investors (1.9m) 2.2m of unlisted employee options with exercise prices between A\$0.25 and A\$0.55, expiring between 9 August 2021 and 13 June 2022
<ul style="list-style-type: none"> 14.25m of executive performance rights expiring 30 June 2019 <ul style="list-style-type: none"> 7.5m of the performance rights are subject to a 24 month escrow period