

ASX Market Release  
18 June 2021

## **Website Blue signs Global Website Development Partnership Agreement with Harcourts International**

JMCG Pty Ltd t/a Website Blue, a wholly-owned subsidiary of PropTech Group Limited (ASX: PTC) ("**Company**" or "**PropTech Group**") has signed a website development partnership agreement with Harcourts International Ltd ("**Harcourts**"). This partnership, which includes a fee for the initial development and an initial 12 month subscription for hosting, maintenance and support of over 2,000 website domains, is one of the region's largest real estate agency web development projects.

Established in 1888, Harcourts is the largest real estate group in New Zealand and one of Australia's fastest-growing groups with franchise offices in South Africa, USA, Canada, China, Indonesia, and Mexico.

Harcourts serves a global audience attracting over 1 million monthly website visitors. The new website development project will future-proof lead generation for business owners, agents and property managers and will aggregate Harcourts' global traffic across approximately 2,000 individual domains and sub-domains.

**Luke Thomas, Chief Operating Officer at Website Blue** said, "For many years, the Harcourts brand has significantly invested in technology and innovation. We are delighted to be partnering with Harcourts on this major project to deliver a global, market-leading web presence.

"The new Harcourts infrastructure will be developed using the Website Blue industry-leading property engine. This ensures Harcourts will maintain its cutting-edge position in the industry, enjoying advanced, intuitive integrations directly into leading property technologies."

**Steve Caradoc-Davies, CEO Harcourts International** said, "The online world is thriving, with many of our potential clients and partners starting their real estate journey online – whether buyer, seller, landlord, tenant, agent or potential franchisee. Our partnership with Website Blue sees the reimagining of our websites, providing an industry-leading experience that will help us dominate the online space with a voice that few of our competitors have been able to accomplish."

**Joe Hanna, MD and CEO of PropTech Group** said, "We are delighted to be expanding our partnership with Harcourts. The fact that Website Blue were able to secure the competitive pitch for the Harcourts International Group of global sites is testament to the depth and expertise of the team.

“As part of the PropTech Group, websites developed via Website Blue are all deeply integrated with VaultRE, recently endorsed as Harcourt’s exclusive Sales CRM to their network in Australia and New Zealand.

“This two-way syncing and exchange of data enables advanced analytics and behavioural insights, which can be applied in several ways to enhance the quality of CRM data. The PropTech Group is currently utilising this data to consistently innovate and provide better, holistic solutions within the real estate space.”

**Release of market announcement authorised by Joe Hanna, CEO and Managing Director.**

### **Contact Details**

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### **About the PropTech Group**

The PropTech Group is an Australian listed company that focuses on investing in and operating PropTech companies that primarily serve the Australian, United Kingdom, and New Zealand real estate markets.

Key assets include the market-leading real estate sales CRM software MyDesktop and VaultRE in Australia and New Zealand, Real Estate Investar, VaultEA in the United Kingdom, and Rent Find Inspector.

Significant customers include Ray White and Raine and Horne in Australia and Century 21 in the United Kingdom.