



Butn Limited

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www.butn.co

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ASX ANNOUNCEMENT

Butn and Ready Media Group partnership

Butn Limited (Butn) is pleased to announce a strategic partnership with Ready Media Group Pty Ltd (Ready Media), one of Australia's leading client-centric property media businesses.

Butn has integrated its ButnPay product within Ready Media's platform to create Ready-Pay, a By-Now-Pay-Later (BNPL) solution. With Ready-Pay, vendors of commercial property can now fund the cost of their sales marketing campaign, shifting that payment towards the transaction's settlement. The Ready-Pay product will be rolled out to Ready Media users, which comprise an average of more than 60,000 monthly website users and over 2,000 active agency clients.

Nick Materia, Founder & CEO of Ready Media Group, said "Ready Media in essence is a business that solves old problems with modern solutions, and we see that parallel with Butn's business model, which is what consolidated our partnership. Their fast finance technology is hugely complimentary to our existing services suite and we envision Ready-Pay becoming a mainstay of vendor paid marketing. What excites us most about Ready-Pay is the way it enables vendors to access premium marketing channels to run modern, high impact property campaigns by eliminating the issue of prohibitive up-front costs."

Co-Founder and Co-CEO of Butn, Rael Ross stated "Butn is excited to partner with such a dynamic and forward-thinking company like Ready Media. With Ready-Pay available Australia-wide, vendors can now choose the best marketing package available to achieve the best possible sale price for their property. This partnership further cements Butn's position as a key player in the real estate funding space, especially off the back of COVID-19 as property auctions and sales begin to pick up."

Authorised by Rael Ross
Co-CEO and Executive Director
Butn Limited

Further information:

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About Butn

Butn Limited is an Australian Business-to-Business ('B2B') funder innovating the way SMEs fund and grow their businesses. Butn focuses on transactional funding – funding SME businesses through their working capital constraints by financing individual transactions, leveraging the end debtor's credit. With a vision of "Your money, today" Butn delivers cashflow funding solutions at the click of a Butn having funded over \$700 million to Australian businesses. For more information visit www.butn.co

About Ready Media Group

Ready Media Group is an end-to-end property marketing and media business underpinned by it's two lead-generating property portals, DevelopmentReady & CommercialReady, as well as associated proprietary property technology. Ready Media Group is Australian owned and operated. For information visit www.ready-pay.com.au or www.readymedia.com.au