

ASX Announcement | 17 March 2025
DomaCom Limited (ASX: DCL)

Chairman's Address – FY24 Annual General Meeting

Acknowledging Challenges and Our Strategic Response

FY2024 was a year of reckoning for DomaCom. We navigated financial instability, liquidity constraints, and the suspension of our ASX listing. However, challenges bring opportunities. Instead of retreating, we embarked on a strategic turnaround—a plan rooted in financial resilience, operational efficiency, and innovation.

Key Strategic Actions:

- We recapitalised the business, securing \$3.5 million in private placements.
- We repaid \$2.3 million in loans, strengthening our balance sheet.
- We converted \$3 million in debt into shares, reinforcing shareholder confidence.
- We secured a 50% revenue share agreement with the Bricklet Homeowner Platform, unlocking future potential.

These measures resulted in a net positive impact of \$6.5 million, positioning us for sustainable growth.

Revolutionising the Business Model

Beyond financial restructuring, we are redefining DomaCom's core strategy and business model. Our primary objective is to shift from a property fractionalisation platform to a broader fractional investing hub for alternative investments.

1. Introduction of the Homeowner Equity Fund:

- A game-changer in the property market, bridging the deposit gap for Australians.
- A diversified, socially impactful investment vehicle, boosting our Funds Under Management (FUM).
- New income streams via Bricklet's Homeowner Shared Equity Program.

2. Technology and Operational Transformation:

- Enhancing compliance and customer service to lift the suspension on new business.
- Strengthening risk management to rebuild market and investor confidence.
- Expanding into new asset classes beyond real estate to create a diversified revenue stream.

3. The Birth of Assetora:

- DomaCom is evolving into Assetora, a brand that represents the next era of fractional investing.
- A digital-first, technology-driven approach to investment, ensuring accessibility for all investors.

- A bold shift that aligns with global market trends and our strategic vision for growth.

Vision for the Future

We are no longer just a property fund manager. We are an investment platform of the future—one that leverages technology, innovation, and diversified asset offerings to maximise returns for our shareholders.

Looking ahead, we are focused on:

- Securing new partnerships to expand our investment opportunities.
- Enhancing our technology infrastructure for scalability and efficiency.
- Rebuilding market confidence and restoring our ASX listing.
- Scaling Assetora as a leader in alternative investments.

I want to extend my sincere appreciation to our shareholders for your trust and patience. This journey is one of transformation, and together, we will create a company that thrives in the evolving financial landscape.

This announcement has been approved by DomaCom's Chairman.

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For further information, please contact:

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About DomaCom

DomaCom Limited (ASX:DCL) is the operator of an innovative managed investments platform for a wide range of assets across wholesale and retail markets. The platform offers investors and financial advisers easy access, reporting and transparency with comparatively lower minimum investments and competitive costs and structures. Investments on the platform can include a range of unique assets from agriculture, energy, securities, commercial and residential property.

As a leader in the Australian financial sector, DomaCom has a reputation for innovative structures and making portfolio diversification a reality for investors.

To learn more, please visit: www.domacom.com.au