



ASX RELEASE: 28th JULY 2014

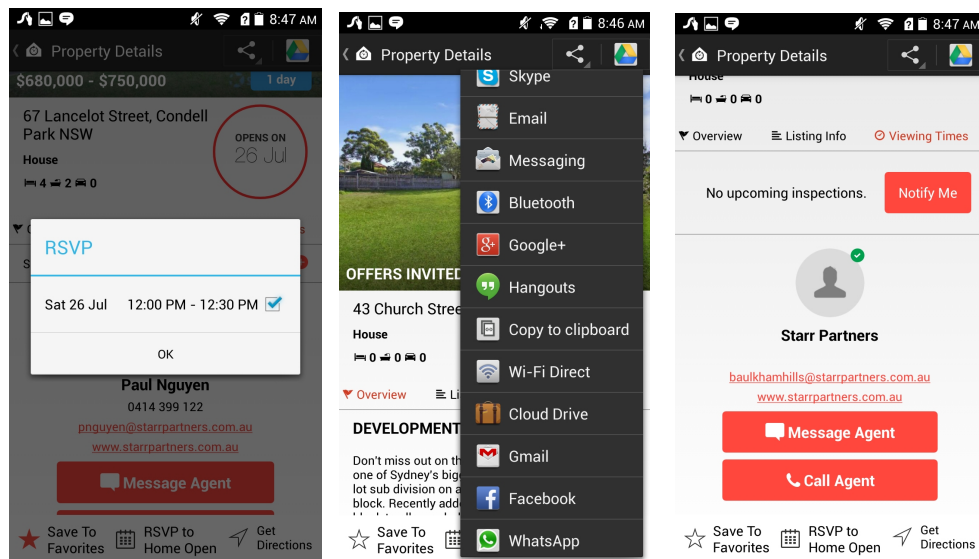
HOME OPEN ANDROID VERSION GOES LIVE

HIGHLIGHTS

- Home Open Android version live on the Google Play store
- Increases potential consumer base for Home Open
- Website version on-track for completion in the next 14 days
- Agent registrations increasing daily as demand for Home Open grows
- Consumer launch marketing strategy being developed

Applabs Technologies Ltd (ASX Code: ALA) is pleased to provide an update on its exciting new real estate portal “Home Open”

The Home Open Android version has officially gone live and is available for download from the Google Play store. This follows on from the successful launch of the iPhone version for Home Open on the 1st of June 2014 and the iPad version on the 25th June 2014. The website version of Home Open is currently in the final stages of development and will be released over the coming 14 days.



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Agent registrations for Home Open continue to increase daily and the amount of referrals directly from real estate agents has also seen a major boost in the past 3 weeks which is a huge endorsement for the portal. Below are a small sample of some of the agents which registered for Home Open.



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Applabs Managing Director Stuart Kidd commented:

“We are excited to release Home Open on the Google Play store which significantly increases our potential consumer audience. Home Open continues to be well supported by the real estate industry and we feel the upcoming consumer launch is at an opportune time as the industry continues to go through major changes.”

“We are currently reviewing several marketing options ahead of a consumer launch for Home Open which is planned to be rolled out over the coming months”

For further information, please contact

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