Openn North America Market Update

HIGHLIGHTS:

- **Openn North America, Inc. continues to advance pilot discussions with major real estate Multiple Listing Service (MLS) groups in USA and Canada**

- **Openn is currently in detailed pilot planning with 3 additional MLS groups - potentially exposing Openn's PropTech to an extra 180,000 realtor members**

- **Pilots in the North American market are progressing well with work underway for commercial market launch and scale up**

- **Integration work with ubiquitous Canadian real estate listing website REALTOR.ca proceeding well with the aim of making available Openn's PropTech to all Canadian real estate consumers**

- **Canadian regulatory framework and legislative initiatives underpinning Openn's ambition to improve transparency in property transactions**

- **Openn progressing potential for multiple revenue streams, including property sales data capture and analytics**

Australian-listed property technology (**PropTech**) company, Openn Negotiation Limited (**ASX:OPN**), (**Openn** or **Company**) is pleased to provide a market update in relation to the commercial activities of the Company's wholly owned subsidiary, Openn North America, Inc. (**Openn NA**).

Openn's PropTech aims to improve transparency in real estate transactions for the benefit of buyers, sellers, and real estate agents. This is done through the Company's novel proprietary software, which has already enjoyed rapid adoption in the Australian and New Zealand property markets, being used to facilitate approximately AU$5B worth of real estate sales since 2016.

In addition to the announced pilots signed with the Canadian Real Estate Association (**CREA**) and major MLS's in the US, the Company is pleased to report that advanced planning is underway with 3 additional top 20 US MLS organisations to prepare the Openn platform for use in new markets, presently with over 175,000 agents. Along with the announced pilots currently underway, these relationships provide Openn with a potential addressable market of over 350,000 real estate agents in the USA and Canada.".

The Company now considers it has sufficient breadth of pilot access to cover the needs of the broader market and is focused on consolidating these learnings into the first commercial release. The Company will update the market in relation to any material information related to its pilots should they occur.

Market Launch Strategy

The combination of market awareness and continued education through REALTOR.ca creates a significant opportunity for scale adoption, with REALTOR.ca acting as the observer for all Openn properties - educating consumers, agents, and other stakeholders on the Openn process.

Openn's PropTech will complement the potential for scale adoption by providing a basic version of the Openn platform for free to all agents in Canada. The premium version is accessible to subscribers and will provide a range of automation, performance management, market insights and lead generation tools to agents.

Subscription pricing is expected to range from CAD $40-$60 per month per user. More comprehensive broker packages will be made available.

In the USA and Canada, the Openn platform is positioned as an agent-to-agent collaboration tool. Buyers submit their offers through their licensed buyer agent, just as they do now. They are then provided with all the benefits of transparency through Openn's PropTech.

Executive Director of Openn and President of Openn North America, Duncan Anderson commented: *"Openn's focus is transparent digital offer management. We are positioning ourselves to meet the needs of the US and Canadian markets in such a profound and revolutionary way. Openn is pleased with the opportunity to impact the North American industry with transparent and equitable transactions."*

Investors can best track progress of this plan over the next 3-6 months by monitoring Openn's delivery of the following key milestones:

- Openn is working with complementary technology partners on integration and sales packaging that enhance user experience and speed market access across Canada and the USA.
  - ✓ *Openn considers the measure of success on this component will be the delivery of commercial agreements and technical integration with collaborative partners with a combined market reach of 20% or more.*

- Integration with REALTOR.ca is comprehensive. It ranges from single-sign-on for all licensed Canadian agents to embedding Openn data on the REALTOR.ca website. There will be multiple integration deliveries, both prior to, and post commercial launch.
  - ✓ *Openn considers the measure of success on this component will be delivery of product releases with REALTOR.ca or CREA integration components.*

- The lite (free) and full version (paid) of the Openn platform is being developed for piloting.
  - ✓ *Openn considers the measure of success on this component will be the first set of live transactions (properties sold) on the Openn platform.*

The current pilots of Openn's unique PropTech with substantial real estate industry groups, including CREA, Triangle MLS (see ASX announcements dated 7 April 2022) and bridgeMLS (see ASX announcement dated 19 May 2022), are progressing well. The programs are being refined to adapt to each unique regulatory and industry environment. Openn anticipates that successful pilot programs will lead to commercial engagement opportunities in these very large addressable markets.

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Michael Bourque, CREA's Chief Executive Officer commented: *"Multiple offer scenarios have become increasingly commonplace in today's real estate environment. Canadian property buyers and sellers seek greater confidence in the process, while Canadian REALTORS® seek tools to enable and more easily manage these situations. We're very excited about the potential of this pilot to address both."*

Revenue opportunities

Along with agent subscription revenue, the Company is investigating opportunities to monetise property sales data and analytics as Openn grows market share in various geographical markets.

This data provides a unique opportunity for agents, collaboration partners and Openn to derive additional revenue, and provide real time information, via the consumer supportive direct marketing potential unlocked by the Openn platform. Openn is in discussion with third parties who will benefit from the data.

- ✓ *Openn considers the first measure of success will be the delivery of commercial agreements with at least one major finance industry brand. The second measure of success will be revenue generation from that activity.*

Openn is also in discussion with significant users of aggregated analytics in the US and Canadian markets. These opportunities range from high level risk modelling to property level automated valuation support. Measure of success will be commercial agreements with at least one major finance industry brand to support the development of analytical tools for commercial use.

This announcement is authorised for market release by the Board of Openn Negotiation Ltd.

ENDS

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About Openn

Openn Negotiation Limited (**ASX:OPN**) is an Australian property technology company offering a proprietary cloud-based software platform to support real estate agents in selling property online with greater transparency.

The Openn platform facilitates a negotiation process, featuring streamlined digital contracting and automated communication tools, which enhances a property transaction. The solution provides buyers with real-time feedback through their device on how much competition exists and where their price stands in the negotiation, resulting in an optimal sales outcome.

Forward-Looking Information

This announcement contains forward-looking information that is based on Openn's expectations, estimates and projections as of the date on which the statements were made. This forward-looking information includes, among other things, statements with respect to the Company's business strategy, plans, development, objectives, performance, outlook, growth, cash flow, projections, targets and expectations, negotiations, and product/service development. Generally, this forward-looking information can be identified by the use of

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terminology such as 'outlook', 'anticipate', 'project', 'target', 'potential', 'likely', 'believe', 'estimate', 'expect', 'intend', 'may', 'would', 'could', 'should', 'scheduled', 'will', 'plan', 'forecast', 'evolve' and similar expressions. Persons reading this announcement are cautioned that such statements are only predictions, and that the Company's actual future results or performance may be materially different. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information.

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