

## **EXCLUSIVE AGENCY AGREEMENT SIGNED FOR THE GULF COOPERATION COUNTRIES**

***Sydney, 20<sup>th</sup> August 2018***

### ***Executive Summary***

- Exclusive Agency Agreement signed for Gulf Cooperation Countries, replacing existing Term Sheet
- Finder's Agreement also signed to assist with future capital raising activities

### ***Exclusive Agency Agreement***

Property Connect is pleased to advise that it has executed an agreement with Pipeline Marketing Management LLC (trading as Pipeline) to act as its exclusive agent for a period of two years to license and market the LiveOffer sales auction and rental platforms in the GCC – Dubai and surrounding countries.

Building upon the recently announced global referrer's agreement with Damac Properties, Pipeline will provide a range of services to assist the company to successfully launch its LiveOffer sales auction and rental platforms in the GCC. As the company's exclusive agent in the GCC, Pipeline will provide the company with the following services:

- 1) Property Developer Relations – work with local developers to introduce developments to the LiveOffer platforms and manage all aspects off the sale process for developments on the platforms, subject to customary SLAs;
- 2) Purchaser Relations – work on direct property investment activities with potential purchasers, including managing viewing of properties and ancillary services to complete purchases on the LiveOffer sales auction platform, such as conveyancing and financing arrangements; and
- 3) Business Development Activities – recruit additional developers, purchasers and partners throughout the GCC for new developments and services relating to the LiveOffer sales auction and rental platforms.

Pipeline will earn commission based upon annual sales volumes on the LiveOffer sales auction platform in the GCC ranging from 10% - 15% of the Licence Fees received by the company for annual sales of AUD\$5M - AUD\$15M+. Pipeline and the company will agree on the terms of commission for transactions completed on the LiveOffer rentals platform prior to its future launch in the GCC.

License Fees payable to the company for sales auction transactions completed on the LiveOffer platform, such as under the global referrer's agreement with Damac, typically range between 5%-8%, depending upon the development project, settlement schedule and payment plan. These fees are exclusive of ancillary or complimentary services such as mortgage origination, the fees for which typically range between 1%-

3%. License Fees payable to the company for rental transactions completed on the LiveOffer platform, typically range between 1%-3%, which are exclusive of complimentary services such as connection services.

Property Connect has agreed to complete all customisations to its LiveOffer sales auction platform necessary for the GCC within 30 days. The company has been working with Damac to introduce its property listings to the LiveOffer sales auction platform and looks forward to successfully completing transactions on the platform shortly following completion of these customisations.

### ***Finder's Agreement***

In addition, the company has entered into a capital raising finder's agreement with Pipeline to assist non-exclusively with future capital raising activities.

Pipeline is a business-to-business sales and business development organisation established by leading sales specialists, with over 50+ years combined experience operating in the GCC. Pipeline's team have a track record of market expansion and sales development for several leading enterprise companies and deep local relationships.

CEO of Property Connect, Darren Patterson, said: "We are very pleased to have finalised this agreement with Pipeline and move forward on the expansion of the LiveOffer sales auction and rental platforms into the GCC. The Company is now well positioned to generate revenue in a highly scalable manner from our industry leading platforms, providing a return to shareholders from our technology investment made to date."

**-END-**

### ***Forward-Looking Statements***

*This document includes forward-looking statements. Forward-looking statements include, but are not limited to, statements concerning PCH's potential business development, corporate activities and any, and all, statements that are not historical facts. When used in this document, words such as "could," "plan," "estimate," "expect," "intend," "may," "potential," "should" and similar expressions are forward-looking statements. PCH believes that its forward-looking statements are reasonable; however, forward-looking statements involve risks and uncertainties and no assurance can be given that actual future results will be consistent with these forward-looking statements. All figures presented in this document are unaudited and this document does not contain any forecasts of profitability or loss.*

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**About Property Connect**

Property Connect is an Australian based real estate services and technology company. The company has developed the Live Offer platform, designed to create an easy, fair and transparent system under which potential tenants can negotiate the best offer on a rental property and where vendors can optimise buyer engagement in the sale of residential real estate. The company is listed on the Australian Securities Exchange (ASX:PCH). [www.propertyconnect.com](http://www.propertyconnect.com)

**About Pipeline Marketing Management**

Pipeline has designed a complete end-to-end sales process that is fully managed from Sales Strategy all the way to sales contracting. With Pipeline's services, company's have better cost control over sales with the ability to scale up or down on resources, as required. Pipeline invests in quality and proven resources, who deliver a highly professional sales service to companies. [www.pipelinebdsolutions.com](http://www.pipelinebdsolutions.com)